

Globalization, new ICT and Media

Cinzia Dal Zotto, University of Neuchâtel

March 25, 2020

Guest lecture at the University of Zurich within the course
“Globalisierung und Multinationale Unternehmen”

Agenda

- ▶ A new global era
- ▶ Digitalization and the new media landscape
 - ▶ Opportunities for the media industry ... And for corporations
 - ▶ Threats for the traditional media industry and reactions
- ▶ Role and responsibility of new digital multinational companies
- ▶ Takeaways and outlook

Learning objectives

- ▶ Understand how **globalization** is changing because of digitalization
- ▶ Understand the impact of **digitalized globalization** on the media industry
- ▶ Discuss the related **risks** for the media industry as well as for the development of a democratic and pluralistic society
- ▶ Evaluate the **role and responsibility of multinational technology companies** within this context

Guiding questions of this session

- ▶ What is the impact of globalization and digitalization on the media industry?
- ▶ What is the role and responsibility of multinational technology companies within this context?

Globalization & Digitalization

New global era

20 th Century	21 st Century
Tangible flows of physical goods	Intangible flows of data and information
Flows mainly between advanced economies	Greater participation by emerging economies
Capital and labor intensive flows	More knowledge intensive flows
Transportation infrastructure is critical	Digital infrastructure equally important
Multinational companies drive the flow	Small firms & individuals can play a role, too
Flow of mainly monetized transactions	More exchange of free content and services
Ideas diffuse slowly across borders	Instant global access to information
Innovation from advanced to emerging economies	Innovation flows in both directions

McKinsey Global Institute, Digital Globalization: The new era of global flows, 2016.

New global era

Global flows of trade and finance are flattening, **data flows** are soaring



Global flows increase economic growth

10% GDP increase

Worth \$7.8T in 2014

\$2.8T from data

Larger impact than goods

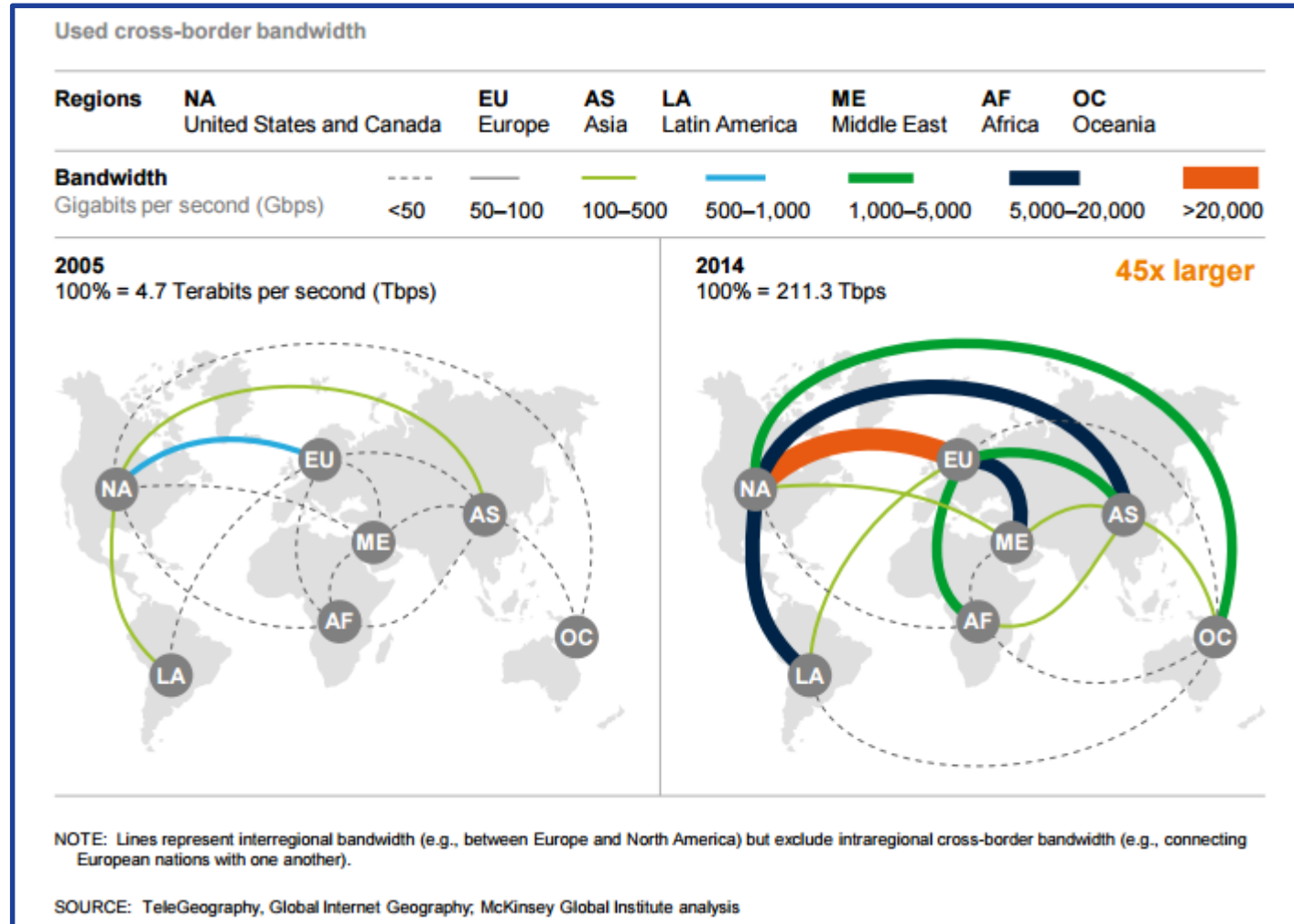
~50% potential GDP

For some countries by increasing participation in data flows

McKinsey Global Institute, Digital Globalization: The new era of global flows, 2016.

New global era

Cross-border data flows are surging and connecting more countries



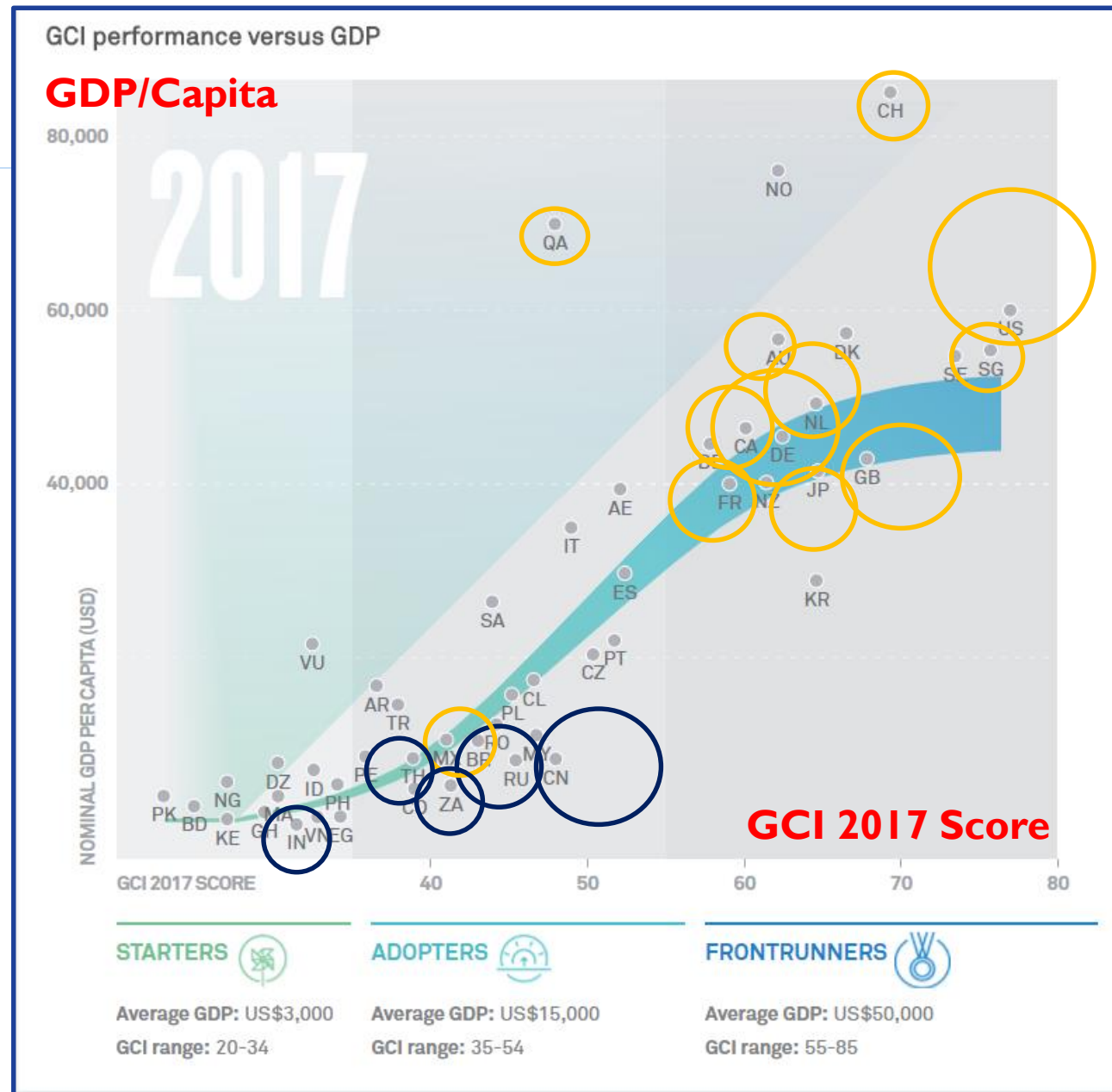
New global era

A small group of leading countries are much more connected than the rest of the world

HOWEVER

After 2 decades in which INT COMM far outpaced DOMESTIC COMM, available measures suggest a possible slowdown:

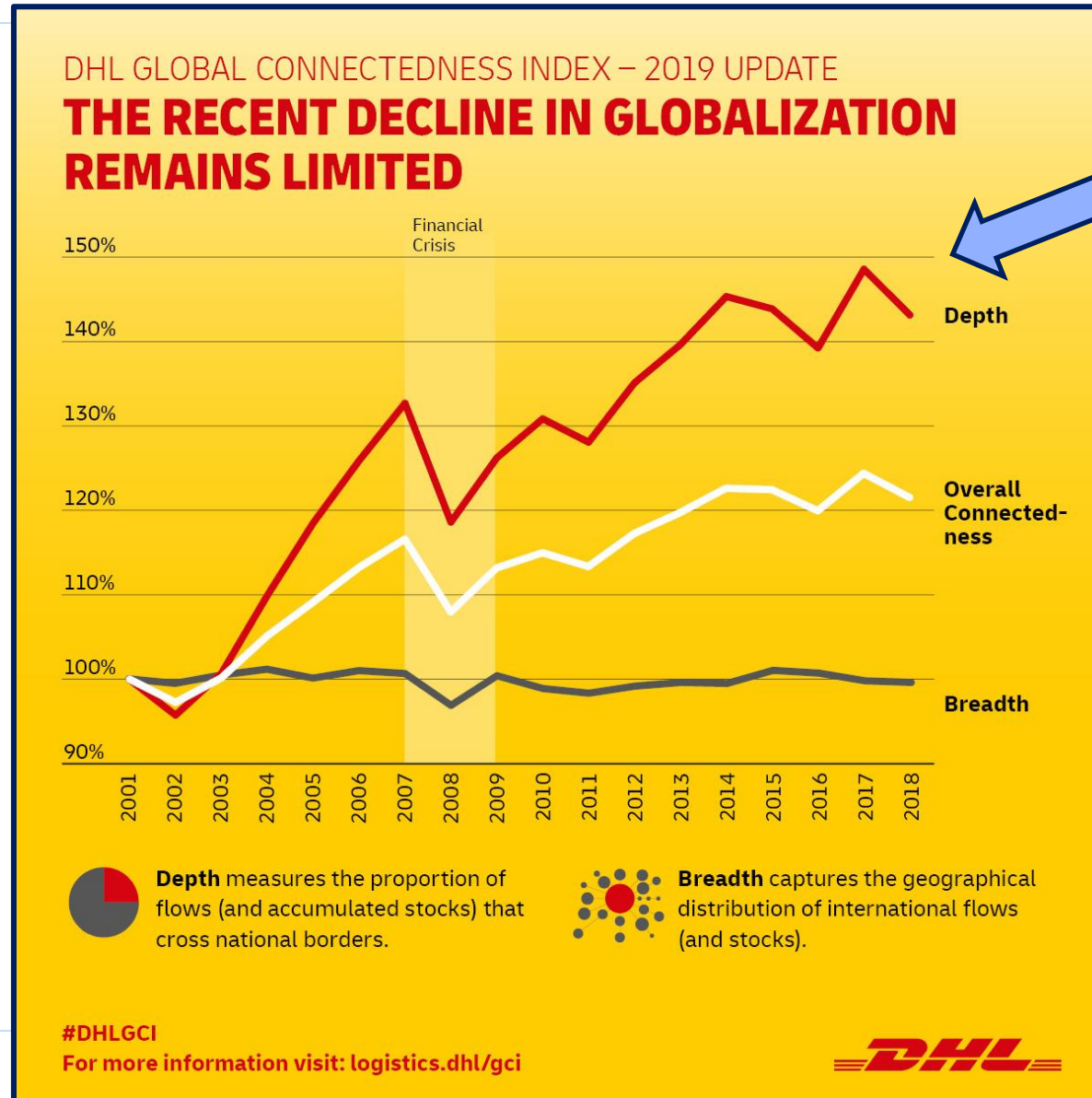
Recent international growth appears to have only modestly exceeded domestic growth.



