

# Inseparable goals: Net equality and net neutrality

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# Net equality and net neutrality

- Net equality is good business
- Net equality is essential for social justice
- Net equality is inseparable from net neutrality

# Internet access is essential

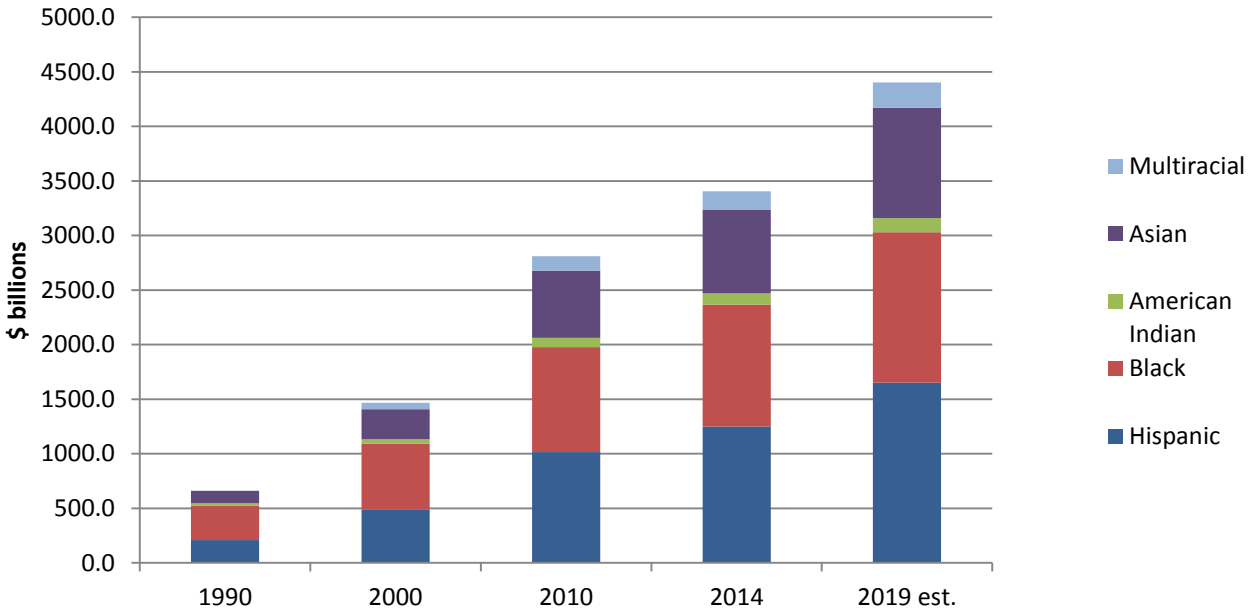
- For jobs
- For education
- For healthcare
- For creativity
- For expression

# Access to the Internet

- Requires deployment
  - which requires investment
- Requires adoption
  - which requires affordability and user-friendliness
- Requires openness
  - which requires a statute that facilitates both net neutrality and net equality

