If you run a TV network, broadcast or cable, you should be spending a lot of money to support Net Neutrality. You should have every lobbyist you own getting on the Net Neutrality train. Why ? Because in a net neutrality environment no bits get priority over any other bits. All bits are equal. In such an environment, all bits content with each other to ride the net.

When that happens, bits collide. When bits collide they slow down. Sometimes they dont reach their destination and need to be retransmitted. Often they dont make it at all.

When video bits dont arrive to their destination in a timely manner, internet video consumers get an experience that is worse than what traditional tv distribution options .

that is good for traditional TV.

Me personally. I don't support Net Neutrality. I think there will applications that require lots of bandwidth, that will change our lives. If the applications that could change our lives have to compete with your facebook page loads and twitter feeds among the zillion of other data elements carried across the net, IMHO, thats a bad thing.

But thats me.

If you believe that over the top video can impact the future of TV, and thats a bad thing for your business, then you should be a big time supporter of Net Neutrality. Its your best friend.