## How Big Tech threatens our Democracy and Economy

Martin Andree, University of Cologne

▶TR/010N ▶TR/01▶03 ▶TR/010N ▶TR/01▶03

## How it all started ...



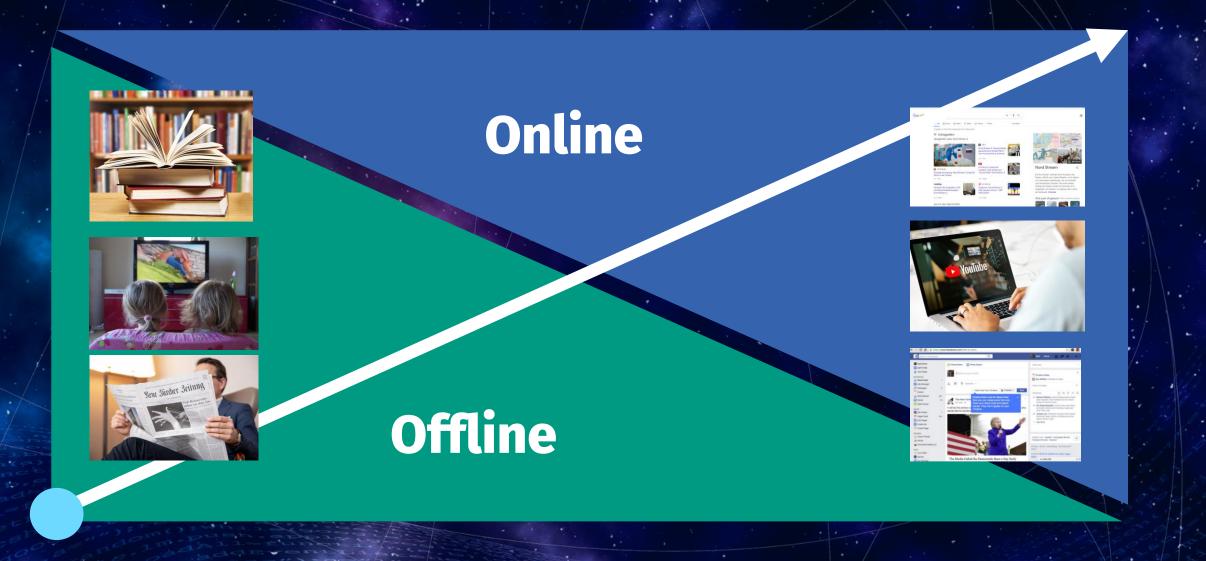




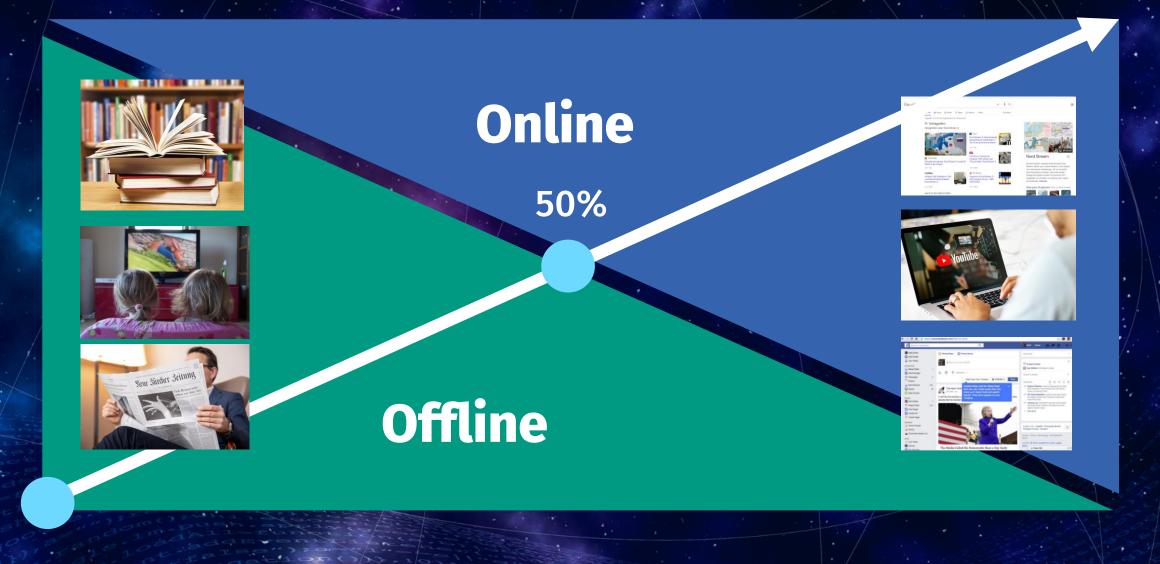








## 2020ff. > Digital media are ahead



## Future digital world?

Animest
Aprilage Survey
Aprilage Survey</t

Function
Distribution

Microsoft Solfieire Collection With Solfie Solfie Control (1997)

Classis Rovale Classis Rovale

> Candy Crush Sage Dikare Connol Harvest T Farm Heroes Saga

TV Today

TorAlarm Fussball Live

HypoVereinsbank Deutsche Bank Landesbank Berlin Brainium Studios Solitain Onlinebanking Staufriende Antonno Bayon livejasmin.com Adobe Corp. Taronhank Deutsche Bank chaturbate con Shop Apotheke ING Others My Free Farm My Vodafone Sparda-Bank Sud Feierabend xhamster.com Nebenan.de Postbank ostbank Finanzassistent un Games Free Block Puzzle BookLooker

Office 365 G-DiBa Banking to go Telekom DF **GMX News** T-Online UnterhalturgOnline TV line Nachrichten Web,de Homepage Klamm.de Web.de Other Family Locator& Mes Harry Potter: Wizards Unite

Flightradar24

Gummy Droc Fishdom: Deep Dive Solitaire - Grand Harvest Candy Crush Sodal angouts MyToys DE Pixel Art Bricks Ball Crushe Paint By Number TorAlarm Fussball Live Candy Crush Friends Sag TV SPIELEILM Toon Blast FUSSBALL HÖRZU Ouipp - Ouiz-Show YAHTZEE With Buddies Sky Ticke Candy Crush Jelly Saga Dailymotion Nordbavern.de

Babbel

Il Solitaire

ogoo Bubble Shoote

Spiele-kostenlos-online d WeatherRada Computer Bild funbags.com MARTIN ANDREE TIMO THOMSEL ATLAS DEF

