



**Global Economics**  
G R O U P

# MULTI-SIDED PLATFORMS

WHAT TWITTER, THE LONDON STOCK EXCHANGE,  
AND NIGHTCLUBS HAVE IN COMMON AND WHY  
YOU SHOULD CARE

David S. Evans

University College London and University of Chicago

# Economists Make Great Discovery



It actually was made in 2000 in Toulouse.





# Payment Card Birth



Conception



First Use

**YOUR CREDIT IS GOOD  
WHEREVER YOU GO**  
*when you carry a Diners' Club card!*



**here's why you will want to join the Diners' Club**

**YOU'LL HAVE 5000 CHARGE ACCOUNTS** and immediate, international credit at the finest establishments in every big city throughout the world. You'll be able to charge food, drinks, entertainment, hotel accommodations, car rentals, liquor, flowers, gifts, etc. Where the bill is presented you just sign it. That's all.

**YOU'LL GET ONLY ONE MONTHLY STATEMENT**, it will include all your charges. You're responsible for every legitimate business expense. One check pays for everything. An excellent record for tax and bookkeeping purposes. Your accountant will verify this.

**YOU'LL ENJOY THE PRESTIGE AND CONVENIENCE** RECLAIMED BY NEARLY 500,000 MEMBERS. The world-wide Diners' Club credit card assures you personal business wherever you go and is as easy to use as an all company credit card. Eliminates expense-account bookkeeping, petty cash advances, the need to carry large sums of cash. Replaces dozens of individual credit cards. A complete directory and guide to over 5000 of the world's finest RESTAURANTS, NIGHT CLUBS, HOTELS, FLORISTS, TRAVEL through the courtesy of major hotels, AUTO RENTALS through major agencies, AIRLINE tickets through major airlines.

**YOU'LL PAY ONLY \$5.00 YEARLY.** And this modest fee covers membership cost of your entire family, an entire firm or entire town—all of whom may have and use their own personalized Diners' Club credit cards. Membership fee also provides you in a few subscriptions to the Diners' Club magazine, a monthly publication featuring famous writers and new member establishments.