New global era

Development of Global Connectedness

since 2001



New global era

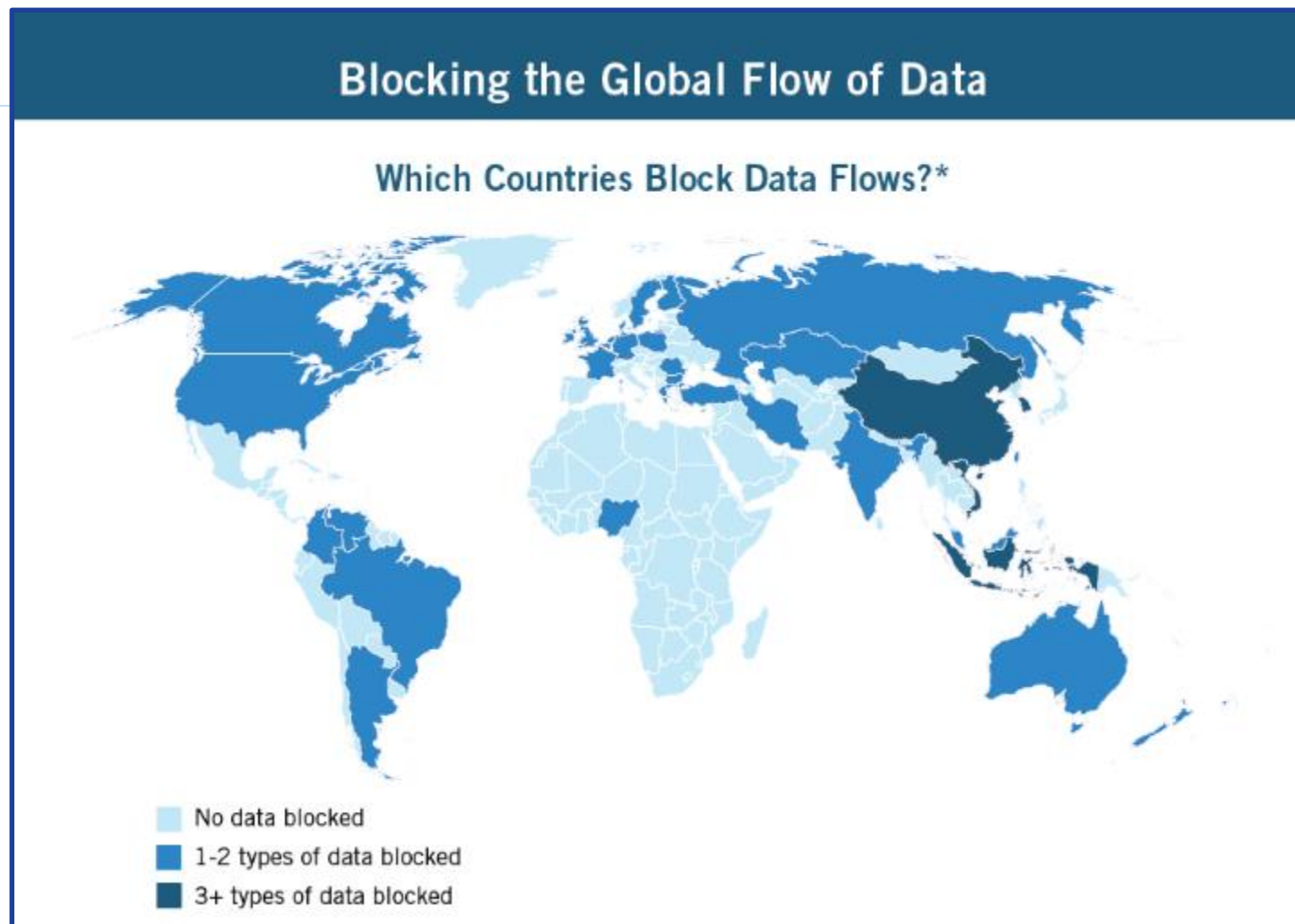
Development of Global Connectedness

since 2001



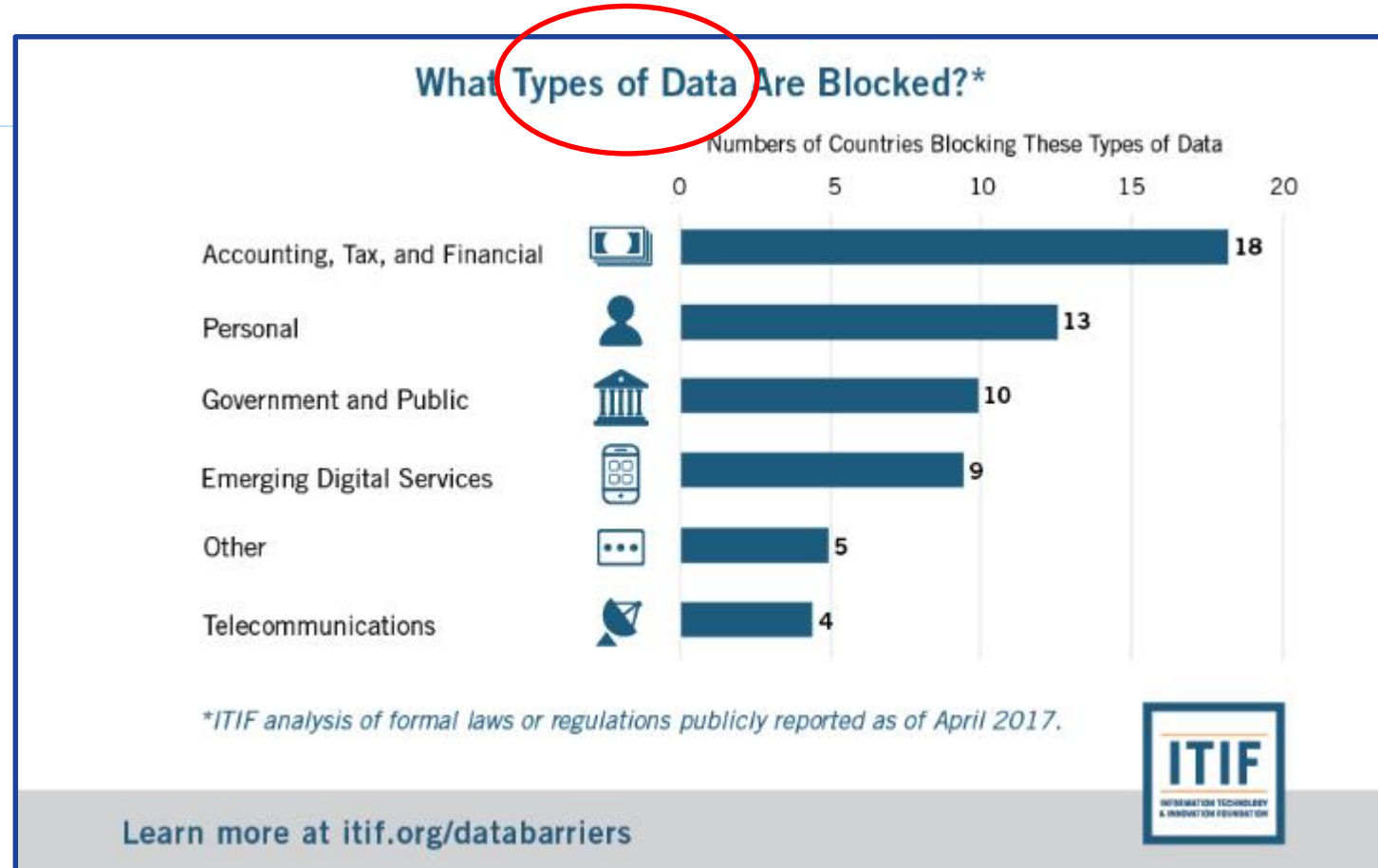
New global era

Many countries are starting to block data flows



New global era

Many countries are starting to block data flows



New global era

Many countries are starting to block data flows

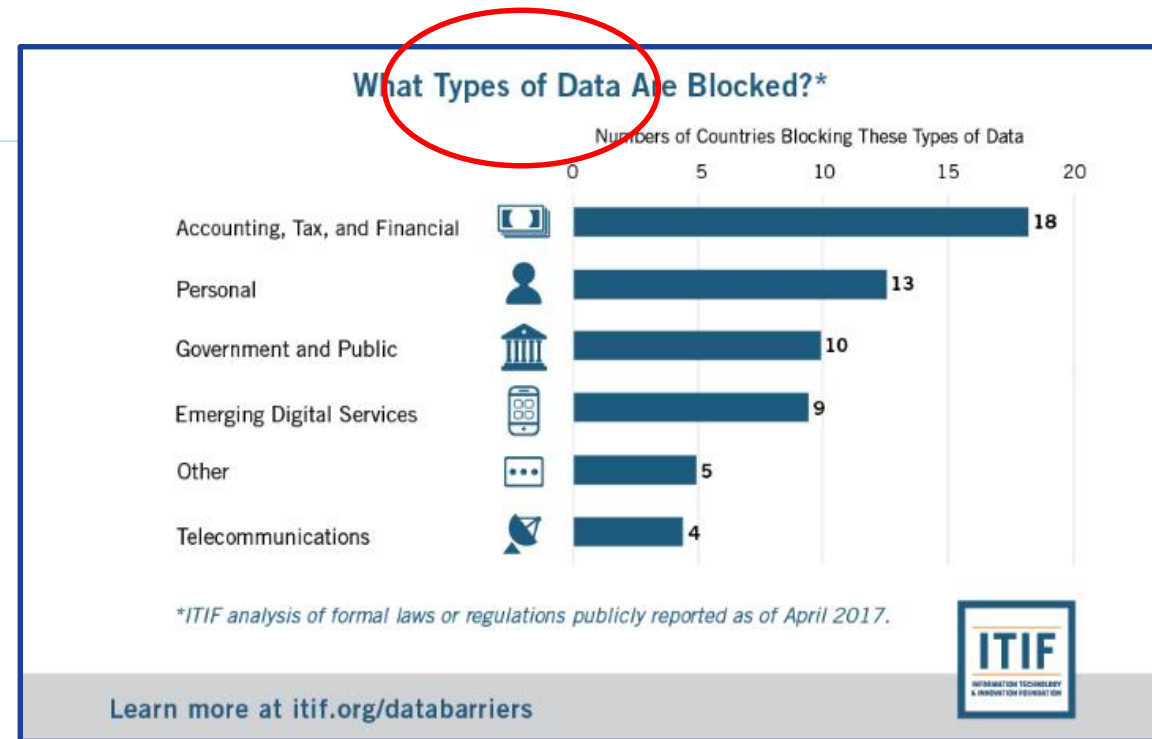


They are making it more expensive and time consuming, if not illegal, to transfer data overseas.



This reduces economic growth and undercuts social value

- Decrease of U.S. GDP by 0.1-0.36 %
- Increase in prices for some cloud services in Brazil and the European Union from 10.5 to 54 %
- Decrease of GDP by 0.7 to 1.7 % in Brazil, China, EU, India, Indonesia, Korea, Vietnam (they have all either proposed or enacted data localization policies)



Digitalization & The new media landscape

Digitalization and impact on the media industry

Digitization

- It implies the **integration of ICTs** (telecommunications, computers as well as software and audio-visual systems) to enable users **to access, store, transmit information**
- It allows individuals and organizations to communicate directly and publicly with each other

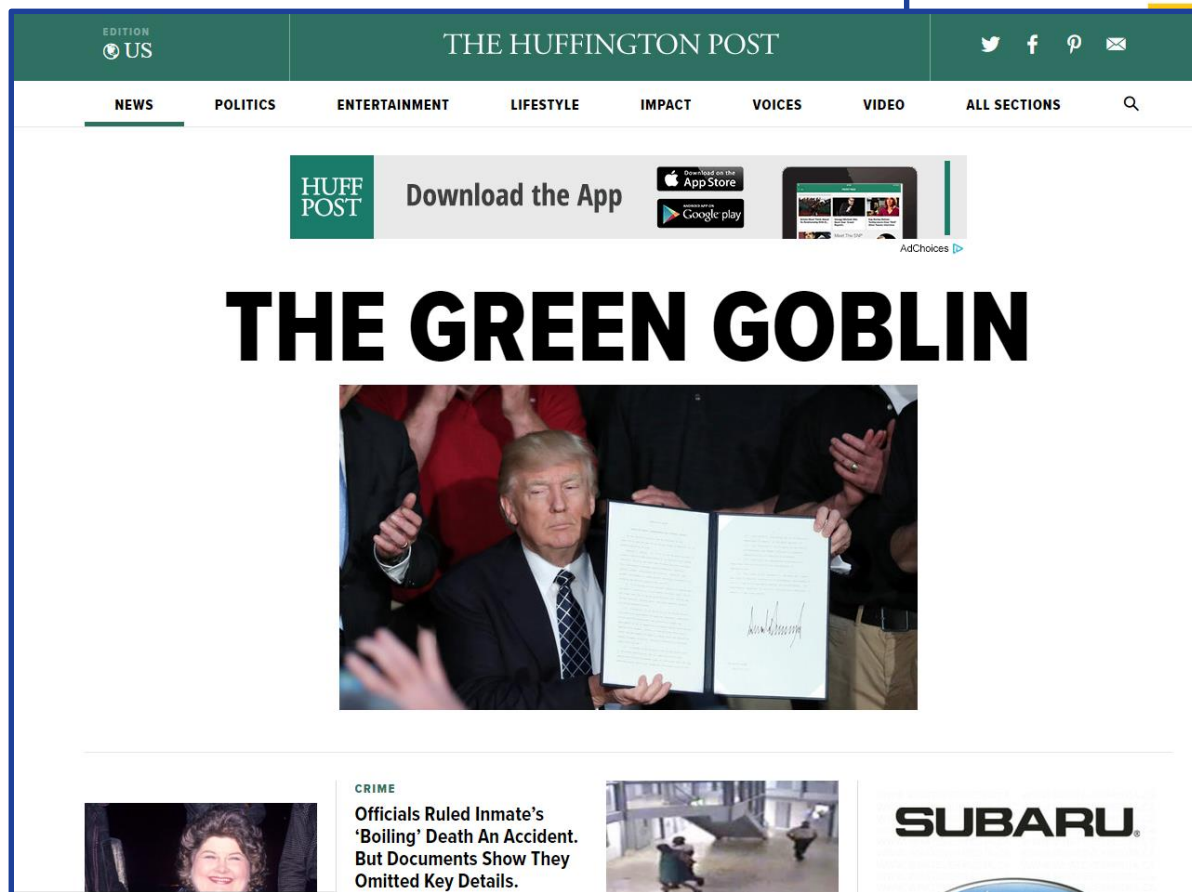
Transformation in how print and audio-visual content is both produced and consumed

1. New opportunities for new media actors
2. New threats for traditional media companies

I. New opportunities for the media industry ...

- Non-profit organizations such as Wikileaks, International Consortium of Investigative Journalism (ICIJ) ...
- Pure players: [Huffington Post](#), [Buzzfeed](#), [ProPublica](#), [Mediapart](#) ...

