

European views on **Net Neutrality** - Ljubljana, June 24th 2016



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John Strand **opinion** after 20 years in telecom...

- As a Dane I believe in the democratic process and transparency
- I respect regulators hard job to make fair regulation
- Credible regulation is based on facts, not feelings
- Regulators can make mistakes; I respect when they admit it.
- I believe in a free internet and that the internet can create transparency in this world
- I do not accept the sabotage of the democratic process to pressure politicians and regulators by abusing digital tools

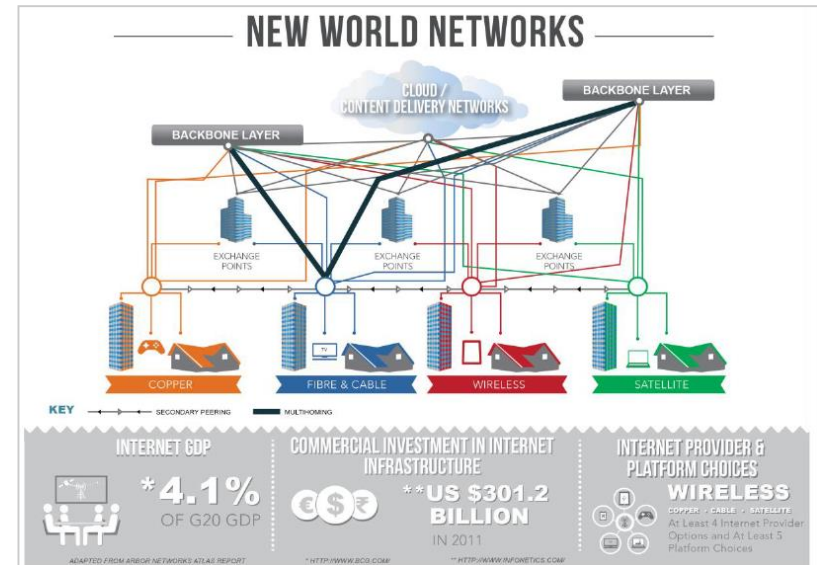
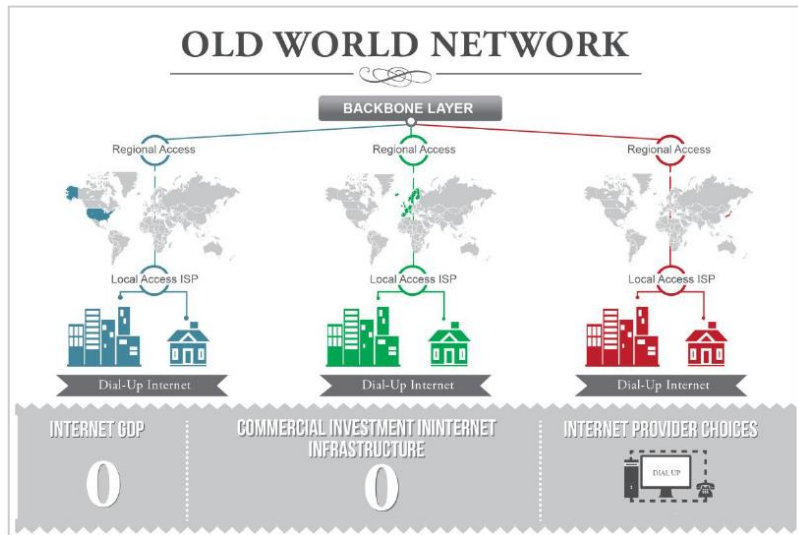
What drives **investment** in the telecommunications market

1. Players enter the market either because they get a license to build and operate a mobile network
2. Competition between technologies - the competition cable TV providers have created in broadband have led many DSL providers to upgrade their networks.
3. Operators defend their historical investments
4. Technological development can bring production costs down and drive competition.
5. Public authorities make it expensive to build infrastructure by, unwittingly or not, creating barriers to deployment.
6. Telecommunications investments are cyclical - in practice telecommunications investments cannot be studied on a short term basis.

What creates **competition** in the telecommunications market...

