
MARKET FACTS!

MARKET FACT #187

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20K

people lost their jobs in the Media Industry in 2023.

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COMMENT: You can't have a chaotic business reality without evidence. The Global Financial Crisis is here, and the layoffs prove that today if you want to listen. [Despite ALL these massive layoffs already \(!\)](#), the Media Industry faces a crisis of its own. And businesspeople can't deny it. More from the source:

["Dozens of news outlets have executed layoffs this year, including The Washington Post, NPR, BuzzFeed News, Vox and The Texas Tribune. On Thursday alone, KCRW in Santa Monica, California, started offering buyouts, and Condé Nast announced layoffs at Wired"](#) – SOURCE: [Poynter](#). How many people are actually working in the main industries? And how many of them are targets of the next massive layoffs? And how many are [working for zombie companies](#)? And how much GDP is about to be eradicated next?

A MESSAGE FOR BRANDS

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