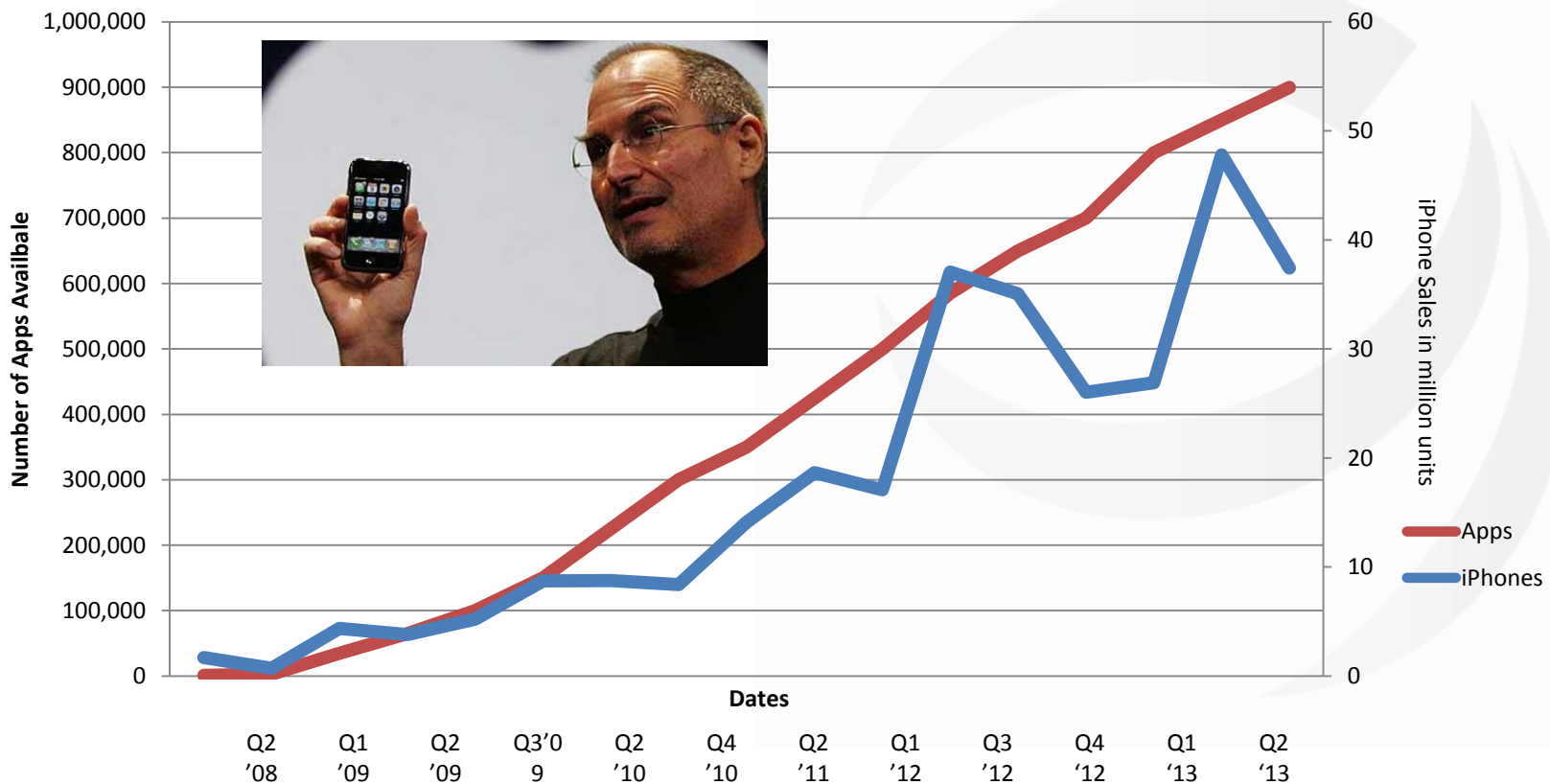
**WHEREVER YOU GO** you'll find Diners' Club member establishments in every big city and major area in the United States, Canada, Mexico, Cuba, Brazil, West Indies, British Isles, France, Italy, Germany, Spain, Switzerland, Australia — in fact, nearly every corner of the world, and your credit is good wherever you go.

**MAIL APPLICATION BELOW TO THE DINERS' CLUB OFFICE NEAREST YOU:**  
 NEW YORK CITY (1) Empire State Bldg. • CHICAGO (2) 23 N. La Salle St. • ST. LOUIS (1) 1212 Cassville  
 LOS ANGELES (4) 300 N. La Cienega • CLEVELAND (1) 1212 Terminal Tower Bldg.  
 WASHINGTON, D.C. (1) 1200 Dupont Circle Bldg. • NEW ORLEANS (1) 107 1/2 Trade Mart  
 SAN FRANCISCO (1) 127 Montgomery St. • CINCINNATI (1) 222 Bay St., Toronto, Ontario

<p><b>* THIS IS YOUR APPLICATION ... FILL OUT AND MAIL TODAY!</b></p>	<p><b>DINERS' CLUB</b> Empire State Bldg., New York 1, N. Y.</p>
	<p>Full name _____                  Home address _____                  Company name _____                  Address _____                  Business phone _____                  Other account info _____</p>
<p><b>CHECK ONE ONLY</b> # <input type="checkbox"/> Bill to other address <input type="checkbox"/> Bill to office address <input type="checkbox"/> Bill to home address <input type="checkbox"/></p> <p><input type="checkbox"/> Bill to other address <input type="checkbox"/> Bill to office address <input type="checkbox"/> Bill to home address <input type="checkbox"/></p>	<p>Signature of individual applicant _____                  Signature of responsible officer _____                  Authorizing company amount _____</p>

