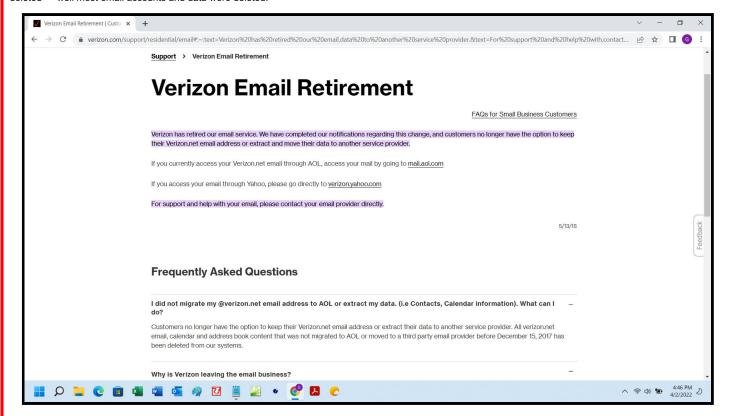
How Capitalism Destroyed Email and Made It Better, Or Get Your Domain Names Right Here, Right Now. Red Hot — Fresh Off the Server

Freedom's just another word for nothin' left to lose Nothin', don't mean nothin' hon' if it ain't free

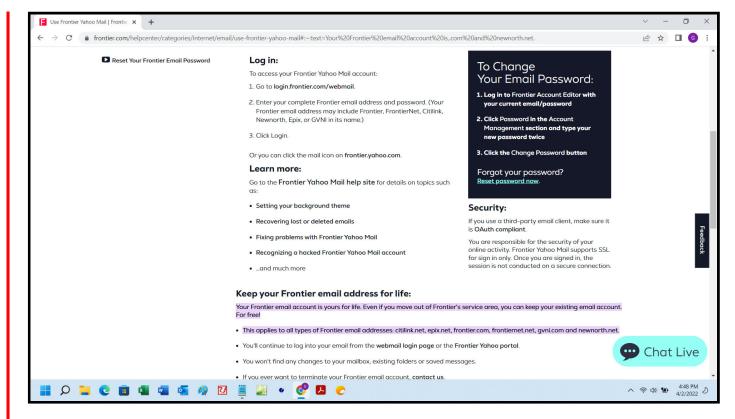
- Me and Bobby McGee, Fred L. Foster / Kris Kristofferson

In April 2016, the eminent demise of free email from an Internet Service Provider (ISP) was foretold when Frontier Communications Corporation, "announced completion of its \$10.54 billion acquisition of Verizon Communications, Inc. (NYSE:VZ) wireline operations providing services to residential, commercial and wholesale customers in California, Texas and Florida." This action began a series of calamities for users of Verizon email. Their free email accounts were transferred to Frontier — well some email accounts were transferred to Frontier. Eventually, all verizon.net email accounts and the data of those accounts were deleted — well most email accounts and data were deleted.



Then things went from bad to worse for former Verizon now come Frontier Communications email customers when Frontier offed their email business to AOL come Yahoo. Now users of bs@verizon.net/frontier.wtf email addresses had to use AOL web based email and enjoy the comfort of knowing their email is being monetized by a company they never agreed to do business with, and said companies are now littering their emails with the latest offerings on discount vacation packages in the Bahamas.

Your Frontier email account is provided through Frontier's partnership with Yahoo. Yahoo and AOL have come together as Oath, a part of Verizon, and have a new Terms of Service and Privacy Policy. Please read and accept the Terms of Service and Privacy Policy so you can continue using your Frontier email with no interruptions. The following information comes from Oath. Thank you for reading.



