

# MARKET

PREDICTIONS #2

THE FUTURE OF ONLINE  
PUBLISHING ON SOCIAL NETWORKS

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Hey, Peterson Teixeira here.

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I'm here to talk about ANOTHER Market Prediction. The following:

# THE FUTURE OF ONLINE PUBLISHING ON SOCIAL NETWORKS

This message is critical. So let's not waste time.

## THE MARKET PREDICTION:

I also predict that businesses will have to PAY to publish EACH PIECE OF CONTENT. Why? Because that way brands will stop playing the content overload game. IF you don't know by now, regarding posts alone, 30 TRILLION pages is what Google indexed in 2016 (!). Furthermore, 31M HOURS of content have been streamed across the Internet in the last 7 minutes (!). This is partially possible

thanks to private websites + social networks. But today, social networks are “the Internet” for many, and by forcing businesses to pay for EACH piece of content (image, article or video) it will instantly make the quality of the content on the social network better, because there’s money behind. So imagine a world where you as a business have to pay (say, around \$20) to publish a video. You’ll think 100 times in what to post, where and how.

**REMEMBER THE RULE:** Platforms are businesses, and they’re trying to capitalize in every part of their business as possible. This means traffic, customer data, and access to the platform itself.

## **FINAL WORDS:**

The ability to post online on Social Networks has a cost: Paying your Internet Bills. Then, next, the cost of having hardware (laptop / desktops) available to produce content. And finally, the spare time to produce content at will, which means YOU have to spend your energy and time into Content Production. The problem is that when EVERYBODY is doing the exact same thing and creating online noise, brands have to spend more on Marketing and also Advertising just to hit their customers’ attention windows. But in a Global Marketplace where posting online is a business from the core, you solve many of these problems at once. That’s why this Market Prediction.

That’s my word on this for now. Prepare to have a budget for online publishing. If you want to be seen online, you’ll have to pay to publish.

Take care.

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