

Net Neutrality

and how to keep the internet alive

Factory



About Us

We are a network of founders working on the future of tech and how it positively impacts society.

We support absolute Internet equality. This is our response to the recent threats against a free Internet in Europe.



THE PROBLEM:

ISPs want to divide the Internet

“If they [startups] want to bring services to market which require guaranteed good transmission quality, it is precisely these companies that need special services. By our reckoning, they would pay a couple of percent for this in the form of revenue-sharing.” [[Deutsche Telekom Media Release - Oct 28, 2015](#)]

Timotheus Höttges
CEO Deutsche Telekom



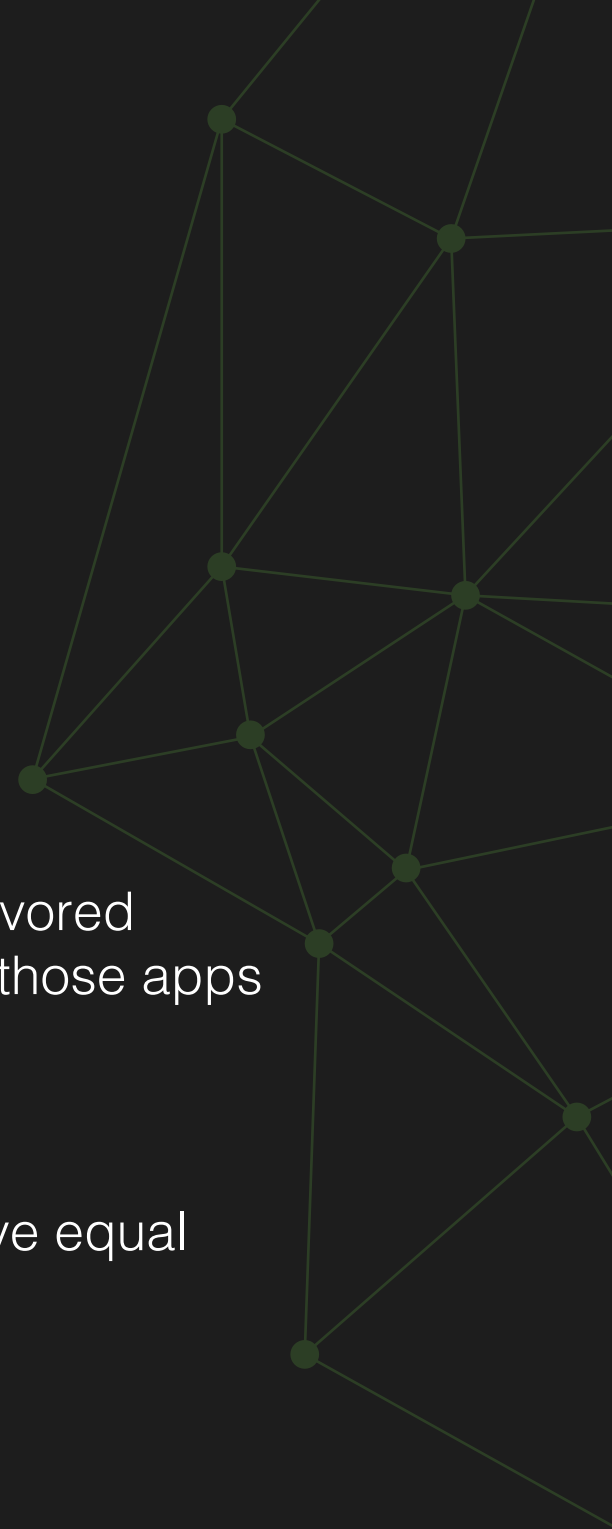
THE SOLUTION:

Closing the Loopholes

Loopholes in current European legislation allow ISPs to:

