

JONATHAN TAPLIN

**MOVE FAST  
AND  
BREAK  
THINGS**

HOW  
FACEBOOK,  
GOOGLE,  
AND AMAZON  
CORNERED  
CULTURE  
AND UNDER-  
MINED  
DEMOCRACY

"An indispensable  
signpost in the  
maze of life in the  
21st century."  
—T. BONE BURNETT

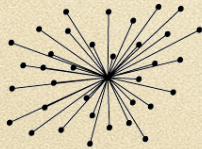
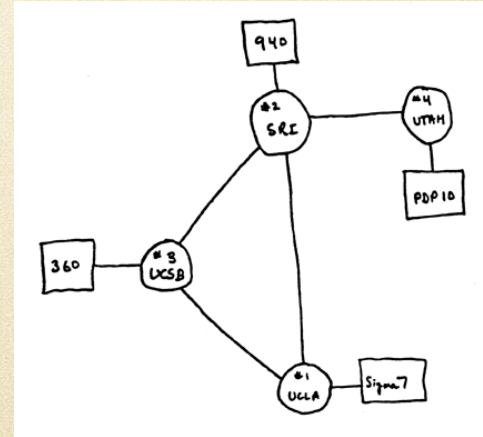
# Personal Story



# 1968-Technology as Counterculture



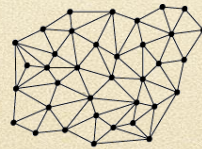
**ARPANET**  
THE FIRST INTERNET



centralised



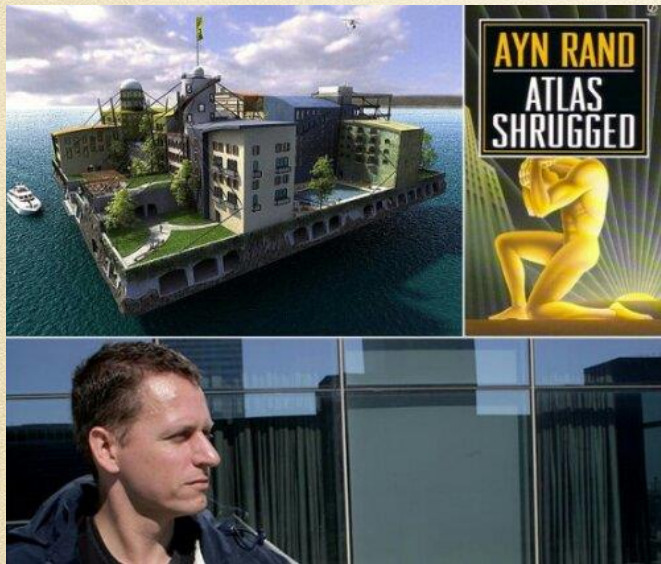
decentralised



distributed

"Decentralize control and harmonize people."  
- Nicholas Negroponte

# 1987-Libertarian Counter-Insurgency



## PAYPAL MAFIA

VETERANS OF THE COMPANY FOUNDED BY THIEL AND MAX LEVCHIN—HERE IN A 2007 FORTUNE GROUP PORTRAIT—ARE SOME OF SILICON VALLEY'S BRIGHTEST STARS.



- 1 / **Jawed Karim**, co-founder, YouTube
- 2 / **Jeremy Stoppelman**, co-founder, Yelp
- 3 / **Andrew McCormack**, co-founder, Volar Ventures
- 4 / **Premal Shah**, president, Kiva
- 5 / **Luke Nosek**, co-founder, the Founders Fund
- 6 / **Kenny Howery**, co-founder, the Founders Fund
- 7 / **David Sacks**, CEO and co-founder, Yammer
- 8 / **Thiel**
- 9 / **Keith Rabois**, investor, YouTube and LinkedIn, and former COO, Square
- 10 / **Reid Hoffman**, founder, LinkedIn
- 11 / **Max Levchin**, co-founder, Slide, and chairman, Yelp
- 12 / **Roselof Botha**, partner, Sequoia Capital
- 13 / **Russel Simmons**, co-founder, Yelp