Huffington Post

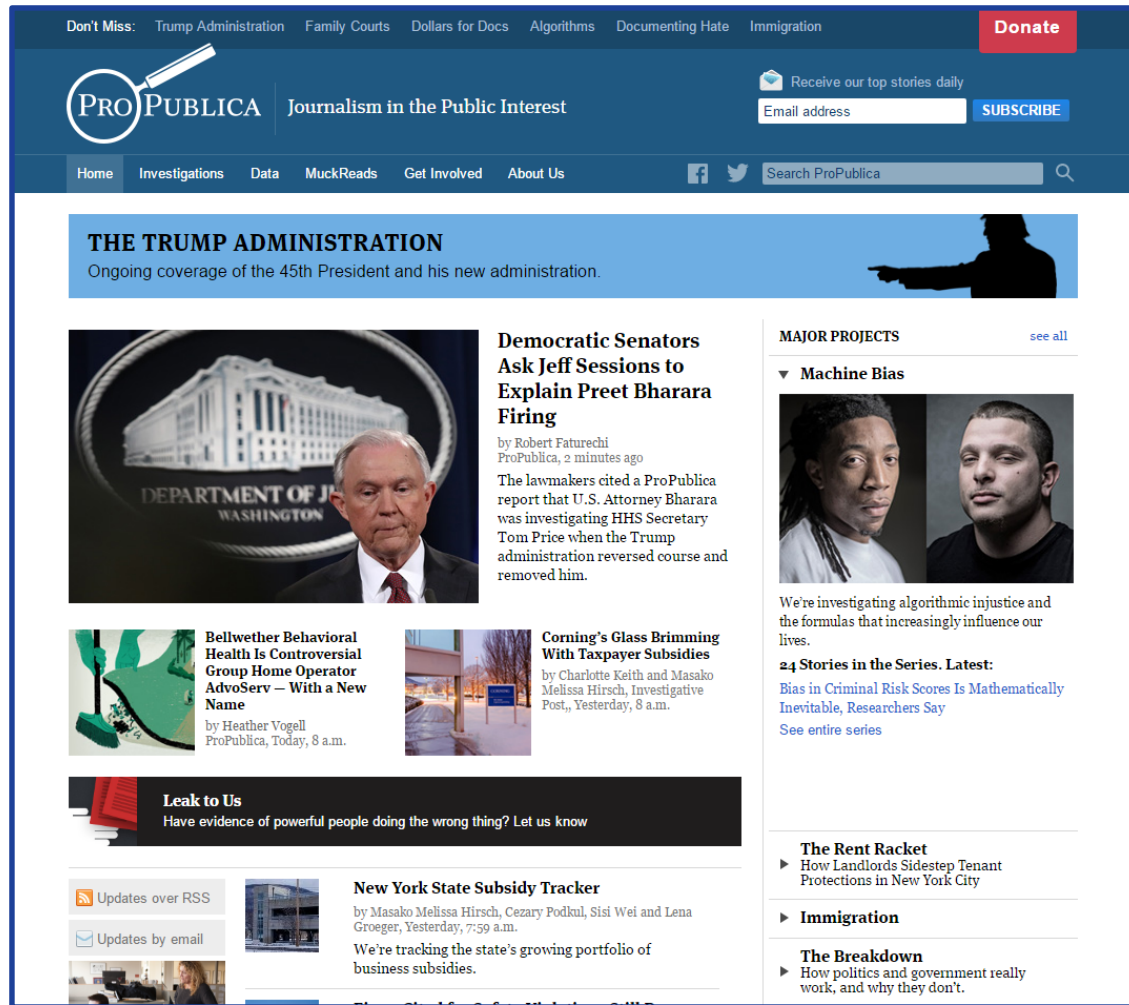


Founded in 2005, bought by AOL in 2011 for **\$ 315ML**



18 (AOL it self was bought by Verizon Communications in 2015 for \$4.4 billion)

Pro Publica and Mediapart, investigative journalism



ProPublica

- Non-profit, independent newsroom
- Founded in 2008 by Paul Steiger, former managing editor of The Wall Street Journal
- Now led by Engelberg, former investigative editor of The New York Times, and Tofel, former assistant publisher of The Wall Street Journal
- >100 journalists + publications in collaboration with traditional media
- Various Pulitzer prizes
- Funded by philanthropic donations, even though they accept advertising and consider selling of data

Pro Publica and Mediapart, investigative journalism

Mediapart

- Independent and participatory online newspaper
- Founded in 2008 by Edwy Plenel, Bonnet, Desportes, Mauduit
- About 87 permanent employees (47 journalists)
- Profitable from 2011, now has Euro 16.8 ML of revenues (+21% growth compared to 2018) and 2.3 ML of net profits, +/-170'000 subscriptions



VICE Media, from print magazine to digital immersion journalism

- A digital media broadcasting company
- Founded in 1994 by Shane Smith, Alvi and McInnes, originating from the Montreal-based VICE magazine
- Expansion into digital video in 2006
- First \$ 70ML from 21st Century Fox in 2013
- Launch of VICE News in 2014
- \$ 200 ML + \$ 200 ML from A&E Networks and Disney in 2014



New opportunities for **Content Aggregators**

Reddit,
Flipboard ...

Blendle

The online
news kiosk

Launched in
2014

- Not profitable in 2019 yet
- Change of Business Model (from article micropayments to premium subscriptions)

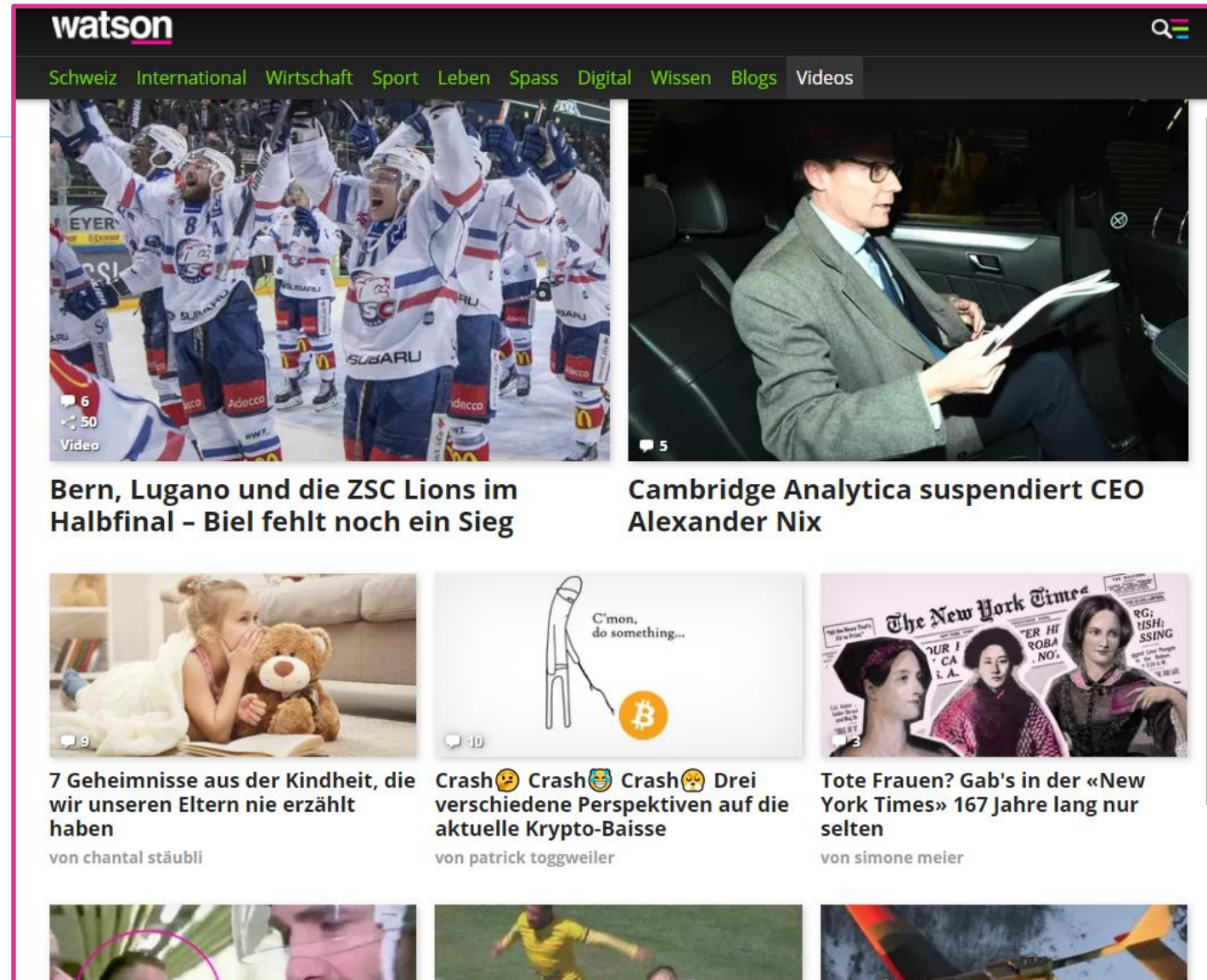


In Switzerland

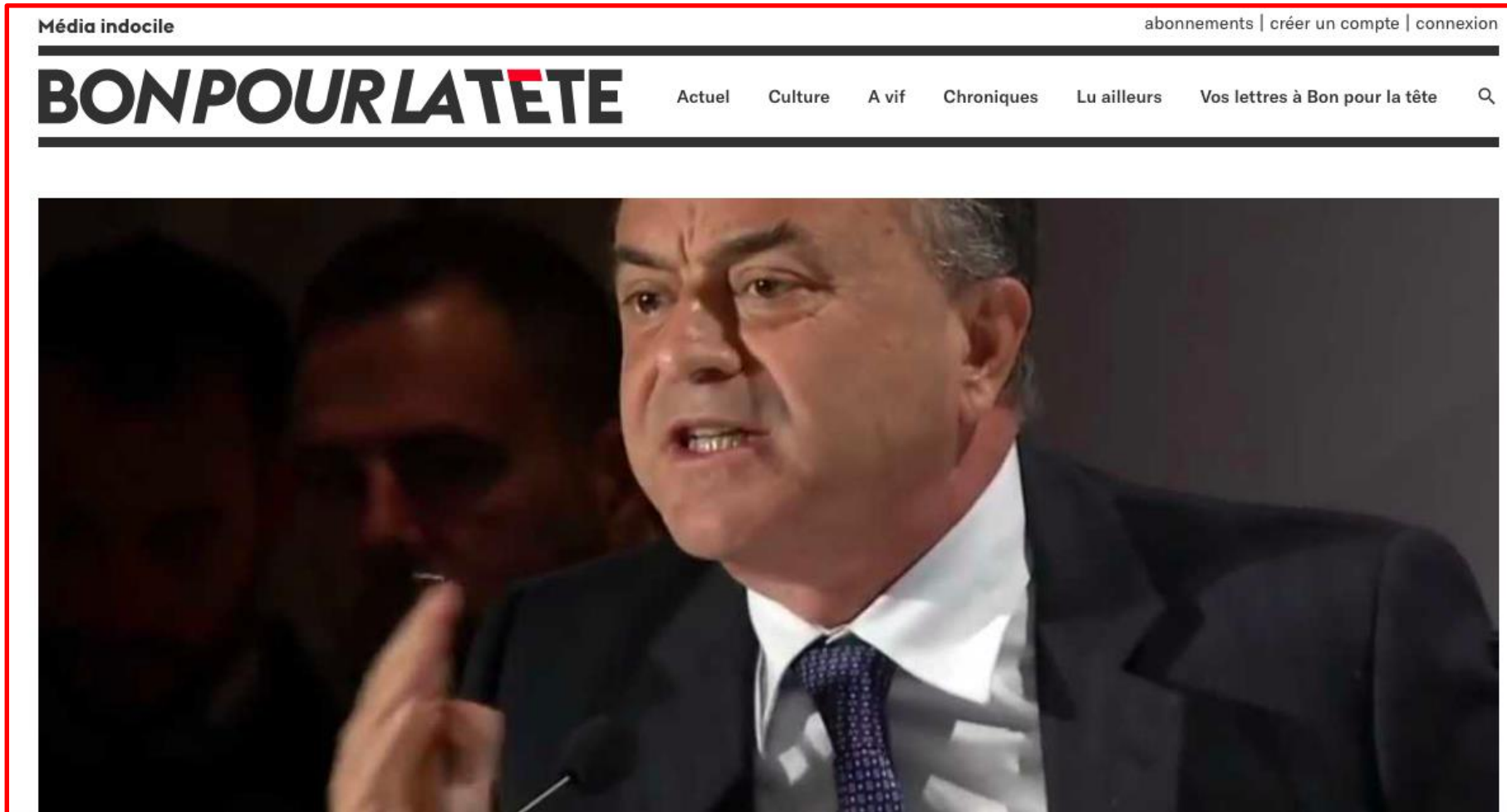
Watson.ch

2014

- Hansi Voigt, previous editor in chief at 20 minutes
- 1.8 ML unique clients in 2018



In Switzerland



2017

- Jacques Pilet & al. after closing down of *L'Hebdo*
- CHF 230'000 of crowdfunding

In Switzerland

Anmelden

REPUBLIK

**Unabhängiger Journalismus.
Werbefrei.**

Mitglied werden

Abo und Mitgliedschaft für CHF 240 pro Jahr

Finder

Die Republik ist ein Magazin für Politik, Wirtschaft, Gesellschaft. Kurz: für alles, was

2018

- Constantin Seibt, ex TA
- 3,5 ML from investors + crowdfunding
- Objective: reach 22.000 subscribers in 5 years

In Switzerland



HEIDI.NEWS



Pour **Heidi.news**, l'aventure commence aujourd'hui.

> DEVENIR MEMBRE FONDATEUR

Nous préparons un nouveau média qui sera lancé à **Genève** au printemps 20

> NOTRE ÉQUIPE

Les fondateurs de **Heidi.news** ont choisi l'aventure d'un nouveau média qu'ils estiment nécessaire.

EDITORIAL



SERGE MICHEL

Journaliste. Prix Albert Londres de reportage, a été rédacteur en chef adjoint du Temps et directeur adjoint du Monde, pour lequel il a aussi créé Le Monde Afrique.