CHECK24 Others

HUK24

Netto Marken-Disco

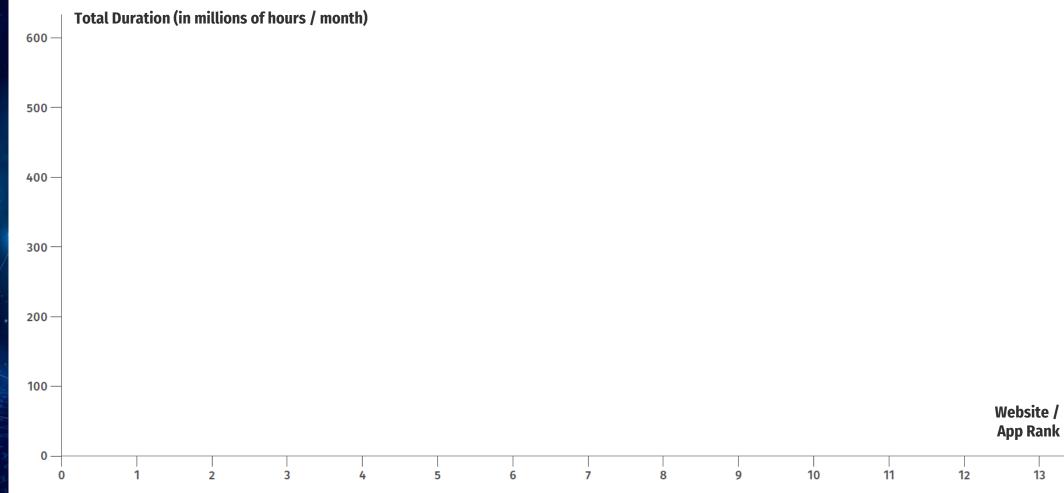
campus

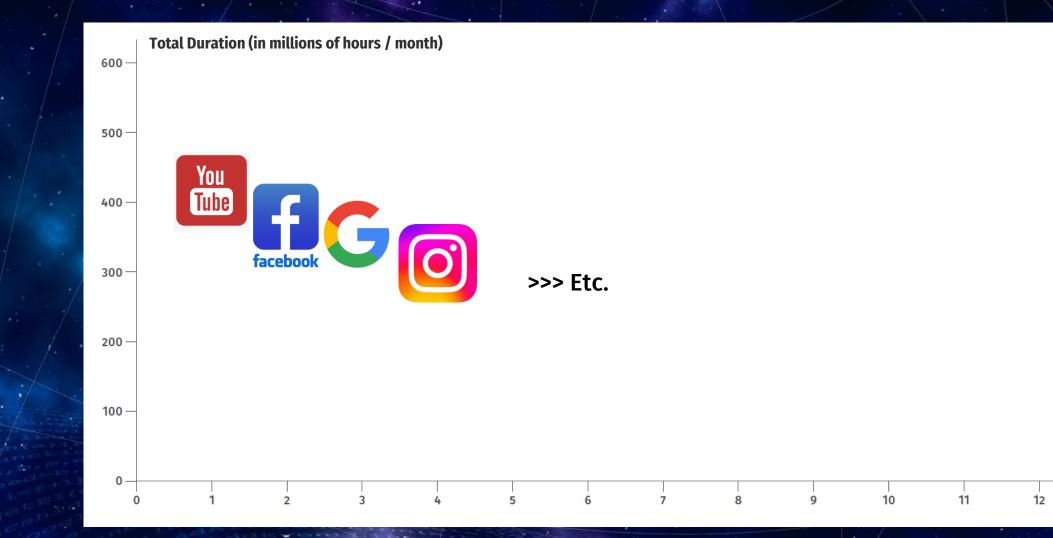
Sport \_ T-Online Spiele

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

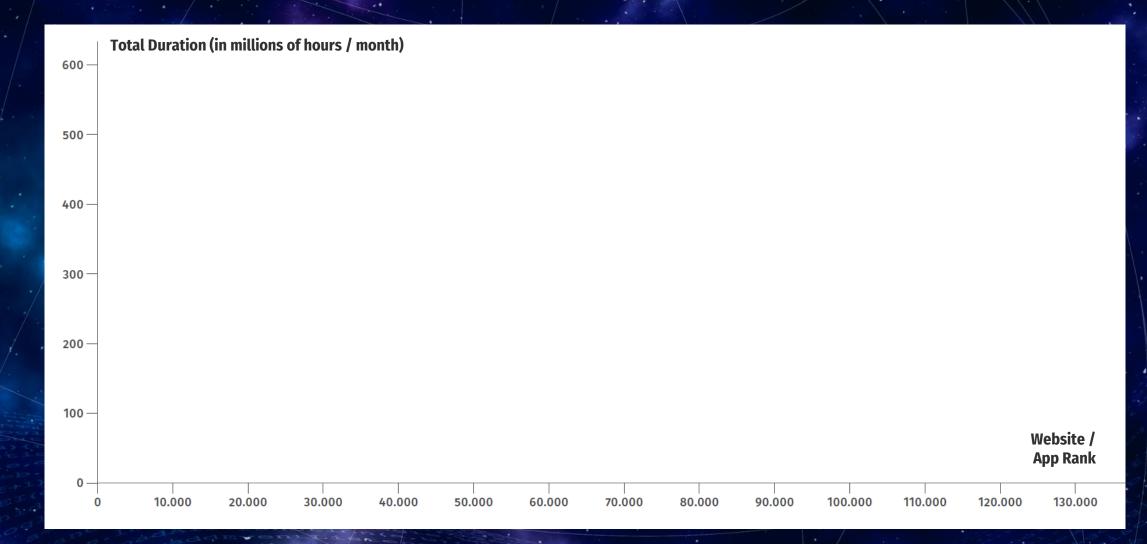
(real use, total market, Germany)

