

The whole point is to maintain the same neutrality the Internet was born, to prevent ISPs from effectively determining what customers can get data quicker or slower. My ISP should not even decide what I can do with my pipe when I pay for unlimited data at a certain rate for it. If I want to get Netflix, it should be coming to me at the highest speed I can get with my plan. ISPs should not even be slowing it down because "Netflix" didn't give them the extortion tolls (money) they wanted even though they have already paid for their outgoing bandwidth and I paid for my incoming bandwidth. If ISPs are suffering traffic issues they should not be offering unlimited data in the first place.

Let's say that Comcast decides that CNN's Video Streaming service is using too much bandwidth. In turn, they are throttled to 50Mbps aggregate for all Comcast customers... Is that okay?

Before you answer, remember that Comcast owns NBC, and an act such as this would steer customers (including ad dollars) away from their competitor and into Comcast's own pockets, as well as damage the perceived reputation of their competitor.

If *their* video is choppy unless you are watching at 2:15am but every other news stream is smooth any time of the day, then instant loss of user base.

Those sorts of situations are why we need Net Neutrality...

Further, connectivity is a risky business. A car accident, lightning strike, or dozen other issues and there is a service outage requiring human intervention. It is a business with high cost in customer support, equipment upkeep, line maintenance... and on ... Valuations are single digit multiples of profits, and that is assuming that there is even a positive and not kept afloat through government subsidies. Customer Service Stats are universally poor.

And then you look at services like Twitter, WhatsApp, or basically anything Intellectual Property only and essentially zero monetization

strategy... Multiples of triple digits, valued in the many billions... an idea that is worth more than entire functioning telecom networks.

Would you really want to pull a “let the market decide” where there are government mandated monopolies in the form of franchise agreements that limit competition, and let those companies supplement their income from their captive audiences by making back-room dealings to prop up services from Company A by sabotaging connectivity to Company B – F by saying “online backup services are now slowed to 256Kbps, unless you use Company A’s offering”?

Finally, Level 3 (major backbone provider for the internet) has publicly said that *no one* is suffering from congestion at the middle mile. The problems that exist are last-mile, or fighting amidst your neighbors for speed due to under-sized links provided by older equipment.