



**Americans are about to get
a real choice to cable TV.**

But is Google going to blow it up?



Just when we thought we were about to get a real choice to cable TV – and save families more than \$23 billion* – along comes Google to blow up the whole thing.

Google wants Congress to force consumers to pay for the next generation of the Internet, so they don't have to. And they're trying to hold TV choice hostage to get their way.

They call it net neutrality.
We call it sticking it to the consumer.

**For a real choice to cable, call now.
1-888-346-1400**

WANT MORE APPETIZING INTERNET OPTIONS? LET THE MARKET DECIDE.



In the past decade, the Internet has gone from a curiosity to a dominant factor in our daily lives.

Information flowing through our country's Internet infrastructure will increase 500-fold by 2020 as demand for multimedia applications increases.

To give customers the most appetizing options, competing wireline and wireless companies will need to invest hundreds of billions of dollars to expand our networks.

"Net neutrality" is code for government regulation of the Internet.

Government regulation will drive away investors and customers will be left with fewer choices and higher prices.

REGULATION STIFLES INNOVATION.... KEEP THE INTERNET REGULATION-FREE

Paid for by the TeleCONSENSUS Coalition





Net neutrality:

**Regulate something that hasn't been built...
to solve a problem that doesn't exist.**

Congress is under pressure from both sides of the debate, but it should borrow the first principle of the medical profession: First, do no harm. Bad law, in this case, could be much worse than no law. And it's not entirely clear yet what a good law would look like.

"Not so fast on network neutrality"

The Oregonian

Editorial, May 15, 2006

It's clear today that giving consumers the kind of Internet that will support high-definition video and gaming will require the bill to be shared by companies with a stake in putting the new services in front of consumers.

"What Congress is Learning About 'Net Neutrality'"

Wall Street Journal

Holman W. Jenkins, Jr.

Business World Column, May 17, 2006

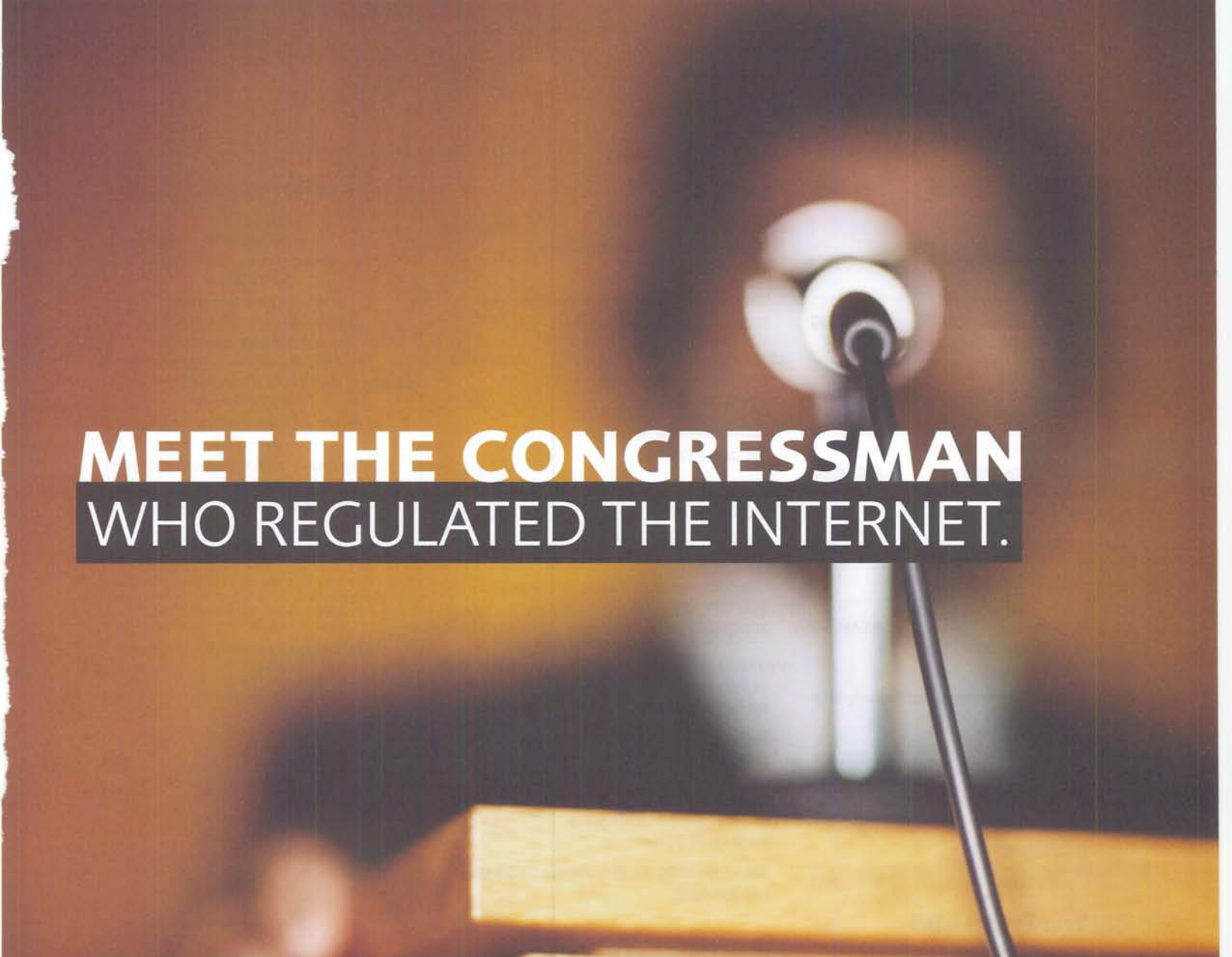
America needs to connect homes and businesses directly to the backbone of the Internet. It's going to be a lot of work. It's going to be expensive. And it's going to happen.

