

Network neutrality is important to broadband consumers because it prevents the discrimination of specific types of data. The consumer paid for a specific speed of broadband so he should have the right to use that broadband speed for any type of data transfer he desires. The ISP should not have the right to slow down or block a type of data because that interferes with the consumer's right to use his (paid) service any way he pleases.

If a person signs up for "unlimited" broadband at 2mbps, then he has the right to use that broadband as much as he wants as long as he wants and on any data he wants **as long as** he remains at 2 mbps or less. The consumer is paying for a specific speed, not for data discrimination and broadband caps. For the ISP to suggest otherwise is a violation of the contract signed between the consumer and the ISP.

If the ISP does want to discriminate users based on data or broadband usage, then they must be required to say so clearly in plain regular (non-lawyer) language to **all potential and future customers** before they sign up for the ISP's service. They must also remove the "unlimited" from "unlimited broadband" because this is a lie in advertising and to do otherwise calls for a FTC investigation. Any ISP who wants broadband caps or data discrimination must tell the consumer in their ads before they sign up for the ISP's service.

On a last note, the FCC should encourage the Justice Department to pursue antitrust investigations against most of the dominant ISPs. It is obvious to all that the old AT&T Corporation broken up in the early 1980's is back again. The new AT&T has regained most of the old AT&T's power by buying back or merging with all of the old AT&T's component companies (the Bells).

The FCC must preserve competition in the American broadband markets. The best ways to do this are to mandate network neutrality, ban all broadband caps of any form, and break up dominant ISPs to encourage more competition in the market. Breaking up large ISPs will reduce their dominant market power and force the ISPs to focus more on customer satisfaction and improvement on broadband investments rather than unfair and restrictive pricing tiers and de-facto secretive price fixing and collusion.