

## Twitter Thread by [Misha](#)

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[@MishaDaVinci](#)



**Every single day, the 5 tech giants use your online property to make massive profits.**

**Last year alone, they took in \$1,400,000,000,000.**

**Here's what you need to KNOW & DO:**

The internet was designed to be free for users.

Instead, these corporations turned it into their CASH COW by collecting and monetizing your digital property.

Whether you know it or not, you pay a heavy price every time you log on.



On the internet, you are no more than a serf.

You don't control your own identity.

You can't take your content or community from one site to another.

You are tied to a platform. FOREVER.



Even worse, you're being surveilled.

Your every move is tracked, then turned into massive profits for Google, Apple, Microsoft, Meta, Amazon and others.

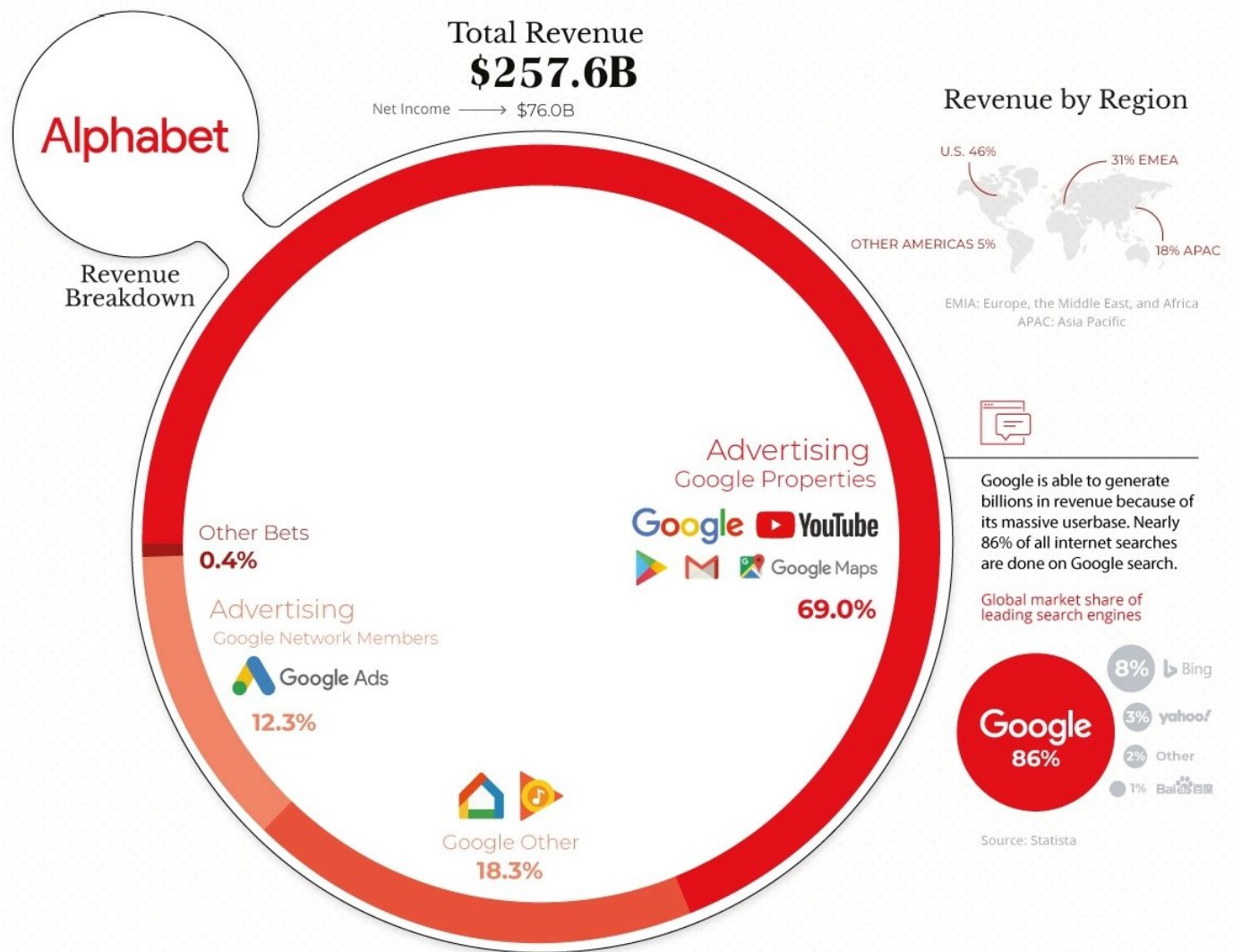
Here's the breakdown:

## GOOGLE

In 2021, Google's revenue was \$257.6B

Most of it came from advertising:

That means, from tracking your online behavior and identifiers, and selling it to the highest bidder.



