

# How Big Tech threatens our Democracy and Economy

Martin Andree, University of Cologne

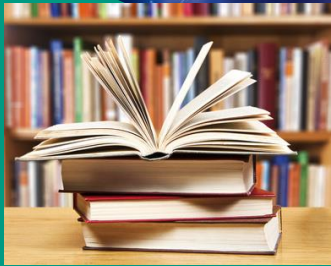


# How it all started ...



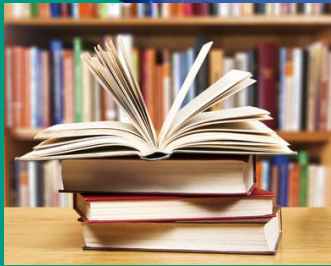


100%

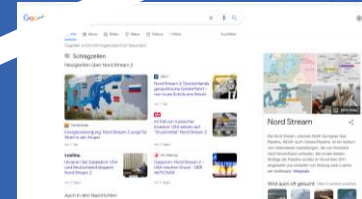


Offline

# Online

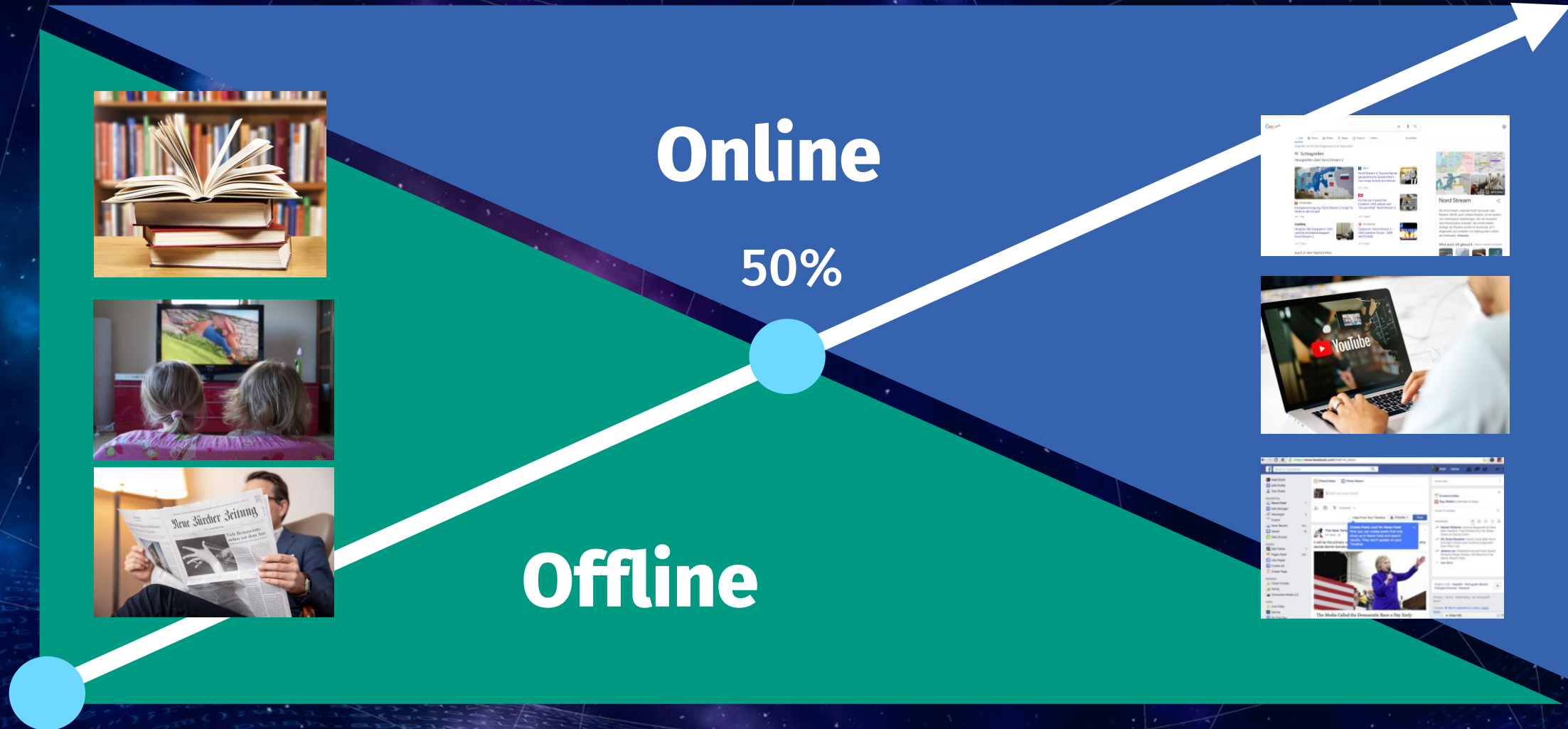


# Offline



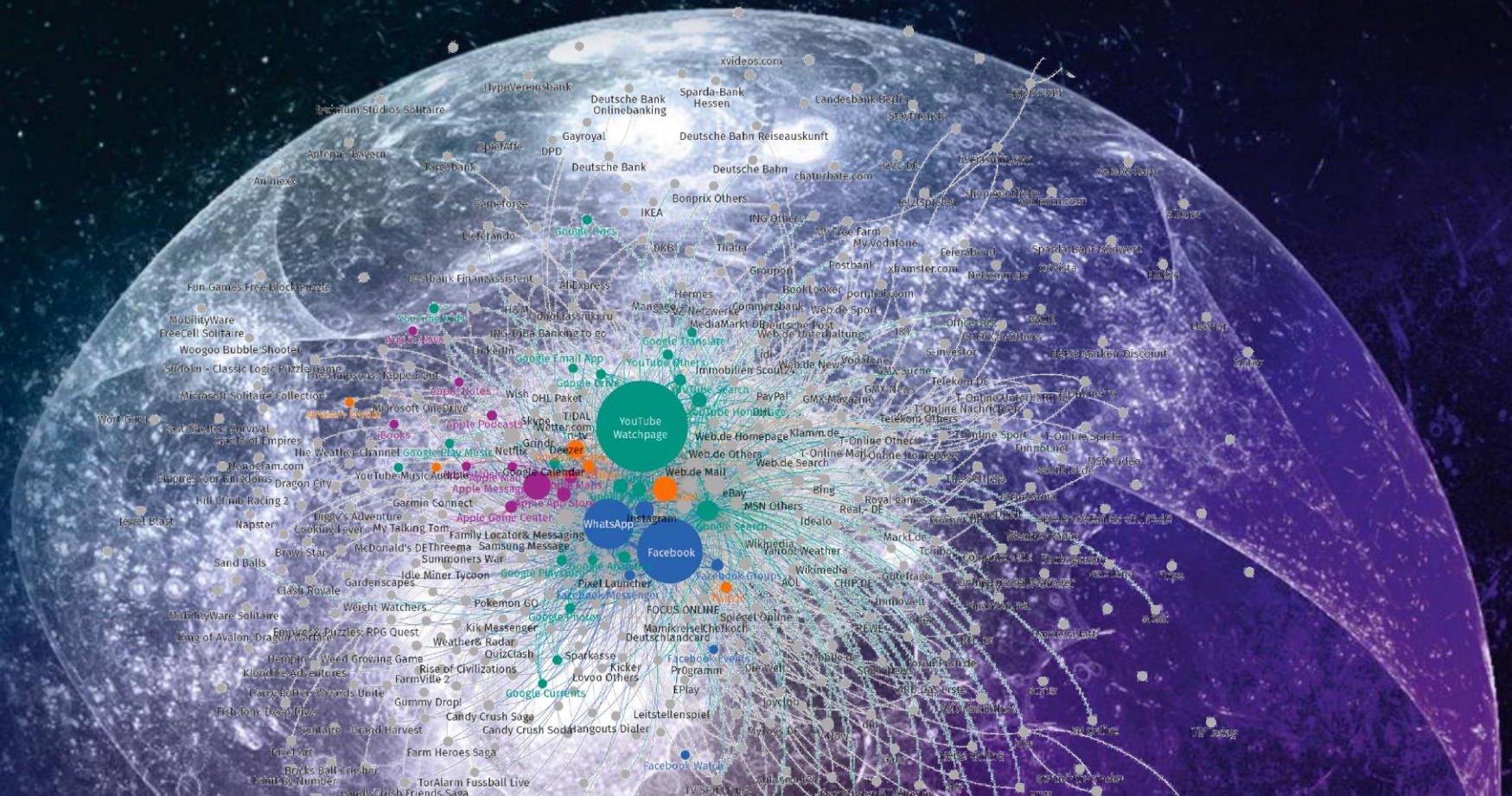


# 2020ff. > Digital media are ahead

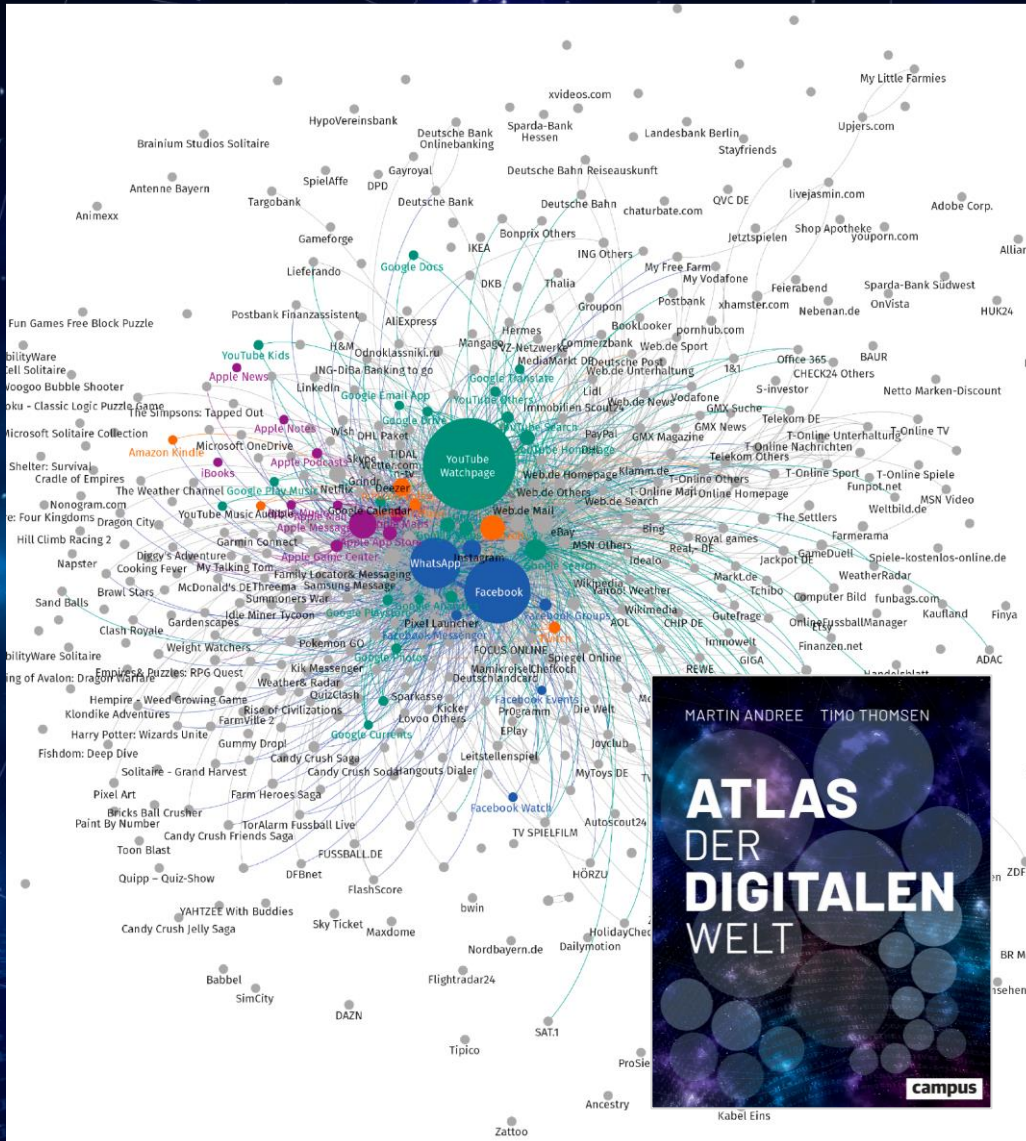




# Future digital world?





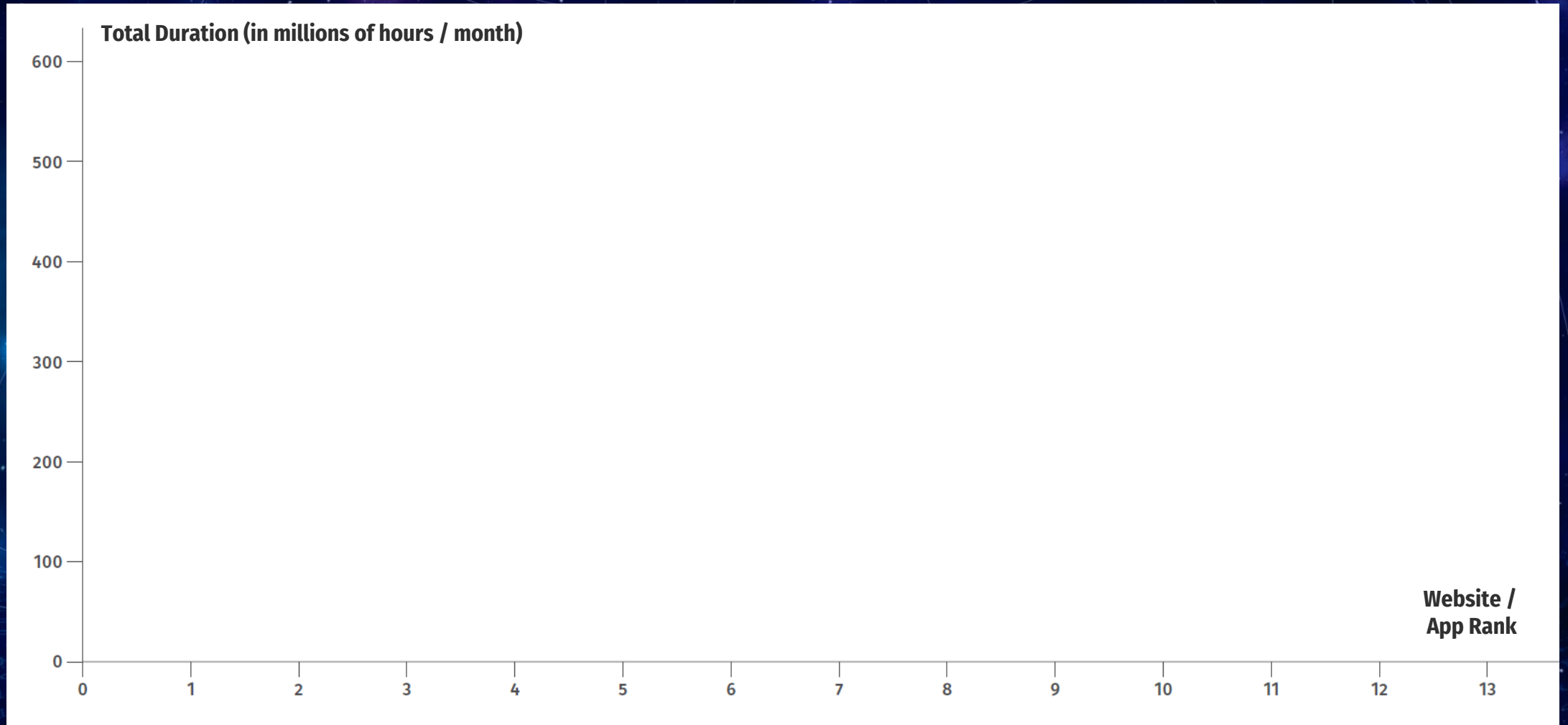


**TARGET:**  
**Data-based**  
**"baseline measurement"**  
**of digital media use**

**(real use, total market, Germany)**

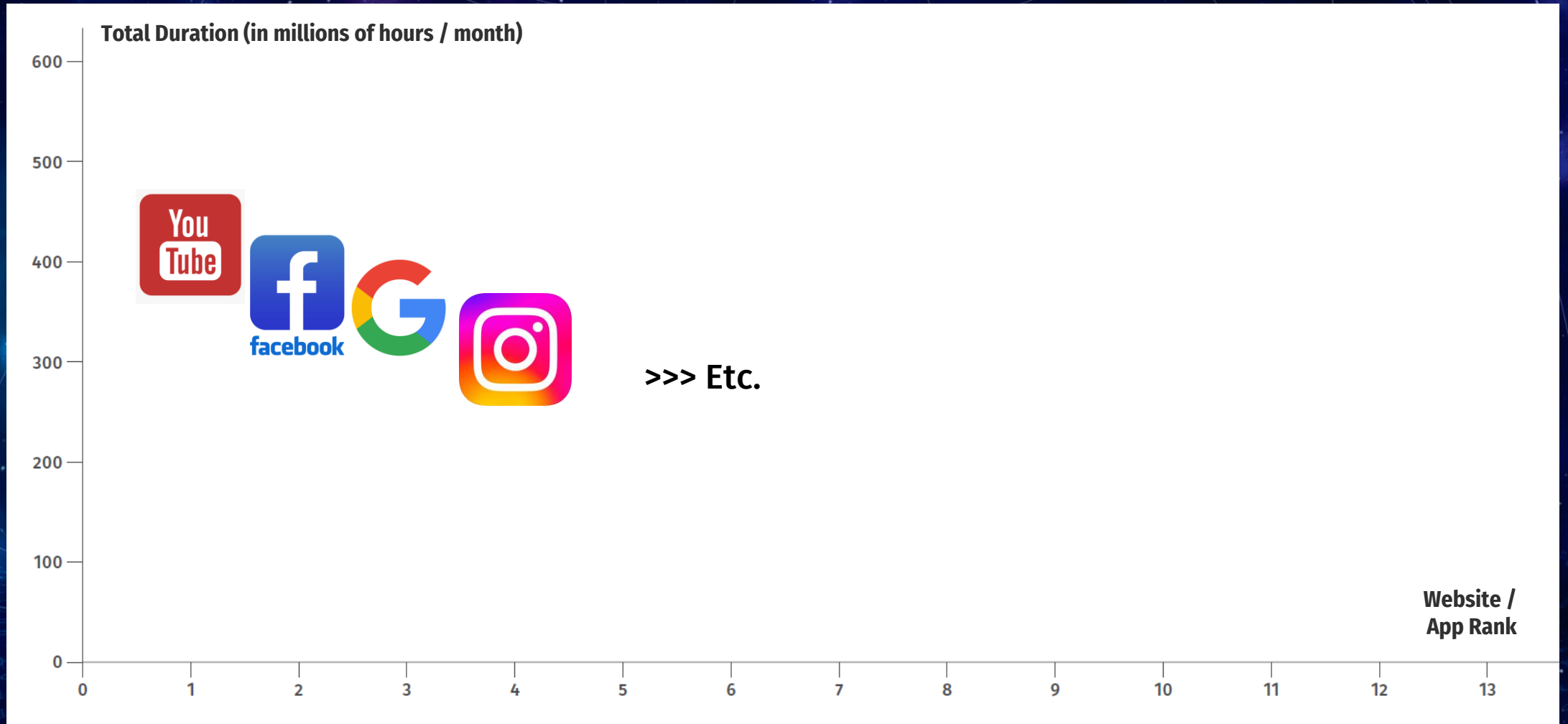
[www.atlasderdigitalenwelt.de](http://www.atlasderdigitalenwelt.de)

