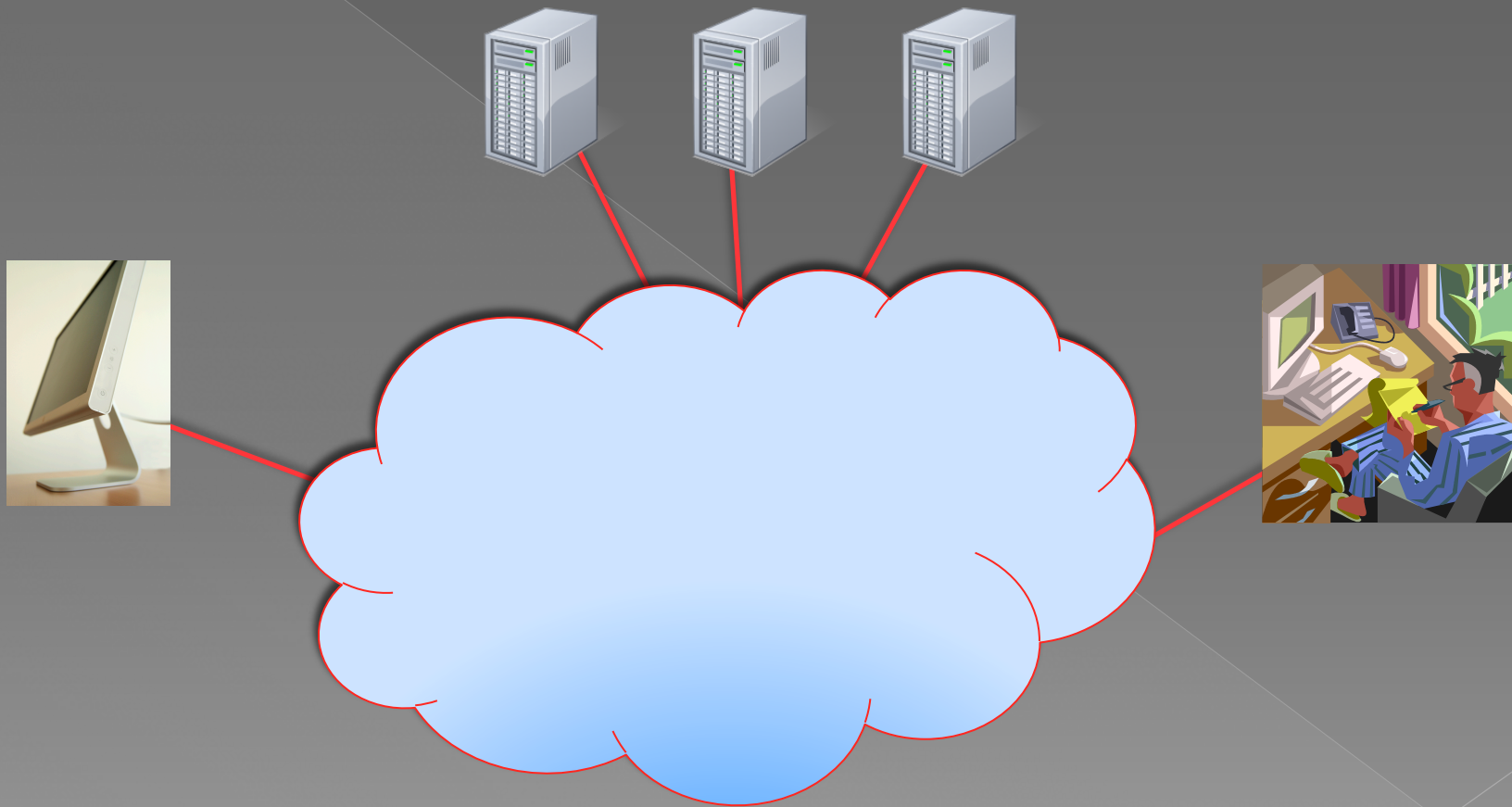


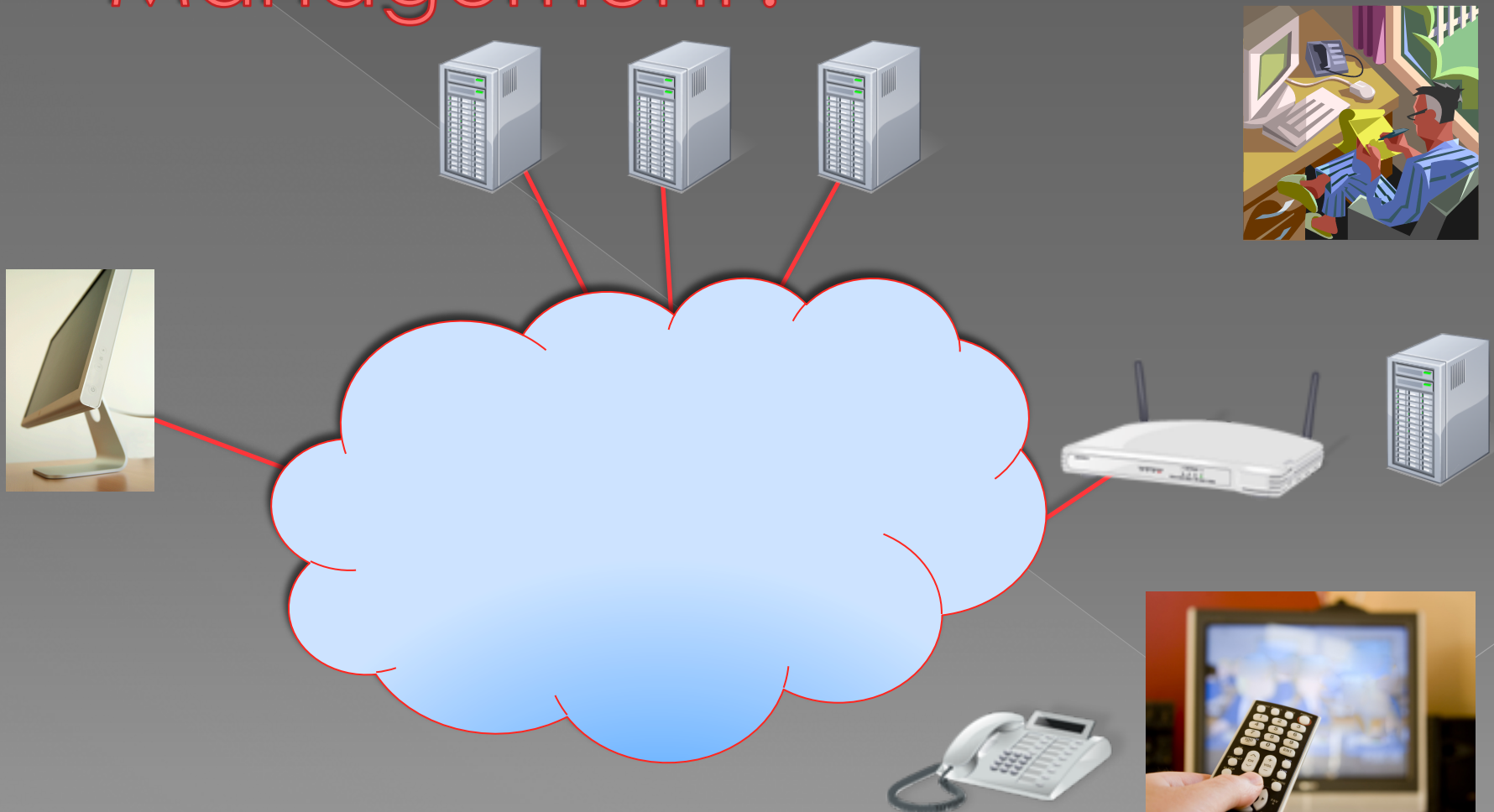
