Due to the gap between what the telecommunication carriers actually provide and what they advertise, we propose a policy for standardizing the marketing regulations placed on these companies. The policy will establish the thresholds for throttling and what the marketing terms associated with 3G, 4G, and WiMax technologies. Standardizing the market will change the overall landscape and encourage entrepreneurship. The policy would keep companies honest on their SLA’s for what they offer and increase their businesses transparency.

We propose that the IEEE 4G marketing standard to be set at 1 Gbit/s upload and 500 Mbit/s download with a 10% buffer. It will also only allow throttling when the customer has gone over their data limit and or has failed to pay their bills on time, synonymous to charging interest to the consumer through service means versus monetary means. Performance will be allowed to drop by up to 5% of the agreed specifications with the throttled customer.

This standard will restructure the way in which companies compete because they now will compete through price that reflects a respective quality instead of the skewed perceived value of their services. Consumers will also get the actual value of what they are buying instead of being extorted due to lack of domain knowledge. To make up for the change, established companies will have to economically optimize their internal strategies. During this rephrasing period, new telecomm companies will have the chance to enter the market and correctly build these strategies from the ground up, which will influence innovation.

The buffer opens up niche markets that didn’t exist before and diminishes the standstill oligopoly in the market. For example, a company could compete in low-end markets by offering 900 Mbit/s upload and 450 Mbit/s download speeds at a lower monthly cost. This way the consumers are informed through the price the quality level of the service they are receiving and can make a better decision when they are comparing alternatives because they have an ethical reference point they understand.

To enforce this policy, companies will be required to report to an approved testing and auditing telecommunications company randomly assigned by the FCC that certifies their marketing and advertising methods. If the company doesn’t pass, they will be fined by the FCC and won’t be allowed to publicize their marketing campaigns until they pass an assigned 3rd party inspection. If the company is found further violating their marketing restrictions, then the FCC will pull their license on the spectrum they are using as a medium for delivering their services until they are corrected.