# Digital media use



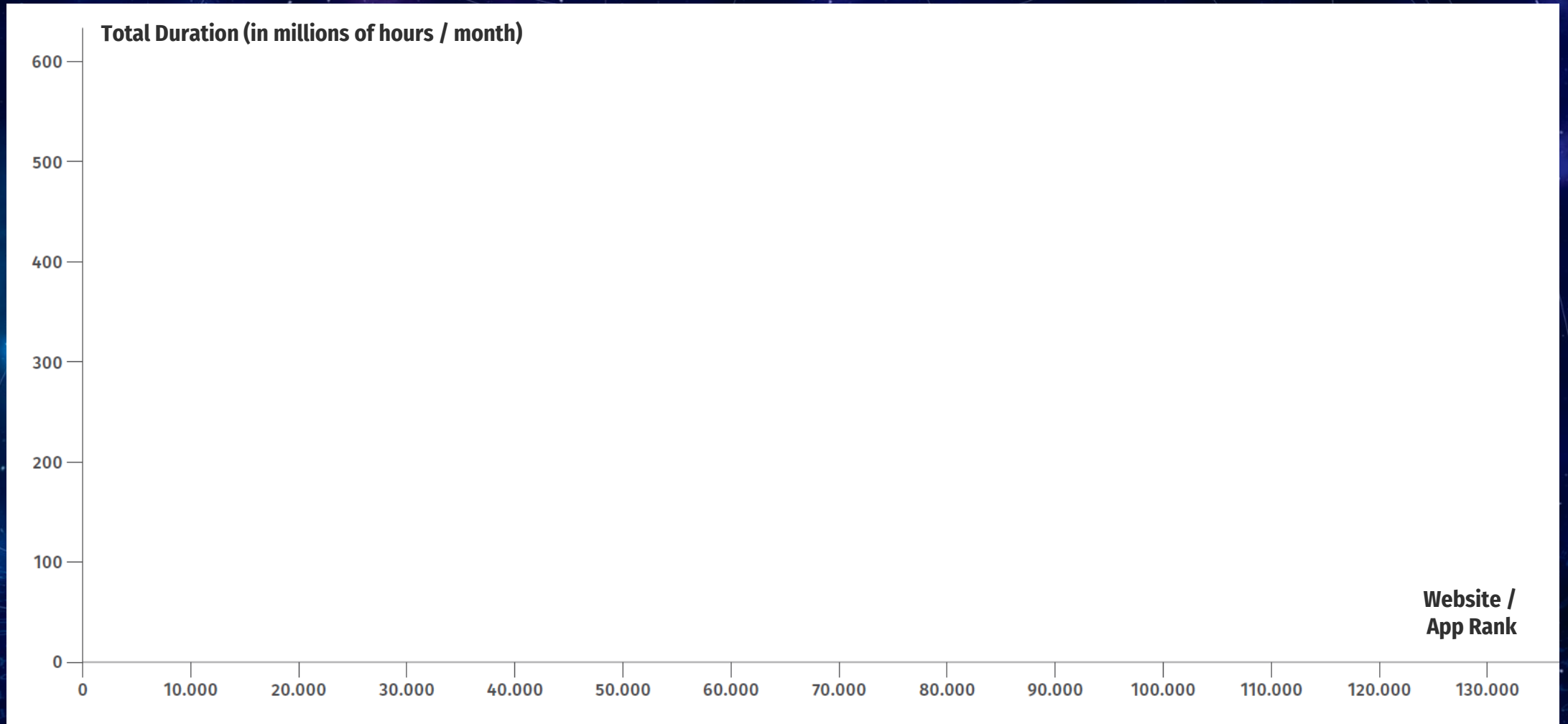


# Digital media use



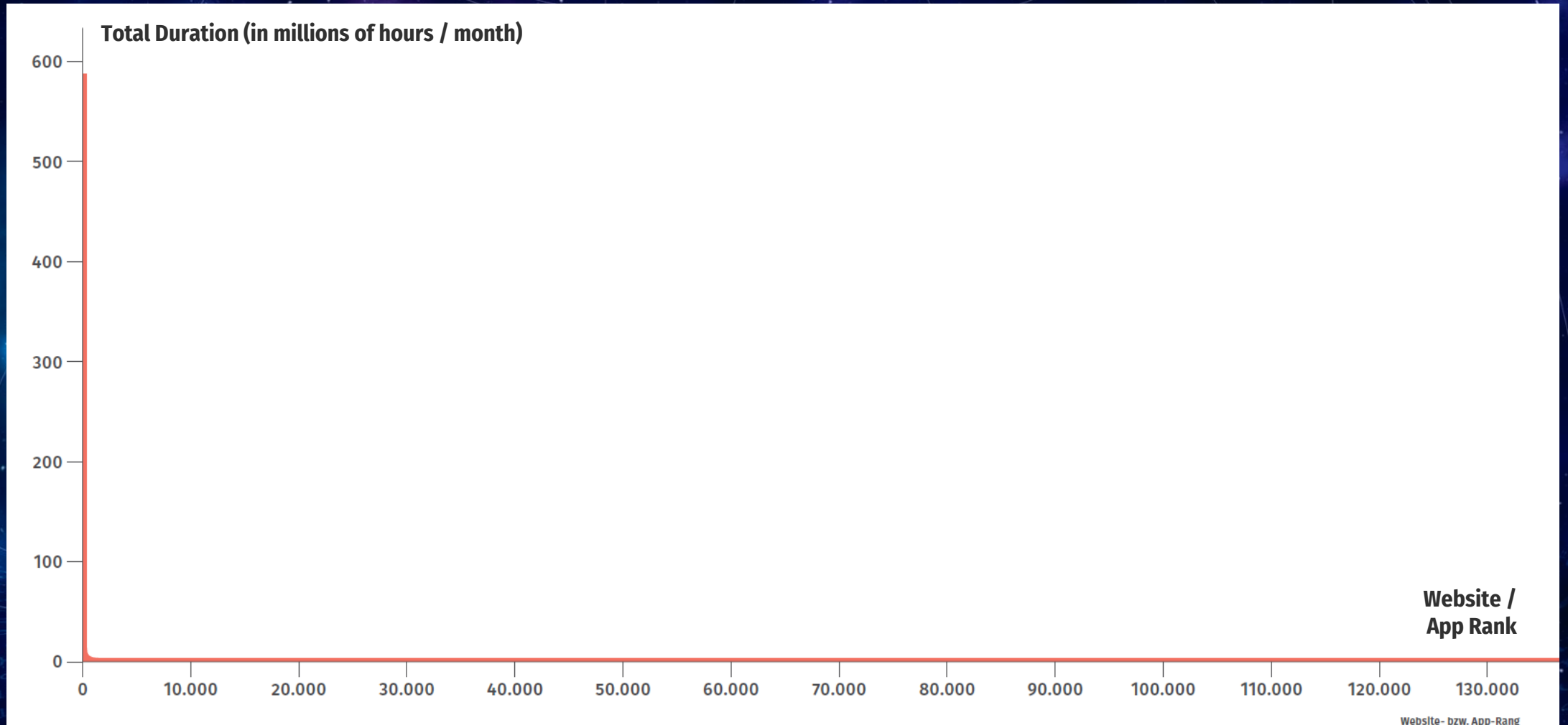


# Digital media use



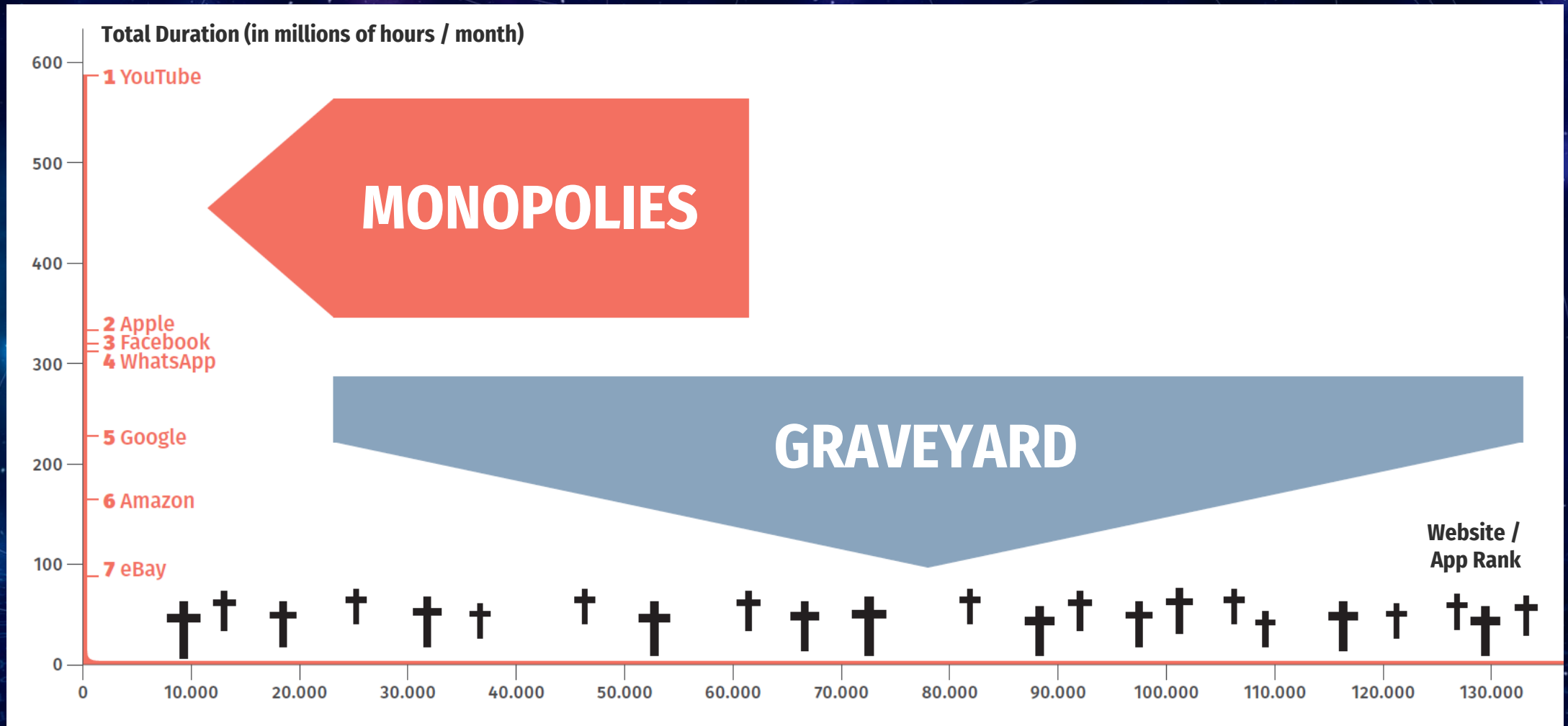


# Digital media use





# Digital media use



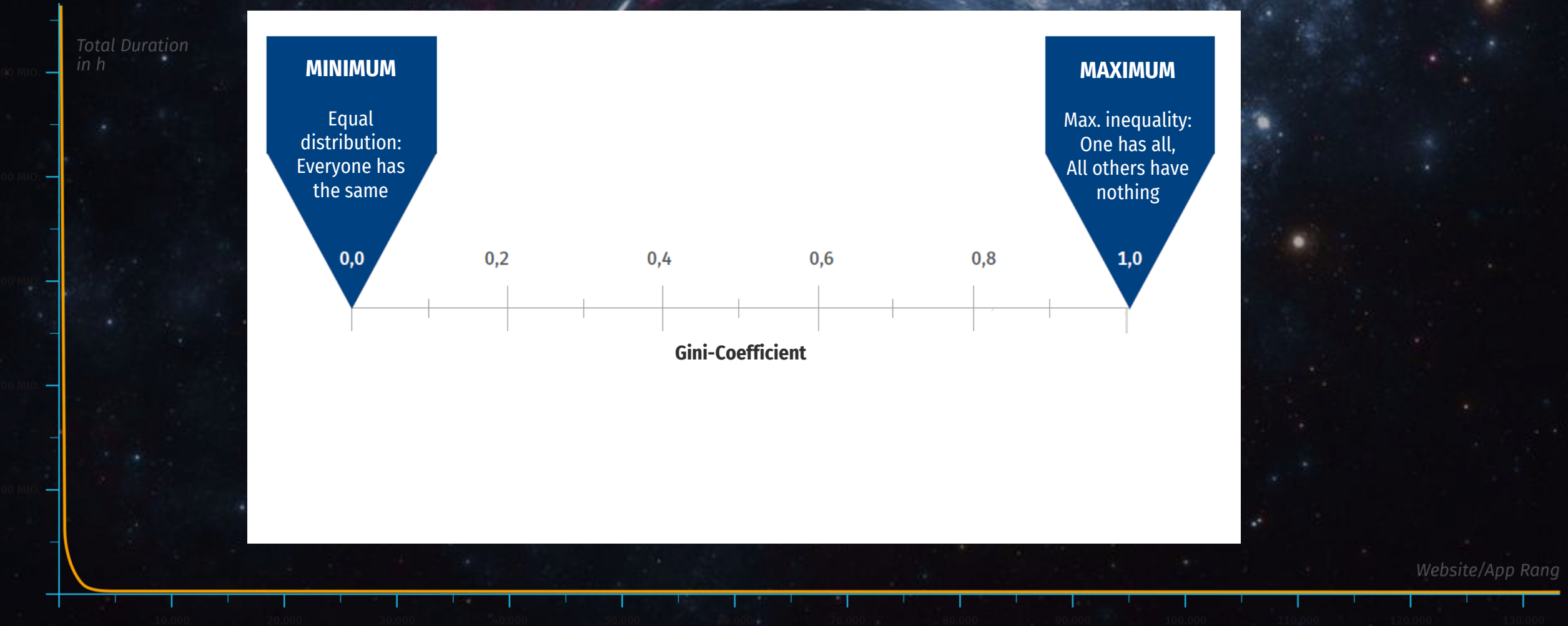


# Traffic - concentration?



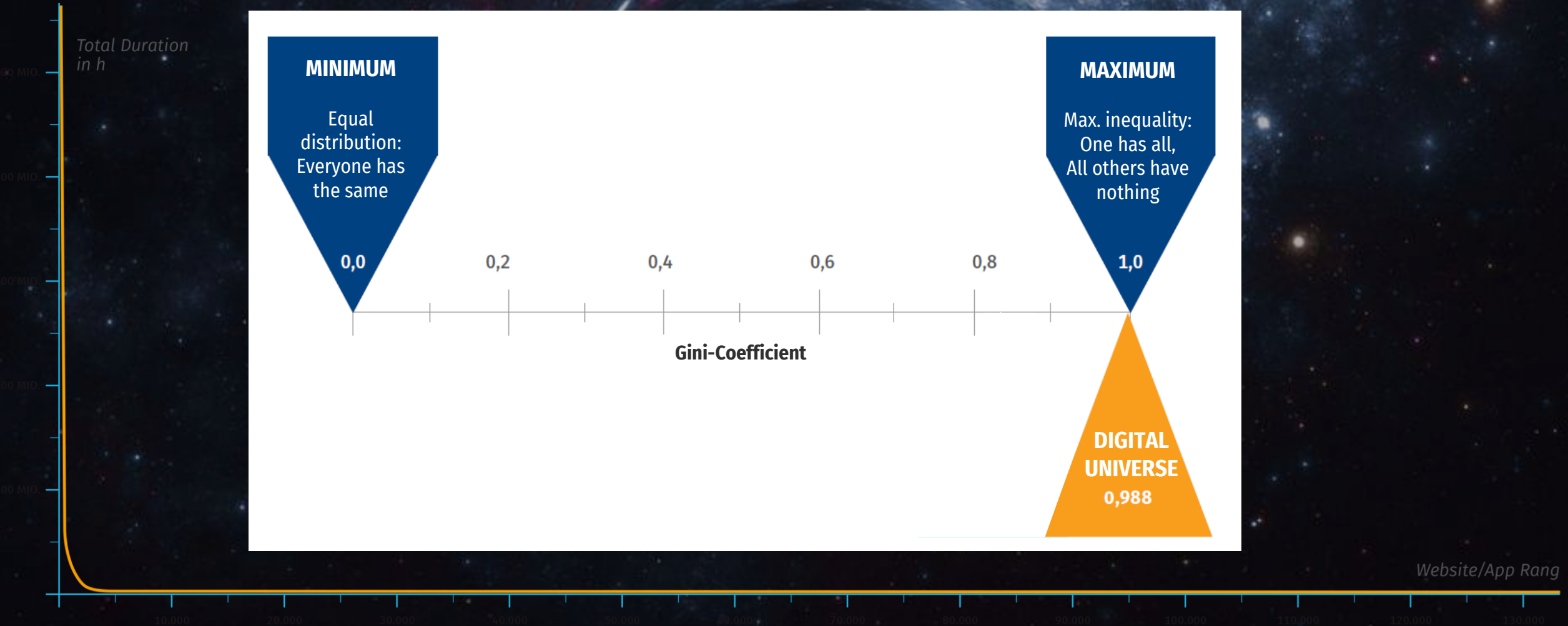


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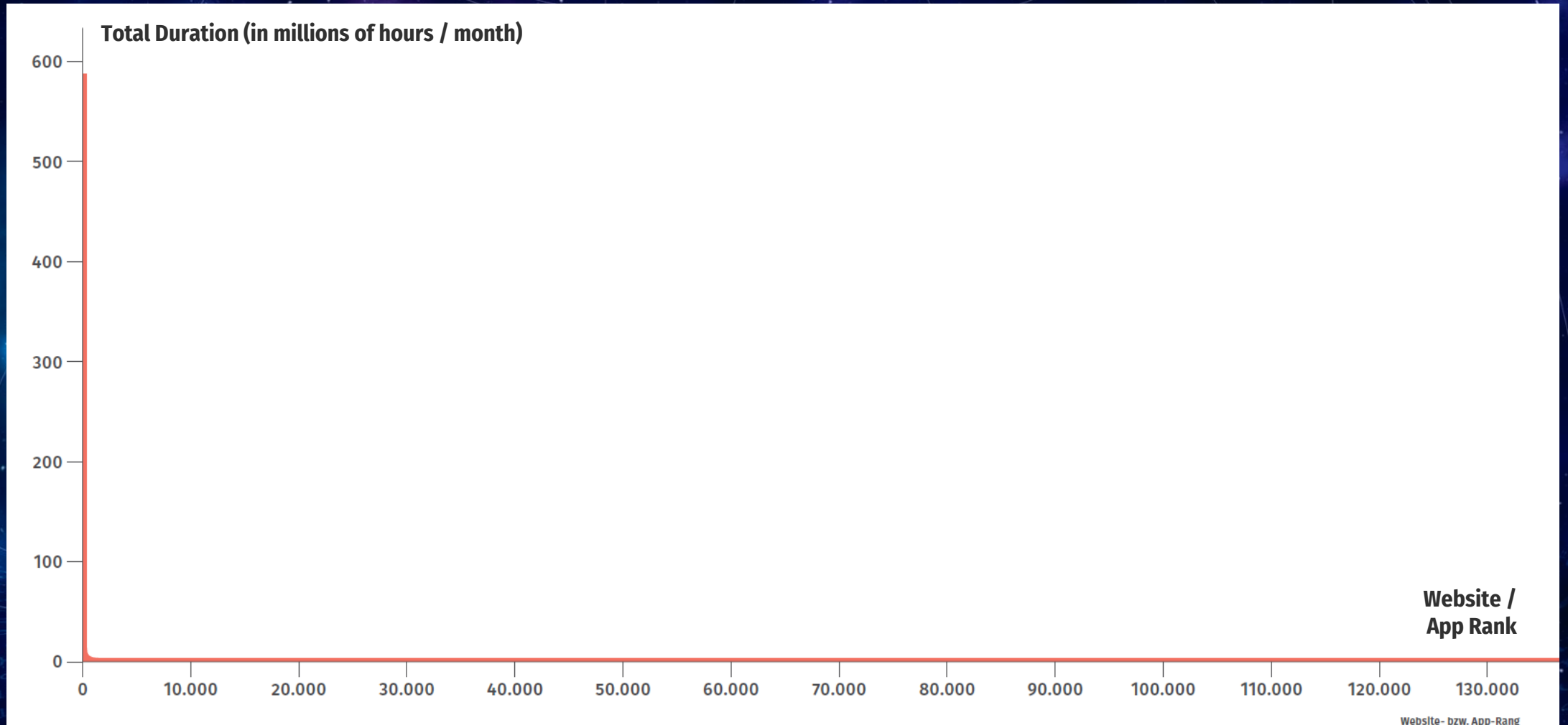


