

Takin' Care of Business



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Imagine Net Neutrality is a Whopper

Burger King is delivering its own hot take on a regulatory showdown that has enflamed the U.S., using a flame-grilled Whopper.

Burger King's new ad has become a sensation, with more than a million views on YouTube and it's lighting up Twitter .

In the ad customers, whom the restaurant says are real, are told they will be charged different prices for a Whopper, based on speed, or MBPS (making burgers per second). Prices range from \$5, to \$26.

And the customers grow increasingly furious in an art-imitating-life display that mocks new internet rules that have led to wide-scale protests, even death threats.

There's even a jab at Ajit Pai, who heads the federal commission that voted last month to eliminate net-neutrality protections for the internet (hint: look for the colossal Reese's coffee mug).

Net neutrality is the principle that internet providers treat all web traffic equally, and it's pretty much how the internet has worked since its creation.

The Federal Communications Commission last month repealed the Obama-era rules, giving internet service providers like Verizon, Comcast and AT&T a free hand to slow or block websites and apps as they see

What is Net Neutrality?

Net neutrality is a set of principles and rules that say internet service providers (ISPs) must treat all data fairly without blocking or "throttling" certain data streams. This means that an ISP such as Comcast cannot slow down a streaming service such as Netflix, nor can it block or slow down Fox News in favor of NBC, which is owned by Comcast.

"Open internet" advocates fear an end to net neutrality will lead to censorship and increased costs for internet connectivity. The US Federal Communications Commission voted on December 14, 2017, to end the 2015 Open Internet Order, which protected net neutrality in country.

The 3-2 vote enacts the Restoring Internet Freedom initiative, which is widely seen as giving internet service providers (ISPs) more power to limit internet access while favouring certain data streams.

The move is seen as highly controversial among the public, and Democrats. Protesters gathered outside the FCC meeting on Thursday, some carrying signs that read: "Don't make the internet a private toll road."

Democrats vowed to fight the repeal, calling for legislation that would re-establish the regulations. Civil liberty organizations also vowed to sue the FCC over the move.

"We will take the FCC to court. They've got about a 50-50 track record in the courts. We think we can beat them here, because they [will have] reversed orders that are barely two and a half years old," Matt Wood of Free Press, a pro-net neutrality organisation that works for media plurality, told Al Jazeera. The court case could take more than a year, Wood said. The court case could take more than a year.



fit or charge more for faster speeds. The FCC decision has led to a fierce pushback by consumers, law enforcement and major corporations.

Last week, a group of attorneys general for 21 states and the District of Columbia sued to block the rules. So did Mozilla, the maker of the Firefox browser, public-interest group Free Press and New America's Open Technology Institute. Others may

file suit as well, and a major tech-industry lobbying group that includes Google has said it will support litigation.

This week, Montana became the first state to bar telecommunications companies from receiving state contracts if they interfere with internet traffic or favor higher-paying sites or apps.

By Associated Press, Jan. 25, 2018
www.usnews.com