America’s Indefensible Media Concentration Double Standard

Similar Old-New Media Communications Networks Treated Completely Dissimilarly

Tough Lingering Old Media Ownership Limits/Regulation vs. No Limits on New Media Ownership

Law limits broadcast TV to 39%; FCC ~rules limit radio & cable to ~30%, prohibit news/broadcast in same market; FCC common carrier ISP regulations

Old Media Networks
- Newspapers: Gannett
- Media/Broadcast: Disney
- Cable/Pay TV: AT&T-DirecTV
- Fixed ISP: Comcast
- Mobile ISP: Verizon

New Media Networks
- Social Media Sharing Network:
  - Facebook: Market share
  - Facebook – Top 4 social media apps: Facebook, Messenger, WhatsApp & Instagram
  - Facebook – “Instant Articles” preferred news/ads + “fake news?”
  - Facebook – Social media advertising market share

- Search/Info-Access Network:
  - Google Search – Mobile share + top source of “fake news?”
  - Google Search Advertising – Mobile market share
  - Google News – Only comprehensive news concentration of 75k sources
  - Google-YouTube – Only comprehensive video distribution platform/library
  - Google Play – Only place one can buy all Android compatible apps

U.S. National Market Share

Sources: FCC, industry association data, Pew Research, Business Insider, StatCounter, company data, & Precursor estimates

DOUBLE STANDARD

Old Media Networks: Statutory & Regulatory Media Ownership Limits & Redundant Merger Review DOJ/FTC & FCC

New Media Networks: No Limits, Special Protection from Regulation & Negligence Liability

New De facto Political Antitrust Enforcement Exemption

Americans' Defensible Media Concentration Double Standard

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