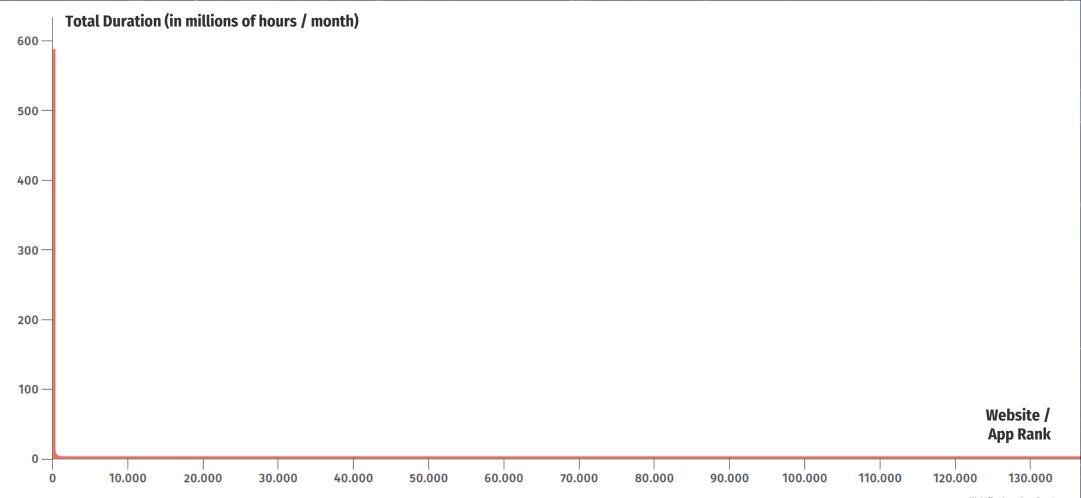
www.atlasderdigitalenwelt.de

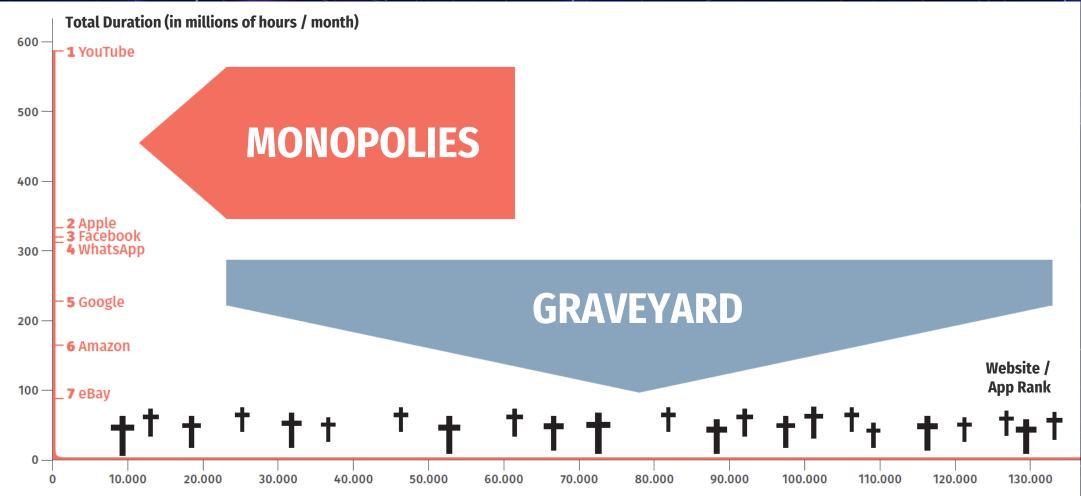




Website / App Rank





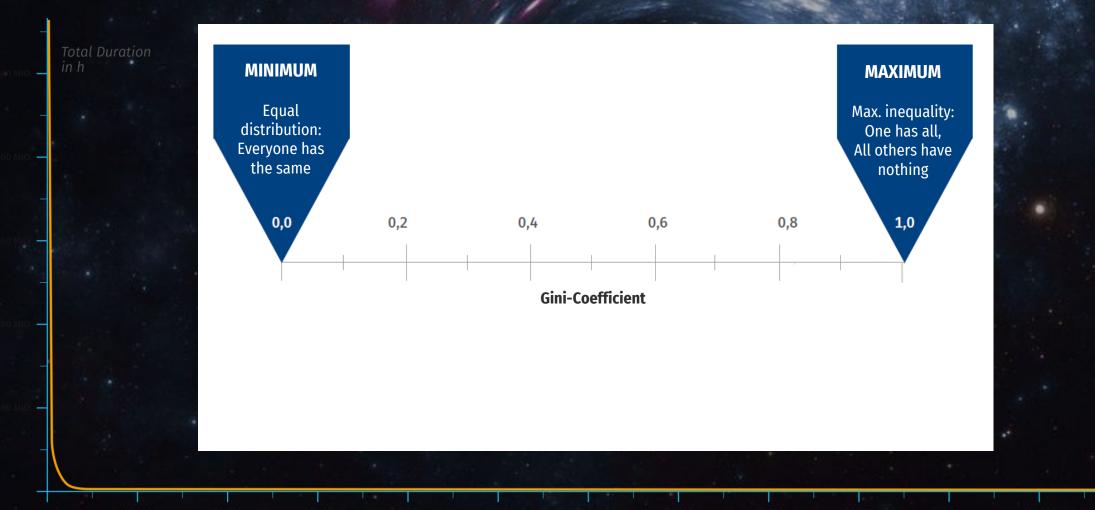


## **Traffic - concentration?**

Total Duration in h

Vebsite/App Rang

