

# **How do consumers value network neutrality in an evolving market place?**

**A report into Ecosystem dynamics and demand-  
side forces**

# Aims of the project

- We sought to increase understanding of the market dynamics relating to net neutrality, particularly from the demand-side
- Previous BEREC work had looked at recommended approaches to potential problems
- This report focused on what is actually going on in the market

# Conclusions 1

- Price most important, but traffic management attributes are also a consideration
- Information should relate to the *effects* of practices
- Consumers are willing - but not always able - to switch

## Conclusions 2

- Neutral packages preferred; likely to be attractive for ISPs to offer; and likely to remain prominent
- But some consumers will prefer cheaper, restricted packages
- Important for NRAs to monitor market and to consider long-term implications on innovation