



France-IX General Meeting

## There is nothing fair about “fair share”

11 May 2023

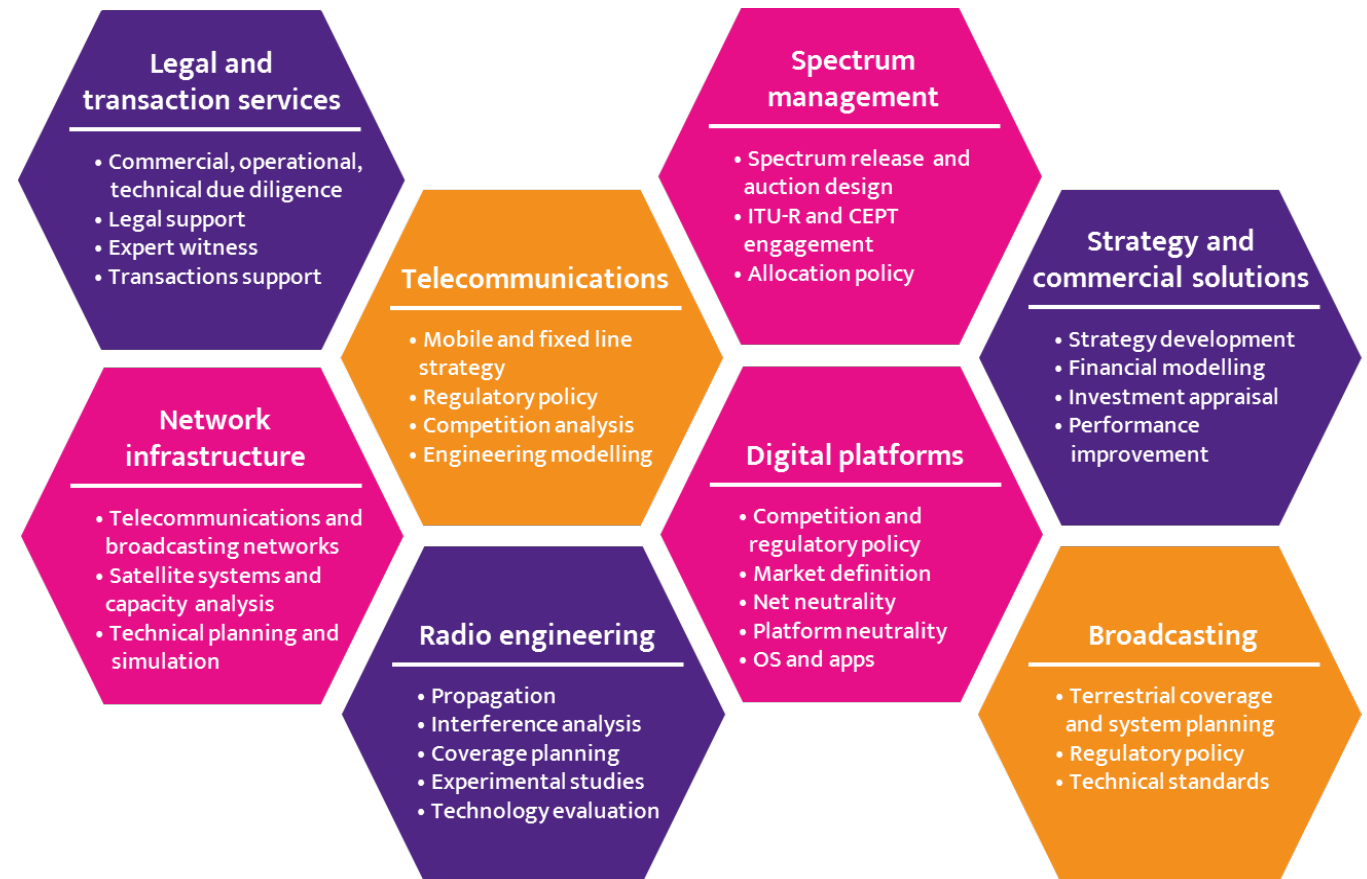
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# About Plum Consulting

Plum Consulting is a leading independent consulting firm, focused on the **telecommunications, media, technology, and adjacent sectors**.

We apply extensive industry knowledge, consulting experience, and rigorous analysis to address challenges and opportunities across **regulatory, radio spectrum, economic, commercial, and technology domains**.



# The « fair share » argument in a nutshell

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- 1 The current electronic communications ecosystem is unsustainable
- 2 Traffic is growing exponentially
- 3 CAPs a routing traffic onto ISP networks for free
- 4 A traffic levy would only affect a few very large (US) companies
- 5 A traffic levy would have positive impacts on the ecosystem and the environment



## Where do we go from here?

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- The industry must outline **how absurd these propositions are**. Answer the consultation if you haven't already done it.
- Electronic Communication Providers should **stop expecting handouts** to prop their profitability and instead **ask themselves hard questions** about why it's lower than expected.
- Some discredit must shift to the EC and commissioner Breton for trying to **force dangerous changes** in the face of evidence from BEREC, multiple European countries and the entire content industry. It's time to **do policy by the book** again.