

# What to Do a Year After the FCC's Repeal of Net Neutrality Regulations?

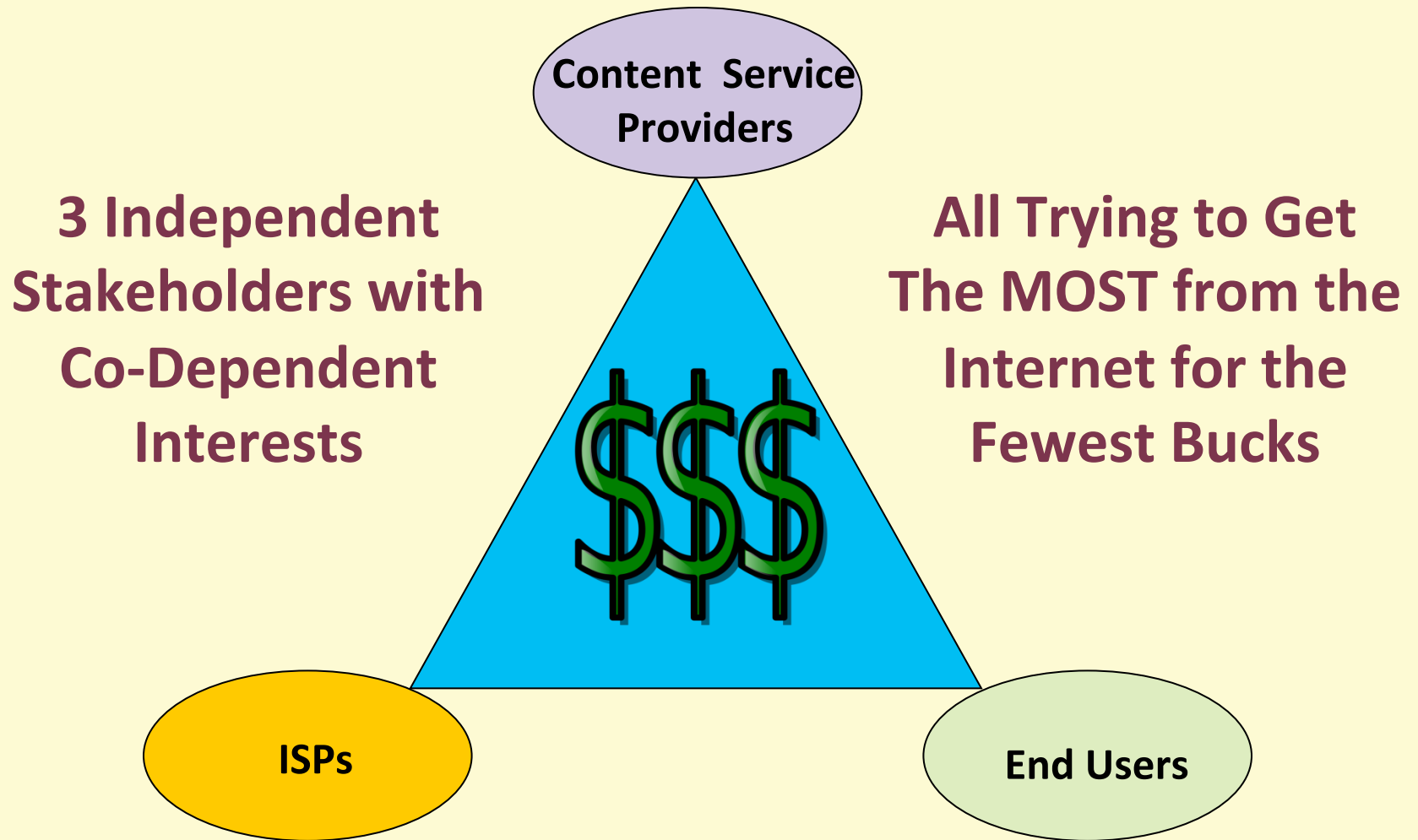
*Dr. Harry L. Reif*

The FCC repealed net neutrality rules just over a year ago, but not much has changed for the average business and home user. ISPs, large businesses, and state legislatures are all actively debating how to regulate ISPs ability to selectively throttle specific vendors and types of services delivered via the Internet. Dr. Reif will explore issues underlying both sides of net neutrality arguments as they affect Valley businesses and residents.

# Let's Establish Some Common Ground

- **Original Purpose of the Internet** – created by DARPA in mid 60's to allow computers to communicate with each other in the event of a nuclear attack.
- **Purpose of the Internet Today** – share information between connected devices (computers)
- **Net Neutrality** - principle that data packets on the Internet should be moved impartially, without regard to content, destination or source (FCC)

# Internet's Challenge



# ISP's Perspective - \$\$\$

Speed

An  
Improvement  
Of One



Requires an  
Increase or  
Decrease in  
Another

Cost

Availability

For unlimited \$\$\$ - we'll provide unlimited Speed & Availability

# Content Provider's Perspective - **Distribution**

Speed

An Improvement Of One



Requires an Increase or Decrease in Another

Cost

Availability

**We'll pay to put content INTO the network, ISP's will deliver it**

# End User's Perspective - Access

Speed

An  
Improvement  
Of One



Requires an  
Increase or  
Decrease in  
Another

Cost

Availability

I'll pay to connect, ISP must ensure content I want arrives quickly

# Two Perspectives on Reconciling These Conflicting Views

## Technical (Geeks)

- Build, build, build
- Hardware ‘Tricks’
  - Content Peering Sites
- Software – prioritize traffic
  - by source
  - by type of traffic

## Social (Politicians)

- Treat Networks as Infrastructure
  - Subsidize – for Public Good
  - Regulate - via Legislation
- Let the Free Market decide

# Back to the Question at Hand

## **What to Do a Year After the FCC's Repeal of Net Neutrality Regulations?**

1. *'Kick the can down the road'* - let courts decide
2. "Let the Free Market Rule"
  - People can choose the ISP that best serves their needs
    - prioritization might be good – if it's the content I want to see
  - If your ISP fails to do what's good for you – switch
3. Maintain Net Neutrality
  - Legislate neutrality, and maybe cost + availability



## *On Second Thought ...*

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## Quick Poll



1. *'Kick the can down the road'* - let courts decide
2. "Let the Market Rule"
3. Maintain Net Neutrality

# However You Voted



## It's Complicat

Thanks for Joining & Participating Today,  
Working Together, ...

We'll Somehow Figure This Out