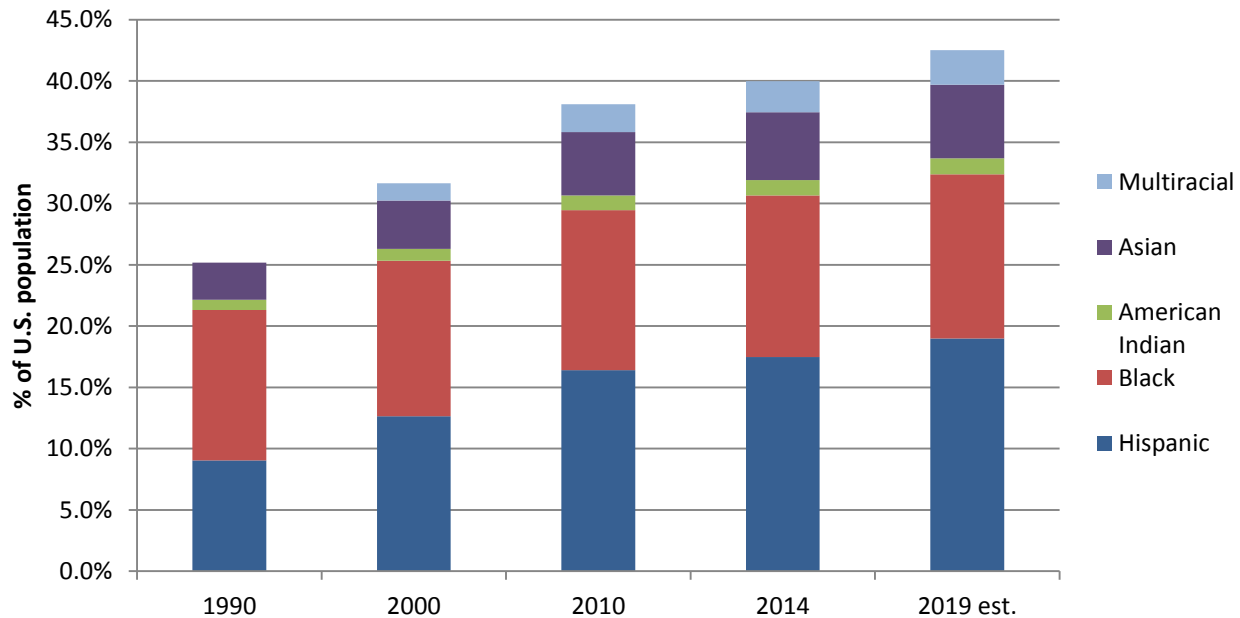
Net equality is good business

### Minority buying power in 2014 was \$3.4 trillion and is headed to \$4.4 trillion in 2019



Source: Selig Center

## Minority population will soon become majority: 2019 estimate is 43%

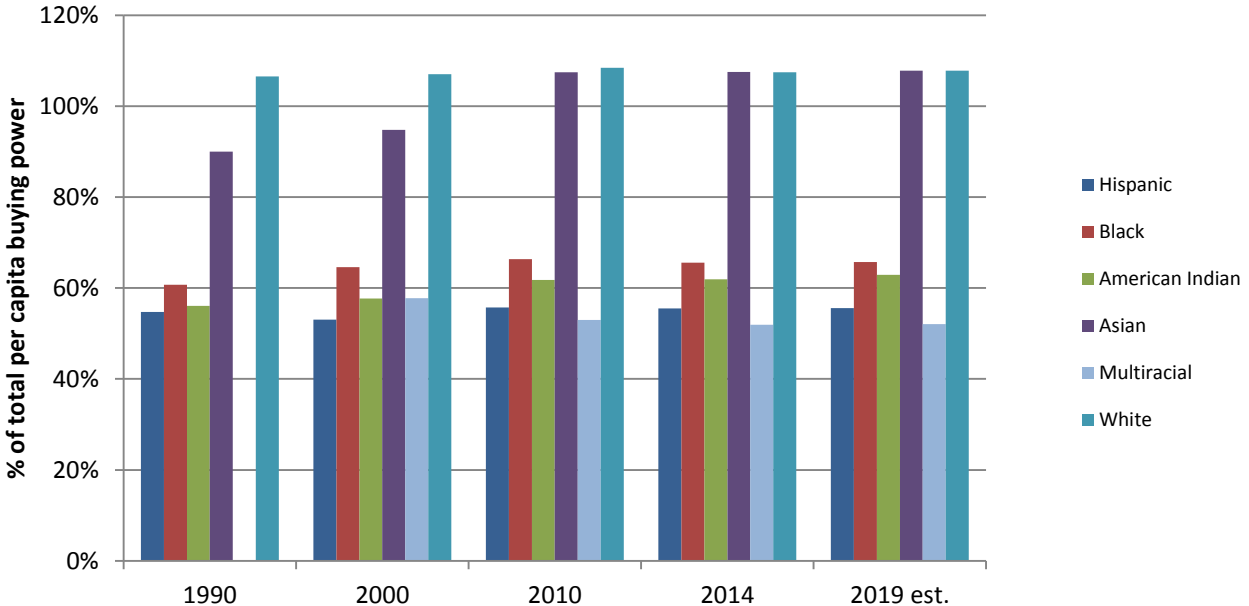


Source: Selig Center

Net equality is essential for  
social justice

