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We've been wrapping up essential business. But we'll return to updating the FrontPage Oracle for the Fish shortly.

Lil Bibby exposed himself and the rap game in one interview. Drill Lore Ross featured some Bibby interviews in which Bibby reveals he went broke as a rapper and decided to get into the "executive side" of the rap game, which is a contradiction. If rap isn't making money, how much more money is there in signing and releasing rappers? An old man probably admonished Bibby to do his test marketing and research. There's more to being an exec than calling yourself one.

White people will buy just about anything. So, Juice World and other eclectic black artists like Lil UZI Vert have short-lived success in that market. I don't know what makes a rapper think \$150k is a lot of money. *I could wisely spend \$5M in a day*, advancing lucrative investments that will bring phenomenal returns.

None of these rappers are doing test marketing and research, or they wouldn't bother releasing ninety-nine percent of the garbage they're releasing. An old man would have told Bibby that precedent proves that fads come and go, and the fad he's riding died in 2017.

SPEAKING OF 2017:

Rick Ross is as irrelevant as 2017. Ross can't be doing any test marketing either, opting to sign and exploit African artists like he's allegedly exploiting African American Mississippians with his shack-style restaurant businesses.

Record labels and their played A&R are poor judges of artistic talent and quality. A prime example of entertainment industry business stupidity is demonstrated in the Muscles Mayhem American Gladiators docuseries. A&R always makes subjective and ignorant decisions, like overlooking the next big

thing to avoid disturbing a dying fad. MGM almost did the same with American Gladiators.

After American Gladiators blew up, MGM was pimping while rolling in money. Businessmen don't realize when to cash in and let go. The American Gladiators had its run. But MGM kept trying to find ways to squeeze a nickel from a penny. Record labels made the same MGM trend-control mistake stepping on the next big thing.

MIDAS IS THE MASTER:

The producer is the music Midas who introduces the new trends and transforms mediocre songs into commercial smashes. The entertainment industry settled for half-ass! Social media destroyed the entertainment industry market. Social media celebrity isn't long-term lucrative.

Moreover, social media produces large quantities of mediocrity. Everyone is rushing to put something passable on a platform for fifteen seconds of glory. Scores of movies and streaming series are half-assed because they're hurried. The industry decided to cater to the superficial and shallow, seriously damaging the market.

CONFLICTING INTEREST:

Universal, Warner, and Sony owning pieces of Spotify is a conflict of interest. Those labels all but owning Spotify are like Rick Ross owning a fried chicken stand. Ross will gobble up the chicken when it leaves the frying vat.

Spotify, as we know it, is on its last leg. But the entire entertainment industry is being revolutionized by everything it suppressed.

If your marketing tragedy is your ass, lips, tits, muscles, bravado, and criminality, you are SOL! Playing an instrument or singing well doesn't mean you're

phenomenal, as social media has proven. Ed Sheeran appears to be self-destruction because he can't handle the truth!

Taylor Swift is the girl next door. There are a million girl-next-doors that can mimic Taylor Swift. If you can do what your favorite star does, you become jaded. Why would somebody throw something at someone they respect? Social media has jaded the public because it can just reach out and touch their stars, which is what our test marketing will prove!

Being signed to a major label is about as significant as the year 2017 is to today. The only way to turn and heal the market is to return to what substantiated it: quality and phenomenal talent, separating the stars from the celebrities!