



Principles To Preserve & Protect An Open Internet

Internet Association believes in clear baseline net neutrality rules that allow internet users to continue enjoying the unfettered ability to access the lawful content of their choice. **Specifically:**

1

Net Neutrality Rules Preserve The Success Of The Internet In Driving Economic Growth, Spurring Innovation, And Advancing Individual Expression

In short, net neutrality rules preserve and protect the internet ecosystem.

2

The FCC’s 2015 Rules Are Working And The Entire Broadband Internet Ecosystem Is Thriving

ISPs, consumers, and internet companies all continue to benefit from net neutrality and we have not seen a decrease in infrastructure investment.

3

Ex Ante Rules Remain Necessary To Preserve & Protect An Open Internet

Clear enforceable rules allow websites and apps to innovate and create new products without fear their content will be discriminated against or interfered with.

4

There Are Specific Net Neutrality Rules Needed To Preserve An Open Internet

These rules are: no blocking, no throttling, no paid prioritization, no unreasonable interference / disadvantaging by ISPs, and clear transparency and disclosure requirements.

5

Open Internet Protections Should Apply To Broadband Internet Access Providers On A Platform-Neutral Basis

Any net neutrality rules should apply to both fixed and mobile internet providers. Consumers expect access to the whole internet, regardless of how they’re accessing it.

6

Strong And Effective Enforcement Of Net Neutrality Rules Is Critical To Ensuring That The Benefits Of The Rules Are Realized

Any set of rules is only useful in preserving the internet ecosystem if the rules are enforced in a strong and predictable manner.

IN THEIR OWN WORDS:

Internet Companies On Net Neutrality



Josh Silverman
Etsy CEO

“Our sellers’ success depends on strong net neutrality protections. As microbusinesses, ‘internet fast lanes’ are more likely to be unaffordable, undermining their ability to compete with bigger, more established brands. We know that delays of just milliseconds negatively impact sales.”



Michael Cheah
General Counsel of Vimeo

“the absence of [net neutrality] rules would create real risk and harm for Vimeo and others who are bringing competition and consumer choice to the online marketplace.”



Taavet Hinrikus
TransferWise CEO and co-founder

“[i]n order for [TransferWise] to bring the benefits of competition to our customers, we needed to know that we were on a level playing field and were not going to be disfavored by an ISP that decided it wanted to build its own money transfer and charge us for a fast lane, or throttle our data.”

REFERENCES & OTHER INFORMATION

The information presented here is from “Principles To Preserve & Protect An Open Internet” published by the Internet Association (www.internetassociation.org). Research and references can be found in that source document and online.

IN THEIR OWN WORDS: *Internet Companies On Net Neutrality*



Etsy - Josh Silverman, CEO

Etsy is a global creative commerce platform that builds markets, services, and economic opportunities for creative entrepreneurs. Our platform hosts over 1.8 million active Etsy sellers in nearly every country around the world. In the US, 87% of our sellers are women and most are sole proprietors working from home. Individually they may be small, but together they sold \$2.8B in goods last year alone.

Platforms like Etsy create opportunities for anyone with a good idea to start a business online and access a global market of consumers. There are Etsy sellers in every state, and 28% of Etsy sellers live in rural areas, compared to 17% of U.S. non-farm business owners. For 32% of our sellers, their creative business is their sole occupation.

Our sellers' success depends on strong net neutrality protections. As microbusinesses, "internet fast lanes" are more likely to be unaffordable, undermining their ability to compete with bigger, more established brands. We know that delays of just milliseconds negatively impact sales. That's why our community applauded the FCC's 2015 Open Internet Order, which put clear, bright line net neutrality rules into place.

The internet is built on the principle of openness. For the price of an internet connection, anyone can spread new ideas or start a business—even spark a new industry. It's this democratic access that makes the internet so revolutionary and what allows Etsy sellers to compete in the global marketplace. It's what allowed Etsy to grow from a tiny company in a Brooklyn apartment to a global business.

We believe that strong net neutrality protections should be safeguarded, and we encourage policymakers to adopt clear rules that allow any business - even a business of one - to compete on an even playing field online. To date, the industries opposing the 2015 Open Internet Order represent very large business interests who stand to profit if these essential protections are rolled back. If successful, they will grow their profits at the expense of Etsy sellers and the millions of microbusinesses who depend on a free and open internet to start and grow online. As the FCC considers this issue in the coming months, we urge commissioners to consider the needs of these entrepreneurs, whose livelihoods depend on strong net neutrality protections.



Vimeo - Michael Cheah, General Counsel

In 2004, Vimeo was founded by a group of filmmakers who wanted to share their creative work and personal moments from their lives. As time went on, like-minded people discovered Vimeo and helped build a supportive community of individuals with a wide range of passions. Today, millions of people from all around the world enjoy Vimeo, and we're growing bigger every day. As we have grown, we have created a low entry barrier for amateur and professional filmmakers to bring their ideas online, which in turn has spurred competition and consumer choice. Differently stated, our platform enables speech, creativity, and commerce - all at the same time.

The current FCC net neutrality proposal would allow broadband providers to charge online companies like Vimeo to deliver traffic (like video uploads and plays) to their customers in a timely manner. We think this will create a two-tiered Internet — fast lanes for those who can afford to pay a hefty toll and slow lanes for everyone else — and will ultimately harm innovation and creative expression online. While the FCC is very focused on the impact that existing light touch net neutrality rules have on broadband providers, the absence of these rules would create real risk and harm for Vimeo and others who are bringing competition and consumer choice to the online marketplace. Losing this competition and innovation should be of greater concern to the FCC than the burden of having broadband gatekeepers comply with the existing light touch net neutrality rules.

Vimeo pushed for strong net neutrality rules in 2014 and we got them in 2015 when the FCC recognized that we need strong rules to prevent gatekeepers from deciding who gets to have high-quality internet service and who doesn't. These rules of the road are working and do not need to be rolled back.



TransferWise - Taavet Hinrikus, CEO and Co-Founder

When we launched TransferWise in 2011 we set out to change how people send money across borders. In doing so, we brought competition and consumer choice to the banking sector and we continue to do so today. We charge customers a fraction of what banks charge them, but our customers get the benefit of secure and frictionless money transfers the world over. Our customers reap the rewards of competition and around the world they save more than \$1 million dollars every day compared to using banks and other providers.

We could not have built our business successfully without the open internet that treats all data equally. In order for us to bring the benefits of competition to our customers, we needed to know that we were on a level playing field and were not going to be disfavored by an ISP that decided it wanted to build its own money transfer app and charge us for a fast lane, or throttle our data. By treating all data equally, the open and best efforts internet guarantees a level playing field for entrepreneurs like us.

TransferWise is a successful startup. We have a proven business model and have demonstrated our impact on our customers' lives and on the sector. For newer startups, absent clear and enforceable net neutrality rules of the road, the future will not be as bright.