

## Media Company Loyalty

Fill out the media usage chart according to your own media use choices and habits. Enter a “1” for every category that matches your media usage with a particular company—Amazon, Apple, Facebook, Google, Microsoft, or Netflix. For example, if you watch movies on Amazon and Netflix, enter a “1” in each column. If you use a service that is not controlled by one of the major six companies below, enter a “1” in the “Other” category. Know your subsidiaries and media relationships: for example, don’t forget that Google owns YouTube, or your Samsung phone will be using Google’s Android operating system. When you’re done, add up the numbers for each column and give yourself a score for each company.

Activity	Amazon	Apple	Facebook	Google	Microsoft	Netflix	Other
Phone/ Mobile Operating System							
Computer/ Computer Operating System							
E-mail							
Browser							
Social Media							
TV							
Movies							
Other video							
Cloud Service							
Calendar Service							
Word- Processing Software							
Spreadsheet Software							
Presentation Software							
Music							
Shopping							
Radio/Podcast							
News							
<b>SCORE</b>							