

# The growing global influence of digital media companies

## Company revenue and GDP of countries in 2017

**Walmart**

**= 35th GDP Rank**  
ranking higher than the UAE



Equivalent to the combined income of the **82** poorest countries, representing **344M** people



**Alphabet**

**= 57th GDP Rank**  
ranking higher than Morocco



Equivalent to the combined income of the **48** poorest countries, representing **97M** people



**facebook**

**= 87th GDP Rank**  
ranking higher than Jordan



Equivalent to the combined income of the **33** poorest countries, representing **32M** people



## Project company revenue and GDP of countries in 2028

**Walmart**

**= 29th GDP Rank**  
ranking higher than Norway



Equivalent to the combined income of the **76** poorest countries, representing **392M** people



**Alphabet**

**= 31st GDP Rank**  
ranking higher than Denmark



Equivalent to the combined income of the **72** poorest countries, representing **358M** people



**facebook**

**= 47th GDP Rank**  
ranking higher than Czech Republic



Equivalent to the combined income of the **59** poorest countries, representing **268M** people

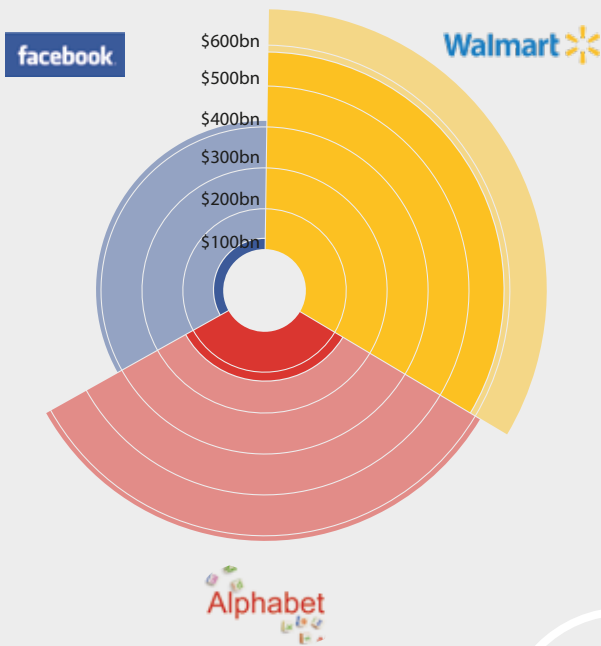


= 10M people

Company data for Facebook, Alphabet and Walmart from Statista.com. GDP and population data from World Bank  
Growth rates based on average growth rate across the last 10 years (Alphabet 15%; Facebook 20%; Walmart 2%; Global GDP 3.5%)

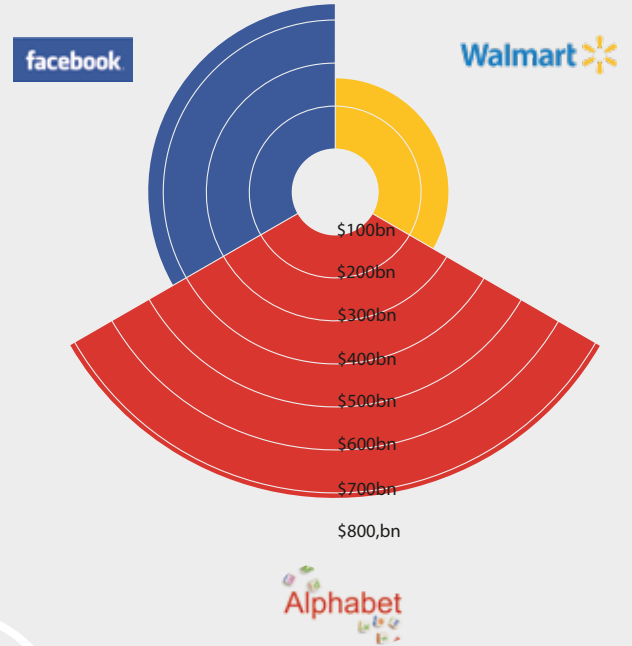
Based on current growth rates, in 10 years Alphabet revenue will similar to that of Walmart, currently the world's biggest company in terms of revenue.

Total revenues in 2017 and 2028



Current market valuations of Alphabet and Facebook are several times their revenue, suggesting the market expects continued growth; Walmart's market valuation is half their revenue.

