

SDP & Title II

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Disclaimers

- United States only
- Details to be clarified
- Court decisions may revoke the ruling
- Legislative action may supersede FCC
- Executive branch may reverse the decision

Implication 1

- “No price control”
- Usage pricing, family plan, quota rollover...

Implication 2

- Not allowed: Unlimited + Throttling
- Need: some form of SDP

Implication 3

- Toll-Free must be **Open**
 - Closed toll-free may not be neutral

Implication 4

- **Utility Pricing**
 - One possibility: demand response
 - Crucial differences: quality depends on congestion

In General...

- Networking not by managing bytes
- Instead, **manage network indirectly by pricing signals**
- Especially with end user making opt-in decisions

- Think \$
- Not B

Off the Record

My Prediction of SDP 2020

- Prediction the future is almost always wrong
 - 2007: almost no one saw the rippling impact of iPhone and Kindle on pricing
 - 2010: almost no one believed AT&T's usage-pricing would stick
 - 2012: almost no one believed zero-rating would stick

Prediction on “Not” SDP

1. Demand response to consumers
 - Too complex for typical consumers
 - **Except** perhaps: Transparent Preload in Valley (TPV)
2. Advertisement-sponsored content
 - Economics doesn't scale for advertisers
3. Closed toll-free (in US)
 - Regulatory uncertainty

Could Go Either Way

1. Mobile: Quota-engineering
2. B2B: Peering pricing at IXP or at edge
3. Cloud: latency-based SLA+pricing

Prediction on “Hot” SDP

1. “No postage/data plan” (developing countries)
 - App-based pricing + open toll-free
 - Democratizing mobile data access to all consumers
2. Revenue-broadening (developed countries)
 - IoT pricing has to be new for new services
 - Enterprise pricing will evolve
3. Pricing becomes network management tool
 - “Thermostat” for HetNets in 5G