

SPLOID

Fascinating graphics show who owns all the major brands in the world

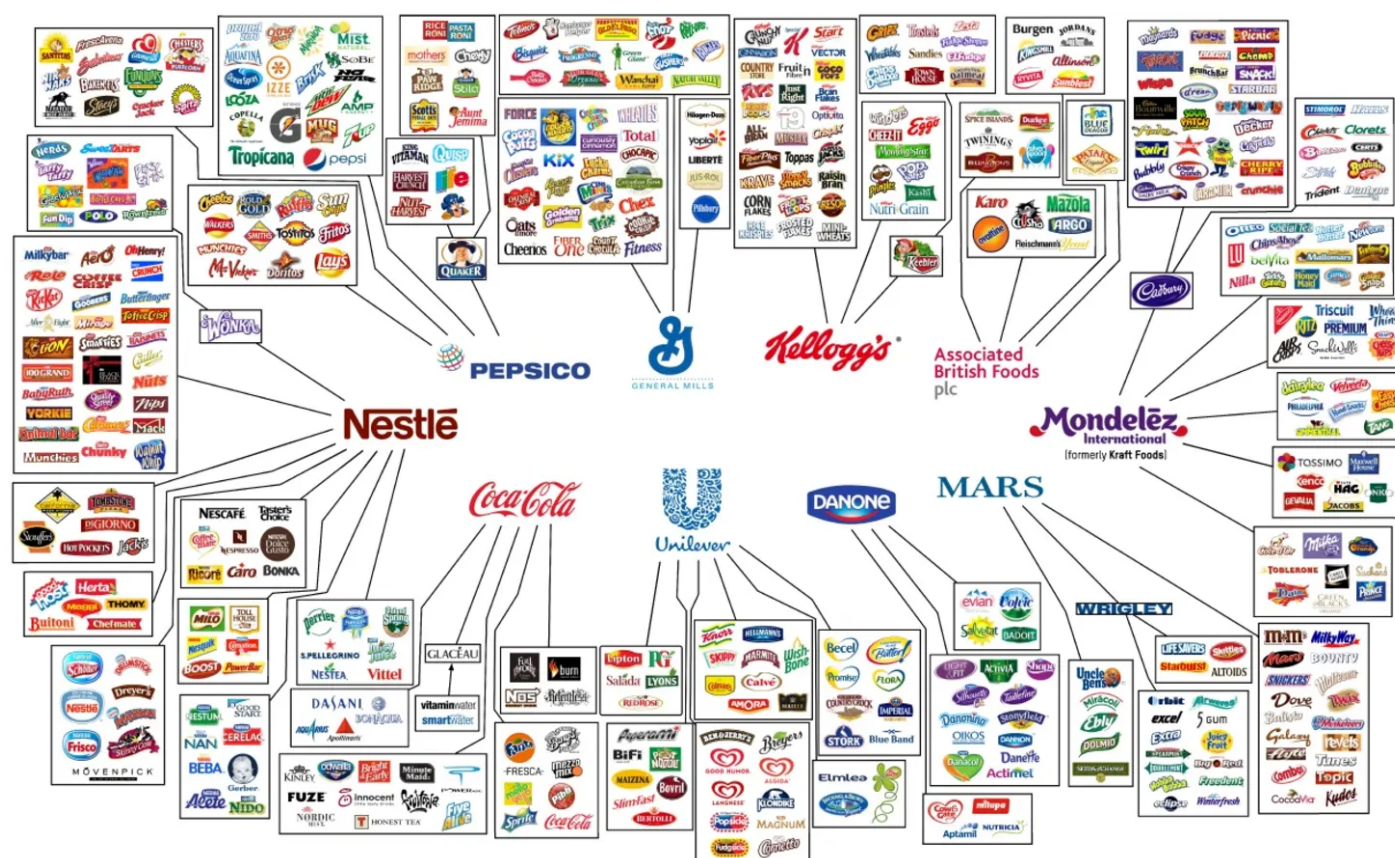


Jesus Diaz

7/03/14 12:15AM • Filed to: INTERESTING ▾

396

126



All the biggest product brands in the world are owned by a handful of corporation. Food, cleaning products, banks, airlines, cars, media companies... everything is in the hands of these megacorporations. These graphics show how everything is connected.

Consumer goods

In the supermarket—as you can see in the graphic at the top—Mondelez, Kraft, Coca-Cola, Nestlé, PepsiCo, P&G, Johnson&Johnson, Mars, Danone, General Mills, Kellogg's, and Unilever own everything.



