**Pricing Strategies: Net Neutrality and Pricing**

**Part One: Video Questions**

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| What is net neutrality? |  |
| Why is net neutrality a big issue in the United States right now? |  |
| How would the internet change if net neutrality is threatened |  |
| Who is in charge of controlling the internet in the USA? |  |
| Who are the major ISPs in the United States?  |  |
| Who is the current FCC Chairman in the United States? What is his career background? |  |
| How was Google Wallet affected by ISP’s own apps?  |  |
| What is Pae’s argument for removing net neutrality considering infrastructure and investment? |  |
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| **Review:** When a certain is industry is controlled by a few powerful companies, what type of market is it? |  |
| **Review:** After answering the question above, what are some inherit problems with this type of market? |  |

**Part Two: ISP Pricing in Portugal**

<https://www.theverge.com/2017/11/22/16691506/portugal-meo-internet-packages-net-neutrality-ajit-pai-plan>

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| How does Portugal use different categories in selling its internet? What does this mean? |  |
| What different categories are offered by MEO? What are the ranges in price? (A Euro is $1.50 Can) |  |
| If you were to buy more data in the “Social Category” what would you get? |  |
| In the “Telco” example, how is the internet split? Is this appealing or a bad idea to you? |  |
| According to journalist Julian Sanchez, is net neutrality possible now? If not, what is stopping it? |  |

**Part Three: Net Neutrality in Canada**

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| Write a short paragraph (10 sentences) on the current situation of net neutrality in Canada below. |
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