

ISSUE: "Legislating Net Neutrality -- Necessary?"

ABOUT CEA: The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the consumer technology industry through technology policy, events, research, promotion and the fostering of business and strategic relationships. CEA represents more than 2,100 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels. Combined, CEA's members account for more than \$125 billion in annual sales.

BACKGROUND: In the broadband era, the open and unfettered consumer access to content, service and applications that has fueled the growth of the Internet must be preserved. Innovation will flourish only if device manufacturers have certainty that their products will be able to connect to the Internet. High-speed broadband networks offer a platform for innovation that will thrive if applications developers, device manufacturers and network providers are able to differentiate their offerings and invest in new technologies without restrictions imposed by government or by other industry players. Government policy should encourage the use of open, industry-developed standards to promote interoperability and prevent the unfair use of market power to become *de facto* gatekeepers to content and innovation.

CEA POSITION: To ensure that all Americans continue to reap the benefits of the Internet, CEA urges service providers to voluntarily adopt the following broadband connectivity principles or "Net Neutrality Principles."

- Freedom to Access Content – Consumers should have access to their choice of legal content.
- Freedom to Use Applications – Consumers should be able to run applications of their choice.
- Freedom to Attach Personal Devices – Consumer should be permitted to attach any device of their choice to the connection in their homes, so long as it does not harm the network.
- Freedom to Obtain Service Plan Information – Consumers should receive meaningful information regarding their service plans.

CEA believes that the FCC must vigilantly monitor broadband services as they develop. The FCC must have the authority to enforce the principles by expeditiously reviewing and addressing complaints and continually reassessing the marketplace to ensure that these principles are not being undermined.

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