

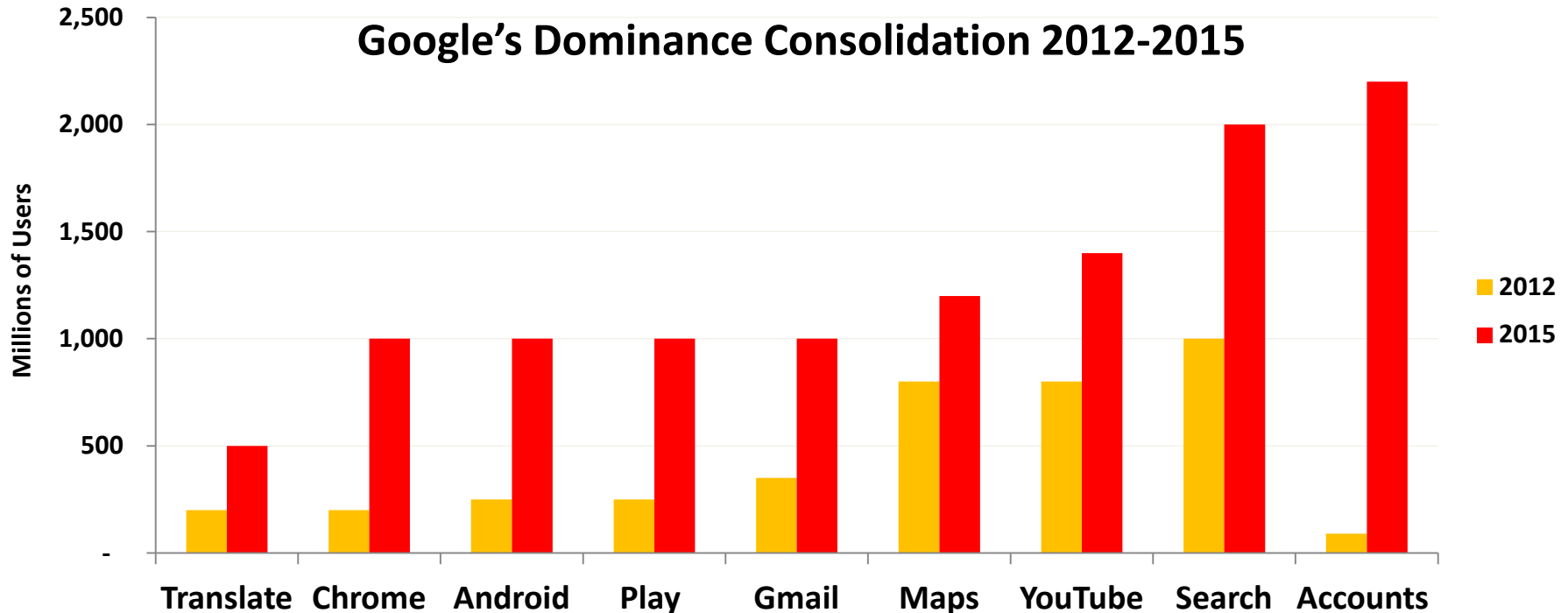
Google Is Consolidating its Dominance at Unprecedented Rates 2012-2015

"Almost nothing, short of a biological virus, can scale as quickly, efficiently or aggressively as these technology platforms and this makes the people who build, control and use them powerful, too." Google's Chairman Eric Schmidt, [12-12](#)

"We don't monetize the things we create, we monetize users." Google Android Head, Andy Rubin, [8-13](#)

"Search is core to everything we do. With mobile, we not only have search, but we push things to you before you ask." Google's CEO Pichai, [3-15](#)

Google's Dominance Consolidation 2012-2015



2012-2015

User Adds: + 300m + 800m + 750m + 750m + 650m + 400m + 600m + 1000m + 2110m

Growth Rates: + 150% + 400% + 300% + 300% + 186% + 50% + 75% + 100% + 2344%

Precursor LLC
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