The big online businesses pushing "net neutrality" want to use these new lines. But they don't want to pay their fair share. Instead they want Congress to pre-emptively regulate the new lines before they're even built and pass all the costs on to consumers.

Net neutrality means consumers will be stuck paying more for their Internet access to cover the big online companies' share.

Net neutrality.

**The big online businesses get all the benefits
– consumers get the whole bill.**



MEET THE CONGRESSMAN WHO REGULATED THE INTERNET.

He couldn't leave it alone.

*There was just too much choice and competition.
Too much innovation. Too many new services.*

*So, he put Washington in charge. Service costs more.
There are fewer options.*

He fixed what wasn't broken.

*But, you have his assurance that this is what's best
for you.*

**Make sure this never happens. "Net neutrality"
...there's nothing neutral about it.**

Tell Congress to leave the Internet alone.

IN HOUSE CONSIDERATION

109th CONGRESS
1st Session

S.

To ensure and promote a free and open Internet for all Americans.

IN THE SENATE OF THE UNITED STATES

Mr. Wyden introduced the following bill, which was read twice and referred to the Committee on Commerce.

To ensure and promote a free and open Internet.

A BILL

NET NEUTRALITY

REGULATIONS

SECTION 1. SHORT TITLE.

The Act may be cited as the "Internet Non-Discrimination Act of 2009".

SEC. 2. FINDINGS.

Congress finds the following:

(1) Since passage of the Telecommunications Act of 1996, the Internet has grown robustly.

(2) Americans are changing how they access the Internet, moving from dial-up to broadband for their

"Net neutrality" means the big dot-coms won't pay anything toward building the next generation of the Internet.

Guess who will?

America needs to build the "last mile" — connecting homes and businesses directly to the high-speed backbone of the Internet. It's going to be a lot of work. It's going to be expensive. And it's going to happen.

The big online businesses want this upgrade. They plan on using a huge portion of the bandwidth of these new pipes. But they don't want to pay for it. Instead, they want Congress to create new federal regulations that let them avoid paying their fair share.

Now it's up to Congress. Will we ask the big dot-coms to contribute something towards building the last mile or will we stick consumers with the whole bill?

**Net neutrality.
Clever name. Bad idea.**

The FCC has four principles that maintain Net Neutrality.