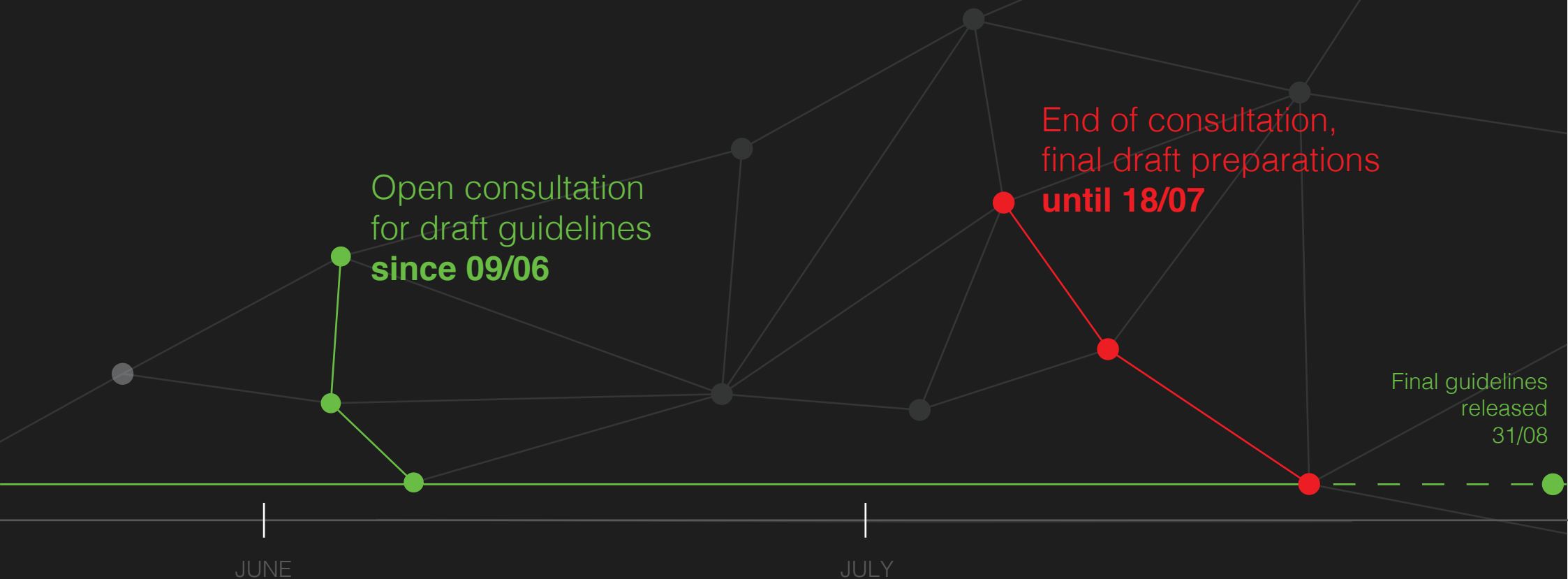
- Create internet fast lanes for large corporations
- Throttle Internet speeds to favor selected enterprises
- Back door deals to zero-rate (make available for free) favored and selected apps giving them a huge advantage over those apps for which you must pay.

True net neutrality means that all applications and content have equal standing, access and opportunity online.



WE HAVE FEW DAYS TO CHANGE THIS.

BEREC* is coming to the end of a nine-month review of the general guidelines for national regulators, responsible for overseeing the implementation.



* BEREC is the body of EU regulators deciding on the implementation of the current net neutrality & roaming proposal.

NET NEUTRALITY IN THE US

**How the US tech community
saved the day**



Team Cable wants to destroy the Internet.

Team Internet is gonna stop them.

Today, thousands of sites and hundreds of thousands of people took action to stop the FCC and America's biggest cable companies from slowing down (and breaking) the Internet's best sites. Here's what happened.

OVER

10,000

SITES PARTICIPATED!

Stop internet slowlanes from ruining everything. [Make it stop](#)

tumblr.

Text Photo Quote Link Chat Audio Video

Ready to give your blog a new look? Visit the Theme Garden.

fight4future staff

staff:

internetdefenders
Internet Defenders

Posts 2

Customize >

ACCOUNT

Liked posts

Following

Find Blogs

RECOMMENDED

colliderb
Super Co

www.reddit.com

reddit hot new rising controversial top gilded wiki promoted

Big ISPs want the power to slow (and break!) sites like ours. Tell lawmakers: "Protect Internet freedom. Defend net neutrality." (battleforthenet.com)

promoted by hueypriest 47 comments share sponsored link what's this?

trending subreddits /r/Gaming4Gamers /r/apple /r/Standup /r/Destiny /r/hiphopgifs 30 comments

The battle for the internet is now. Join us for the Internet Slowdown and tell Congress to support an open and neutral Internet (redditblog.com)

submitted 50 minutes ago by pinwale [A] to /r/blog 394 comments share

search reddit

If there were Internet slowlanes, you'd still be waiting

TAKE ACTION

discuss this issue in /r/stand >

username password

remember me reset password

www.netflix.com/WiHome

NETFLIX

Browse



2003 PG-13 109 minutes

Musician Dewey Finn gets a job as a fourth-grade substitute teacher, where he secretly begins teaching his students the finer points of rock 'n' roll. [More Info](#)

Protect Internet freedom. **Defend Net Neutrality.**

TAKE ACTION



staff

Today's the day. The day you help save the internet from being ruined.
Ready?
[Yes, you are, and we're ready to help you.](#)

(Long story short: The FCC is about to make a critical decision as to whether or not internet service providers have to treat all traffic equally. If they choose wrong, then the internet where anyone could start a website for any reason at all, the internet that's been so momentous, funny, weird, and surprising—that internet could cease to exist. Here's your chance to preserve a beautiful thing.)

