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"The power of the internet is the fundamental equality of all the information on it. Businesses, webpages, and services must continue to innovate and improve in order to remain competitive, because they can't buy an advantage in distribution over their competitors. This has established a culture of ruthless natural selection, where an established service can not simply rest on their prior accomplishments; rather, they must always attempt to offer a better service than the alternative. If net neutrality goes away, this atmosphere of innovation can and will go with it, as large companies forge contracts with ISP's to ensure that they will always be on top. This may benefit the ISPs and the large companies currently on top, but not the consumer. As a consumer, this worries me greatly."