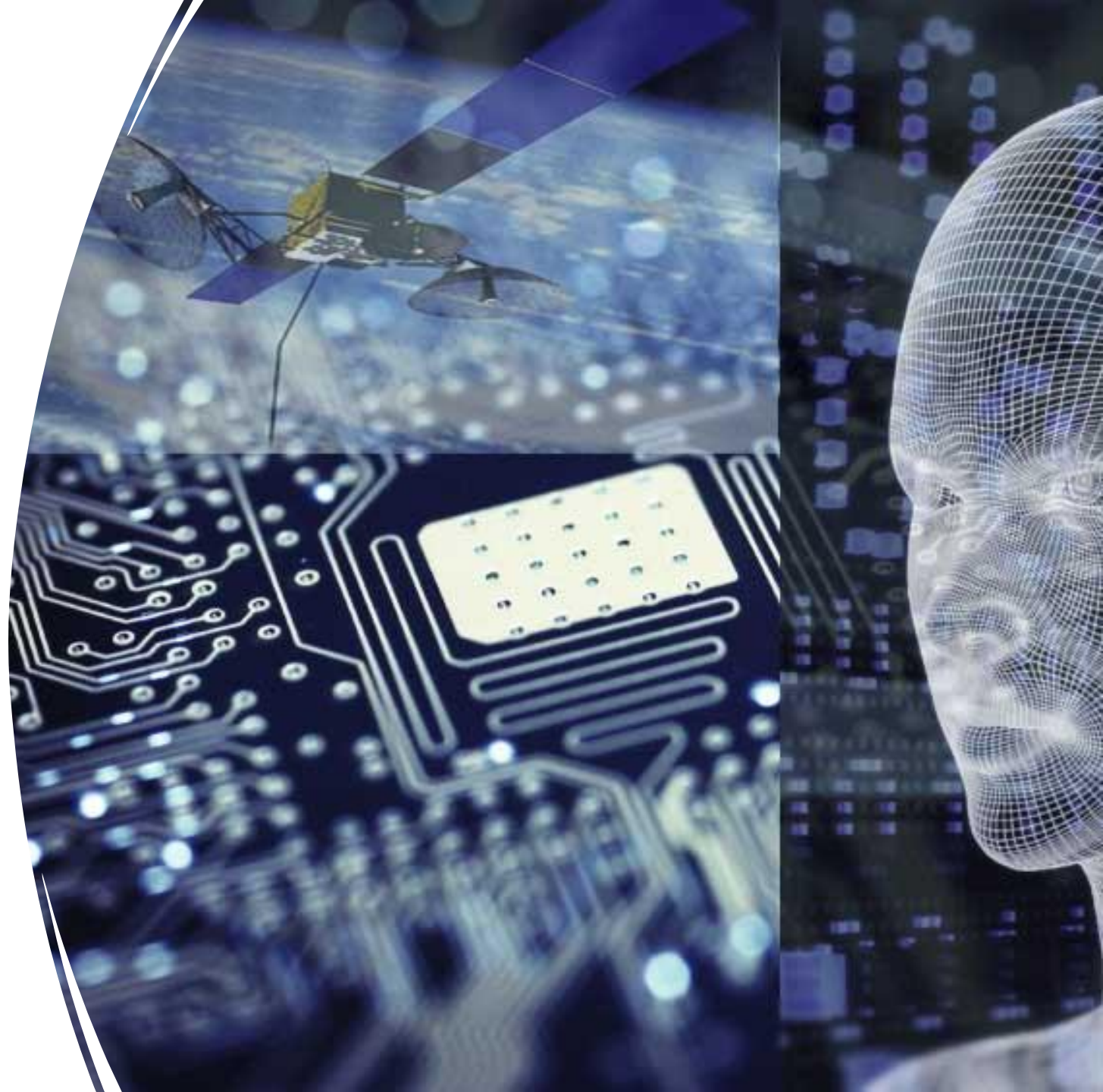