## **Traffic - concentration?**



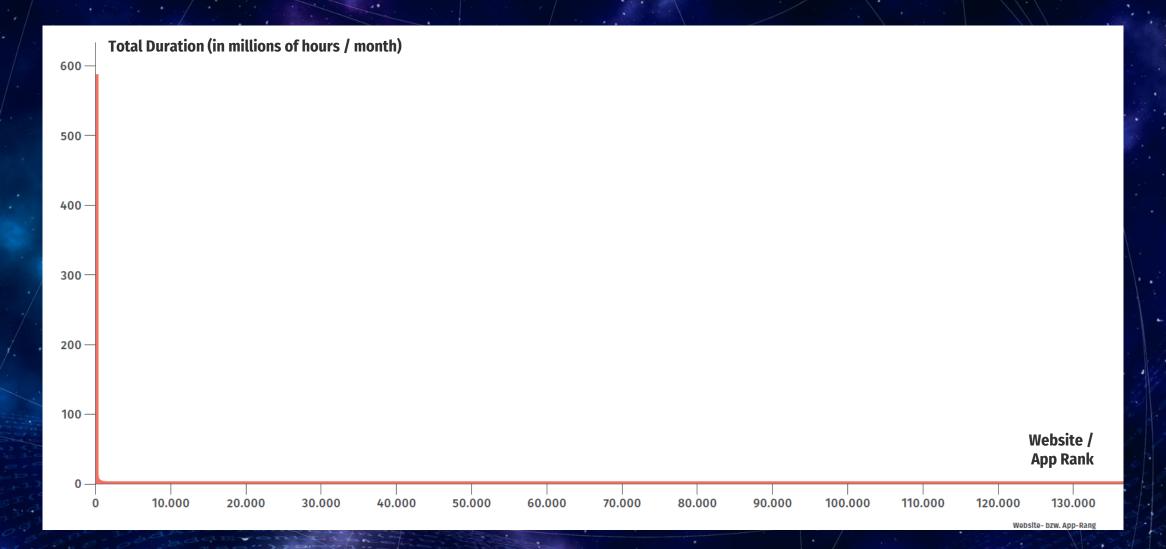
Website/App Rang

## **Traffic - concentration?**

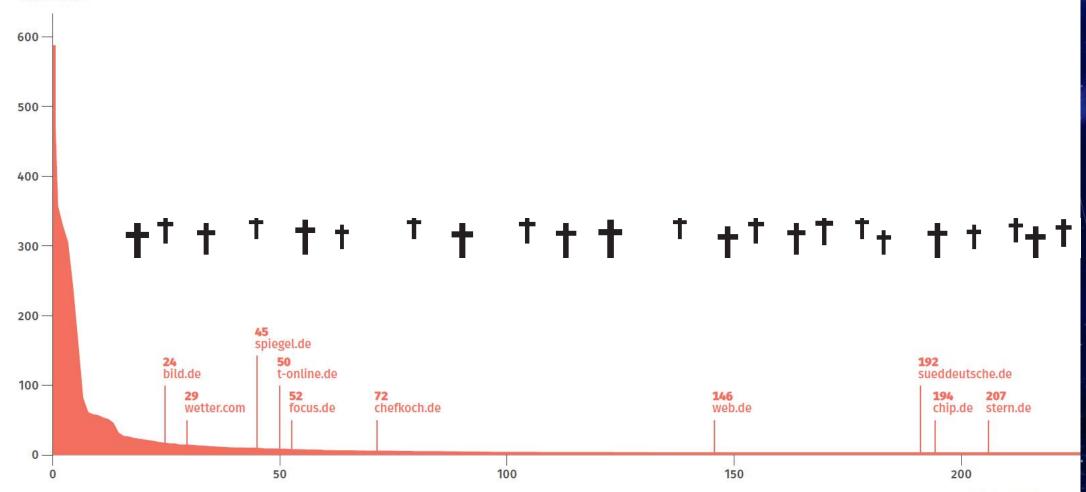


Website/App Rang

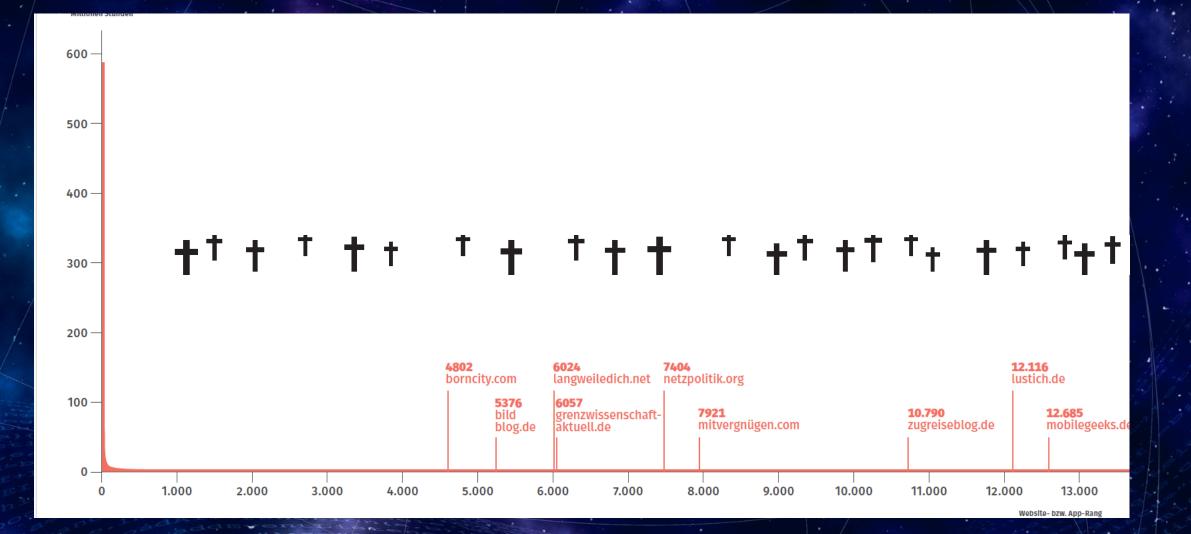
### Affected ...



