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

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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

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Broadband adoption: Mobile makes a difference

<table>
<thead>
<tr>
<th></th>
<th>fixed</th>
<th>fixed or smartphone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>53%</td>
<td>75%</td>
</tr>
<tr>
<td>Black</td>
<td>64%</td>
<td>79%</td>
</tr>
<tr>
<td>White</td>
<td>74%</td>
<td>80%</td>
</tr>
</tbody>
</table>

Source: Pew

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Many choose mobile as their primary access to the Internet

Source: Pew

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Internet use varies enormously by age

% of adults

Source: Pew

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Internet use also varies greatly by income

% of adults

Source: Pew

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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


• Humphreys, Jeffrey, M. *The Multicultural Economy 2014*. Selig Center for Economic Growth, University of Georgia, Terry College of Business. 2014.