# Birth of Wireless Mobile Devices

## Growth of Global iPhone Sales and Number of Apps Available in the Apple Store



# Matchmaking Then and Now

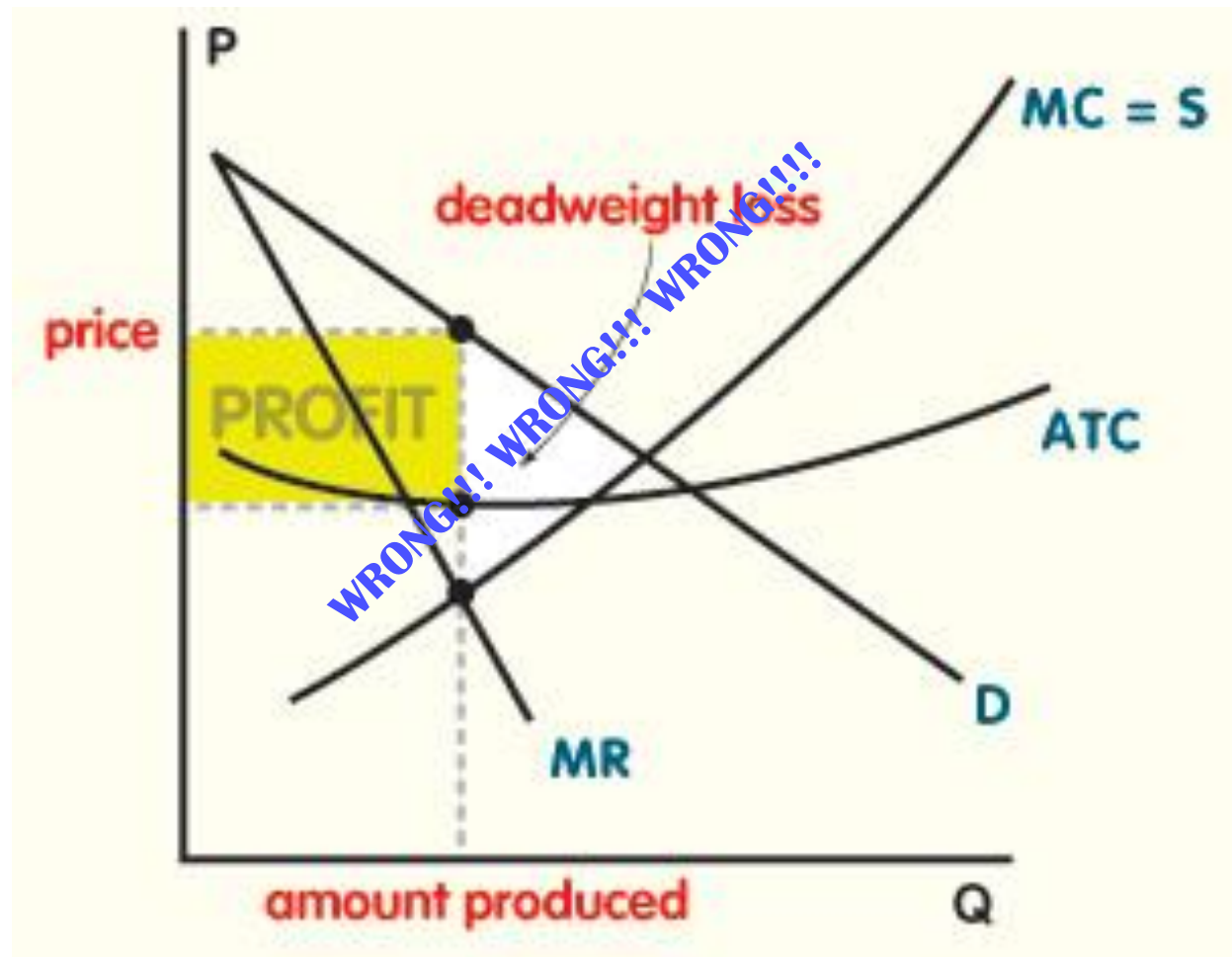


# Multi-sided Platforms Loom Large





# One-Sided Economics Wrong in a Two-Sided World



# The Olinguito





# A Day in the Life of a Londoner

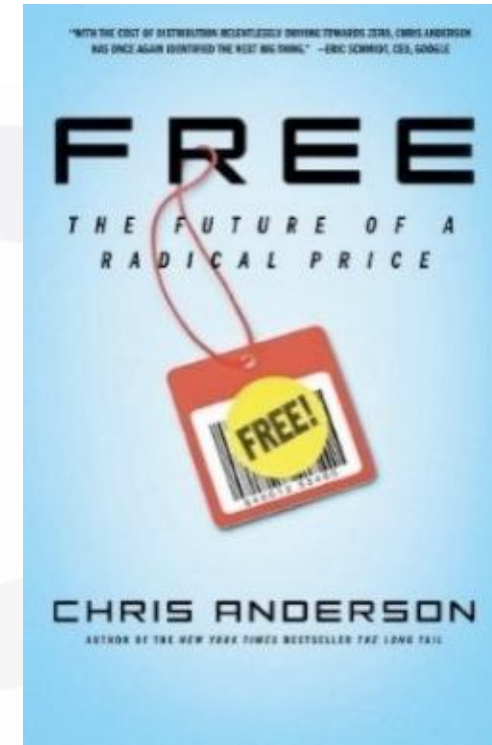
Morning

Afternoon

Evening



# One Platform Side Often Gets a Great Deal



Sign in with the Apple ID you used to register as an Apple Developer, or register for free today.

# Free Drinks for Ladies



Contact Voltage via Email [GO](mailto:timmy@voltage nightclub.com)

timmy@voltage nightclub.com  
5625 O'Donnell Street  
Baltimore, MD 21224  
(443) 708-5281

Open Thursday, Friday & Saturday  
Every week 9pm - 2am  
Sunday 10pm-2am

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EVENTS
ABOUT US
PHOTO GALLERY
VIP TABLE SERVICE RESERVATIONS
CONTACT US

## WEEKLY EVENTS

THURSDAY



**EVERY THURSDAY**  
**18+ TO DANCE 21 TO DRINK**  
 Any Drink  
 Anything Blue (top/bottom/both)  
**FREE DRINKS ALL NIGHT**  
 Free Cover If Wearing Full Bikini  
 Half Cover If Wearing Top or Bottom  
 Must Be Visible Not Covered  
 Free Parking / Doors Open 9pm  
 Ladies free till 10pm (with college ID)  
 Ladies \$5 till 10pm (w/o college ID)  
 Men \$5 till 10pm (w/ college ID)  
 Men \$10 till 10pm (w/o college ID)  
