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**Adam:** [00:00:00] Because I want, cause I wanted to post on Noster doing a rip with Marty tomorrow. I'm like, that's the wrong acronym today. I'm like, I don't want anyone to, I just like, I felt wrong about that.

**Marty:** No, we, we've gotta figure that out too, Logan. Cause that's like one of the, uh, it's weird, right. You know what I mean?

It's one of the feedbacks that we get on the album, our work. It's like, it seems like everybody's dying that we have on the, the show. It's

**Adam:** alright. I love the concept of a rip, you know? Yeah. That's, I've, I've always, I've always liked that when you write it down, it's like, not today. Yeah. Not today. Not this week.

Yeah.

**Marty:** Well, thank you for being here. I'm sorry to push it back.

**Adam:** Oh, brother. First of all, I'm so sorry. Uh, I'm mourn with you. Uh, everyone's praying for you and your family. Thank you. I, I lost my mom, uh, way too young. And it sucks balls. Yeah. And,

**Marty:** um, yeah, it was a rough week. Um, but we're lucky to have a big family, supportive

**Adam:** family.

Oh, you got millions in your family, brother. Millions praying for you, thinking of you sending good thoughts. Yeah. [00:01:00] And I'm here to, to take your mind off it for a little bit. Well, thank you.

**Marty:** No, like I was telling you, coming in, um, the reason I, I felt compelled to fly, fly in this morning and do this. Number one, I just need to get some sleep.

Mm-hmm. In my own bed. Yeah. And number two, my dad would've loved this conversation. He was a big fan of yours. Oh. Again, he was that generat. That went down and took part in the Panama Beach Spring

**Adam:** breaks when MTV was, yeah, when I, when I got sunburned, I, I was like, it was the worst spring break for me ever.

That one, I think it was also the one where I think Spuds Mackenzie was there. I think the Bud Light dog remember Spuds? Mm-hmm. I think Spuds was there. And for some reason, I'm thinking Fiona Apple, I can't really remember. It was, it was a, it was a weird one. Cause I'd done Florida before and I hated that.

It was the worst. And Pana City Beach says, oh, this is nice. People are kind of okay. You know, [00:02:00] the Fort Lauderdale was insane. That was, that was, and that whole thing, you know, spring break was, was not because MTV wanted to be cool. It was to get Budweiser to advertise. Mm-hmm. And I actually participated in the pitch to Budweiser, so we made this fake kind of, uh, and I, I was the host, you know, I, um, spring break and, and we had video rolling, you know, look at all the cool people on the beach.

And we had these huge blow up, uh, Budweiser bottles, um, and that, and we pitched him and the, and they, and they took it. And so that was really only to get Budweiser to advertise on mtv. That's where the horse started. The whole thing off.

**Marty:** Well, apparently it was a banging party. My dad and his friends, and my mom.

My mom was down there with him too. Um, they talk about, he literally just lo and it was back in like 19 90, 91. Yeah. Uh, 89

**Adam:** maybe. 89 I think maybe. Yeah. Yeah. Yeah.

**Marty:** 89. Yeah. Cause before I was born, I was born in 91, so it's probably like 89 and just loaded up in the car in order. You

**Adam:** could be my son. My [00:03:00] daughter was born in 90.

Yeah. Yeah, yeah. Yeah. I'm, I'm so privileged to be able to work with, with people like you of your age, you know, of a, uh, your generation and, and you got kind of a raw deal. You know, we screwed up a lot with you guys because the eighties and nineties. My generation I'm 58, was like, woo, party, we're making money is great.

You know, I was an MTV and all kinds of great stuff happening and we're like, city council, what kinda loser are you? No, I was like, school board. No, we're not paying attention to that. And then, you know, we had the, the first Gulf War, uh, which was complete, you know, cnn, green screen, crazy shock and awe. Um, and we had the, the.com, but of course, nine 11 was what really was, you know, it was shocking for people of my age.

But imagine you were 10. Mm-hmm. You know, 11, whatever. And, uh, And we was like, don't worry about it. You know, we're gonna smoke him out. And then, you know, we invaded the wrong country. And, and it's all this weird stuff, like, why do we go over there? And we got that guy and, um, said, no, don't worry. We'll take care of it [00:04:00] all.

And then, you know, go to school, get these meaningless degrees and stupid stuff. And, uh, and then we had the great recession and, you know, you literally saw your friends lose their homes. Everyone saw that, but it was for the kids, it was messed up. And we said, don't worry about it. And then you come outta college and there's $12 an hour jobs and don't worry about it.

And, you know, fix, we'll fix this money thing. And we didn't. And then y'all, as we say in Texas mm-hmm. Started to fix it with Bitcoin and, uh, I didn't understand it at first. Um, and so now that I do understand it, I'm, so, I feel very lucky and privileged to be a part of this movement, which is just, it's a ground swell, swell, you're kind of politically agnostic, checked out a little bit, which is I think good.

Um, but you can always check back in when it's time. So I really like it. I'm, I enjoy it and I feel, as I said, very privileged to be a part of, of working with, with people like you and your age. Well, the

**Marty:** feeling is mutual because I think. [00:05:00] There's not a lot of good gray beards, uh, in the world anymore to, to impart wisdom on.

**Adam:** Well, there's a few, like, you know, Texas Slim is, is one who popped into my life, you know, and here's a guy and he taught me a lot. And he, he kind of also came out of semi-retirement to, you know, hey, you know, you're not eating food. And so, and when I, and you introduced me to 'em, of course, um, that was just what a rich relationship that's become and how, you know, we've been able to bond together and do things to, to move all, all of it forward.