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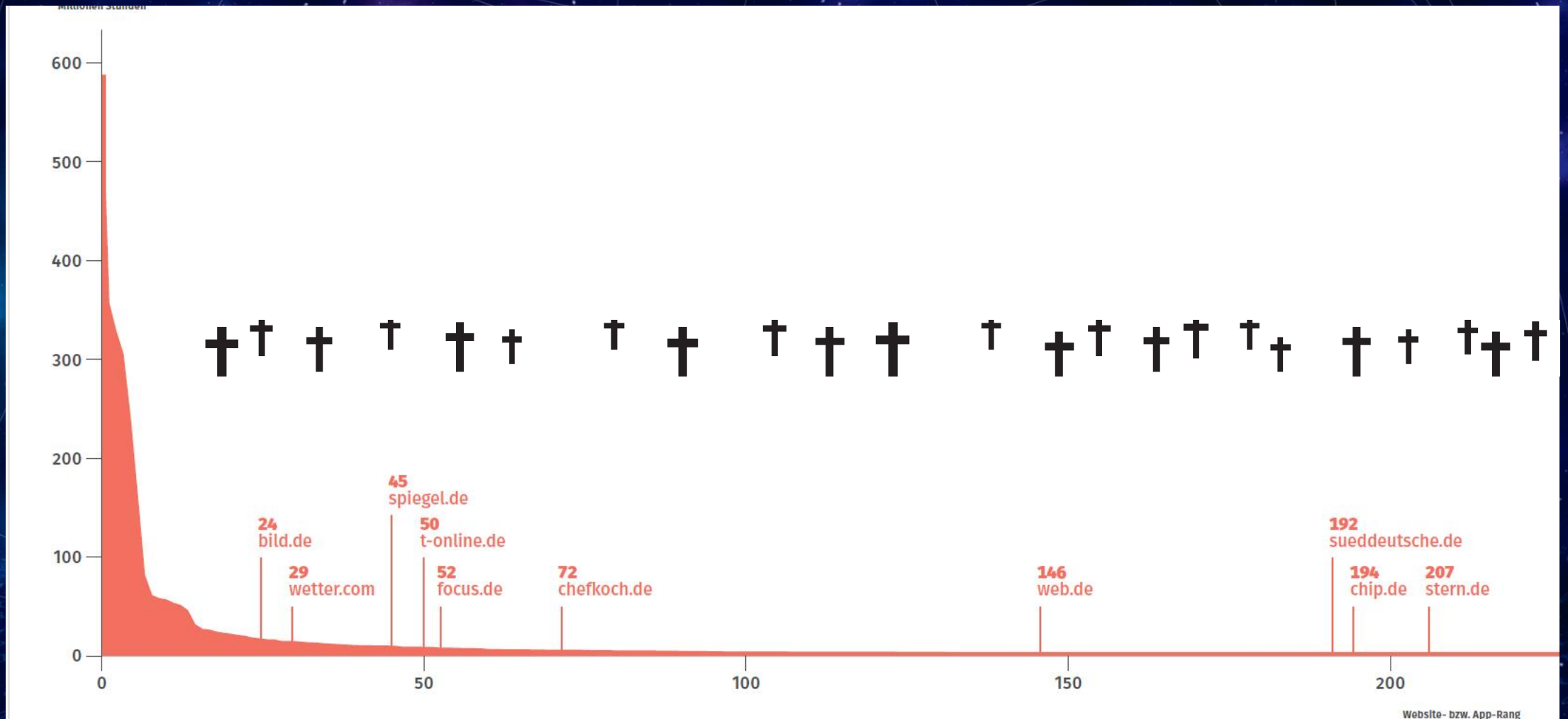