#policy #net neutrality

4,722 notes

PRODUCTS GET INVOLVED mo



A Googler @google

Follow

The Internet belongs to everyone - and it's our job to protect it. Are you in?
[#freeandopen](#) [takeaction.withgoogle.com/tw/netneutrali...](#)

Reply Retweet Favorite More

We stand together
Support a [#freeandopen](#) Internet

[google.com/takeaction](#)

RETWEETS 272 FAVORITES 113



We are mozilla

Doing good is part of our code

**PROTECT
NET
NEUTRALITY**

STAND WITH MOZILLA
Tell U.S. Congress to protect a level playing field on the open Web, now and forever.
[Write to your legislator »](#)



326,090

TOOK ACTION

57,107

CALLS MADE

978,270

EMAILS SENT TO CONGRESS

326,090

COMMENTS FILED TO THE FCC

4.4 million

COMMENTS FILED SINCE MARCH 1



TAKE ACTION

How can you help?

**sign our open
letter to
BEREC**

Add your name to our open letter

Just add your name and company

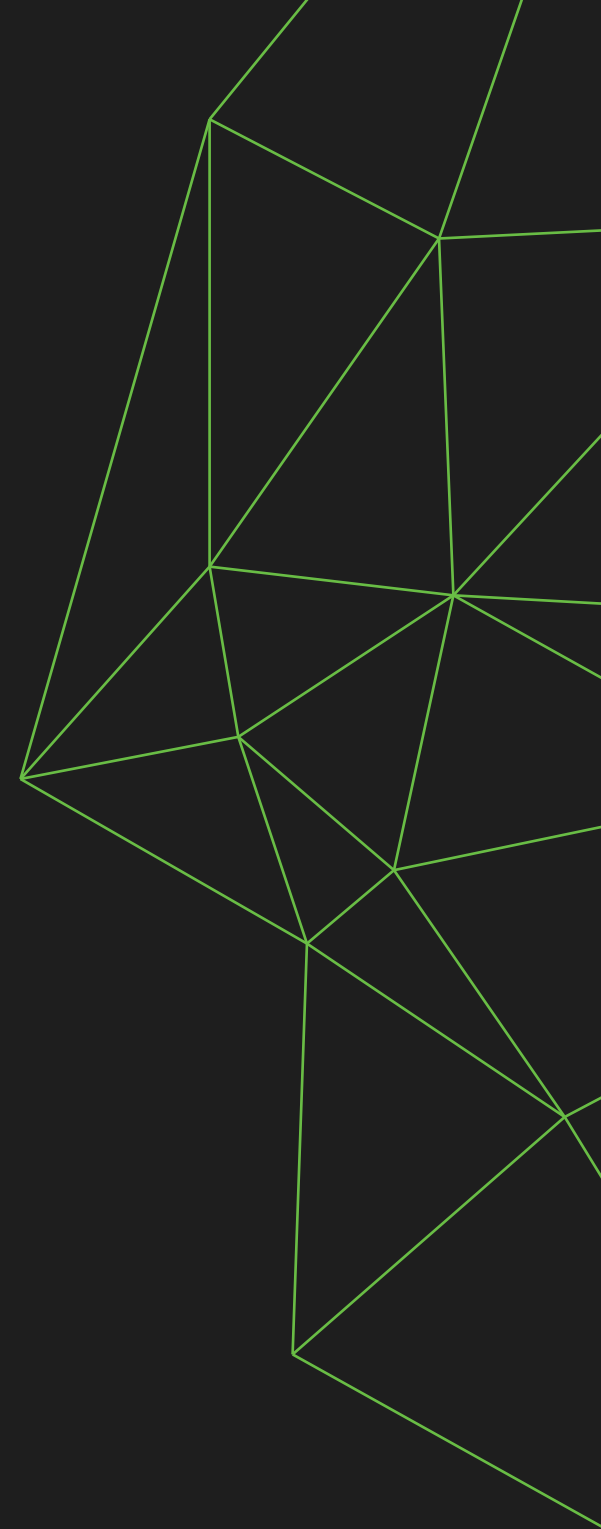
**Put a widget
on your
website**

Download from GitHub

Or design your own!

- Signing our open letter to BEREC and all 28 EU Ministers of Economy
- Engaging your users: Put a “Save Net Neutrality” widget on your homepage
- Discussing net neutrality publicly, tweet about it
- Registering your thoughts at www.savetheinternet.eu
- Send us a personal quote we can use in campaigns

contact@Factory.co



IF WE DON'T DO ANYTHING...

ISPs have a bleak vision of the future that would hurt small businesses and consumers the most.

Startups

You must give shares in your company or revenue to ISPs for competitive internet access

ISPs will give preference to their own apps over yours

To launch a new online business you must first negotiate with your ISP

You will find it hard to get venture capital investment because the risk of an ISP shutting you down is high

SMEs

If you don't want to use an ISP's online services you must pay extra (accounting, e-commerce, customer service, etc.)

Markets will be dominated and controlled by business cartels led by ISPs

ISPs will favor their partners for services such as fulfillment

Consumers will have less access to your products online

Consumers

You will pay extra for entertainment services not part of an ISP portfolio

You will have less choice, higher prices and lower quality

Customers get slower (or no) access to new companies and apps by default

This creates a first and second class democracy online