



# THE MARKET

MARKET REALITIES

// PART I //

Enjoy The Hard Work!

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# INTRODUCTION:

Welcome. This a document with all the main market realities that every True Entrepreneur, Business owner and CEO needs to know today in order to master The Global Market faster. The goal here is to showcase all the relevant intel that got published by several news media outlets and other independent media websites **that became a must-know piece of intelligence for all business / marketing experts**. We need to make The Market look smaller. That's the objective once more. What you need in order to make the smartest strategic decisions is here on this document. You'll find each page with a major market reality, then after all of them you'll find a special conclusion considering all subjects at hand. So make sure to consume the content and share it with other company personnel. And friends too. Enjoy!

**OBS:** If you want to go straight to **The Conclusion** to read just the major consulting insights just go directly to **page 57**.

## MARKET FACT #1307

# 1

## **NEW REALITY about A.I. + The Internet: A.I. is eating and breaking the internet and social networks..**

**DATE:** March 23, 2026

**COMMENT:** Furthermore: Important quote: "We are moving from a many-to-many publishing environment that created untold millions of jobs and businesses towards a system where AI tools can easily overwhelm human-created websites, businesses, art, writing, videos, and human activity on the internet". OBS: Digg's beta version, [launched as a Reddit rival, was shut down due to overwhelming AI-driven spam and bot activity](#). CEO Justin Mezzell announced layoffs, explaining that [the internet's bot landscape was more sophisticated and large-scale than anticipated](#). REMEMBER: [The Internet is getting smaller since 2013 \(!\)](#). The Global Market is shrinking. Additionally, [48% of online traffic is made of humans while the rest? Just Robots](#). PS: [The main source is Slashdot](#).

## MARKET FACT #1312

# 1

**NEW MARKET Reality involving the use of A.I. + personal digital identity: many people will sell their digital identities to survive.**

**DATE:** March 23, 2026

**COMMENT:** Furthermore: In the near future, many people will sell their digital identities (photos, voice and videos) to survive. It also "solves" the problem of the younger generation: Burnout. Overworked. And also because Hollywood-grade quality is necessary too. And many movies will show new people with it. OBS: A new film project uses both younger images of Val Kilmer (who's not alive anymore), and many of them were provided by his family, and footage from his final years to show his character in various stages of his life. This is a new Market reality to monitor as well. PS: [The main source is Variety.](#)

## MARKET FACT #1313

# 1

## **NEW DATA Reality about handing over transactions to A.I. Agents. The information is below.**

**DATE:** March 23, 2026

**COMMENT:** Furthermore: If an AI agent completes a purchase on a shopper's behalf, both the retailer and the AI assistant now have the TRANSACTION data. In-store retail still makes up 70-80% of all retail sales today. OBS: If people and businesses start using A.I. agents to do their shopping for them, more key data will be concentrated in fewer hands, which means POWER will be concentrated in fewer hands. REMEMBER: Data is The New Oil [ [Link #1](#) | [Link #2](#) ]. The Market is too competitive. Wake up. PS: The main source is The Drum.

## MARKET FACT #1319

# 1

**NEW MARKET Reality for Chinese Apps targeting The USA: Licensed algorithms. Just like Tik Tok. A new way of business.**

**DATE:** March 24, 2026

**COMMENT:** Furthermore: The White House brokered a deal to create a US-controlled TikTok to which ByteDance licenses its algorithm. Other companies can follow suit if they want to get into The U.S. Market. However, they are already seen as potential national security risks (usually). We will see what The Global Market brings next. But if you are writing code to license later, also be aware of one thing: [A.I. can now “eat” software as DATA](#). Something to remember as well. PS: [The main source is The Business Times](#).

## MARKET FACT #1324

# 1

**HARD REALITY about A.I. + publishers:  
A.I. is surfacing many different news  
articles for fact-checking and context,  
but readers aren't staying to explore a  
brand.**

**DATE:** March 24, 2026

**COMMENT:** Furthermore: They are getting their ANSWER and LEAVING. This is a new market reality that publishers need to handle now, and serious, intentional traffic is shrinking. The use of A.I. tools by many, especially the younger generation, is on the realm of information-seeking. After they get what they want, there's no clicks or visits to the brand. PS: [The main source is Nieman Lab](#).

## MARKET FACT #1325

# 1

**HARD REALITY about Google Search + publishers: Pageviews from Google Search fell 34% from December 2024 to December 2025.**

**DATE:** March 24, 2026

**COMMENT:** Furthermore: Google Discover fell 16% during the same time frame. Why do you think you can still trust GOOGLE as a source to your business? Doesn't matter your industry. If you are relying on Google to get customers you'll suffer a lot on this Market. GOOGLE IS NOT YOUR FRIEND. It's not your partner. Just look at how many people in the Media Industry alone lost their jobs recently. And Facebook is not helping too. PS: The main source is Nieman Lab.

## MARKET FACT #1326

# 1

## **REALITY about News and Media Websites: Internal Traffic is the New King. The information below is a complementary must-know.**

**DATE:** March 24, 2026

**COMMENT:** Furthermore: Important quote: Internal traffic “was already the largest source of pageviews for News and Media sites, and it’s slowly taking a larger piece of the pie, climbing from about 38% of pageviews in 2024 to about 41% since November 2025.”. If you can have users clicking on links that go to other parts of your website if you are in the Media Industry, that’s a good advantage. But it depends on the level of Intellectual Property you own and publish often. That’s the downside. And REMEMBER: GOOGLE IS NOT YOUR FRIEND (!). This is critical to know today. PS: The main source is Nieman Lab.

## MARKET FACT #1330

# 1

## **NEW MARKET Reality: Releasing a portion of your music may end up in Art Theft from those using A.I...**

**DATE:** April 2, 2026

**COMMENT:** Furthermore: The singer-songwriter Benedict Cork posted a snippet of himself playing a soulful new song called “Something Kinda Strange.” The clip quickly made more than 100,000 plays on TikTok, with fans clamoring for the full song. A few days later, Cork started receiving messages about the song’s release—which was odd, because he hadn’t finished it yet. Eventually, someone sent him the song, which was on streaming platforms under the name Eduardo Arguelles. Not only did this rendition have full instrumentation and backing vocals, but it also had a new second verse and bridge, complete with lyrics. Someone saw Cork’s snippet, and, trying to capitalize on its virality, ran it through an AI and posted the result to generate streams. PS: [The main source is Time.](#)

## MARKET FACT #1337

# 3

**HARD CURRENT Realities about investing in ChatGPT Advertising today. The information is below.**

**DATE:** April 2, 2026

**COMMENT:** Furthermore: (1) No automated way to buy ad space — deals happen over calls, emails, and spreadsheets. (2) No meaningful performance data to evaluate outcomes. (3) Two agency executives told The Information they couldn't prove the ads drove measurable business results for clients. Finding ways to connect the dots when it comes to Advertising inside ChatGPT is proving to be a major issue for marketers. But because these are early days, more solutions will likely come next. PS: [The main source is Search Engine Land.](#)

