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**Convergence, Net Neutrality and European Media Policy**

The Internet has developed into a platform for the delivery of media services bearing the character of IT, telecommunication, broadcasting and publishing, as well as hybridised versions of each. This migration and convergence has thrown open, and continues to sustain, a debate on the purpose and nature of media policy. Once thought a technically arcane subject with little policy relevance beyond the USA, for Europeans Net Neutrality - the idea that Internet Service Providers should treat equally communication traffic of a broadly similar kind - has emerged as a key site for debate with evidence of the ‘tension between democratic and cultural values on the one hand and economic or industrial objectives on the other’ referred to in the conference call. However, academic understanding of Net Neutrality is still in relative infancy despite important contributions from authors such as Wu, Mueller, Marsden, Brown, Lentz, Loeblich, Musiani and others. This paper will attempt to contribute to European media policy research on Net Neutrality (NN) by reading it through a media convergence lens. Rather than argue for a radical new policy approach premised on an assumed ‘discontinuity’ in the Internet’s development compared to previous eras of innovation in communication, the paper contends that a number of the core features of public service approaches to broadcasting in a media convergence era can usefully be applied to NN to help us understand its significance. The paper focuses on four, in particular: universality of access; quality of service, prominence; and trust. It concludes briefly by exploring the implications for European media policy of this suggested approach to NN in the future.