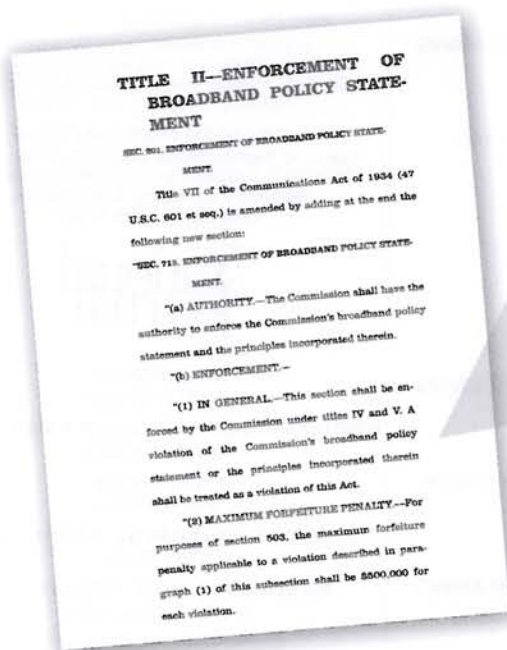
Consumers are entitled to access the lawful Internet content of their choice.

Consumers are entitled to run applications and use services of their choice, subject to the needs of law enforcement.

Consumers are entitled to connect their choice of legal devices that do not harm the network.

Consumers are entitled to competition among network providers, application and service providers, and content providers.

The Barton-Rush bill makes them federal law.



"A violation of the Commission's broadband policy statement or the principles incorporated therein shall be treated as a violation of this Act."

- H.R. 5252, Communications Opportunity, Promotion, and Enhancement Act, pg. 41-42

The Barton-Rush bill enhances the Federal Communications Commission's ability to enforce policies that have successfully encouraged Internet growth and innovation.

The bill gives new teeth to the FCC's existing policy that maintains an open Internet without legislating massive new regulations.

Any company that violates these principles will be hit with a penalty up to half a million dollars – for each offense.

Barton-Rush continues the policies that have allowed the Internet to thrive and consumers to benefit.

“Congress could unwittingly interfere with the development of a more robust Internet, capable of delivering more multimedia, faster, in two directions.”

The Oregonian, Editorial, May 15, 2006

“By getting the U.S. federal government involved in a phenomenon – the Internet – that has to date largely avoided regulation, **‘net neutrality’ supporters are inviting the bane of this incredible communication system: the law of unintended consequences.**”

The Arizona Republic, Editorial, June 26, 2006

“‘Don’t ruin the Internet’ is a slogan with a lot of merit. But it comes with a modern corollary, which is **‘Don’t regulate what isn’t broken.’**”

The Wall Street Journal, Editorial, May 18, 2006

“Consumers will benefit if Congress encourages competition. It breeds more choices, lower prices and innovation. Net neutrality stops all that in its tracks.”

Chicago Tribune, Editorial, June 26, 2006

“If you want innovation on the Internet, you need better pipes: ones that are faster, less susceptible to hackers and spammers, or smarter in ways that nobody has yet thought of. The lack of incentives for pipe innovation is more pressing than the lack of incentives to create new Web services.”

