

Table 5: Attention Adjacency Matrix, Including Intra-company Connections (Category-level)

		Target			
		1. Digital and marketing consultancies	2. Bespoke app companies	3. Data broker- and infrastructure companies	4. Companies with specific digital part/app as part of service/product
Source	1. Digital and marketing consultancies	431	3	3	25
	2. Bespoke app companies	2	59	0	1
	3. Data-broker- and infrastructure companies	5	0	67	5
	4. Companies with specific digital part/app as part of service/product	20	4	12	172