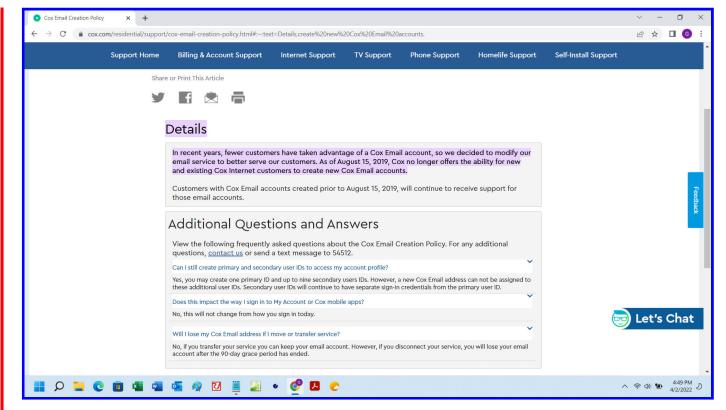
No interruptions of email, unless you are a user of MS Outlook, and like most users of Outlook, really do like and would prefer to use Outlook as your email client. No 3rd party ads in MS Outlook.

If you try to find a reason why all this off-loading of Verizon's email accounts, and tormenting of what were once happy Verizon customers, occurred, you will encounter corporate gobbledygook telling incensed customers how better off they are now that their email has been ground into dust. I do believe on Verizon's part it was, however, very smart long-term strategy. In the early days of the mass marketing of Internet services, ISPs offered email has sort of a loss leader item given away to attract more new customers. This was long before the problem of malware reached pandemic levels (or so it seemed) and before people were regularly emailing 10 years worth of tax returns. And it **WORKED!** Email became, and remains, very popular. And very costly to maintain.

Verizon came to the conclusion that its core business was as a 21st century communications provider, and not as an Internet provider. Verizon also seemed prescient as it saw the Internet becoming an entertainment product and not primarily a communications product. What's that about "the Wisdom to Know the Difference."?

Compared with 20 years ago, providing email to customers is labor intensive and costly in terms of all the needed software and hardware. Factor in all of the potential liability of the malware crisis, and the coming stringent security requirements and protocols of implementing Zero Trust, it is a sound business decision for ISPs to abandon email if they cannot recoup the costs of providing a product with an every increasing overhead.

Apparently, Cox Communications has done the email math, and, they too have found out that "the math ain't a mathin'." [ed. I love that phrase. I have only heard it once before.] On August 19, 2019, Cox announced that it would no longer allow NEW EMAIL ACCOUNTS to be created. Meaning existing customers can use their existing email accounts, but new customers will not get @cox.net email addresses, and if an existing customers wants a new or additional address, well too bad about that.

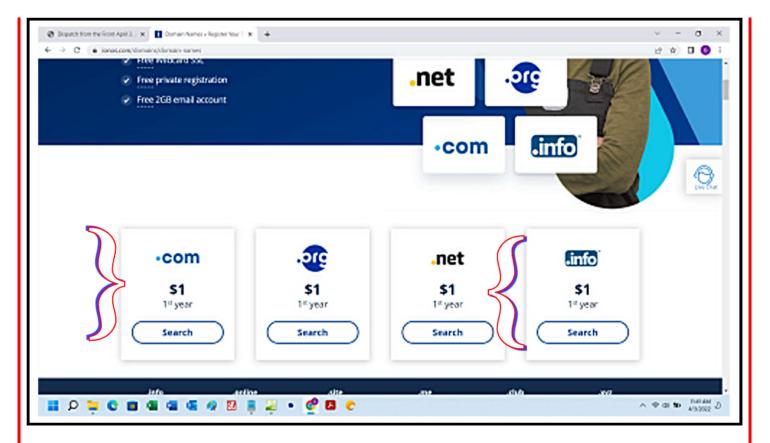


ATT offed their email to Yahoo long ago. And, if you are fortunate to be in a service area of Spectrum, you still have 5gb of free email storage and could use any email client you prefer.

There is an immutable law of capitalism. If you have a product that a vast swath of the public really wants, you must monetize that product someway if only to keep up with the every increasing costs of operating a constantly growing business. Yahoo, AOL, and other providers of "free email accounts" monetize their product by selling advertising space on their email applications. It is very difficult to use MS Outlook with web email providers, except one. Outlook.com works just fine, thank you, with the Outlook email client. Of course, Microsoft has already monetized your email Jones; you had to pay for real live Outlook one way or the other. Dedicated Outlook users will not be happy with that "free Outlook" on the web. Of course, that would entail changing your email address. Which brings me to the point.