The Washington Post, Editorial, June 12, 2006

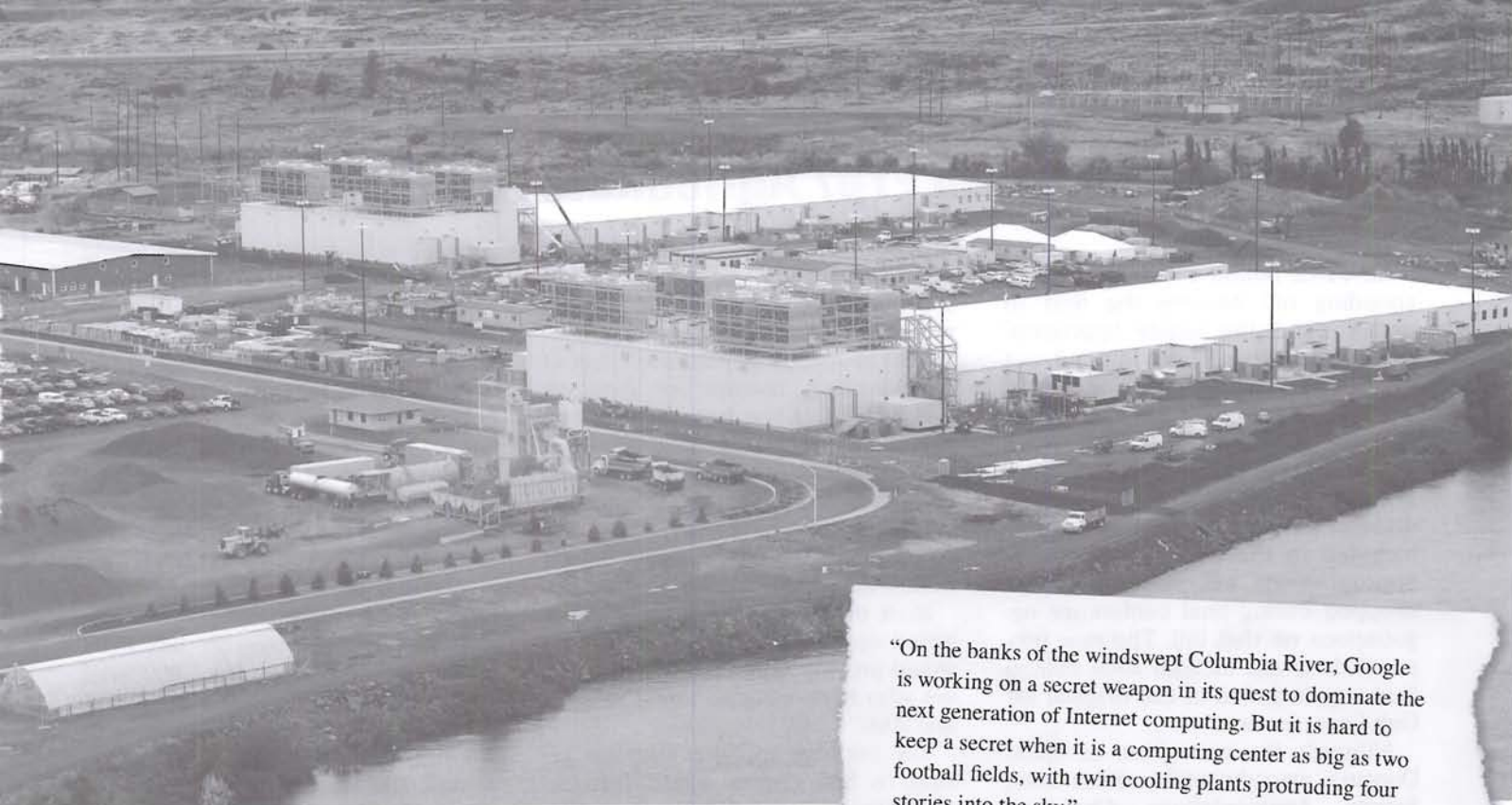
“There is nothing neutral about tying the hands of network operators. Doing so would only lead to Internet traffic jams and higher costs for consumers, fundamentally altering the lightly regulated Internet, where commerce and ideas move at nearly the speed of light.”

South Florida Sun-Sentinel, Editorial, June 22, 2006

“To transition from copper wires to fiber optics Internet service providers need Wall Street investors to see broadband as a worthy investment. Charging the heaviest users of those networks extra is the natural market solution. **Google and Amazon just want to continue their free ride.**”

The Washington Times, Editorial, June 12, 2006





"On the banks of the windswept Columbia River, Google is working on a secret weapon in its quest to dominate the next generation of Internet computing. But it is hard to keep a secret when it is a computing center as big as two football fields, with twin cooling plants protruding four stories into the sky."

Hiding in Plain Sight, Google Seeks More Power
The New York Times, June 14, 2006

Maybe this is why Google wants net neutrality?

"Google wants to raise the barriers to entry by competitors by making the baseline service very expensive," said Brian Reid, a former Google executive who is now director of engineering at the Internet Systems Consortium in Redwood City, Calif.

