

Big Tech responds to war in Ukraine

Article

The news: As various countries piled on economic and diplomatic sanctions against Russia, the world watched the response from **Big Tech** companies whose economic power could add significant pressure on the invading forces.

Reactions from Big Tech:

- **Apple** responded to Ukraine's **Vice Prime Minister Mykhailo Fedorov's [appeal](#)** and has since decided to **[stop selling products](#)** in Russia, putting pressure on other smartphone manufacturers. Apple also turned off **Apple Pay** and other services.

- **SpaceX** [activated](#) its **Starlink** satellite internet service in Ukraine and sent ground terminals to help provide communication during the siege.
- **Google** has [suspended](#) all advertising in Russia and [disabled](#) live **Google Maps** features “including the traffic layer and information about how busy places are,” to protect people on the ground. The search giant also said it was providing protection against DDoS attacks for more than 100 Ukrainian websites.
- **Meta**, which operates **Facebook**, **WhatsApp**, and **Instagram**, set up a response team to counter potential threats and [disinformation](#), and has rolled out account privacy and security protections for users in Ukraine. It has also [pledged](#) \$15 million for humanitarian aid in Ukraine.
- **Microsoft** has served as a cybersecurity watchdog for the Ukrainian government, by detecting and [advising](#) on cyber threats. "We remain especially concerned about recent cyberattacks on Ukrainian civilian digital targets, including the financial sector, agriculture sector, emergency response services, humanitarian aid efforts, and energy sector organizations and enterprises," the company said. The company has also [suspended](#) sales in Russia.
- **Netflix** has reportedly [halted](#) all Russian productions and content acquisitions.
- **Snap**, **Twitter**, and **TikTok** stopped Russian advertising, and **Spotify** [closed](#) its office in Moscow and suspended some Russian state content on its services. Snap, which was founded by a Ukrainian company, pledged \$15 million in humanitarian aid.
- **AMD** [suspended](#) chip sales to Russia and Belarus.
- **Amazon** has [offered](#) its services to Ukraine, including logistics to help deliver needed supplies and cybersecurity support for the government and companies.

The bigger picture: Multinational Big Tech companies—which have the power and the influence of [nation-states](#)—are now exercising their influence to support Ukraine as well as put additional pressure on Russia and Belarus in response to the war in Ukraine.

Big Tech’s role in the world has moved beyond service providers and suppliers to directly influencing the direction of war. How the world will react once the conflict has passed remains to be seen.