## MARKET FACT #1351

# 1

**NEW MARKET Reality about online traffic to News Organizations: DIRECT traffic is also tanking. More important intelligence below.**

**DATE:** April 3, 2026

**COMMENT:** Furthermore: Pew's web traffic has been in steady decline since 2022, and it's not alone. Newsrooms, nonprofits and research organizations are all watching search referrals and direct traffic shrink. One in five Americans now gets their news from influencers and creators. For younger audiences, it's more than one-third. If you are in the online business game, rest assured that there's a WAR for traffic now. And the two most famous BIG TECH companies are not helping at all ([link #1](#) | [link #2](#)). PS: [The main source is Poynter.](#)

## MARKET FACT #1355

# 1

## **NEW MARKET Reality about Linkbuilding on major News Media: The Media Industry is losing direct clicks themselves (!).**

**DATE:** April 4, 2026

**COMMENT:** Furthermore: IMPORTANT QUOTE: "Advertisers who built strategies around news pickup—earned media and brand mentions in reputable outlets—now face a zero-click discovery layer that sits between their content and the audience. Brands mentioned in a Reuters, New York Times, or CNN story may never reach that audience if the user never clicks through to the site.". Earning Media coverage may result in just showing up on Agentic A.I. answers without getting a SINGLE click. Hardcore. Linkbuilding in this Era of A.I. will be a much harder work. PS: [The main source is Emarketer](#).

# 1

**MARKET REALITY About The USA and Natural Gas + Russia: U.S. exports of natural gas are the only reason countries in Asia and Europe aren't entirely at the mercy of RUSSIA.**

**DATE:** April 4, 2026

**COMMENT:** Furthermore: This is something that may end up in a potential conflict as this strips away Russia from being the solo provider of fuel to Asian and European nations. But we'll see what happens next in the next chapters. What do you think of it? PS: [The main source is The Logic.](#)

## MARKET FACT #1375

# 1

**MARKET Reality: Germany's cyber protection forces are increasingly seeing attacks from CHINA. Important intelligence below.**

**DATE:** April 8, 2026

**COMMENT:** Furthermore: [The communist country evolved a lot thanks to Intellectual Property theft over the years](#), mostly stealing from The USA and Germany. They also conduct a lot of government-backed Industrial Espionage because a Communist nation cannot prosper like Capitalist ones. OBS: [China also now has a lot of debt. Government debt, local government debt, consumer debt and business debt. In total, it's around 3x China's entire Economy \(!\)](#). You read that right. That's why war is coming. PS: [The main source is DW](#).

## MARKET FACT #1381

# 1

**TRUE Market Reality about A.I. companies: Their founders are buying Media companies. Why? Read the comment below.**

**DATE:** April 16, 2026

**COMMENT:** Furthermore: The Comment: "Media coverage of OpenAI isn't constructive, so let's buy one [Media] that will be [in practice]." Additionally, other big players are on the same page: "Jamie Dimon, the CEO of JPMorgan Chase, told Axios this week that he wants to start a media business, citing poor coverage of critical areas as the source of a lot of bad policy". THE GOAL: Controlling the narrative on A.I.. That's very dangerous, especially in a Market where a single industry (A.I.) is causing chaos. PS: The main source is The Hollywood Reporter.

## MARKET FACT #1382

# 1

## **NEW Market Reality about LinkedIn + Corporate Espionage. Read below.**

**DATE:** April 16, 2026

**COMMENT:** Furthermore: LinkedIn Is illegally searching your computer and that means ONE thing: "Microsoft is running one of the largest corporate espionage operations in modern history." Fairlinked says LinkedIn uses "a hidden JavaScript program" to scan browsers for the presence of over 6,200 extensions. IMPORTANT QUOTE: "Because LinkedIn knows your name, employer, and role, each scan aggregates into a corporate technology profile assembled without anyone's knowledge. Every time any of LinkedIn's one billion users visits linkedin.com, hidden code searches their computer for installed software, collects the results, and transmits them to LinkedIn's servers and to third-party companies". OBS: LinkedIn, owned by Microsoft, does not deny that it scans browsers to identify extensions. PS: [The main source is Ars Technica.](#)

## MARKET FACT #1391

# 1

**MARKET Reality about A.I. companies from The USA and their work. Important intel below.**

**DATE:** April 17, 2026

**COMMENT:** Furthermore: AI outputs can't be copyrighted under US law, so AI companies have pointed to distillation attacks as a terms-of-service violation. **IMPORTANT NOTE:** OpenAI, Anthropic, and Google plan on sharing information about the attacks through a nonprofit called Frontier Model Forum that they founded with Microsoft in 2023. This means Big Techs are united, excluding OpenAI and Anthropic, of course. PS: [The main source is Tech Brew.](#)

## MARKET FACT #1394

# 1

**MARKET Reality about A.I. Agents + E-commerce + Sales. Just read below to know another truth.**

**DATE:** April 17, 2026

**COMMENT:** Furthermore: Agentic AI is sending more traffic, but it behaves like a top-of-funnel channel, not a conversion engine. **IMPORTANT:** Search — especially on-site — remains the primary driver of ecommerce performance. Early data shows AI drives discovery, not sales. If you run a e-commerce website (a store) and you want to know which vehicle converts more, remember that your own search engine is the way to go. **REMEMBER:** A.I. drives discovery, NOT sales (!). This is not so different than Media websites (!). Always build something of your own to rely on (for Sales). PS: The main source is Search Engine Land.

## MARKET FACT #1395

# 1

**MARKET Reality about A.I. bots + Brand Visibility: Users click cited sources in A.I. answers only 1% of the time. But there's more below.**

**DATE:** April 17, 2026

**COMMENT:** Furthermore: A.I. chatbot referrals drive 96% less traffic than traditional search. Additionally, here's important intelligence: "A 'pay-per-crawl' model is emerging. Tools like identity verification (Know Your Agent) and platforms like TollBit aim to authenticate bots and charge for access in real time.". This means smaller A.I. companies will have their cost going up in the next 5 years if a pay-per-crawl model appears. And REMEMBER one truth: Every single company will eventually be in the DATA business. There's no running away from it in The Era of Information / Intel. PS: [The main source is Search Engine Land.](#)

## MARKET FACT #1396

# 1

### **MARKET Reality about online consumers searches / reviews + A.I. Answers. Important intel below.**

**DATE:** April 17, 2026

**COMMENT:** Furthermore: In Google's AI Overviews specifically, Reddit citations grew 450% between March and June 2025. NOTE: A separate study from early 2024 found Reddit appearing in results more than 97% of the time for queries related to products and reviews. IMPORTANT: Google signed an initial licensing agreement with Reddit worth a reported \$60 million PER YEAR. That arrangement gave Google real-time access to Reddit's posts and comments for training its AI models and powering AI Overviews. Small money in practice in exchange for real-time reviews. REMEMBER: Just \$60 million PER YEAR for Reddit. Small money. PS: [The main source is Search Engine Journal.](#)

## MARKET FACT #1398

# 1

**TRUE Market Reality: Websites are under attack by Google alone. Important comment below.**

**DATE:** April 17, 2026

**COMMENT:** Furthermore: THE COMMENT: "Given that Google Search is used by billions of people every day, it's a bit odd that websites aren't mentioned at all by the CEO of the world's most successful search engine.". [ End of Comment ] [What is Google? Slavery 2.0. – by Peterson Teixeira](#). Time to wake up and build something OUTSIDE Big Tech domains. The CEO of Google alone can't lie much anymore. Websites and online businesses are under attack by Big Tech, especially GOOGLE. PS: [The main source is Search Engine Journal](#).