The New York Times, June 14, 2006

Google's plan for the future of the Internet is to spend billions building massive server farms - giving them the edge on their competition.

That's Google's bet on the future.

But what about the next Google? The guys in the garage with the next big idea for the Internet, but without billions of dollars in infrastructure?

That's where smart networks come in.

The phone companies are investing billions of dollars to make the Internet faster using fiber optics and smart networks. These new networks will carry speeds of 25Mbps to 100Mbps - several times faster than current broadband.

These smart networks will empower people with new choices and allow innovative companies to achieve Internet performance as good as Google's, without requiring a multi-billion dollar investment.

Now Google is asking Congress to pass a law that would declare smart networks illegal - blocking off new innovation and making their technology dominant.

Google is innovating, and that's good.

But when Google asks Congress to stop their competitors from innovating, that's wrong.

Net Neutrality:

“A laundry list of unintended consequences.”

I believe that it is too early to introduce regulation on key issues such as a la carte packaging and pricing and on net neutrality as the market is still in its early stages. Instead, I feel that at this point **it is essential that market forces and consumer demand drive the economic model.**

— Aryeh Bourkoff,
Managing Director And Senior Analyst At UBS

We can't imagine what will happen technologically over the next ten years. **It is then critical that any new regulatory framework takes this into account and is sufficiently flexible.** This flexibility would ensure that future investment can keep pace with industry changes undeterred by constant regulatory uncertainty.

— Kevin M. Moore,
Managing Director, Telecommunications Services Equity Research, Wachovia Securities

'Net Neutrality' as it is currently construed would, I believe, likely trigger a host of unintended consequences. **Mandated 'Net Neutrality' would further sour Wall Street's taste for broadband infrastructure investments,** making it increasingly difficult to sustain the necessary capital investments.

It would also likely mean that consumers alone would be required to foot the bill for whatever future network investments that do get made. **That would result in much higher end-user prices, much steeper subsidies of heavy users by occasional ones, and, in all likelihood, a much sharper 'digital divide.'**

— Craig E. Moffett,
Vice President and Senior Analyst, Sanford C. Bernstein and Co., LLC

The First Amendment concerns surrounding 'Net Neutrality' are very real. But surely these concerns they can be dealt with – say, through anti-blocking provisions, or through the carve-out of a neutral 'basic tier' – without **triggering this laundry list of unintended consequences.**

— Craig E. Moffett



For more information, go to www.handsoff.org.

The Law of Unintended Consequences:

“Actions of people — and especially of government — always have effects that are unanticipated or unintended.”

— The Concise Encyclopedia of Economics

Net Neutrality:

A “laundry list of unintended consequences.”

— Craig E. Moffett,

Vice President and Senior Analyst, Sanford C. Bernstein and Co., LLC

For a generation, the United States has acted with consummate wisdom in keeping the Internet free of regulation.

This policy has ensured that the Internet’s consumers have controlled its direction and development.

The result today is an unparalleled tool for commerce, knowledge, and human advancement.

The so-called “net neutrality” provisions would reverse this policy by taking control away from consumers and putting government in the role of predicting the future of the Internet.

Allowing unrealized fears to be the basis for reversing the government’s successful “hands off” policy is doomed to produce unintended consequences.



For more information, go to www.handsoff.org.

Where We Stand

A Public Policy Statement from Verizon

"Net Neutrality"

A lot of heat is being generated about a subject called "Net Neutrality."

Let's bring a little light to the subject.

Verizon is hard at work today bringing innovative broadband technology to consumers.

We're listening to our customers' desires for higher speeds, new internet services and new choices in TV programming. Offering — over our new FiOS network — more internet, more TV, and more choice.

Our purpose: to serve our customers. They want the benefits of choice, competition and innovation. Services like FiOS TV that provide a new alternative in video programming, and new innovations for home healthcare monitoring and telecommuting.

That's why Verizon is deploying its fiber-optic network directly to peoples' homes — to bring our customers all they want, need or can imagine from the internet.