# Affected ...

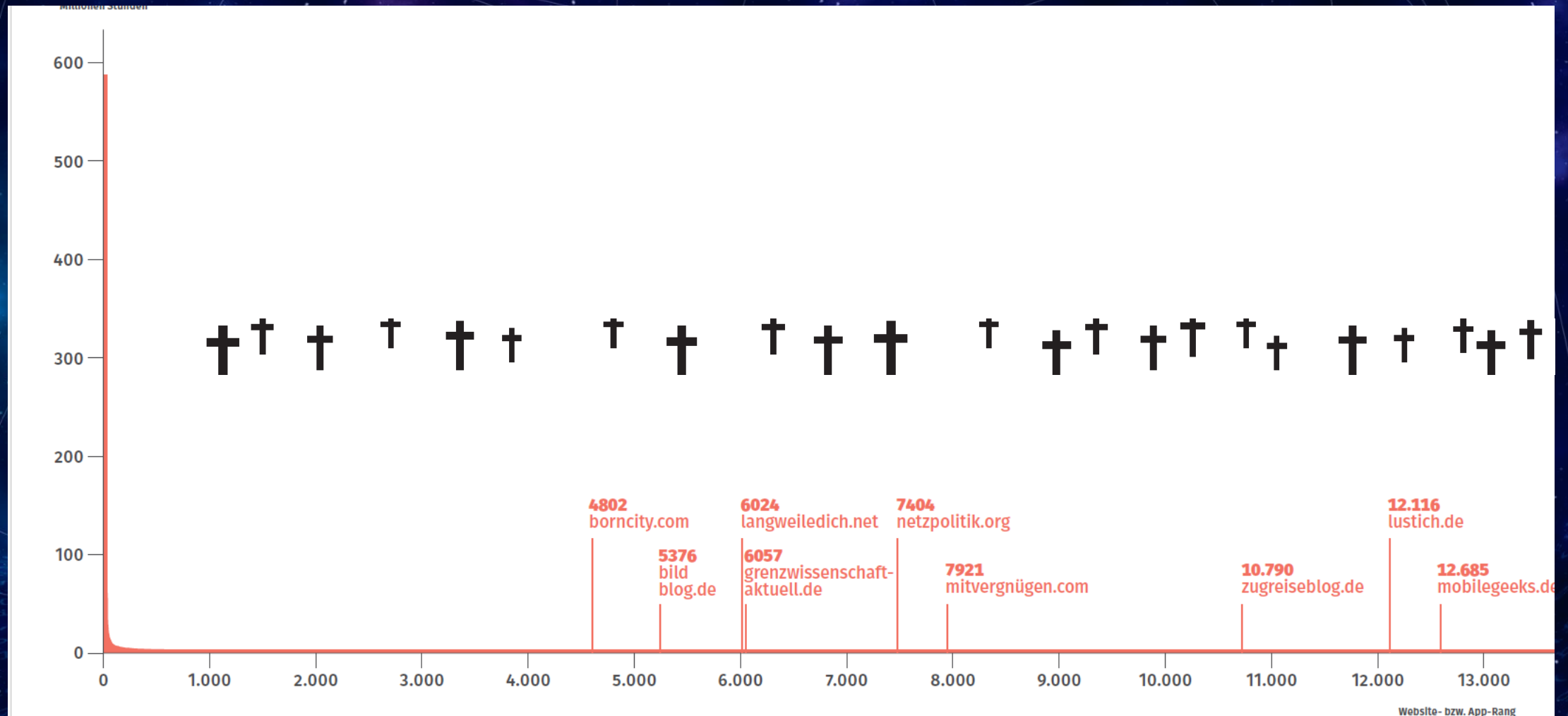


# Affected: Publishers

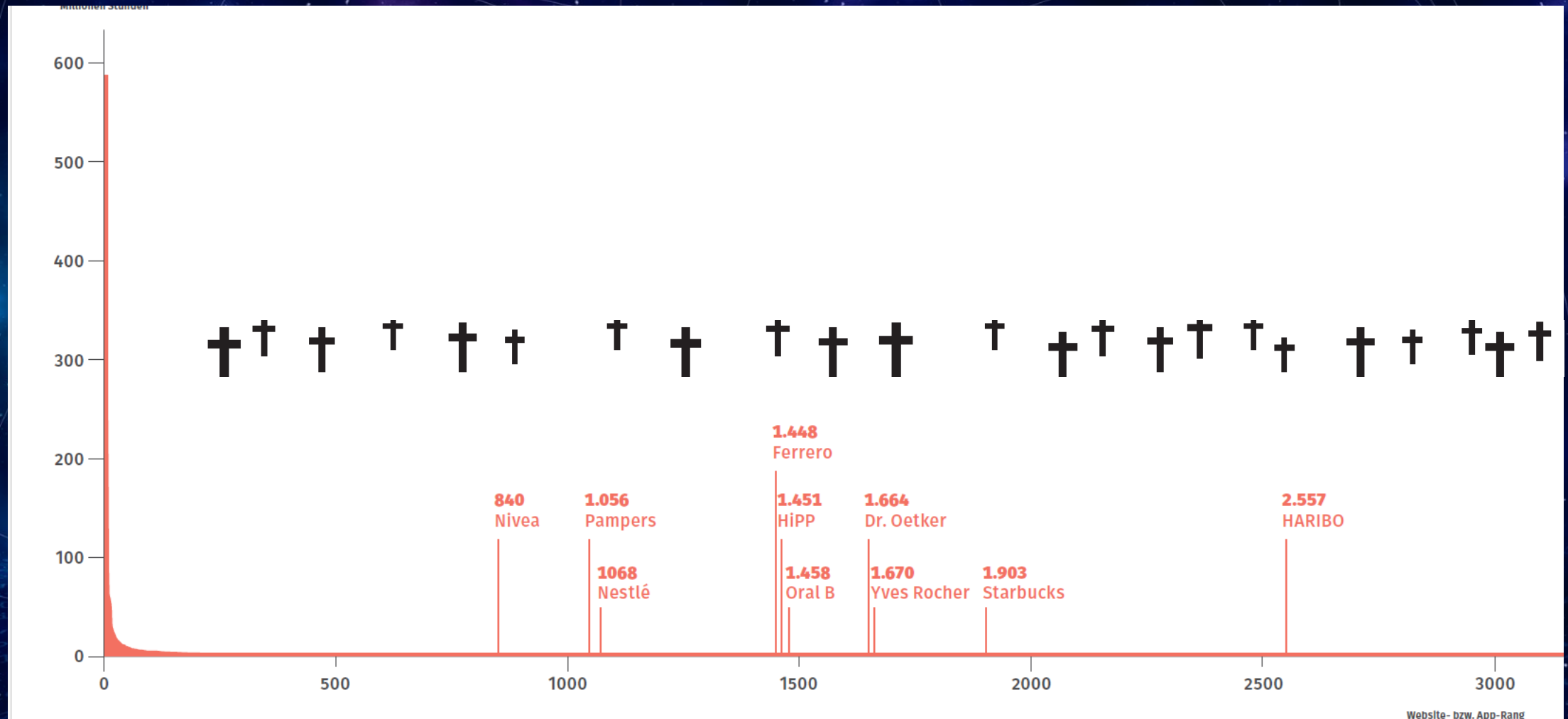




# Affected: Bloggers

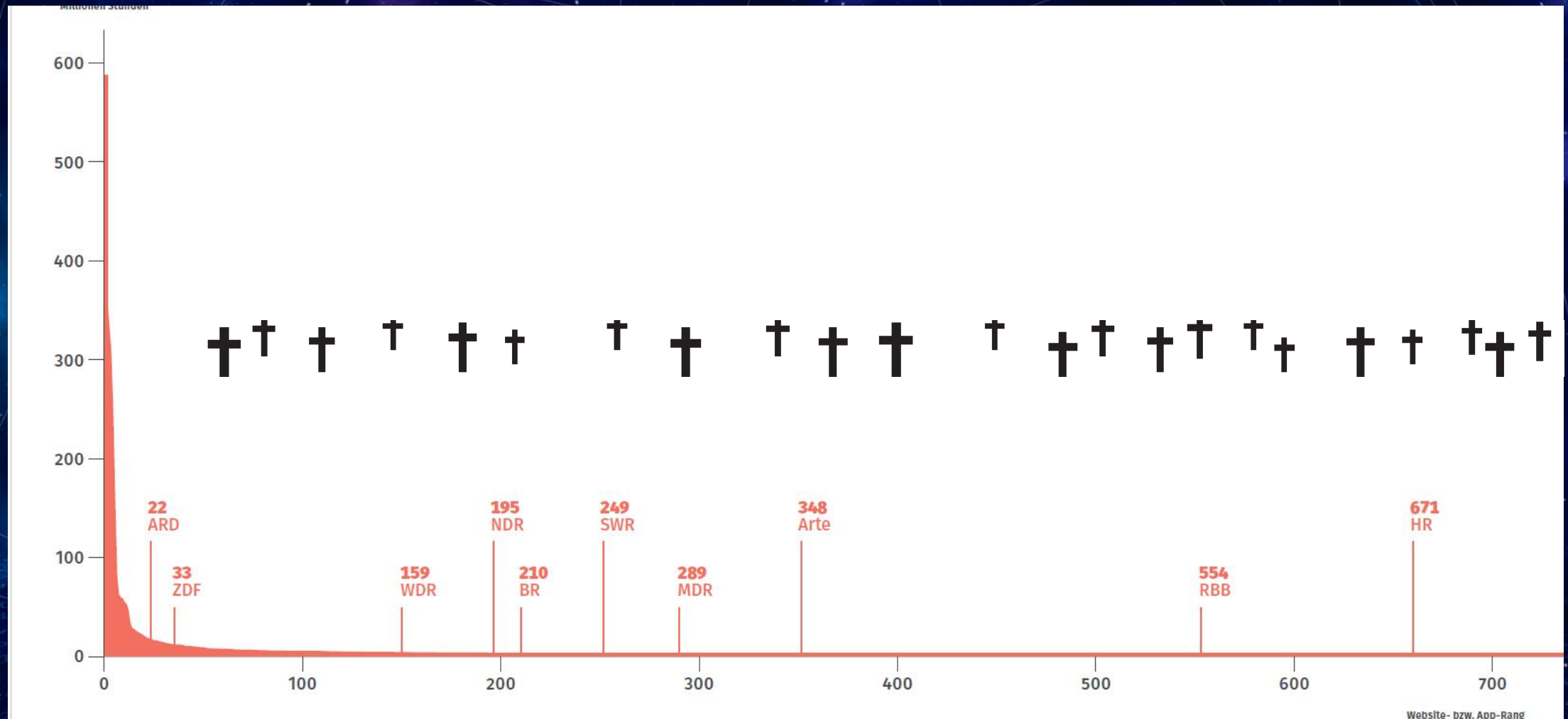


# Affected: Brands

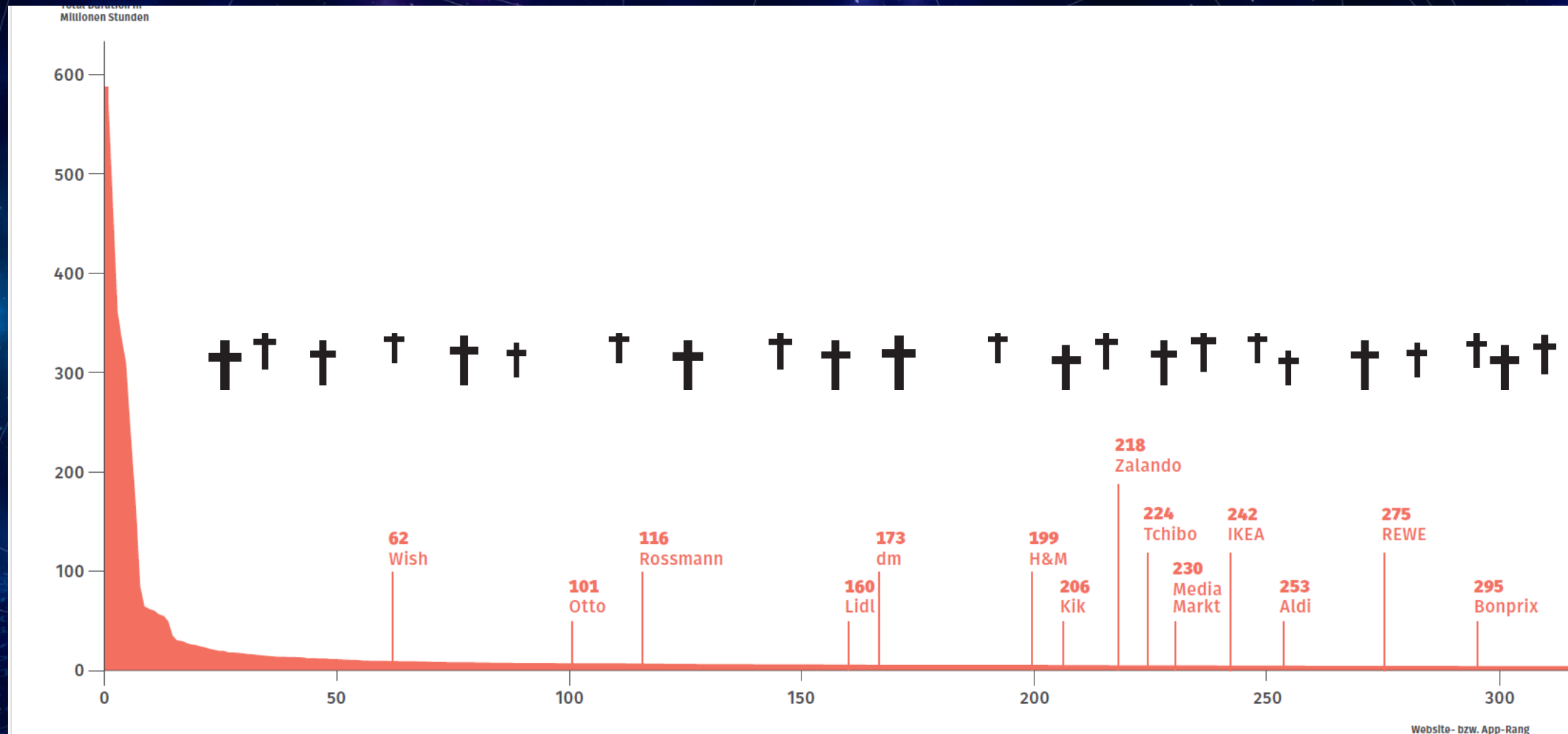




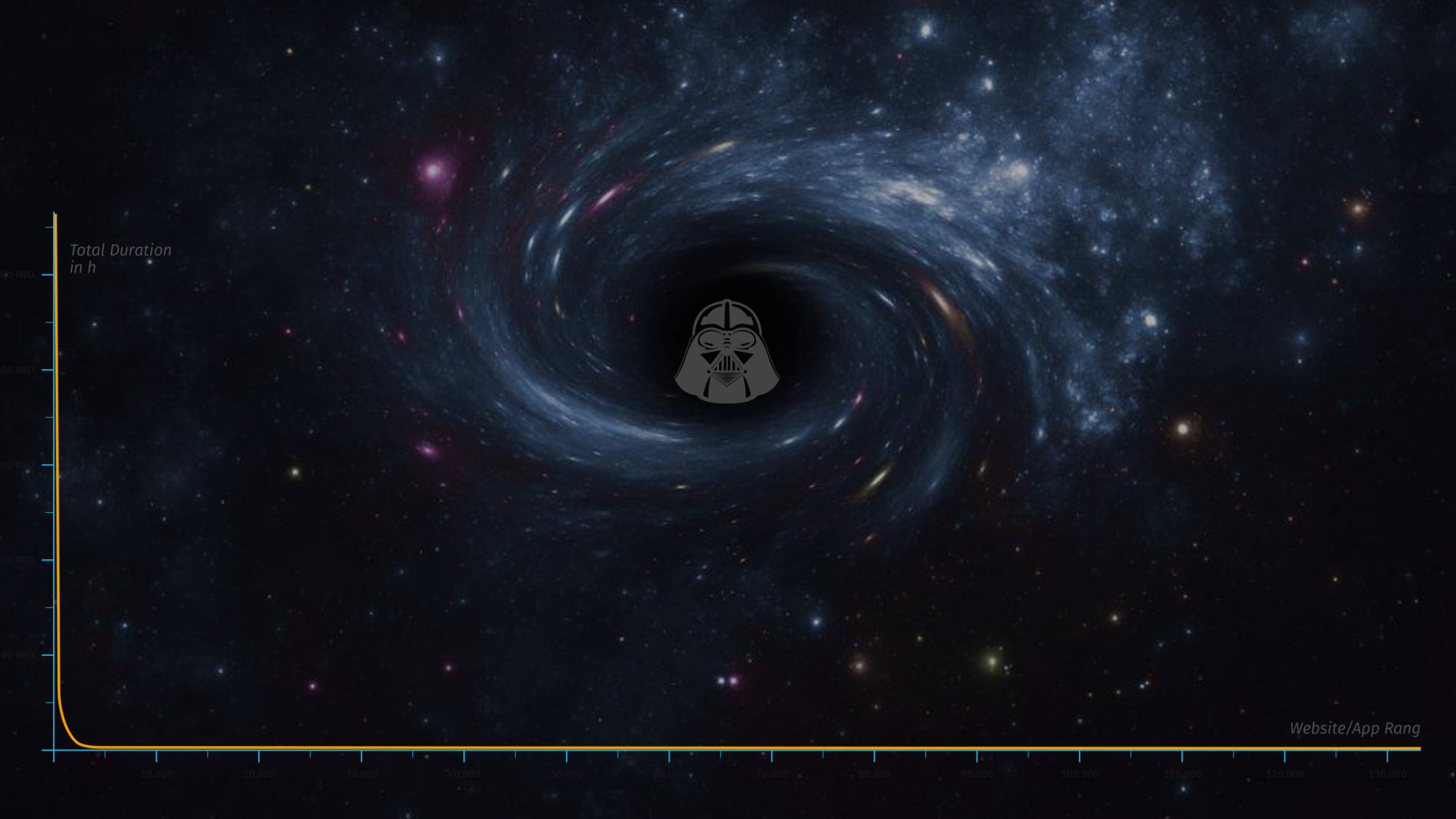
# Affected: Public service broadcasting



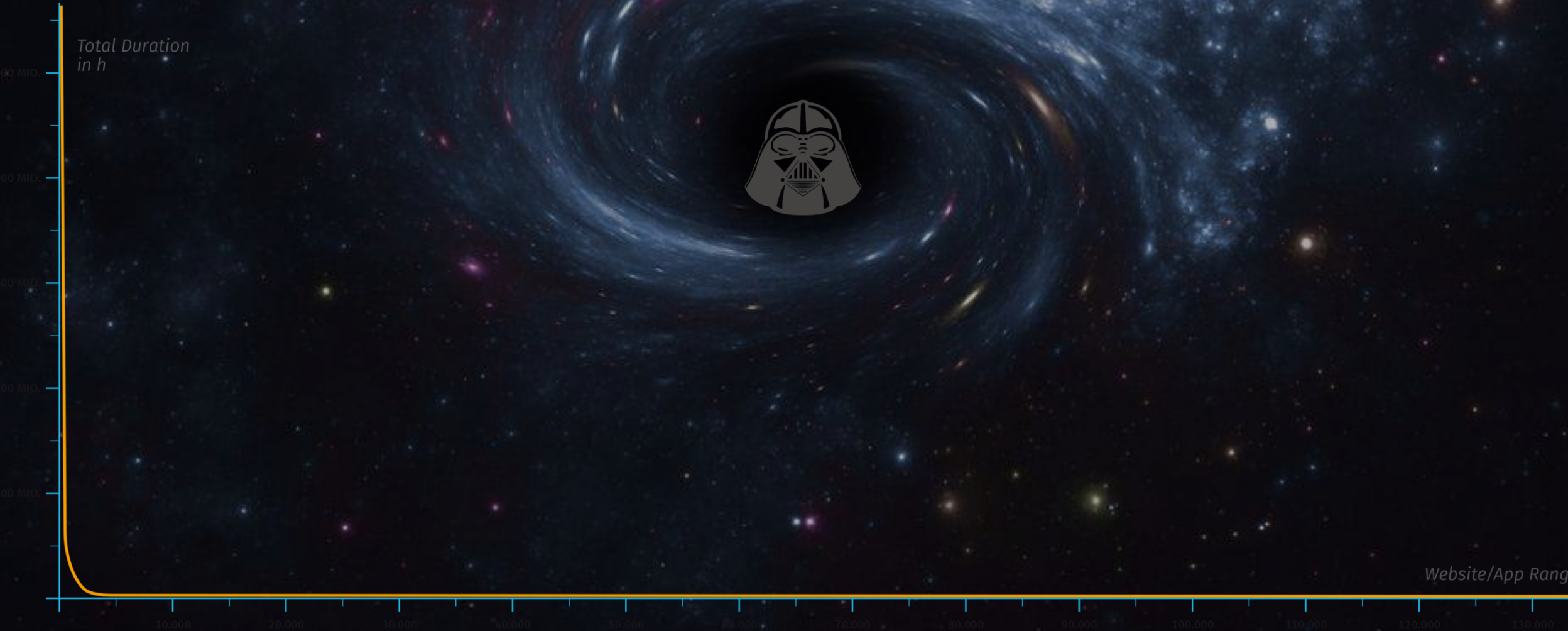
# Affected: E-Commerce



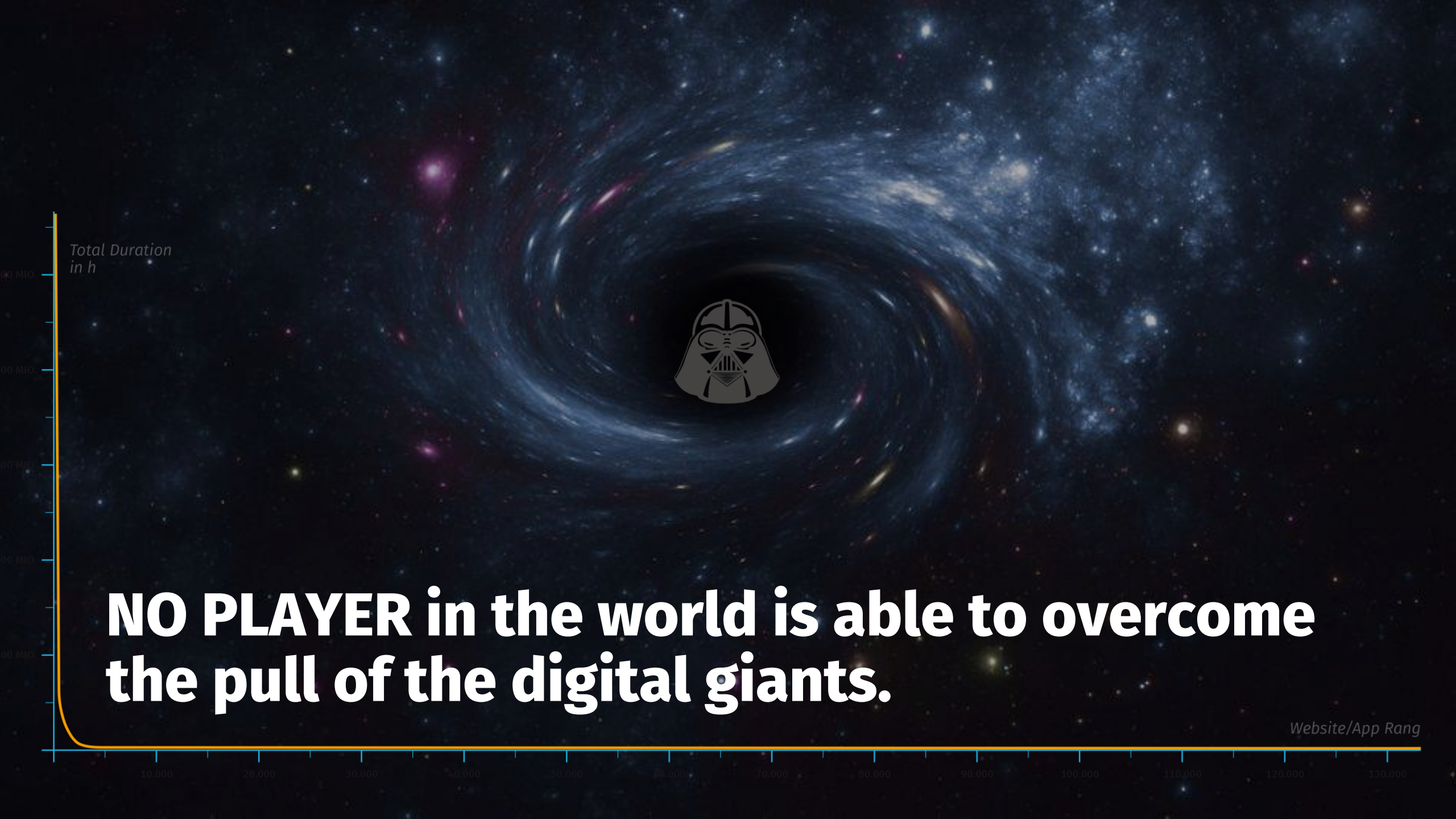




Total Duration  
in h



Website/App Rang

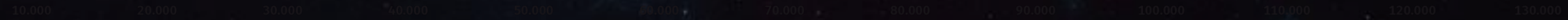


Total Duration  
in h



**NO PLAYER in the world is able to overcome  
the pull of the digital giants.**

