

CURRENT AFFAIRS

TERRA INCOGNITA – WHO OWNS THE INTERNET?

45' (GER, ENG subs)

The competition for digitalization has begun. Who will own the internet?

China and the USA are jumping ahead on digitalization, leaving countries like Germany behind; both economically and politically. Some of the most valuable companies in the world are technological platform companies from the USA and China. But is there room for other nations in this competitive space? In Germany, the online fashion retailer “Zalando” is working to establish a strong online presence. We take a look behind the scenes of the rapidly growing digital industry and explains how Zalando uses customer data to improve its services. What does it mean for the economy when online platforms become increasingly powerful and data becomes more valuable? How can power be controlled? China has started experimenting with social scoring and credit systems. Here, technology is present everywhere. How does Germany intend to shape this transformation? We accompany Dorothee Bär, Minister of State for Digital Affairs, as she takes us to this “terra incognita” in Germany.



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