

Name(s) \_\_\_\_\_ Period \_\_\_\_\_ Date \_\_\_\_\_

# EXEMPLAR: Internet Dilemma Policy One Pager



## Core Question

When and how should internet service providers be allowed to treat some kinds of internet traffic different from others?

## Impacted Groups

Impacted Group and Description	Interests, Benefits, and Harms
<b>Internet Service Providers (ISP)</b> - The companies that build the networks that make up the Internet.	They would like to charge more for certain types of traffic to travel over their networks. This would make them more money. Many new services like Netflix also send huge amounts of data but aren't currently required to pay more for all that traffic. ISPs would like to charge more for "fast lanes"
<b>Internet Content Providers</b> - Companies like Netflix, Google, and others that build websites, apps, and services that use the Internet	They would prefer that ISPs could not charge them more money depending on who they are or the data they send. Large companies like Netflix would be giving up money. Small companies are worried they couldn't compete if bigger companies can pay for "fast lanes".
<b>Consumers</b> - Everyday citizens using the Internet	They'd like to have access to high quality services without paying lots of money.  Fast lanes might make certain services work better but over the long term could prevent even better ones from being able to compete.

## Technical Background

- Visiting a website actually means a company like Netflix sends you data
- This data travels over a network of wires and cables that ISPs build and maintain
- Big pieces of data like a movie are split into smaller pieces called packets to send to your computers
- Packets include numbers called IP addresses, that indicate who the information is going to and from.
- Data is sent through the network by computers called routers, they can see the IP address on a packet to know how to move through the packet through the network.
- Since ISPs own the routers, they can see this IP address to know who is sending data through their network.
- Some content, like streaming video, requires many more packets than other types, like an email, and also it's more important that it get sent quickly.
- ISPs can tell whether the data they're sending is a streaming video, which needs to move quickly, or an email, which could move relatively more slowly

## Recommended Policy Solution

**Policy:** Allow ISPs to create fast lanes only for certain kinds of content like streaming video, but do not allow them to charge different companies different prices for the same data type.

### Pros / Who Benefits

- Makes sure content that needs a fast lane still move quickly
- Prevents large companies in a specific type of industry (e.g. streaming video) from crowding out small ones
- Consumers still get the content they want with high speed content prioritized

### Cons / Who is Harmed?

- ISPs will be upset they can't charge more money
- Streaming video might still crowd out other content types.