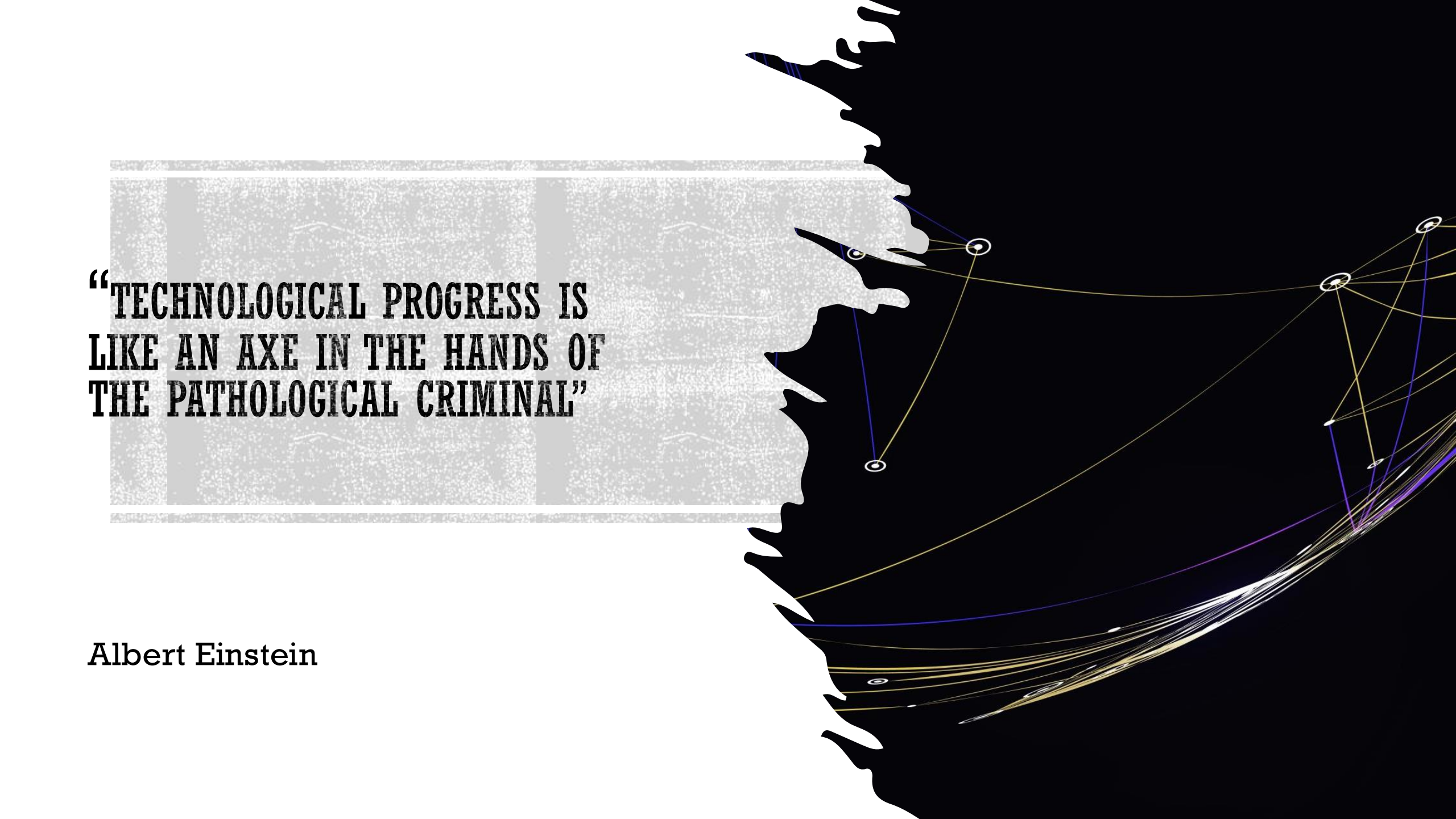


