

How Title II Promotes a Competitive, Affordable Broadband Market

Reclassifying broadband under Title II does more to protect consumers than supporting network neutrality. It is a critical measure needed to promote competition and to protect people from abusive practices by broadband providers that ultimately make broadband less accessible and affordable. Here's how:

- **Price Analysis:** Title II empowers the FCC to thoroughly study broadband prices, ensuring they remain fair and competitive. This analysis also addresses hidden fees, prevents price gouging, and discourages bait-and-switch tactics.
- **Non-Discrimination:** Title II classification effectively prohibits internet service providers from engaging in discriminatory pricing practices. This ensures that all subscribers are treated equally, regardless of the content or services they access, fostering a level playing field for all online businesses.
- **Competition Enhancement:** Title II paves the way for increased competition within the broadband industry. The FCC can mandate interconnection and stop anticompetitive practices. This means that smaller providers and innovative startups can enter the market with confidence, leading to more choices and better services for customers.
- **Affordable Access:** Title II empowers the FCC to ensure that broadband services remain affordable for consumers by preventing price gouging. This includes the ability to ban fees that are “unjust and unreasonable.” This affordability is a critical aspect of protecting consumers from financial strain.
- **Consumer Protection:** Title II classification gives the FCC the authority to bar practices that harm subscribers, such as unreasonable wait times for service or consistently poor quality connections. It allows the FCC to set rules governing reliability and services standards.
- **Transparency and Accountability:** With requirements for transparent pricing and business practices, Title II enables consumers to make informed decisions about their internet service. It also equips the FCC with better information to identify and address potential anti-competitive behavior, promoting a fair market.

Reclassifying broadband under Title II fosters fair pricing, competition, and equal access – all of which are vital for a thriving, consumer-friendly broadband market. Furthermore, Title II reclassification allows the FCC to go after specific anti-consumer practices like junk fees, bait-and-switch schemes, and price gouging. Reclassification is a necessary step in safeguarding consumers – and their pocketbooks – from the broadband industry.