"I no longer believe that capitalism and democracy are compatible"-Peter Thiel

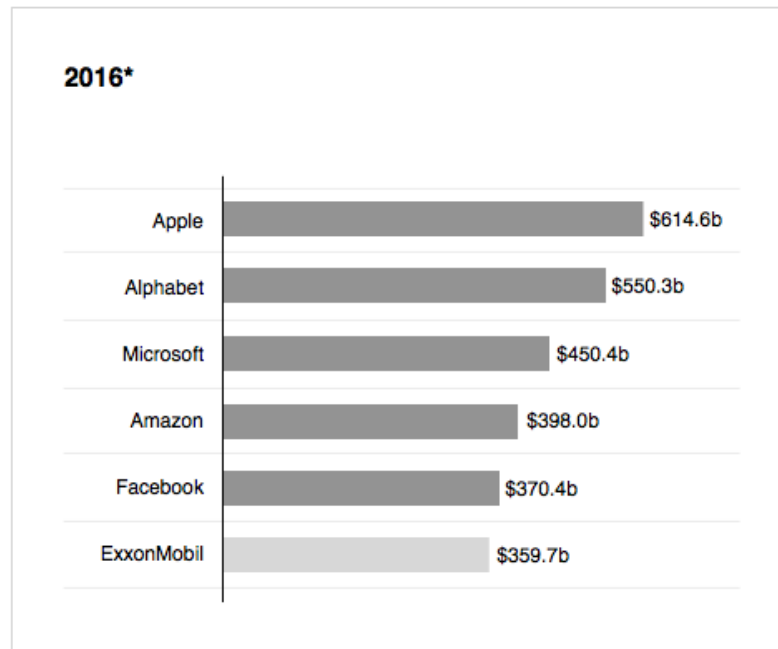
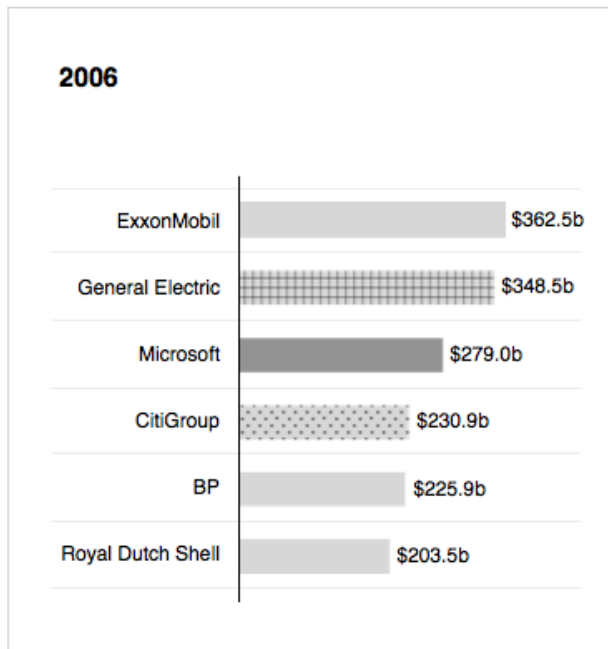
# Thiel's Laws

