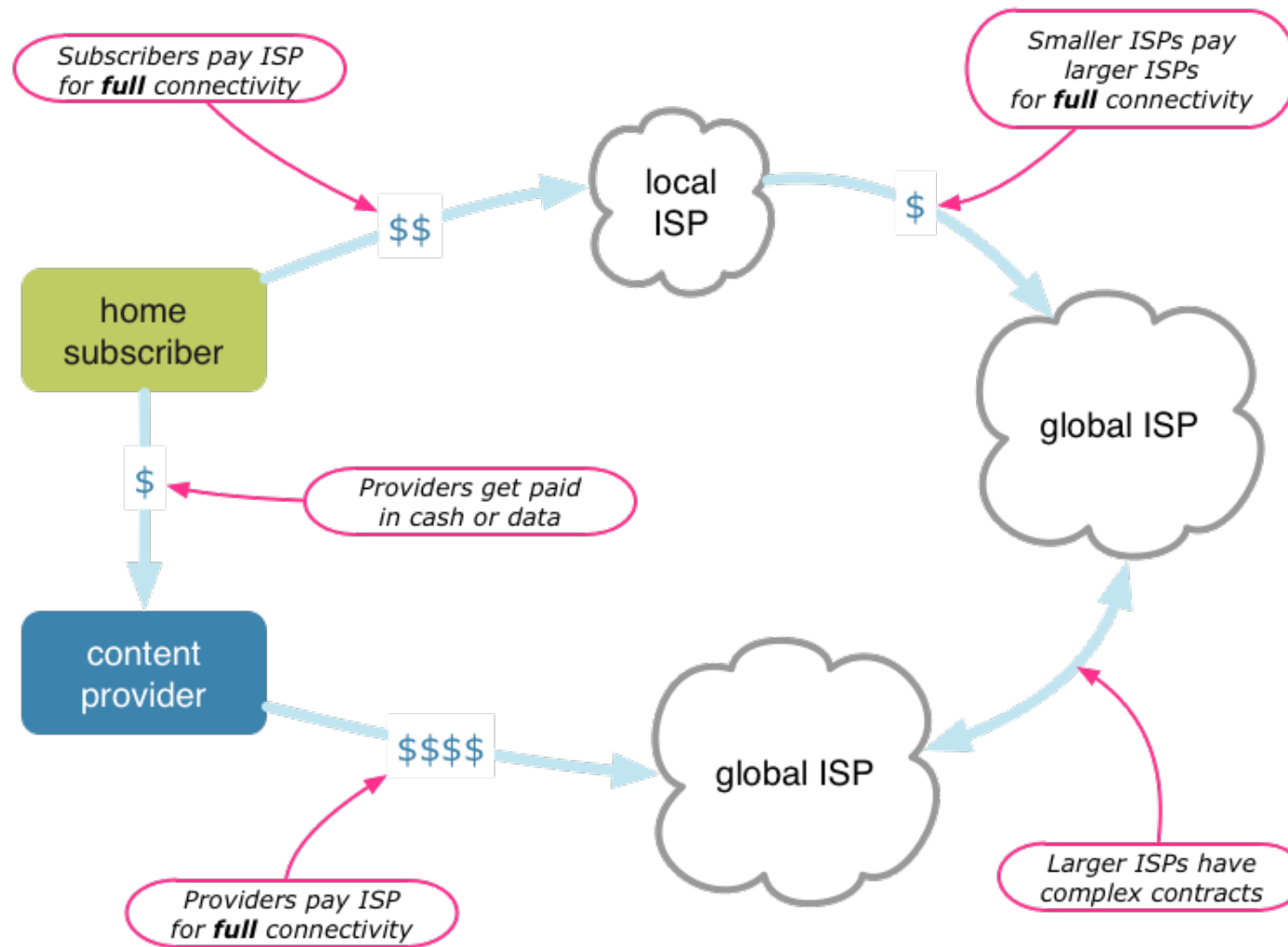


Network Neutrality

Jay Daley
for NZRise

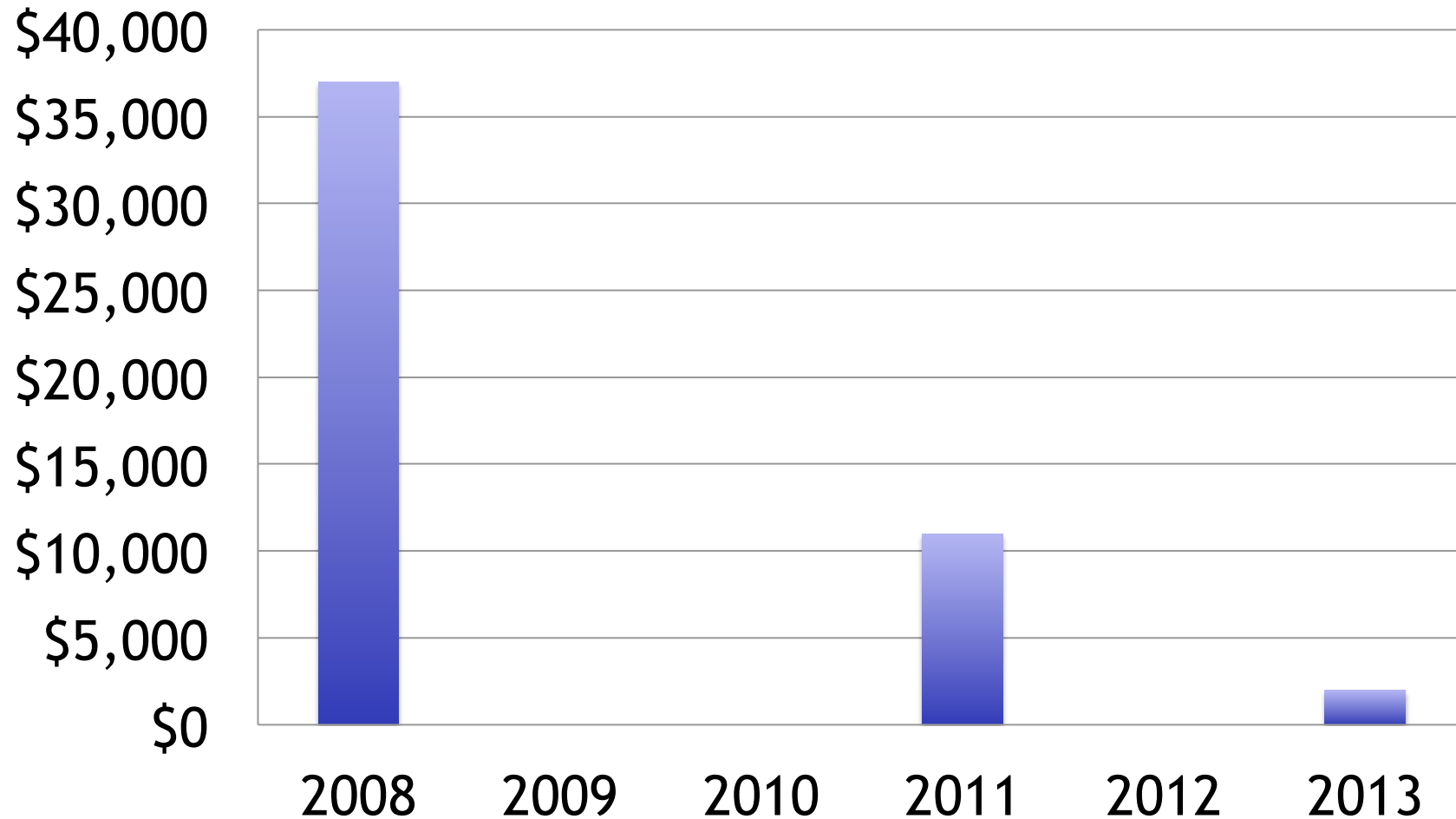


Everybody pays somebody



Internet access prices falling

Auckland to Wellington per Gb/s per month



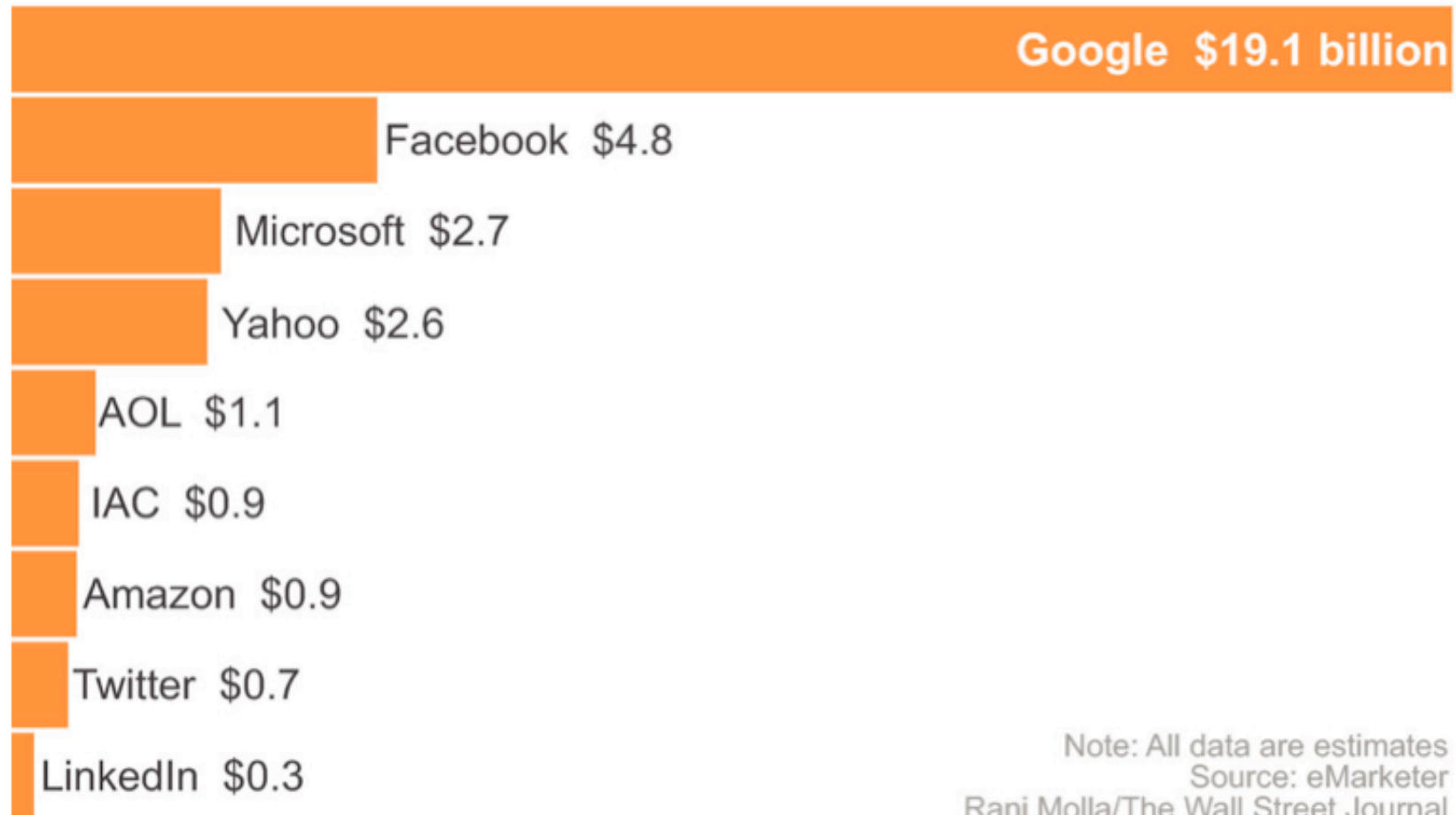
Birth of the Internet leviathans



Making money ‘over the top’

Digital Ad Revenue by Company

These companies are expected to be top earners in Internet ads this year.



Some ISPs want a slice of pie

POST BUSINESS

Japan tsunami spares major economic zones

Verizon Executive Calls for End to Google's 'Free Lunch'

By Arshad Mohammed
Washington Post Staff Writer
Tuesday, February 7, 2006

A Verizon Communications Inc. executive yesterday accused Google Inc. of freeloading for gaining access to people's homes using a network of lines and cables the phone company spent billions of dollars to build.

The comments by John Thorne, a Verizon senior vice president and deputy general counsel,

