

Dijital Gelecek: Ütopyalar, Distopyalar



ANIL ABA

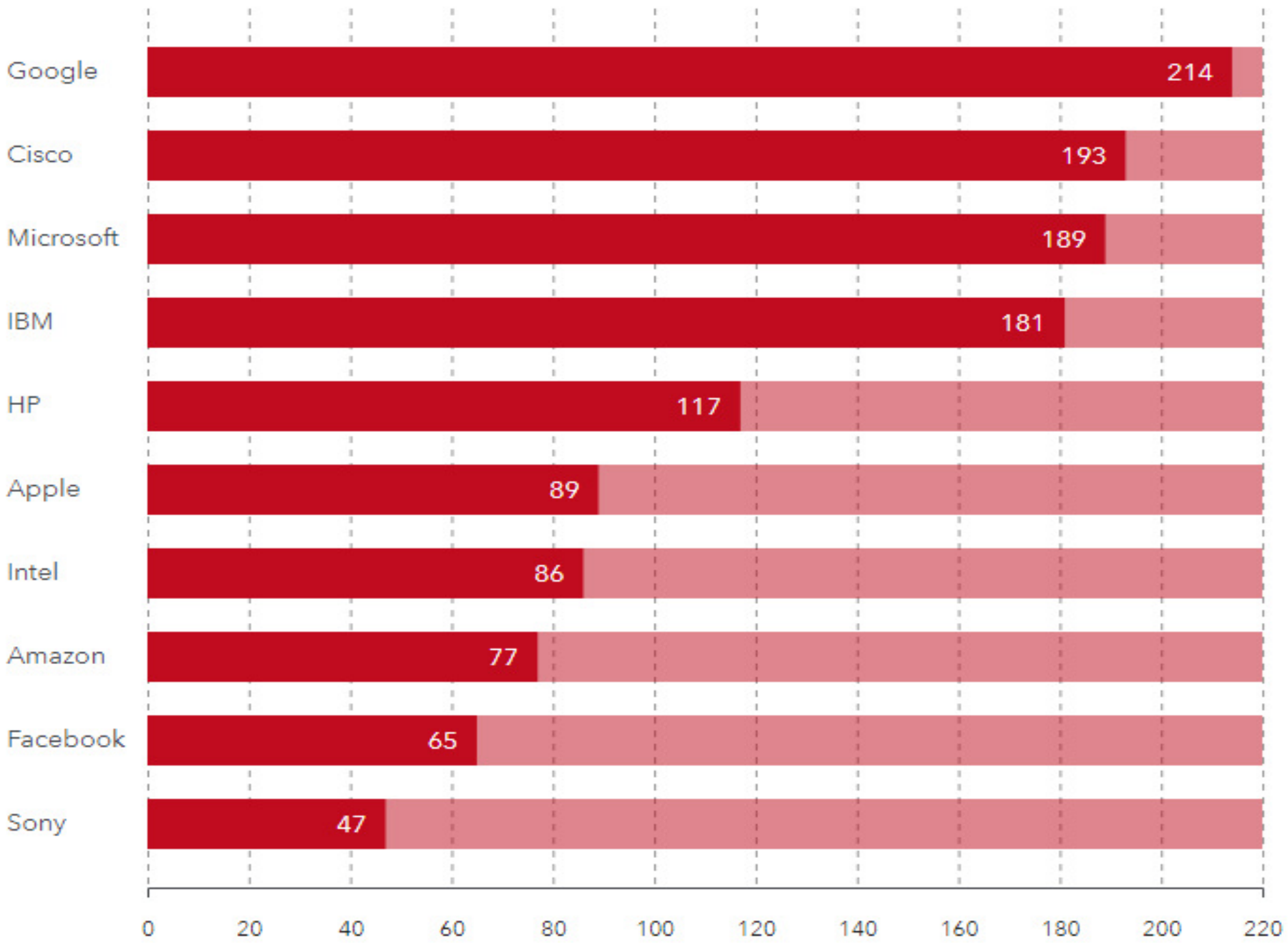
**21. YY İÇİN PLANLAMA
GÜZ KONFERANSLARI**

19 ARALIK 2020

İnternet Tekelleri



- Facebook
 - Whatsapp, Instagram, Oculus VR vs.
 - 66
- Apple
 - Beats, Shazam, Siri vs.
 - 89
- Amazon
 - Wholefoods, Zappos, Alexa, IMDb vs.
 - Toplam 77 satın alma