This graphic is slightly outdated, but it shows Johnson&Johnson's brand connections. The graphic on top is up to date.

G/O Media may get a commission

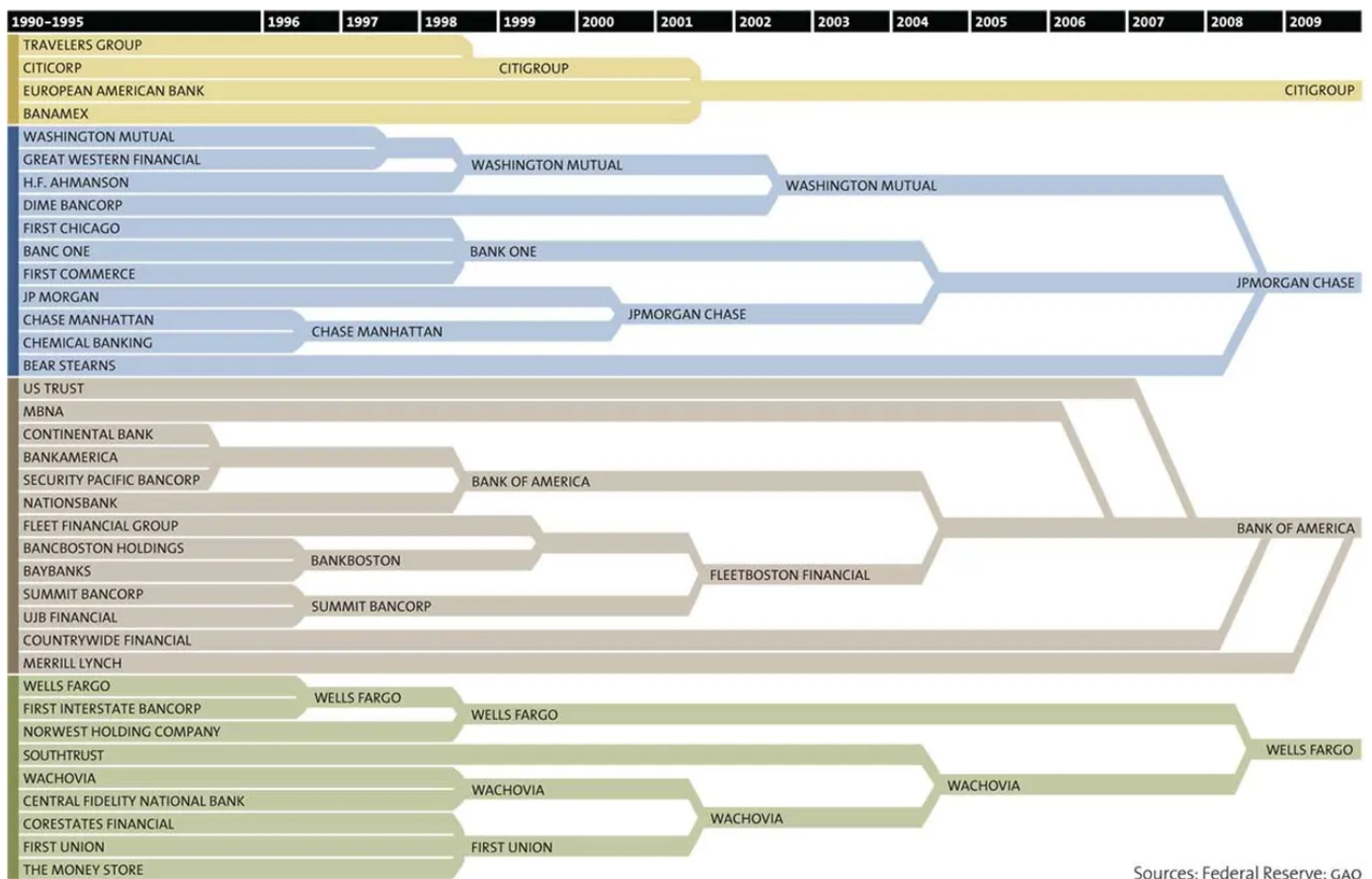
10" LED Ring Kit

\$17 at Amazon

Use the promo code 6IA3K624

Financial assets

It doesn't stop in the supermarket, of course. Our money is [all in the hands of a few megacorporations too](#). Here's all the stuff that merged into Citigroup, JP Morgan Chase, Bank of America, and Wells Fargo since 1996. Now, [according to MotherJones](#), 54% of all the financial assets in the United States are owned by just 10 institutions.