TOOLBOX



Resize



Print

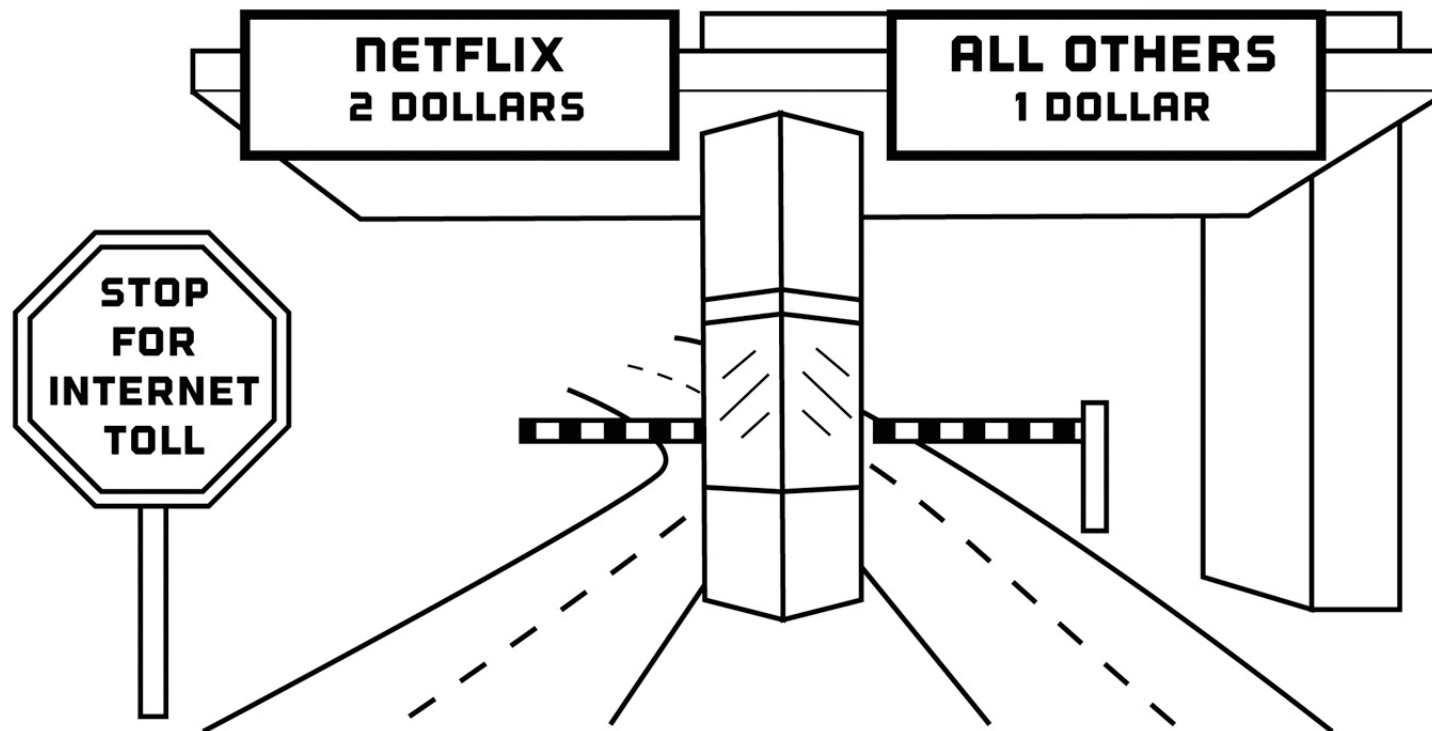


E-mail

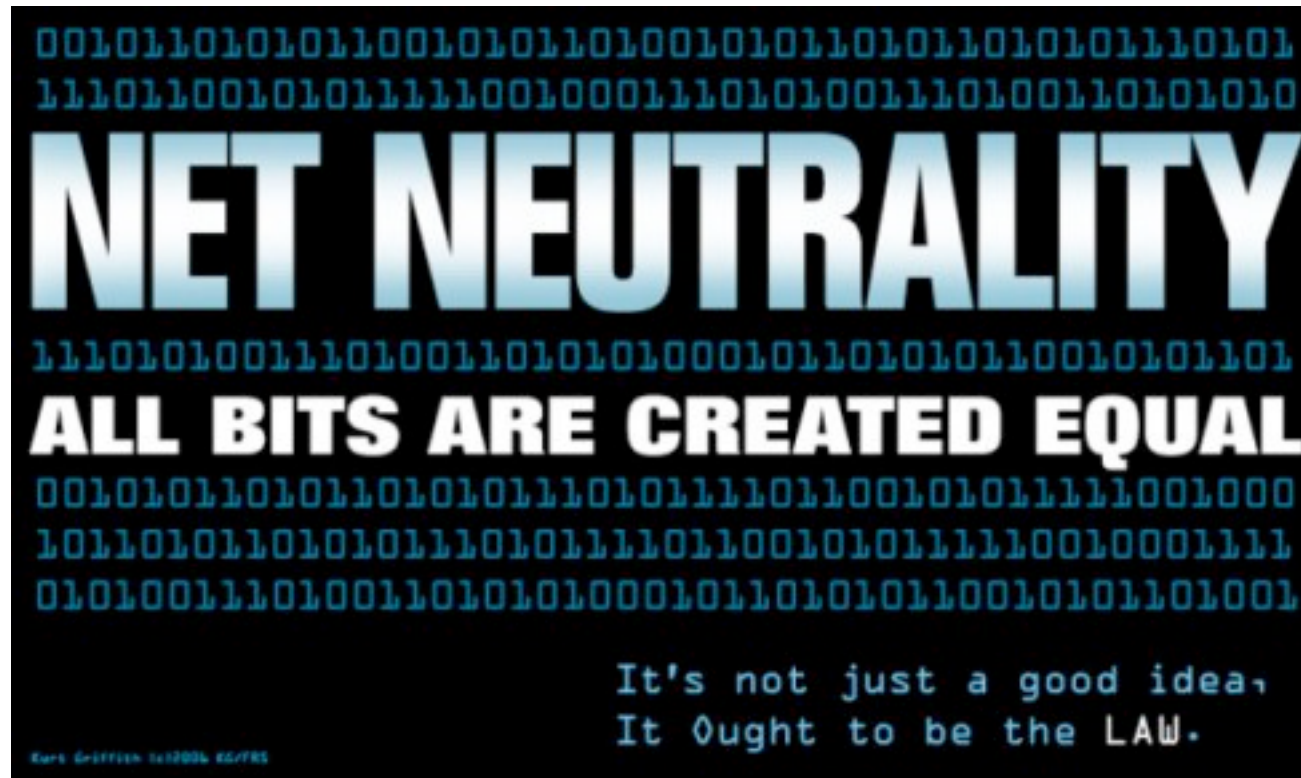


Reprints

What is fair for an ISP to do to achieve this?

