**FCC Comment filling**

Net Neutrality is a concept where the internet is open to everyone and Internet service providers or ISP’s cannot block or slow-down certain websites intentionally. This is also implies that the ISP’s cannot slow down websites or traffic of certain business which might be their competitors and is this would be unfair, This principle was initially approved by the FCC in 2010. I am an advocate for Net Neutrality and certainly think it is essential because it will help both businesses and consumers and provide a level playing field for a majority of the businesses. If the ISP’s were to have their way and were given control of the internet traffic they could essentially create a two-lane internet, one would be a faster one and the other would be a slower one. This in turn would affect small businesses and startups who would not be able to afford the high fees charged by the internet providers and as a result loose out to majority of the traffic.

Abolishing Net neutrality might increase profits for the telecom and internet service providers like Verizon and AT&t but this profit might be short-lived and can soon result into a distorted internet where people will be priced depending upon the content being accessed by them and will be controlled by the ISP’s. This will result in a very unfair business scenario as the ISP’s might slow down or block websites from businesses which have direct competition with them. A major cause for economic growth of any country is the rise of startups and employment of people, if net neutrality was abolished we would see stifling of these startups as they will not be able to reach out to consumers effectively and thus it is really important that net neutrality should be pro-business and give unfettered access to small business and startups in every corner of the country to aid economic growth. Moreover, there will not be any restrictions when it comes to users accessing a website, blog, RSS feed, video content or podcast as each resource has equal access and there is no preference of which content the user can access fast.

Net Neutrality will also abolish any possibility of unfair tie-ups between companies. This can be demonstrated by a few examples, someone wanting to open a Bank of America checking or trading account might be see advertisements of only JP Morgan Chase since the internet service provider has a tie-up with JP Morgan thus enabling unfair business practices. This example covered two of the biggest banks in America but it can easily be applied to smaller companies and how they might have to pump in money to fight big retailers. Another example can be while searching for a product online you might be redirected directly to Amazon and not even be able to discover other small ecommerce retailers.

In summary, I would want to say it is essential that we support Net Neutrality and other big companies should come forward and advocate Net neutrality. It is important from a political sense that President Trump handles this with diligence to “make America great again!”.

References

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