Here's how Google is tracking you:

Google Search, Chrome, YouTube, Gmail, Maps, and Calendar collect a shocking amount of personal information about you.

Google uses your personal profile to sell ads on their search engine, and on over three million other websites and apps.



Google Analytics — a free service used by millions of websites and apps — is the biggest cross-site tracker on the internet.

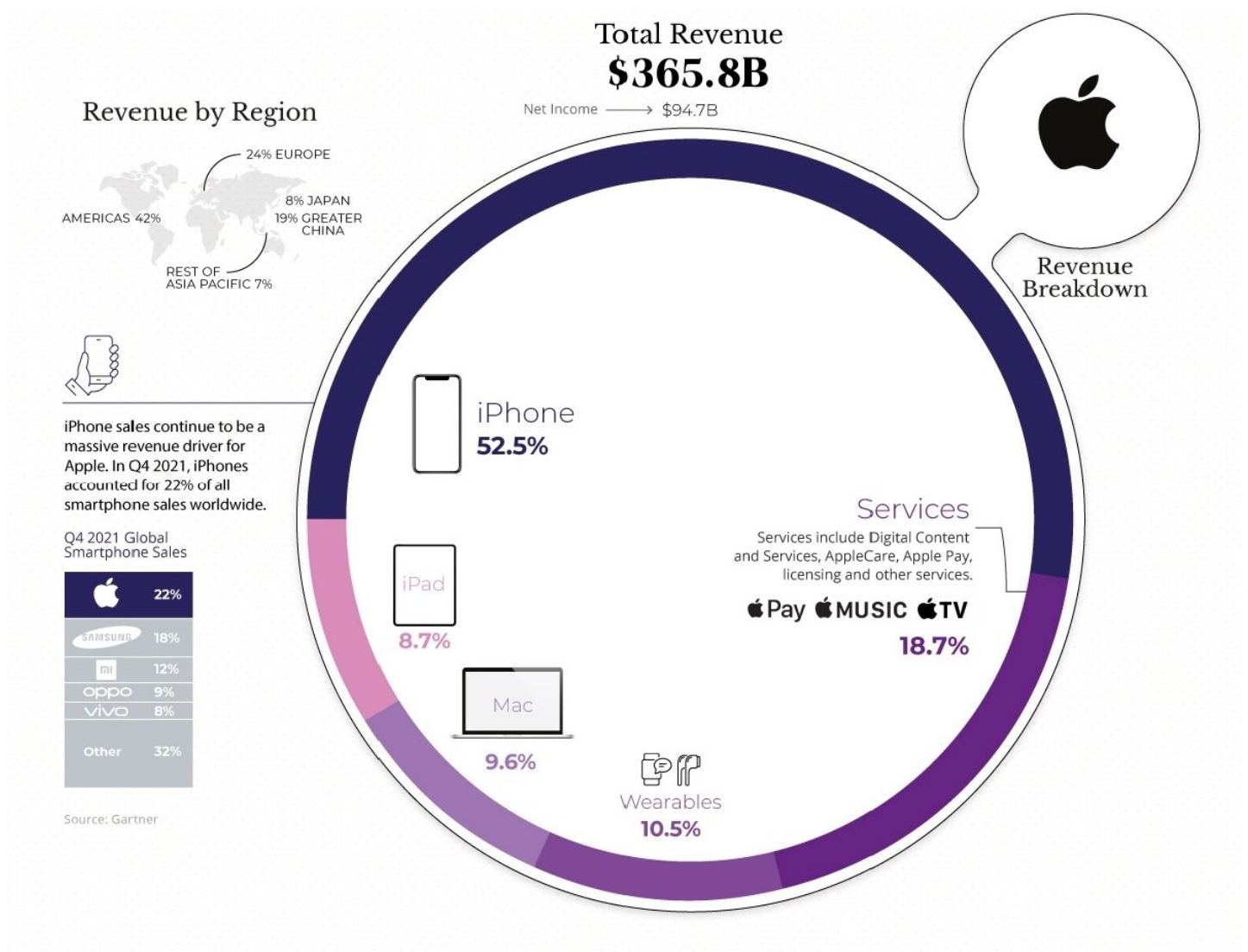
It lurks behind the scenes on around 70% of the top 75,000 sites, collecting your info.

