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All emotions and love of the internet and freedom aside, even from the driest, economic perspective it is a no-brainer that the internet should remain neutral. Companies like Comcast and other big ISPs can post really specific figures of the kind of losses/gains they will experience from X happening or not. It is, however, way more difficult to model social returns/losses

The reality is that any financial figure Comcast could throw out there is like a drop in the bucket compared to the combined social, cultural, and economic gains reaped by the internet users themselves.

Example: When the canal systems of the US were built (before railroads took over) they were huge disasters in terms of being profitable. Private and public investors alike rarely saw any gains from investment (they typically saw huge losses).

However, it was vitally important in the development of our nation that we had those canal systems, because the public was able to grow and prosper socially and financially. Social gain can be difficult to model and comprehend because it is not so tangible, but it absolutely craps on the concerns of one or a few whining companies who might take a loss.

The internet is (and should be classified as) a public utility. Like the canals (at one time), roads, bridges, the internet is an integral part of infrastructure, and it's success is best illustrated by the social gains.