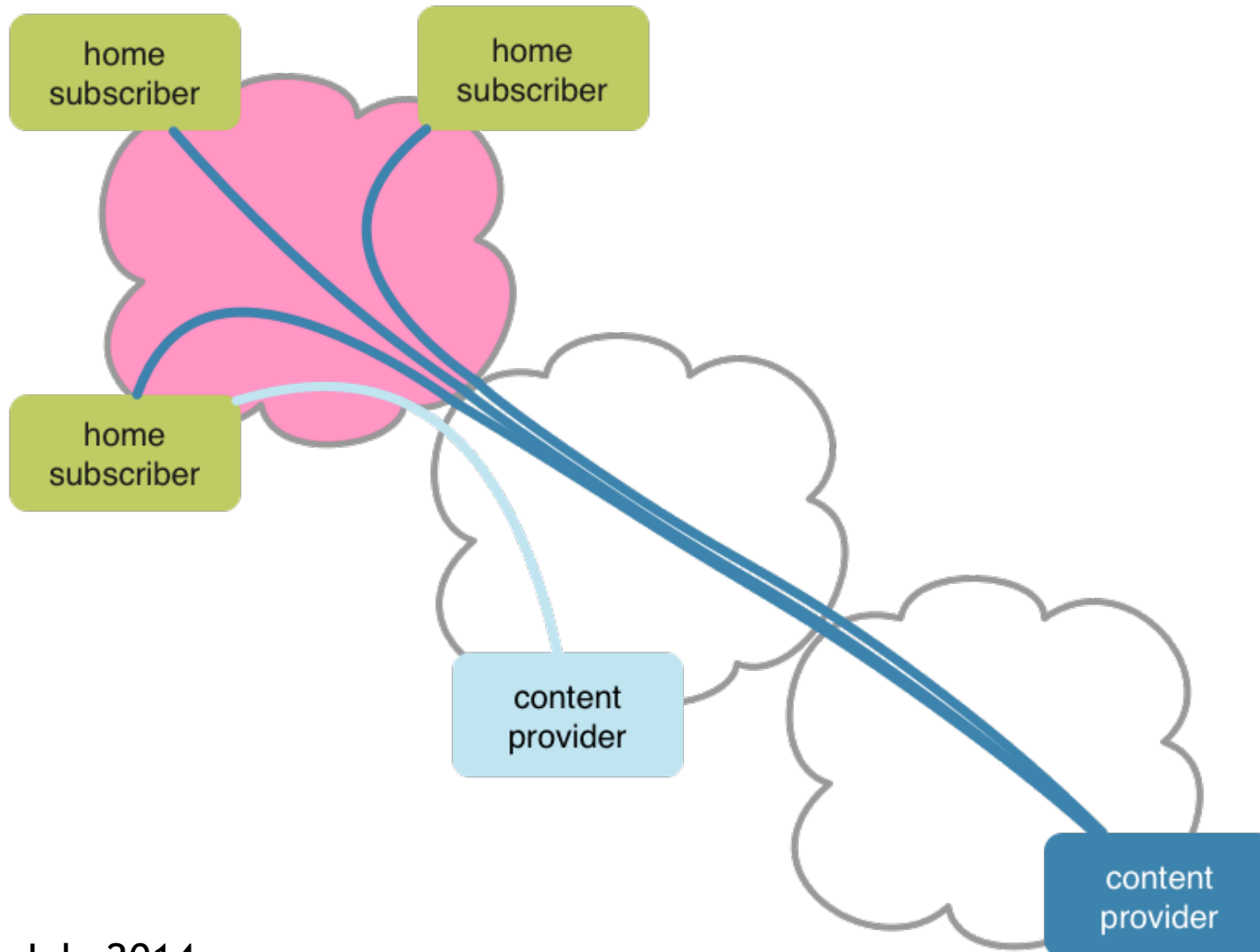


Is the answer in the form of a
principle?