## MARKET FACT #1399

# 1

## **MARKET Reality about posting on Social Networks + A.I.: The only way to win relevance is to flood the algorithm. Use A.I. or Advertising.**

**DATE:** April 17, 2026

**COMMENT:** Furthermore: Logan Paul and YouTuber Mark Rober, have used OpusClip, another AI-powered tool. That service allows users to upload longform videos, instantly produce shortform clips and post them automatically. OBS: However, human creators tend to have good gut instincts when it comes to cutting long-form videos into bitesized clips. A popular podcaster (Zach Justice) once spent around \$50,000 in ONE month for clippers to boost Dropouts (his podcast). But A.I. is here. The Market is at War now. You either use A.I. or spend money on Advertising to flood it. PS: [The main source is The Hollywood Reporter.](#)

## MARKET FACT #1404

# 1

## **NEW MARKET Reality: Streaming platforms are entering the Podcast Game now. A big surprise!**

**DATE:** April 18, 2026

**COMMENT:** Furthermore: Netflix is expected to bring to market a new series of podcast deals in April (2026). However, here's a very IMPORTANT NOTE: "But complicating that particular tactic is the fact that Netflix is the only streamer that has required its new podcast partners to remove their channels from YouTube. For most streamers, such exclusivity runs counter to their strategy". ANOTHER NOTE: "Most agree that YouTube is unlikely to get into the business of paying to retain its creators, as doing so would create an expensive precedent.". The War for Attention is getting even more serious, that's for sure. The Market is rearranging itself in a very interesting way. If people go to Netflix for Podcasts, it's a new kind of Brand Visibility. PS: [The main source is Adweek](#).

## MARKET FACT #1415

# 1

## **MARKET Reality about Employees training A.I. Agents in China: They are sabotaging training models.**

**DATE:** April 27, 2026

**COMMENT:** Furthermore: "Workers said that their bosses are directing them to painstakingly document their workflows with the eventual goal of automating specific tasks using AI agents. Some have even started to build tools to sabotage the creation of AI agents to replace human workers, according to MIT Tech. 'I originally wanted to write an op-ed, but decided it would be more useful to make something that pushes back against it' - AI product manager Koki Xu, who created a tool that rewrites worker manuals into non-actionable language, told the outlet." NOTE: In The USA, around 29% of employees admitted to sabotaging their company's AI agenda—largely out of fear of becoming obsolete. PS: [The main source is Futurism.](#)

## MARKET FACT #1416

# 1

### **MARKET Reality about A.I. Data**

**Centers: They are generating just a few or temporary jobs. Sometimes just ONE job. One.**

**DATE:** April 27, 2026

**COMMENT:** Furthermore: A data center being built by financial giant JPMorganChase is receiving \$77 million in subsidies. What does the local economy get in return for its generosity? The answer, incredibly, is just a single full-time job. ONE job. One. The same project will create over 1400 temporary jobs for local contractors. And you thought that the A.I. revolution had no jobs to bring us all, huh? Take that. PS: [The main source is Futurism.](#)

## MARKET FACT #1419

# 1

**MARKET Reality for countries and company / government personnel using Big Tech systems: They can be cut out with sanctions by Washington (USA).**

**DATE:** April 27, 2026

**COMMENT:** Furthermore: A tech “kill switch” — where Washington could order U.S. companies to suspend their services in Europe — first crystallized when the ICC’s Chief Prosecutor Karim Khan reportedly lost access to his Microsoft account after being sanctioned by Washington last year. Later, ICC Judge Nicolas Guillou got similar treatment. **IMPORTANT:** [The backup plan for Europe? A €300,000,000,000 price for building alternatives.](#) **PS:** [The main source is Politico.](#)

## MARKET FACT #1421

# 1

**MARKET Reality involving A.I. use and banking operations done by a single bank: humans are now replaced by A.I.. Fast.**

**DATE:** April 28, 2026

**COMMENT:** Furthermore: The bank (Citi) is paying for A.I. software from Anthropic, Google, Microsoft and OpenAI, to automatically read legal documents, approve account openings, send invoices for trades and organize sensitive customer data, among other tasks, according to public statements by bank executives and two people familiar with Citi's systems. This will also cause another massive layoffs round of about 20,000 people. A combination of banks have already fired 15,000 employees combined. PS: [The main source is Slashdot.](#)

## MARKET FACT #1425

# 1

**MARKET Reality about bonuses and salaries: Companies are increasing bonuses but standing firm on salaries. Around 4250 organizations were surveyed.**

**DATE:** April 28, 2026

**COMMENT:** Furthermore: According to Korn Ferry's most recent pulse survey on salary increase forecasts and AI's impact on compensation, which covered responses from more than 4,250 organizations across 133 countries. Nearly three-quarters (72%) of organizations expect to pay bonuses "at or above target" this year (2026). PS: [The main source is CFO Brew.](#)

## MARKET FACT #1431

# 1

**MARKET Reality about consumer searches + A.I.: Old search: “running shoes”; NEW search: “I’m training for a marathon. What shoes should I buy”.  
THINK smarter now.**

**DATE:** April 28, 2026

**COMMENT:** Furthermore: This is something that marketers need to notice to be able to produce high quality content that gets mentions and citations in today's Crazy competitive Market. You have to think like the user in the midst of a conversation with the seller now. [They are talking to A.I. Agents and giving critical buying intent](#) at the same time that they give very specific product-related information. Capture it, if you can. PS: [The main source is Search Engine Land.](#)

## MARKET FACT #1440

# 1

**MARKET Reality about A.I. Companies and Software: The Big A.I. companies can “eat” software as DATA (!) This means all kinds of software companies may end up as just data to major tech companies.**

**DATE:** April 30, 2026

**COMMENT:** Furthermore: [This is something that needed to be reinforced](#) as many business experts and CEOs are not thinking about having their software products ending up as DATA to major A.I. companies. That means all the code being built as a product, can turn into DATA. PS: [The main source is Perplexity.AI.](#)

## MARKET FACT #1443

# 1

### **MARKET Reality about Content**

### **Marketing + Social Networks + CMOs:**

**CMOs are under pressure to crank out more content, faster, to feed a vicious algorithmically-dictated online platforms system.**

**DATE:** May 6, 2026

**COMMENT:** Furthermore: The role of the CMO is being under pressure to gain one thing: ATTENTION. But this game is hard. Very hard. The Market reality? [Use A.I. or Advertising to flood the algorithm.](#) PS: [The main source is Marketing Dive.](#)

## MARKET FACT #1446

# 1

**MARKET Reality about Martech: There are now thousands of different martech solutions. And yet, no one's getting ROI from it.**

**DATE:** May 6, 2026

**COMMENT:** Furthermore: Martech means "Marketing Technology". A quick example is Google Analytics. Software like this which had the cost of \$30,000 to \$80,000 back in 2005, are now giving fake data to marketers because of things like Adblockers.

