

An offshore oil platform stands in the middle of a dark blue ocean under a cloudy sky. The platform has a large, dark, curved structure on top, possibly a helipad or a large storage tank. The main body of the platform is white with many windows and doors. A single, thick, dark leg supports the platform from below. The text "Platform Capitalism" is overlaid in white, sans-serif font across the middle of the image.

# Platform Capitalism

# Cloud, Data, Things



Cloud Computing



Internet of Things



Big Data





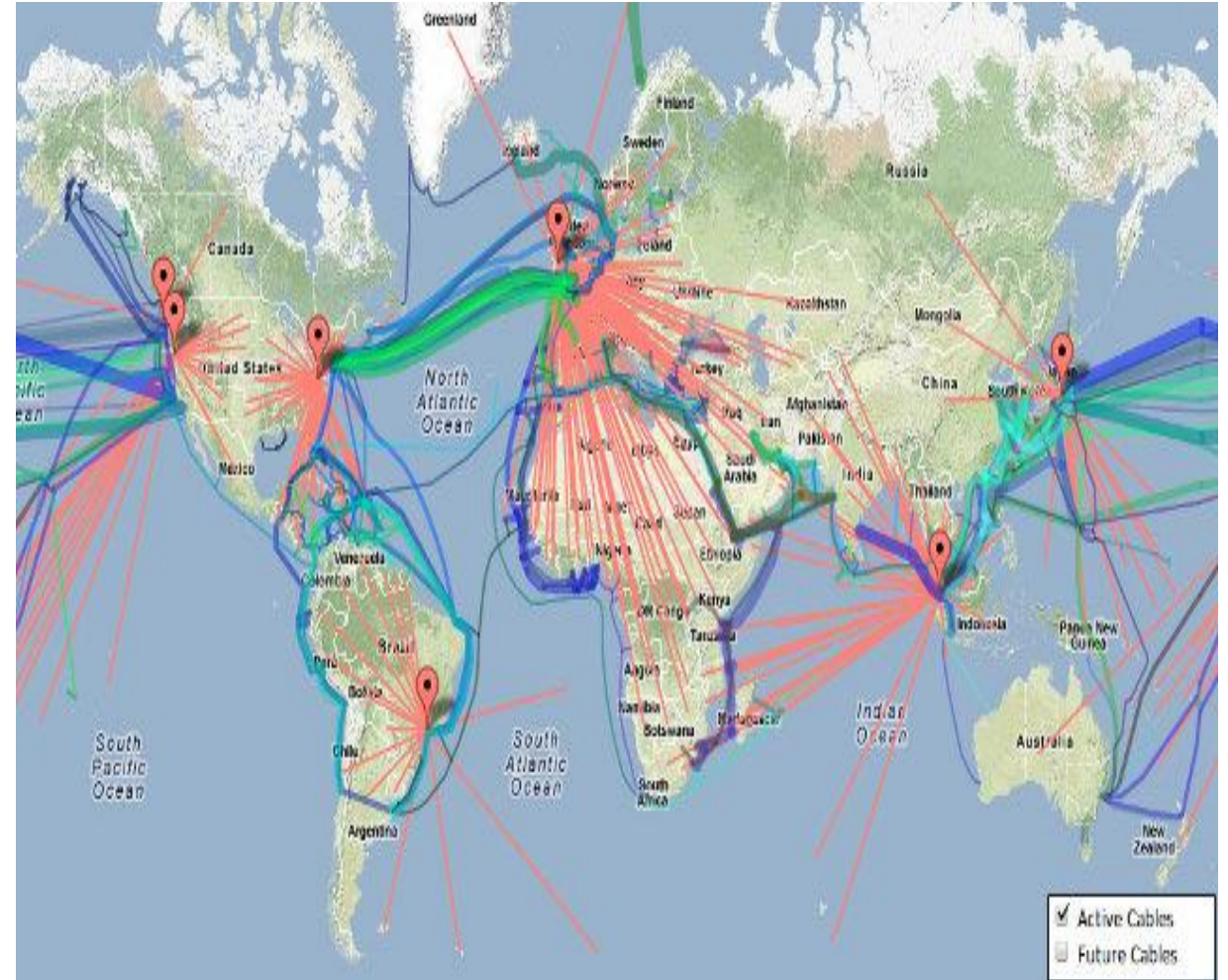
# Amazon's Smart Home

- Dash  
<https://tinyurl.com/y6xhd4m7>
- Echo
- Alexa
- <https://time.com/5568815/amazon-workers-listen-to-alexa/>
- Ring
- <https://tinyurl.com/yyz8apxb>
- <https://tinyurl.com/y4dxepnm>
- The 3:59, Ep. 566
- <https://tinyurl.com/y3ofbrsp>



# Amazon's Cloud

- Amazon Web Services
- <https://tinyurl.com/y26xa63m>
- Data Centres
- Amazon's Network
- Capitalism's Network









\$150  
billion

# JEFF BEZOS

## WORLD'S RICHEST MAN











# The Big Tech 5

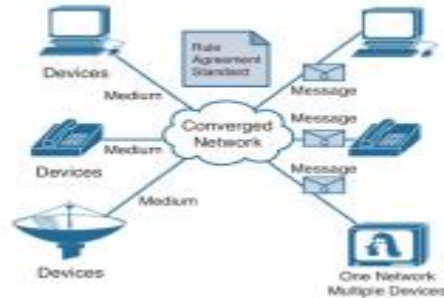
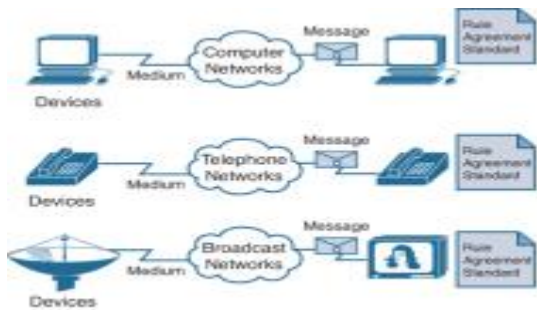
## Google-Apple-Facebook-Amazon-Microsoft

- All in the top ten most highly valued companies in the world
- All big in one or more of Cloud Computing, Big Data & Internet of Things
- All have diverse technological interests
- Plus often oligopoly or near monopoly power in one more sector
- All have connections to US govt. & military-industrial complex, and major lobbying power
- All examples of “platform capitalism”



# What is a Platform?

- 1: a raised horizontal flat surface
- 2: a declaration of principles and polices:
- 3: a structure on legs used for offshore drilling (as for oil)
- 4: a thick sole for a shoe
- 5: a vehicle (such as a satellite or aircraft) used to carry a specific kind of equipment
- 6: the computer design and equipment using in a specific digital system



# Nick Srnicek on Platforms

<https://www.youtube.com/watch?v=YxT59mXDLDI>