- No Regulation
- No Taxes
- No Copyright
- No Competition



## The Age of Tech

Market capitalization of the world's most valuable public companies

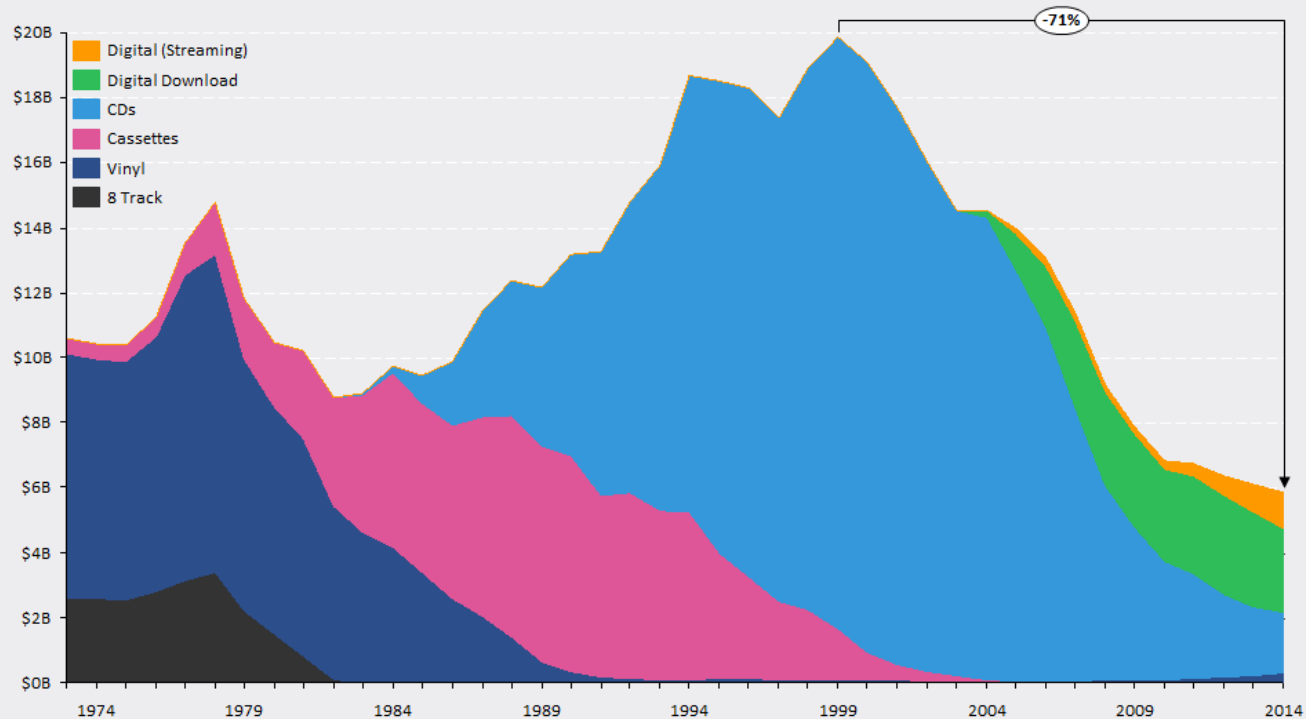


\* As of October 7, 2016

Sources: Yahoo! Finance, Forbes

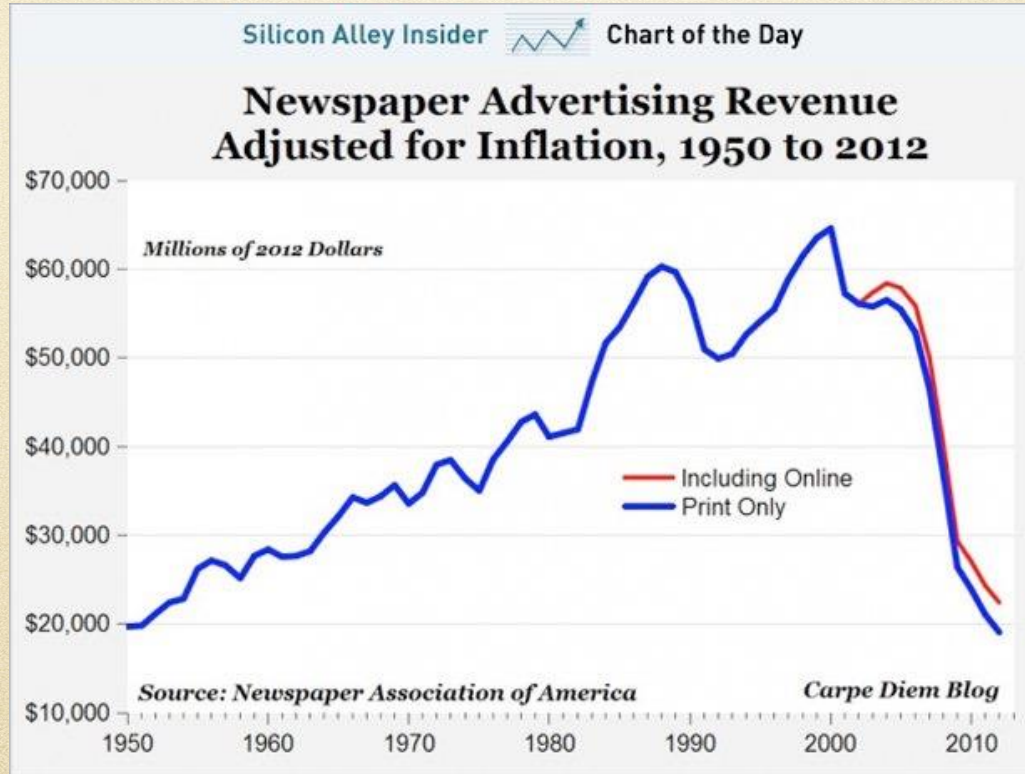
# Musicians

Consumer Spend on Recorded Music<sup>1</sup>  
(US Only, Inflation Adjusted to 2015 Dollars)



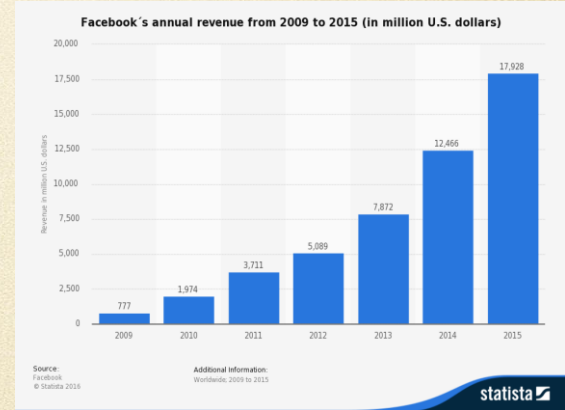