It's, it's really been phenomenal. So, yeah. Yeah. But there's, there's more out there. There's a lot more. Oh,

**Marty:** there definitely is. Yeah, there are. But I think you're a special, uh, special weapon in this fight for freedom in the digital age, considering you've seen the iter different iterations of the internet, the growth of the internet, the invention of podcasting, now podcasting 2.0.

Mm-hmm. And another thing I would add to that long list of shit that my generation has been through is like [00:06:00] WikiLeaks in like 2012 in Right, right. And that, so like

**Adam:** it was oh eight, speaking of gray beards, you know? Yeah. My boy's still locked up and, you know, no one seems to care. I mean, we care, but the system doesn't care.

They've, he might as well just be dead in a dungeon somewhere. Yeah.

**Marty:** They completely, essentially lobotomized him. Mm-hmm. And so solitary confinement, Parker and I were actually just talking about it right before you got here, cuz he went to, um, some forum with. Um, Julian's brother and wife mm-hmm. And his father.

Mm-hmm. And he was just saying like, his father had this line, like, if you don't have the free press in America, what do you have? Like, just repeated it. Mm-hmm. Like many times, like there is no free press here anymore.

**Adam:** Well, no, the not under the, not under that heading of press, but of course we have created a couple of systems which are, um, very radical, very free, um, very decentralized, uh, podcasting 2.0, you know, is podcasting in general has always been a part of that, which is why they can't really do [00:07:00] much.

Once the censorship started through big tech like Apple and Spotify, that's when, you know, that's when I woke back up. So Woho, no, no, no, you're not gonna do that shit. And, um, and you know, so we, we fix that. But now you see, um, Mastodon was, was, is kind of a part of that, but, um, the mind blowing nature of owning your identity with Noster is, um, it gives me so much hope.

And, and it's almost to the point where, I mean, I see what's happening to Big Tech. I see what the TikTok bill is about. I mean, the problem with TikTok is of course, they're making so much money. They're taking all the advertising money from Google, from meta platforms. Um, I mean, Twitter doesn't matter.

Elon has a different agenda for that. But, uh, bite Dance just announced $80 million, uh, that they in revenue. And of course a lot of that's coming from TikTok. And you know, Google just announced they're taking away people's staplers, staplers tape, you know, the muffins on Monday. I mean, I'm not kidding. The, the COO literally came, I, I was ceo, but [00:08:00] big financial ladies, you come out and said, no more staplers.

Get them from the central desk. We're gonna cut down on the buses. You're not in deep shit if that's happening. And of course that's because they've, they've come into this, this, they've got bought into their own hype of chat, G P T and ai, which to me is no more than a parlor trick ra. Really? I mean, they don't know how to make money off of it either.

It's very expensive. They gotta retool everything. They gotta re-engineer their systems to, to be able to run this stuff. No one wants to pay for it. It's fun. But you asked me to pay 20 bucks. No, I'm not gonna do that. No one wants to do that. So their model is broken. And um, you know, so I think they, initially they went to, uh, their favorite politicians and said, get rid of these guys.

We can't compete. Get rid of them. Mm-hmm. Get rid of TikTok and China, whatever. Um, but now that I read the bill, you know, the Senate Bill 6 86, I'm like, you know, maybe it should just pass. Just ruin all that shit. Just take care of it all, control it all, you know, people run away Elon's breaking Twitter, you know, it's, it's not gonna [00:09:00] be, it's already not fun.

The minute you have to have, the minute you can no longer be anonymous. You can't control, you can't have fun. You, you don't have freedom to say whatever you want to say. So maybe there's only 30% that is left on the. You know, that floats away, but it'll be our 30%. And I'm kind of feeling like, you know, let, you really can't get rid unless you shut down the internet.

You can't get rid of Bitcoin, you can't get rid of noster, you can't get rid of a lot of things, really. Um, because, you know, unless you wanna get rid of, you know, any protocol email, I mean, http, you know, that seems a little farfetched. So I'm not quite convinced. I haven't quite convinced myself, but I'm pretty close to, please, why don't you just control all of it so it's obvious.

And then the people who want freedom, which always requires an extra step. You gotta learn how to, you know, protect your keys, you know? Mm-hmm. This is what, there's no help desk. No. You know, and, and I know we have young kids. Um, I was just thinking about this this morning. If my kids [00:10:00] were, and my daughter Christina, she already understand two stepdaughters, haven't quite gotten them over the, over the line yet.

My daughter understands, not your keys, not your coin. Um, you know, during the pandemic, she needed cash. And, uh, you know, the only way to really get it to her efficiently and not within, you know, five days was through Bitcoin. Um, uh, she used the service out there, but she doesn't have her own wallet and everything.

And she had to learn about, you know, you gotta, you gotta protect your, your keys, your seed. Um, and so I'd almost say like, Hey, I'll be the bank for you kid. Um, your allowance is coming in Bitcoin and you gotta put it in your, in your. Uh, in your cold storage wallet and when you wanna spend something, you put it in your lightning wallet.

And if you want to, um, you know, if you want to turn it into fiat, I'll do that for you. I'll be your, your bank. Mm-hmm. If you lose your keys, tough shit. You just lost all your money. And they'll only do it once, I think, and then they'll remember and they'll learn how to, and that's the stuff that, that's the extra step that you have to take, that we've become accustomed to.

There's someone to [00:11:00] help me out. There's something out

**Marty:** there. Yeah. There's, there's two sides of that. Like demands extreme ownership. Mm-hmm. Not your keys, not your coins. You have to be able to secure and protect 'em. Then the other side of that is like, it's not that hard. It's like, no,

**Adam:** you just have to know.

I mean, it's a respon, it's a big, it used to be the piggy bank, you know, if you, you would rattle your piggy bank and of course had that little, little thing rubber thing on the bottom. You take the money out and it wasn't the real piggy bank from way back when. But even now, you know, it's like I, I'm, I'm like, I'm always, I'm not always, but I think about, I just wanna make sure those keys are protected cuz that's, that's the wealth, that's the security, that's the backup.

