

Apple. Facebook,
Google and Amazon

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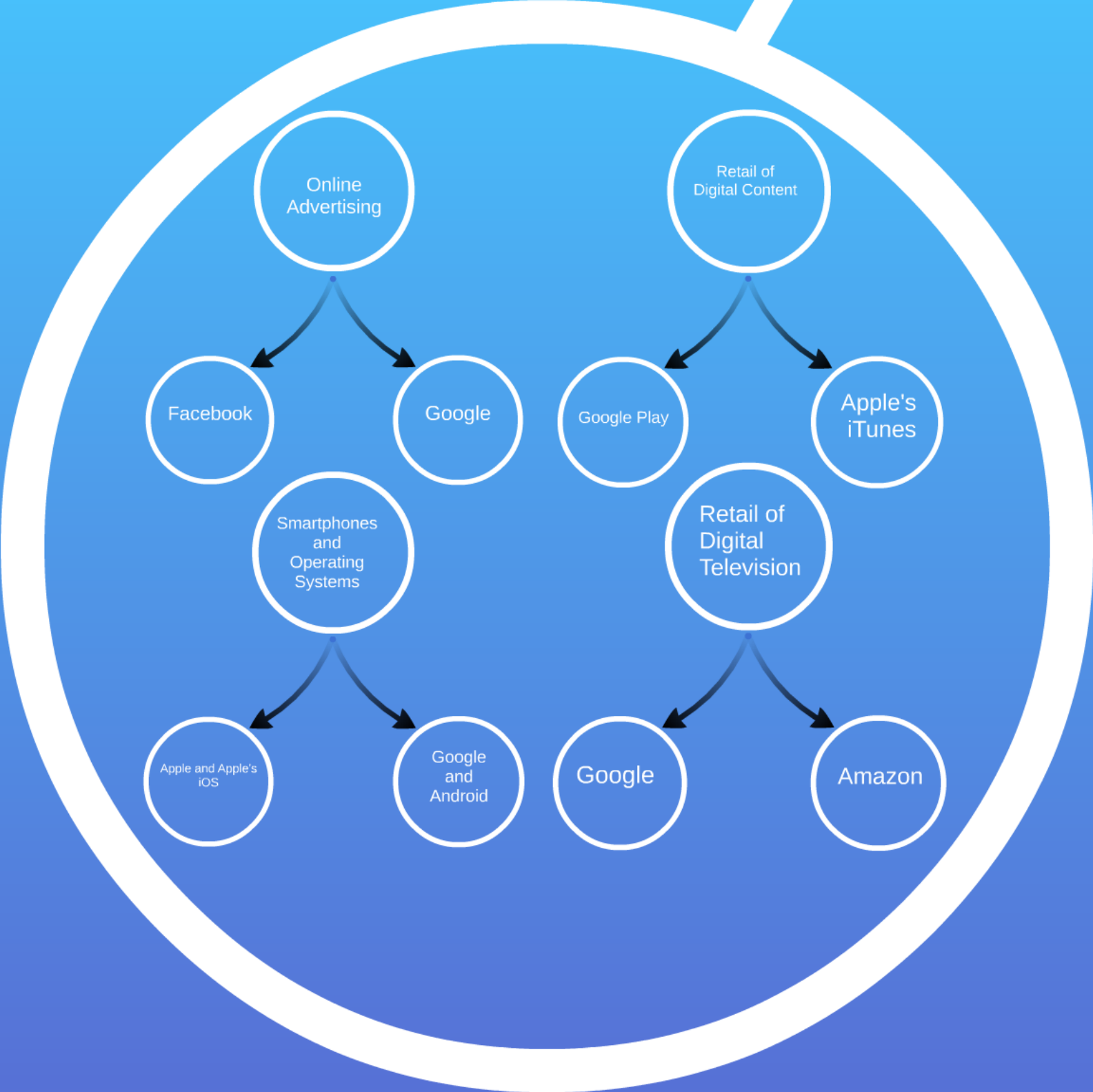
Case Overview

Amazon- online retailing, Amazon Web Services, advertising and marketing for suppliers, and rumored smartphones in the near future

Apple- "remote controls for people's digital lives," iOS operating system, application and iTunes downloads, and Siri for search

Facebook- social engagement, Facebook Exchange Network, and rumored smartphone capability

Google- online advertising, online search, Android operating system and Motorola Mobility, YouTube, and various acquisitions



Online Advertising

Retail of Digital Content

Facebook

Google

Google Play

Apple's iTunes

Smartphones and Operating Systems

Retail of Digital Television

Apple and Apple's iOS

Google and Android

Google

Amazon