IMPORTANT NOTE: Now you add AI fragmentation on top of data fragmentation, and organizations are siloed. That's a marketing reality that's hard to handle in practice. PS: [The main source is Digiday.](#)

## MARKET FACT #1453

# 1

## **MARKET Reality involving A.I. Agents and how they run complex tasks + The Internet. Info below.**

**DATE:** May 7, 2026

**COMMENT:** Furthermore: Unlike traditional AI chatbots, Manus (which Meta tried to buy) takes a high-level goal, breaks it into sub-tasks, navigates the Web, writes and executes code, analyses data, and delivers a finished result without requiring human oversight at each step. This means TWO things: One - some websites will either have data points published, or just content, or BOTH to feed the A.I. Agent that crawls the web. Two - Web Hosting companies will see much frequent requests because of A.I. Agents and they'll have to defend their customers from Black Hat Hackers constantly, since a lot of The Market will be concentrated in just a few A.I. Agents. PS: [The main source is Business Times.](#)

## MARKET FACT #1456

# 1

## **MARKET Reality about A.I. + Social Network posts in the near future in one comment by Instagram's CEO.**

**DATE:** May 7, 2026

**COMMENT:** Furthermore: The comment: "Platforms like Instagram will do good work identifying AI content, but they'll get worse at it over time as AI gets better," Instagram CEO Adam Mosseri wrote in December, 2025. Who will manage to deploy safe guardrails against a chaotic A.I. in time? Not to mention money put into it? The next chapters on this Crazy Market are gonna be interesting. REMEMBER: 80% of the impact of A.I. will be negative, and only 20% will be truly beneficial. PS: The main source is Modern Retail.

## MARKET FACT #1458

# 4

**MARKET Realities + A.I. in customer service that are a surprise today. The information is below.**

**DATE:** May 7, 2026

**COMMENT:** Furthermore: (1) Headcount cuts in Customer Experience are the exception, not the rule. (2) AI frees up hours — but many organizations don't capture the value. (3) Less experienced staff often struggle to turn AI into performance. (4) Many employees don't want the "more complex" work that follows. What a GOOD surprise! People in customer service are still very much needed, despite A.I. implementations. PS: [The main source is CX Dive.](#)

## MARKET FACT #1459

# 1

**MARKET Reality that is a single brutal logic to The United States and its government. The information is below. Use it wisely.**

**DATE:** May 7, 2026

**COMMENT:** Furthermore: "In 2008, the problem was the balance sheets of private institutions like banks, and the government was the fireman. What we're talking about with a debt crisis is the problem is on the balance sheet of the government. So the fireman has the problem." **IMPORTANT:** 73% of the budget isn't up for debate - Medicare, Medicaid, Social Security, interest payments, and other mandatory programs—essentially runs on autopilot, growing automatically under existing law regardless of what Congress does. If the government can't pay its bills, how broke is the people? PS: [The main source is Fortune.](#)

## MARKET FACT #1464

# 1

**MARKET Reality about The Entertainment industry: CHINA is going to war against companies like Netflix (USA) through state-backed micro-dramas. A new war!**

**DATE:** May 7, 2026

**COMMENT:** Furthermore: What distinguishes China's AI micro-drama boom from other AI-generated content experiments is the role of the state. Local governments across China have established production hubs in second and 3rd-tier cities, offering subsidies, infrastructure, and [talent incentives](#) to attract micro-drama companies. NOTE: [ReelShort](#), [DramaBox](#), [GoodShort](#) have established significant user bases in the USA. PS: [The main source is The Next Web](#).

## MARKET FACT #1465

# 1

**MARKET Reality revealing where EU money / investments are going next.**

**HINT: Weapons. The information is below.**

**DATE:** May 8, 2026

**COMMENT:** Furthermore: The EU reached a wide-ranging trade agreement, capping US tariffs on most EU goods, including cars, at 15% after months of standoff. The EU also agreed to spend hundreds of billions of dollars on US weaponry and energy products, on top of existing expenditures. NOTE: The EU is now facing a 25% tariff on cars and trucks in addition to the overall 15% tariffs. Additionally, they're fighting Big Tech and longing for digital sovereignty. And they have to deal with this reality (!). And some EU countries are facing tariffs due to Greenland disputes. And REMEMBER this. PS: The main source is Al Jazeera.

## MARKET FACT #1475

# 1

**MARKET Reality recently exploded:  
CHINA alone caused the collapse of the  
textile industry in The USA causing  
homelessness.**

**DATE:** May 18, 2026

**COMMENT:** Furthermore: Because the world today is more and more economically connected, the way a country functions is directly tied to International Trade, affecting a country's people in ways they cannot predict or understand completely anymore. The Global Market is complex. And once you let some foreign player in inside your country, you better know what you're doing. PS: [The main source is Endeivr.](#)

## **MARKET FACT #1486**

# 1

**MARKET Reality about A.I. + work and productivity + jobs in the movie-making industry: The best A.I. Artists are actually people re-trained from the industry.**

**DATE:** May 19, 2026

**COMMENT:** Furthermore: This includes editors, cinematographers, directors etc. All with years of experience in movie-making. This also means a higher entry barrier for beginners, along with the fact that people who want to make movies that sell in cinemas, will have many A.I. tools to learn to punch through The Market successfully. PS: [The main source is CNBC.](#)

## MARKET FACT #1493

# 1

**MARKET Reality about A.I. + TV Channels + Data: Entrepreneurs are feeding information from The Internet (TV Channels) to a proprietary A.I. system to train it to replace workers. A true story.**

**DATE:** May 19, 2026

**COMMENT:** Furthermore: This makes such A.I. systems to learn through online data in just a few seconds. But who owns The Internet itself and the data it provides? OBS: The A.I. system in the video beats Google in a very simple test. PS: [The main source is Moconomy.](#)

## **MARKET FACT #1498**

# 1

**MARKET Reality about The United States: You cannot conquer the country using military force. You have to force a Civil War inside of it between Democrats and Republicans to defeat it.**

**DATE:** May 19, 2026

**COMMENT:** Furthermore: The reality of the most powerful country in the world is that NO ONE can conquer it through military force. You have to divide the people as much as possible up to a point that a Civil War breaks down and makes the country destroy itself from within. PS: [The main source is Diary of A CEO.](#)

## MARKET FACT #1509

# 1

**MARKET Reality: True Journalism is under attack worldwide. We all need Journalism for Modern Society to function (and businesses). A quick view of Russia / Ukraine in this card.**

**DATE:** May 20, 2026

**COMMENT:** Furthermore: The work of reporting the truth so the people can protect themselves and their loved ones is in the hands of brave journalists who defy dictatorial governments. [Journalism is fighting criminal governments worldwide in a hard response \(!\)](#). What's next? Are you in this mission? Because we all need you. That's for sure. PS: [The main source is DW](#).