That's, that's the retirement, that's all that stuff. And it's not a bad thing to think about that I don't think.

**Marty:** No, not at all. And again, it's not that hard. You just download an app, practice with it, and then go get a hardware wallet, write down the words, protect them. Yeah. It's, uh, it's easier than, and I think big bitcoins have done it.

Not, and maybe not a disservice, but a bad marketing [00:12:00] tactic has. The fear mongering over private key security. Like if you lose it, you're gonna lose all your money. Um, which is certainly true, but I don't think it's as hard as people, A lot of people make it out to be

**Adam:** no. And there, and there's multi SIGs and all kinds of stuff you can do.

That's all just and educational thing. I also have, uh, one wallet where I have, you know, one Bitcoin is in there and I know the 12 words and I'm a free man. Yeah. I, and I, I rehearse them once a month, say, what are my 12 words? Because you can forget 'em. It, it does forget. And you know, there's ways to remember.

Um, I use some of the tactics that, um, like the, the memory competition guys do, which is you imagine a house and you go through the house and what's on the door, what's on the table, what's on the couch, and then you, that's kind of the way

**Marty:** to remember it. That's like the Roman way of

**Adam:** members. I know. I, I read, I read about some journalist who was covering these memory competitions and then he actually started to do it and became champion.

And uh, it turns out that, you know, most of these people they get like Architectural [00:13:00] Digest, so because they run outta homes. So like, look at Architectural Digest and remember the home in Architectural Digest and what was in each, each different part of it. Yeah. And

**Marty:** there's a, have you seen border wallets yet that project?

I don't think so, no. So that's pretty cool. It's the same concept, but you print out like, um, like a, a table with BIP 39 seed words and then like an image. Like covers your seed phrase, like within that, that, uh, array. Mm-hmm. And it's like, it's like a memorable image. So like you Oh, okay.

**Adam:** So you just memorize what the image is, put the pieces back together?

Yeah. Oh, oh, that's a cool way to do

**Marty:** it. Yeah, yeah, yeah. There's, it's, people are really getting creative around how to, how to memorize seed phrases. I don't know if I would ever have the, uh, confidence.

**Adam:** That's why it's only one Bitcoin. Yeah. It's only that's like, that's my emergency. I don't know. You know, they say if you, if you pass and you go to heaven and you remember your, your seed words, you'll have your Bitcoin in heaven.

I dunno if, I dunno if that's true, but I think it's funny.

**Marty:** It's like, [00:14:00] just in case, it's like putting coins on the eyes when people get on. Yeah. Right.

**Adam:** River. Yeah. You never know. Yeah. You never know.

**Marty:** In the, um, oh, what was I gonna say? Oh, I don't trust myself. Cause I've had six concussions. It's not a, I think if that,

**Adam:** oh, you're a regular federman over here.

Yeah.

**Marty:** Scent it, skateboarding, snowboarding, basketball. Lacrosse. Mm-hmm. A bunch of them surfing. I

**Adam:** only had two, one skateboarding when I was really young in Austin, actually, I can't remember why we were here, but it, it must have been when I was 11 or 12. Uh, and the other one was, uh, when I was in my forties motocross, I, it was a celebrity motocross race.

I had no business doing it. It was like you also dressed up. So I had an Elvis suit on and, you know, of course I hadn't practiced or anything. And so this gave a two 50 would've been good for me. They gave me a KTM four 50, way too big. And I went over the, you know, the table jump, and then I came down the wheel and hit the, hit the gas.

Just my wrist was too limp. Go figure. And [00:15:00] so the bike took off, bam. Flat on my back, back of my head. Mm-hmm. And, uh, so yeah, it didn't crap right. For a year. And, uh, I was a little fuzzy for a bit there. Yeah. Yeah. That was my

**Marty:** last one. I got, uh, I hit the back of my head on the lacrosse field, pissed myself

**Adam:** and, uh, oh, cool, man, you really had, that was a real good one.

Yeah. I

**Marty:** decided, uh, no more. This had no more contact or extreme sports. Mm-hmm. But going back to like the restrict act mm-hmm. Are you wearing, uh, that the label us Bitcoiners, foreign adversaries, they'll throw a bunch of, well,

**Adam:** of course this is exactly what they did with, uh, with terrorists, you know, it became, or uh, com enemy combatants and now basically patriot actors being used for, um, uh, for, for nationalists.

Yeah. Yeah. For combatants inside the country, of course, but also, you know, Uh, I think we, we pay a little bit too much attention to the national scene and certainly, you know, today, um, former President Trump is being indicted. You know, I was on my way in listening to the [00:16:00] breathless, oh, this is really offensive.

This is an incredible day in American history. And, uh, he will be the first president to be under arrest. You know, it's like, just like, wow. So they're, they're making a big spectacle out of it. But ultimately I care about, um, Fredericksburg City Council, Gillespie, uh, uh, county, uh mm-hmm. Uh, state of Texas.

That's where it starts. You know, we, we still are a, you know, republic we're, we're federation, we're states and, um, and Texas, like Florida, and did quite well in the lockdowns and all kinds of stuff. And, um, and, you know, I don't wanna repeat the mistakes of the eighties and nineties where we're not paying attention to the city council and the school board, and we got crap going on in, in our own little community as well.

Mm-hmm. Um, so it's really important that, that you, you sure you can think big and, and global and all that, but ultimately, um, I think everything happens on the local level. That's the same with sourcing your food, [00:17:00] you know? Yes. It's all so important. You know? Yeah. I could easily have Cole send me, you know, send me the, the, the beef once every three months.

