

Rob Atkinson of industry-funded front group ITIF told the FCC that while Net Neutrality advocates "bemoan the state of competition in the American broadband marketplace (often with little foundation) there is always at least one alternative to the local telephone or cable provider: non-participation." Please preserve Net Neutrality to ensure consumer choice. Phone and cable companies control more than 96 percent of high-speed Internet connections to homes in America. The proposed Net Neutrality rules would prevent abuses in a highly concentrated and uncompetitive market. Without these protections, providers have a strong incentive to control not just access but also the content that flows across their networks. Net Neutrality protects competition, maximizes consumer choice, and ensures that we have unfettered access to the Web's dynamic mix of new ideas. There is already so little choice in the marketplace.