1. Competition from over the top (OTT) providers
2. The evolution of network technology
3. Single Play vs. Full Service Providers
4. Changing Regulatory requirements for the telecom industry

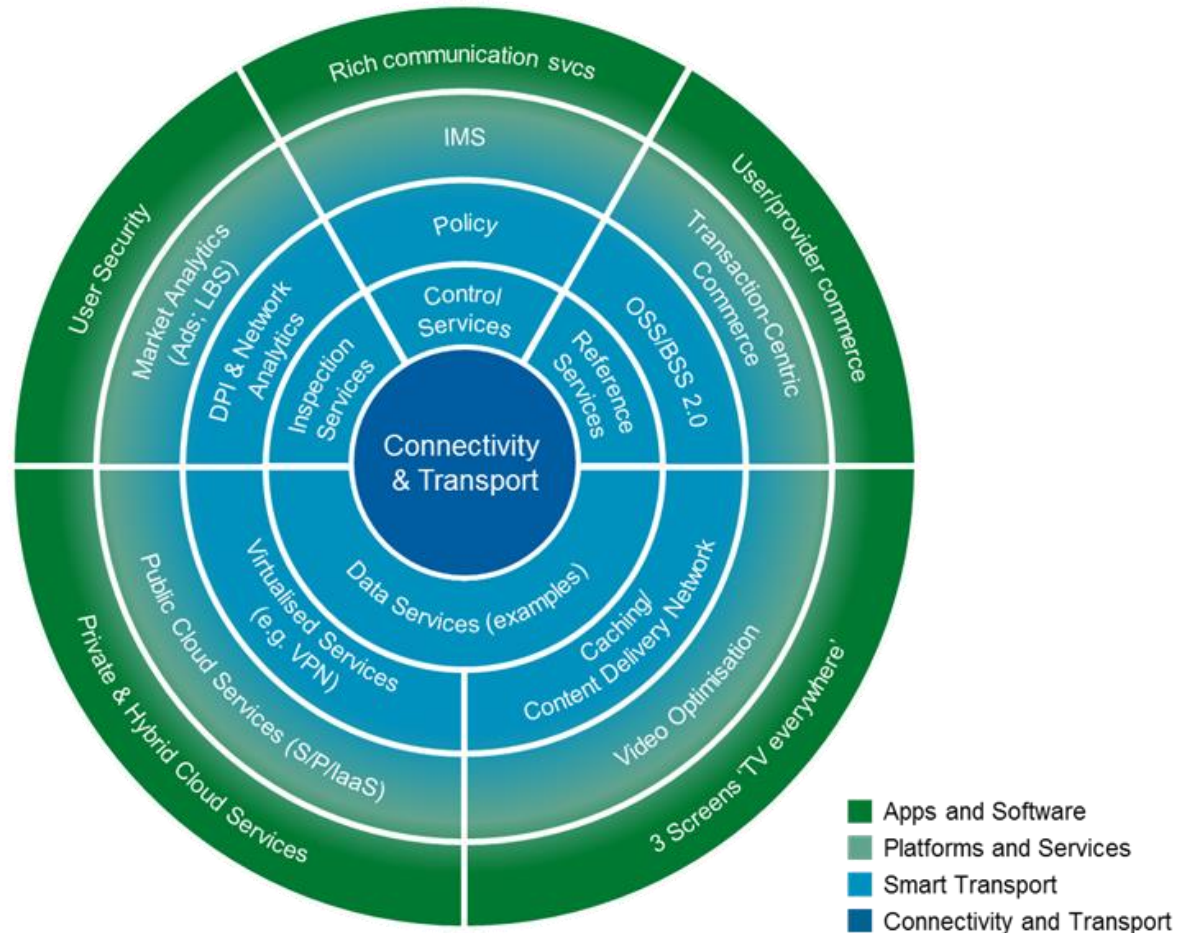
Old vs. New World Networks.....



The EU Commissions still talks about 18, 15 and now 9 markets - They don't know what convergence is...

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From Bit Pipe to **Intelligent** Pipe....

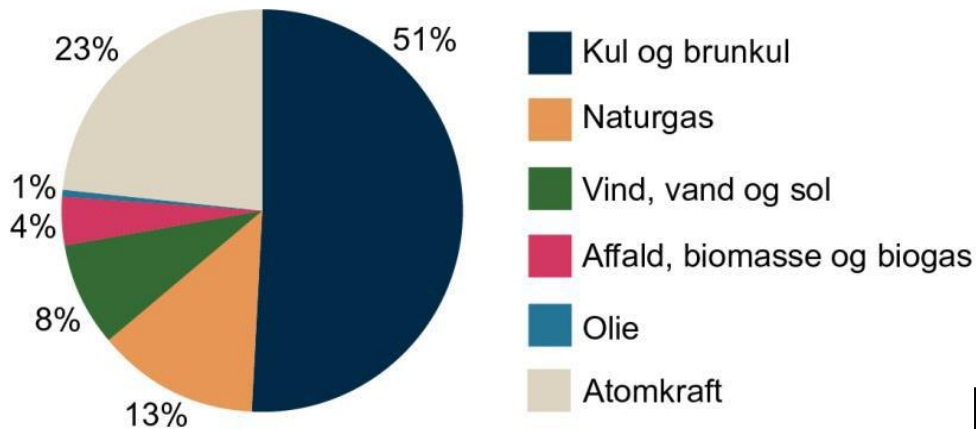


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Commercial practices (zero rating)....