I prefer to go down there, come into Austin, say hi, how's the family? You know, chat for a little bit and then go back, you know? And then, you know, slim will come through. He's on his way to, to, um, what is it? Uh, Luling and he'll stay overnight with us one night and we'll chat and we'll just dream. And I mean, you gotta, you gotta be thinking more local.

We really do. That was the mistake. That's the learning.

**Marty:** Yeah. No, I completely agree. And that's the one silver lining of Covid in the lockdowns was states beginning to reassert their autonomy

**Adam:** and, and, and local community. If you don't know your neighbors, if you don't know who's across the street, if you don't know, you know, then you really have nothing.

No.

**Marty:** That, that, that was again, going back to the last week, that was like the great, great thing. My parents ran the coffee shop in our local town. Mm-hmm. And they were like a really, my dad was really, uh, focal point of the community, um, with this coffee [00:18:00] shop on the main strip. And it was just crazy. All the neighbors, of course, beyond our extended family mm-hmm.

Really drove home this week. Particularly like I, my parents had have something really special. My mom still does, but uh mm-hmm. And they have a very strong local community. I grew up in seeing friends. I moved away right after high school. I was still 17. Haven't been back since. So it's been almost

**Adam:** 15 years.

Most of the guys I know from that area moved away. But they do come back. They do come back, you know, it was never forgotten. I hung out, not far, you know, south Jersey. Yeah. Um, and I still very tight bong with some of those guys still.

**Marty:** Yeah. And that's the thing, the, uh, the local connections are important.

That's really been driven home to me over the last 10 days. Um, but yeah, that, that's the other thing too. We're seeing it like, cause that the standard Bitcoin is the mining company I have, and we're seeing it. That's like where we get our most high leverage plays is where we go into local rural areas. So we target areas with falling population

**Adam:** is we [00:19:00] roll in the container and,

**Marty:** um, uh, this is on grid, so Oh, okay.

Basically you have a lot of these rural areas in Appalachia that had large manufacturing capacities that have obviously since gone left mm-hmm. Within the population, but they still have these massive substations that were there. Oh. To support like a steel smelting factory. This is So

**Adam:** Atlas shrugged, right?

Holy crap. Have you read Atlas Shrugged? It's right here. Okay. I mean, anybody, it'll take you a month. But read this book. I mean, that, that is really so close to, you know, Hank Rearden right there, man. Yeah. Nice. Very nice. Yeah. No, and it's

**Marty:** great because we're able, I, I think Bitcoin will play an integral part in like rebuilding these local.

Community is particularly mining cause we're able to go in the way it works in Tennessee, they have these co-ops where they have a mandate to keep electricity prices down. Mm-hmm. It's like falling. They have a, a very scarce, a very finite supply of electricity in these substations falling populations.

Obviously falling revenue Yep. [00:20:00] Is less people are paying. So they're having a way, we have all this electricity, less people. We gotta,

**Adam:** so, so how does that work? How do you, how does that help the local community that's still there?

**Marty:** So we come in and we say, Hey, we'll buy up the excess capacity that you have.

Mm-hmm. Providing you more revenue. Mm-hmm. Okay. So we can keep prices lower for

**Adam:** everybody else. And then does that help them build their communities back up? Or

**Marty:** how, how does that work? Helps them first order effects helps 'em keep electricity prices low. Right. Which is their mandate. Right. We do provide not a ton of jobs, um, probably like a three month mm-hmm.

Uh, contracting gig for probably like 12 to 20 people and then ongoing and there's probably like five people mm-hmm. Fully employed. Um, but then you're just bringing back revenue to

**Adam:** the local community. That's always good. That's always good. They

**Marty:** can reinvest. Mm-hmm. And we're doing, we're doing the off-grid stuff too.

Mm-hmm. There's a bunch of stranded natural gas wells up there. I'm

**Adam:** still waiting man. I want, I want to, I wanna get my, my machine in one of your containers.

**Marty:** You get, you send it up whenever We're actually good about to deploy a [00:21:00] bunch. Okay. Um,

**Adam:** I mean, I got two s nine s in the, in the pool house humming away.

John Henry and Rosie the Riveter.

**Marty:** We're gonna, Hey, S 19 xps are cheap right now. We'll pick up some of those. Yeah.

**Adam:** Okay. Yeah, I mean this is just, someone sent me two s nine s, you know, I was like, oh, that's so nice, man. I was like, and it was fun just to, to get it started. Actually it was one S nine, that was John Henry and then Tina, my wife's like, well, I want one too.

And so we got her one Rosie the river door. And so we compete. Rosie outdo John Henry a lot for some reason. I'm not quite sure what's going on. I, but it was just interesting to set it up and to learn how it works. And then, you know, feel the heat in the winter. Mm-hmm. And feel the extreme heat in the summer.

Yeah. As the garage just heats up. It's crazy. Oh, it's

**Marty:** crazy being, cause I was in Tennessee at her first deployment in July, like standing while the machines are on. It was just like the noise. Oh yeah. Air

**Adam:** the heat. Well, who were the guys up near? Um, Taylor, uh, are they still Theret? It's, it's now Riot. I think Riot [00:22:00] bought him, but before it was Riot Winds.

No.

**Marty:** Yeah, yeah. Windstone.

**Adam:** Yeah, that's what it was. I went up there to, to just check it out and say hi a couple years ago and I went in, I was like, whoa, I had no idea. And you know, the way they have it set up is everything blows inward and up, and so you can then go through and walk in the, in the middle of it.

Ah, and when your hair's just blowing all over the place and, you know, there's no real cooling. It was just open, open like a barn. I think now they have some water, liquid cooled stuff, but that was just, it blew me away. Like, oh, and they're right on the substation there or right on the. What is it? The, uh, substation?