## APPLE

In 2021, Apple's revenue was \$365.8 Billion.

Apple is not in the ad business and preaches "privacy is a fundamental human right."

But that's not the whole story.



Here's how Apple is tracking you:

Per the NYT, Google pays Apple between \$8 and \$12 billion annually to make Google the primary search engine on its iOS devices.

In 2022, that amount is estimated to reach \$20 billion.



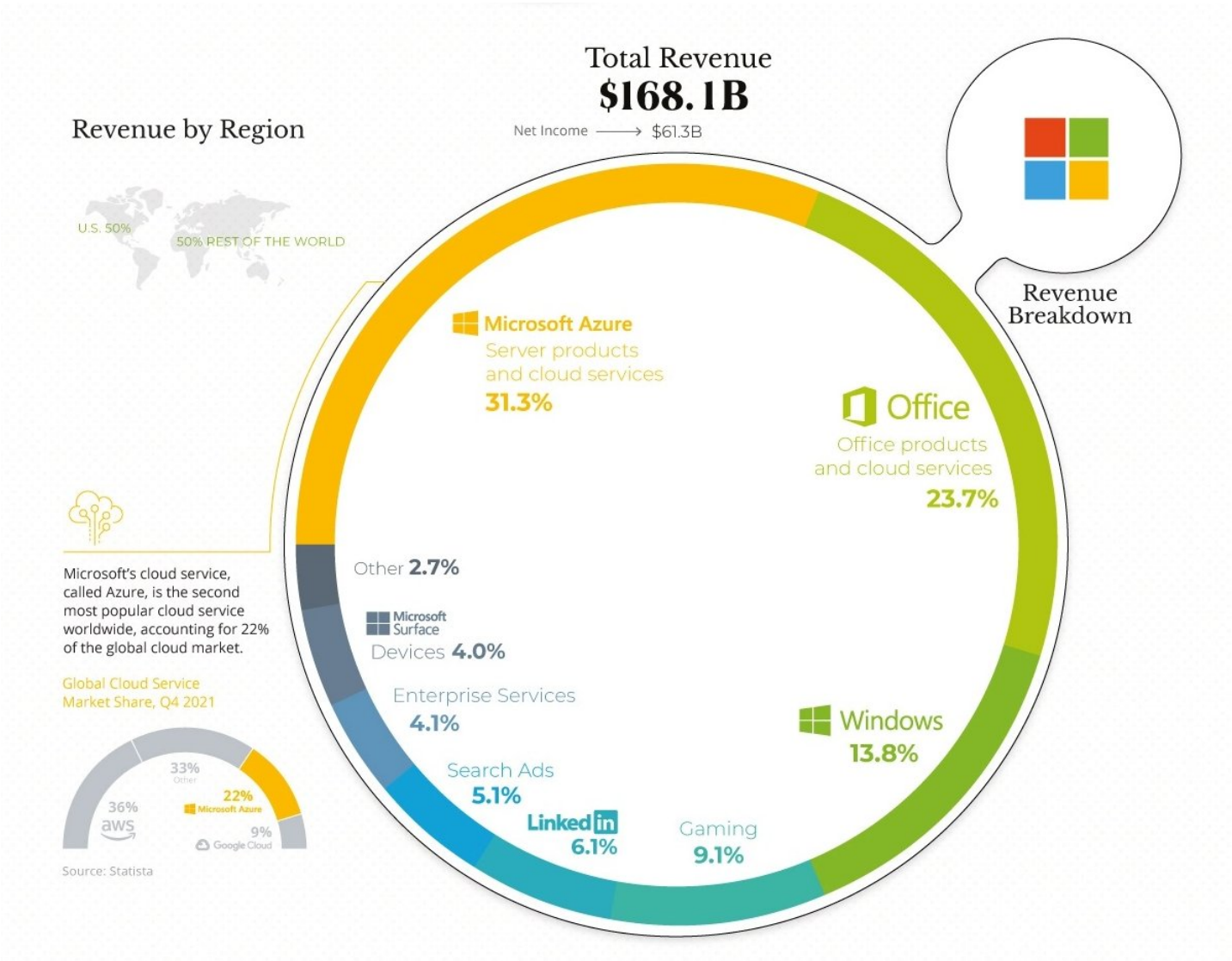


MICROSOFT

In 2021, Microsoft's revenue was \$168.1 Billion

They only made \$10B in ad revenue.

But that's changing.