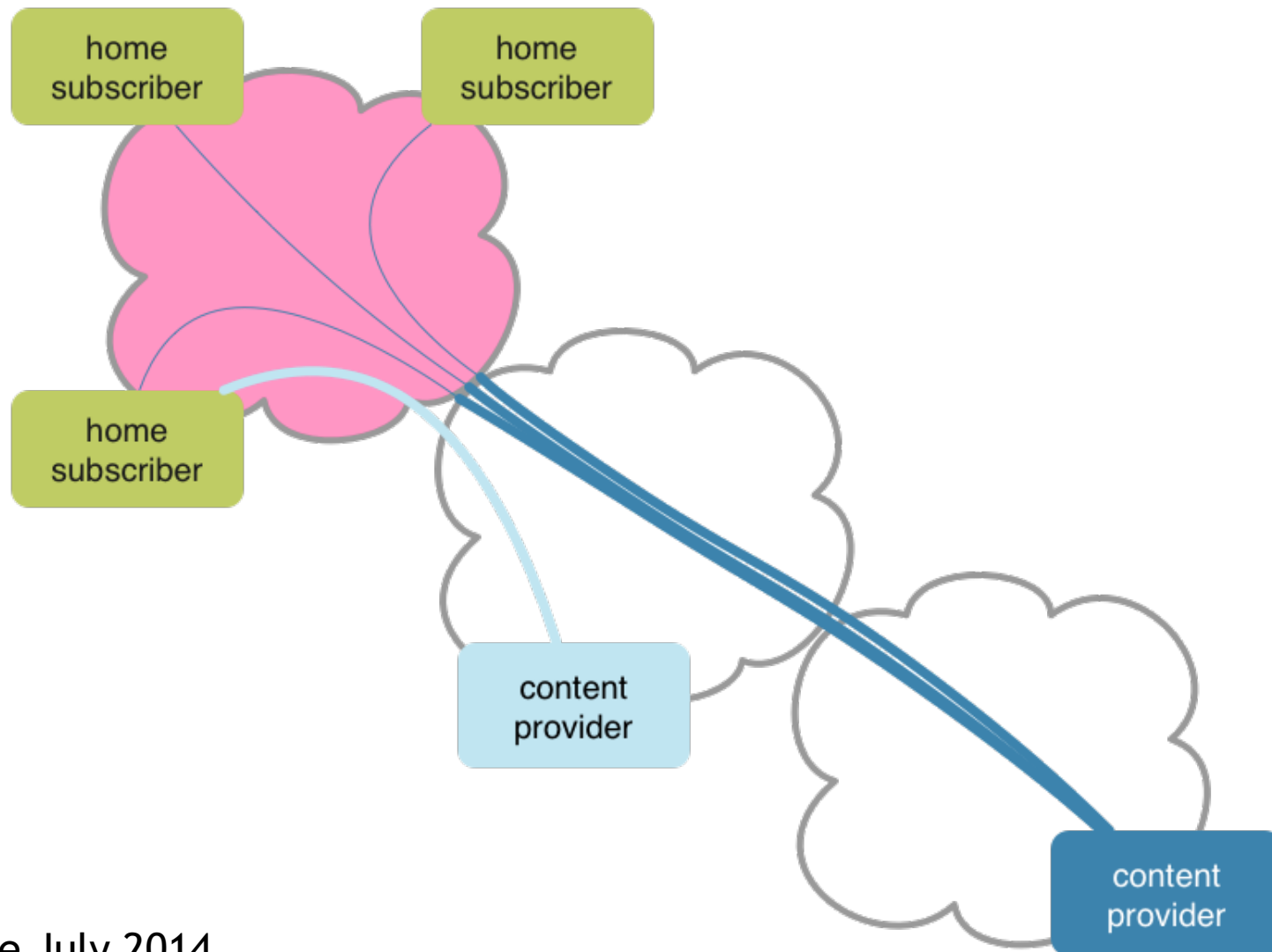


An example

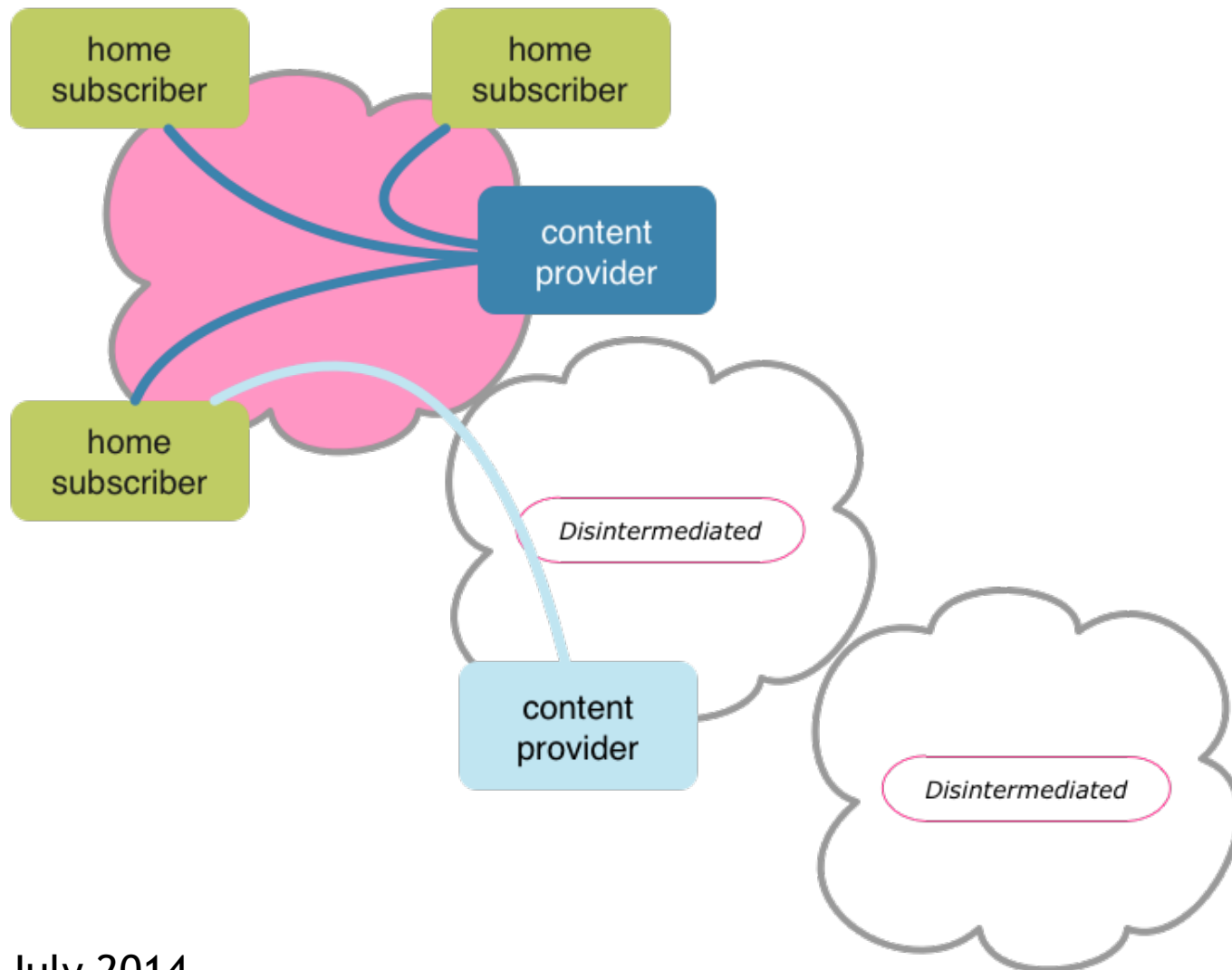
A big content provider



Deliberate, targeted congestion

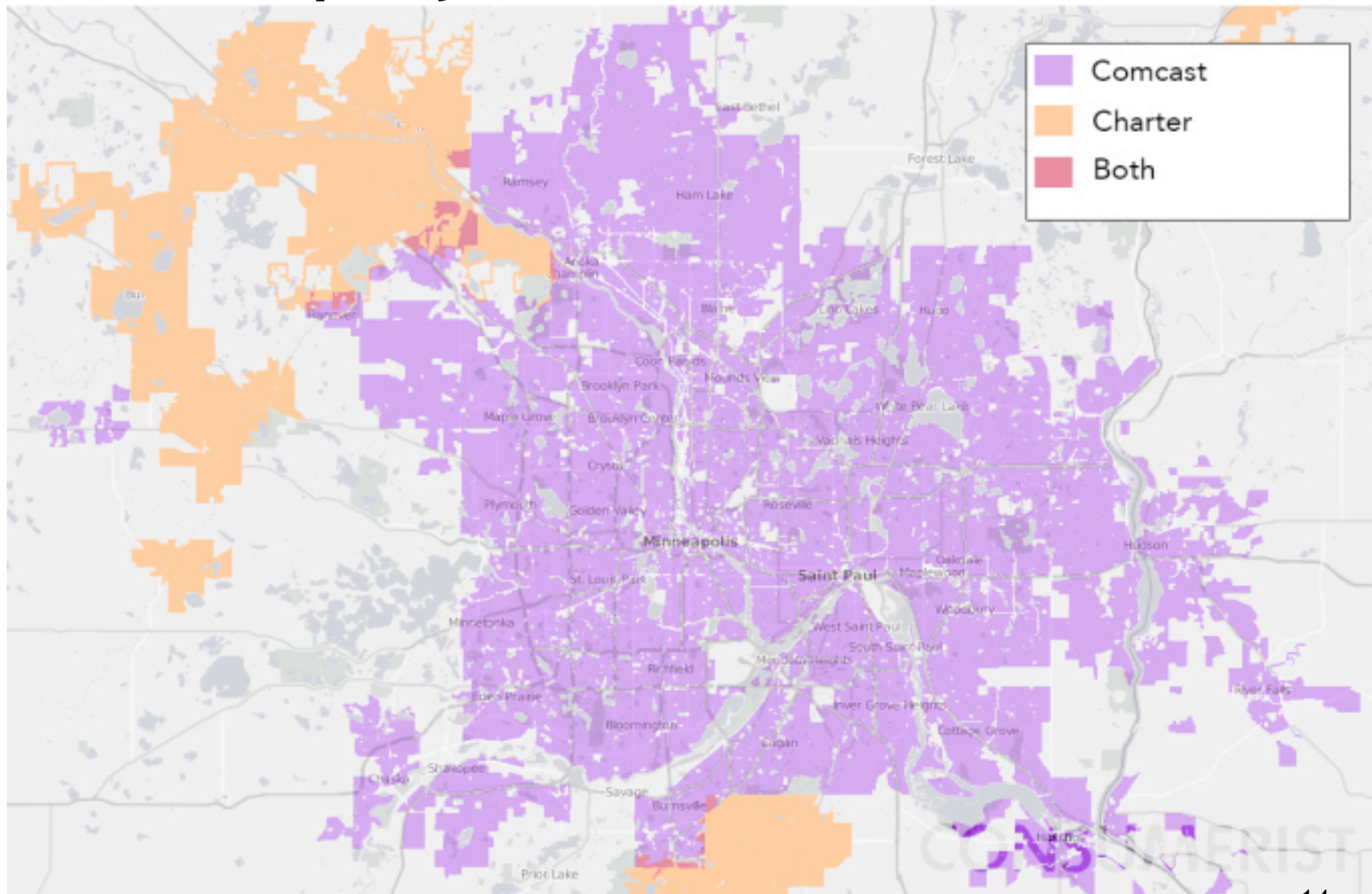


Provider forced to pay direct



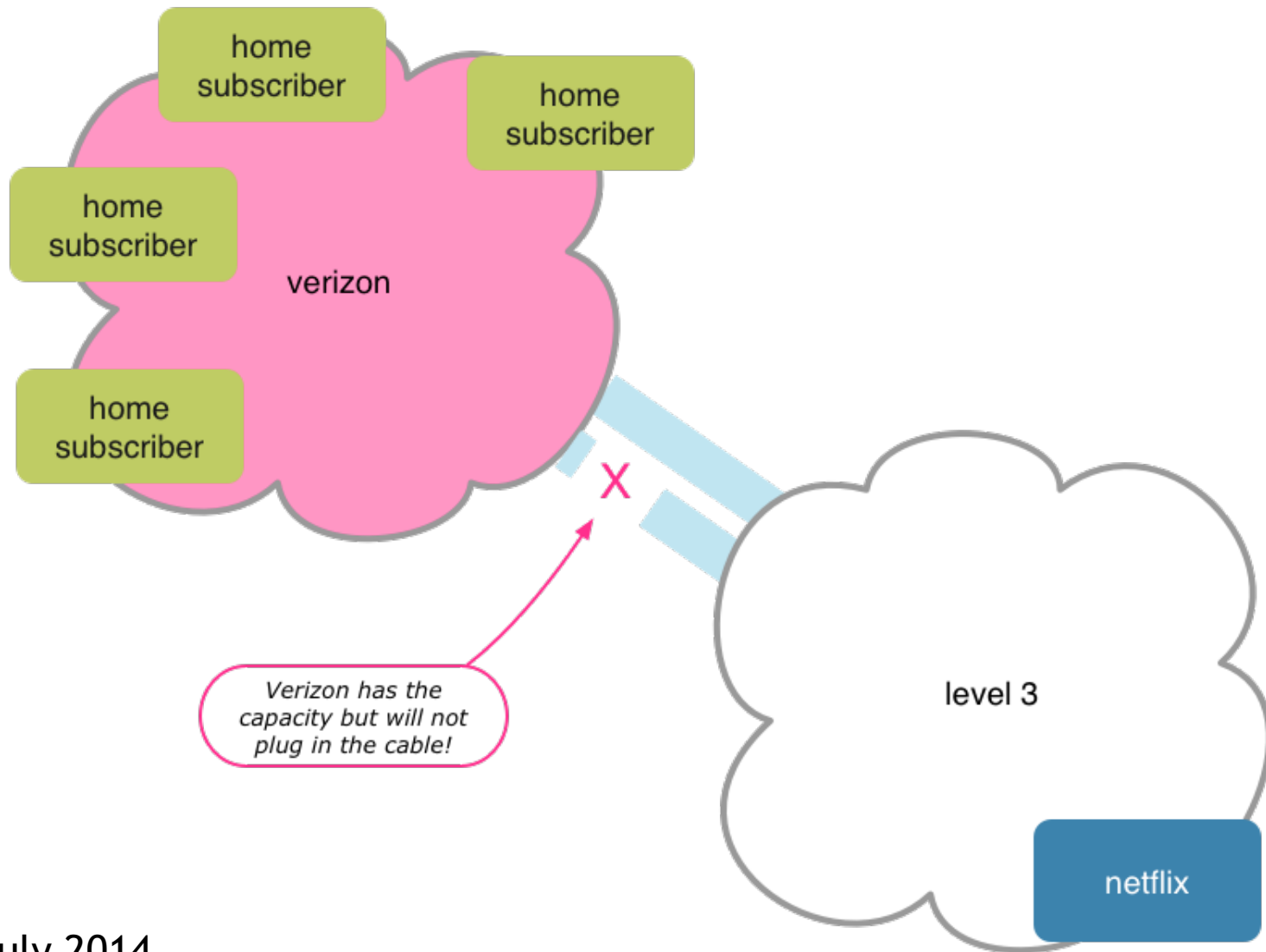