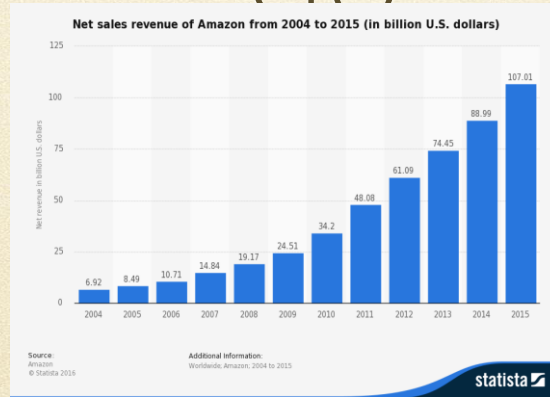
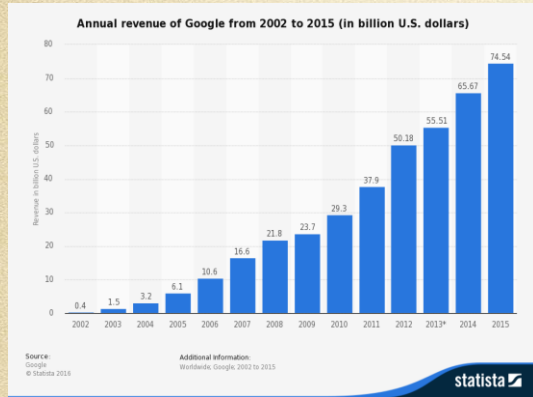
Notes: (1) Excludes music video purchases

# Journalists





# Where Did the Money Go?



THE WALL STREET JOURNAL. ≡ LIFE & CULTURE



470



5757

THE SATURDAY ESSAY

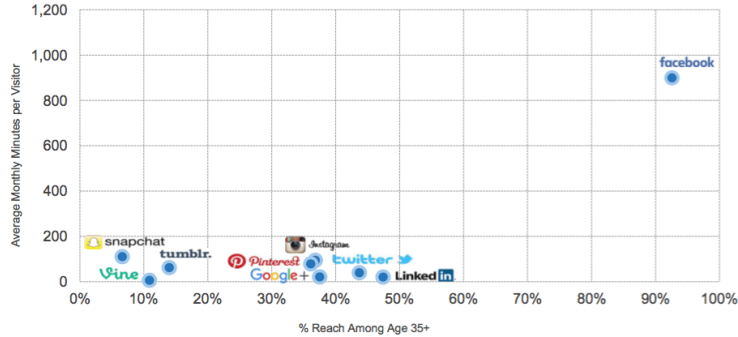
## Competition Is for Losers

If you want to create and capture lasting value, look to build a monopoly, writes Peter Thiel

