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Where networks meet

Content & Eyeball Presentations & Panel on Net Neutrality

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Panelists

- Mike Blanche, Google (AS15169)
- James Blessing, Limelight Networks (AS22822)
- Raul Sejas, Telefonica (AS12956)

- Andreas Sturm, DE-CIX (AS6695), Moderator



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Agenda

- Content & Eyeball Presentations by (~ 60 min)
 - Mike Blanche (Google)
 - James Blessing (Limelight Networks)
 - Raul Sejas (Telefonica)

- Panel on Net Neutrality (~ 30 min)
 - Mike Blanche (Google)
 - James Blessing (Limelight Networks)
 - Raul Sejas (Telefonica)

 - Andreas Sturm (DE-CIX)



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Net Neutrality (1)

- “(...) net neutrality is necessary to preserve the open nature of the Web and to prevent carriers from hindering innovation by blocking or degrading competitors' applications or websites.”
(<http://www.networkworld.com/news/2011/062311-net-neutrality-dutch.html>)
- “(...) net neutrality rules will take away carriers' incentives to invest money to improve their networks by taking away vital revenue streams such as voice and text messages” <http://www.networkworld.com/news/2011/062311-net-neutrality-dutch.html>



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Net Neutrality (2)

- “(...) without network neutrality, the Internet will undergo a transformation from a market "where innovation rules to one where deal-making rules.“ (Wu, Timothy (1 May 2006). ["Why You Should Care About Network Neutrality"](#). Slate.)



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Net Neutrality (3)

- The net neutrality discussion is a fake discussion. Everybody agrees that different application needs to have different network speed available and charged differently by the network operator.
- If the internet is operated under sociopolitical criteria instead of free market economy it should be regulated by the “nanny” state and this is a step backwards. <http://www.heise.de/netze/meldung/Obermann-sieht-Scheindebatte-ueber-Netzneutralitaet-1138486.html>



Net Neutrality (4)

- Netneutrality is also linked to the Quality of Service discussion.

- The idea

- customer should pay more for better quality

Question? Would this lead to Internet class A and B

- content producer should also pay to be transported in class A to the end user

- additional revenue should be shared along the value chain

Question? Where should the toll collect boxes be placed?

Question? Would this make IXs unnecessary because everybody has to have a paid peering to the eyeballs?



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Net Neutrality (5)

- What will be the outcome of the net neutrality discussion?
 - new accounting rules?
 - new players?
 - old players back on top?
 - two types of the internet?
 - ...



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Thank you

Join DE-CIX now!

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