

America's internet is splitting along party lines | Axios

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New investments flooding partisan media platforms are starting to restructure America's internet business around the nation's deepening political divide.

Why it matters: For years, internet theorists have warned of the "splinternet," a breakup of the global internet into regions governed by different rules and laws. Something like that is now starting to happen within the U.S., splitting the online world into red and blue sectors.

Driving the news: The Daily Wire, a conservative digital media company, is planning to invest "a minimum of \$100 million" over the next three years in kids' entertainment as a direct response to Disney's opposition to Florida's recently passed "Don't Say Gay" bill.

The effort shows how even normally apolitical realms of media can get pulled into the partisan arena.

The Daily Wire has been at the forefront of building products that provide conservatives with alternatives to mainstream brands that they feel don't support their viewpoint, including movies and razors.

The big picture: Red and blue America have reacted to the current information environment in radically different ways.

Progressives are focused on making sure that the existing media and online platforms crack down on misinformation.

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