

Data & Notion Imperialism

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Who are these companies?



amazon

Who are these companies?



Over 2,500,000,000 users globally



91% of online Search worldwide



Windows has over 82% market share globally



41% of all online retail sales in the US (2018)



iPhone's market share is sub 20% of globally
BUT over 87% of global profits

How big are these companies?

Market Capital



\$538B



\$739B



\$753B



\$783B



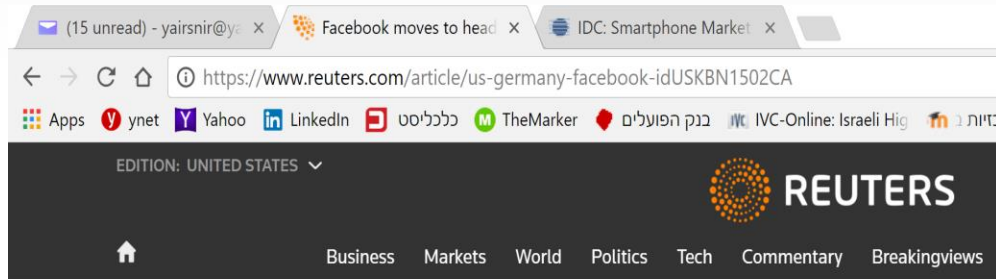
\$924B

\$3740B

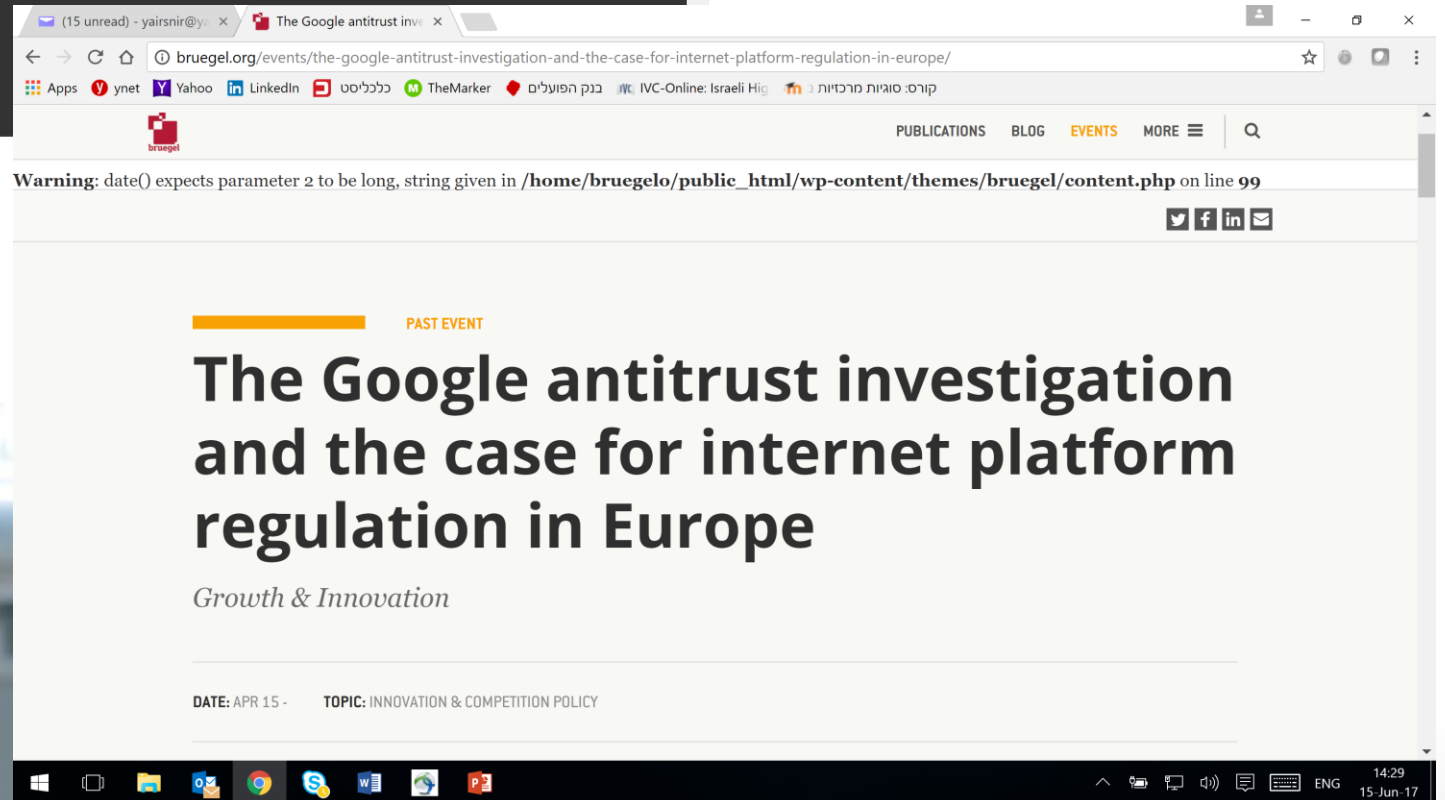
Country/Economy	GDP Nominal (billions of \$)					GDP PPP (billions of Int. \$)				
	2018	share	Rank	2023	Rank	2018	share	Rank	2023	Rank
United States	20,412.870	23.3	1	24,537	1	20,412.870	15.1	2	24,537	2
China	14,092.514	16.1	2	21,574	2	25,238.563	18.7	1	37,067	1
Japan	5,167.051	5.90	3	5,962	3	5,619.492	4.16	4	6,358	4
Germany	4,211.635	4.81	4	5,272	4	4,373.951	3.24	5	5,171	5
United Kingdom	2,936.286	3.36	5	3,477	7	3,028.566	2.24	9	3,598	9
France	2,925.096	3.34	6	3,586	6	2,960.251	2.19	10	3,544	10
India	2,848.231	3.25	7	4,663	5	10,385.432	7.69	3	16,785	3
Italy	2,181.970	2.49	8	2,554	9	2,399.825	1.78	12	2,755	13
Brazil	2,138.918	2.44	9	2,717	8	3,388.962	2.51	8	4,168	8
Canada	1,798.512	2.06	10	2,434	10	1,847.081	1.37	16	2,216	18
Russia	1,719.900	1.97	11	1,974	12	4,168.884	3.09	6	4,933	7
Korea	1,693.246	1.94	12	2,155	11	2,138.242	1.58	14	2,693	14
Spain	1,506.439	1.72	13	1,875	14	1,864.105	1.38	15	2,240	17
Australia	1,500.256	1.71	14	1,958	13	1,312.534	0.972	19	1,653	21
Mexico	1,212.831	1.39	15	1,586	15	2,571.680	1.91	11	3,267	11
Indonesia	1,074.966	1.23	16	1,549	16	3,492.208	2.59	7	5,033	6
Netherlands	945.327	1.08	17	1,168	18	966.742	0.716	27	1,176	29

