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Submission to the digital gods



The strategy of Amazon, Facebook, Google and other U.S. tech giants is to bring consumers into submission by offering cheap or free services until achieving a monopoly, at which point they begin fully exploiting the dependencies they have nurtured. Once a person is caught in the web, extraction is extremely difficult. The [Czech government's 7% digital tax](#) will address the anti-competitive offshoring aspect of this strategy but will provide no material benefit to users themselves. More helpful would be legislation to bring the tech giants under domestic law where possible, similar to the stated efforts of Prague city hall against Airbnb and Uber. Czechs have little local recourse if Facebook cuts off their lifeline to the outside world without giving a specific reason. Unlike the tech giants, they can't ask Donald Trump to impose trade sanctions. The sooner national governments take action of their own, the less likely that they too will be forced into submission by the digital gods.

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