



Apple

Kicking Google's ass on the UX front, which is where they are weakest. iOS versus Android is a huge battleground. This could go either way in the long run but Apple is winning now. Also fighting over mobile ads and a browser. Possibly online music soon too.

Facebook

Scaring the crap out of Larry P at the moment. 25% of all Googler's bonus is now tied to their improvement in Social, and area Facebook is winning by miles at the moment. Facebook stealing eyes-on-page time, and also have a payment mechanism lurking.

Twitter

Only fighting on one front at the moment, but doing a good job of it. Part of the reason for Google's failure in social, and the killer of poor Google Buzz. Is becoming a Platform, which scares Google as platforms don't die quickly.

Amazon

Amazon has a lot of horsepower, and a lot of credit cards – a force to be reckoned with. Currently winning in The Cloud, and introduced Cloud Drive and Cloud Player before Google did anything there. Have cheekily started their own App Store too.

Microsoft

Not done anything too exciting recently, but still a big rival in the main battle ground. Bing has taken some marketshare from Google, and Microsoft fight in the online advertising space too. Suddenly picked up their game in the Browser Wars with IE9 and IE10. Azure not threatening yet, and Windows Phone 7 bit of a joke.

Most Dangerous Invaders



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