Here's how Microsoft is/will be tracking you:

They've been assembling a formidable empire in the ad-tech space, and have multiple ways to access your data:

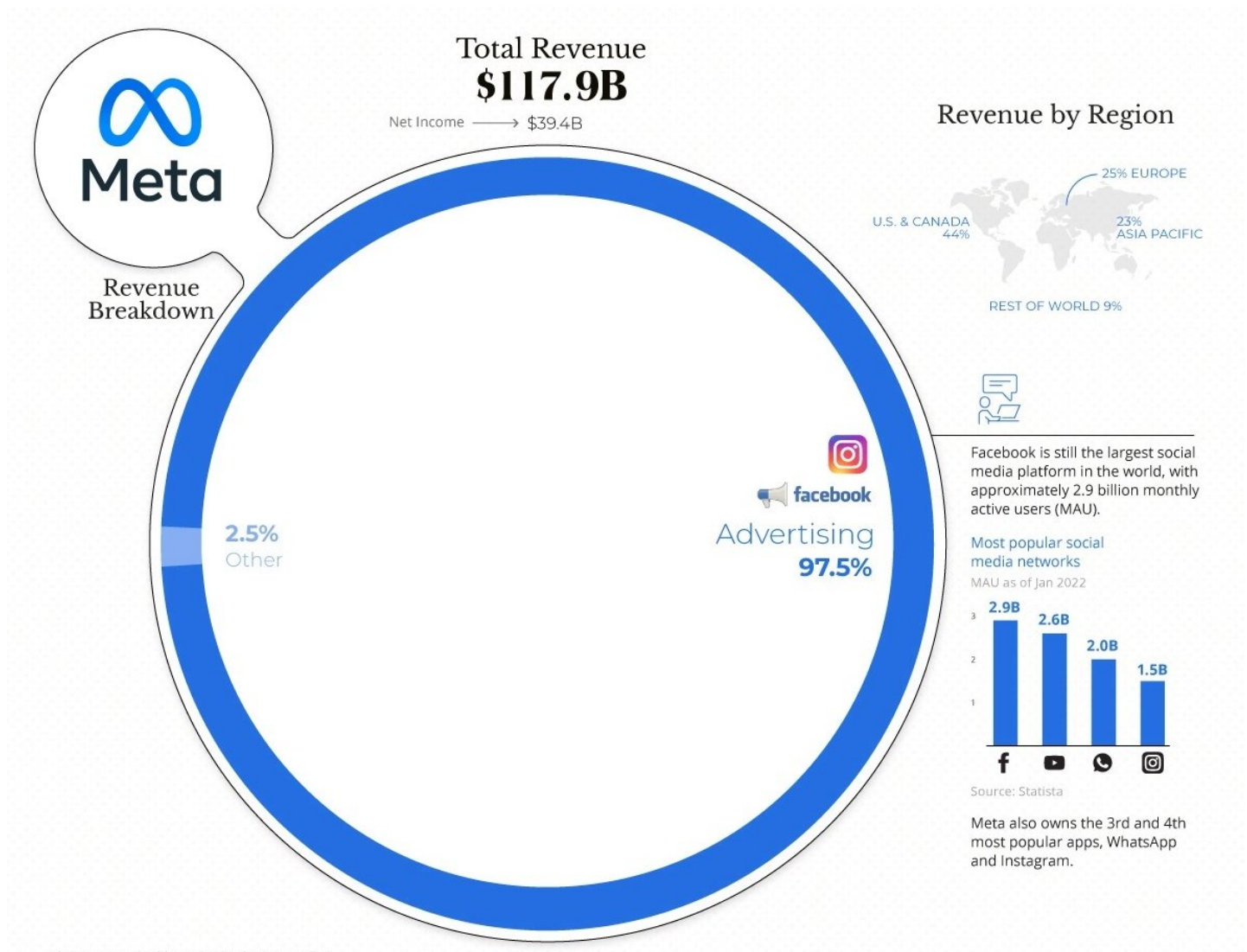
LinkedIn, Xbox, Azure, Bing, Edge and more.

Brands will soon be able to advertise in Xbox.

META

In 2021, Meta's revenue was \$117.9B

Almost all of it from advertising.



Here's how Meta is tracking you:

Anything you do on Facebook, Instagram, (possibly) WhatsApp, the "sign in with Facebook" button.

