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internet should be limitless and free. in the days of tv before cable you could watch content for free limitless. The payoff for the providers was access to the consumer. (commercials.) You would watch for 15 minutes or so and then watch a few minutes of commercials. Today on the net if you shop for a specific size and brand of tire for your car, you will immediately have that exact tire offered to you on the side of the next web page you visit. this is extremely more valuable than the old tv advertising model. So having super fast internet speed to all consumers is great for commerce. New businesses and services should not be at a disadvantage to old legacy company's that got there position from public utility and right-of-way.