Website/App Rang







Total Duration  
in h

**Fair and free competition has been abolished  
in the digital markets**

Website/App Rang



**Forget about it.**



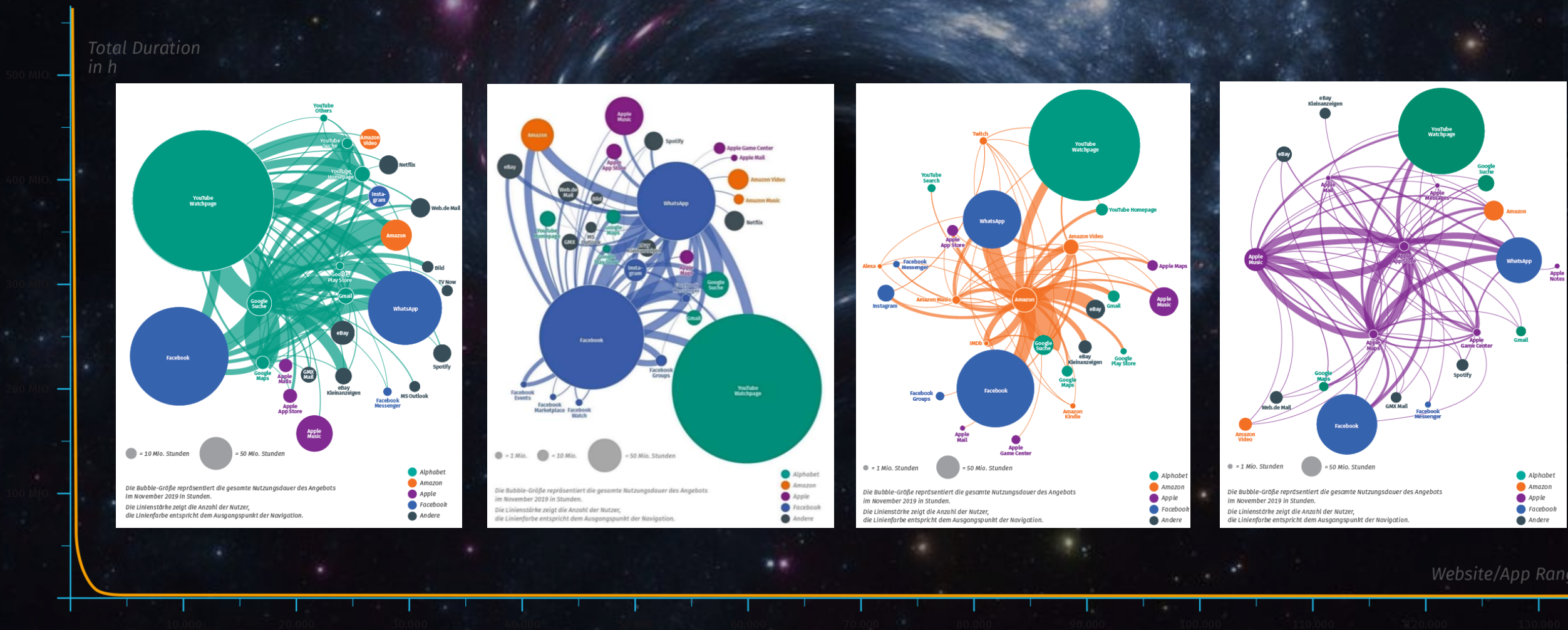


# How has Big Tech eliminated competition?

1. Network effects
2. Closed standards
3. Elimination / dimming of outlinks
4. User-generated content without fees
5. No responsibility for content
6. Monopoly abuse / expansion of monopolies

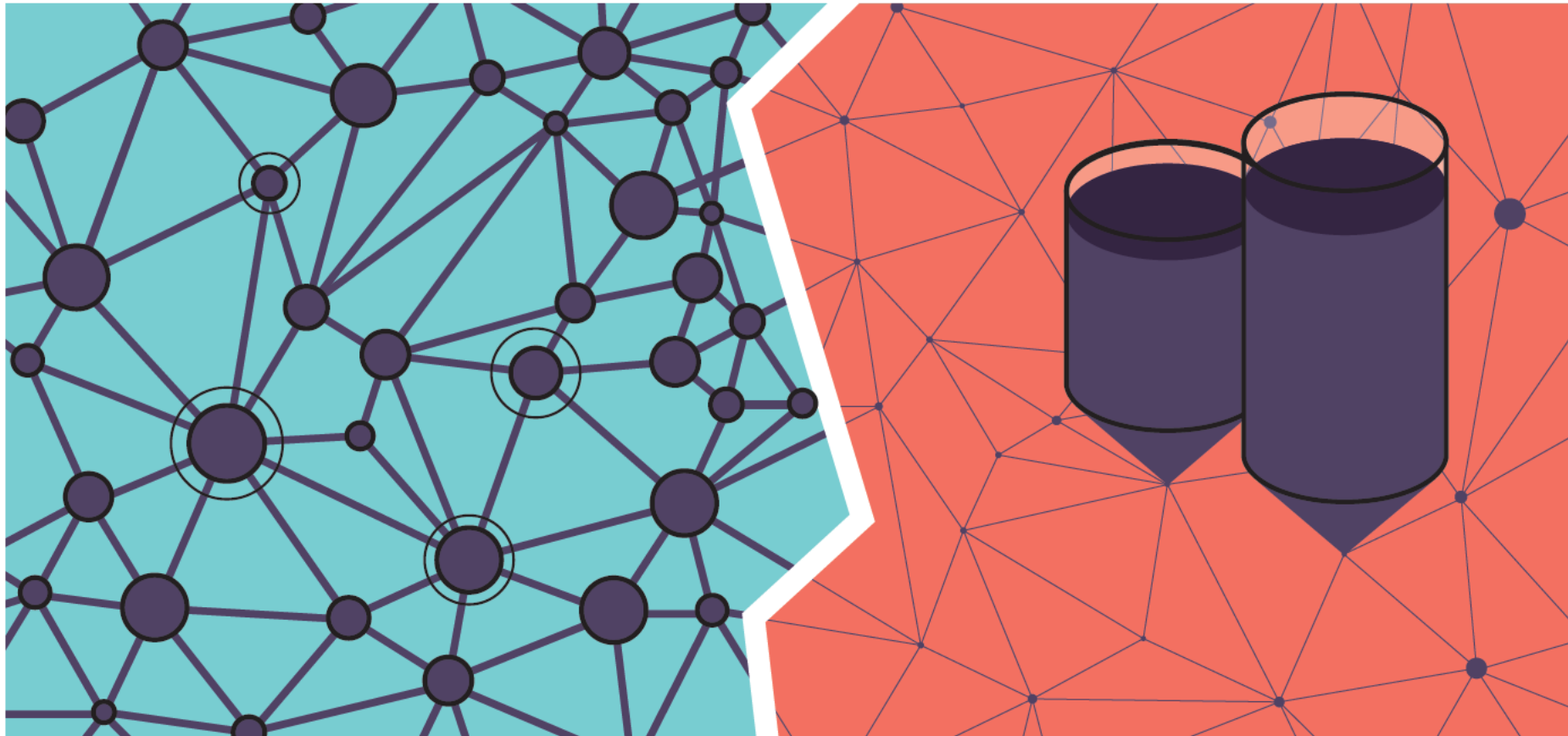


# Gateways: Self-Preferencing of Traffic





# The Free Internet is Dead.





# Concentration booster: Generative AI





# Transformation, forecast

- Time period: ca. 5-10 Years
