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# USAGE-BASED PRICING AND CONSUMER WELFARE

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# SUPPLY AND DEMAND CHALLENGES

## Supply

- ✘ Investment/Profits
- ✘ Taxes
- ✘ Regulations
  - + NBP
  - + Network management
  - + Net neutrality

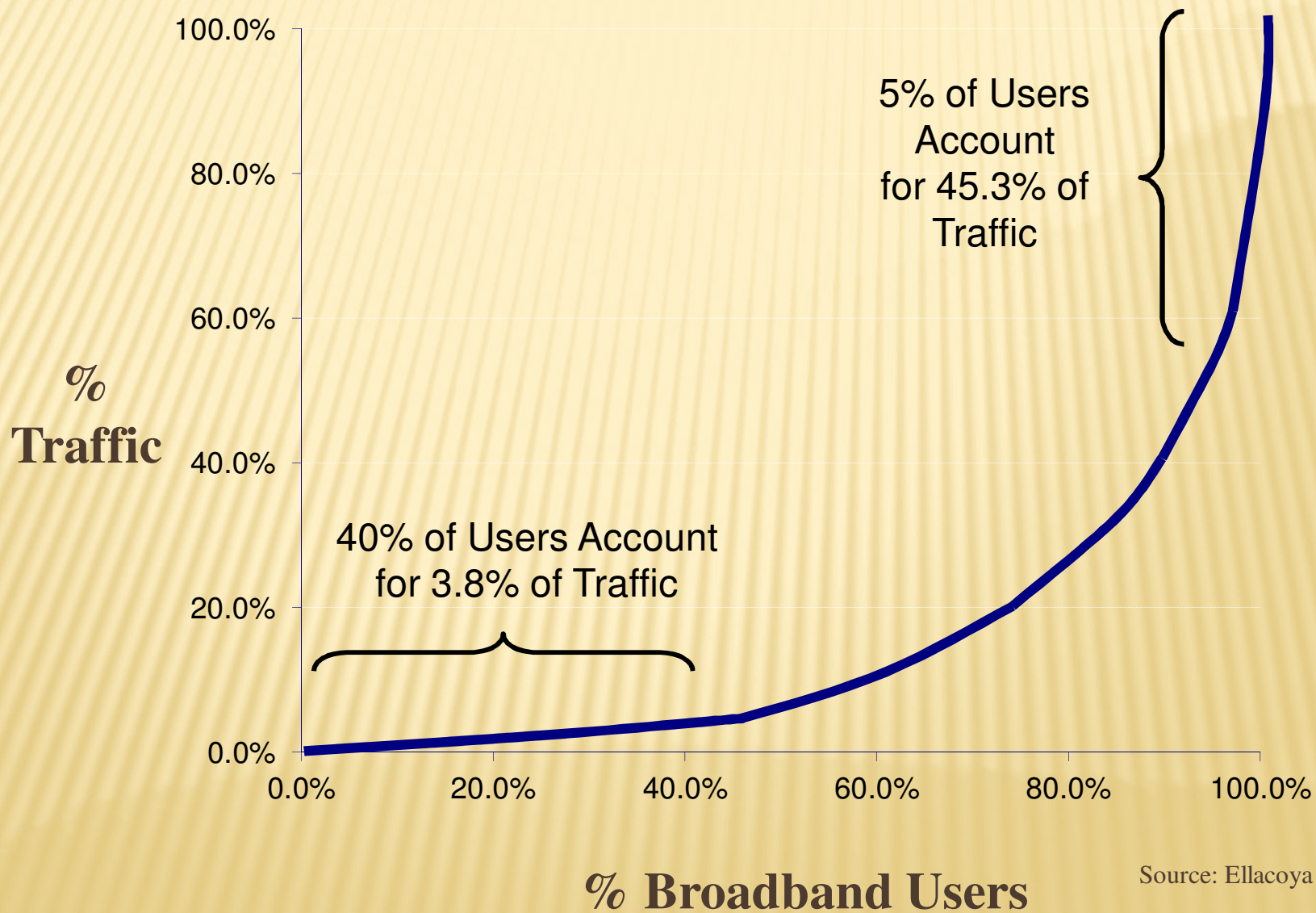
**Broad-  
Band  
Price**

## Demand

- ✘ Increasing traffic
  - + More customers
  - + More devices
  - + Shifting traffic mix
- ✘ Price elasticity

**What Pricing Options are Left?**

# BANDWIDTH HOGS



Source: Ellacoya