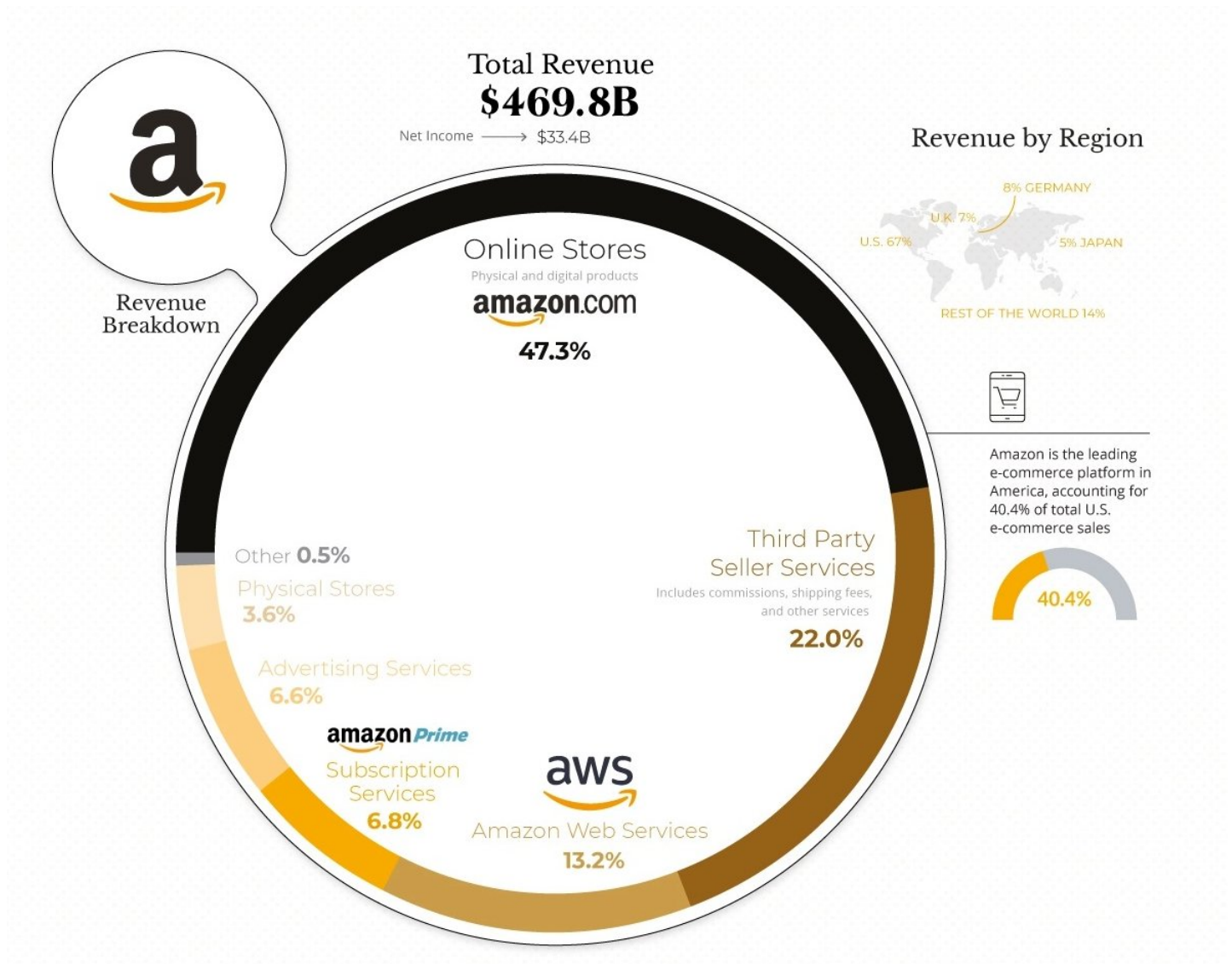
From metadata - browser, EXIF data on photos, location, camera.

And Meta Pixel, used for retargeting, is on over 8 million sites.

## AMAZON

In 2021, Amazon's revenue was \$469.8 Billion.