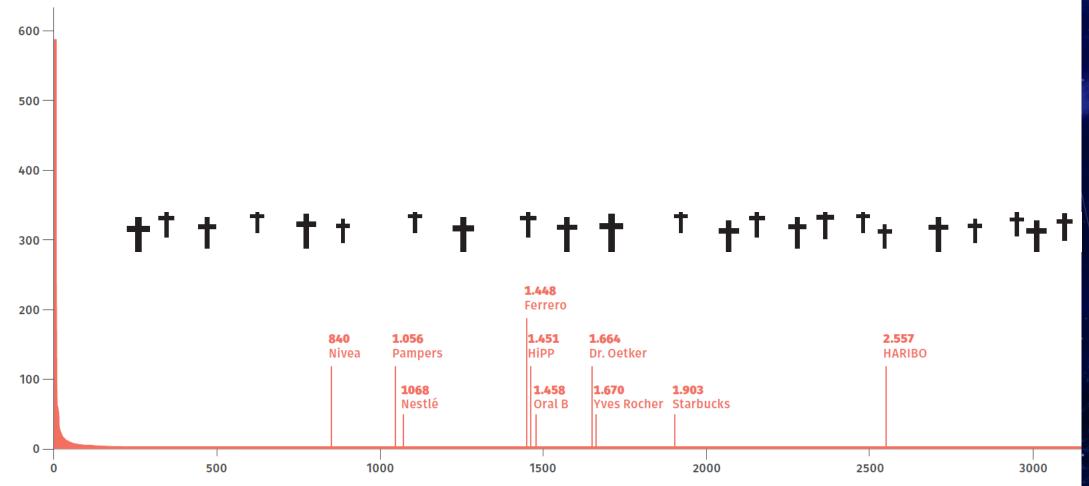
### **Affected: Publishers**



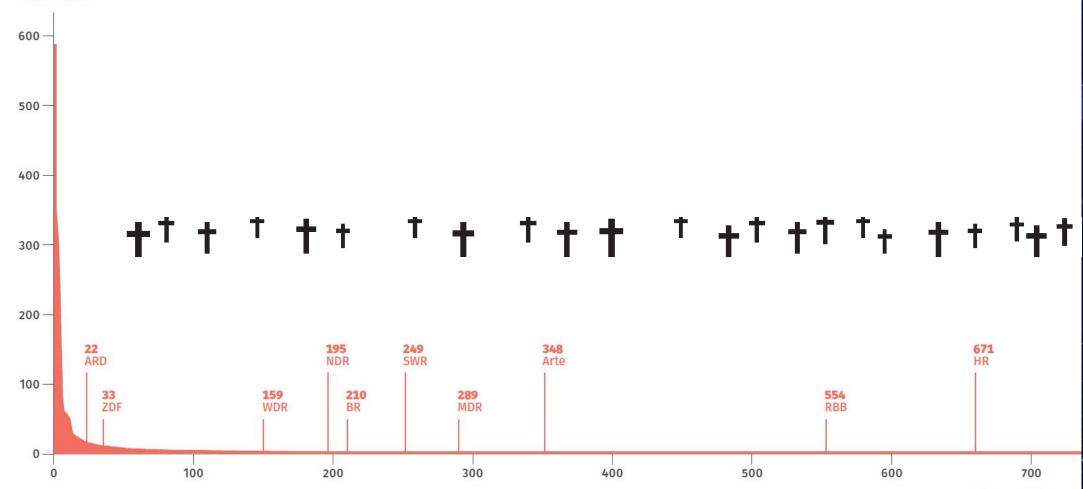
## **Affected: Bloggers**



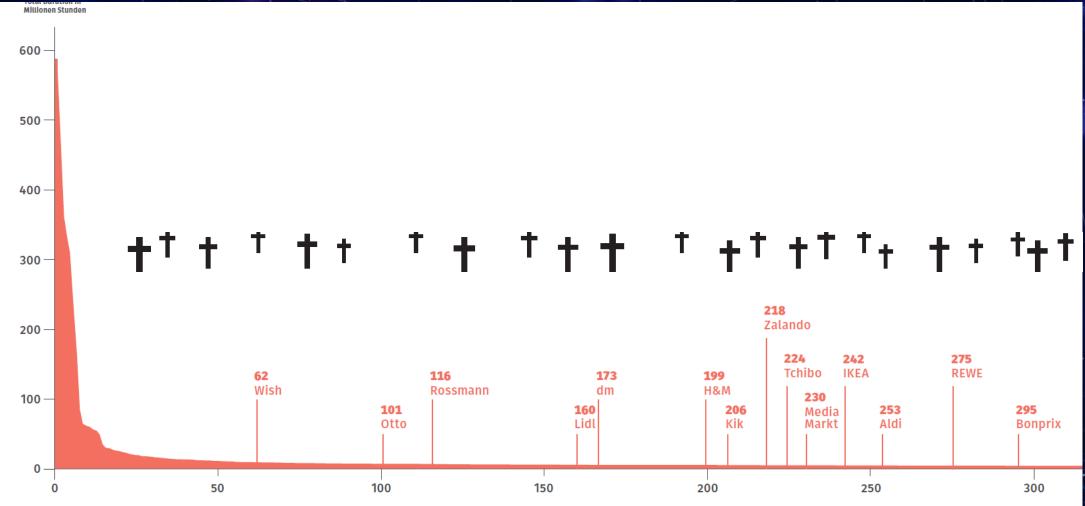
### **Affected: Brands**

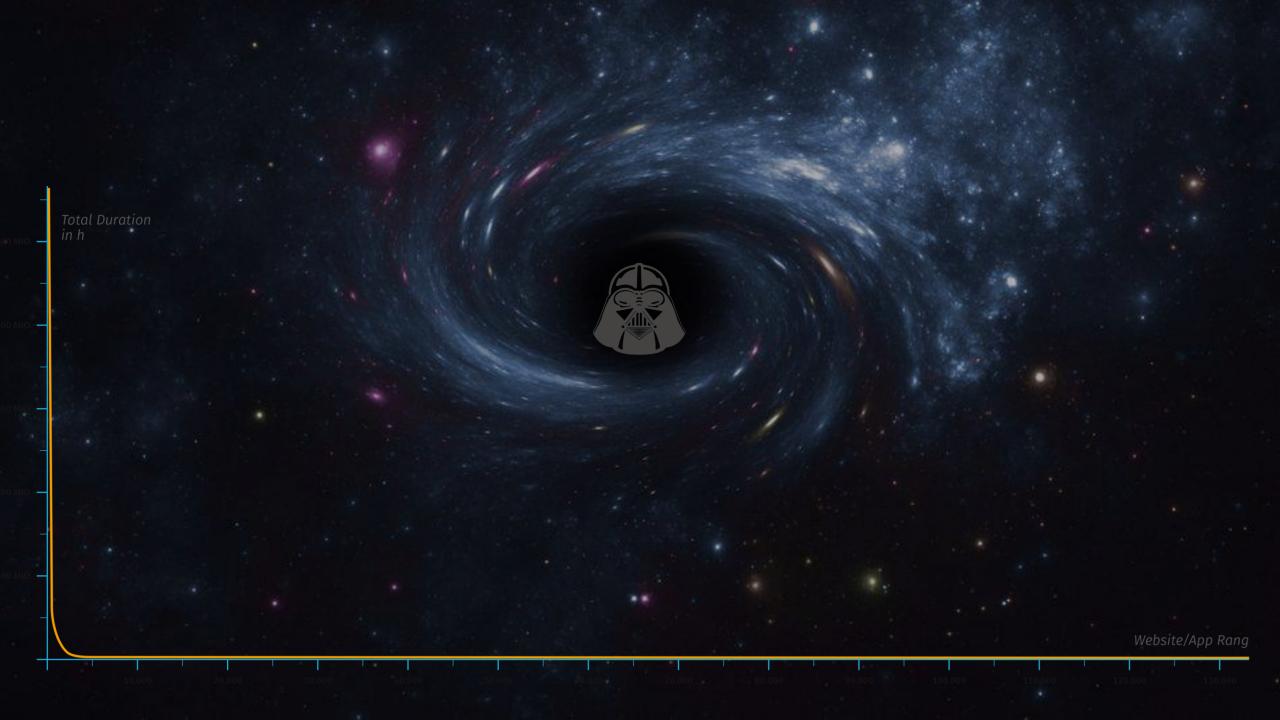


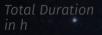
## Affected: Public service broadcasting



