
MARKET FACTS!

MARKET FACT #2

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

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90%

**of Annual Growth in Europe's
Digital Advertising market relies
on data use**

COMMENT: Independent Media and the EU economy will suffer now that there's a political crackdown on data due to data misuse of tech behemoths like Google and Facebook. The Market found out about [Google tracking your location even when location services are disabled](#), or [Facebook's famous Cambridge Analytica scandal](#) (which apparently wasn't enough since we now also know that [Facebook collects your phone records and text messages](#) as well). Those companies grew because of data. But the newest competitors aren't having the same chance because of their errors and mistakes. Finally, add the famous [General Data Protection Regulation destructive force](#) to the mix and [you have a real problem for data-based European Startups](#) and consequently, for the EU economy at the end of the day. The scenario is too problematic already. This is why [European regulators are getting a lot of heat from advertising experts for](#)

[killing the media industry](#). Good thing [startups are fighting \(and winning\) in court](#) in order to use data from big social networks.

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