Net Neutrality & Small Businesses

THREE PRINCIPLES OF NET NEUTRALITY

Rule 1: All sites must be equally accessible: ISPs and telecom operators shouldn’t block certain sites or apps just because they don’t pay them. No gateways should be created, in order to give preferential discovery to one site over another.

Rule 2: All sites must be accessible at the same speed (at an ISP/telco level): This means no speeding up of certain sites because of business deals. More importantly, it means no slowing down (throttling) of some sites.

Rule 3: The cost of access must be the same for all sites (per Kb/Mb or as per data plan): This means no “Zero Rating”.

The Problem

HOW THE INTERNET IS TODAY

INTERNET
You can access any website and download information from it at the same speed regardless of which website it is.

HOW ISP’S WOULD LIKE THE INTERNET TO BE

INTERNET
ISPs will block certain content and charge extra to use certain services

The Solution

#NetNeutrality