

CURRENT AFFAIRS

ALMIGHTY AMAZON

45' (GER, ENG subs)

Every second Euro in online trading is spent on Amazon, and the trend is rising. But Amazon is not only a convenience tool. How does Amazon use our data to predict the purchasing behavior?

In the eternal battle for the title "most valuable Internet company" Amazon has just passed Microsoft and Apple. The online retailer could also be in the lead when it comes to collecting data. It can simultaneously observe, compare, and analyze more than 300 million users worldwide. Is Amazon, with its unabated growth, about to turn our economic system upside down? Or even more?

Never before in the history of trade has a company collected so much data on the behaviour of buyers and traders. Amazon is not just a marketplace and provider of services - it also controls all data streams on this market and uses them in its own sense.

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