## MARKET FACT #1513

# 1

**MARKET Reality: A Water crisis could deliver losses several times the size of The Global Financial Crisis of 2008, and it doesn't have a Central Bank response.**

**DATE:** May 21, 2026

**COMMENT:** Furthermore: The 2008 Global Financial Crisis shrank GLOBAL GDP by 1.8% if you don't know. Since almost every industry depends on water, what do you think comes next? OBS: Around 25 countries are currently using more than 80% of their renewable water supply annually, meaning even a short drought puts them at risk of running out altogether. PS: [The main source is Economics Explained.](#)

## MARKET FACT #1517

# 1

**MARKET Reality: Videos from startup founders selling their product / service may now be seen by GOOGLE Gemini's video-understanding mode first.**

**DATE:** May 28, 2026

**COMMENT:** Furthermore: Yes. You work hard to develop a video pitch and it may end up in an A.I. tool now in case you are a True Entrepreneur. This means all your human effort may be ending up in a professional A.I. tool first, to then hit your investors / customer base second. It's like people's résumés landing on A.I. filters as well. OBS: [they may be GHOST jobs](#), remember? One last reminder: Companies are also after DATA. PS: [The main source is The Next Web](#).

## MARKET FACT #1518

# 1

**MARKET Reality: recent growth in The USA GDP came mostly from investments in Data Centers and other information-processing technology.**

**DATE:** May 28, 2026

**COMMENT:** Furthermore: U.S. GDP growth in the first half of the last year was almost entirely driven by investments made in data centers and other information-processing technology. [DATA IS THE NEW OIL](#). Remember: [4000 companies in the USA alone focus on selling your data on The Market \(!\)](#). It's the ultimate game. Everybody will eventually be in the data business. Every business. Because you need intel. PS: [The main source is Gizmodo](#).

## MARKET FACT #1524

# 1

**MARKET Reality: GOOGLE actually considers mainstream media companies as “free riders”, implying dependency when it’s actually the REVERSE.**

**DATE:** May 28, 2026

**COMMENT:** Furthermore: IMPORTANT NOTE: The Big Tech argued against plans that would allow publishers to choose whether or not their content appears in Google’s AI overviews. Currently, Google requires publishers to allow their content to be used for AI purposes, or be delisted from Google search. Check the CEO's response to Google. It's a must for business / marketing experts, Executives and Entrepreneurs. PS: [The main source is News Media Alliance.](#)

## MARKET FACT #1525

# 1

**MARKET Reality: Mainstream Media like Fortune and others are now using Generative A.I. for research in content creation in order to publish articles faster.**

**DATE:** May 28, 2026

**COMMENT:** Furthermore: Their warning at the end of the Fortune article reads: "For this story, Fortune journalists used generative AI as a research tool. An editor verified the accuracy of the information before publishing.". This means competitiveness is increasing at a much faster rate than marketing and business experts are imagining. Wake up. PS:

[The main source is Fortune.](#)

## MARKET FACT #1530

# 1

**MARKET Reality about Retail giants and competition: The players are lowering prices to get market share, to then raise prices as a Monopoly. Yes, again. This Market is WAR.**

**DATE:** May 29, 2026

**COMMENT:** Furthermore: IMPORTANT NOTE: The lack of competition within the market can result in higher prices, because retail giants often resort to ultra-low prices initially to capture market share. However, once the local competition vanishes or retreats, [such as Family Dollar closing 350 stores for example](#), the surviving corporate giant quietly raises prices. OBS: [Just read this](#) for more bankruptcies. PS: [The main source is The Street](#).

## MARKET FACT #1531

# 1

**MARKET Reality: some firms are already building infrastructure capable of supporting A.I. Agents that interact directly with financial markets, execute trading strategies or coordinate liquidity autonomously. No true control.**

**DATE:** May 29, 2026

**COMMENT:** Furthermore: That possibility is raising difficult questions around transparency, accountability and oversight. PS: [The main source is The Street.](#)

## MARKET FACT #1538

# 1

**MARKET Reality: Facebook and Instagram are now penalizing Content Creators who don't post original content, forcing them as Modern Slaves in practice.**

**DATE:** May 29, 2026

**COMMENT:** Furthermore: The reality: There's too much competition (must-read links: [Market Fact #59](#), [#1463](#), [#1443](#)) and digital monopolies. Reposts are a way for content creators to save money in content creation and get attention. Both Facebook and Instagram are already penalizing accounts who post unoriginal content, prioritizing original posts over reposted material. The cost of content production is rising. Absurdly. PS: [The main source is Emarketer](#).

## MARKET FACT #1540

# 2

**MARKET Realities about Google: The company collects user cellular DATA without permission; And Google Assistant records your private conversations also without permission. Wake up.**

**DATE:** May 30, 2026

**COMMENT:** Furthermore: Both criminal-like "business" moves resulted in class-action lawsuits: \$135 million and \$68 million. Google lost small money but kept its evil empire. A [real surveillance tech](#) that monitors True Entrepreneurs + CEOs constantly. [Mostly stolen-based tech](#) and [data](#). PS: [The main source is Gizmodo](#).

## MARKET FACT #1542

# 1

**MARKET Reality about E-mail Marketing due to A.I.: Even e-mail is vulnerable. We're now starting to face some challenges with e-mail that are similar to search challenges because GOOGLE is bringing A.I. to the Inbox.**

**DATE:** May 30, 2026

**COMMENT:** Furthermore: E-mail campaigns may now result in no reach. Just summaries. Remember: [link #1](#) | [link #2](#) | [link #3](#). PS: [The main source is Nymag](#).

## MARKET FACT #1543

# 1

**MARKET Reality: A Generation (Gen Z) is neither wholly rejecting A.I. nor fully embracing it – including those who use it every single day.**

**DATE:** May 30, 2026

**COMMENT:** Furthermore: As AI use increased, so did reports of its adverse impact on things like [ 5 ] mental health, war, government, job market, and the environment.

**IMPORTANT:** There is no decline in AI use among Gen Zers, but there is also no increase since a same poll was conducted in 2025. The latest poll found that AI use was plateauing among young users, accompanied by rising concern about the technology's consequences. A big warning and Market trend. PS: [The main source is Gizmodo.](#)

## MARKET FACT #1544

# 1

**MARKET Reality: Companies are now becoming major R&D projects for GOOGLE through its A.I. + Advertising promises.**

**DATE:** May 30, 2026

**COMMENT:** Furthermore: **NOTE:** At a time when advertisers are grappling with transparency (or a lack thereof) around things like data on ad placements and LLMs' decision making processes, Google is asking advertisers to relinquish more control and put their trust (and ad dollars) into its AI tools. Will you? **QUOTE:** "Marketers increasingly have to trust the machine's recommendations without fully understanding the mechanics underneath them". Enough said. **PS:** [The main source is Digiday.](#)

# CONCLUSION:

The Market Reality you are facing is the following:

**MARKET REALITY #1:** SOCIAL NETWORKS Are A GAME now where you win if you flood the Algorithm using either A.I.- generated content at scale OR Advertising. Nothing else works anymore. Constantly posting on a regular basis doesn't cut it anymore. You'll wear out your team's energy and your money and personnel eventually. You need to have many "digital assets" that have strong value (intellectual or entertainment or sales value) and then deploy them all using Advertising or by using A.I. to create content at mass scale to then post it all to flood the algorithm and gain relevance and attention.