ADMINISTRATION



TIBÈRE ADLER

Entrepreneur, administrateur de sociétés. A été avocat, CEO du groupe Edipresse et directeur romand du think tank Avenir Suisse.

DESIGN



JÉRÔME BONTRON

Fondateur et directeur d'un important bureau suisse de création visuelle. Accompagne en 360° l'identité visuelle de projets d'ampleur internationale.

EDITORIAL



JEAN ABBATECI

Journaliste couteau suisse, ancien rédacteur en chef adjoint du Temps. Spécialiste du numérique. Aime autant les belles lignes de texte que les belles lignes de code.

SCIENCES



OLIVIER DESSIBOURG

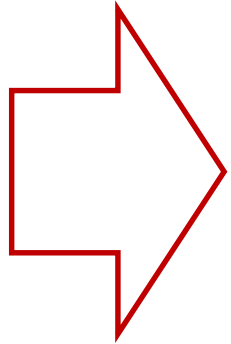
Physicien de formation, journaliste, Prix Média des Académies suisses, ancien responsable Sciences du Temps, président de l'Association suisse du journalisme scientifique.

2019

- Serge Michel, ex Le Monde
- Investors + crowdfunding
- Subscription based

Other opportunities within the media industry ...

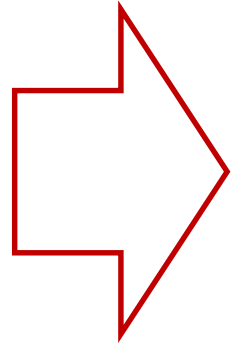
- Video on Demand: Netflix, Hulu, Google Play, Apple iTunes ...



- Technology companies : Google, Yahoo, YouTube, Apple TV ...
- **Social media platforms**: Facebook, Twitter, Whatsapp, Instagram ...

Other opportunities within the media industry ...

- Video on Demand: Netflix, Hulu, Google Play, Apple iTunes ...



- Technology companies : Google, Yahoo, YouTube, Apple TV ...
- **Social media platforms**: Facebook, Twitter, **Whatsapp**, Instagram ...
 - Founded in **2009**
 - Bought by Facebook in **2014** for **\$ 19 Billions**
 - 1.5 billion users

Other opportunities within the media industry ... **Whatsapp**



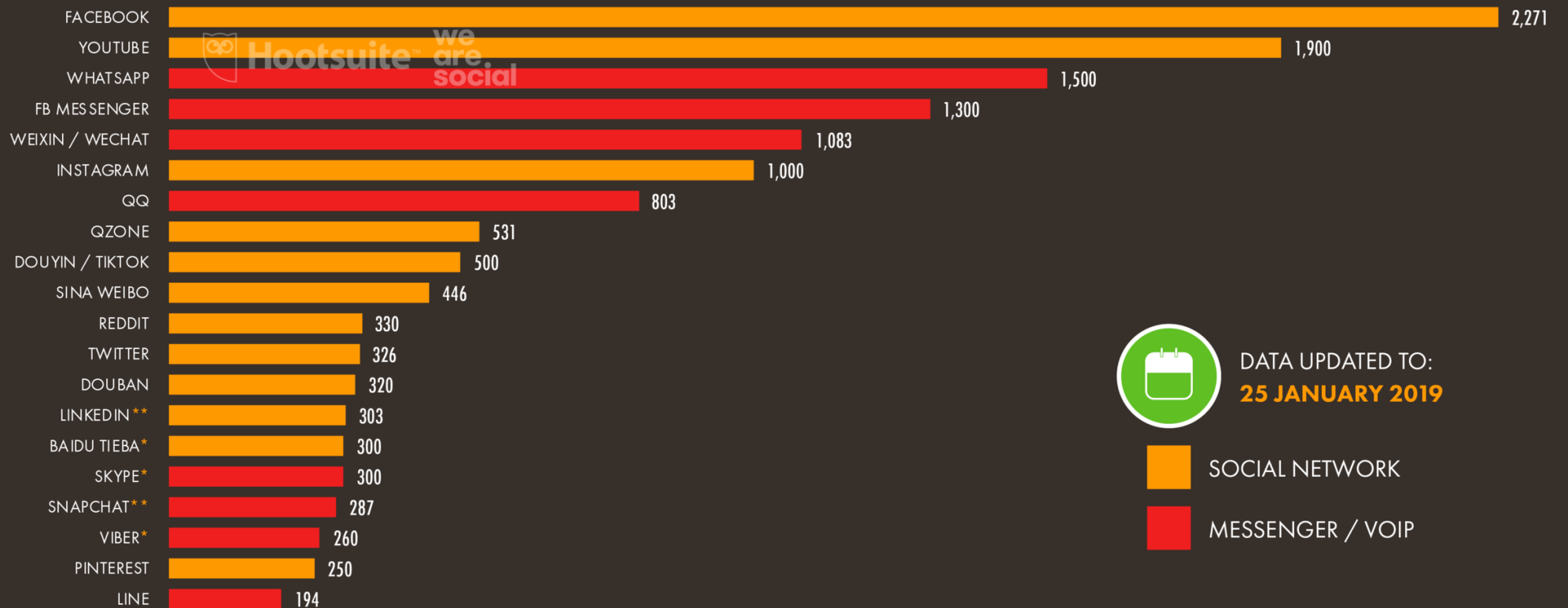
Social Media

The biggest online platforms have user data bases equal to the population of the world's biggest countries

JAN
2019

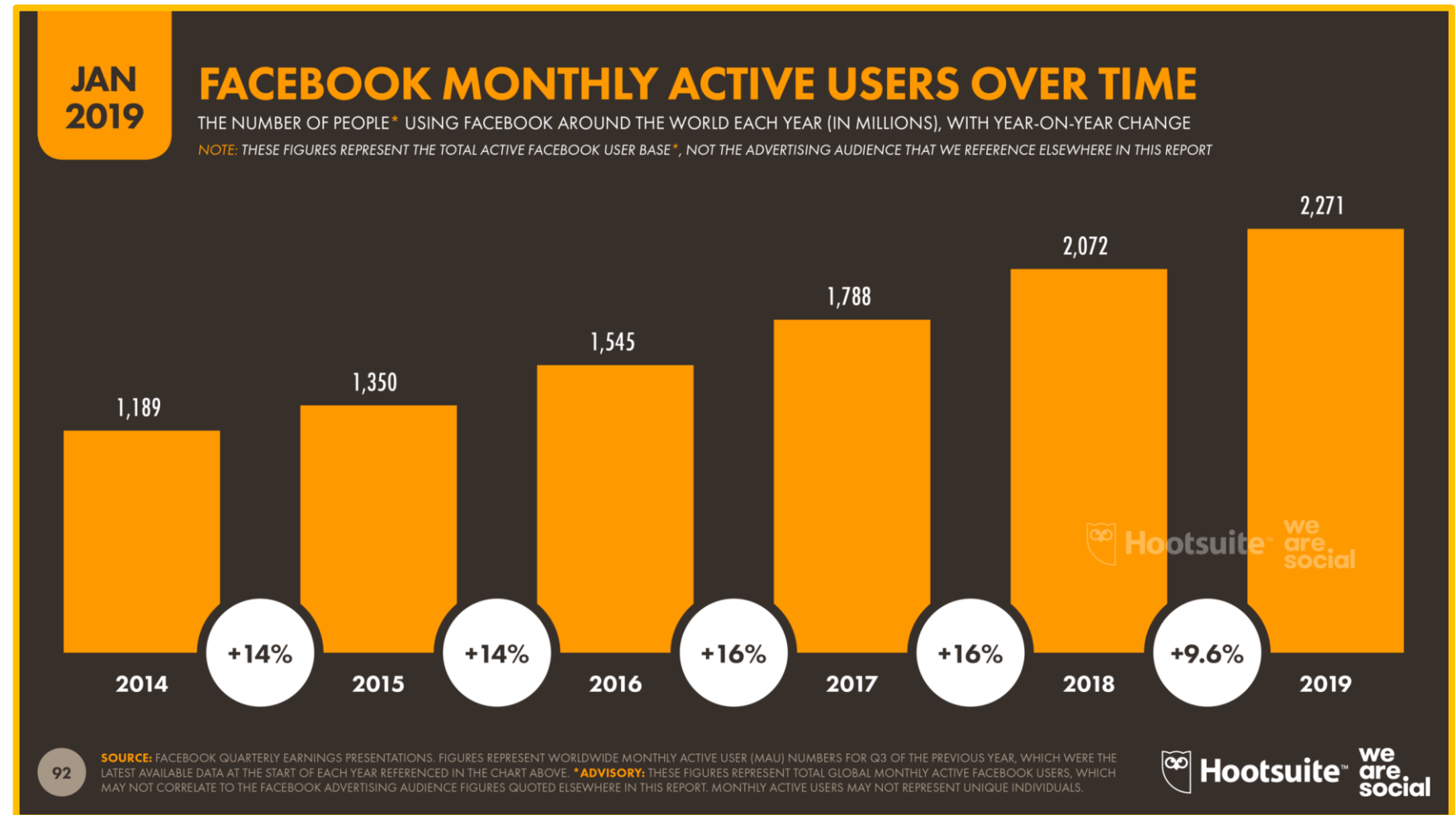
SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



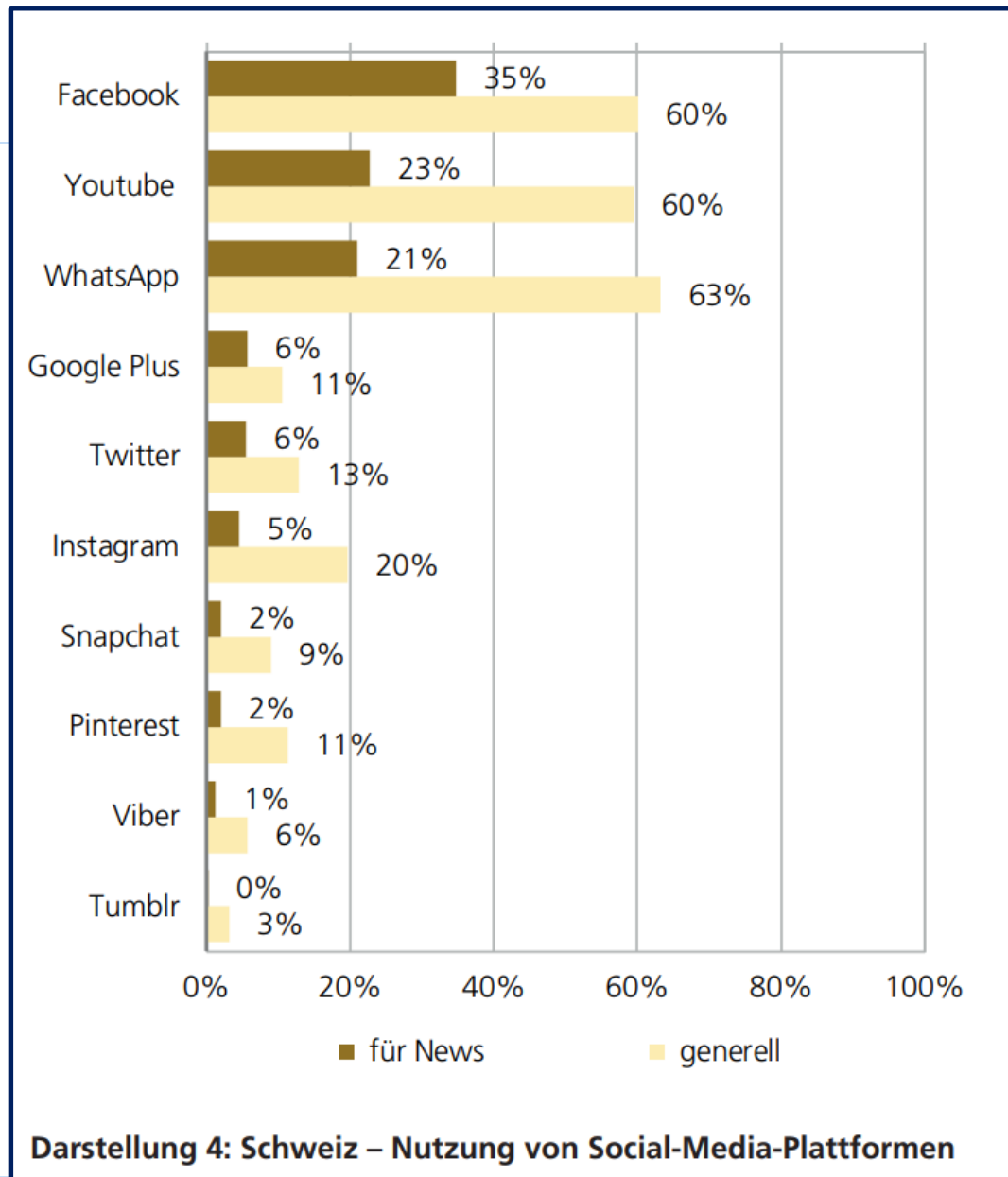
Social Media

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Social Media

Use of social media for news in **Switzerland**

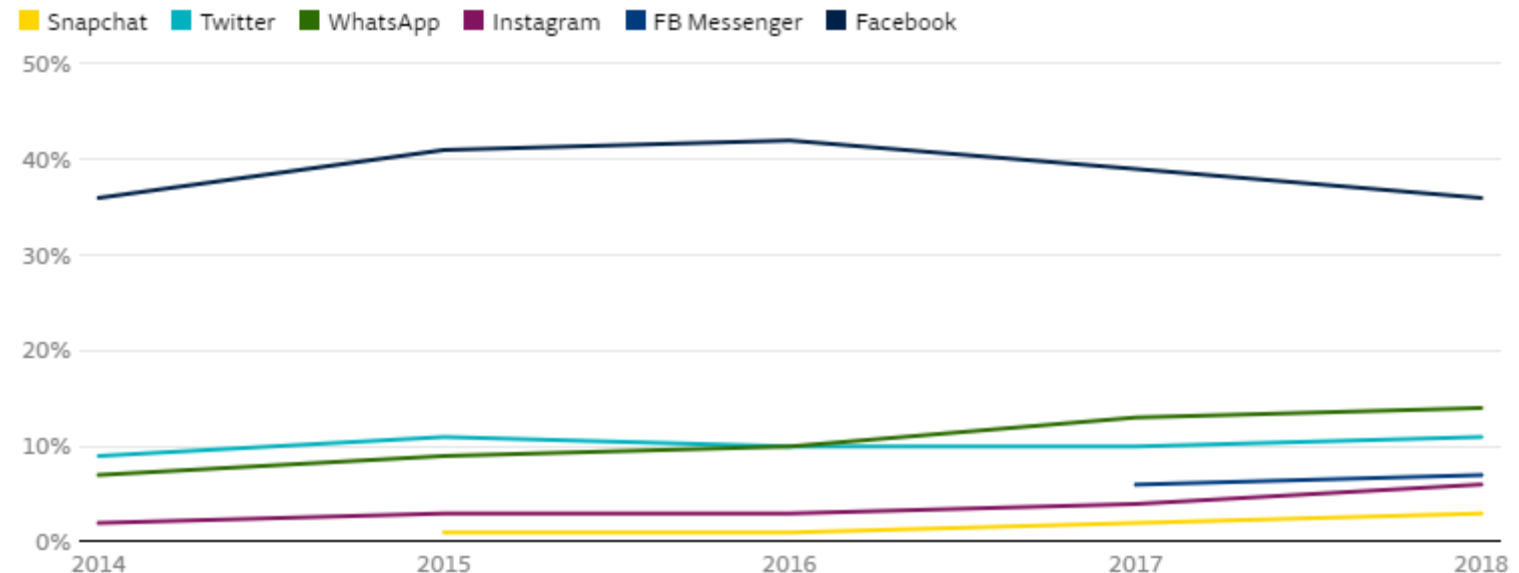


Social Media

Use of social media for news

PROPORTION THAT USED EACH SOCIAL NETWORK FOR NEWS IN THE LAST WEEK (2014–18)

Selected markets



Q12B. Which, if any, of the following have you used for finding, reading, watching, sharing, or discussing news in the last week?