What is the key enabler of this power?

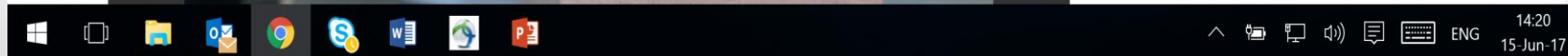
In some regions there are regulatory challenges



Facebook moves to head off tougher regulation in Germany



3 U.S. lawmaker Scalise in critical condition after attack by gunman at baseball field





The FBI's warrantless surveillance backdoor (2016)

- In early 2016 it was publically disclosed that the FBI penetrates technology assets to collect homeland security-related users data
- These technology assets included devices and software by Apple, Microsoft, Facebook, etc.
- US federal court decided that the FBI cannot collect such data without the approval of the certified technology companies
- The technology companies were not given the approval to object providing with these approvals

The Cambridge Analytica Scandal

- In June 2014, a researcher named Aleksandr Kogan developed a personality-quiz app for Facebook
- About 270,000 people installed Kogan's app on their Facebook account. Kogan could access data about those users or their friends and saved that information into a private database
- Kogan provided that private database, containing information about 50 million Facebook users, to the voter-profiling company Cambridge Analytica
- Cambridge Analytica used it to make 30 million "psychographic" profiles about voters

The General Data Protection Regulation (GDPR)

- A legal framework that sets guidelines for the collection and processing of personal information of individuals within the European Union (EU)
- The GDPR sets out the principles for data management and the rights of the individual, while also imposing fines that can be revenue-based.
- It covers all companies that deal with data of EU citizens
- GDPR came into effect across the EU on May 25, 2018.