List of the largest internet companies

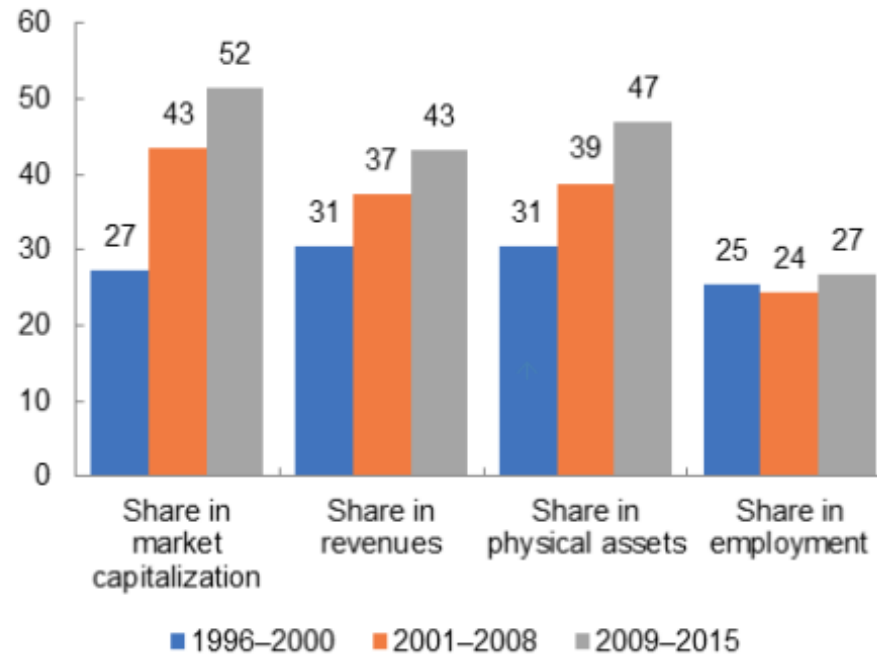
Rank ↕	Company ↕	Revenue (\$B) ↕	F.Y. ↕	Employees ↕	Market cap. (\$B) ↕	Headquarters ↕	Founded ↕	Refs ↕
1	Amazon	\$280.5	2019	798,000	\$920.22	 Seattle	1994	[1][2]
2	Google	\$161.8	2019	118,899	\$921.14	 Mountain View	1998	[3][4]
3	JD.com	\$82.8	2019	220,000	\$51.51	 Beijing	1998	[5][6]
4	Facebook	\$70.69	2019	45,000	\$585.37	 Menlo Park	2004	[7][8]
5	Alibaba	\$56.152	2019	101,958	\$570.95	 Hangzhou	1999	[9][10]
6	Tencent	\$54.08	2019	62,885	\$460.98	 Shenzhen	1998	[11][12]
7	Suning.com	\$38.06	2019	39,031	\$13.47	 Nanjing	1990	[13][14]
9	Netflix	\$20.16	2019	8,600	\$141.98	 Los Gatos	1997	[15][16]
10	ByteDance	\$20	2019	10,000	\$78.00	 Beijing	2012	[17][18]
11	PayPal	\$17.77	2019	23,200	\$126.88	 San Jose	1998	[19][20]
12	Salesforce.com	\$17.1	2020	49,000	\$161.71	 San Francisco	1999	[21][22]
13	Baidu	\$15.43	2019	37,779	\$43.71	 Beijing	2000	[23][24]
14	Booking	\$15.06	2019	26,400	\$85.06	 Norwalk	1996	[25][26]
15	Uber	\$14.15	2019	26,900	\$51.05	 San Francisco	2009	[27][28]
16	Meituan-Dianping	\$13.7	2019	58,390	\$50.8	 Beijing	2010	[29][30]
17	Expedia	\$12.07	2019	25,400	\$15.42	 Bellevue	1996	[31][32]
18	Rakuten	\$11.6	2019	20,053	\$11.67	 Tokyo	1997	[33][34]
19	Adobe	\$11.17	2019	22,634	\$149.3	 San Jose	1982	[35][36]
20	eBay	\$10.8	2019	13,300	\$28.74	 San Jose	1995	[37][38]
21	Bloomberg L.P.	\$10	2019	20,000	-	 New York City	1981	[39][40]
22	Wayfair	\$9.13	2019	16,985	\$8.5	 Boston	2005	[41][42]
23	NetEase	\$8.51	2019	20,797	\$39.24	 Guangzhou	1997	[43][44]
24	Zalando	\$7.26	2019	13,763	\$12.59	 Berlin	2008	[45][46]
25	Kuaishou	\$7.2	2019	1,463	-	 Beijing	2011	[47][48]