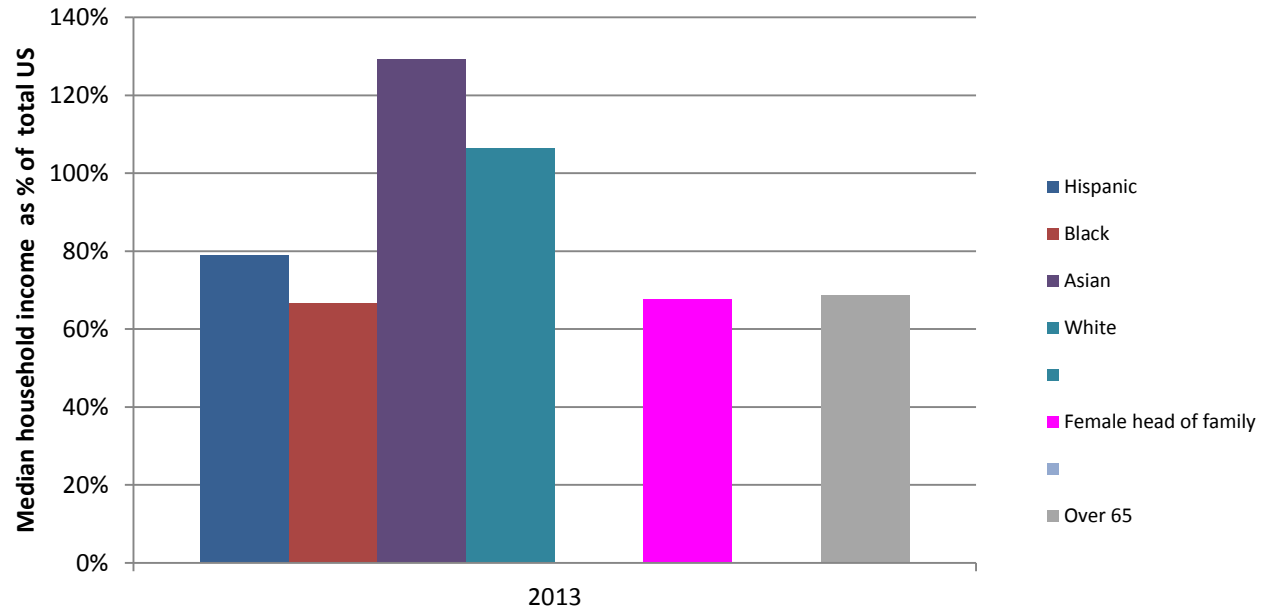


### A buying-power gap remains



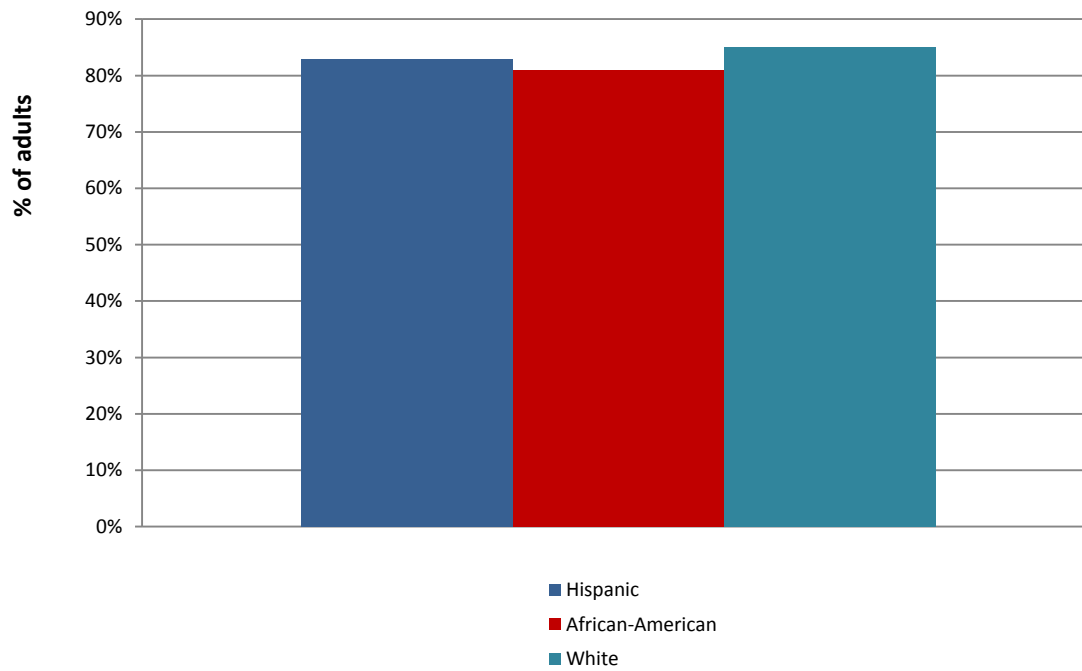
Source: Selig Center

## Income varies by race, gender, age



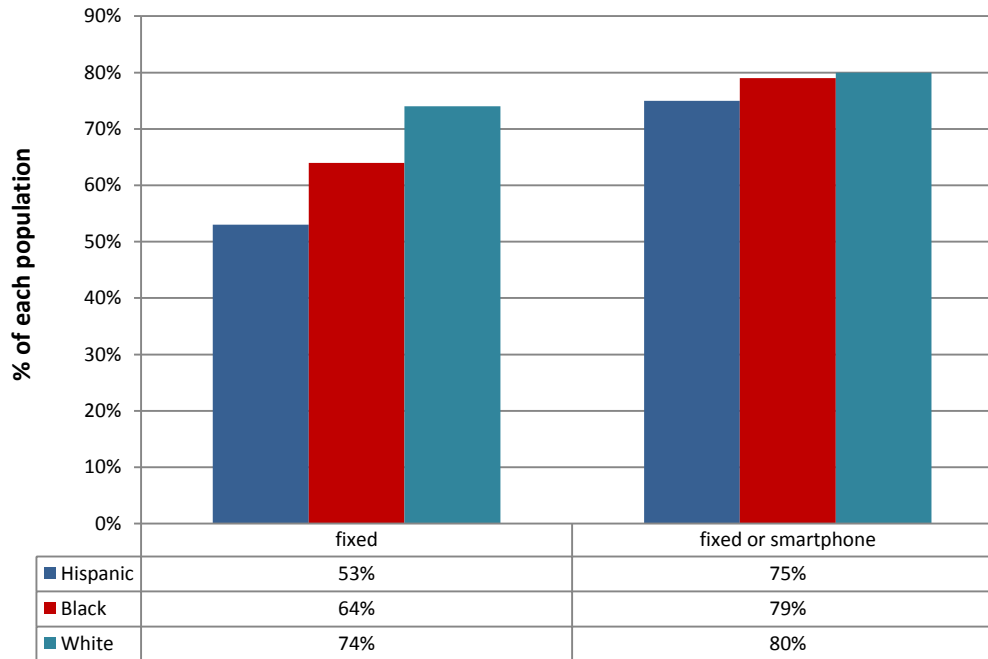
Source: US Census

### 87% of American adults use the Internet



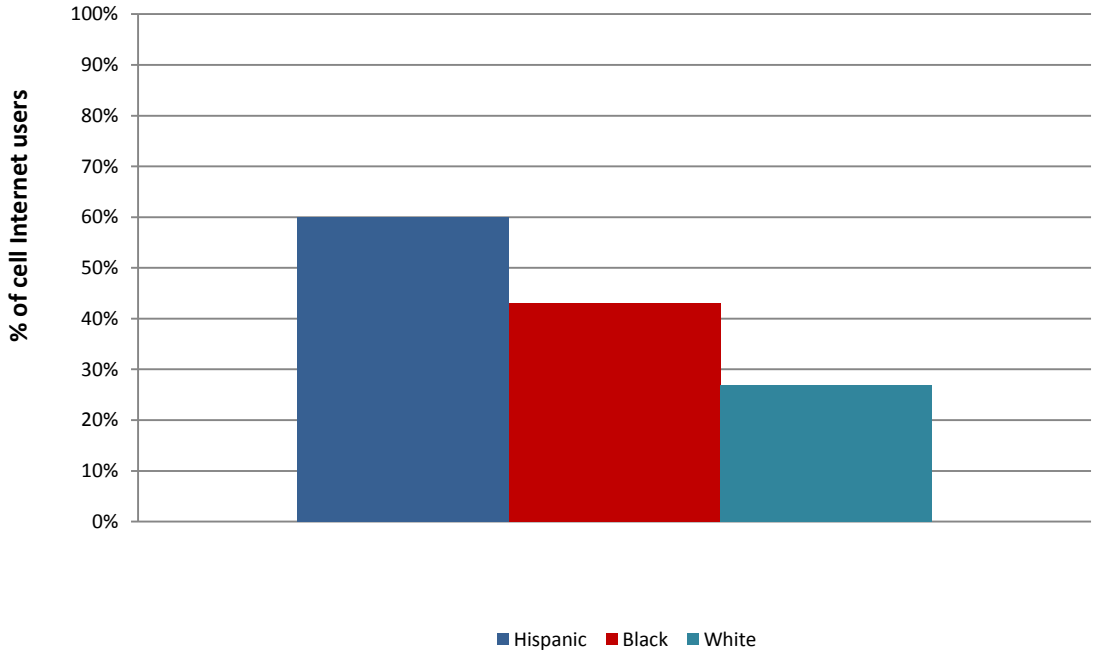
Source:  
Pew

### Broadband adoption: Mobile makes a difference



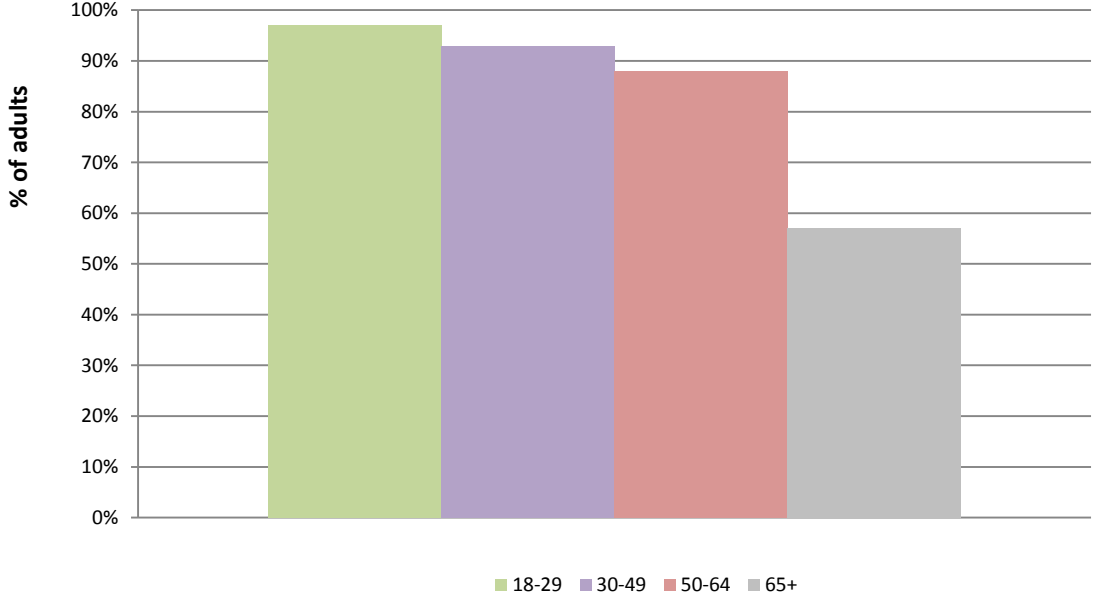