# Network Traffic Management

Washington Area CTO Roundtable  
Dr. Eric W. Burger  
Georgetown University

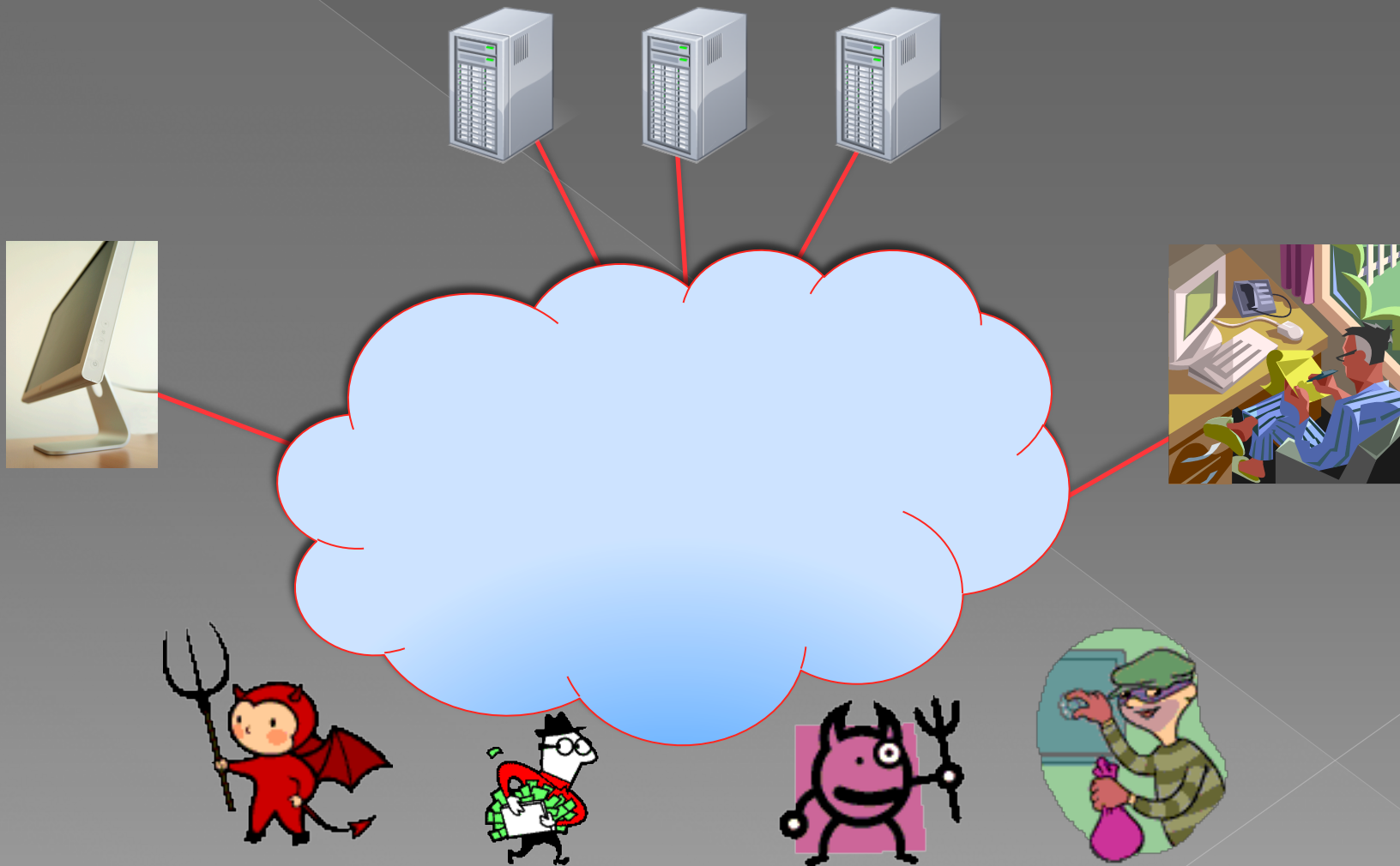
# Why Network Traffic Management?