**MARKET REALITY #2:** THE INTERNET, Social Networks and all relevant Media Websites (from ANY industry) are being used as "fuel" by A.I. Companies to train their data models as fast as possible. These A.I. companies are training their LLMs using content that is both free or under a hard paywall (!) because the true cost of potential lawsuits (like Copyright lawsuits and Intellectual Property-related lawsuits) don't matter if compared to ZERO visibility on The Market, which means companies and

individuals are taking this major risk because NOT being known is a much harder reality to survive. Companies are using Intellectual Property of established players to exist, economically speaking.

**MARKET REALITY #3: A PERSON'S DIGITAL IDENTITY is becoming a source of income. All in order to survive the chaos of A.I.** This is already happening mostly because next-level technology (A.I.) is both causing mass unemployment at an earlier stage, and because many people have now the only option of selling their digital identities (biometrics like face photos and voice audios or videos) to make a considerable amount of money in return. As a way to survive. They'll sell to big players with major infrastructure and an army of experts OR small players who are running cutting-edge technology under a small team. Or both. As published before, movie-making is a quick example that's taking much less effort. There's no need to travel or move countries or cities for certain scenes for example. You just use A.I. to make the place alive. But at the same time, it's impacting negatively other industries like the ones that handle transportation (airlines, bus companies, ride-sharing etc). All that involves in the making of a movie. These companies will see less activity. So in essence, this is creating "digital hubs" that will need to be "fed" true digital identities from real people which can, in turn, give an "everyday Joe" some true fame and attention and income as a result. All through using their digital identity as input to an A.I.-generated tool to create an A.I.-generated movie. Another point why:

Discoverability when it comes to actors is currently very low, which is why you are seeing major Entertainment companies using the very same actors who got famous decades ago, leaving no room for new actors to shine. Only some streamers like Netflix are bringing new movies with some new names. But because distribution is getting harder and harder today, and people are overloaded with content and are also watching Influencers, they're in the Attention War. True businesses know that. And customer behavior has changed a lot due to the digital market. So many still watch what "always worked". However, many still want to see new actors as well because the same movies are "losing" their entertainment value due to one thing: Repetition. You can only make a piece of Intellectual Property (a movie) be watched a certain number of times with people paying for it. So The Market needs to move. New actors need to appear. Fresh content is a human necessity now, especially with new standards defined by Social Media and new industries like Micro-drama. Hence why many people will survive doing this kind of business transaction in a scarce job market. They'll sell their digital identity for A.I. companies that make the most professional A.I.-generated content. Because humans still care about quality.

**MARKET REALITY #4: WEBSITE TRAFFIC IS TANKING FOR EVERYBODY. AND A.I. WILL NOT make things better. And BRANDING WILL become A NEW WAR.** Mainstream Media websites and independent websites are seeing their traffic tank,

discouraging content creation at scale. True businesses like mainstream media websites (The New York Times, Fortune, Axios, The Wall Street Journal, Financial Times, Quartz and many others) are fighting for attention in a way never seen before. Choose an industry and a player who posts business-related content and you have a competitor. The solution to a digital reality where GOOGLE + FACEBOOK are the go-to places for eyeballs and business is either massive expert-level content on a constant basis or a hard paywall. Or BOTH. But without traffic there's no economic sense in all that. If there's no one to see your content, no one knows who you are or what you sell. So now, more than never before in our digital history, online companies that publish relevant content are all fighting to have strong internal links. That's the game. Creating a true online place for your customers to watch and consume your stuff. The more content you have linking to your own website, the platform you control, the better. Nonetheless, because of A.I.s like ChatGPT, consumers are getting answers but giving no attention to the brand behind it. The A.I. is doing the work of fact-checking things with serious sources like mainstream media or the website at hand for a question, but the end user – the human – isn't giving any significant attention to the brand at all. We are under a ZERO click reality now. All websites are, no matter the industry. All websites. All of them. No exceptions. Because people will always want to cut corners and save time.

**MARKET REALITY #5:** PEOPLE are being fired across almost all industries as a consequence of another Global Financial Crisis that began in 2019 + the fake pandemic that sabotaged foot traffic to businesses among other things + A.I. as a cause + other macroeconomic factors. And a HIRING FREEZE is taking place.

The reason why is simple: Companies need two things: TECH and DATA to keep making economic sense. The Market is very digital today. We are in The Information Age. People have smartphones and use apps, websites and e-commerce daily. But that whole infrastructure is begin shaken by a few digital monopolies that impact modern lives. Without certain tech and market data, companies don't know what to do nor how to sell their products / services nor how to position themselves strategically. So naturally, many companies are freezing hiring because of it. Because personnel are a cost. Intelligence nowadays in terms of smart business moves requires that you monitor many things at once, many data points, and many industries, and how they all interconnect. And doing THAT is a cost of its own. Hence why many companies are deploying A.I. projects and A.I. tools not knowing what they are doing, resulting in ridiculous ROI and project cancellations. Because they don't know what they are doing. They have the wrong data. They have the wrong Intel. They are following small patterns and treating it all as a major business strategies that in their executives' heads should dictate the next investments and business moves. Wrong.

**MARKET REALITY #6:** THE YOUNGER generation is going OFFLINE and branding it as “cool”. This means marketing will increase in cost for all kinds of companies. Why? Because you need to match and map consumer behavior in a much precise way today. Now there's Social Networks, there are websites, there are podcasts, there are apps, there are videos, there's e-mail, there's content on-demand, there are platforms and local places where your end customer looks at, on a daily basis. And it's your job to understand how your customer is behaving now. The younger generation is both the new workforce and influencers for their parent's money (or their own money), so having many of them going OFFLINE means a brand new way of doing Marketing.

**MARKET REALITY #7:** DESPITE the content and information overload, PEOPLE are more uninformed than never before because in The USA for example, 1 in 5 Americans gets their news from Influencers and Creators. As a founder of a Consulting business, I assure you that monitoring The Market and looking at what's important and relevant is a massive effort. And it's a daily effort as well. And at the same time, it cannot be done by ONE single individual. Nor even by a considerable amount of people. Because the sources of information (mainstream media / independent websites) are already under attack by BIG TECH (mainly Google + Facebook). And Traffic is tanking. So some must-read information / intel is behind a hard paywall and not many people are spending enough money to consume must-read

warnings by different news media outlets. But they are being published, make no mistake. By the time you're reading this document, many must-read articles are out. So no single individual can inform you very well as much as you need. Especially single players like Influencers. True, some have teams, but it's like running a company. You need to make economic sense. At the same time, the level of must-read and must-watch content available for free is off the charts. There's a HUGE number of pieces of content business experts and everyday news consumers must be consuming. Huge. But having the time and the mental energy (not to mention the mental health) is another story. And for those who don't know, over 30,000,000 hours of content were uploaded to The Internet in the past 7 MINUTES. Yes. Business reality. See? You cannot keep up with everything. And the players who are fighting to keep you informed, on the top of your game, are under a budget. And that budget is shrinking. Because it's war. For your attention. And many times you'll only see a brand once. Per month. Or worse, PER YEAR.