Mark Zuckerberg's Facebook hearing



Data has become a national strategic asset

THE LARGEST COMPANIES BY MARKET CAP

The oil barons have been replaced by the whiz kids of Silicon Valley



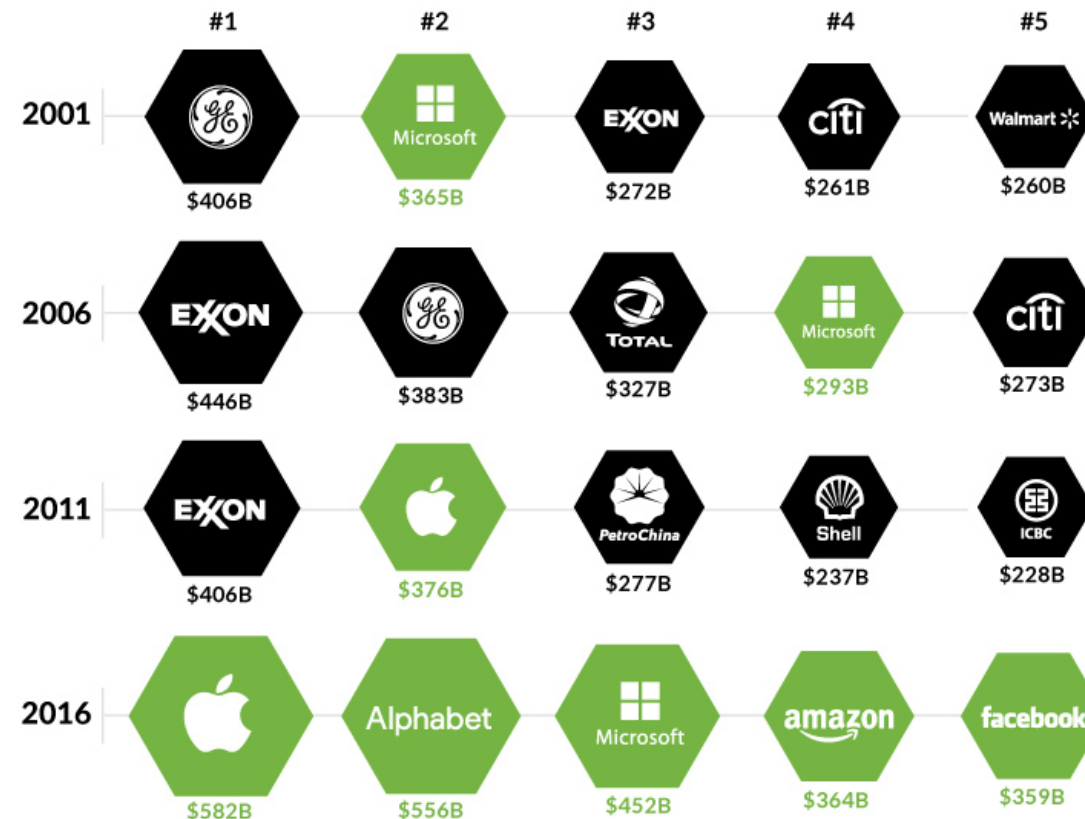
Top 5 Publicly Traded Companies (by Market Cap)



Tech



Other



Facebook's usage global heat map



become a
supporter

subscribe / find a job

theguardian

news / opinion / sport / arts / life



business / economics / banking / money / markets / eurozone / more

Whole Foods

Amazon to buy Whole Foods Market in \$13.7bn deal

THE WALL STREET JOURNAL.

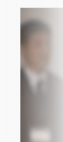
Takeover of organic food spe
Fresh delivery service



🔑 Nike Thought It Didn't Need Amazon —Then the Ground Shifted



🔑 Companies Try to Contain Fallout From Global Cyberattack



TECH

Wal-Mart to Vendors: Get Off Amazon's Cloud

To do business with Wal-Mart, the retailer requires some tech providers to build the services on AWS cloud rivals

The Chinese have also realized the power of data..



Thank You!