# Why Network Traffic Management?



# Why Network Traffic Management?





# Stakeholders

Network Access & Transport Providers

Content & Application Providers

Content & Application Users

Legislators

Regulators

# What Drives Network Traffic Management?



# IEEE-USA NTM Principles

Competitive Providers

Minimal Regulation

Nondiscrimination

Service Levels

Transparency

Metrics

# IEEE-USA NTM Principles

Competitive Providers

Minimal Regulation

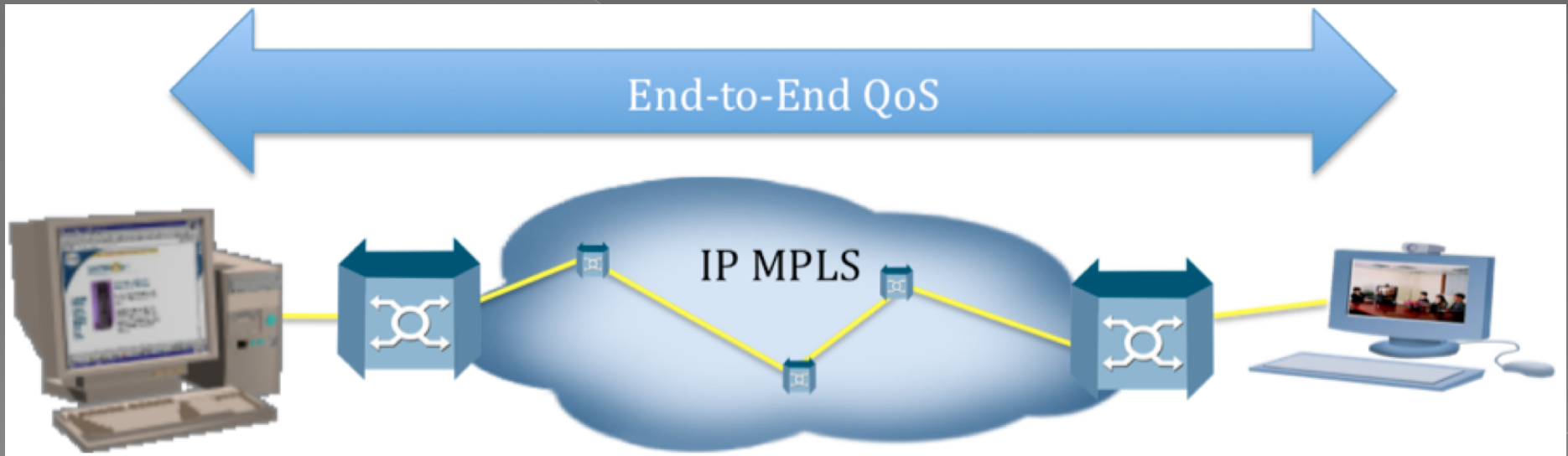
Nondiscrimination

Service Levels

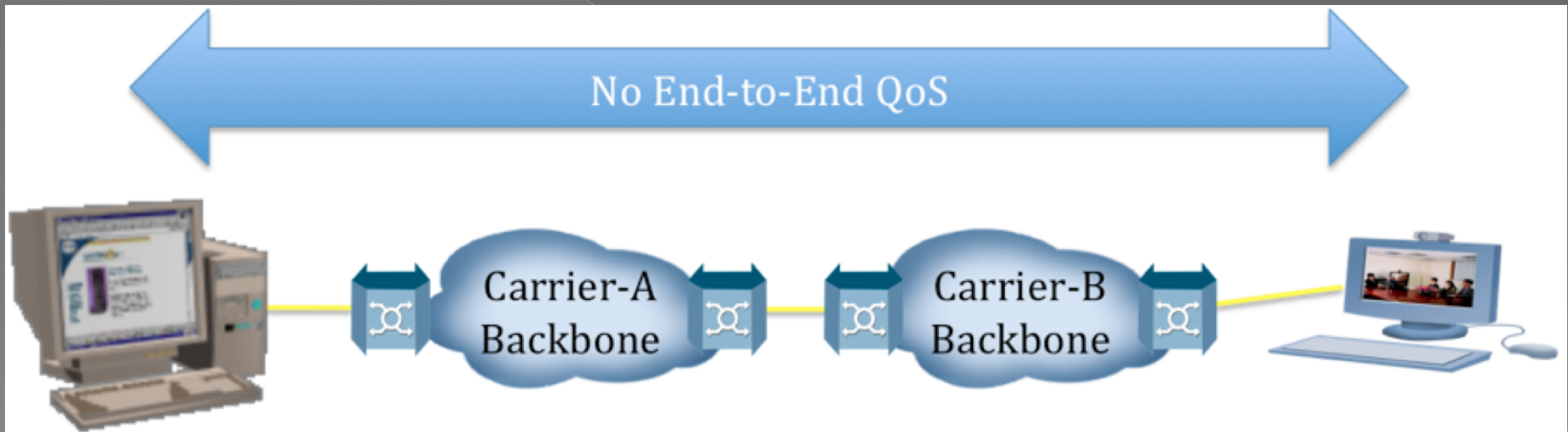
Transparency

**Metrics**

# Traffic Management is Difficult in a Network



# Traffic Management Today is Not Possible Across Networks





# Network Traffic Management and Network Neutrality

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# Botched Traffic Management

12

Comcast  
2007

# Evil Traffic Management

13

Madison River  
2005

# What Can You Do?

## Participate in IEEE-USA

- <http://www.ieeeusa.org>

## Participate in IETF

- <http://www.ietf.org>

# Thank You

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<http://www.standardstrack.com>

IEEE Network Traffic Management White Paper

<http://www.standardstrack.com/presentations/IEEE-USA-NTM-Draft.pdf>