

# Why Google is Big Brother Inc.

**Google is the only company with the mission to organize the world's public & private information, & Google has developed more ways to monitor more people, more intimately than any entity ever.**

## ~All the World's Information

Trillion+ web-pages crawled/copied regularly  
25,000 sources copied by Google News  
20 million books copied by Google Books  
90+% movies/TV shows copied by YouTube  
~99% satellite images copied by Google Earth  
90+% homes/33 countries videoed StreetView  
~600m Google+ profiles grown by all Gservices  
425 million users gmails copied regularly  
71 languages auto-translated via Translate

## Most Users

1.2b monthly search users  
1b monthly YouTube Viewers  
900m Android mobile OS users  
750m Chrome browser users  
600m Google+ social users  
425m Gmail users  
1.2m websites use Google Maps

## Most Market Information

Only omnipresent Internet click tracking/analysis  
Uniquely see all online advertiser demand/trends  
Uniquely comprehensive view of user demand  
Unique complete view of publisher ad inventory  
Unique view of global supply/demand for prices  
Lone access to non-public Google Trends info  
First to see new trends/fads/growth inflections  
Unique access to unregulated inside information  
Unique knowledge of online ad market pricing

## Most Personal Identifications

IP addresses via Search/Analytics/Cookies/Chrome  
Email addresses via Gmail scanning & Postini filters  
WiFi, SSID & MAC addresses via WiFi wardriving  
Phone/mobile #s via Play,search, Android, Voice, Talk  
Voiceprint recognition: Hangouts/Translate/YouTube  
Face-print recognition via Google+, Photos, YouTube  
71 Languages identified via Translate/Voice/Video  
Home info: Maps/Earth/StreetView/Android/Play  
Personal info via Apps/product/service registrations  
Social Security/passport/license #s: Desktop Search  
Credit card & bank info: Checkout/Shopping/Wallet  
Health identifiers by Search, Google+, Gmail, Books  
Click-print IDs via analysis of multiple web histories

## Most Personal Location Info

Android GPS tracks location when no apps running  
Search/Toolbar/Android use reveals user's location  
Hangout/Maps/Calendar signal destination plans  
Google Goggles recognizes location via Streetview  
Search/Earth/Maps/StreetView show favorite places

**Big Brother Inc.**

## Most Integrated System

Most private metadata generated  
Single user sign-in for ~all services  
Unified privacy policy  
Unified sharing via Google+  
Unified Big Table database  
Most synchronized data centers

## Most Personal Intentions Info

~80% share of search/video, 70% share of Mobile OS  
Behavioral advertising profile for targeted ad-serving  
Intensive interests via Google+, Search, Alerts, Play  
Click tracking: Analytics, DoubleClick, YouTube, Chrome  
Location interest via Maps, Earth, StreetView, Search  
Financial interests: Search/Finance/Shopping/Wallet  
Private drafts via Gmail, Docs, Groups, Desktop Search  
Plans via Google+/Calendar/Gmail/Voice/Talk/Docs  
Likely votes by party/issue: Search/News/Books/Reader  
Health concerns via Google+/Search/Books/YouTube  
Upcoming purchases: Gmail/Google+/Shopping/Search  
Google+/Gmail knows politics/religion/issue views

## Most Personal Associations Info

Contact lists: Google+, Hangouts, Gmail, Voice, Groups  
Interests: Play,/Google+/Alerts/News/Reader/Groups  
Reading: Play/News/Books/My Library  
Viewing: YouTube/OnAir/Hangout/DoubleClick/Analytics  
Friends: Google+/Picassa/Gmail/Hangouts  
Gathering places: Earth, Maps, StreetView, Android