**MARKET REALITY #8:** NEWS COVERAGE for companies and businesses and independent experts is tanking because the news sources themselves are ending up as an answer by an A.I. This means that even if you as a Business expert or an Entrepreneur lands on a New York Times article, or a Wall Street Journal article, it won't make much of a difference now. By now I mean from today forward. Because that level of attention you used to get just

5 years ago is not present anymore. Why? Because these very brands are becoming just citations on A.I. models like ChatGPT, Grok, Gemini etc. You now have to be on multiple articles on mainstream media websites at once to get noticed. Again: to get noticed. Clicked is a completely different story.

**MARKET REALITY #9:** THE USA is making some of its kingdoms (mostly tech companies) A MUST-HAVE for other nations along with its geopolitical policies in order to pay its bills. The government debt of The United States is around \$39 trillion. That's a whole lot of money. Paying it is impossible because the younger generation alone (globally) are after jobs and having to use debt to re-skill or up-skill themselves in a much faster pace, because we are all under a Crazy Market. While at the same time, the same monopolies are growing stronger. That's creating a WAR that in the end means either The New Era or The Death of Capitalism itself. And Capitalism is the infrastructure of how rich nations pay its bills. However, because some American companies already have international reach at a point where they can do strategic business or political sabotage, by using their digital infrastructure (which is the case of Google and Facebook), they can interfere in another nation's GDP. Easily. Also, building that kind of professional tech (like Google's) is very very very expensive and very time-consuming. Hence why entire nations are now "hostages" of The United States through Big Tech. Both in South America and Europe.

**MARKET REALITY #10:** GOOGLE and FACEBOOK are running a major R&D (Research & Development) experiment using entire companies from several nations today in practice. And they're taking your money at the same time. Let's talk about market reality. Google Android: your private phone calls, texts, apps, and more. Google Search: your personal and business search patterns. Google Maps: your personal and business locations. Google Play Store: all companies that are apps, most of the digital business behavior of a country (the most used apps) etc. Google Gmail: your private personal and business conversations / e-mails. Google Drive: your personal and business files. Google Analytics: your company's core marketing metrics that define how much of a "big player" you are on the digital market. Google Youtube: your favorite business and personal influencers and brands. Google Cloud: your professional work and coding infrastructure. The source code of a modern company. Google Ads: your amount of money being spent on wanting to be seen and also which pieces of content you want attention on, from people. Google Gemini: your most personalized information-seeking or product-seeking behavior. And that's just to scratch the surface. If you put Facebook on the equation, The United States can define which brands in a single nation succeed digitally, and which websites will have many eyeballs looking at them because they have cash to burn on fines and lawsuits when they get caught on any wrongdoings. EXAMPLE: It's now proven that

Google is looking at your private messages. Which means Google alone can intercept two serious business players like an Entrepreneur and an Investor with loads of money talking about a NEW A.I. company they plan to launch. That's a quick example, so to speak. And then follow up later by monitoring them and later on sabotaging their attention levels. And because many companies are spending a lot on Advertising on Google and Facebook, these companies also have a pretty good idea about which market players still have cash to burn. IN A COUNTRY. They have that kind of DATA. Do you?

**MARKET REALITY #11: THE FOUNDERS of A.I. Companies are buying Media Organizations to control some of the narrative around the truth of A.I.** Now that it's mostly common sense that A.I. is a big bubble, and that corporations across America and Europe are having many setbacks after putting money on A.I., not to mention massive layoffs and the mental health issues job seekers have been experiencing, the founders of the main A.I. companies want good media. They want the good outcomes to take over the news. So they are buying media corporations as a result. And a minor prediction: they'll "buy" some influencers as well after The Global Market results in a more serious war-like scenario. A.I. is becoming politics. People are already a big afraid of being upfront about using A.I. in their work, because of the level of mass unemployment it's causing. And that's just one subject. There's more. Much more.

**MARKET REALITY #12:** LINKEDIN is engaging in CORPORATE espionage at a scale that entire NATIONS can be reduced to a number of influential business people easily, by Microsoft. After the news came out, it became obvious how the go-to Social Network that is the home of business professionals is actually monitoring the moves of all kinds of people from all kinds of industries who bother to update their linkedin profiles with new jobs / positions / startups / investments and more. This level of intelligence is being taken as granted by Microsoft, despite being forbidden in practice. So if you and your company are still on LinkedIn, you are under corporate espionage.

**MARKET REALITY #13:** A.I. COMPANIES from The USA are fighting some players in China who are using distillation “attacks” to copy their A.I. models. Because whoever controls A.I. controls the world, China is once again reaching out with its individuals to try to copycat American A.I. technology. True A.I. is like gold and oil, because at the same time that it gives extreme competitive advantages on The Market, the massive number of precise data points also give you one thing: INTEL. Intelligence. Next-level intelligence. And that is something people go to war for in practice.

**MARKET REALITY #14:** PEOPLE who do have money to spare are giving A.I. Agents permission to make purchases on their behalf. This means a brand new channel of sales is taking place.

But all kinds of tech and marketing experts are still trying to deconstruct how machines talk to machines in practice, in an effort to understand how to market products and services in this new A.I.-driven manner. Eventually people will talk to reliable A.I. Agents of their choice to buy the groceries or favorite clothes when a new clothing line comes up etc. It's a trend. And it's here to stay. A.I. Agents are already on the loose. It's a matter of time for them to become direct assistants to e-commerce websites of the end consumer. But there will be blood on the water up until then.

**MARKET REALITY #15:** PEOPLE giving product / service reviews on places like Reddit are now "working" for GOOGLE. Because Google made a new licensing deal with the Social Network to read real-time posts and comments from reddit users. This means companies that post on the Social platform are also becoming part of the R&D A.I.-based experiment by the tech giant. And many influential reddit users are now on the radar of Google, especially when it comes to influencing purchases.

**MARKET REALITY #16:** EMPLOYEES who have read enough about all the recent bad A.I. outcomes are sabotaging the technology in any way they can in practice, while at work. Your employees have a certain level of market intelligence. And one thing that is both scaring them and warning them is that A.I. is here to stay. So they are making sure they keep their jobs by sabotaging the technology in many cases. If you ever heard about

bad employees, imagine having them sabotage your whole A.I. project of the year. It's a war for survival in practice. Wake up.

**MARKET REALITY #17:** DATA CENTERS are employing temporary personnel. And some cases have just ONE permanent job to offer. ARTIFICIAL INTELLIGENCE will NOT bring enough jobs. Neither blue collar or white collar. What we are now seeing is moves being made by large corporations with enough power and money to gain control of portions of Modern Society up to a point that, when people notice it, it's already too late. You'll be under a very difficult reality if you plan to survive with dignity. It's another truth few are talking about. Remember: DATA tells you a lot. Many warnings are out. Just find them.

