

## **Don't miss the big picture**

So the big picture on the FCC's broadband quality report has nothing to do with Google's servers and everything to do with Google, Netflix and others trying to serve their customers in a market where broadband resources are constrained by caps or where operators refuse to invest in their networks. If you doubt me, look at Netflix [begrudgingly lowering the quality of its streams in Canada](#) or [Google building out its own fiber network](#) just to get people thinking about what apps a superfast gigabit network could enable.

Only in a market where their access to the end customers is interrupted by a monopoly would it make sense for Netflix to deliver a lower quality product or Google to spend billions in a working around that provider. So yeah, cable, congratulate yourselves on being better than DSL, but don't try to get all high and mighty trashing the companies that make your product worth buying.