- No easy legal solutions
- (Reason: insufficient anti trust legislation!!!)



## Consequence 2

**Editorial  
media lose  
their financial  
basis.**

### ANALOG MEDIA



### PLURALISM



### DIGITAL MEDIA



### TOP MONOPOLISTS 80-90%

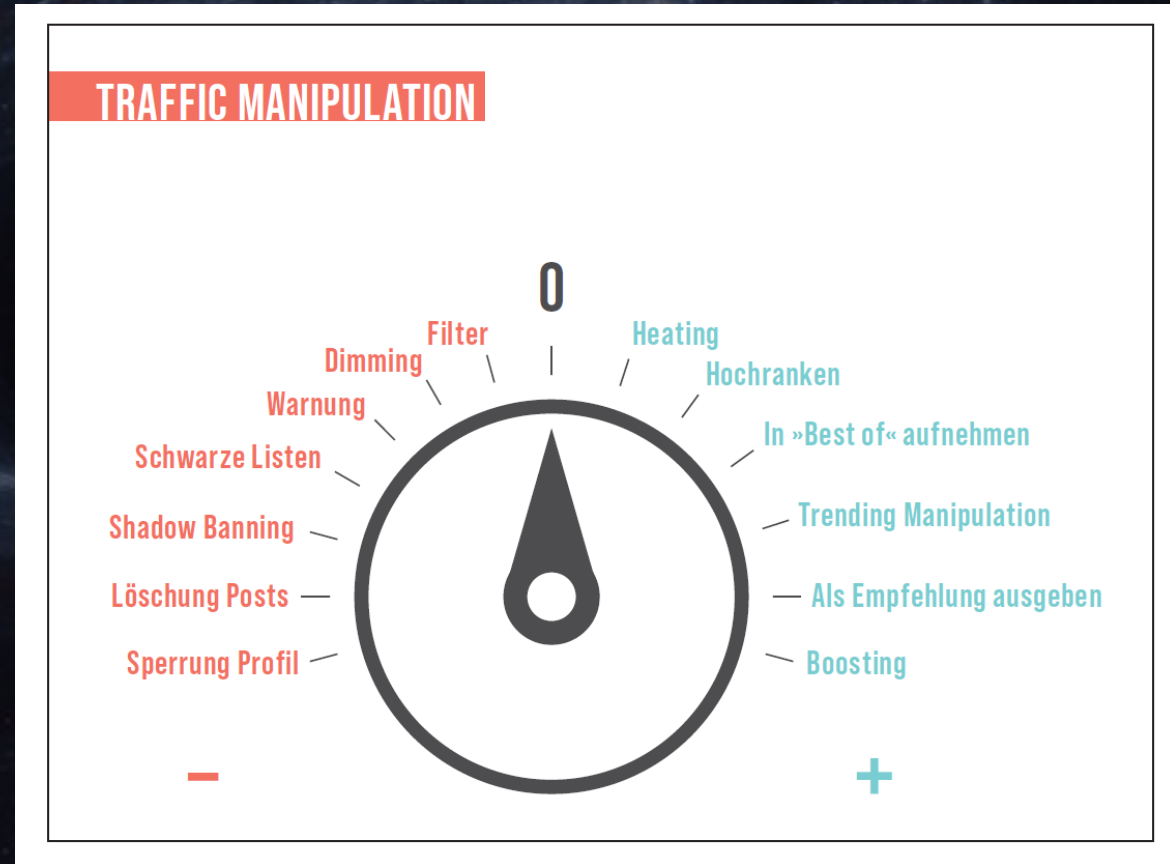


ALL OTHERS: 10-20%



## Consequence 3

**US platforms  
will control the  
political public  
sphere**



# Game Over, Free Media?

- Independence
- Pluralism / diversity
- Independence from the state
- Journalism / editorial offices
  - a.—Privately financed
  - b.—Publicly funded



