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I think that the internet should remain neutral, that content, content providers, and consumers, should not have access and broadband over the internet dictated by ISPs. ISPs do have a serious conflict of interest over the industry and should not be given any regulatory or commercial power over content providers, content, or consumers except as an overarching industry flat rate.

What is the most powerful and frankly unique aspect of the internet is its ability to connect everyone to everyone else, sacrificing connection to the vast myriad of small content creators for a few large creators (such as Netflix and Youtube) severely hinders and practically destroys that amazing aspect of the internet.

Not only that, but it will also give ISPs regulatory control over content providers by allowing them to treat individual providers separately based on whatever "business" reason they want, it is not possible to create enough regulations, or to enforce them, to keep ISPs in check if given control over individual broadband.