Zero rating is a business model we know from all industries, and according to competition experts, helps to create market dynamics and competition. There are people who believe that zero rating harms competition in the telecommunications world, however there has not been academic evidence to prove the claim. If we look at the energy sector today, it has greater freedom and flexibility in its pricing and distribution than the telecom industry has when selling telecommunications traffic....

Energy vs. Telecom – who has more freedom...



The EU blessed zero rating in energy markets to address climate change. Why does BEREC oppose it in internet markets to create competition?

Imagine not allowing the media industry to **evolve....**



svt.se Program Nyheter Sport Barn SVT Play Öppet arkiv Väder TV-tablå Sök på svt.se

TORS DAG 19 MAJ svt Nyheter Uppsala

Nyheter Lokalt Sport Kultur Opinion Väder

Kommunalrådet: "Tillåt lärare beslagta mobiler under lektioner"

Mest läst

- 1 Misstänkt föremål vid telemasten i Skutskär
- 2 Hunden Nelle räddades med Heimlich
- 3 Vinkande cowboy blir film

Mest delat

- 1 Kommunalrådet: "Tillåt lärare beslagta mobiler under lektioner"
- 2 Skolan som vill införa mobilfri zon
- 3 Vinkande cowboy blir film

Titta på

3 min

Senaste sändningen SVT Nyheter Uppsala - 5 timmar sedan

Se låten "Bröder" i somrig tappning

Stiko Per Larsson går på turné

Kommunalrådet Caroline Andersson (S) vill se ny lagstiftning som underlättar för lärare att beslagta mobiltelefoner under lektionstid. Foto: svt montage

Rektorer har möjlighet att införa lokala ordningsregler för användande av mobiler i skolan. Nu vill Uppsalas kommunalråd Caroline Andersson (S) gå ett steg längre och införa en ny lag som gör det lättare för rektorer och lärare att beslagta elevernas mobiler.

Inga mobiler under lektionstid, mobilfria zoner eller totalt mobilstopp. Högskolorna agerar för att få bukt med mobilerna under skoltid ser olika ut. Om en lärare upplever att en mobil stör undervisningen har hen i dag enligt lag, rätt att ta hand om mobilen. Nu vill Caroline Andersson (S) som ordförande i utbildningsnämnden i Uppsala, se en ny lag som möjliggör för rektorer och lärare att beslagta mobiler – även i förebyggande syfte.

DEBATT: Här säger eleverna nej till mobilfri skola

Mobilen stör - både i och utanför klassrummet

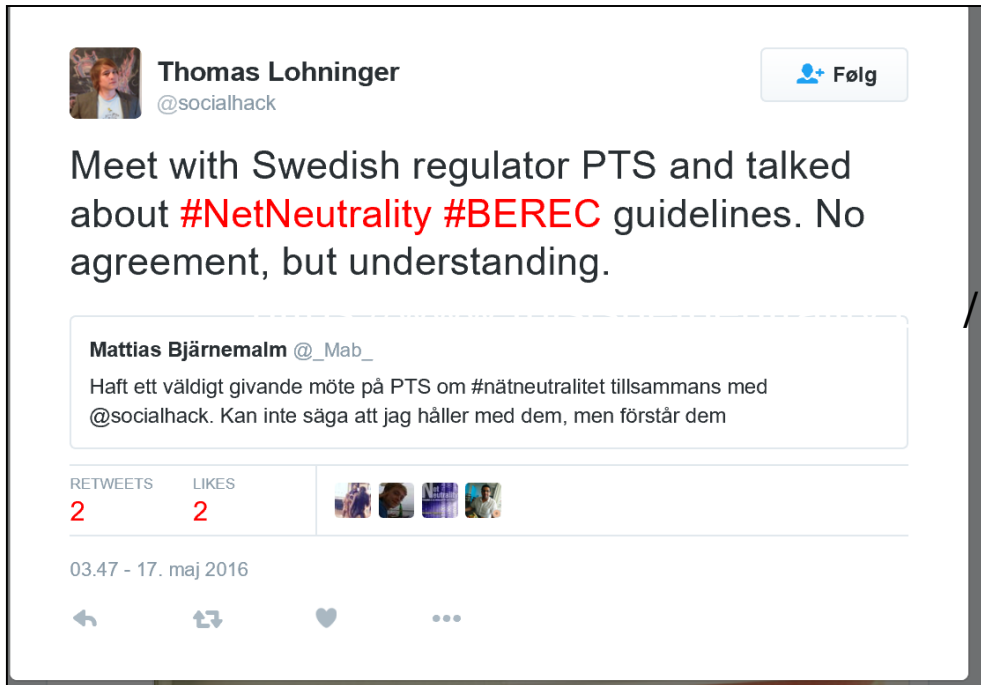
– Man har som rektor i dag möjlighet att införa lokala ordningsregler på sin skola. Men jag får signaler från både elever och lärare som känner att