**MARKET REALITY #18:** SANCTIONS executed by Washington D.C. can impact the lives of influential people if they use Big Tech technology / systems in a heartbeat. If you are a major politician or a brand new Entrepreneur and you still use Big Tech, brace yourself: you might be sanctioned and then excluded from today's digital infrastructure. That may not be your worry tomorrow, but if you become big enough, get ready. Because a single sanction can make someone disappear from The Internet overnight. The power to negate them access to what we currently use digitally to maintain ourselves informed. Again: Overnight. A single sanction. If you are in business then you're looking to get successful. This may take it all away.

**MARKET REALITY #19:** COMPANIES are rewarding employees for singular effort, but they are NOT raising salaries. Money is getting scarce. Employees now have to earn their share of money through optimizations in practice. Being an employee nowadays is not that simple anymore. You have to do much more than your job to stay employed. The reason why is because companies are a true ecosystem of people. And if there's one weak link in the chain the company stops being as efficient and relevant on The Market. That's why you need to stay informed. You need to have your skills in check. You need to manage your time and money well. All that requires effort. And in order to keep helping your employer – a company – in practice, you have to perform. So companies today noticed that market reality, and many are now rewarding for a certain amount of effort, or a certain achievement. But they are not changing your salary. It's a war for survival.

**MARKET REALITY #20:** COMPANIES and ENTREPRENEURS are now writing code that is becoming data points for bigger A.I. Companies because A.I. can now “eat” software as data (!). This is a big development in the subject of A.I.. Because not only are developers' jobs under attack, but also what entrepreneurs can build today writing professional code at low cost. So one thing is certain: EVERYBODY will be in the data business eventually. Many companies and entrepreneurs are now aware of this business reality and creating software that is designed to provide

data points relevant to a single A.I. company in a new way. How they're building is another serious story because of things like "vibe-code", which means they are taking code from things like ChatGPT and putting it into production. In the near future many pieces of software will be "by ChatGPT". And that may be a big cybersecurity problem.

**MARKET REALITY #21:** COMPANIES are looking at their Martech (Marketing Technology) data points and wasting time trying to decode The Market and Marketing signals. Remember: It's a race for money. In the meantime, A.I. companies are ingesting troves of data and gaining market share and investments and infrastructure and changing how marketing works in practice, making it more machine-to-machine. And all companies need marketing. At least at some level.

**MARKET REALITY #22:** PEOPLE are running out of money and cash reserves and many don't have the knowledge necessary to get richer in a New Era dominated by a few monopolies and A.I. technology. Many companies are doing the right marketing but can't close a sale because the end consumer has no money to spare on luxuries and certain products and services. At the same time, certain things that do have value in Modern Society need only to be provided an explanation on why they are valuable, and how it can increase one's wealth. But the distribution is compromised. Because everybody is inside the Attention War.

Companies can't get educational content on why certain new kinds of investments they control matter (like NFTs or something similar – just an example) fast enough, or precisely enough. And people are still watching the same Influencers, the same youtube channels, the same distribution channels (for example). They don't have the right content at hand to find out ways of getting richer with new alternatives. It's another truth.

**MARKET REALITY #23:** COMPANIES that are not making money and having a hard time staying on the game have just one simple problem: THEY DON'T have enough DATA. It's all a matter of data. Which data points do you need from your industry in order to provide your product or service with precision? Because once you have that, you just have to adjust your marketing and/or your pricing to your end customer. The problem is that the business world now moves too fast. Way too fast. And monitoring The Market alone requires a lot of time and resources in order for you to find the right data. But businesses that are not making money or not enough money, need one thing: data. More precise data. So they have to go to work to find data at the same time.

**MARKET REALITY #24:** CHINA is waging war against The USA's Entertainment Industry through Micro-dramas. This is a new trend that is taking over because people's attention span are now very short, so they respond to bite-sized content faster. The problem is that the Chinese government is now backing this kind of

entrepreneurial endeavor by chinese players who decide to take a shot at the micro-drama industry (a new industry). And it's working. Which means less money and attention to the players of The United States. It also means that less money may flow to the entertainment giants as a whole. Especially when everybody is running out of money.

**MARKET REALITY #25:** JOBs in The Era of A.I. are requiring you to know your job + New A.I. tools. And that's to stay employed. Make no mistake: people are already losing jobs to A.I. and the ones that managed to survive, had to learn the new A.I. tools / models in a way that THE COMPANY makes a significant amount of additional money. In the movie industry, the best A.I. Artists are actually people re-trained from the industry. No new comers.

**MARKET REALITY #26:** E-MAILS and FEATURE VIDEOS are under the management of A.I. tools now. This means you may be trying to sell something by e-mail or by uploading content for a machine. Not a human. You have to bypass the machines now. All your effort in making human-related touch points in a digital effort may land on a machine first. So good luck.

**MARKET REALITY #27:** INDIVIDUALS are having to decide pretty quickly whether they are with A.I. companies or not because nations are making big moves and they need infrastructure: i.e.

PEOPLE! That means your house and your time and your resources and your knowledge available to the cause. The A.I. cause. Are you in favor or against A.I.? Are you in favor of the A.I. companies or against them? And from which countries? Remember: you read about Europe investing on weapons here.

**MARKET REALITY #28:** GOOGLE still considers Mainstream Media as “free riders” on their technology. This means either all these players unite or information will rapidly disappear. Business and news-worthy information. True market intelligence. Once again this was just a single piece of content published. One article. One. And it's absolute truth. How many people and businesspeople missed it?

**MARKET REALITY #29:** RETAIL GIANTS are now making very hostile moves and lowering prices to make the competition vanish. To then raise prices again in a way that makes economic sense at least, or profit absurdly as well. More monopolies? We can't survive that. So it's all about market data. Remember?

**MARKET REALITY #30:** FACEBOOK and INSTAGRAM are now penalizing Content Creators who don't post original content. This means Content Creators will either have to become full-time Entrepreneurs or accept their fate as modern slaves. One last thing: content creation in a way that's relevant is the job of someone business-focused to say the least, and it requires a lot of

effort and time and money and resources. If all that counts for nothing by Facebook's eyes, get ready for some very ugly, disruptive, political-based content from Content Creators themselves. Because one thing they usually have is this: A VOICE. And because of A.I. and its possibilities, building a professional website and promoting a single piece of must-read content that matters today requires very few "moves". All that can be done very fast. We will just have to see what comes next and who will accept being part of such a business reality where they have to keep posting original, relevant content for small amounts money. REMEMBER THE EXAMPLE: 7 million impressions across 6 months on LinkedIn is paying (only) \$10,000 (monthly) to a Content Creator. Small money in practice. Harsh reality. And REMEMBER: 48% drop in Facebook traffic for the Media Industry in 2023 is the new reality. So what's next? I hope you get prepared. Because this game is going next-level.

Best Regards

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