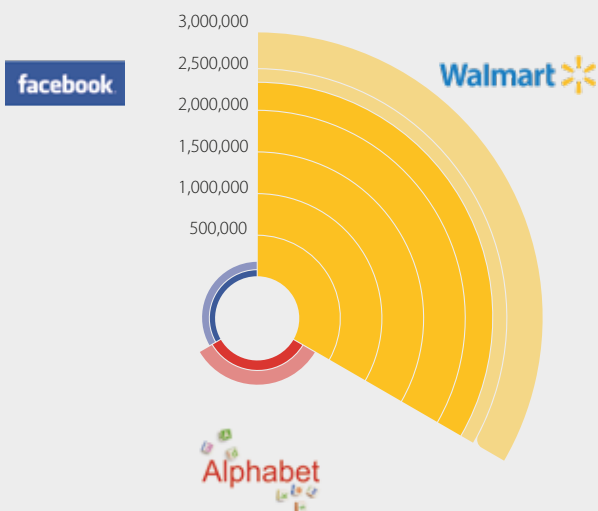
Market capitalisation on 2017



●●● 2017  
●●● 2028

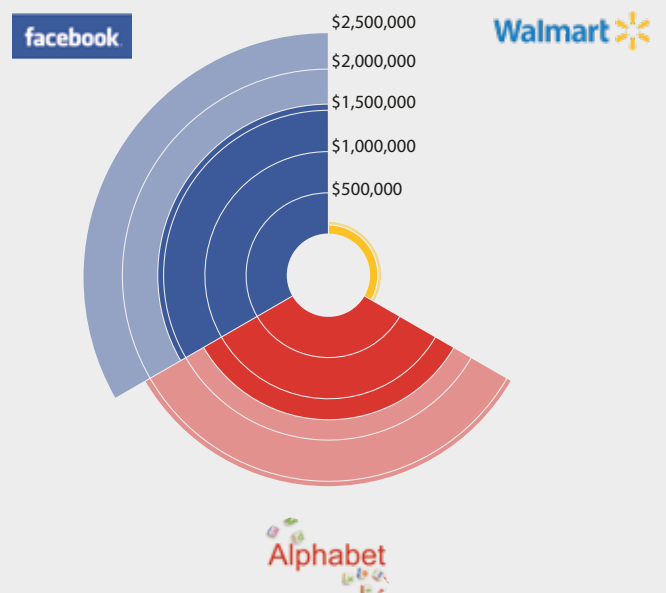
Alphabet and Facebook combined employ just a fraction of the number employed by Walmart.

Total employees in 2017 and 2028



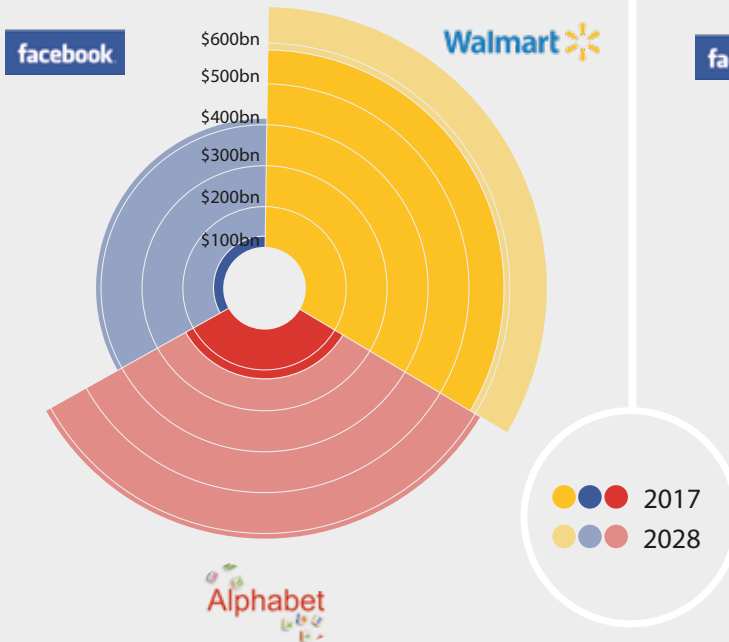
The average revenue produced per employee of Alphabet and Facebook dwarfs the average revenue produced per Walmart employee, reflecting the concentration of global influencer amongst a relatively small number of executives.

Revenue per employee in 2017 and 2028



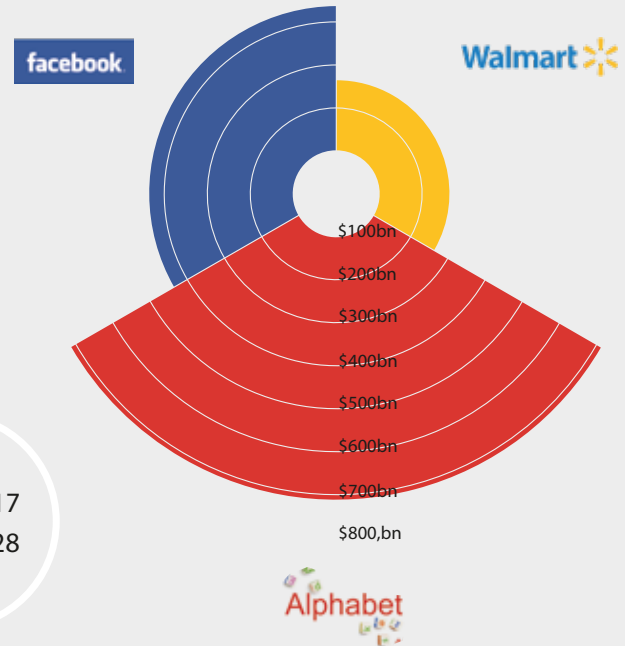
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Total revenues in 2017 and 2028



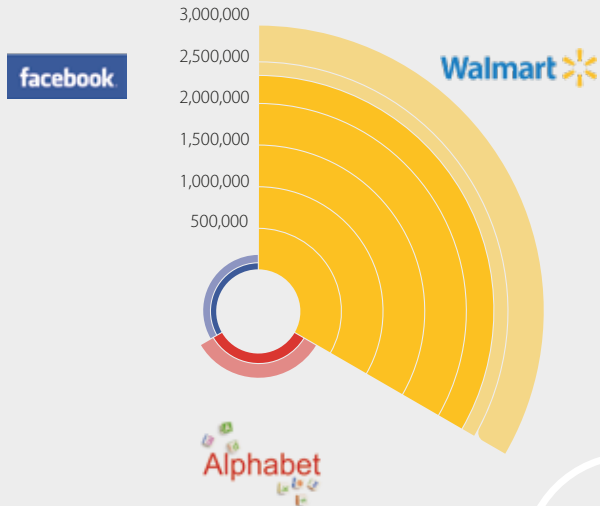
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