 18 to Dance 21 to Drink  
 \* Open bar limited to reasonable consumption of alcohol.  
 SKIP THE LINE!  
 BUY NOW

FRIDAY



**EVERY FRIDAY LADIES**  
 \$5 COVER TILL 9PM & DRINKS TILL 10PM  
 VIDEO DJ KEVIN BEGIN PERFORMING LIVE  
**LADIES DRINK FREE ALL NIGHT**  
 BEKIN Voltage  
**EVERY FRIDAY**  
**VOLTAGE NIGHTCLUB PRESENTS LADIES NIGHT**  
 Every Friday is Ladies Night at Voltage  
 This is a weekly Event  
 Ladies only \$5 cover Till 10PM  
 Ladies drink free all night  
**ALL NIGHT FOR LADIES**  
 \* LADIES DRINK FREE  
 \$5 Cover for Ladies till 10PM  
 \$10 Cover for Men till 10PM  
 \* Open bar limited to reasonable consumption of alcohol.

SATURDAY



**EVERY SATURDAY NIGHT**  
 LADIES NO COVER FREE DRINKS TILL 10PM  
**Ladies OPEN BAR NO COVER TILL 10PM**  
 OPEN BAR INCLUDES MIXED DRINKS & BEER  
**MEN \$25 MIXED DRINKS TILL 10PM**  
 Voltage  
**CLUB LIFE SATURDAY'S**  
 DOUBLE SPIRIT 10PM  
 FREE PARKING NOW  
 BOOK YOUR VIP TABLES NOW  
 DRINKS LIMITED TO REASONABLE CONSUMPTION OF ALCOHOL  
 FOR MORE BUY DRINKS AT VOLTAGE NIGHTCLUB.COM  
 5625 O'DONNELL ST. BALTIMORE, MD 21224  
**EVERY SATURDAY**  
**LADIES OPEN BAR**  
**EVERY SATURDAY IS LADIES NO COVER TILL 10PM**  
 Open Bar Includes Mixed Drinks & Beer  
 Men \$10 Cover till 10pm  
 Men \$25 Mixed Drinks until 10pm  
 Doors open 9pm  
 Free Parking  
 Book Your VIP tables now  
 \* Drinks limited to reasonable consumption of alcohol