26	Spotify	\$6.76	2019	4,405	\$26.11	 Stockholm  New York City ^[49]	2006	[50][51]
27	Coupang	\$6.23	2019	10,000	-	 Seoul	2010	[52]
28	Flipkart	\$6.1	2019	30,000 ^[53]	\$20 ^[54]	 Bengaluru	2007	[55][56]
29	Naver	\$5.7	2019	15,148	\$23.46	 Seongnam	1999	[57][58]
30	Epic games	\$5.4	2019	1,000	-	 Santa Clara	1999	
31	Trip.com	\$5.1	2019	44,300	\$19.88	 Shanghai	1999	[59][60]
32	Chewy	\$4.85	2019	12,000	\$9.83	 Dania Beach	2011	[61][62]
33	Square	\$4.71	2019	3,835	\$27.08	 San Francisco	2009	[63][64]
34	Pinduoduo	\$4.33	2019	5,828	\$43.96	 Shanghai	2015	[65][66]
35	Sabre Corporation	\$3.97	2019	9,250	\$6.14	 Southlake	1994	[67][68]
36	Carvana	\$3.96	2019	3,876	\$20.10	 Tempe	2013	[69][70]
37	Bet365	\$3.89	2019	4,708	-	 Stoke-on-Trent	2000	[71]
38	Workday	\$3.63	2019	12,200	\$42.46	 Pleasanton	2005	[72][73]
39	Lyft	\$3.62	2019	5,683	\$13.02	 San Francisco	2010	[74][75]
40	ServiceNow	\$3.46	2019	10,371	\$53.25	 Santa Clara	2004	[76][77]
41	Twitter	\$3.46	2019	4,900	\$24.99	 San Francisco	2006	[78][79]
42	Stripe	\$3.45	2018	2,500	-	 San Francisco	2010	
43	ASOS.com	\$3.32	2019	4,000	\$2.72	 London	2000	[80][81]
44	GoDaddy	\$2.99	2019	7,024	\$11.84	 Scottsdale	2004	[82][83]
45	Akamai Technologies	\$2.89	2019	7,600	\$11.22	 Cambridge, Massachusetts	1998	
46	Yandex	\$2.83	2019	10,092	\$23.5	 Moscow  Amsterdam	1997	[84][85]
47	Zillow	\$2.74	2019	5,249	\$9.59	 Seattle	2006	[86][87]
48	Kakao	\$2.67	2019	8,602	\$10.89	 Jeju City	2010	[88][89]
49	Airbnb	\$2.6	2017	12,736	-	 San Francisco	2008	[90][91]
50	The Stars Group	\$2.53	2019	4,591	\$7.49	 Toronto	2001	[92][93]

Dijitalleşme ve istihdam



Figure 2 - Shares of top 1 per cent companies from technology, software and information technology-services sector, 1996–2015
(Percentage)



Source: UNCTAD secretariat calculations, based on UNCTAD database of consolidated financial statements, derived from Thomson Reuters Worldscope database.

Note: Top 1 per cent companies identified by intangible assets in the sector.

Dijitalleşme ve istihdam



- Twitter
 - 3372 kişi
- Youtube
 - 2000 civarı kişi
- Whatsapp?
 - 1,6 milyar aylık kullanıcı
 - 55 kişi
- Instagram
 - 400 kişi
 - Facebook aldığıında 13 kişi çalışıyordu



Teknolojik yavaşlama



- Teknolojinin kaynağı
 - Kapitalist rekabet ve sınıf mücadelesi
- Düşük ücretler + Yüksek işsizlik
 - Ücretler yüksekse otomasyon cazip olur
 - Üretim için daima hazır bir yedek işsiz ordusu
- Teknolojik üretkenlik vs. işsizlik
 - Yetersiz efektif talep
 - Evrensel temel gelir
 - "Robot vergisi"
- Tam otomasyonun önündeki engel
 - Teknik yetersizlik değil, siyasi...

Teknolojik gerileme



- Mühendis ilerletir, iş insanı geriletir
 - iPhone...
 - Hastaneler...
 - Uydu teknolojisinden Kablo TV'ye geri dönüş
 - Spotify, Netflix, YouTube **vesaire**
- Abonelik kapitalizmi
 - Sadece dijital hizmetler değil
 - Tek tek fiyatlara bakınca sorun yok...
 - Sahiplikten kullanıcıcılığa...
- Influencer'lar...
 - Herkes reklamcı oluyor
- Gözetim kapitalizmi
 - Verilerin pazarlanması