The US problem

Monopoly local access market



NZRISE July 2014

Apparently deliberate congestion

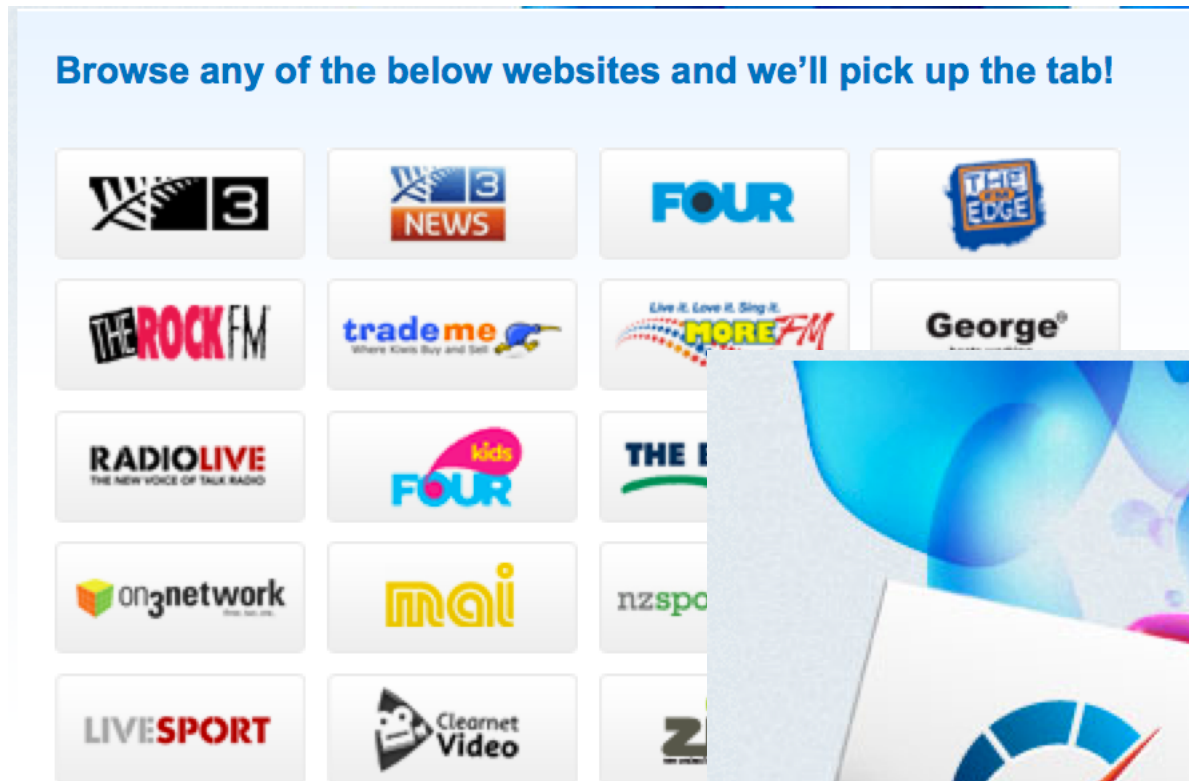


US regulator 'fast lanes'



Could it happen here?

Unmetered services



Source: archive.org copy of old TCL site

NZRise July 2014



Other than that?

- ⌚ Deliberate congestion in exchanges
 - ⌚ not targeted at individual content providers
- ⌚ Grey areas around paid fast lanes
 - ⌚ unmetered services
 - ⌚ \$5 all you can eat YouTube
- ⌚ What would stop an ISP that tried?

The Principle

“packets are delivered on a first-come, first-served basis regardless from where they originated or to where they are destined”

Source: PC Magazine Encyclopedia - one of many definitions

Any questions?

jay@nzrs.net.nz

