

# **Open Internet: different approaches, different outcomes?**

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# Past, present, and future of net neutrality

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Past

What have we learned from different approaches to net neutrality in the past?

we need net neutrality

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transparency is not enough

many ways to pick winners and losers online



many ways to pick winners and losers online

net neutrality needs to protect against all of them

Present

zero-rating

zero-rating

exempting applications from data caps

How to think about zero-rating?

powerful impact on user behavior

users strongly prefer zero-rated content

makes zero-rated apps more attractive



makes zero-rated apps more attractive  
powerful tool to favor some apps over others

makes zero-rated apps more attractive  
powerful tool to favor some apps over others  
same problems as technical discrimination

# four forms of zero-rating

zero-rating for a fee

zero-rating for a fee

same problems as fast lanes

zero-rating some apps, but not similar apps  
(no fee)

zero-rating some apps, but not similar apps  
(no fee)

same problems as speeding up some apps

unlimited video  
vs.  
9 min per day



zero-rating all apps in a class  
(no fee)

problems

application-agnostic zero-rating

# India and Canada

zero-rating for a fee

zero-rating some apps, but not similar apps

zero-rating all apps in a class

application-agnostic zero-rating

Europe

Future

How to think about 5G?



Differentiation  
between  
different internet access services

Differentiation  
within  
a specific internet access service

# provider-controlled Quality of Service

user-paid, user-controlled Quality of Service

Differentiation  
between internet access service  
and specialized services

specialized services

services  
that cannot function on the normal Internet

services  
that can function on the normal Internet



circumvent the regulation's ban  
on "paid prioritization" (aka "fast lanes")

break the virtuous cycle  
between improvements in apps  
and improvements in the network

application cannot function on the normal Internet  
-> specialized service allows applications to emerge  
that could not otherwise exist

application can function on the normal Internet  
-> specialized service would circumvent ban on fast  
lanes

# Opportunity and responsibility

# Lessons

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