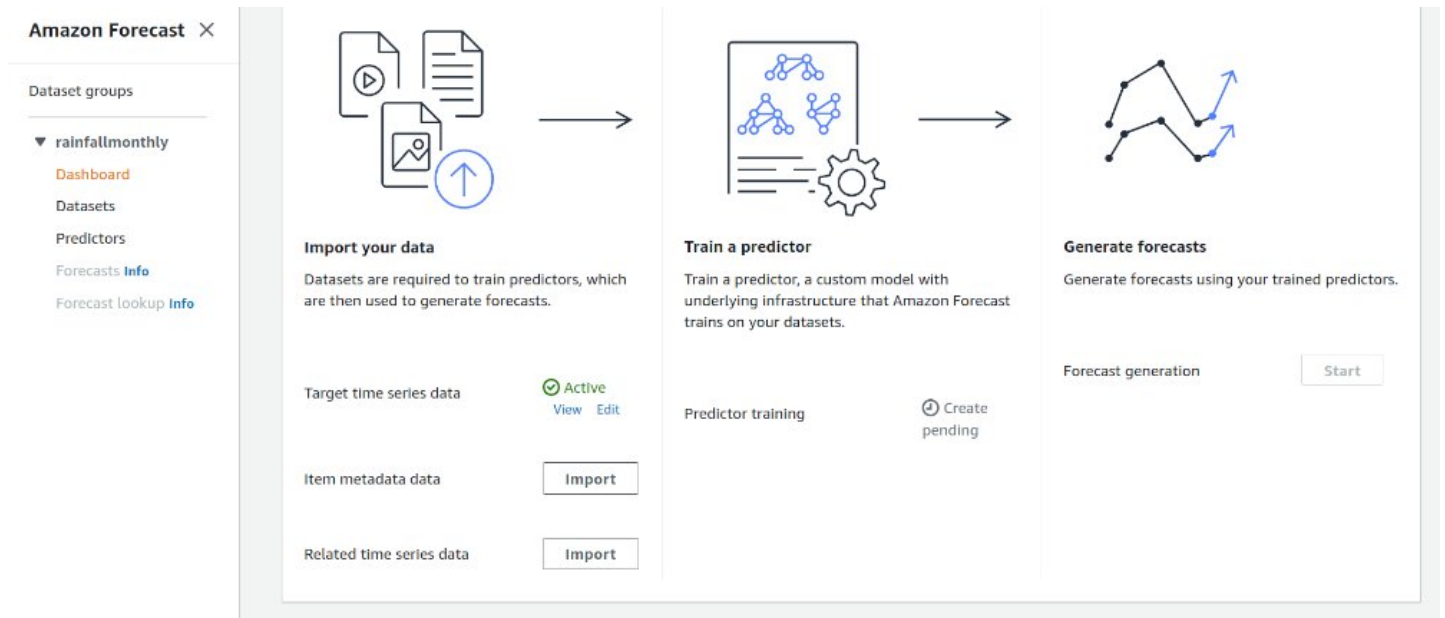
Amazon gathers data about your preferences, so that they can sell you stuff on Amazon.



Here's how Amazon is tracking you:

Your purchases, reading habits on Kindle, entertainment on Prime Video, requests on Alexa, and even home visitors with Ring.

Their software is so good at prediction, that third parties hire its algorithms at Amazon Forecast.



Some will argue that tech companies created the tech and rightfully own it.

But the internet was built with tax payer dollars.

Big tech only owns the application layer that runs on top our free internet protocols.

Here's how the internet works■ <https://t.co/sjmQpFffO8>

5 billion people use the internet.

Less than 1% understand it.

This mega thread will get you up to speed\u2014starting today:

— Misha (@MishaDaVinci) July 24, 2022

Security is also a real concern.

Centralized databases are an easy target.

And big tech has been responsible for massive data breaches and the loss of billions of records.



The Top 50

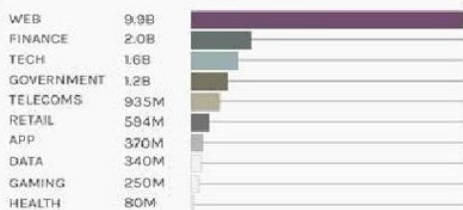
# BIGGEST DATA BREACHES

from 2004 - 2021

A data breach is an incident where protected information is copied, stolen, or exposed to an unauthorized person. The largest breach in recent times was the LinkedIn breach of 2021 in which 700 million records were lost. The visual on the right highlights the Top 50 known data breaches from 2004 to 2021. The Web sector was impacted the most, 9.9B records were lost. The Tech and Finance sectors were also severely impacted, and they lost 1.6B and 2.0B records, respectively.