Base: Total sample in selected markets

Note: From 2015–18, the 12 markets included are UK, US, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Japan, Australia, Brazil. In 2014, we did not poll in Australia or Ireland.



[Get the data](#) • [Embed](#)















Social Media

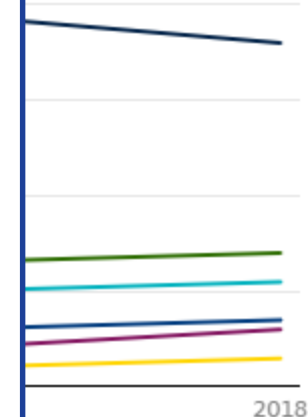
Use of social media
for news



PROPORTION THAT USED FACEBOOK AS A SOURCE OF NEWS IN LAST WEEK – SELECTED MARKETS

Country	2018	Change from 2017
 US	39%	(-9)
 UK	27%	(-2)
 Germany	24%	(-1)
 France	41%	(-2)
 Italy	51%	(-)
 Spain	48%	(+1)
 Ireland	38%	(-3)
 Norway	40%	(-1)
 Sweden	36%	(-)
 Finland	33%	(-2)
 Denmark	34%	(-5)
 Netherlands	29%	(-3)

WORK FOR



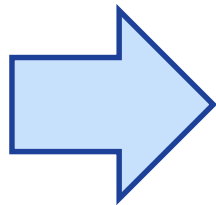
he last week?

and, Japan, Australia,



New opportunities for **CORPORATIONS**

- Going beyond corporate publishing, disclosing branded content on their platforms or on third party channels
- Creating and sharing their digital content on corporate WebTV, YouTube channels, Facebook Fan pages, Twitter or branded blogs
- They bypass traditional media, directly competing with them for audience attention



Corporate brands become media themselves

New opportunities for Corporations

Coca Cola 2011

HOW THE Coca-Cola COMPANY HAS EVOLVED ITS APPROACH TO THE CHALLENGE OF EVOLVING ON ITS BRANDS

CONTENT 2020




Coca-Cola Journey Land Français Media Unternehmen

Suche


HOME STORIES MARKEN NACHHALTIGKEIT ZUCKERREDUKTION FRAG COCA-COLA

HOME > STORIES




Video: One Day at the Special Olympics

Um die Magie der Special Olympics zu verstehen, muss man sie selbst erlebt haben. Deshalb haben wir unseren VJ Angelo Co...




Special Olympics: Unsere Herzen für Team Switzerland

Die Herzen aus aller Welt fliegen den mehr als 3'000 Athletinnen und Athleten aus 107 Ländern zu, die derzeit an den Spe...




World Water Day: Wir sind auf 1,53-Kurs!

Coca-Cola senkt in der Schweiz systematisch die Wasserratio – oder einfacher ausgedrückt: Wir brauchen Jahr für Jahr wen...




Neuheit in Japan: die Coca-Cola mit einem Plus


Coca-Cola Japan ergänzt mit dem neuen Coca-Cola Plus sein Portfolio der funktionellen Getränke (engl. Foo...




Coke City Guide: Da trifft man Alexandra Maurer in



Kochen mit Coca-Cola life



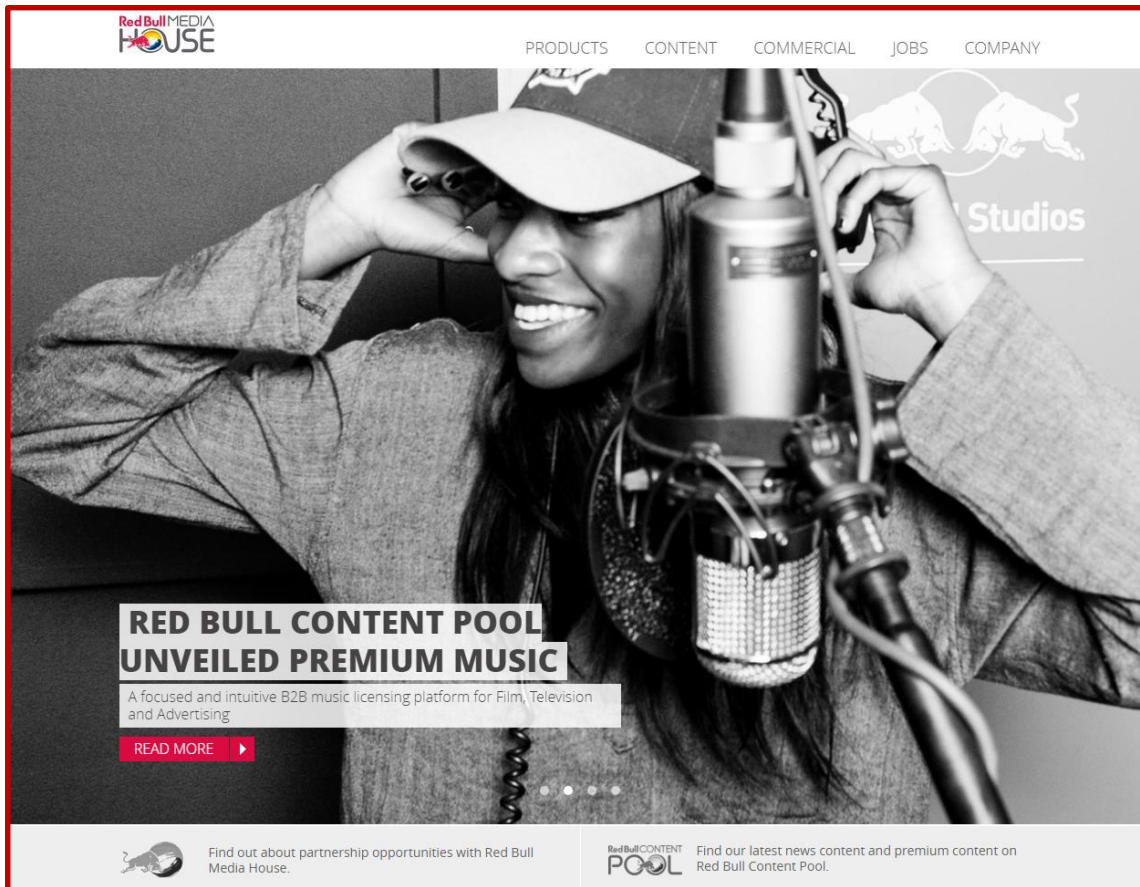
Special Olympics: Sie bringt uns in Stimmung



5by20: Jeder Tag ist Weltfrauentag

New opportunities for Corporations

Red Bull Media House



Red Bull MEDIA HOUSE

PRODUCTS CONTENT COMMERCIAL JOBS COMPANY

Studios

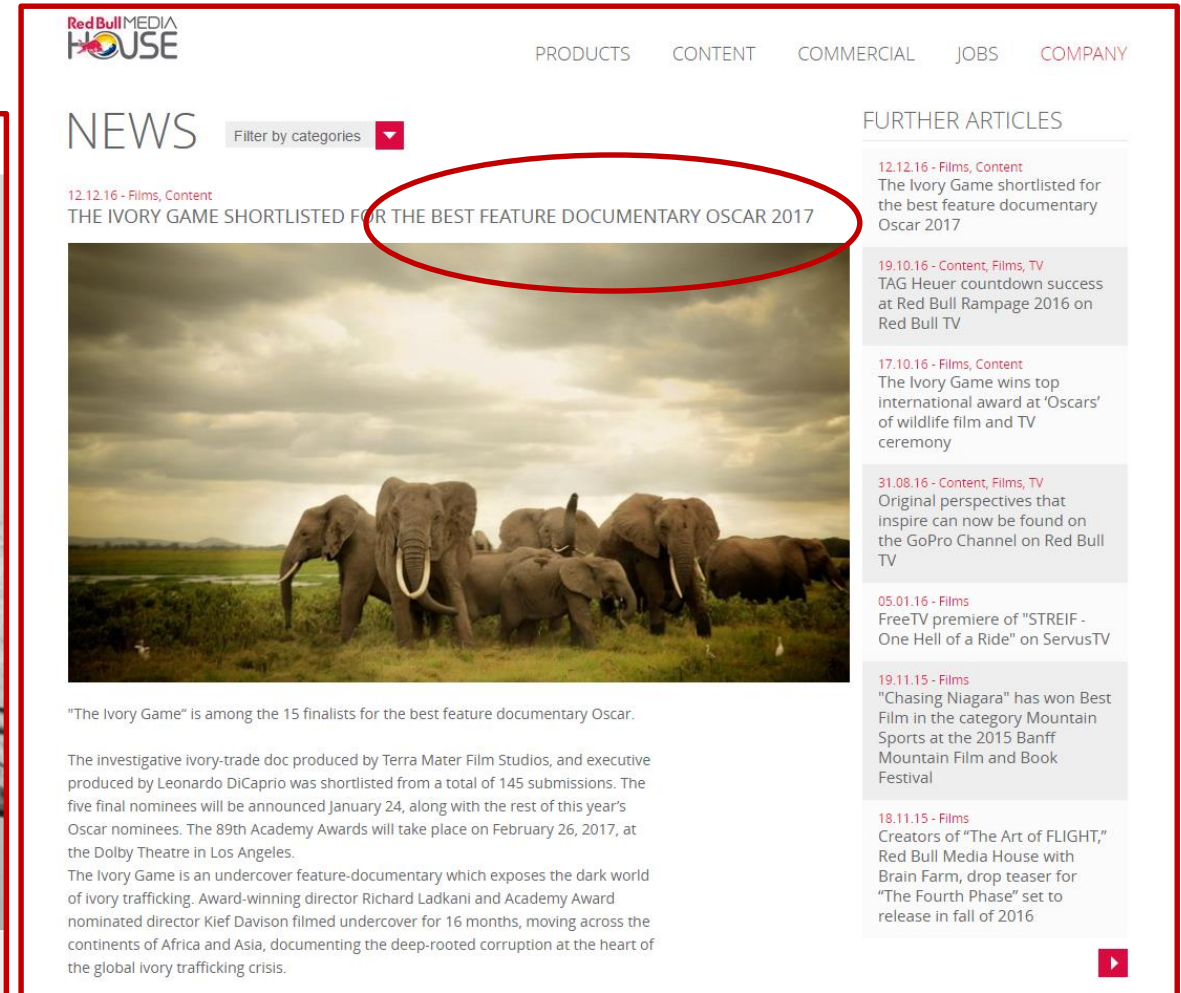
**RED BULL CONTENT POOL
UNVEILED PREMIUM MUSIC**

A focused and intuitive B2B music licensing platform for Film, Television and Advertising

[READ MORE](#)

Find out about partnership opportunities with Red Bull Media House.

Red Bull CONTENT POOL Find our latest news content and premium content on Red Bull Content Pool.



Red Bull MEDIA HOUSE

PRODUCTS CONTENT COMMERCIAL JOBS COMPANY

NEWS

Filter by categories

12.12.16 - Films, Content
THE IVORY GAME SHORTLISTED FOR THE BEST FEATURE DOCUMENTARY OSCAR 2017

FURTHER ARTICLES

12.12.16 - Films, Content
The Ivory Game shortlisted for the best feature documentary Oscar 2017

19.10.16 - Content, Films, TV
TAG Heuer countdown success at Red Bull Rampage 2016 on Red Bull TV

17.10.16 - Films, Content
The Ivory Game wins top international award at 'Oscars' of wildlife film and TV ceremony

31.08.16 - Content, Films, TV
Original perspectives that inspire can now be found on the GoPro Channel on Red Bull TV

05.01.16 - Films
FreeTV premiere of "STREIF - One Hell of a Ride" on ServusTV

19.11.15 - Films
"Chasing Niagara" has won Best Film in the category Mountain Sports at the 2015 Banff Mountain Film and Book Festival

18.11.15 - Films
Creators of "The Art of FLIGHT," Red Bull Media House with Brain Farm, drop teaser for "The Fourth Phase" set to release in fall of 2016

"The Ivory Game" is among the 15 finalists for the best feature documentary Oscar.

The investigative ivory-trade doc produced by Terra Mater Film Studios, and executive produced by Leonardo DiCaprio was shortlisted from a total of 145 submissions. The five final nominees will be announced January 24, along with the rest of this year's Oscar nominees. The 89th Academy Awards will take place on February 26, 2017, at the Dolby Theatre in Los Angeles.

The Ivory Game is an undercover feature-documentary which exposes the dark world of ivory trafficking. Award-winning director Richard Ladkani and Academy Award nominated director Kief Davison filmed undercover for 16 months, moving across the continents of Africa and Asia, documenting the deep-rooted corruption at the heart of the global ivory trafficking crisis.

