**ABC FOUR CORNERS REPORT INTO UBER**

**QUESTIONS FOR REVIEW/DISCUSSION**

**MARCH 2019**

1. In what year did Uber commence operations. [0.30]
2. Explain how it is possible for Uber to be losing ‘billions of dollars’ when it remains very popular. [1.01]
3. Explain why the assertion is made that Uber *‘does not enjoy a competitive advantage’.* [1.15]
4. In how many countries does Uber operate? [2.12]
5. Approximately how many drivers ‘work’ for Uber and how many Uber trips are completed each day around the world? [2.25]
6. Explain what is meant by the claim that Uber’s collection of trip data is all *‘part of Uber’s ambition to monopolise and monetise the way we travel’.* [3.14]
7. Describe why taxi drivers around the world protested to the rise of Uber. [5.35]
8. How was Uber to defy or impede regulators around the world who attempted to shut Uber down deeming it to be ‘an illegal taxi service’. [6.08] In your answer, refer to some of the ‘software tools’ and ‘covert techniques’ used by Uber to both defy/impede authorities and deal with competitors. [7.23] [10.26] [12.40]
9. Discuss the validity of the claim that ‘some of its [Uber’s] technology is not about providing better services to the community, its about making better profits for Uber‘. [9.35]
10. When did Uber launch in Australia and why is Australia one of Uber’s most successful markets? [10.37]
11. Provide a possible or likely explanation for Uber being declared illegal in 2014 and outline how Uber was able to gain a foothold in the Australian market despite its illegal status. [11.04]
12. Outline a possible reason(s) for Australian governments to regulate the taxi and hire car industries.
13. Describe how Peter Wells (the official responsible for transport regulation in NSW) attempted to investigate Uber in order to gather information about its effects on transport safety, efficiency and the taxi industry.
14. How was Uber able to tackle the attempts by NSW regulators to gather information about the service [15.30] and what was the NSW regulator’s response. [16.10]
15. Explain how Uber was able to gain an advantage over one of its Australian rivals ‘goCatch’. [17.10] In your response, refer to the secret Uber spyware program ‘surfcam’ [18.02] and discuss whether this is likely to breach Australia’s competition laws.
16. When did Australian states develop ‘Uber friendly laws’ and outline some of the benefits for Australian consumers. [20.29]
17. Explain why google sued Uber in 2017 and identify how the case was settled. [21.35]
18. Describe some of the other events over the course of 2017 that damaged Uber’s global reputation and goodwill and outline how this may have impacted on Uber’s profitability. [21.55]
19. How did Uber attempt to address the damage incurred over the course of 2017? [22.51]
20. What did transport analyst, Hubert Horan, mean when he said that *‘the culture [at Uber] was integral to the strategy for the investors’.* 23.25]
21. Describe why London’s transport department decided to ban Uber