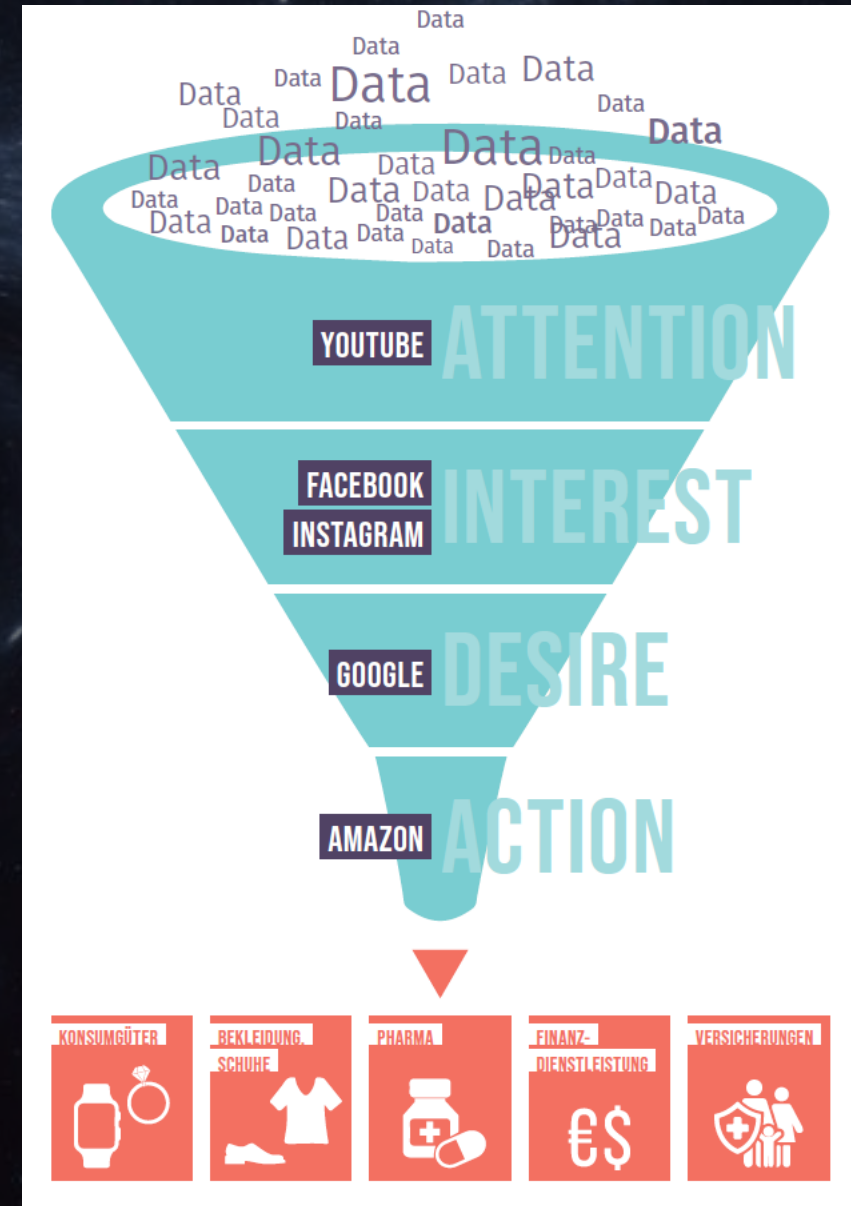
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Constitutional  
???

# Consequence

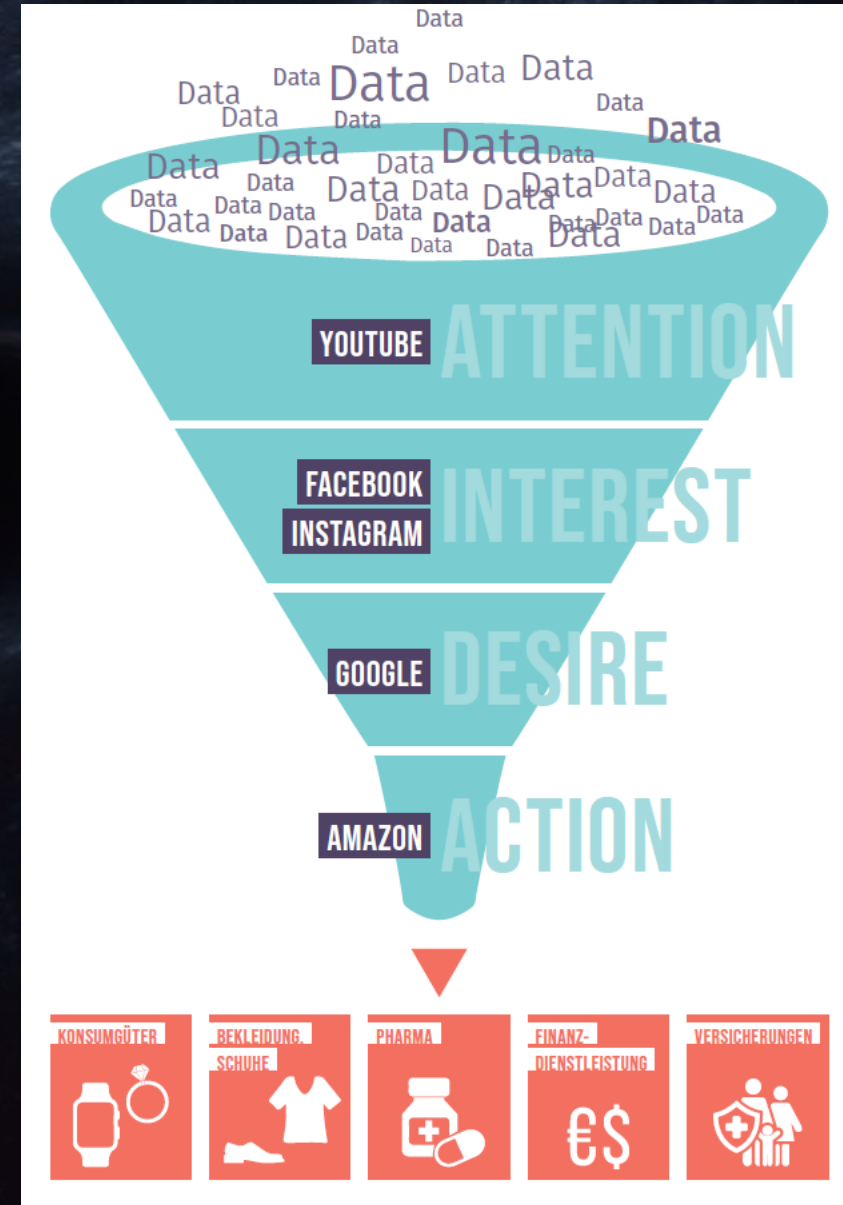
## Tech monopolies control the digital economy





## CONSEQUENCES BRANDS / MANUFACTURERS / ADVERTISERS

1. Low success Content Marketing (cf. Brand Websites)
2. Funnel-Monopolies: Massive incremental cost for ad spend / intransparency
3. Amazon dependency
4. Big Tech own brands
5. Failed D2C Acquisitions



# Non-Compliance with Democracy

- Aggressive tax avoidance
- Hate speech / fake news
- Data surveillance
- Cooperation with US secret services
- Manipulation and blackmailing of journalism / science
- Intentional violations of the law
- Precarious working conditions
- Manipulation of elections
- ...