Studios and media companies



media was owned by **50**
companies

In 2011, that same 90% is
controlled by **6 companies**

THESE SIX COMPANIES ARE:



GE

Notable
Properties:

COMCAST
NBC
**UNIVERSAL
PICTURES**
**FOCUS
FEATURES**



**NEWS-
CORP**

Notable
Properties:

FOX
**WALL STREET
JOURNAL**
**NEW YORK
POST**



DISNEY

Notable
Properties:

ABC
ESPN
PIXAR
MIRAMAX
**MARVEL
STUDIOS**



VIACOM

Notable
Properties:

MTV
NICK JR
BET
CMT
**PARAMOUNT
PICTURES**



**TIME
WARNER**

Notable
Properties:

CNN
HBO
TIME
**WARNER
BROS**

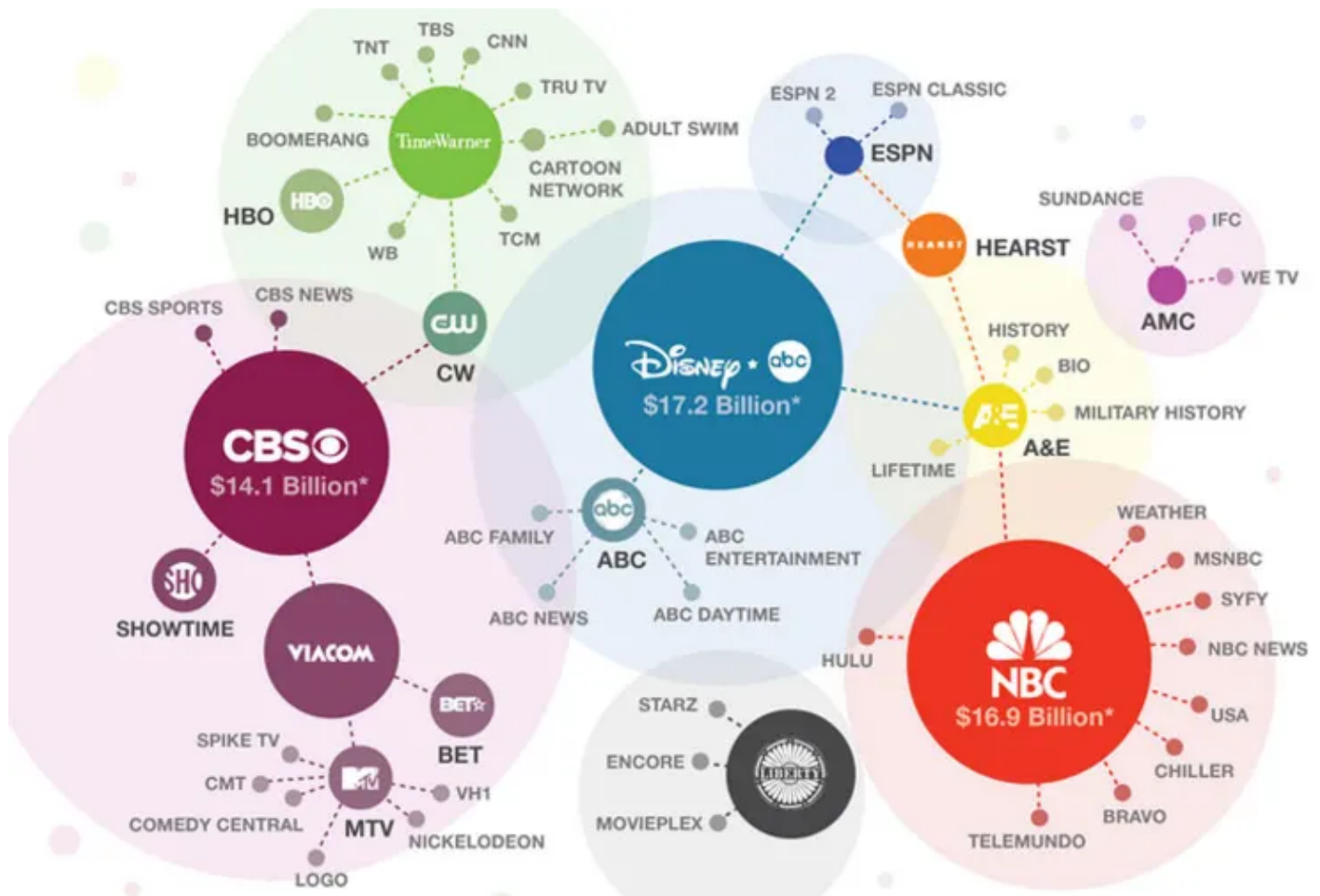


CBS