Yeah, yeah. What's the, what's the exchange called? The criminal, uh, thing. Ercot? Yeah. That, yeah. They're on the, the criminal ercot. Yeah.

**Marty:** Well, that's, uh, something just passed the, uh, legislator earlier this week. What was that? They're gonna stop, um, they're gonna try and stop mining projects from connecting Ercot with their demand response programs.

Really? Yeah.

**Adam:** Well, that's short-sighted. Very,

**Marty:** I mean, riot's a perfect example. This winter [00:23:00] they, they shut down.

**Adam:** Yeah. They actually helped, right? Yeah. It's so, that's so dumb. But it's so criminal, you know, like the, the Enron people didn't go away. They just went to, uh, to Ercot. They just started, you know, trading.

I mean, there's people in Finland who own our energy, you know, is ridiculous. The whole thing is, and then people think it's like, our grid's no good. No, no. We've got criminals running it, in my opinion. I, I can't say that for sure. But, um, it's just, it's all hedge funds. It's the same banking people that, that, you know, are trading energy back and forth, and that's how you get these ridiculous prices and people shut down and they don't care.

Well,

**Marty:** the Airco fanboy will point to it and say, this is the most free market electricity system you can have. True,

**Adam:** true. But I think, uh, Texas needs to know how it works and, and, and that in this free market system, you know, there are lives at stake. So I think there's a a time when people do need to take some things into consideration.

Yeah. Well then you have, because that's what Snowmageddon was about a couple years back. That was because, you know, it didn't, it didn't pay for anyone to [00:24:00] spin up something to have it ready in case the, it really got bad. Yeah.

**Marty:** And then you had the misallocation of capital focusing on solar and wind in West Texas when you probably should have been weatherizing the natural gas lines and the nuclear sensor that went, I

**Adam:** mean we're, we're one of the states where, where wind energy kind of makes sense.

I still don't think it really works with the cost of the turbines and how long they last and what it takes to make them. But we got a lot of wind and a lot of open space, that's for sure. Um, but, you know, nuclear, I'm a big Nu fan, honestly. See, and I think that's, you know, that's been the, you know, we know that gates invested in nuclear and now it's kind of coming back and people are starting to talk about it.

And now we're going to decide France and Germany arguing is nuclear green or not? And of course, Germany says no because they were con they convinced themselves to get rid of all the nuclear. France has run on nuclear for decades and decades, you know, was some ridiculous amount, 60% of their energy. Um, uh, so once they determine what is green, which I think [00:25:00] they'll, they'll come up with some, like other color that'll make it allowable.

You know, what do we have murky green or, you know, like seaweed color, they're gonna have some crap. Um, You know, get out, you know, kind of let them get through with it, even though that is, that is the obvious solution. You know, we have, we could have back here on nukes at this point. And the stuff is, there's no waste.

It eats its own waste. You know, we've had, um, uh, atomic Rod, who's been a, a big producer of No Agenda for a long time. He was, um, on a nuclear sub most of his career. And he understands this stuff. He says it's, you know, it's all politics and it's all money, and as it always is, you know, and, and now, now we have this green hydrogen, which is just, I love this, this what a bait and switch we got there in Europe, especially the eu.

**Marty:** Yeah. Well, I had a Brian Git on, last week's was the last episode we posted, and he was a long time, he worked two decades in the solar industry, [00:26:00] and essentially he had to come to Jesus moment. Mm-hmm. Where was like, holy shit, I've wasted two decades of my life. Yeah. Spewing bullshit, bullshit to people.

Mm-hmm. Um, and he's pivoted very heavily to, to nuclear. But during that conversation, he was talking about how hydrogen, that's a massive scam.

**Adam:** Like the, and, and it was such a, I know fer, Tim Ramons, he's the EU commissioner who's in charge of, uh, the green. As they call it in Europe. And um, he was, uh, he was in the, the finance department and was always traveled with the queen when, um, the queen of the Netherlands.

Now they have the king, um, to Bilderberg and all that. And I had an opportunity to talk with him and he, he knows, he, he, he would almost kind of tell me like, you know, you, you should keep pushing back against us. That's good that you do that. Cause he knows, he knows he's a, he's a big scam. He won't talk to me now.

Um, but you know, they went through, oh, electricity, electric, electric, electric, electric. Oh, the electric, you wind solar. And it just got the story, got old. Everyone came to Jesus on that. This is not really [00:27:00] working. That's why it's hydrogen. Or as they say, um, queen uh, Ursula, you know, the lion, uh, says green hydrogen genee.

Well, I just love that hydro genee, hydro hydrogen and, and everyone believes it now. Yeah. And of course, you know, the greenest of all hydrogen is if you can make hydrogen through electrolysis with wind and solar, I mean, how insane. I mean, this is, this is truly, it's almost like hooking up your, um, like hooking up a, a car alternator to a battery.

Mm-hmm. And then, you know, and then saying, look, it's, it's a perpetual motion machine, you know, it runs off the battery and it charges the battery at the same time. Except, you know, with, with that system there'll be 40% loss or something. It's crazy. Yeah. And then it's like

**Marty:** liquified or

**Adam:** we don't teach people stuff in school anymore.

Yeah. Li yeah. The liquid. Yeah. Liquified Hydrogen Dvorak actually knows a lot about this. He, he knows so much about it and [00:28:00] he's like, and they've been, it's always 10 years away. It's always 10 years away. Everything's 10 years away. The fuel cell, you know, oh, it's coming, it's all coming. It's always 10 years away.

**Marty:** Well, we're getting close to Greta's 12 year prediction. We've gotta be like eight years out now. Mm-hmm. What happens, Greta, won't we come to 2030 whenever? Yeah. Nothing.

**Adam:** Nothing. It's just more expensive, you know, the existing stuff is just more expensive. Yeah. I mean that's literally the, the debate that's going on now in the EU is what they will allow because, you know, well we still need some crossover cuz it's not all quite risks.