710
Dela
E-post
Skriv ut

Why does Google **hate** zero rating...

- Google can't collect data of people using competitors' platforms
- If startups use free Facebook, they don't put ads in Google search (€10k/month)
- Content delivered by telecom operators is more private and secure than Google and can lower the cost to the end user
- Google is shopping mall that wants to outlaw strip malls

Grass roots: Google's internet activist friends.....



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Google's role to fund Net Neutrality globally....

- Save the Internet
- Access
- Engine
- Stanford Center for Internet & Society
- Berkman Center (Harvard)
- Free Press, Public Knowledge
- \$50 million from Ford Foundation (key Google shareholder) to activist groups
- Obama's leading political contributor, 427 White House visits, 258 "revolving door" hires between US govt and Google
<http://googletransparencyproject.org>

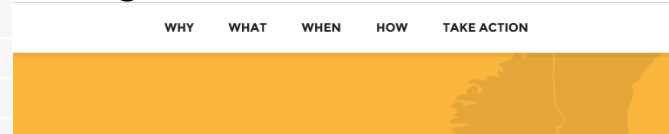
SavetheInternet.eu is **made** largely in USA....

AccessNow	2012-2016 USD\$
Google	1,200,000
Mozilla	320,000
Ford Foundation	275,000
Microsoft	150,000
LinkedIn	102,500
Skype	95,000
Twitter	60,000
Internet Society	57,500
Dutch Ministry of Foreign Affairs	49,982
Knight Fdn	35,000
Mozilla Foundation	25,000
Yelp	25,000
Yahoo!	20,000
New America Fdn	26,245
Dropbox	10,000
Ebay	10,000
\$ 2,461,227	

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gandi
EuroZine
IIS.se
CCIA
Yelp
Intel
Campact
\$63,359

Free Press 2009-2015	
Gifts, grants, contributions, memberships	\$20,563,370
Interest, dividend, payment income	\$281,576
Total	\$20,844,946

Navigation bar of savetheinternet.eu



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Save the Internet Strategy: Clicktvism....

The screenshot shows the 'Save the Internet' campaign website. At the top, there is a navigation bar with a Wi-Fi icon, 'SEND MESSAGE', 'INFORMATION', 'FAQ', and language options (EN, BG, DE, ES, IT, LT, NL, PT, RO, SL, SV). The main heading is 'Save the Internet'. Below it, a paragraph states: 'European Regulators are about to decide whether to give big telecoms corporations the power to influence what we can (and can't) do online. Europe urgently needs clear net neutrality guidelines to protect our freedoms and rights online. We have until July to help Europe protect the open Internet.' A call to action says 'Join the movement, take action now!'. A progress indicator shows '34.830 PEOPLE HAVE SENT MESSAGES' and '24 DAYS LEFT'. An orange button says 'TAKE ACTION'. Below this, a section titled 'What needs to be fixed:' lists three items: 'Specialised Services', 'Traffic Management', and 'Zero Rating'. Each item has a brief description and a 'READ MORE' link. At the bottom, a large blue banner says 'Tell your national regulators and BEREC to protect net neutrality'. Below the banner, it says 'Tell your regulators your opinion on the new net neutrality rules by using the questionnaire tool below. By answering any number of questions in the multiple choice and open questions parts an email will be...'. A large, diagonal red watermark is overlaid across the entire page, reading '34.830 computer generated standard letters to the regulators....'.

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Conclusion from Strand Consult....

- Zero rating expands free speech
- NN rules today are unrecognizable to what Tim Wu talked about
- Net neutrality is being used to protect Google from competition in the name of doing something good for the consumer
- NN is restricting market entry of firms that can create alternative advertising to Google
- Facebook Telia is not perfect, but better than Google has one competitor than none

It's about 44 things....

Business models Business models Business models Business models
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