Data caps should not be imposed on ground-based broadband connections to consumers. During the days of dial-up internet, I had a phone dedicated to the internet that remained connected 24 hours a day and 7 days a week with the occasional temporary disconnect. Not once did I hear from my telephone company or ISP complaining of my constant connection. This same can be said of cable service, where I can watch television 24/7 without any limitations imposed on my viewing experience. But now that I have an ISP through my Cable or Phone company, there is suddenly a limit on internet service that was never there during the days of dial-up.

There is also a hypocrisy in the case of cable companies, as many of the digital channels and the majority of on-demand content is sent to set-top boxes as the equivalent of the 1's and 0's that make-up internet traffic as it is and these channels and services are not limited by the provider as they can be watched 24/7 nonstop. However, they are able to limit competitive services from internet video streaming companies such as Netflix and Amazon with data caps. They are also able to limit other forms of entertainment as there is a growing demand for digital content through videogames which can be dozens of gigabytes to download and can quickly eat through data caps. There will be a strong increase for this type of content in the future with an increasing demand for digital distribution of videogames and limiting bandwidth capacity will only stifle this growing market and possibly stifle innovation in other areas of the market as well.

The last note I would like to make is that latency is definitely something that the FCC should look into. Satellite internet is horrible due to its latency, and ground based internet should perform superior to the best of dial-up latency (which was probably around 150 milliseconds). At this time, latency may not be as important as bandwidth, it’s still an important factor the FCC should consider. In some applications on the Internet, latency may be vastly more important than bandwidth to measure performance. To some degree, measuring latency would provide some insight into the network management practices of an ISP to see if they are providing quality service that the consumers want. While I think hitting a 70ms latency is acceptable for broadband a long-term goal of getting providers to between 20-30 milliseconds minimum would be fantastic.