New opportunities for Corporations

Red Bull Media House

PRODUCTS CONTENT COMMERCIAL



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[READ MORE](#)



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CONTENT COMMERCIAL JOB COMPANY

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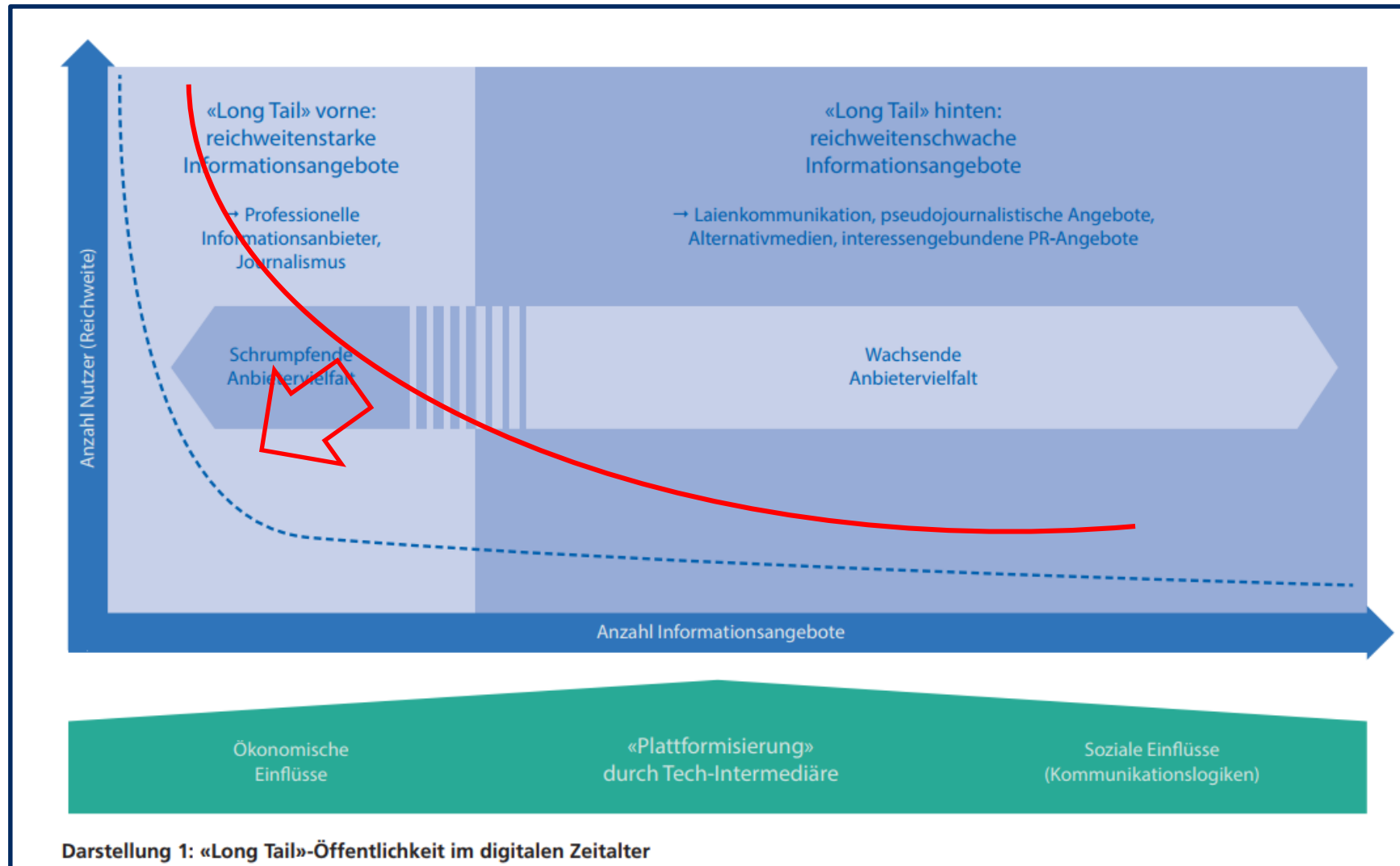
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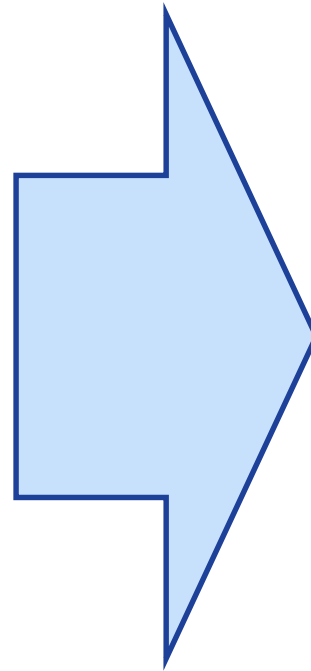
2. New threats for traditional media



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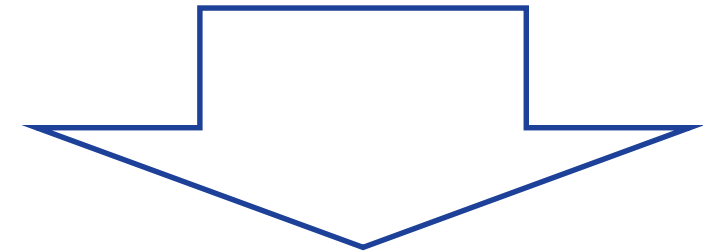
THREATS

- With new ICT **fragmentation of audiences**, disruption of business models
- **New competitors:**
 - Technology companies
 - new pure players
 - multinational corporations
- **Fake news sites**
- **Ad-Blockers**



EFFECTS

- Cost cutting measures
- Sponsored content, native advertising
- Collaboration with social media networks



- **Decrease in quality content**
- **Loss of credibility / trust**

2. New threats for traditional media

Mercredi 25 mars 2020 | Dernière mise à jour 08:45 REPORTER MOBILE

lematin.ch

SUISSE SPORTS FAITS DIVERS MONDE PEOPLE LOISIRS **ÉCONOMIE** SOCIÉTÉ NEWS PI

BOURSE IMAGES

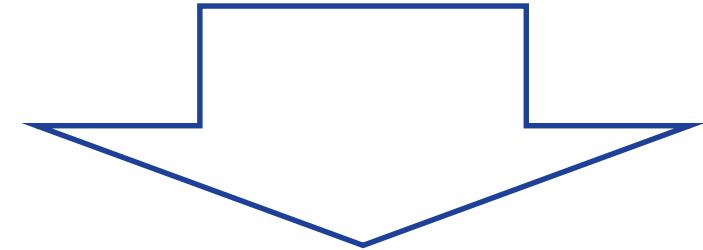
MÉDIAS TAMEDIA INTRODUIT LE CHÔMAGE PARTIEL, LA PUBLICITÉ CHUTE

Tous les collaborateurs verront leur temps de travail réduit d'au moins 10%. Cette baisse entraînera par conséquent une diminution du salaire.



EFFECTS

- Cost cutting measures
- Sponsored content, native advertising
- Collaboration with social media networks

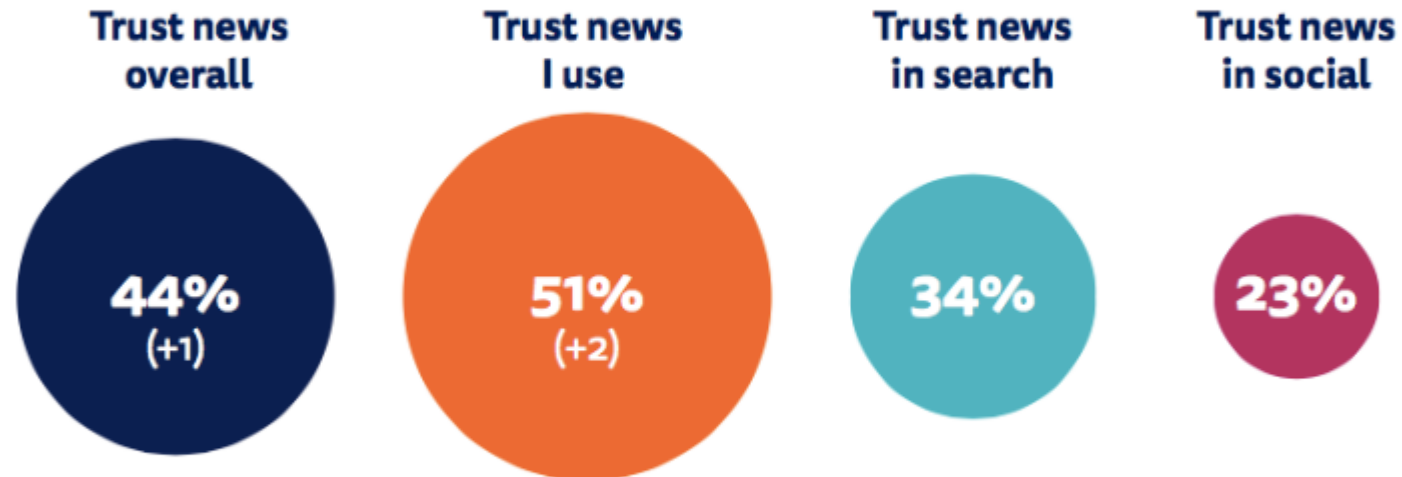


- **Decrease in quality content**
- **Loss of credibility / trust**

2. New threats for traditional media

PROPORTION THAT SAY THEY TRUST NEWS FROM EACH SOURCE

All markets



Q6_2018_1/2/3/4. Please indicate your level of agreement with the following statements. I think you can trust 'most news'/'news I consume'/'news in social media'/'news in search engines' most of the time.

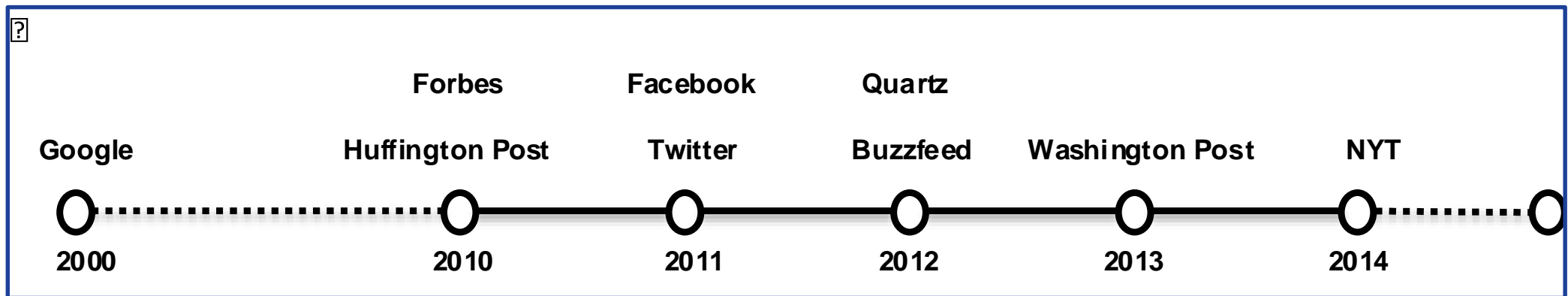
Base: Total sample in all markets = 74194.

Reaction to new threats to traditional media

NATIVE ADVERTISING

According to a survey by the International News Media Association (156 media outlets in 48 countries)

- Native advertising revenues: 11% in 2015, expected 32% in 2020 (74% in the US)
- Native ad spending over total budget: 10% in 2015, expected 29% by 2020



Reaction to new threats to traditional media

NATIVE ADVERTISING

CASE STUDY

Quartz on year 5 of Bank of America campaign

Quartz, a New York-based, online-only magazine focused on world events and lifestyle topics, is mainly financed by native advertising and events.

Quartz, owned by Atlantic Media, has produced a native advertising campaign for Bank of America each January since 2013, focusing on coverage of key topics discussed at the World Economic Forum's annual meeting in Davos, Switzerland. The company has renewed the campaign for 2017.

- Bank of America reached Quartz's influential, global minded audience of about 16.8 million unique visitors in December 2015.
- **Native Ad** counts for **90% of revenues**

Global Agenda > Africa > Demographic Dividend > Economic Growth and Social Inclusion

How can Africa make the most of its demographic dividend?



Written by

Omar Mohammed
Writer

Published

Monday 16 November 2015

Share

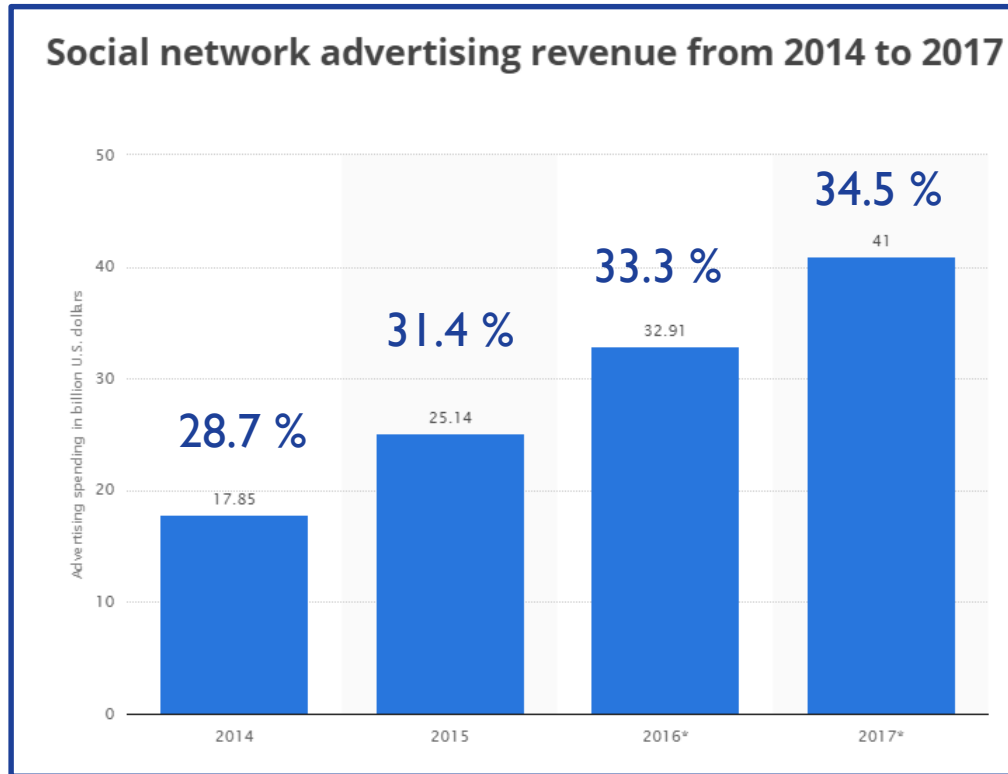
This article is published in collaboration with Quartz Africa.