More 10 years out. It's the biggest money sink and scam in our lifetimes. And people just kind of take it, you know, there's no, there's no revolt, there's no revolution that I can see. It's, except France. You know, those guys, by the way, they say it's, you know, pensioners, you know, cuz of the pension age going from 62 to 64, that's not 61 year olds out there protesting and rioting.

Okay. That's something else going on. Yeah. Uh, but let's just pretend it's pensioners and that's all they're mad about. No, people are pissed.

**Marty:** [00:29:00] Yeah. People, I mean, people forget leading up to Covid before the lockdowns happen, you had the, the yellow vests movement. And in the

**Adam:** Netherlands, I mean, the most peaceful country that I grew up in, we had Riot police, clubbing old people.

Mm-hmm. What the hell? They had a curfew hadn't happened since 1943. World War ii. Yeah. Well, because Covid only comes out at night. It's not turnal.

**Marty:** Well, it, I mean, it doesn't factor in like Covid Lockdowns the crazy, uh, political landscape here in the United States with the woke capital shit and the transgender theme that seems to be popping up right now.

This,

**Adam:** so this, um, Dylan Mulvaney thing caught me by surprise. Um, this is the, uh, the Bud Light. Now, in 1996, my first client I had, uh, I walked out of mtv. So I, I gotta do stuff on the internet. And actually the first thing I, I got [00:30:00] the license to do the, I wanna say the 64th or something Grammy Awards. I got the license to do a cyber cast, which was literally C u C me one frame a second.

But we had. Uh, Cassio was a sponsor cuz they have this new cool thing, a digital camera. So we were taking pictures in the Shrine Auditorium, putting 'em online on a website and, um, uh, and it, it was, you know, so we had just a couple of sponsors like that, but it was, it was small, but it was great, you know, kind of broke even.

We brought into T1 line, into the Shrine Auditorium had never been done before. Excuse me. And, um, two weeks later, got a call. Bob McCauley, Robert McCauley. Hi, it's Robert McCauley from, uh, Anheuser-Busch. I'd like to talk to you about, uh, a website. Flew to St. Louis and man, this is a, I actually get goosebumps when I think about this.

Um, and he really staked his reputation. He said, you know, I think we, we [00:31:00] cannot afford as b as an Anheuser Bo not to be on this worldwide web thing. Uh, and we'd like to contract you to, uh, to build this said, hold on a second, let me contact the sales department. Yeah. Sales department had, we had a rag tag crew.

Uh, and we actually put one guy, Carrie Goss almost at, uh, at Anheuser-Busch for weeks. And we, we built content. We built budweiser.com, bud light.com, and, uh, we, we, you know, there was the Cly dale, there was the sports and, and all the stuff. And it was, it's a buttoned, I mean, monogram. Button down shirts, you know, the whole thing.

Very, I mean really. Um, you know, St. Louis man, it's like, you know, these were, these were old school guys. Uh, it was just in a transition from uh, uh, August Bush, the third to the fourth from Grindr to Woody. Those were the nicknames. Woody, I could already tell. I mean, when, when we met him in his office, he was, you know, looking at Porsche brochures.

I'm like, okay, I don't know how long this [00:32:00] company will be, what it is. Um, uh, but it, it was, the brand was everything. And, and my main thing as I met with him was like, you know, we should really try and get your domain name in your ads on television and on your can. Well, I thought Grindr was gonna shit himself.

Listen to me, son, you ain't changing anything on my can on my bottles ever, ever. That's not gonna happen A year and a half, you know, and this is going on and on and on. And then, you know, some other people start putting stuff in there on their product. And so that was starting to loosen up a bit. We also created something called the Bour on date.

If you look at the Budweiser cans as born on now, we came up with that. That was you. Yeah. So we learned as we learned how the process worked. Cause they were still brewing there in St. Louis. That every 15 minutes is when, you know, new bottles or cans came off the, the lime and the barcode. You could find it exactly down to the quarter hour when your beer.

Was born. That was, so we said [00:33:00] we had a little low, you know, a little thing on the website punch. You didn't have a scanner. We didn't have phones of course, back in the day. But, you know, type in the numbers underneath the barcode and we'll tell you your beer's born on date. And they liked that so much.

They used that. They, you know, wound up using that in just on the cans your beer was born on. This is your freshest date. So we eventually got that. But now to see that, um, that they, even though they didn't really produce these can, I thought it was ai Marty, I thought it was, saw a tweet. I thought it was ai because any brand man, you know, and this is 27 years ago, but any brand manager who would not only put something on the can, but put someone on the can that covers up the actual brand name would not just be fired.

They, they'd be hung from the St. Louis arch, like this, like unbelievable to me. Now what happened was, the way it went with social media is what, you know, this Dylan is a spokesperson. [00:34:00] That is not true. It was an open contest. And this is the mistake that, that someone made over there at an Anheuser Busch InBev, whatever, it was an open contest, anybody could participate in the contest with the hashtag, but that they decided to send Dylan Mulvaney a, a, a case of a can that was not only not the Bud Light can, but was literally defaced.

Deface. I mean, I, I was convinced it was Emily. You can't, this is that I know, I know the family, I know this company. Mm-hmm. I thought I knew the company. I thought I did. That is, and then now, now of course this is gonna be interesting, even though, um, I read this morning like, oh no, this is, um, you know, brand managers and marketers know that this is actually a net positive.

This is really gonna be good for Bud Light. When I see Kid rock machine gunning cases of Bud Light on Twitter and TikTok or whatever it was, kid Rock Rules, man. He, he, he, and, [00:35:00] and you know, if you look at TikTok, which of course has an algorithm which is perpendicular to everything else, you know? Mm-hmm.

