

Google, telcos and the push for a vertically integrated non-neutral internet – Friends, not foes

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- Vertical integration of internet access with telcos' specialized services (e.g. telco TV) and vertical integration of dominant search engines with internet search specialized services (e.g. Google Flights) are both severely restricting consumer choice, foreclose competition and harm the open internet
- List of 92 vertically discriminated zero-rated mobile services in OECD
- Which operator groups have already embraced vertical discrimination by zero-rating their data-hungry internet services such as film stores, TV, cloud storage and music streaming?
- Which internet companies, beside Google, have joined the telcos and embraced vertical discrimination (3rd party zero-rated apps) of mobile internet access in OECD?
- Google's YouTube is being zero-rated by a European operator group. Does Google support paid-prioritization and discriminatory zero-rating?
- Rewheel earlier proposed to members of the European Parliament a simple, effective and easily enforceable non-structural remedy to protect the non-discriminatory neutral nature of both internet access and internet search:
 - ⇒ For **internet access** we proposed unbundling internet access (erecting a 'Chinese Spectrum Wall') from vertically integrated operator specialized services
 - ⇒ For **internet search** we proposed unbundling internet search (erecting a 'Chinese Wall') from other vertically integrated services

92 vertically discriminated (zero-rated) mobile services in OECD, November 2014

Net neutrality violations: Potentially anti-competitive zero-rated telco own or third party (telco partner) internet services

Collection date	Country	Operator	Brand	Operator brand	Type	Zero-rating	Cloud storage	Video streaming	Music streaming	Messaging/Social networks	Info-content
02/09/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated-Telco Video	ZeroRated:SpotifyPremium	Spotify	
14/11/2014	Country	Operator	Operator brand	Type	Yes	Bundled:Telco Cloud		ZeroRated:YouTube	Bundled:3rd party app		
13/11/2014	Country	Operator	Operator brand	Type	Yes	Promo:Telco Cloud		ZeroRated:VodafoneLiveTV		Promo:Telco app	
02/11/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:VodafoneLiveTV		ZeroRated:Facebook	Facebook
03/11/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
19/06/2014	Country	Operator	Operator brand	Type	Yes	ZeroRated:Telco Cloud		ZeroRated:Telco Video	ZeroRated:DeezerPremium	DEEZER	
19/06/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
02/11/2014	Country	Operator	Operator brand	Type	Yes	Promo:Telco Cloud		ZeroRated:Telco Video	ZeroRated:Telco app	ZeroRated:3rd party app	
10/10/2014	Country	Operator	Operator brand	Type	Yes	Bundled:Telco Cloud		ZeroRated:Telco Video	ZeroRated:Telco app	ZeroRated:3rd party app	
10/10/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
29/06/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video	Bundled:3rd party app		
29/06/2014	Country	Operator	Operator brand	Type	Yes	Bundled:Telco Cloud		ZeroRated:Telco Video	ZeroRated:Telco app		
01/11/2014	Country	Operator	Operator brand	Type	Yes	Promo:Telco Cloud		ZeroRated:Telco Video	Bundled:3rd party app		
10/10/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video		ZeroRated:3rd party app	
10/10/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
07/10/2014	Country	Operator	Operator brand	Type	Yes	ZeroRated:OrangeCloud		ZeroRated:OrangeMobileTV	ZeroRated:3rd party app		
22/09/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
01/11/2014	Country	Operator	Operator brand	Type	Yes	Promo:Telco Cloud		ZeroRated:Telco Video	ZeroRated:3rd party app		
25/09/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video	ZeroRated:3rd party app		
22/09/2014	Country	Operator	Operator brand	Type	Yes	ZeroRated:T-Mobile		ZeroRated:Telco Video	ZeroRated:3rd party app		
22/09/2014	Country	Operator	Operator brand	Type	Yes	ZeroRated:Telco CI		ZeroRated:Telco Video	ZeroRated:Telco app		
22/09/2014	Country	Operator	Operator brand	Type	Yes	ZeroRated:Telco Cloud		ZeroRated:Telco Video	ZeroRated:Telco app		
05/09/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video	Bundled:3rd party app		
03/11/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
18/11/2014	Country	Operator	Operator brand	Type	Yes	Promo:Telco Cloud		ZeroRated:T-Mobile TV/Video	ZeroRated:3rd party app	ZeroRated:Joyn	Joyn
12/09/2013	Country	Operator	Operator brand	Type	Yes	ZeroRated:VodafoneCloud		ZeroRated:Telco Video	Bundled:3rd party app		Promo:3rd party content
04/11/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
26/06/2014	Country	Operator	Operator brand	Type	Yes	ZeroRated:Telco Cloud		ZeroRated:Telco Video	ZeroRated:Telco app		
22/09/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
19/09/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:HBO			
22/09/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
02/10/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video	Promo:3rd party app		
25/10/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
25/10/2014	Country	Operator	Operator brand	Type	Yes	Promo:Telco Cloud		ZeroRated:Telco Video	ZeroRated:Telco app		
05/09/2014	Country	Operator	Operator brand	Type	Yes	Bundled:Telco Cloud		ZeroRated:Telco Video			
05/09/2014	Country	Operator	Operator brand	Type	Yes			ZeroRated:Telco Video			
05/09/2014	Country	Operator	Operator brand	Type	Yes	Promo:Telco Cloud		ZeroRated:Telco Video	ZeroRated:3rd party app		
19/09/2014	Country	Operator	Operator brand	Type	No			Promo:Telco video			
18/11/2014	Country	Operator	Operator brand	Type	Yes			Promo:Telco video		ZeroRated:WhatsApp	WhatsApp
26/06/2014	Country	Operator	Operator brand	Type	No	Bundled:Telco Cloud		Promo:Telco video	Promo:Telco app		
03/10/2014	Country	Operator	Operator brand	Type	No	Promo:Telco Cloud		Bundled:Netflix	Bundled:3rd party app	Promo:Telco app	
18/11/2014	Country	Operator	Operator brand	Type	No	Bundled:Telco Cloud		Promo:Telco video	Bundled:3rd party app	Promo:Telco app	
28/10/2014	Country	Operator	Operator brand	Type	Yes	ZeroRated:3rd party Cloud	F-Secure		ZeroRated:Telco app		
05/11/2014	Country	Operator	Operator brand	Type	No			Promo:Telco video	Promo:3rd party app		
26/10/2014	Country	Operator	Operator brand	Type	No			Promo:Telco video			