Customers must be free to use the internet to connect to the lawful web destinations and services of their choice. That's why Verizon embraced the "connectivity principles" created by the High Tech Broadband Coalition. These principles provide that consumers can:

- Access the content of their choice;
- Run any application;
- Attach any devices that don't harm the network; and,
- Receive information on terms/conditions of their internet access services.

When a company in North Carolina attempted to block VOIP calls from a competitor, the FCC promptly resolved the issue — and Verizon applauded the result.

Too much government regulation of the internet is likely to hurt consumers.

Some Congressional proposals labeled as net neutrality are losing sight of consumers' best interests. Trying to prevent some hypothetical future problem, these proposals would interfere with everyday business on the internet for consumers and businesses alike, limiting the innovative power of new broadband networks. That's a mistake.

Policies that hold back the deployment of advanced networks or limit the services they can deliver will only harm consumers and all the internet companies that seek to fulfill the promise of broadband.

A better option is a robust consumer-driven marketplace that encourages innovation, new services, and competition in all aspects of the consumers' internet experience.

The bottom-line: Congress should avoid replacing a consumer-driven market with government regulation.



We never stop working for you.

Where We Stand

A Public Policy Statement from Verizon

“Net Neutrality: 2”

There's a lot of talk about “Net Neutrality.” Too often, however, this talk seems disconnected from the importance of building new, high-speed, high-capacity and intelligent broadband networks.

New broadband networks like Verizon's cutting-edge fiber-optic network, FiOS, are the foundation for the success of Web-based services, from e-commerce and Internet video games to multi-media and the search engines of the future. Web-application developers need high speed broadband and broadband networks need new Web applications.

Nonetheless, some fear the future; they assert that network operators will sacrifice the best-interests of their customers — and indeed their own best interests — by blocking full access to the internet and discouraging new businesses on the Web.

That is not happening today and it's not going to happen tomorrow — because consumers wouldn't stand for it, the FCC would not let it happen, and the FTC would be watching.

Consumers today are demanding better networks to satisfy their thirst for music downloads, video-streaming, Voice on the Net, and everything else that can be delivered digitally. Consumers are telling us, in no uncertain terms, they want higher performance and greater choice. And we are delivering it.

Yet, in the name of “net neutrality”, some legislative proposals would actually reduce or even eliminate the incentive to build new, better broadband networks that would give consumers what they want and give web developers the robust platform their new applications require.

For example, broadband providers would be prohibited from:

- Bringing consumers alternatives for TV programming.
- Offering hospitals reliable real-time monitoring for home-based care.
- Supplying extra security to an online movie company to safeguard digital downloads.
- Protecting the privacy of a bank's transactions with its online customers.

Cutting off vibrant innovation and network competition would simply lock consumers into the Internet of today.

That would be a mistake.

Companies succeed, for themselves and their customers, through differentiation — the key to “building a better mousetrap.” Government regulation risks turning “smart networks” into “dumb pipes.” That won't help the Internet and certainly won't help consumers.

A world of identical broadband networks will only lead to fewer choices and higher consumer prices.*

The best way to spur innovation, choice, and competition is to let the marketplace continue to work. Leave consumers in charge, not regulators. Consumers' choices are driving the deployment of the new broadband networks that are the future of the internet.