IF VIDEO KILLED THE RADIO STAR...

Then technology burns
down every industry as it
grows.

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Mike Brown @ mikebrown7@gmail.com





**“TECHNOLOGICAL PROGRESS IS
LIKE AN AXE IN THE HANDS OF
THE PATHOLOGICAL CRIMINAL”**

Albert Einstein



THE TAXI INDUSTRY



THE HISTORY OF THE YELLOW CAB

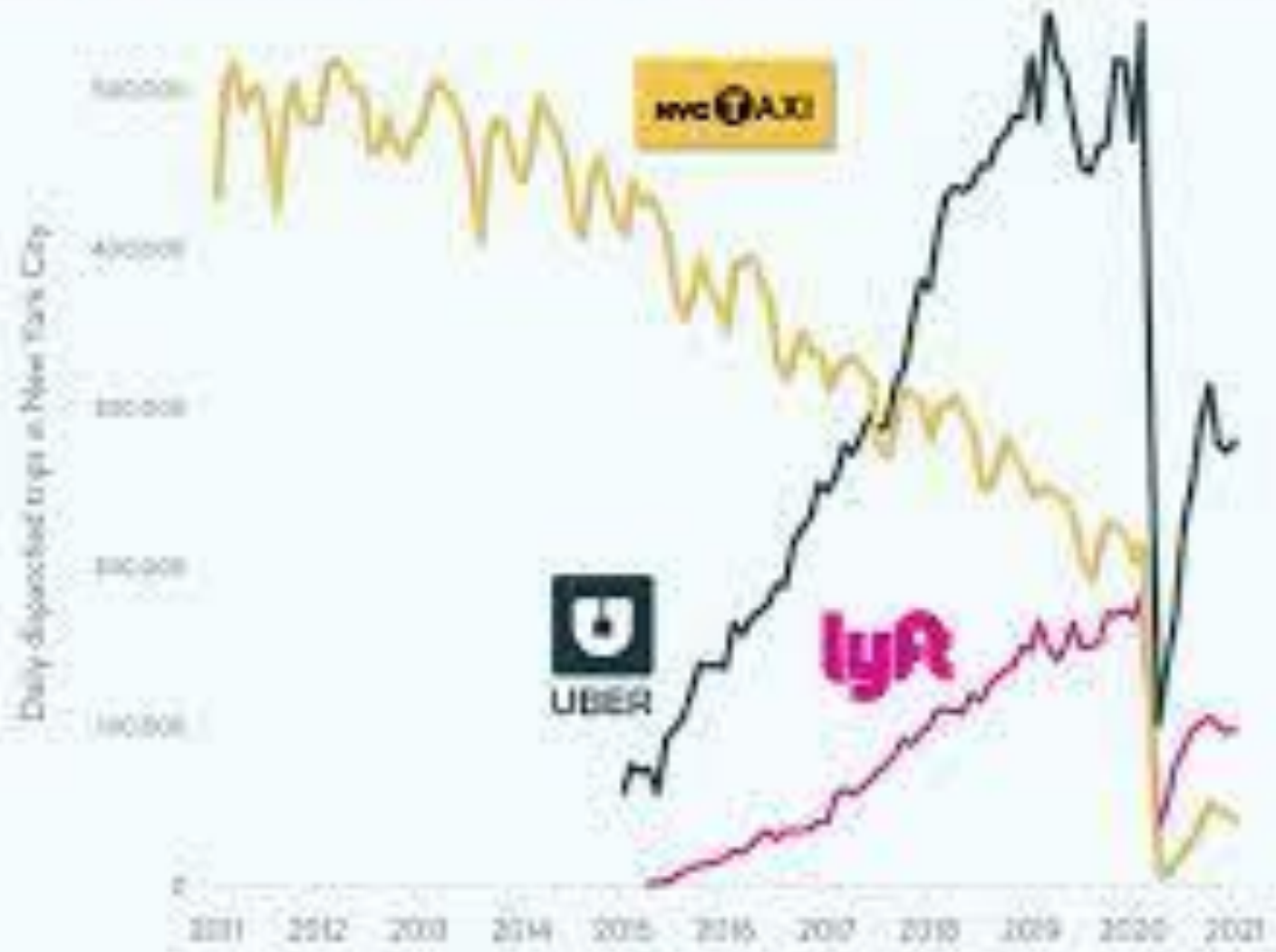


- The medallion system was created in 1937 as a government imposed limitation on the supply of taxicabs, requiring a medallion be purchased for the right to operate a taxi.
- Medallion prices peaked around 2013 at over \$1,000,000. Between 2014 and 2015, New York City's non-corporate medallion price dropped 45%. In 2015, the price had fallen to approximately \$650,000. As of 2018, one could purchase a medallion for less than \$200,000.
- In 2011 Uber paid \$1 million for a medallion and ridesharing became “a thing” so the taxi-cab industry could not keep up with the competition.

▪



The Pandemic Has Accelerated The Decline Of The New York Cab



Source: FHV Base Aggregate Report
NYC Taxi & Limousine Commission

chart

A GLOBAL PANDEMIC MADE IT HARDER FOR CAB DRIVERS

The drivers couldn't compete with the ride sharing apps when the entire world was quarantined.

As the number of drivers started to decline



A CAB DRIVER'S STORY



- John Doe has been a cab driver for over 20 years. He bought his medallion in 2004 for \$445,000. Making him, for the first time in his life a business owner able to experience the American dream of homeownership. He thought that he'd be able to back home to Haiti and retire when he sold his medallion.





