

THE WEB IS BECOMING LESS OPEN

- ▶ News stories now curated by your friends, and whatever looks algorithmically “engaging” to social media companies.
- ▶ Current technological solutions lock users into their platforms.
- ▶ Not every company has the resources to invest in all of these platforms.
- ▶ More and more platforms threaten to fragment the web even further. (Voice assistants, VR, AR, etc)

THE INCREASING FRAGMENTATION OF THE WEB

BUT IT'S NOT THE APOCALYPSE YET.