

Those who use Internet services are charged depending on how they use it. Those who want to get content from service providers must pay for Internet connectivity, and usually will pay according to how fast their connection is. Those who want to provide a service to others over the Internet must pay for their connectivity as well, and typically pay according to how much information they transmit. Thus, both sides of the Internet connection that is serving not only the business but the customer involved are paid for. Therefore, the companies providing the connection on either end are being funded. These companies can charge whatever they like and clients will happily pay for such connections. Therefore, it makes little sense for these same companies to request a second payment based on the content being served, or based on a desire for a service provider to have a faster connection to a customer when both sides have already paid for a specific amount of speed.