Source:  
Pew

### Many choose mobile as their primary access to the Internet



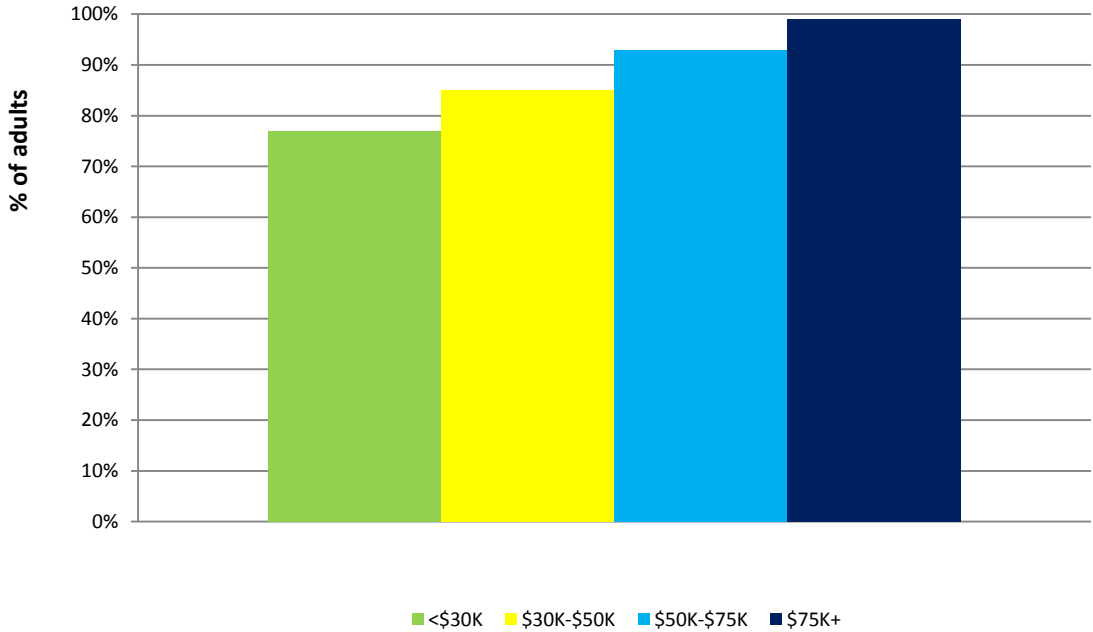
Source:  
Pew

### Internet use varies enormously by age



Source:  
Pew

### Internet use also varies greatly by income



Source:  
Pew

# Net equality requires

- Investment
- Affordability
- User-friendliness
- Openness



Net neutrality must be achieved  
by means that  
promote net equality

# Title II approach could harm deployment and adoption

- Reduce investment in both access and edge
  - Investors only beginning to understand the financial implications.
- Reduce adoption via service changes
  - Separate DNS-lookup from transmission?
  - Make user responsible for cybersecurity?
  - Separate offering of send from receive?
- Reduce consumer choice in pricing
  - Eliminate sponsored data?
  - Eliminate usage-based pricing?

# Net equality and net neutrality

- Net equality is good business.
- Net equality is essential for social justice.
- Net equality and net neutrality must reinforce each other.

# Sources

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