Goldberg, Rafi

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Finite data plans allow internet providers to slow speeds of internet response times as customers approach the maximum data usage allowed by a plan. The provider rations remaining unused data, preventing or minimizing overages at higher rates. That's good for keeping customers within a plan's budget each billiing cycle, but bad for trying to get work done online.

After repeated billing cycle slowdowns the ultimate effect is to upsell customers from plans that offer a finite amount of data to plans that offer unlimited data. To their credit internet providers let customers know well in advance when a plan's data limits are being approached and when slowdowns are eminent. There is nothing nefarious in their practices.

Is there a question that could determine the number of successive billing cycles with internet response slowdowns that is most likely to prompt customers to upgrade from finite data plans to unlimited data plans?