

The Honorable Anna G. Eshoo

Question – Your members have been very successful moving into the online space – a space where there is no shortage of viewpoint diversity. Why are basic net neutrality protections important to your members?

Answer – Digital Content Next (DCN) members include many of the Internet’s most trusted and respected online publishing brands, collectively reaching an unduplicated audience of 220.4 million unique visitors – or 100% reach of the U.S. online population – monthly. Importantly, DCN is the only trade association that exclusively represents creators of premium digital content. With this in mind, DCN supports the Federal Communication Commission’s (FCC) goal of protecting and promoting the Internet as an open platform for innovation, competition, economic growth, and free expression.

The crux of the FCC’s order is the ban on blocking, throttling or prioritizing content. The FCC sought to preserve consumers’ unfettered access to content or experiences on the Internet. Just as importantly, however, the order also protects the ability of content creators to reach their audience without having to seek the permission of the ISPs. These provisions are critical to ensuring that the Internet continues to serve as an open and effective platform for the exchange of ideas and information and for content innovation to continue flourishing online.

Another key component of the FCC’s order is the requirement that a broadband provider provide transparency about “the network management practices, performance, and commercial terms of its broadband Internet access services.” This kind of transparency is vital to helping consumers fully understand the internet services they have purchased and whether they are getting full value. This information is also critical to content creators who need to know that new applications, content and services will operate as expected.

In our view, the FCC rightly focused on the consumer experience in the development of the Open Internet rules. Content creators should not need permissions from ISPs in order to reach consumers, and ISPs should not restrict consumers from accessing lawful content. We believe the FCC has taken important steps to encourage investment and innovation in content creation for consumers and ensure that the Internet is an open platform that supports consumer choice and the open exchange of ideas and information.