

Every layer of the Internet stack has a specific role in the functioning of the Internet ecosystem.

With respect to content, services in the higher levels of the stack, in the business of content curation/moderation, have the most tools to identify and take proportionate action with respect to content (eg. identification and removal of an image).

Infrastructure services lower down the stack that provide website availability or internet access typically only have limited, blunt tools to take action (e.g. removing or blocking an entire website).



**Content  
Moderation**

**In the Business of Content**

- Monetization** — Ad services, promoted ads for money, sponsored content
- Online Platforms** — Social media, marketplaces, and other public-facing platforms that organize, promote or prioritize content, typically by algorithm
- Search Engines** — The search algorithm

**In the Business of Infrastructure (with Plugins)**

- Origin Hosting** (Facilitating a public-facing website) — Website Hosting
- Hosting services for a closed network** (enabling a B2B service) — Hosting services that allow Enterprises to store data in the Cloud.
- Plugins like payment services** — Software added to a website to facilitate transactions

**Website Availability**

- CDN/Caching** — Temporary storage to improve network performance
- Security/Proxy** — Infrastructure designed to protect the user from attack or improve privacy by positioning equipment between the Internet user and the source, VPNs and Reverse Proxies
- Domain Name Services** (Registry, Registrar) — Facilitates domain name registrations
- DNS** (Authoritative & Recursive) — Technical mechanism for translating domain names to IP addresses, which allows users to connect to websites.

**Web navigator (Browsers)**

**Transit/IP Layer**

**Internet Access**



**Legal Process  
Due Process**