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I care very much about the neutrality of the internet. To give companies preference over which services and sites get speed preference is wrong and will lead to a worse, less free internet controlled by giant corporations in which creativity and innovation are pushed aside in favor of corporate profits. One example: my internet provider, Cox Communications, has a video site that tries to compete with YouTube, a video site I use regularly. YouTube is a much better platform with more, better content. The net neutrality loss would mean that Cox (the only internet provider available for the speeds I need at a reasonable cost) could slow down YouTube so that Cox's own video service could be faster. As a result of capturing the audience towards their own site, they will be able to sell more ads on their controlled-content video site and find huge profit margins. In fact, they need not even upgrade the speeds on their own site, so long as the "roads" to other sites are full of pot holes. This is wrong.