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It is important that all internet traffic is treated equally and without priority or special preference. Free or paid prioritization fundamentally changes how the Internet works. Paid prioritization puts small, innovative companies at a disadvantage as they cannot afford to pay for the speed they need. The next Netflix, Facebook, or YouTube could go out of business because they cannot afford the fees that Comcast or others are charging for access to the "fast lanes" that their business needs. For this reason, the allowance for paid prioritization should be removed from the FCC Net Neutrality rules.