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Companies already price according to the pipe size they sell, and additional charges for full consumption of those pipes are ludicrous!

They sold 10 pipes of 10MB, and now find themselves in trouble when consumers utilize it simultaneously. Like an airline that sells 110 tickets for a 100 seats flight (based on a 10% average cancellation), and now finds itself in trouble when all passengers show up to fly.

Of course it would be great being able to discriminate which passengers to hold for the next flight (based on additional pay or any other metric of importance), but the concept is simply unfair and wrong.

Can you imagine buying flight tickets that are "guaranteed" seats or tickets where you fly "according to space availability"? Sooner than you think we'll all be paying for "guaranteed" seats until they sell more than the plane can fit and we are back to step one (only at a higher price point).

This can only be solved by more companies, more competition, and larger pipes and this is a step on the wrong direction. Please safeguard us individuals and look for regulation that forces companies to invest and above all, compete!