Name(s)_____ Period _____ Date _____

# [KEY] 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 |
|---|---|
| Internet Service Providers (ISP) - 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" |
| Internet Content Providers - 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". |
| Consumers - Everyday citizens using the Internet | They'd like to have access to high quality services without paying lots of money.<br><br>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

| Technical Concept | What It Means (in your own words) | Why It Matters for This Dilemma |
|---|---|---|
| IP Addresses | A label used to identify where data is going or coming from | ISPs can see IP addresses and use that to track who is sending/receiving lots of data, like Netflix |
| Packets | Data is split into small chunks called packets when sent online | ISPs can prioritize or delay certain packets depending on what they're carrying (video vs. email) |
| Routers | Devices that decide where packets should go based on IP info | ISPs control routers, so they can choose to slow down or speed up different types of content |

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| Technical Concept | What It Means (in your own words) | Why It Matters for This Dilemma |
|---|---|---|
| Redundancy | Having multiple paths for data to travel | Makes it harder for one ISP to block access completely, but still doesn't stop them from prioritizing traffic |
| Streaming Video Example | Watching Netflix means huge amounts of data are sent very fast | ISPs may want to charge more or give faster lanes to this kind of data, which affects fairness for other companies |

## 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<br>• Makes sure content that needs a fast lane still move quickly<br>• Prevents large companies in a specific type of industry (e.g. streaming video) from crowding out small ones<br>• Consumers still get the content they want with high speed content prioritized | Cons / Who is Harmed?<br>• ISPs will be upset they can't charge more money<br>• Streaming video might still crowd out other content types. |