

1. Record Nr.	UNINA9910476788803321
Autore	Fuchs Christian <1976->
Titolo	The online advertising tax as the foundation of a public service internet : a CAMRI extended policy report // Christian Fuchs
Pubbl/distr/stampa	London : , : University of Westminster Press, , 2018
Descrizione fisica	1 online resource (98 pages) : illustrations
Collana	CAMRI policy briefs
Disciplina	336.278
Soggetti	Internet marketing - Taxation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction : Public service Internet platforms and the online advertising tax -- The rise of online advertising -- The Google and Facebook online advertising duopoly -- Google and Facebook's tax avoidance strategies -- The tax avoidance inquiry in the British House of Commons -- Example policy measures for countering online corporations' tax avoidance : voluntary, corporate self-regulation, the 'Google tax' (diverted profits tax), and the digital permanent establishment -- A method for taxing online advertising and digital value -- Towards a public service Internet : funding, infrastructure and formats -- Conclusions and discussion.
Sommario/riassunto	"Online advertising will soon form the largest share of global advertisement revenues. Google and Facebook netted profits of US \$29 billion in 2016. While these two giants control more than 66% of all online advertising revenues complex legal company structures have minimised their tax liabilities. This extended policy report considers where they should be taxed and where the value of their activities is actually created. It argues that tax paid by those platforms should be levied in the country where platform users are located when they click on or view an advertisement. Furthermore, the report examines the practical steps needed to ensure transparent accounting of taxed transactions in order to avoid long term negative effects for media and democracy. Considering counter-arguments the author makes the case for an online advertising tax alongside a public service Internet strategy that could support other viable platforms and counter the dangers of

duopoly or oligopoly and the high risks of financial bubbles in a world where advertising is the Internet's dominant business model."

2. Record Nr.	UNINA9910726283303321
Autore	Dolla Suryanarayana
Titolo	Advances in Clean Energy and Sustainability : Proceedings of ICAER 2022 / / edited by Suryanarayana Dolla, Zakir Hussain Rather, Venkatasailanathan Ramadesigan
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2023
ISBN	9789819922796 9789819922789
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (838 pages)
Collana	Green Energy and Technology, , 1865-3537
Altri autori (Persone)	RatherZakir Hussain RamadesiganVenkatasailanathan
Disciplina	333.794
Soggetti	Renewable energy sources Electric power production Energy storage Renewable Energy Electrical Power Engineering Mechanical Power Engineering Mechanical and Thermal Energy Storage
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Experimental Investigation on Corrosive Nature of Acid Oil Biodiesel on Selected Automotive Materials -- Clear Sky and Real Sky Solar Radiation Modelling for Locations in India -- Prediction and Optimization of Thermal Conductivity and Viscosity of Stable Plasmonic TiN Nanofluid Using RSM and ANN Combined Approach for Solar Thermal Application -- From Slum to Slum Rehabilitation Housing: Comparing the Factors Affecting Energy Consumption and Environmental Satisfaction among the Low-Income Housing in Mumbai -- Experimental Investigation of Cooling Photovoltaic Panel using Turbo-Ventilator -- Thermal Performance of Multi-Tubular Sensible Energy Storage with Coil Inserts

-- Modeling and Comparative Thermal Performance Analysis of a Biomass Gasifier using Different Gasifying Agents -- The Corrosion Analysis of Diesel Engine Parts on Application of Dual Biodiesel Blend -- Thermal Analysis of Multi Reflector Compound Parabolic Collector (MRCPC) -- Capture and Characterization of Particulates from a Single-Cylinder Diesel Engine Fuelled with Refined Tire Pyrolysis Oil -- Estimation of Heat Generation and Thermal Behavior of Cylindrical Lithium-Ion Battery Under Natural Convection -- Numerical Investigation of the Thermal and Emissions Performance of a Hybrid Draft Biomass Cookstove -- Numerical Investigation of Melting of Layered PCM in Squared Cavity -- Electrochemical Hydrogen Storage within a Modified Reversible PEM Fuel Cell and its Performance Analysis with Interdigitated and Spiral Micro Flow Channels -- Effects of Ambient Condition on the Performance of Ammonia based Loop Heat Pipe -- Design and Development of Artificial Neural Network Based Prediction Model for Hemispherical Solar Still.

Sommario/riassunto

This book presents selected papers from the 8th International Conference on Advances in Energy Research (ICAER 2022), providing coverage encompassing advanced conventional energy technology, renewable and non-conventional energy technology, electric mobility, energy storage, energy, environment and society, industry innovations in energy, sector-coupled energy system, and energy education. The contents of this book are of use to researchers from not only scientific background, but also economics and anthropology. It encourages researchers to conduct research on the ways to assess and analyse the acceptance of the novel energy forms among the mass population from a financial and social perspective.
