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Data capping on broadband internet is inherently anti-competition and anti-free market. For this reason it should be banned and companies should not be allowed to decide how much data consumers use. Companies such as comcast use data caps on their internet services to coerce their customers to use comcasts services such as streampix or their television cable service instead of letting the consumer decide which products they want to use. This is true because services like steam, netflix, spoti fy, skype can end up using much more monthly data than comcast allows for its customers to use each month. When customers use more data than comcast assigns them (which is easily surpassed in a household of two) comcast then charges an extra 10\$ for 50gbs to no limit, which in turn ends up costing hundreds over their stated pricing. It is a sneaky underhanded technique which is abused and most times consumers have no alternative to get around such underhanded pricing schemes. What is needed in the telecommunications industry is more anti-trust laws and regulations that are set up to protect the american public not large companies. With the world become more and more online to the point where even much of education is done online (not to mention business and culture) we need to ensure that people have access to fast, affordable, and unlimited internet.