### **Affected: E-Commerce**









# 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

Nebsite/App Rang

## Forget about it.

D

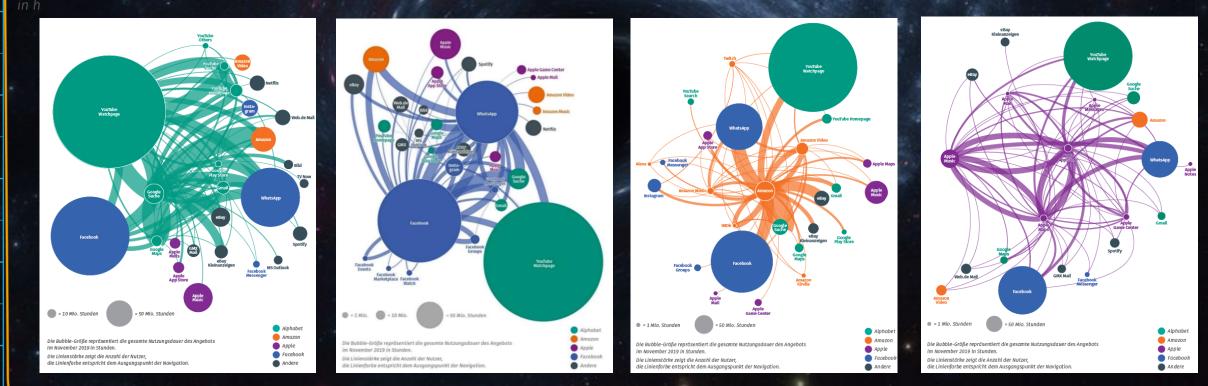
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### How has Big Tech eliminated competition?

- 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

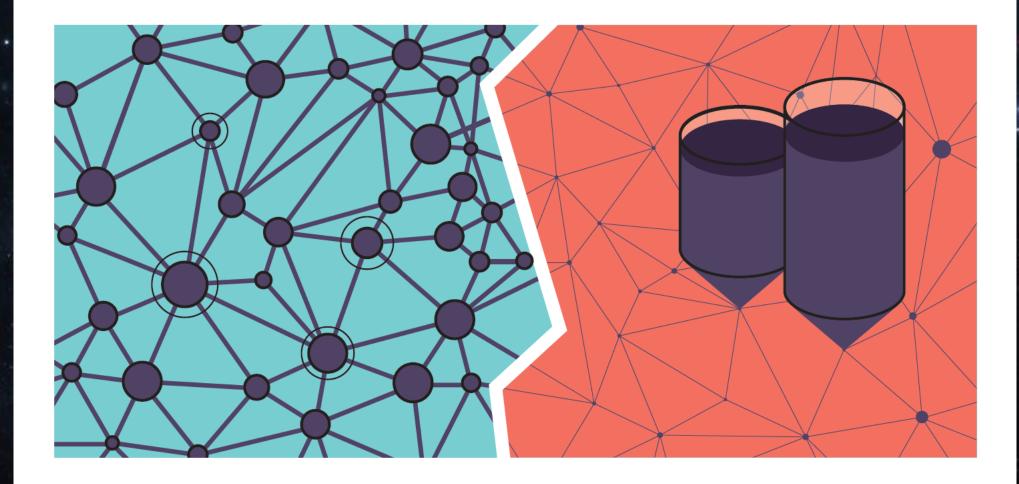
## **Gateways: Self-Preferencing of Traffic**

Total Duration



Website/App Rang

## The Free Internet is Dead.

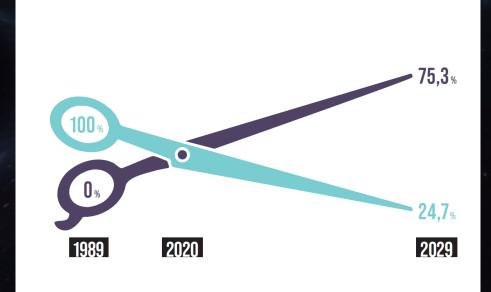


### **Concentration booster: Generative Al**



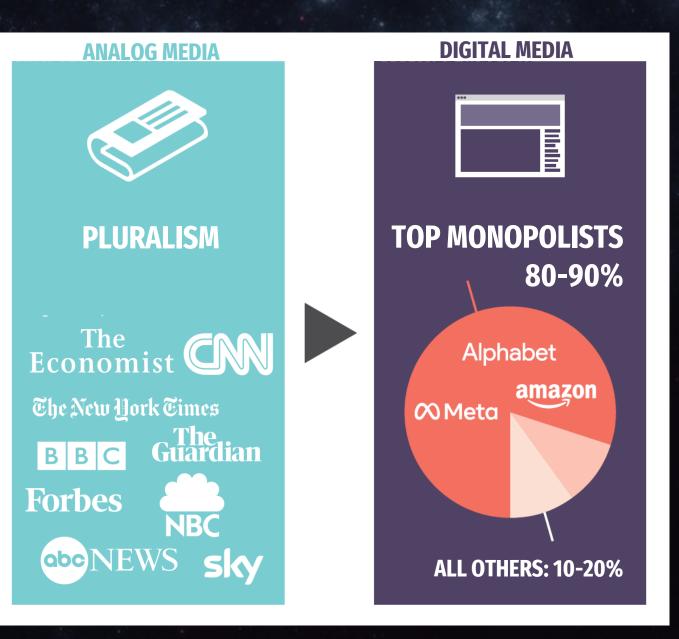
### **Transformation, forecast**

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



### **Consequence 2**

Editorial media lose their financial basis.



### **Consequence 3**

### US platforms will control the political public sphere

#### **TRAFFIC MANIPULATION**



### Game Over, Free Media?

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

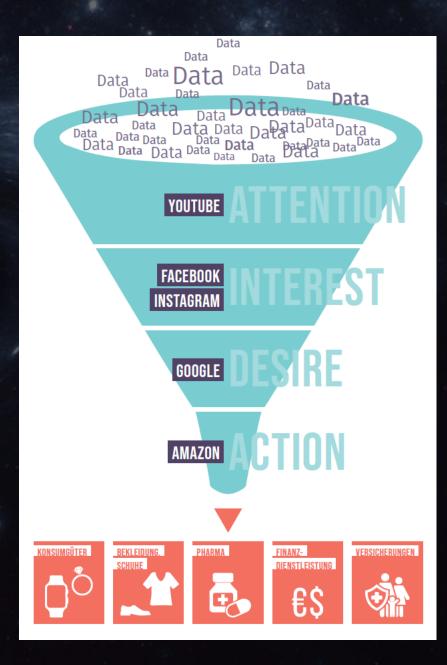
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Constitutional ???