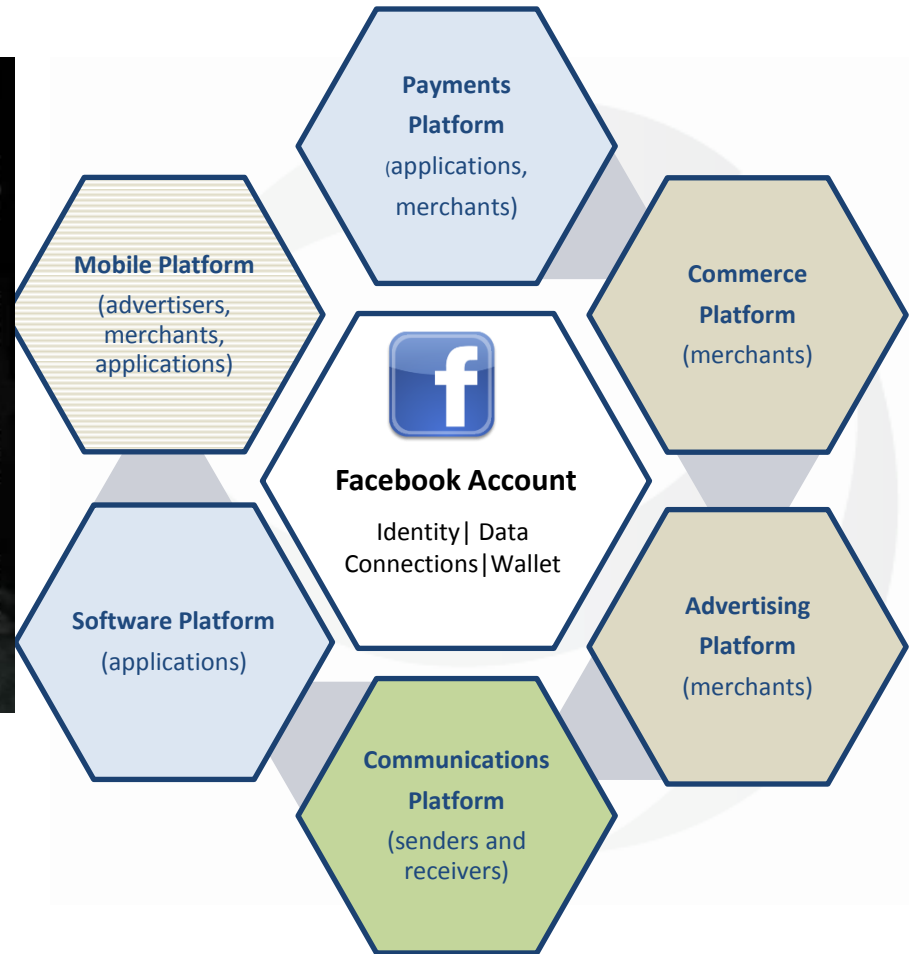
22-Oct-13

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# Facebook Is Six Platforms in One



