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In the USA consumers like myself are already paying higher prices (almost double) for slow connections (almost by half) [see: http://oti.newamerica.net/publications/policy/the_cost_of_connectivity_2013] - in comparison to most other countries in the world. Even that aside the fact is I'm paying for internet service.

When I stream a movie for my children using Netflix it is both my understanding and expectation that I've covered the costs for this in my monthly bill from my ISP (and my monthly bill from Netflix).

It strikes me as dishonest and disingenuous for my ISP to try and collect money from the likes of Netflix for a standard of service that I should already be receiving from them.

The end result is that this extra financial burden for Netflix will eventually be pushed to me, the consumer.

While I have focused here on the consumer side, it is in everyone's interest - business and consumer - that we treat all data on the Internet equally.