“What Net neutrality is: nondiscriminatory, universal access to Internet resources The access-oriented approach to NN focuses on the incentives of network operators – and governments – to block or restrict access to Internet resources. It is concerned with preserving the universal, reciprocal and nondiscriminatory access traditionally associated with Internet connectivity, and not with specific methods of bandwidth management or the offering of differentiated services. A principle of universal and nondiscriminatory access aims to preserve the ability of any Internet user to connect to any lawful content or services on the Internet, and the reciprocal right to have their resources universally accessible to others on the Internet.” (Mueller, M. 2007)

Larger ISPs such as Comcast and Verizon are fully in favor of sending the Open Internet Order (Net Neutrality) through the shredder, as Ajit Pai plans to do. It’s the stance of suchISPs that government regulation, in this case, stands in the way of innovation and progress. That has been Pai's refrain as well, even dating back to before he was Chairman of the FCC. However, the sentiment is not shared by all ISPs. In fact, dozens of smaller ISPsacross the United States—more than 40 in all—are in favor of leaving things alone, as they wrote in a letter published by the EFF today.

"The federal courts have made it very clear that network neutrality depends on the FCC maintaining that broadband is a telecommunications service and that other approaches have already failed as a legal matter. We have always supported a neutral network approach to the internet and see no reason why it should not be required as a matter of law," the letter reads."Without a legal foundation to address the anticompetitive practices of the largest players in the market, the FCC’s current course threatens the viability of competitive entry and competitive viability. As direct competitors to the biggest cable and telephone companies, we have reservations about any plan at the FCC that seeks to enhance their market power without any meaningful restraints on their ability to monopolize large swaths of the internet," the letter continues.

This specifically talks about innovation in the telecommunication sectors and that too for the bigger ISPs. What about the innovation in other fields? Had there been the selective promotion of such level earlier, would Facebook had ever managed to surpass Orkut. We all are aware of the similarity in features that Snapchat and Instagram have and more aware as to h=who has more money. Would it have been possible for Snapchat to reach the heights it has reached now if Net Neutrality was not there. As the advocates of Net Neutrality say, Net neutrality offers for a fair and equal playing grounds for all the companies, new as well as old. Consumers have the freedom based on their liking of the product. The new products would receive the same preference is what drives small and new companies to innovate, to come up with new ideas. As far as differential pricing is concerned, the internet applications have become an eternal part of our lives. We are used to using certain applications for the various tasks that we perform. Most of us use Gmail.com for Emails. The Gmail ID has become a part of our personal and professional lives. I don’t think it would be right to ask to pay more to access Gmail.com all of a sudden one day.

The net neutrality ensures a fair playing field for all which drives new and small companies to innovate and come up with better products than the big companies and at the same time push the big companies to be watchful of the small and new companies and keep innovating, thus, fueling the cart of innovation.

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