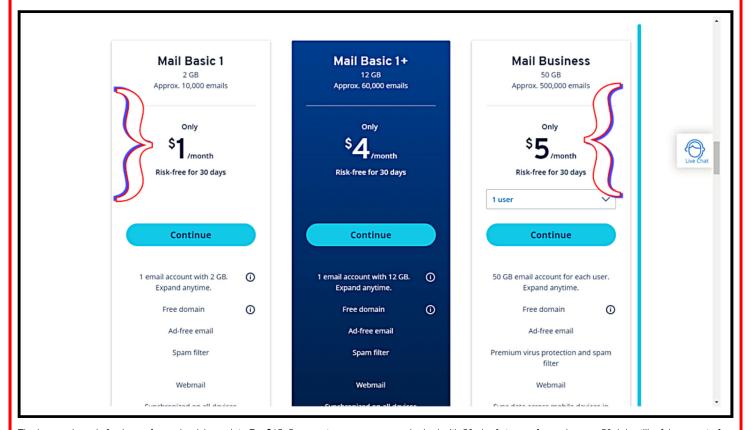
My suggestion is to take control of your email completely by having your own email domain. First, it does not have to be expensive, depending on your storage needs. Once established, you own in every possible way your own email address, and any subsequent email address associated with **yourmail.com**. Moreover, once established, your own email is no more difficult to maintain than any other email account using MS Outlook. If you do need support, chances are a web hosting company has better support personnel dedicated to email than might your cable TV provider. One thing is certain, once you have paid the meager domain name registration fees for the domain name itself, even if your hosting company would go out of business, no matter how unlikely, you could simply take your email name elsewhere. You are the owner of the name; and simply leasing email server space from a company whose core business is hosting customers' Internet Domain Names, no matter the purpose for the hosting.

For my clients, I prefer to use the hosting company, GoDaddy, for their web and email hosting needs. Their service and support are proven. GoDaddy is based in the Bay Area. I will only recommend that which I have the most confidence in. And I get no commission for any new customer I bring to GoDaddy. GoDaddy is not the most costly web hosting company; nor is it the cheapest. All that said, I have used for both of my websites the hosting company, IONOS. Their first year offerings were unbeatable. For myself, most support questions were far more complex than about simple email, but were handled promptly through Chat, my preferred method of communicating with tech support. Below you will see first year promotional pricing for Domain Name Registration.



A @yourname.com or @yourname.net domain name is \$1.00. That's right, friends, for just one thin Yankee Greenback, plus ICANN Fees (about \$1-3), you can own your very own email address for one year. And it doesn't really go up dramatically for subsequent years. Moreover, if at the time of initial registration, the more years you register for the greater the overall savings. For a personal email account, there are several choices for suffixes, but I recommend you stick with .com or .net.

The email hosting can also be as low as \$1.00 per month. And commodity pricing prevails; the greater the storage capacity, the greater the monthly fee. Still, relatively cheap given the price of things today.



The image above is for 1 user for each pricing point. For \$15, 5 separate user names can be had with 50 gb of storage for each user. 50gb is still a fair amount of email storage these days. And the hosting company will be happy to sell you more. So for \$15 a month, a small business can instantly improve its image and web presence. Or an entire family or other group can have its own email.

Of course, an email address change requires some prior planning and strategizing to avoid a calamity. And any such strategy would differ somewhat depending on the provider you are migrating away from, and thus beyond the scope of this general discussion. Plus, I just assume you are backing up your email.

My prognostications on most subjects are just about as useful as anybody else's, i.e., not all that much. Except when it comes to overall trends in IT. In the not too distant future, having a one's own email address will be just as de rigueur as one's own telephone number is today. In fact, more than one high profile individual has had to buy back their own name. Anybody can register any domain name that meets the standards. There are people who invest a few bucks (see above) to buy a bunch of common or high value names. Throw it against the wall and see what sticks is a tried and true business plan.

I suggest you nail down your own email address while you still can.

Return to sender, address unknown No such number, no such zone

- Return To Sender, Otis Blackwell / Winfield Scott

Gerald Reiff

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