



# The open internet – a platform for growth

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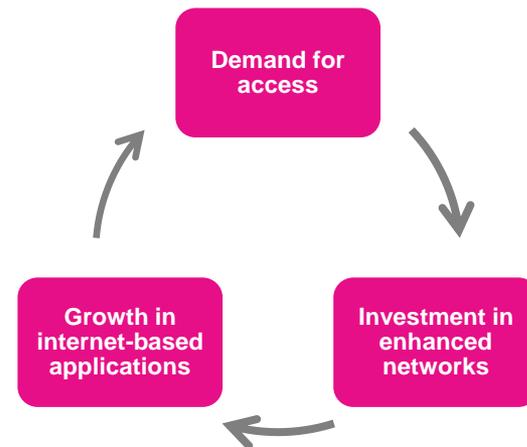
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# Benefits of the open internet



- **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

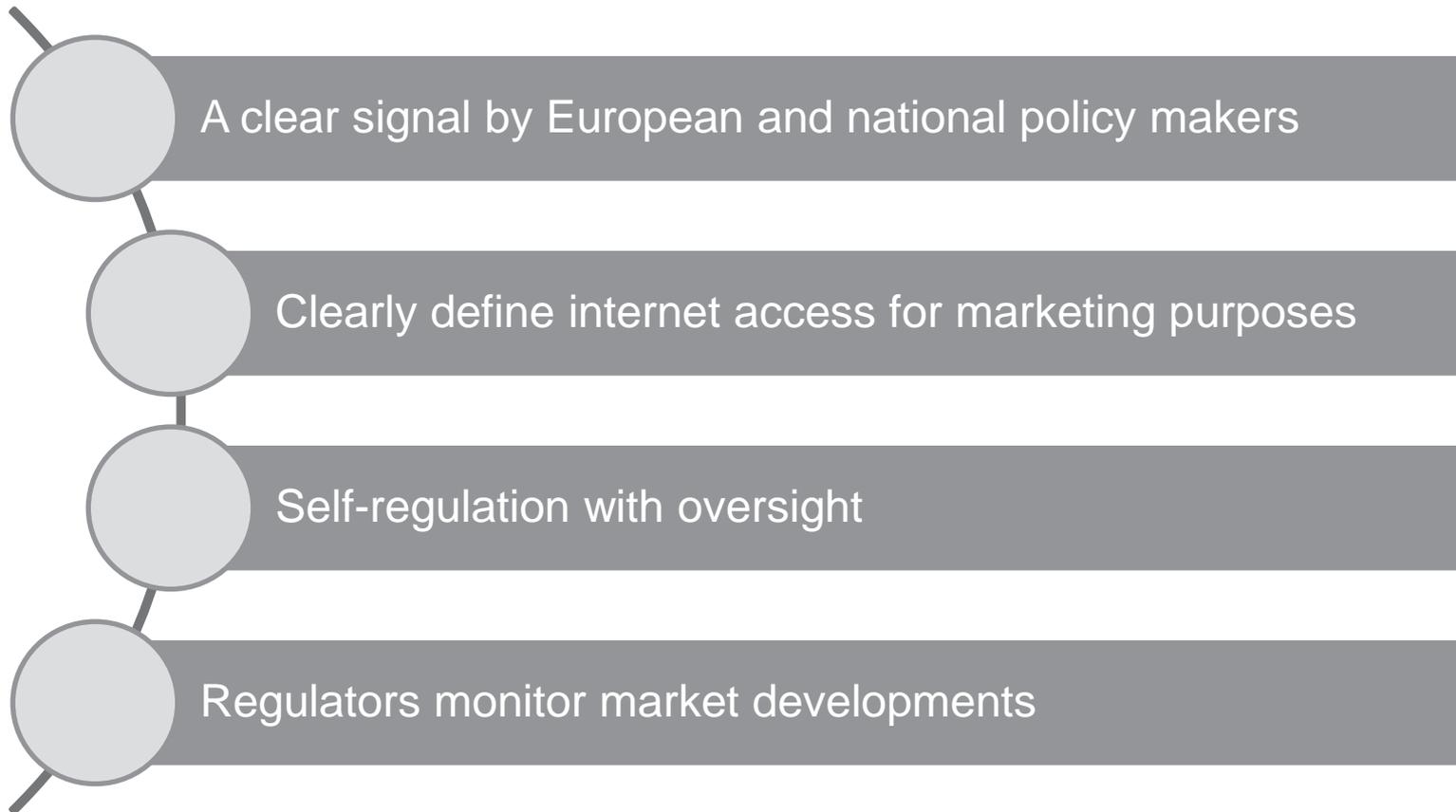
**Myth 4**

•Application providers free ride

**Myth 5**

•Charging application providers would promote broadband investment

# Proposed measures



# Thank You



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