

Table 3: Collaboration 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	78	0	0	2
	2. Bespoke app companies	3	3	0	0
	3. Data-broker- and infrastructure companies	0	0	3	0
	4. Companies with specific digital part/app as part of service/product	3	0	2	14