Over the last five years, Africa has seen the highest rate of population growth at about 2.5% annually and by 2050 a quarter of the world's population will be on the continent.

Put another way, of the 2.4 billion new people on the planet by 2050, 1.3 billion of them will come from the continent, based on data from the [UN World Population Prospects](#) (pdf).

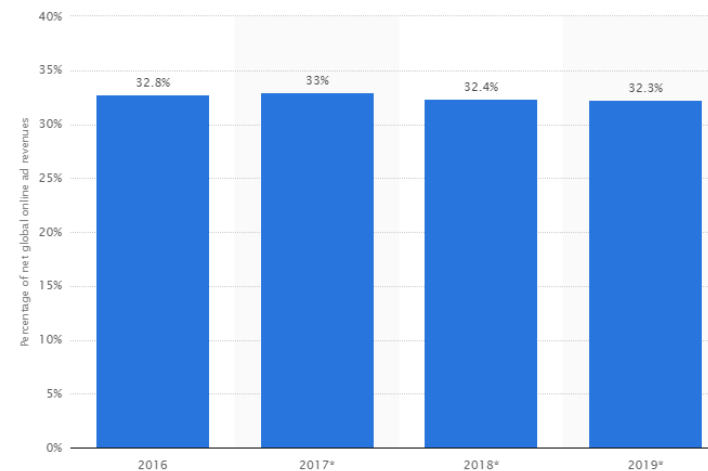
Africa will have the second largest population by 2050.

Reaction to new threats to traditional media



Share of social media advertising expenditure as % of digital advertising VVV

Net digital ad revenues of Google as percentage of total digital advertising revenues worldwide from 2016 to 2019



ABOUT THIS STATISTIC

This graph shows the net digital ad revenue of Google as a percentage of total digital ad revenues worldwide from 2016 to 2019. In 2016, the search engine's share of worldwide digital ad revenues was 32.8 percent. [Show more...](#)

SPECIAL FUNCTIONS

Download as ...

- Graphic (PNG)
- Excel (XLS)
- PowerPoint (PPT)
- PDF

Options

- Settings
- Print
- Research Alerts

Social media ad spend to surpass print for first time

Social media will own 13% of global ad spend in 2019, according to a Zenith forecast.

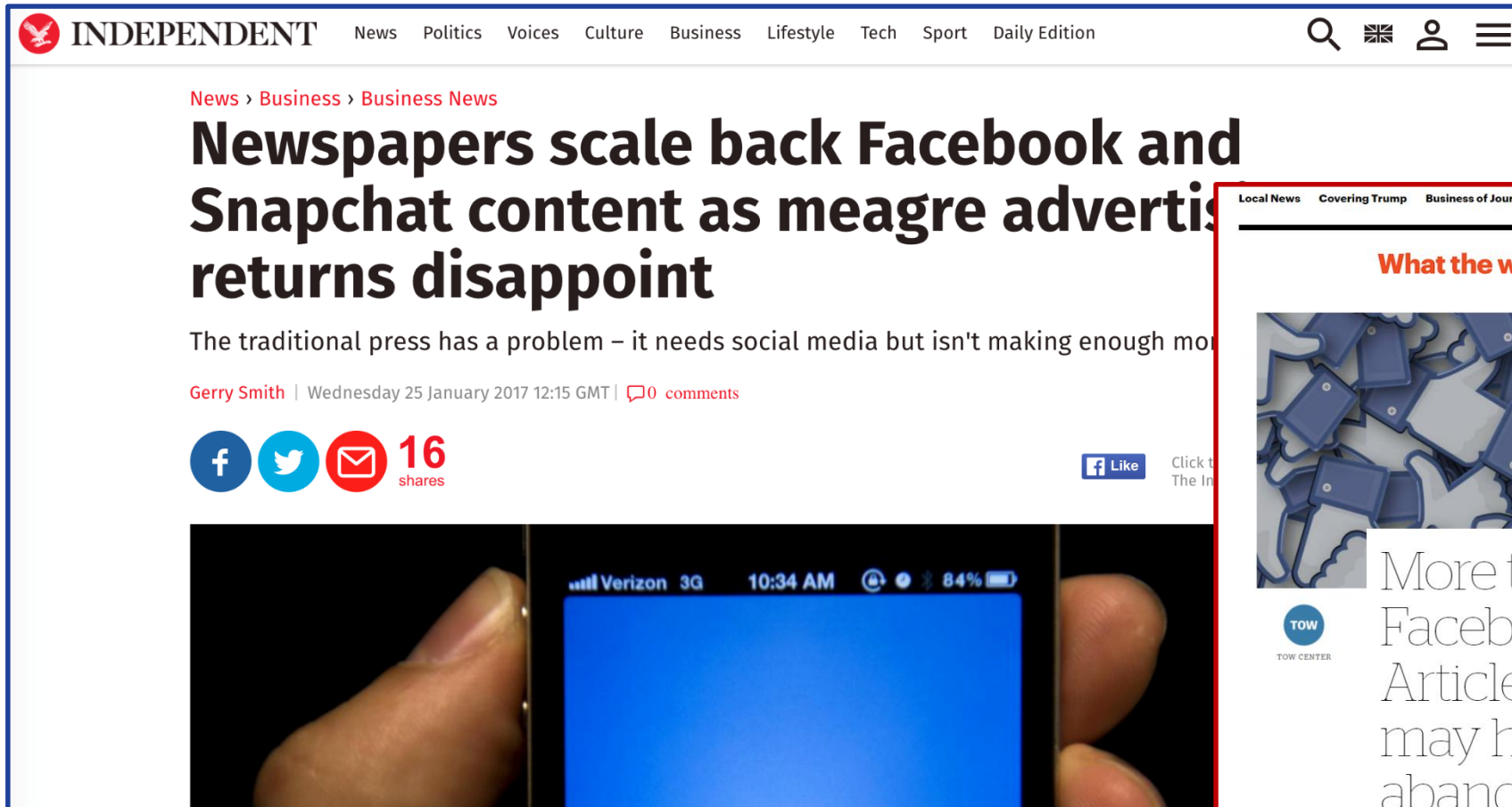
Amy Gesenhues on October 14, 2019 at 2:27 pm

Zenith, a media agency owned by Publicis Media, [predicts](#) global social media ad spend will grow 20% this year, reaching \$84 billion. According to Zenith's data, social media advertising will account for 13% of total global ad spend and rank as the third-largest advertising channel, behind TV and paid search.

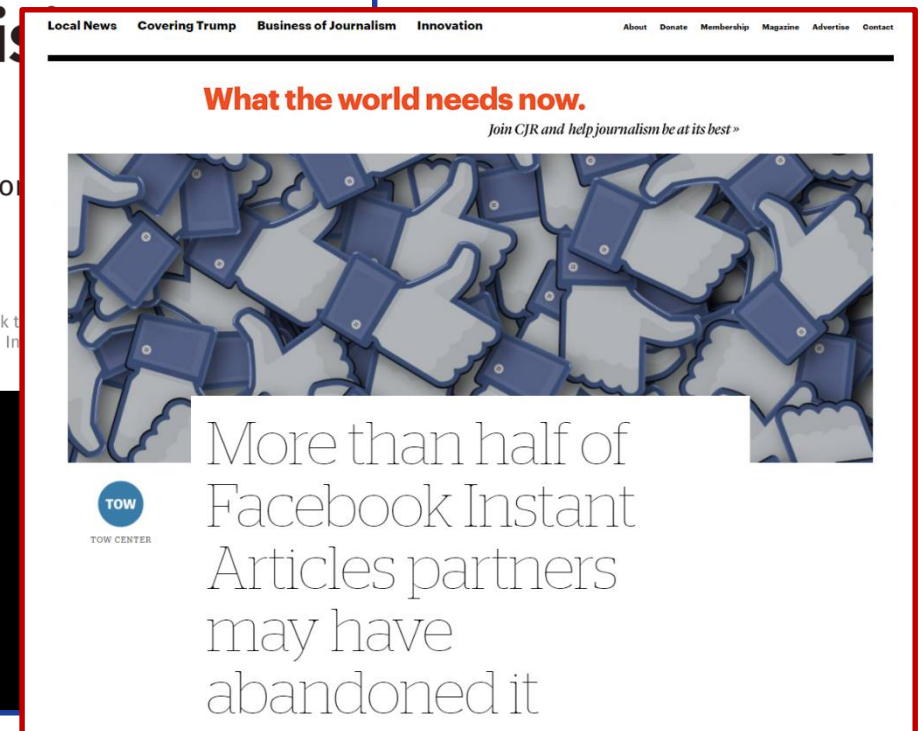
2019 will be the first year that social media ad spend outperforms print ad spend, says Zenith, with newspaper and magazine ads generating less than \$69 billion this year.

Reaction to new threats to traditional media

▶ Newspapers collaborate with social media: **FB Instant Articles Program**

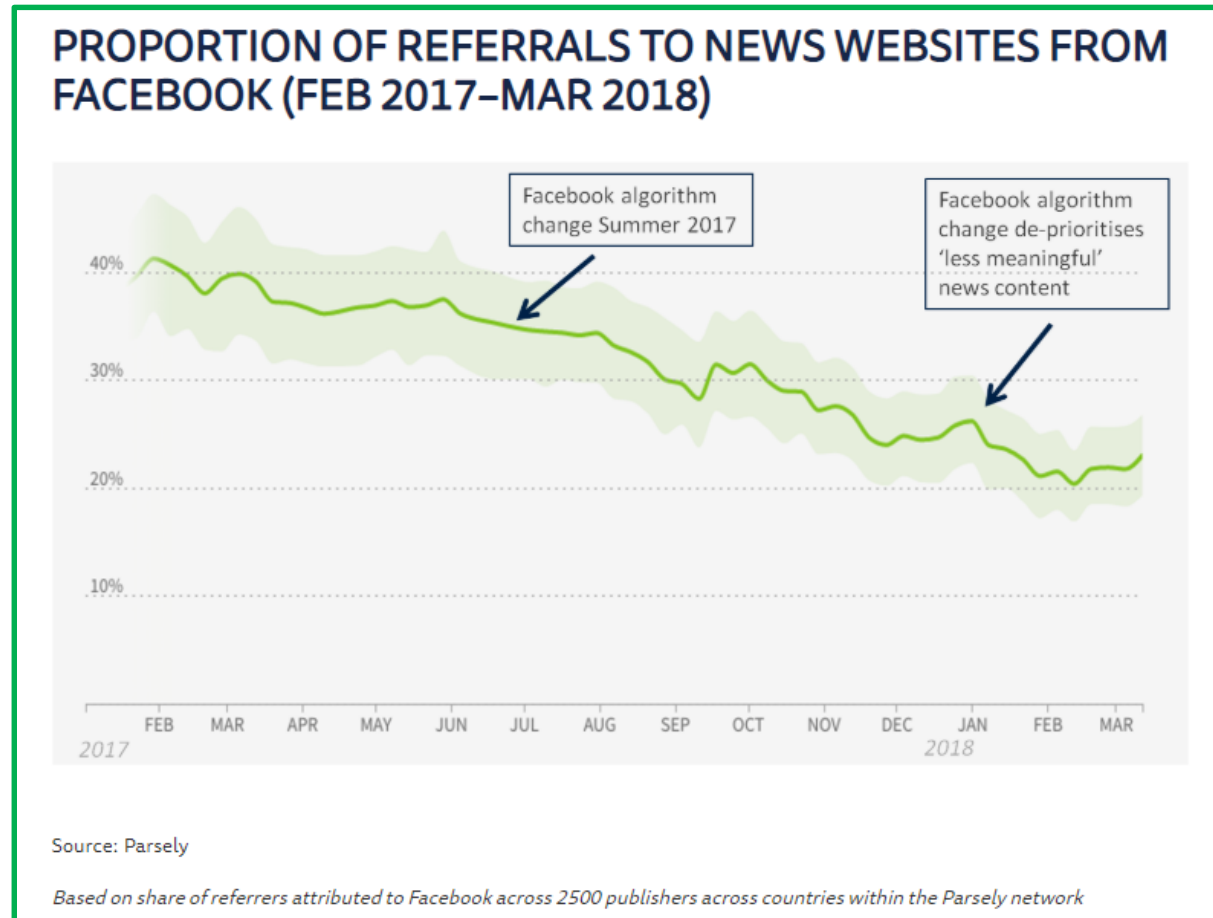


- Pathways to news: Branded 45%, social 30% (Digital News Report 2016, RISJ)



Reaction to new threats to traditional media

- ▶ Newspapers collaborate with social media: **FB Instant Articles Program**



FB controls algorithm

Reaction to new threats to traditional media

- ▶ Newspapers collaborate with social media: Facebook goes **LOCAL**
- ▶ Local news, training readers to avoid hoaxes, let news firms post their own branded content
- ▶ Still, risk of cannibalization

NiemanLab

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BUSINESS MODELS MOBILE & APPS AUDIENCE & SOCIAL AGGREGATION & DISCOVERY REPORTING & PRODUCTION



