

Net Neutrality, Unbundling, or do nothing?

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Three choices for the regulation of Broadband

1. Do nothing
(US Wireless)

2. Wholesaling rules
(Europe)

3. Net neutrality rules
(USA)

Policy

Do you want maximize

- price control;
- new deployment;
- or
- innovation?

Options

I. Do Nothing

Maximize deployment

2. Unbundling

Features:

Price regulation
Possible ISP-level
innovation

2. Net Neutrality Rules

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(Termination Fee Rule

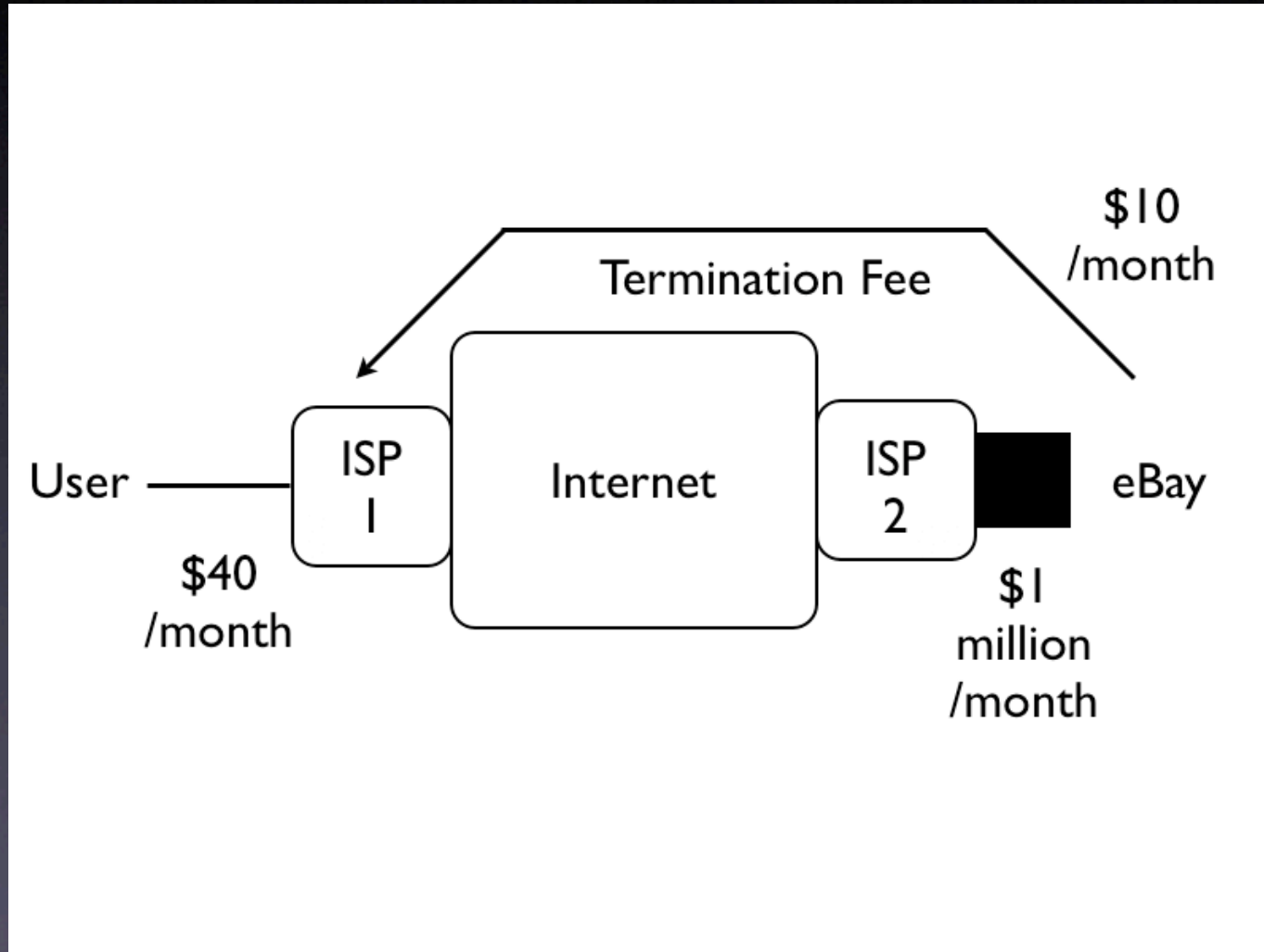
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Device Attachment Rule

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Anti-Discrimination Rule)

Pricing Rule



Anti-discrimination Rules

Device Attachment Rules

end