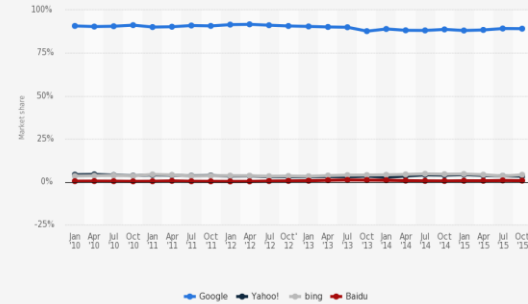
# Global Dominance

Age 35+ Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



Worldwide market share of leading search engines from January 2010 to October 2015

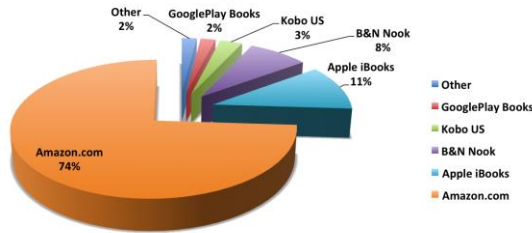


Source: StatCounter © Statista 2015

Additional Information: WorldWide, StatCounter; January 2010 to October 2015

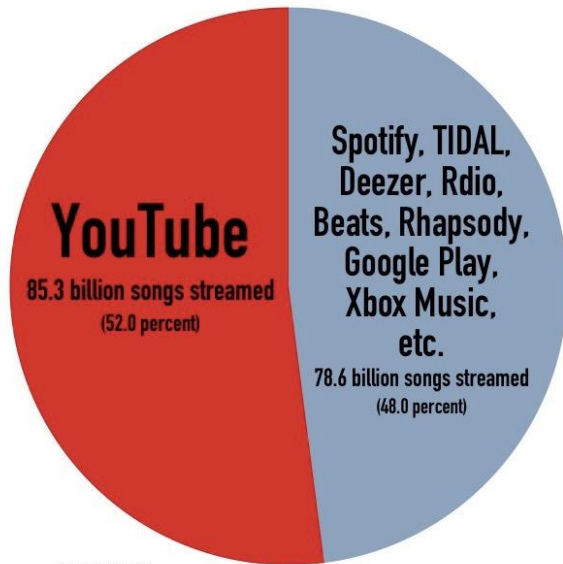
statista

Market share of overall US eBook unit sales held by each retailer (including non-traditionally published ebooks without ISBNs)



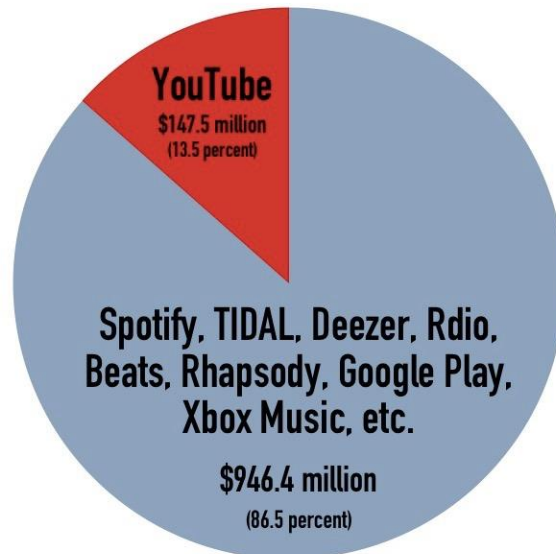
# YouTube

## Total Songs Played (On-Demand) 2014



Source: Nielsen

## Total Song Revenues (On-Demand) 2014



Source: Recording Industry Association of America (RIAA)

# ISIS Videos

YouTube

Bounty Commercial - Pizza Party by BountyBrand

Procter & Gamble/YouTube

BountyBrand

Subscribe SK

Visit Advertiser's Site

Up Next

Turbo M ZF by mvs36 15,029 via 10:28

شاهو سمرة و الطحا by 16,577 via 20:39

الموت نيل نملك ههههه by maghri 49,829 via 9:23

إيمالك 16 by meidfic 11,032 via 10:58

Ad : (0:04)