They don't promote hate. They promote, Hey, you hate Bud, bud Light. You're everyone who hates Bud Light over here. Everybody who is has purple hair and trans over here. They don't put the two together, which is why they're so popular. Um, people are doing some crazy ass stuff to Bud Light, and they are mad, mad, mad.

And I think they really missed, really missed their, the, what their market is. They really missed it. And it's not just dudes, NASCAR guys, which by the way, I'd say about 49% is women, uh, women in general. Mm-hmm. Who buy stuff. I'm not buying that for you. Well man, I'm buying you any beer you want. I'm not buying you that.

Yeah. And it seems

**Marty:** like focusing on women particularly, I. One of the college swimmers, the NCAA swimmers came out, gave a pretty impassion speech about the Holy Leah Thompson thing. It's just, it's really driving people to, it's forcing [00:36:00] people to like stand up and say something and make a stand, which is when things

**Adam:** get really weird.

There's a bigger agenda here though. There's a bigger agenda and it's connected to mRNA and c d and all this. It's transhumanism. The idea is cuz you know, you notice that, you know, there is real body, uh, dysmorphia and dysphoria. There are people, um, who feel like their leg does not belong. They should, and they wind up actually amputating their leg because it feels wrong.

And, and psychologists psychia, no one can figure out what's wrong with them. But they're deeply unhappy until that amputation takes place. And this is a real thing. You don't see any, they're not invited to the White House. No. You know, it's, and they're, and this done specifically with kids, which is a very tough one.

You know, save the children. Think of the children. You know, any parent, you know, you think of, oh my kid, there's something wrong with my kid. And here's the answer. And you know, the scientists are telling me this is about the new religion of science. This is about being [00:37:00] able, m i c not the military industrial complex.

The, the medical industrial complex, big pharma, they want to morph you with technology. They want to make you whatever. You know, they want to be able to, for you to believe that their systems can fix you in any, in any state that you're. Um, and, you know, the, the mood rings, the, the Apple Watch is all a part of it.

Mm-hmm. All a, you're integrating with technology. Your phone basically, you know, what does Elon Musk say? Oh, that's a really shitty interface, man. We gotta have the neural link Jackie Right in. That's really what they want. Um, even though covid, um, mRNA vaccines didn't technically change your dna N it put in messenger RNA that told your DNA n what to do.

So it's all about them saying, w you know, our sciences, we can fix you, we can do whatever. We can make you whatever you want to be, and you want to be a hawk, we can make you a hawk, you know, all this stuff. And it's a very, very long [00:38:00] game. It's, and it's been going on for a long time, and I'm only kind of realizing this now.

Um, and it's, we gotta fight that. Um, and it's very, very hard because, you know, we, we love technology, we love, we love the stuff that, that enables us to communicate. Part of that problem is the centralized, not the media, but the medium. You know, it's anything that's centralized, that's algo wise. I mean, I love technology.

I love I, my car pack usually drives itself, man. I'm driving here and I can be Woo. Yeah. I just have to keep my hand. I don't, I have a Tesla by the way, but it, it is a car that will, you know, has algos it, it knows how to keep the distance. It's not flying off the road. Um, I'm still in ultimate control. I'm a pilot, you know?

Yeah. There's an autopilot and I love it, but I'm still's still a human being who's in control and it's not jacked into me. So I still have some control over it. And, and that's really great. Those are great tools. But when you allow the sub sub subversiveness of [00:39:00] algorithms to, um, addict you in, into messaging that just is over and over and over, you know, that's bad.

I mean, when the internet first started, it was so cool. We had email, we had news groups, um, and that was kind of it. And then we had websites, but we didn't have this, and this, this in. No, in no human system can thousands or hundreds of thousands of people come together and, and have a, a great conversation.

Unless you're filtering people in or filtering people out, you know, it, it just doesn't work. Yeah. And it's bad. It's not even mastered on, you know, we, no agenda social.com, we have a matron on. That we, I set up in 2017. It got so outta control, so hard for me to manage. One of our producers took over it and we capped it at 10,000 and already it's like, and these are all people who are kind of on the same page, but luckily they're not.

Everyone's kind of different. The one thing we have in common is kind of the [00:40:00] show that's about it. Um, and I'm already seeing just, it's just trashy. You know, it's like what works great Meetups. Mm-hmm. 10 people, 15 people in person coming together. People you would wouldn't say hello to on the street cuz like, I don't know, man, that doesn't look like one of my people.

Um, that's what works so well. We gotta get back to that. We really do. We have to, we have to remember how important, um, interpersonal communication is. You know, wavelengths between human being. You're, you're emitting energy and we're feeling that we have, we're either on the same wavelength or not. Yeah.

You know, that's important. That's why I mean,

**Marty:** even with the podcast, like in person, so much better Oh. Than ever. Of course, of course. But that's, and that's like the thing I grapple with, with the whole trends. Humanism, singularity. Like, is it the natural progression of humans that we will somehow combine with technology?

I am, uh, intuitively against it. Mm-hmm. Cause I, I like humanity and Yeah. Being human. [00:41:00] Mm-hmm. And fallible and, um, not, and, and mortal to an extent. Like, I don't wanna live forever. A lot of these people in Silicon Valley truly wanna live forever and think they will.

**Adam:** Honestly, I'm kind of excited about what heaven will be.

I'm hearing it's pretty cool. So I'm not too worried about dying. Right. That's the main thing. I think people are inherently afraid of dying. You know, and I know this is a weird time to discuss this with you, but, um, I've been learning a lot. I've been listening a lot. And, um, yeah, I, I think that he heaven truly is, is the place where we're all intend to be ultimately.

