

# Software Is Hungry

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A woman with voluminous, dark curly hair is shown from the chest up. She is wearing a brown blazer over a light-colored top and a pearl necklace. She has a serious expression and is looking slightly to her right. The background is a blurred indoor setting with wood paneling.

*The Dingo Ate My Baby*

# Software Is Eating The World

Marc Andreessen  
Venture Capitalist

**Software  
Already**

**Ate Media**

# Top 10 Video

Facebook Publishers

**UNILAD**

The **LADbible**

**TASTY**

**Viral Thread**

**Daily Mail**

**MetDaan**

**NT NOWTHIS**

**Viral Motion**

**BRIGHT SIDE**

**AJ**

Source: Tubular, August 2016  
Facebook Most Watched Video Publishers

**Software  
Ate Half**

**The Ad Business**

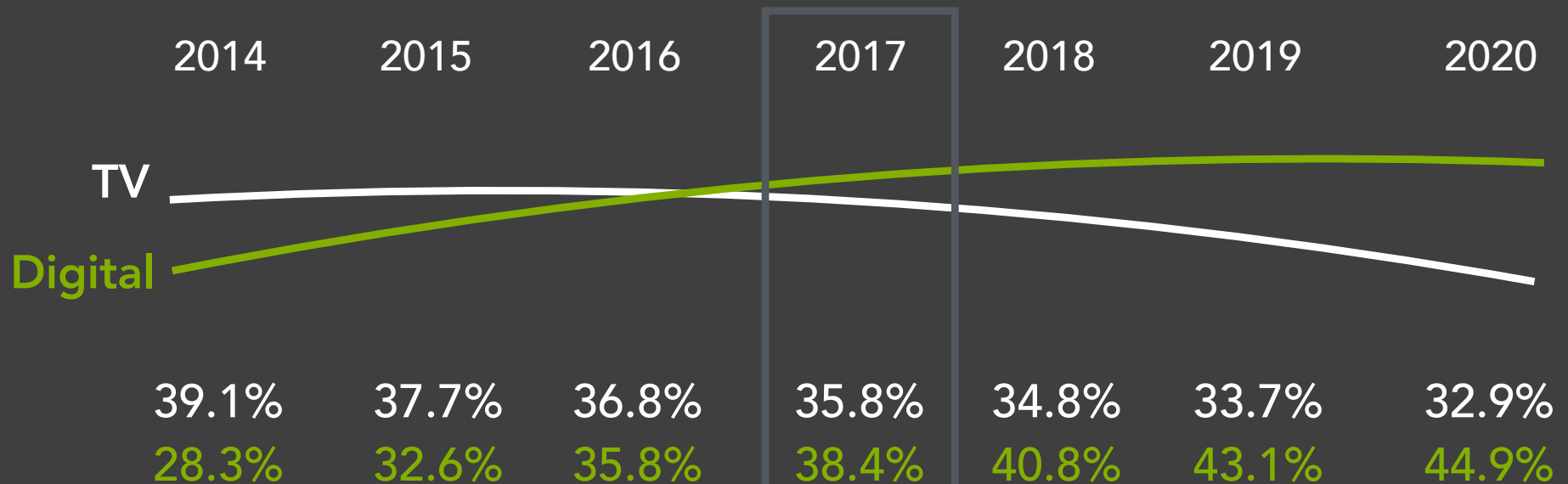




# programmatic

(apex predator)

# Digital Domination Is Here



Source: eMarketer, March 2016  
US Total Media Ad Spending Share



**Software  
Will Eat**

**The Other Half**

NOWTHIS  
NT







**BOOZE  
NT**



A photograph of a reddish-brown dog, possibly a Weimaraner, standing in a field of small white flowers. The dog is looking towards the camera. The background is a blurred field of similar flowers. The text "Don't be lunch." is overlaid in white, bold, italicized font across the middle of the image.

***Don't be lunch.***

**Merci • Thank You • Gracias**

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