0:00 / 1:06

00:01 / 02:19

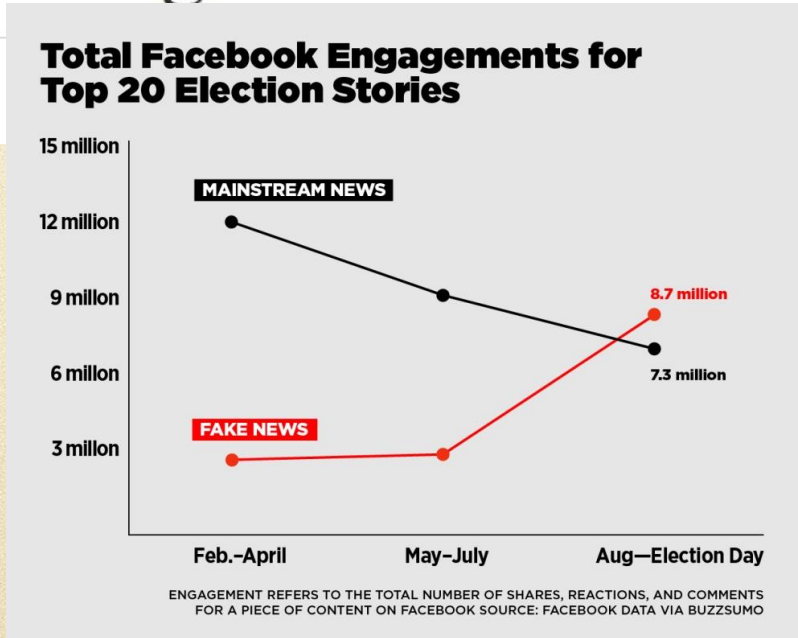
لعبة إلكترونية من داعش "صليل الصوارم" .. 2015

maghrib zwin

CNN

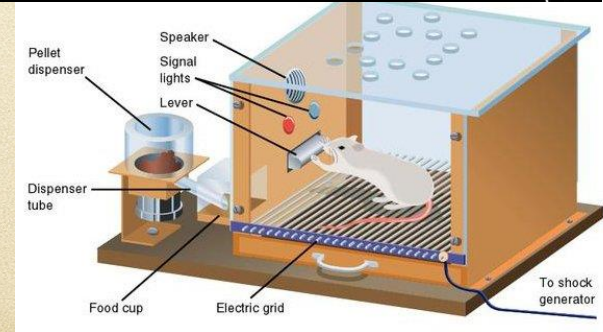
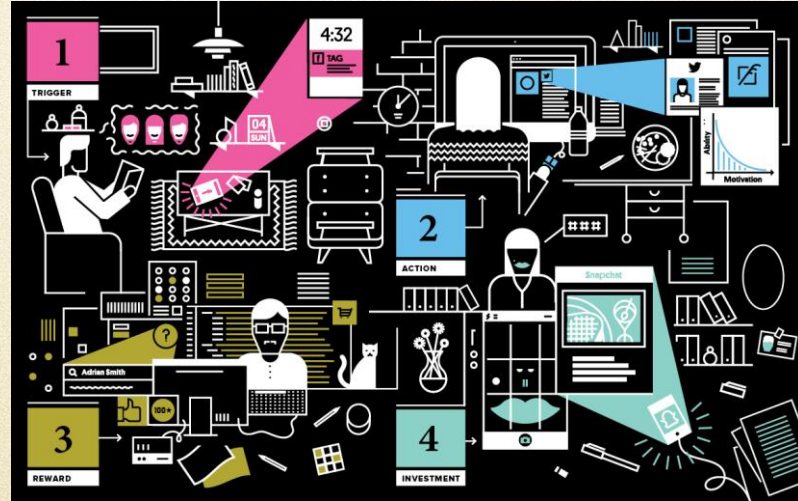
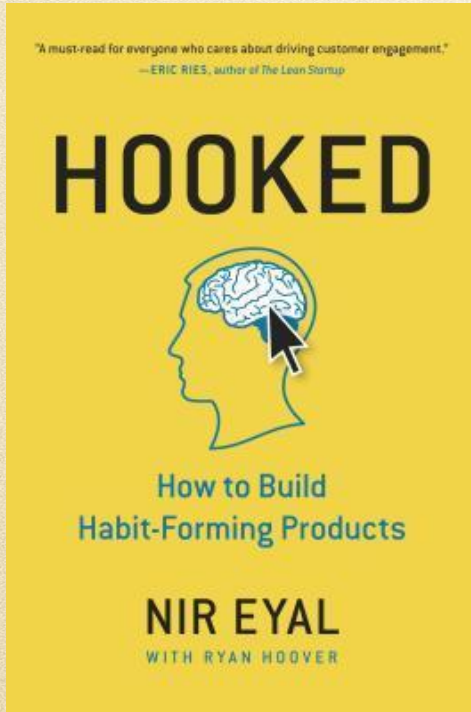
# Facebook is making some big changes to Trending Topics, responding to conservatives