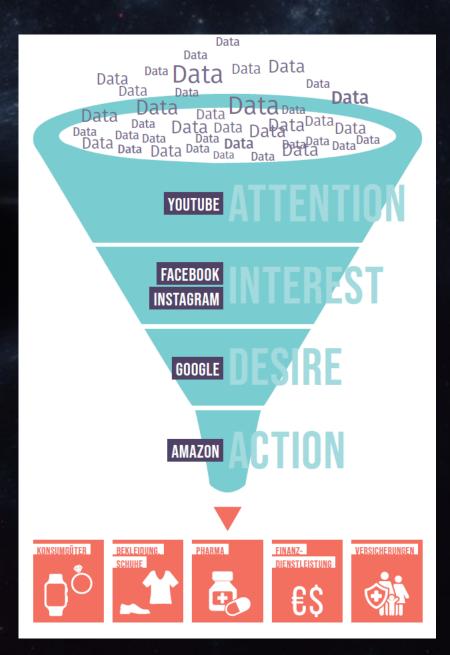
### Consequence

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

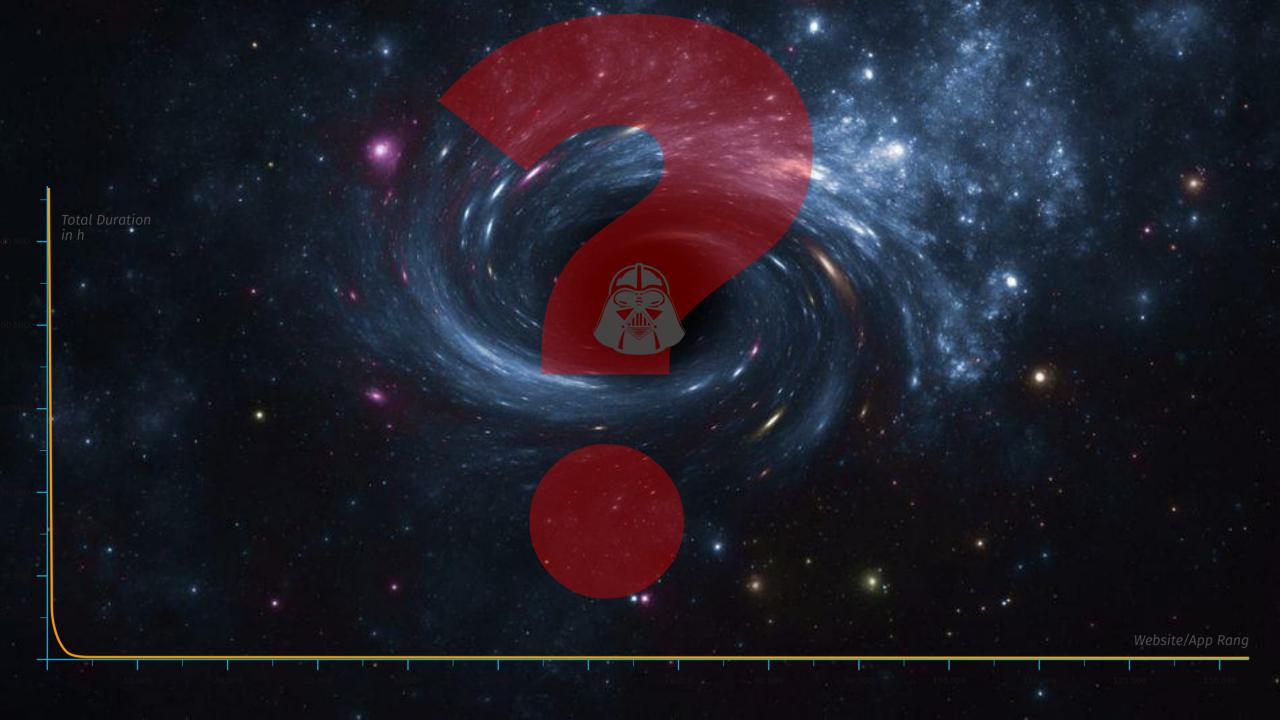


# Non-Compliance with Democracy

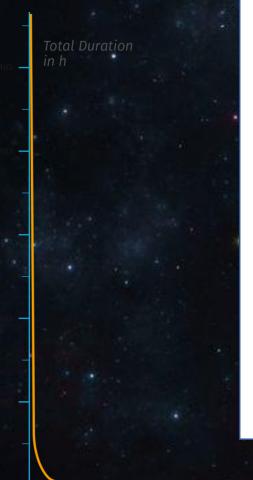
- Aggressive tax avoidance
- Hate speech / fake news
- Data surveillance

....

- Cooperation with US secret services
- Manipulation and blackmailing of journalism / science
- Intentional violations of the law
- Precarious working conditions
- Manipulation of elections

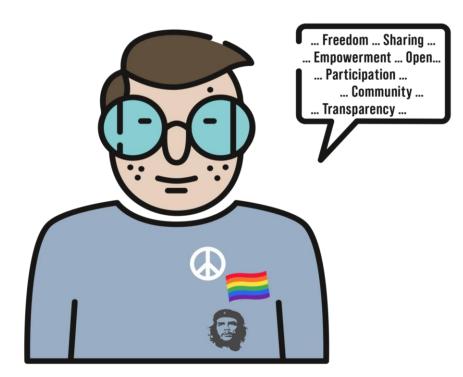


Vebsite/App Rang

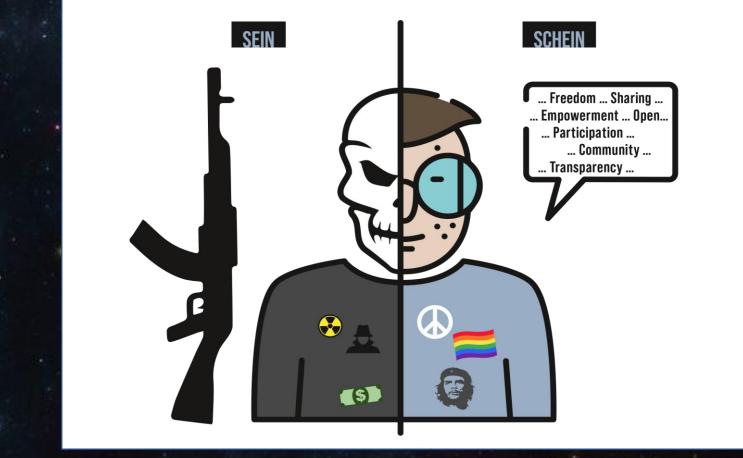


... Freedom ... Sharing ... ... Empowerment ... Open... ... Participation ... ... Community ... ... Transparency ...

