

Big ISPs like Comcast have chosen instead of investing a portion of their own profits back into their network infrastructure to force other companies to pay for it. Interconnection which was never a problem before is suddenly being used to blackmail and extort web firms and consumers are also losing out. Comcast had no problem offering **content delivery networks** (**CDNs**) from Level 3 Communications and Cogent free interconnection until Netflix started using them for its streaming Watch Now service. Then Comcast started to close off its pipe to such CDNs and said if Netflix uses your CDN you have to pay. Netflix even developed its own CDN at one point OpenConnect which smaller ISPs in the U.S. and Europe agreed to join but the big players AT&T, Verizon and Comcast refused. Instead they say Netflix should pay them a bribe to speed up access for internet subscribers of those companies who use Netflix. As soon as Netflix paid up to Comcast things sped up suddenly proving there was never any artificial scarcity or chokehold at any data-point - Comcast has sometimes claimed Netflix may be using a bad CDN and should route its traffic directly to Comcast's network without using third party CDNs however, even then until Netflix agrees to pay up its performance lags. This is an interconnection fee racket that needs to be stopped and Network Neutrality rules under Title II which the FCC just enacted can help to thwart this bad practice that harms online video providers and consumers. When companies like Netflix have to start paying interconnection to all ISPs their (Netflix's) prices go up and they have to pass on those costs to their customers who may have chosen to use Netflix in the first place to save money on a pay TV subscription. These cord cutters may cancel pay TV service and use services like Netflix that are a la carte for streaming media.