*Note: Platform "sides" connected to users in parentheses*

# Facebook Larger than EU+CIS



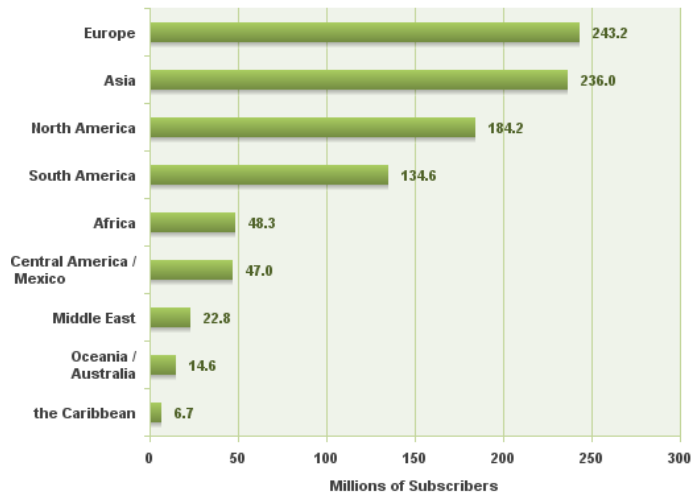
Political Map of Europe



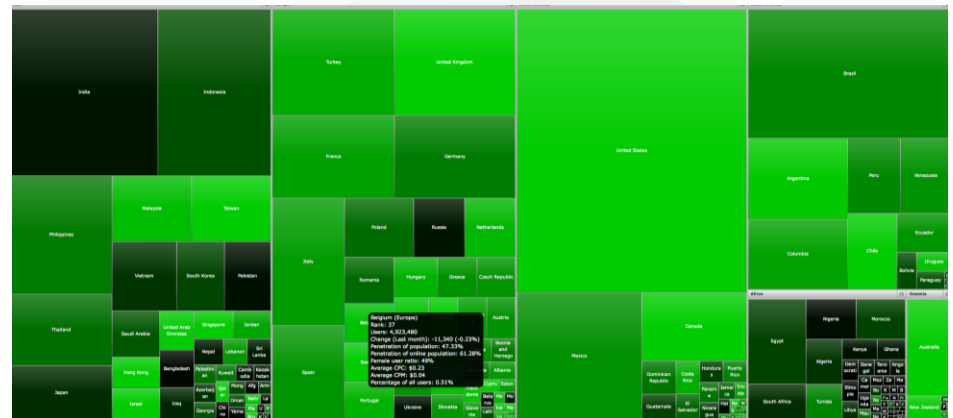
**1.1 billion Facebook accounts globally**

# Internet Platforms Grow Globally Rapidly

**Facebook Users in the World by Regions - September 2012**



Source: Internet World Stats - [www.internetworldstats.com/facebook.htm](http://www.internetworldstats.com/facebook.htm)  
 The total number of Facebook subscribers in the world is estimated to be 937,407,180 on September 30, 2012.  
 Copyright © 2012, Miniwatts Marketing Group





# Online Meets Physical with Uber

The screenshot displays the Uber website interface. At the top, the Uber logo is visible, with 'uberX THE LOW-COST UBER' highlighted. Below the logo is a side view of a black car. A pricing table is shown below the car, detailing rates for different service types. The table includes columns for UberX, UberBERLINE, UberVAN, and UberMOTO. UberX has a base fare of 2,00 €. UberBERLINE has a rate of 0,65 € per minute for trips below 25 km/h. UberVAN has a rate of 1,65 € per kilometer for trips above 25 km/h. UberMOTO has a minimum fare of 8,00 € and a cancellation fee of 8,00 €. Below the table, it states 'SEATS UP TO 4' and 'SAMPLE VEHICLES: MERCEDES C-CLASS HYUNDAI I40 BMW SERIE 3'. At the bottom, there are three sections: 'HELP CENTER' with the text 'WE'RE HERE TO HELP' and a link to 'VISIT THE HELP CENTER'; 'YOUR TEAM' with a photo of a group of people and a link to 'WORK FOR US'; and 'TWEETS' with a tweet from Uber Paris and a link to 'FOLLOW @UBER\_PARIS'.

uberX	UberBERLINE	UberVAN	UberMOTO
BASE FARE 2,00 €	BELOW 25 KM/H 0,65 € PER MINUTE	OR ABOVE 25 KM/H 1,65 € PER KILOMETER	MINI FARE 8,00 € CANCELLATION FEE 8,00 €

SEATS UP TO 4 | SAMPLE VEHICLES: MERCEDES C-CLASS HYUNDAI I40 BMW SERIE 3

CONNECT WITH US

HELP CENTER  
WE'RE HERE TO HELP  
VISIT THE HELP CENTER

YOUR TEAM  
WORK FOR US

TWEETS  
TGIF : On vous propose de rejoindre ce soir la White Cocotte party !!! [HTTP://T.CO/7DRWFV0GB](http://t.co/7DRWFV0GB)  
FOLLOW @UBER\_PARIS

# EARLY SELF-REGULATING EXCHANGES



MAD DOG IN A COFFEE-HOUSE.  
(From a Rowlandson Caricature.)

# Thank You!

DAVID S. EVANS

Global Economics Group | Chairman

[david.evans@globaleconomicsgroup.com](mailto:david.evans@globaleconomicsgroup.com)

Mobile: +1 617 320 8933

Skype: david.s.evans