

The open internet – a platform for growth

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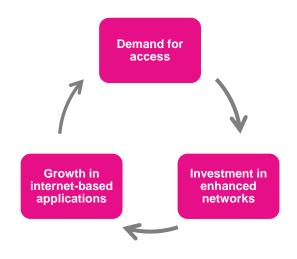
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Benefits of the open internet



- Benefits to productivity and GDP growth
- Internet based innovation
 - Skype, Spotify, Google etc.
- Innovative applications fuel demand for access, the virtuous cycle
- Internet connectivity revenues in Europe estimated at €155 billion a year



Myths clouding the debate



Myth 1	•Demand is bad
Myth 2	•Costs are ballooning because of data growth
Myth 3	Application providers "cause" traffic
Myth 4	•Application providers free ride
Myth 5	•Charging application providers would promote broadband investment

Proposed measures



A clear signal by European and national policy makers

Clearly define internet access for marketing purposes

Self-regulation with oversight

Regulators monitor market developments

Thank You





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