

Of course, broadband providers should be free to try different pricing strategies. But the FCC's apparent endorsement of these plans only makes sense in a world with real broadband competition. Unfortunately, the wireline broadband market is at best a duopoly and is trending toward a cable monopoly (especially if Verizon SpectrumCo and Cox deals are rubber stamped). That makes broadband providers' pricing schemes almost immune to market discipline and consumer response.

The FCC has turned a blind eye to this competition problem. If it wants to see experimentation in pricing that actually benefits consumers, we need a competition policy that creates more experimenters."