

Make the Big Content Senders Pay Us, Says ETNO

Written by Bob Snyder
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Proposals from 192 ITU member states will be up for discussion at the **World Conference on International Telecommunications (WCIT)** in Dubai this December.

In this WCIT agenda is a proposal by European Telecommunications Network Operators (ETNO) to impose **a sender tax on large-volume, over-the-top content providers**. Yes, the telecom lobbying group craves usage-linked fees from content providers.

That means anyone sending a lot of video or offering video downloads...like YouTube or even rAve Publications (more videos from InfoComm, ISE, DSE than anyone).

Under this proposal, operators would also be allowed to charge “enhanced” fees for “value-added network services” such as “specified quality” (guaranteeing you get the bandwidth as advertised) and “reliability” (guaranteeing the broadband actually works).

ETNO argues major content deliverers owe operators the costs of maintaining and building the networks that allow their content-heavy sites to reach international markets.

Many of the largest data-moving websites affected by this senders' tax are USA-based, such as Google, Facebook, Apple, and Netflix. That makes voting for this tax popular among the 192 countries in ITU, the majority who do not host any big content providers. (One wonders how will dear Tuvalu vote as a Polynesian island that owns the .tv domains it sells to large content developers, all foreigners?)

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[ETNO Wants to Tax Content Senders](#)