Total Duration  
in h

90 MIO

60 MIO

30 MIO

0 MIO

30 MIO

Website/App Rang

10.000

20.000

30.000

40.000

50.000

60.000

70.000

80.000

90.000

100.000

110.000

120.000

130.000

# Ideology of the Internet

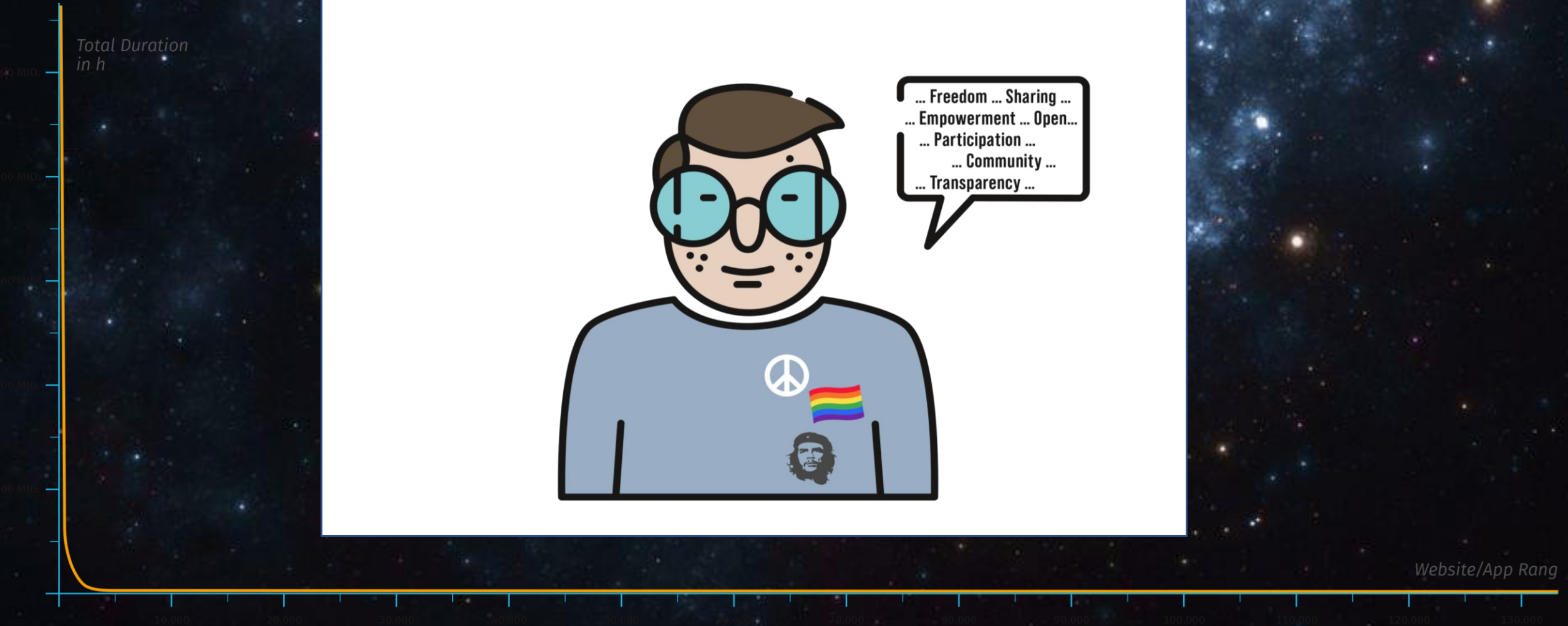




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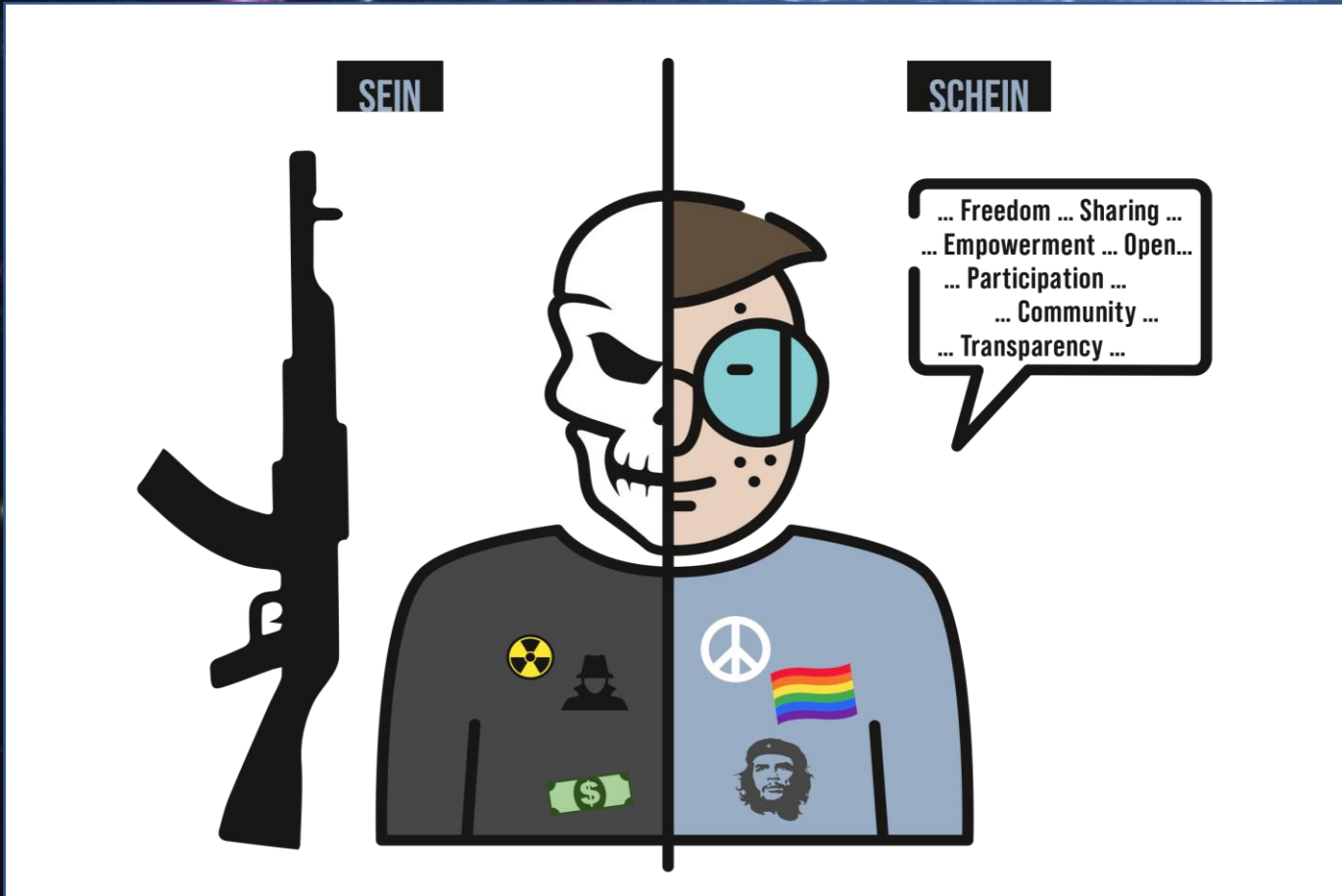


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Total Duration  
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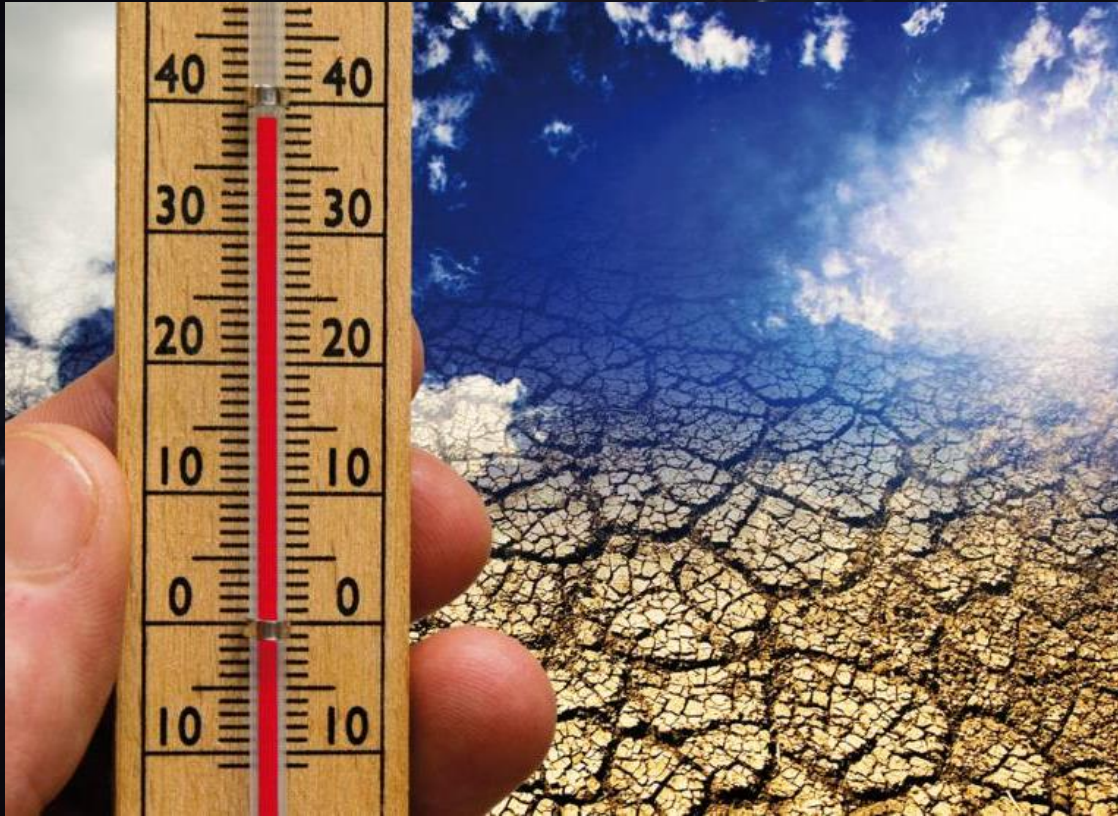
Website/App Rang



**HOW CAN WE SOLVE THE PROBLEM?**



# Huge problems - difficult to solve





**Our problem can be solved quickly  
and at ZERO cost**



# It would be easy to free the Internet

1

**Freedom for Outlinks  
on platforms**



2

Open standards for  
platforms  
Content/interoperability



3

Economic separation of  
transmission path and  
content



4

Upper limit of 30%  
market share also for  
digital media



5

Ban on monetization of  
punishable content



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Freedom for Outlink design on platforms



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**Open standards for platforms / interoperability**



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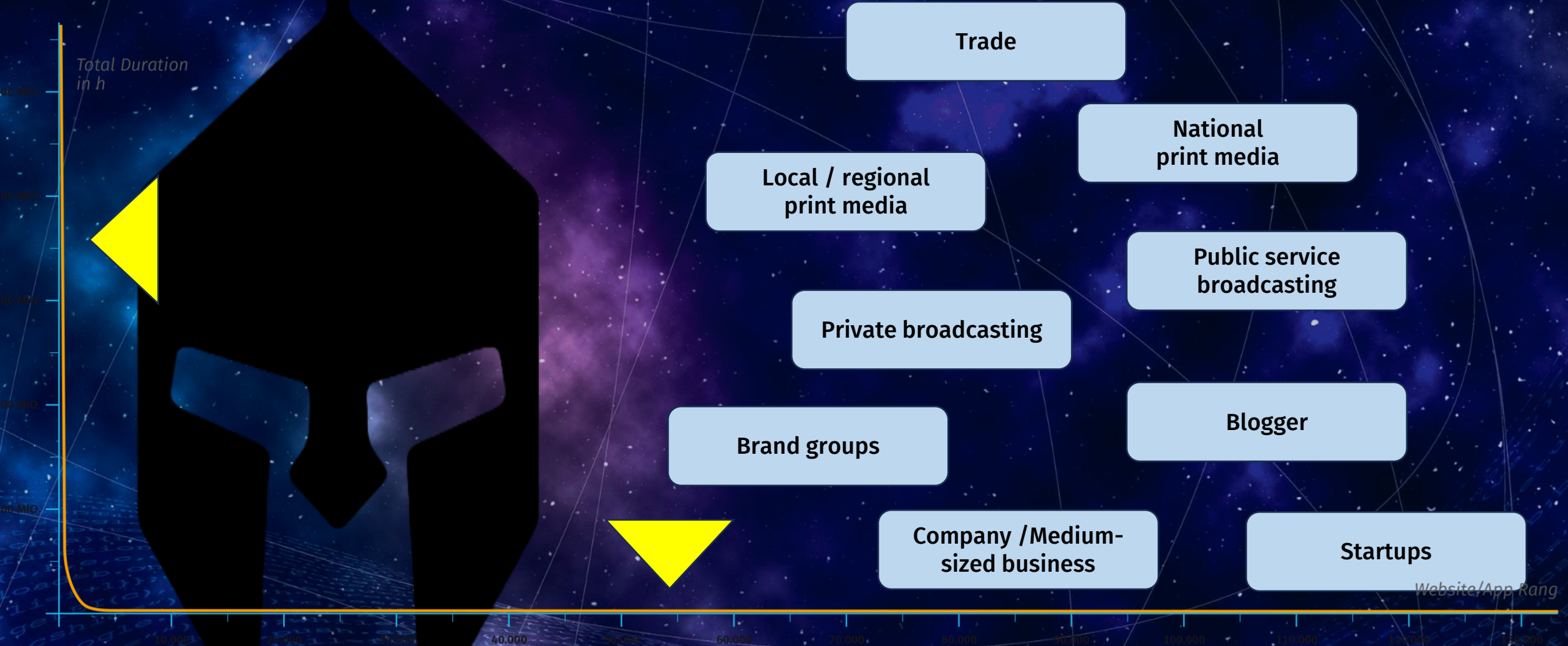
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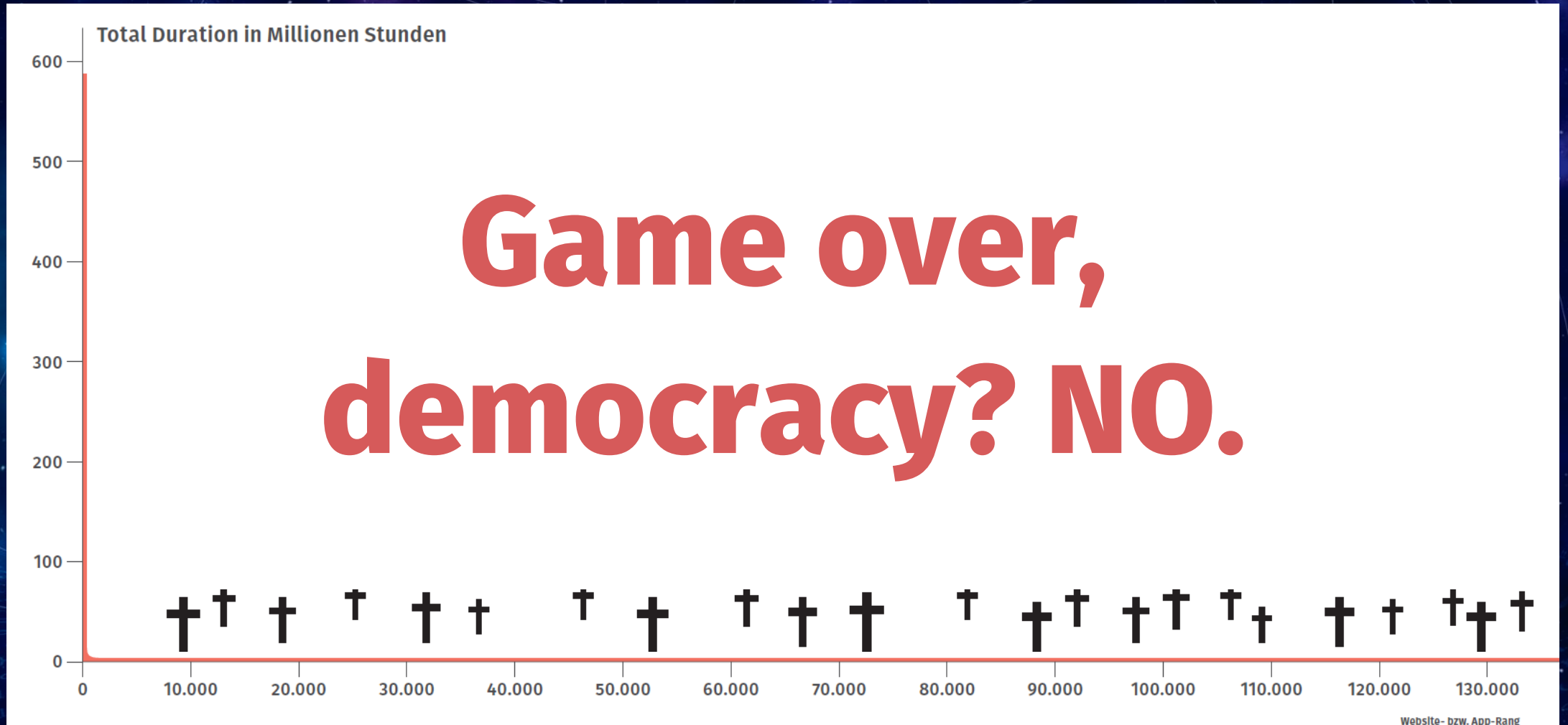




# Everybody is suffering



# How do we explain this to our children?





# Let's act - NOW

[www.bigtechmustgo.com](http://www.bigtechmustgo.com)



- Visit website (also English)
- Recommend / share website
- Buy book (28€ - fees are donated!!)
- Recommend / share book
- Visit events ( check website!)
- Discuss it with friends and acquaintances

**Let's act - NOW**

[www.bigtechmustgo.com](http://www.bigtechmustgo.com)

**Thank you  
very much**



**Martin Andree, University of Cologne**