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Imagine if your electricity provider could limit your electricity based on which appliance brand you purchased. GE dishwashers can be run once a week, where as Kenmore would be "allowed" to run once a day or more.

Imagine if your water provider could decide to only fill your ceramic mug at a trickle, if you consumed it while thinking of Maine. But at an "accelerated" rate if you were thinking of Canada.

Imagine if your water provider got to guess what you were thinking about while filling the vessel, and the only way to be sure they got it right would be to pay more to "confirm" that fact.

Imagine if your internet provider could decide how frequent and to what extent you were allowed to consume information.

There is little difference in our future, where data will define what we hear, see, and even physically print into existence. If carriers are allowed to discriminate in an arbitrary fashion the distribution of bits, they will... and to devastating results.