By Brian Fung May 23, 2016



"So they learned that untruth was more clickable than truth."-Tim Berners-Lee

# Is This Liberty?



# Surveillance Capitalism



"...we need much, much stronger standards for security and privacy than now exist... *it's time to stop dancing around the privacy and security issues and pass real, binding laws.*"-Walt Mossberg

# ConsumerReports



- What we found is that behind the rate quotes is a pricing process that judges you less on driving habits and increasingly on socioeconomic and location factors-Consumer Reports



# Social Media + AI



Sesame Social Credit

# Monopoly Influence



Maria Pallente

"So you don't have to be a conspiracy theorist to notice that an abrupt change of leadership at the U.S. Copyright Office is good news for Google, which aims to pay less for profiting from the property of others."-The Wall Street Journal

# The Resistance

MEDIA

## *Music World Bands Together Against YouTube, Seeking Change to Law*

By BEN SISARIO MAY 31, 2016



Stars like Pharrell Williams have signed letters asking for changes to copyright laws.

Christopher Polk/Getty Images

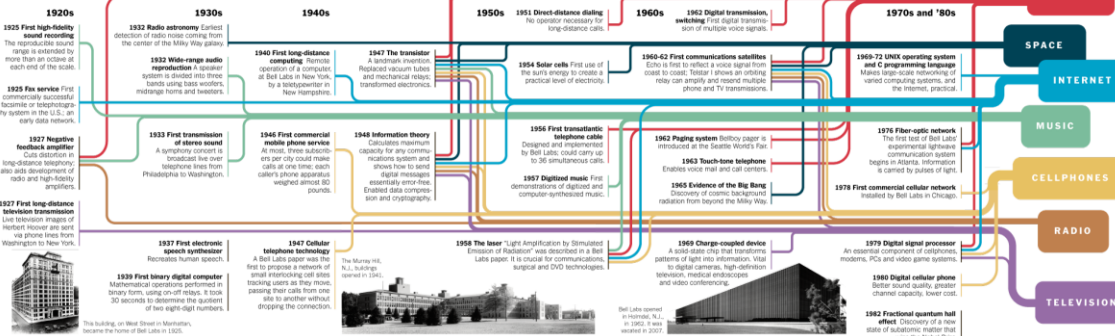


# Antitrust



## Bell Labs: A Hive of Invention

A selection of its most important innovations in the decades leading up to the breakup of its parent company, AT&T, in 1984, and how they helped lead to some of the latest technologies.



Source: Walter Lantz  
The building, at 485 West 125th Street, became the home of Bell Labs in 1925.  
Bell Labs opened in Morristown, N.J., in 1925 and moved to 485 West 125th Street in 1957.  
LEFT AND CENTER PHOTOS COURTESY OF ALCATEL-LUCENT USA INC. AND THE AT&T ARCHIVES AND HISTORY CENTER, RIGHT PHOTO: SZYBA STOLLER/ISTO  
BELL MORRISTOWN, THE NEW YORK TIMES

Thank You

[jtaplin@usc.edu](mailto:jtaplin@usc.edu)