

Virtual Competition

- ▶ Key gate keepers
- ▶ Advanced analytics and data collection
- ▶ Asymmetry of information and analytical power
- ▶ Stealth - tracking, harvesting, targeting and manipulation
- ▶ Controlled ecosystem - Illusion of autonomy and competition
- ▶ Markets for goods, services and ideas

Digital Assistants

- ▶ Voice control vis-à-vis visual search
- ▶ Multi source data harvesting
- ▶ Switching costs, control and friction

Welfare Effects

- ▶ Exclusion - Exclusivity and self favouritism
- ▶ Exploitation - The things you own, end up owning you