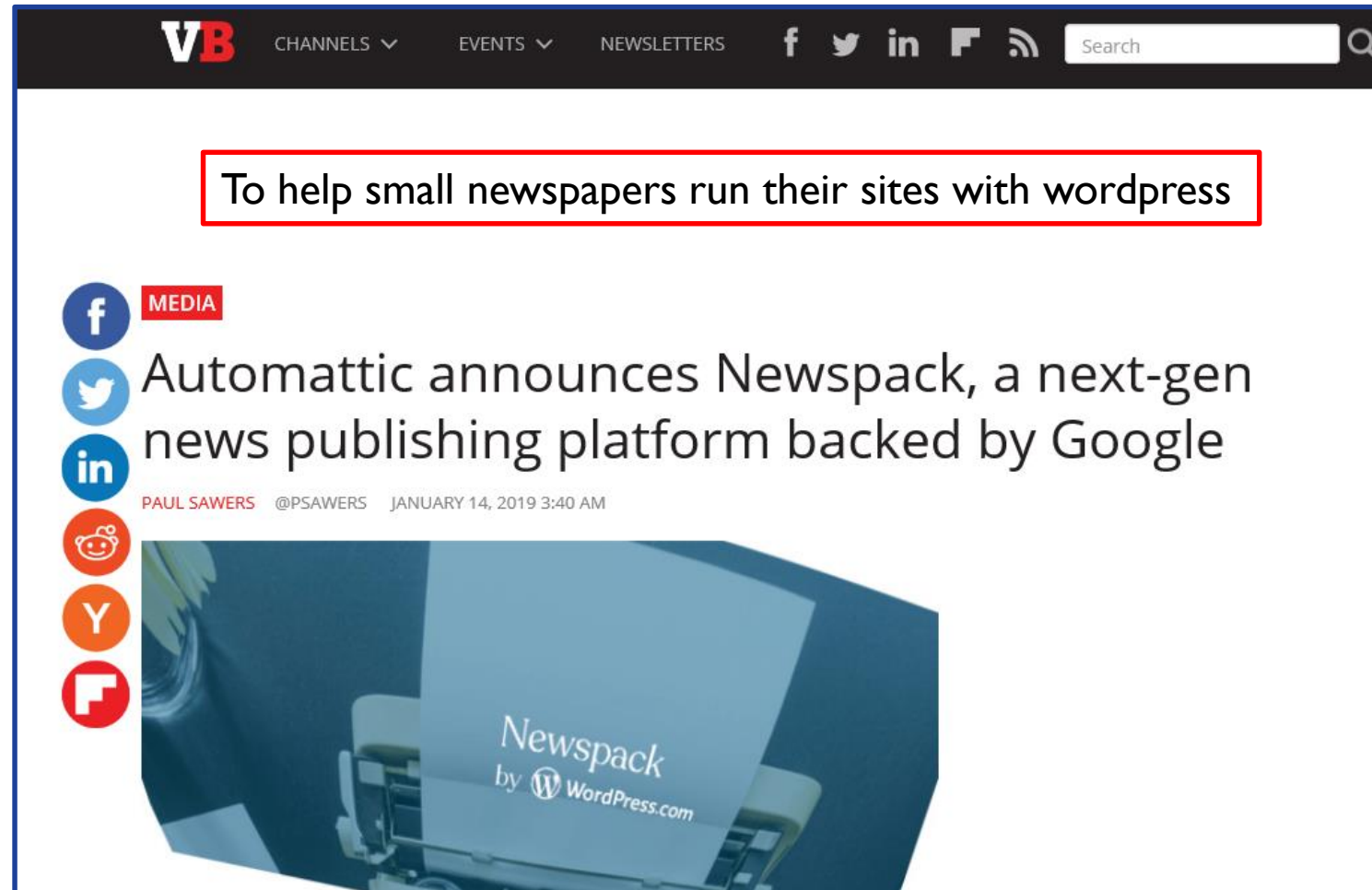
Facebook is committing \$300 million to support news, with an emphasis on local

Campbell Brown: "We are going to continue our work with head publishers. We're not backing away from that, but it is a shift to local and an emphasis on local that is new for us."

By CHRISTINE SCHMIDT @newsbyschmidt Jan. 15, 2019, 6 a.m.

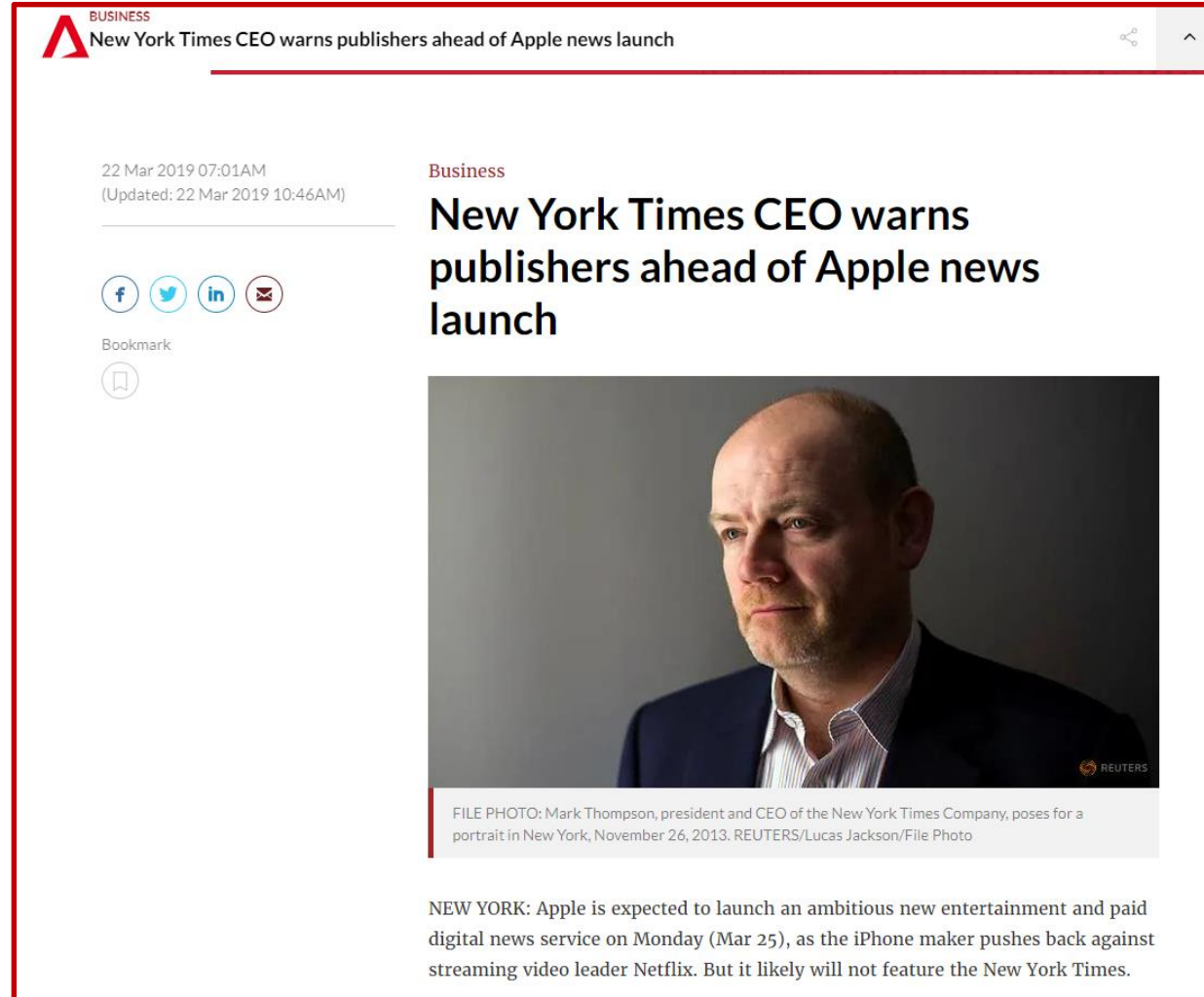
Reaction to new threats to traditional media

- ▶ Newspapers collaborate with social media:
Google & Newspack
- ▶ 1.2 ML from Google & 2 partners
- ▶ 1 ML from other institutions



Reaction to new threats to traditional media

- ▶ Newspapers collaborate with social media ...
- ▶ Or maybe not?
- ▶ March 25, 2019
- ▶ Launch of Apple News, a new entertainment and paid digital news service (as response to video leader Netflix)



Role and responsibility of multinational technology companies

Role and responsibility of new multinational digital companies

PROFIT MARGINS OF MULTINATIONAL TECHNOLOGY COMPANIES

- **Facebook** Profit Margin (Quarterly): 34% for Dec. 31, 2019 (32% last year)
- **Alphabet** Profit Margin (Quarterly): 23% for Dec. 31, 2019
- **Apple** Profit Margin (Quarterly): 38% for Dec. 31, 2019 (average past 5 years)



Apple ordered to pay €13bn after EU rules Ireland broke state aid laws

European commission says Apple got illegal help with tax breaks but CEO Tim Cook says ruling threatens investment in Europe



This article is 6 months old

19,156 4,136

Sean Farrell and Henry McDonald

Tuesday 30 August 2016 15.33 BST



Why Apple is facing a €13bn tax bill in Ireland

Apple has warned that future investment by multinationals in Europe could be hit after it was ordered to pay a record-breaking €13bn (£11bn) in back taxes to [Ireland](#).

The world's largest company was presented with the huge bill after the [European commission](#) ruled that a sweetheart tax deal between Apple and the Irish tax authorities amounted to illegal state aid.

The commission said the deal allowed [Apple](#) to pay a maximum tax rate of just 1%. In 2014, the tech firm paid tax at just 0.005%. The usual rate of corporation tax in Ireland is 12.5%.

A critical perspective



Google / Alphabet

- EU regulation says that in order to be taxed you need to have a stable organization
- Even with 3000 employees present in the country, Google managed to prove that true value creation happens in Ireland and California, not in the UK
- Settlement with the government for a payment of Euro 170'000.- for the period 2005-2015
- Already paid 7 Billion in fines, will be fined again next week by the EU

F.T.C. Approves Facebook Fine of About \$5 Billion



The size of the penalty against Facebook underscored the rising frustration among Washington officials with how Silicon Valley giants collect, store and use people's information.
Justin Sullivan/Agence France-Presse — Getty Images

By Cecilia Kang

July 12, 2019



The Federal Trade Commission has approved a fine of roughly \$5 billion against Facebook for mishandling users' personal information, according to three people briefed on the vote, in what would be a landmark settlement that signals a newly aggressive stance by regulators toward the country's most powerful technology companies.

A critical perspective

Facebook

\$5 Billion fine approved by FTC

"The F.T.C. just gave Facebook a Christmas present five months early," Representative David Cicilline, Democrat from Rhode Island, said in a statement. "It's very disappointing that such an enormously powerful company that engaged in such serious misconduct is getting a slap on the wrist."

Senator Richard Blumenthal, Democrat of Connecticut, said in an interview that meaningful enforcement of Facebook would have included deep structural reforms. Without that, he said, "the message to the world is that, sadly, American consumer privacy protection is a hollow paper tiger, which is deeply disappointing."

Despite all the criticism of the company, it has continued to do well financially. The social network reaped more than \$55 billion in revenue in 2018 — 10 times the amount of the fine approved by the commission — as the digital advertising industry has consolidated to increasingly drive dollars to a handful of tech companies.

In April, Facebook reported a [record first quarter of revenue](#) of nearly \$15 billion. And the company is sitting on more than \$40 billion in cash reserves.

Facebook, Fake News and data privacy

The New York Times

Search

Police Respond to Sixth Explosion in Texas as Serial Bomber's Terror Continues

Ex-Playboy Model Karen McDougal Sues to Speak on Alleged Trump Affair

Maryland School Gunman Dies After Confrontation With Officer

Ben Carson Drops Out of Race, Buying \$31.00 to Congress: 'I Wife'

U.S.

Facebook's Role in Data Misuse Sets Off Storms on Two Continents

By MATTHEW ROSENBERG and SHEERA FRENKEL MARCH 18, 2018



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Maura Healey, the attorney general of Massachusetts, has announced an investigation into Facebook and the data firm Cambridge Analytica. Brian Snyder/Reuters.



A critical perspective

Facebook

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Mark Zuckerberg. — © Amy Osborne / AFP



Anouch Seydtaghia

Publié mardi 17 mars 2020 à 09:07
Modifié mardi 17 mars 2020 à 10:20



Merci. Bravo pour les efforts consentis. Vous faites un travail admirable en ces temps de crise et vous contribuez à la lutte contre cette pandémie.

Vanguard®

Interactif des cotations de Facebook, Inc.

5 * 4.41 ↓ 2.56%

du Mar. 20, 2018

Bourse : NASDAQ

Secteur : Technologie

Évaluation par la communauté :

Afficher : ● Hors séance après la clôture pour FB

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**Anouch Seydtaghia**

Publié mardi 17 mars 2020 à 09:07
Modifié mardi 17 mars 2020 à 10:20

Merci. Bravo pour les efforts admirables en ces temps de crise contre cette pandémie.

Accueil > Economie > WhatsApp, piégé par le virus et inondé de fake news

COURT-CIRCUIT

WhatsApp, piégé par le virus et inondé de fake news

Le service de messagerie tente de lutter contre les fausses informations. Avec peu de résultats



— © REUTERS/Dado Ruvic/Illustration/File Photo

**Anouch Seydtaghia**

Publié dimanche 22 mars 2020 à 14:47
Modifié dimanche 22 mars 2020 à 20:48



Bourse : NASDAQ

Secteur : Technologie

Évaluation par la communauté :

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capital loss

sur le graphique.

Indicators 1 Min Data Table

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ELON MUSK's OpenAI

His company declines to
release research publicly for
fear of misuse



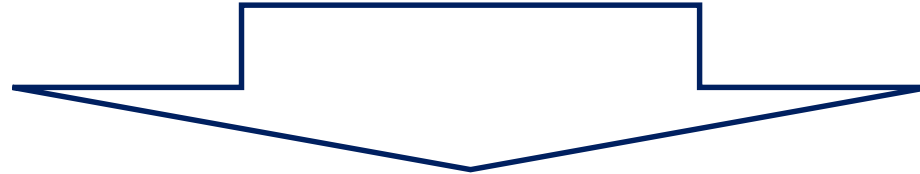
Takeaways and outlook

- Globalization is being strongly impacted by digitalization
- Digitalization and globalization have an **enormous impact on the media industry**
- **New competitors**, digital transition difficult for traditional media
- **Social media and** multinational **technology firms** in general are **dominating** the scene
- Their role can **mine the pluralistic media system** as we know it, and are hardly taking responsibility
- Governments need to act
- Some measures are being taken to help the digital transition of traditional media firms (see France)

Takeaways and outlook

Some steps

- Amazon invested and acquired the Washington Post (now profitable and hiring journalists)
- Bill and Melinda Gates Foundation is investing in Le Monde Afrique and other media projects
- Google is funding journalism and research scholarships
- Google is further financing a media innovation fund in France
- Facebook launched the Internet.org initiative + is helping news media diffuse their content



Outlook

- Media scholars point out that content taxes have also potential pitfalls
- (a) Easily passed on to consumers, and (b) if introduced only in Europe we end up subsidizing non-European users
- Research is needed in the field

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