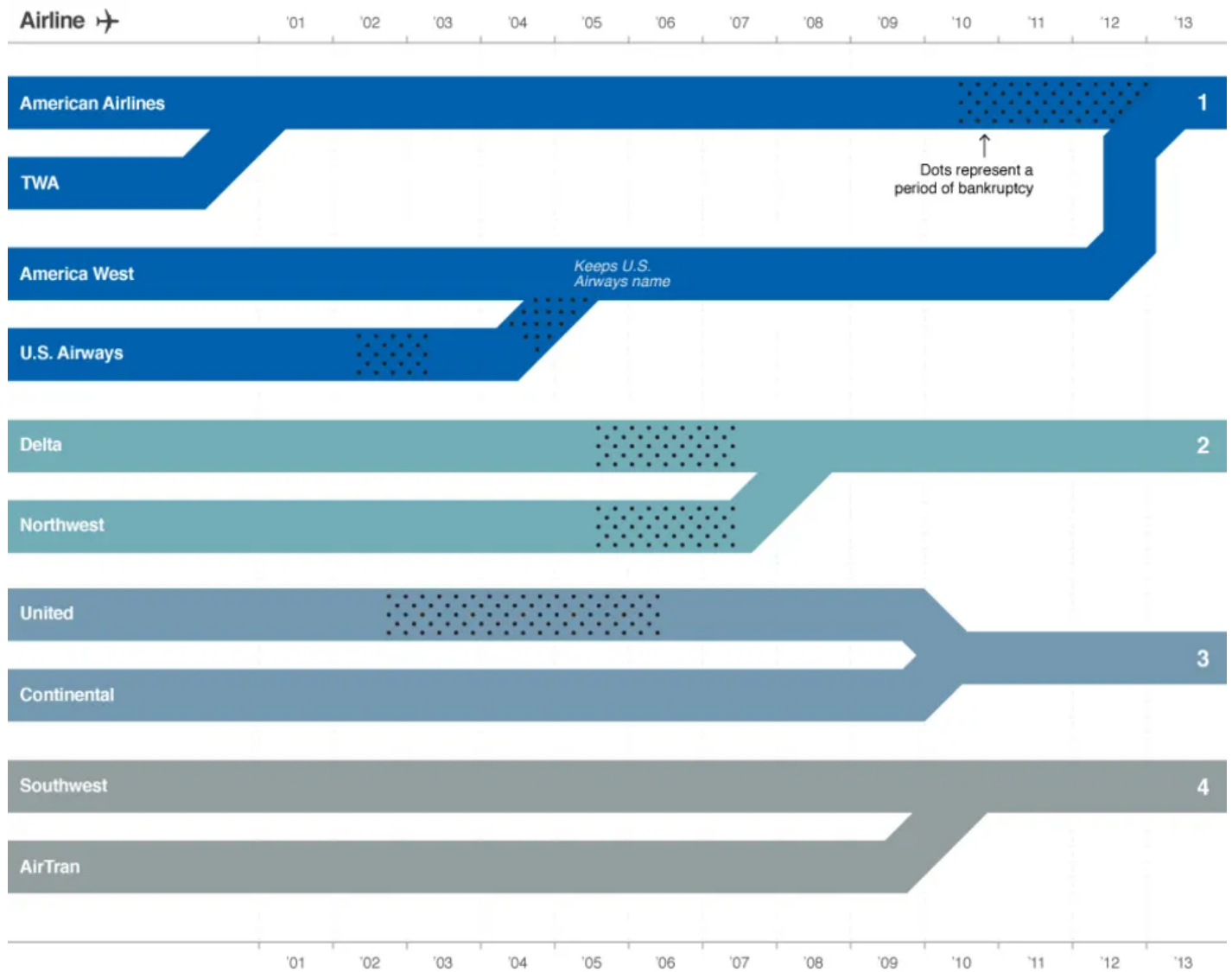
Notable
Properties:

SHOWTIME
**SMITHSONIAN
CHANNEL**
NFL.COM
JEOPARDY
60 MINUTES

TV channels



Airlines



Cars

Your beer

Everything else

This graphic is from 2003 but it shows all the connections between all brands, from liquor to clothing to music labels.

Got any other curious graphics like these? Post in the comments.

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DISCUSSION



Amelia Bones
7/03/14 1:30AM

I'd like to see the graph showing which U.S. politicians are connected to which corporations.

[See all replies](#)
