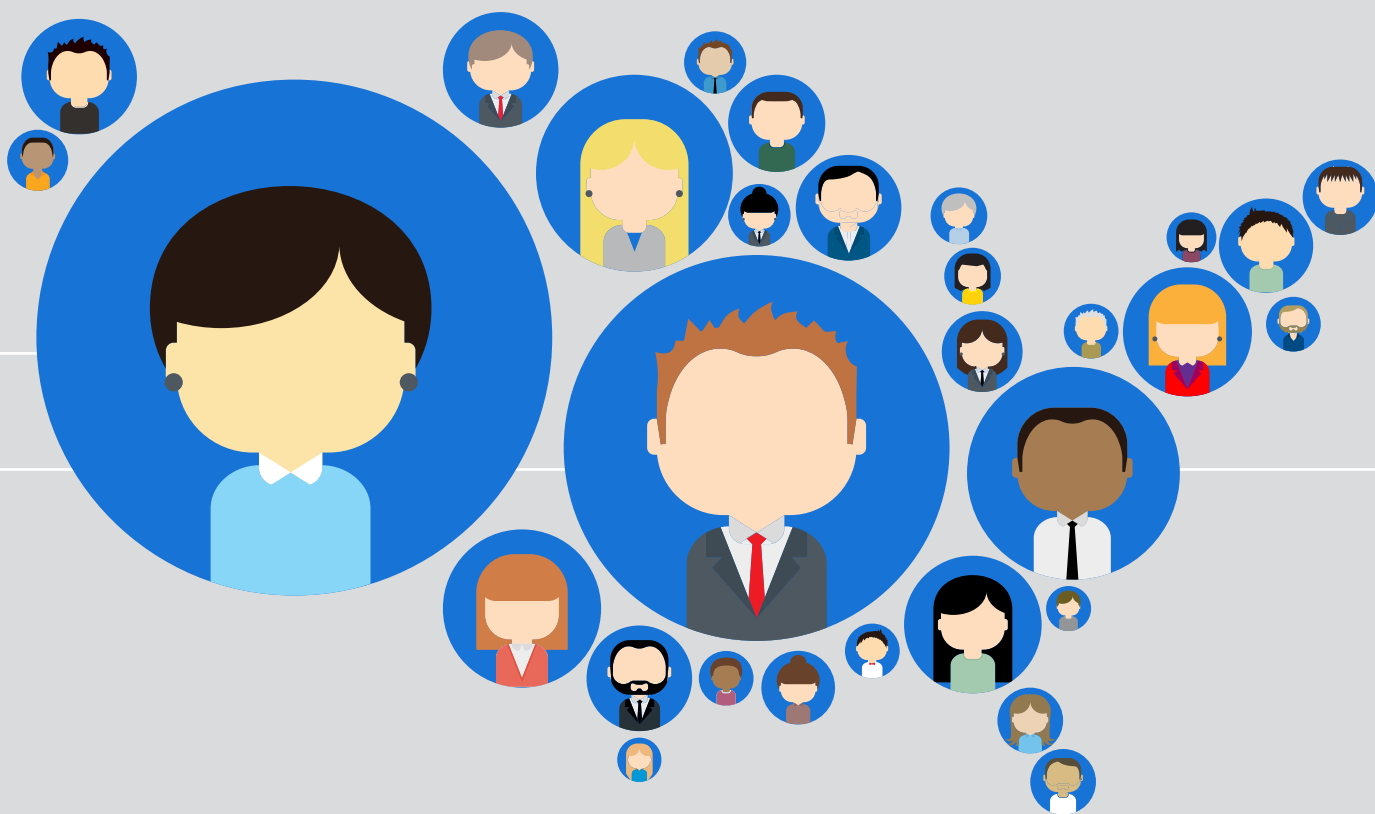


WHAT DO AMERICANS *really* THINK ABOUT THE OPEN INTERNET AND WIRELESS?



AMERICANS KNOW #WIRELESSISDIFFERENT

64%

said wireless providers should be able to manage traffic to ensure the best service for all customers.

63%

favor mobile networks' ability to prioritize traffic.

78%

said government should recognize differences in technology, service and competitive conditions of wireless versus wired.

AMERICANS WANT ZERO RATING

74%

would watch videos offered by a new startup company if it didn't count against their monthly data allowance.

67%

are more likely to choose a provider if it offered content that would not count against their monthly data allowance (*aka zero rating or sponsored data*).

AMERICANS WANT LIMITED GOVERNMENT

88%

support a very limited government role in the introduction of new services by mobile providers.



73%

said government should be less involved in the evolution of mobile broadband networks.

WHAT DOES THIS MEAN?

1. Americans understand wireless requires a different, mobile-specific set of rules.

2. People want – and see the benefit of – zero rating.

3. Imposing government on the innovative mobile industry by using utility regulation Title II is the wrong approach.