

Hard cases in net neutrality

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About Consumers International

- Global federation of consumer organisations
- 240 member organisations in 120 countries
- Independent and not-for-profit
- Global research and campaigns through and for our members

The Eight Consumer Rights

1. The right to satisfaction of basic needs
2. The right to safety
3. The right to be informed
4. The right to choose
5. The right to be heard
6. The right to redress
7. The right to consumer education
8. The right to a healthy and sustainable environment

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Consumers, Cost and Choice

CI does not favour 'low price at any price' as there is reason to oppose artificially low prices

eg. agricultural dumping, predatory pricing

Conversely we do not always favour 'greater choice', due to the consumer detriment in introducing retail level choice to natural monopolies as with electricity.

We do, however, favour competition outside of natural monopolies.

When net neutrality costs

- One of the common arguments against net neutrality is that a lesser service can be offered at a lower cost.
- It is common for mobile service providers in Asia-Pacific to offer some services free of data charges.
- In Malaysia:
 - Maxis offers Twitter for free, Facebook for cheap
 - Digi offers free Wikipedia, Facebook with Opera Mini, discounted WhatsApp
 - Umobile offers Line and Kakao Talk for free
- Similar offers exist in India, Philippines, Thailand...

How is this done?

- The content provider or its content delivery network may peer or colocate with the network provider on non-discriminatory commercial terms.
- The network provider may provide the content provider with preferential access to its network at no charge.
- The network provider may charge the content provider for preferential access to its network.

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When free is bad (or good)

- Shifting data charges to the content provider is a clear breach of network neutrality principles which disadvantages content providers.
- Providing free access to third party content voluntarily peered with the service provider point does not raise the same anti-competitive concerns.
- *Discuss!*



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