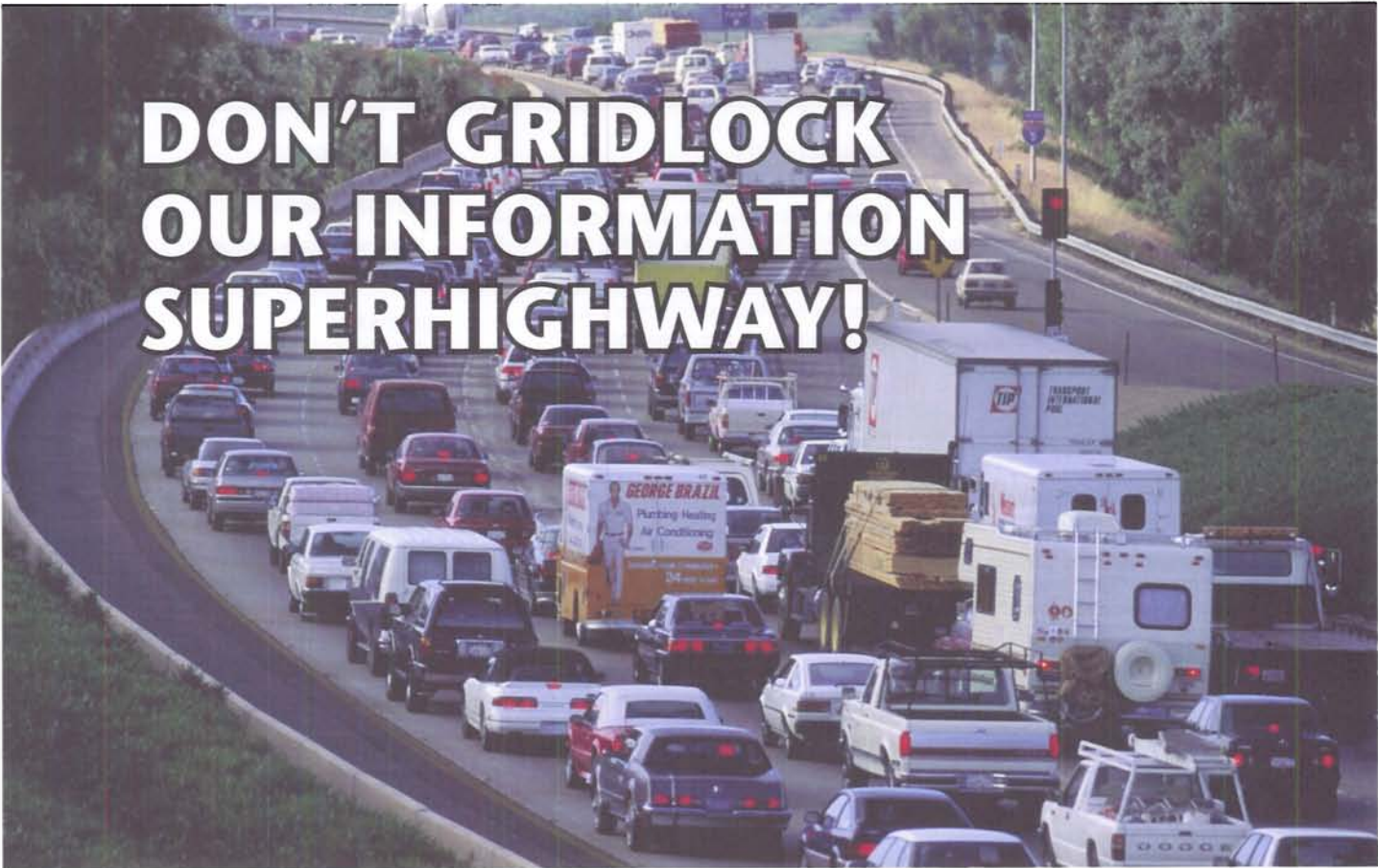
So Congress faces a choice, but it's not a hard one. Will consumers have slower, older networks with fewer products and services and less choice, or the next generation of intelligent broadband networks that are the platform for innovation, growth and new consumer experiences?

That's easy.

Better networks are better for consumers.



We never stop working for you.



DON'T GRIDLOCK OUR INFORMATION SUPERHIGHWAY!

In the past decade, the Internet has gone from a curiosity to a dominant factor in our daily lives.

Information traveling on our nation's information superhighway will increase 500-fold by 2020 as demand for multimedia applications increases.

To avoid gridlock, competing wireline and wireless companies will need to invest hundreds of billions of dollars to build more fiber lanes.

"Net neutrality" is code for government regulation of the Internet.

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REGULATION STIFLES INNOVATION.... KEEP THE INTERNET REGULATION-FREE

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**BUT THEY SAY WE'LL ALL
BE BETTER OFF THIS WAY.**

**The big cable and phone companies are pushing
Congress to let them control the Internet.**

**Can we really trust them to protect innovation
and consumers?**

**PROTECT THE INTERNET
SUPPORT NET NEUTRALITY**