**SECTORS** - These are industry sectors which the companies belong to. There are 10 in total.

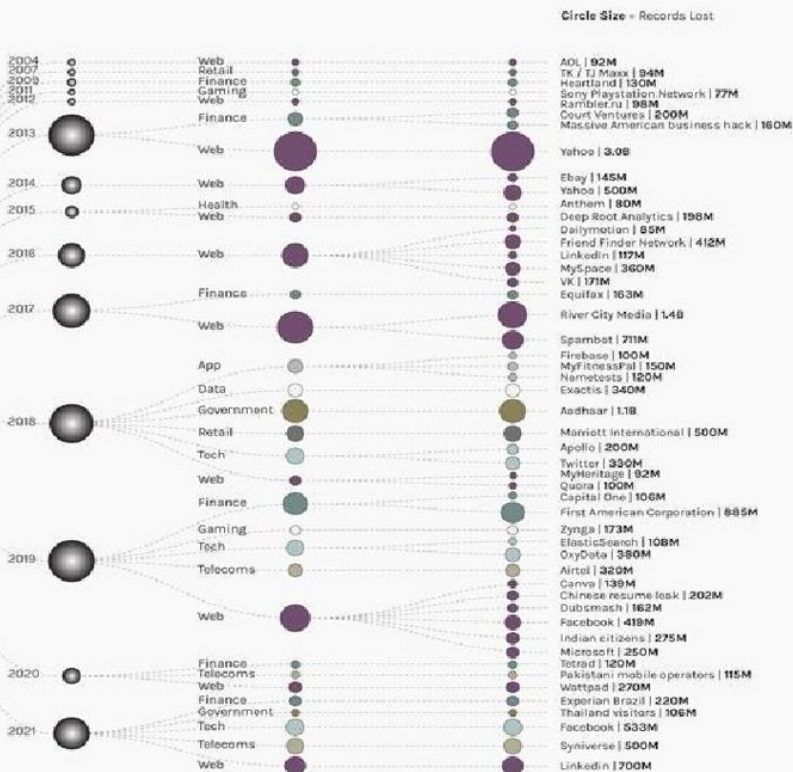
The number of records lost per sector is shown below:



Sources: News reports

17.2B

Total number of records lost



Both Microsoft/LinkedIn and Meta/Facebook were involved in the biggest data breaches last year:

## Biggest data breaches of 2021

RECORDS STOLEN	COMPANY OR SERVICE
5B	Cognyte (MAY)
5B	Twitch (OCT.)
700M	LinkedIn (JUNE)
553M	Facebook (APRIL)
400M	Bykea (JAN.)
223M	Brazilian database (JAN.)
214+M	Socialarks (JAN.)
150M	Raychat (MAY)
106M	Thailand visitors (AUG.)
100+M	Android user data leak (MAY)

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Meanwhile, in web3:

Genius innovators and developers are working round the clock, building an internet that works for all of us.

Here's a viral thread from visionary VC @cdixon that explains the importance of web3: <https://t.co/P9Ftkvnlar>

It's a whole new paradigm.

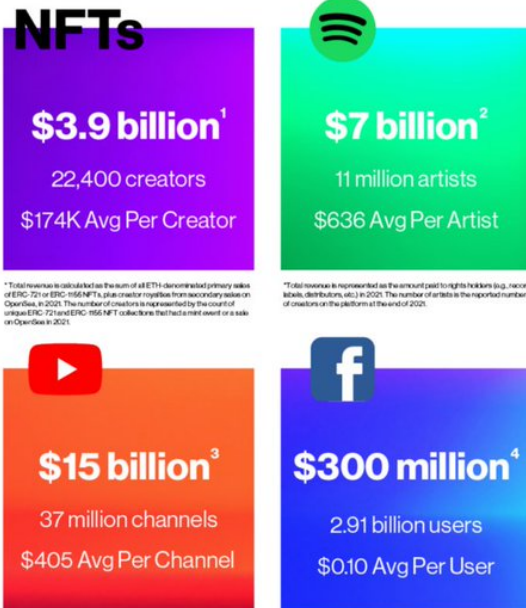
The diagram illustrates the evolution of the internet from Web1 to Web3. Web1 is characterized by a central 'web1' label with 'READ' arrows pointing to it from two desktop computer icons below. Web2 shows a central 'web2' label with 'READ' and 'WRITE' arrows forming a cycle around it, with a smartphone and laptop icon below. Web3 shows a central 'web3' label with 'READ' and 'WRITE' arrows forming a cycle around it, with a smartphone and laptop icon below. Above the Web3 cycle, there are icons for Bitcoin, Ethereum, and Solana, with 'OWN' arrows pointing down to the Web3 cycle and 'OWN' arrows pointing up from the Web3 cycle.

- Web3 gives people property rights: the *ability to own* a piece of the internet

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NFTs realign the power dynamic for artists, creatives, and small businesses.

Estimated Creator Revenues by Source\* (2021):



\*Total revenue is calculated as the sum of all ETH denominated primary sales of ERC-721 or ERC-1155 NFTs, plus creator royalties from secondary sales on OpenSea, in 2021. The number of creators is represented by the count of unique ERC-721 and ERC-1155 NFT collections that had a mint event or a sale on OpenSea in 2021.