Website/App Rang



Website/App Rang



Website/App Rang

# **HOW CAN WE SOLVE THE PROBLEM?**

# Huge problems - difficult to solve



# Our problem can be solved quickly and at ZERO cost

### **Freedom for Outlinks** on platforms

**Economic separation of** transmission path and









punishable content





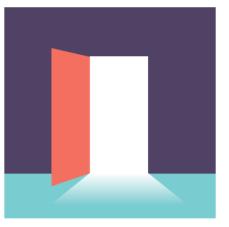
## 1

Freedom for Outlink design on platforms



## 2

Open standards for platforms / interoperability





Economic separation of transmission path and content





Upper limit of 30% market share also fo digital media





Ban on monetization of punishable content



## 1

Freedom for Outlink design on platforms



### 2

Open standards for platforms Content/interoperability



## 3

Economic separation of transmission and content





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Upper limit of 30% market share also for digital media





## Ban on monetization of criminal content



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Freedom for Outlinks on platforms



## 2

Open standards for platforms / interoperability





Economic separation of transmission and content





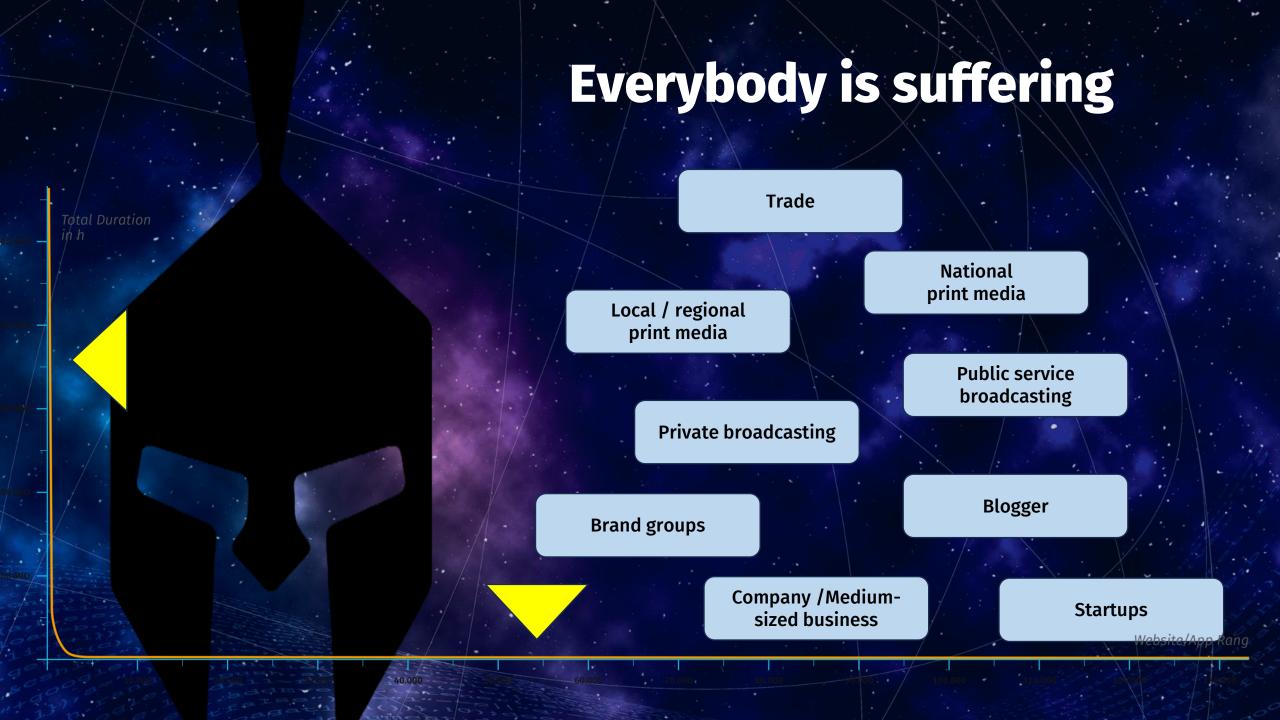
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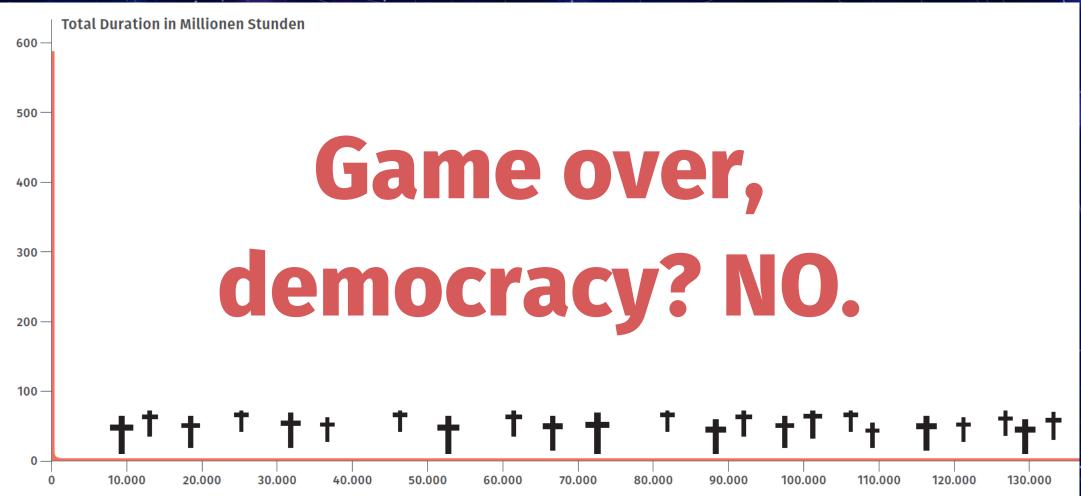


Ban on monetization of criminal content





# How do we explain this to our children?



Website- bzw. App-Rang

# Let's act - NOW

MARTIN ANDREE



ie Digitalkonzerne zerstöre Demokratie und Wirtschaf

> Wir werden sie STOPPEN



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 $\bullet$ 

Digital giants destroy democracy and economy



## 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

MARTIN ANDREE



Die Digitalkonzerne zerstörer Demokratie und Wirtschaft

Wir werden sie

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Digital giants destroy democracy and economy



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## Martin Andree, University of Cologne