THE FIGHT AGAINST DIGITAL COLONIALISM

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Digital colonialism consists of control over infrastructure, access, and data by foreign companies and governments.
What is to be done?
The Minimal Approach

- Light Touch Regulation
- Taxation
Don't be evil
US Effective Tax Rate, 2007-2015

- Google (Alphabet): 3.8%
- Boeing: 8.3%
- Amazon: 13.0%
- Alphabet (Google): 16.1%
- Apple: 16.5%
- Coca-Cola: 17.2%
- G.E.: 17.9%
- Microsoft: 20.7%
- FedEx: 23.8%
- S&P 500 avg.: 26.9%
- Disney: 30.7%
- WalMart: 31.2%
- Starbucks: 31.2%
- UPS: 34.5%
- Exxon Mobil: 37.4%
- Home Depot: 37.7%
- CVS: 38.8%
- Lowe's: 39.3%
Is Fake News Washington Post being used as a lobbyist weapon against Congress to keep Politicians from looking into Amazon no-tax monopoly?
Fair Taxation for the Digital Economy

Why do we need to update the rules? Because our societies deserve:

- **Tax fairness**
  A level playing field for all businesses

- **A competitive economy**
  Supporting business growth and innovation

- **Sustainable tax revenues**
  A future-proofed solution
Jeff Bezos’ Net Worth

Source: Bloomberg Billionaires Index
The European Approach

- Data Sharing
- Competition Policy
- Data Portability
- Interoperability
- Personal Data Markets
Die Tech-Riesen des Silicon Valleys gefährden den fairen Wettbewerb

Die Digitalisierung muss im Dienst der gesamten Gesellschaft stehen. Das bedeutet auch, die Monopolstellung von Tech-Riesen wie Google oder Amazon zu brechen.

Andrea Nahles

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I totally agree with @Wadhwa that India is effectively letting modern world East India Companies own its Internet.

Facebook is a bigger threat to privacy than is Aadhaar, says tech entrepreneur...
Who are you more worried about: companies that are selling you and lying to you at the same time, or governments that are trying to operate for its population?

economictimes.indiatimes.com
Personal data markets commodify our behaviour and turn privacy into a privilege of wealth rather than a right.
The liberal response to digital giants:

“The problem is they are not capitalist enough.”
Many Voices, One World

Towards a New, More Just, and More Efficient World Information and Communication Order

The MacBride Commission
THANK YOU

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