\*Total revenue is represented as the amount paid to rights holders (e.g., record labels, distributors, etc.) in 2021. The number of artists is the reported number of creators on the platform at the end of 2021.

\*Total revenue is estimated based on YouTube's 2021 ad revenue and the reported 68% that is distributed to creators. The number of channels is based on the number of active channels as reported by public data sources. (Average payout per channel updated to correct version control error on 5/19/2022)

\*Total revenue is estimated based on Mark Zuckerberg's pledge to "pay creators \$1 billion through 2022" proleptically over the 2021 time period. The number of users is based on Facebook's reported MAUs at the end of 2021.

# NFTs offer creators a whole new way to monetize directly with their fans

Sources:

- 1 a16z analysis of public data on the Ethereum blockchain.
- 2 <https://www.forbes.com/sites/marisadellatto/2022/03/24/spotify-says-it-paid-7-billion-in-royalties-in-2021-amid-claims-of-low-pay-from-artists/>
- 3 <https://www.socialmediatoday.com/news/youtube-generated-288-billion-in-ad-revenue-in-2021-fueling-the-creator/>
- 4 <https://www.facebook.com/zuck/posts/10113607549897721>

\* Median creator payout data for the big tech platforms was unavailable.

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NFTs

DAOs transform how companies are owned & structured.

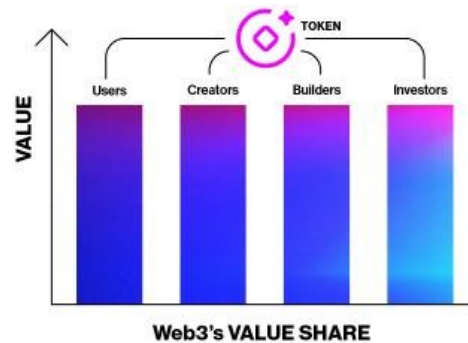
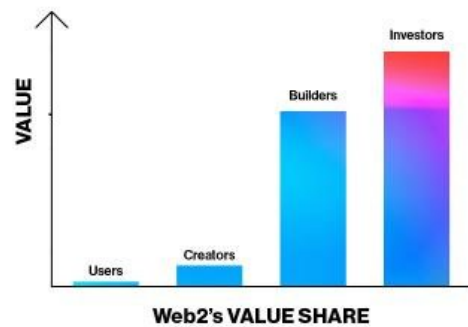
Decentralized social apps let you own your social identity & community.

Why Web3 Matters

## Web3 aligns network participants to work together toward a common goal — the growth of the network

Charts for illustrative purposes only

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DeFi removes banks and institutions from financial transactions & services.

DIDs (decentralized identifiers) let you issue & control your own identity.

# Crypto is already making a *real world impact*

Two thousand twenty two

An overview report

State of Crypto



01.

Today, there is vast untapped lending potential in emerging markets. Goldfinch expands access to capital using crypto to truly empower financial inclusion.

02.

Traditional web services rely on trusted intermediaries (Facebook, Google) to manage their users' digital identities. With Spruce, users can control their own identity with an Ethereum account.

03.

The telecom industry is currently controlled by monopolies. Helium is building towards a future where network coverage becomes a commodity, fueled by competition, available anywhere in the world, at a fraction of current costs.

04.

Only 15,000 musicians on streaming services (less than 0.2%) make more than \$50K/year. Sound cuts out the middlemen, allowing artists to monetize directly from their fans.

05.

The voluntary carbon market lacks liquidity, accessibility, and price transparency. Flowcarbon is leveraging blockchain tech to scale climate change solutions.

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But you can't sit and wait for this new internet to unfold.

You must learn and use the new technology, and play your part in shaping the future.

Here's what to do next:

Use these top free resources to learn all aspects of web3 ■ <https://t.co/5mAlgRk12f>

To succeed in the future, you MUST learn web3.

Here's a list of 24 top resources to get up to speed (for free):

— Misha (@MishaDaVinci) March 27, 2022

I am partnering with some leading web3 startups on something for you:

FREE ONLINE events for newcomers who want to learn the basics, quickly.

There are a limited number of spots for our first event on August 26.

Sign up here for early access: <https://t.co/MeFsoCUTEQ>

That's it, folks. I hope this was useful.

If you enjoyed it, please share by retweeting the first tweet.

I write about the ideas, trends and people shaping web3 and the future.



You can follow me [@MishadaVinci](#).

Image credits: [@VisualCap](#) [@a16z](#)