THE PUBLISHING / MAGAZINE INDUSTRY

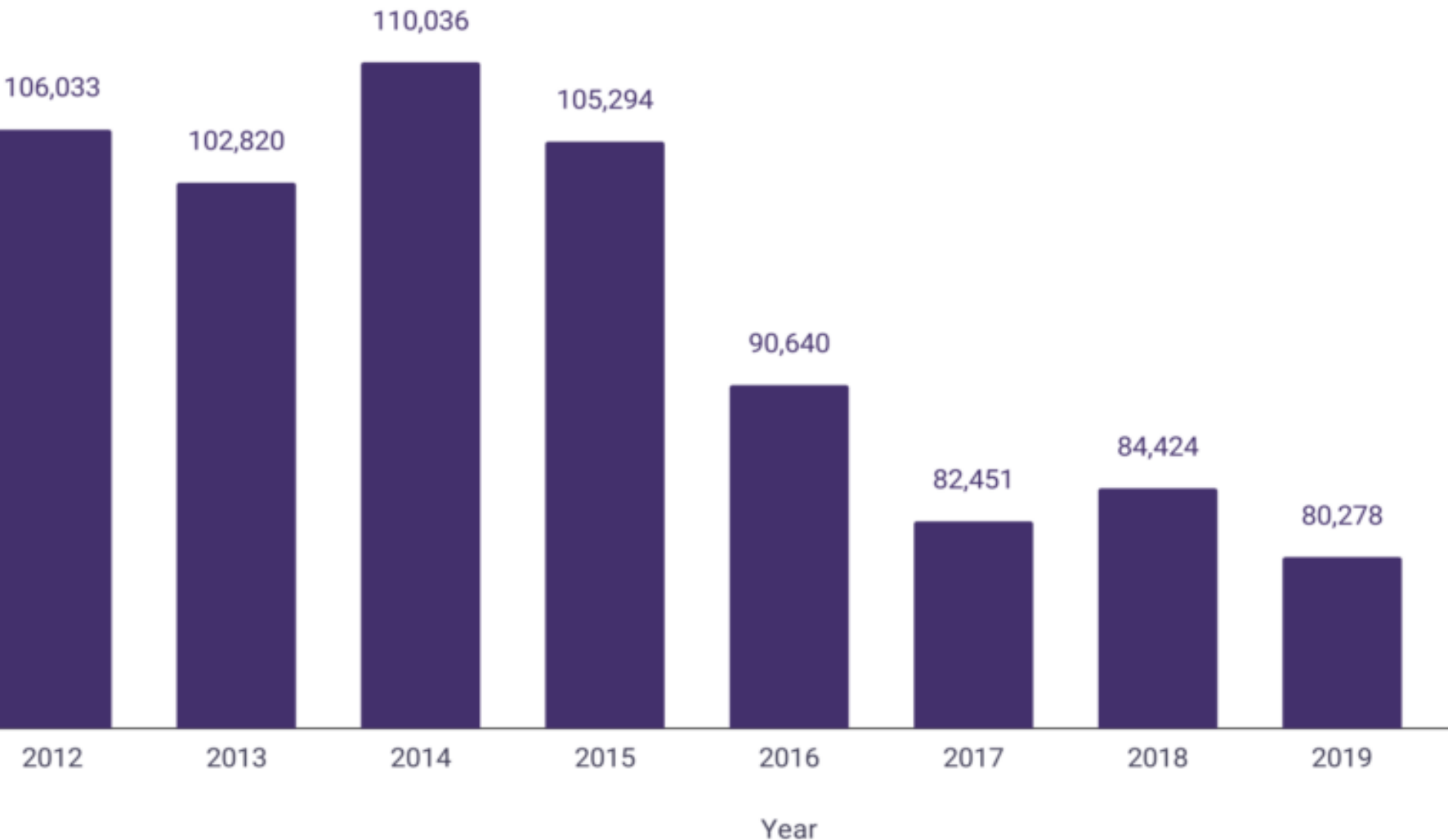




THE HISTORY OF MAGAZINES

- The first magazine was started in 1741, when Andrew Bradford's American Magazine and Benjamin Franklin's General Magazine began publication in Philadelphia.
- In 1929 TIME magazine became the first weekly magazine.
- At its height the publishing industry created over a million jobs in the United States. Today there are less than 10 percent of those jobs left.
- The first major on-line magazine was Salon.com in 1995.
- Google was founded in 1998 as a search engine to determine the importance of individual pages on the World Wide Web. In 2004 it became available to the public.

Number of US magazine employees



NUMBER OF US MAGAZINE COMPANIES BY SIZE

- As of 2020, 58.31% of magazine companies had between 1 – 4 employees.
- 16.66% of magazine companies had between 5 – 9 employees.
- 11.62% of magazine companies had between 10 – 19 employees.
- 7.63% of magazine companies had between 20 – 49 employees
- 5.78% of magazine companies had 50+ employees.





A MAGAZINE EDITOR'S STORY

- Jane Doe spent over 15 years in the publishing industry at several magazines as a Senior Editor.
- Worked at major publications like Rolling Stone, People Magazine and was apart of the Senior management team picking many of the iconic celebrity cover stories in the 1990's and the early 2000's.
- There are so few "books now," as we used to call them, that she works as a freelance editor where she can find work.





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ARTISTIC APPROACH

- Integrate artistic animations and graphics to visually explain complex technological concepts, providing clarity without sacrificing artistic integrity.
- Experiment with visual effects to represent the interconnectedness of the global job market and the ripple effects of technological change.





MIKE BROWN- THE DIRECTOR

I am driven by the urgency to unravel the intricate narrative of a world undergoing a seismic shift.

Our film delves into the dynamic intersection of humanity and technology, dissecting the profound transformations occurring within the job market and the lives of individuals across the globe. In this era of unprecedented technological advancement, the contours of the job market are rapidly evolving, leaving no sector untouched.

Contact: mikebrown7@gmail.com





VON-ANISE MCCOY- EXECUTIVE PRODUCER

- The world is changing so fast that when we make career decisions as young people, most think that it will be a lucrative endeavor. Nobody thinks that they'll look up ten years later after all of the sweat equity put into making that dream a reality -- one day it will vanish. And just like that, this industry has evolved into something else. Soon, there will be no more yellow cabs in New York City just like there are no more magazines on the Newsstand.
- As a former magazine journalist, I want to know why this happened. And what can we do to help other industries not suffer the same fate.
- Contact: bonno.mccoy@gmail.com