And you don't have to do much to get there. Um, uh, and, and that is, I like life. I like life on earth and I, I don't wanna have a good time, but I'm, I'm not afraid. I'm just not afraid. Cause I know that, oh, it's gonna be groovy on the other side too. Yeah. It's probably gonna be a lot better cuz our world is basically broken now while I'm here.[00:42:00]

I, I like a good fight. Yeah. I like it. You know, I like being, and I guess I've always been that way. I've always been against the man or whatever. That's just in my, in my bones I guess. And I like it. And that's fun. And, and I feel that, you know, that it, mm, it shows people other things and opens them up to, you know, anything but science as a God I think is, is really, that's really the issue.

That's really what's going on here. It's a religion, you know? Yeah. Trust the science, trust this. That's, it's, that's not really good. And it's, it's not what America is either. No.

**Marty:** It's extremely scary. And it's funny you said, I'm not afraid cause. The last song at Mass yesterday is be not afraid. Like mm-hmm.

Come follow me. Mm-hmm. Mm-hmm. We'll give you strength. It's like beautiful, beautiful. Yeah. Yeah, yeah. Um, it's true. And that's what, um, I had a friend recommend while this was going down that I read the Gospel of John. Mm-hmm. Um, so I read that on a couple flights and yeah. I'm not afraid either. It's, uh, it sucks to know that we're all [00:43:00] gonna, eh, it doesn't even suck.

It's just, it's gonna happen. It's a part of life. And I think it's a, again, part of human is like you are somewhat ephemeral.

**Adam:** Uh, people are very afraid of dying. Yeah. And, and you know, our pastor at Bridge Church Fredericksburg, he's been doing this series about heaven and hell, and he actually did, uh, did a sermon about hell.

And, you know, man, you could have heard a pin drop. There was no hooting and hollering that day. But it's good, you know, heaven is mentioned in the Bible, but you people don't really talk about it because they're still kind of afraid of it. Um, and once you don't have that fear, you just feel invincible.

Like, oh, I, there's so much to do. There's so many cool, exciting things to do to make this world better, to make it better for you, for your kids, you know, for your kids' kids. Um, and, uh, and to be positive, that's kind of what I, I was talking to Tina this morning about, um, Noster, uh, because I, it took me a while and, and now I finally get it.

And although there's, I see lots of technological issues, you know, relays being one of them in general, you know? [00:44:00] Mm-hmm. We've got a lot to figure out. Still. What I think is still seen as an echo chamber and, uh, toxic, uh, maxis. When I look at naster right now, as more and more people come on, I see a lot of, um, happiness and mm-hmm.

And, and like, hey, you know, we're, we're, we're, we're, we're moving forward. And, you know, there's some, some freedom element to it and there's also religious, uh, cont contingent in there. Um, it all feels kind of positive. Like, we're all different and we're all doing something different. And, but it just, everyone's still kind of mo Hey, you're here, you, you're, you're part of the forward movement, not part of, so, and that's, you know, like, maam, which has actually been around for 12, 13, 14 years as a gno Gnom social.

GNU social, I think. Mm-hmm. Um, you know, and it's also not the same. You know, our admin, again, we have 10,000 people, [00:45:00] our admin, aer. Uh, he did an April Fool's joke, and, um, and he said, tonight at midnight, uh, I'm shutting down this instance. And he runs the whole thing. You know, I have an admin, uh, access, so I can do whatever I want, but you know, if, if he cuts it down, he cuts down.

It's like, you know, I'm, I'm changing my name to Crystal. I'm, you know, I'm moving to California. Uh, I can't stand all you kkk Nazi Quadros, which is a long lasting, longstanding joke about our instance, uh, we're one of the most blocked for some reason. Um, but he actually did it. He actually shut it down for several hours, and then I realized, oh, oh my, oh my goodness, I can't take my identity and go to another server and, you know, and bring it back up.

Not only your identity,

**Marty:** but all your

**Adam:** notes. Well, that's what I mean. Everything. So, you know, now, thank God for Umbr. I mean, it's great for, for people like me who are, who know, just enough to be dangerous. I have, you know, my own relay running, which only really runs over my [00:46:00] own, um, you know, a tail scale network and, uh, I have snort, uh, running.

Mm-hmm. And, and, you know, I was able to understand how to use, uh, the, what was it? The, uh, no two, the nos, two X whatever, extension. Mm-hmm. Yep. To sign in automatically and to have my keys. And no matter what client I try. Whew. There's a, it comes right back up. And, and if, even if I'm kicked off every relay, I have my stuff on my own relay.

Wow, okay. This is something different. Same thing though. I can't lose my keys or I'm screwed. Right? Yeah. So that's the same. And, but now you can link it all together. And as I was driving in, I'm thinking about this, and there Gigi wrote a, uh, another thoughtful article who, by the way, I have given some shit because he has been a bit of a toxic guy sometimes.

Like, Hey, give everybody a chance, man. You know, it's not, it's not the be all that end all, you know, Gigi, what are you doing? Yeah. But I love him. Um, uh, and he wrote this really thoughtful thing cuz you know, the value for value that, that we've poured over to [00:47:00] podcasts in 2.0, and particularly the splits is such a powerful concept and this is what Nasta is missing.

Um, and I think that's, he's trying to bring in, so with Podcasting 2.0, um, when you use, and by the way, it's Nas just fountain, it's pod verse and Curio Caster and Castomatic, and there's a lot of go to podcast apps.com. It's not just Fountain that has this capability. So I want everyone to know, but early on when Dave, uh, Dave Jones and I were concepting this and thinking about how do we build this lightning network in, we, we, we understood that removing all the friction and having a boost button and, and a per minute, uh, payment that streams out automatically.

Okay, we got that. But what was the mistake of podcasting initially is that no, no app develop. And no hosting provider saw Joe Rogan money. You know, anyone who had big ads, you know, the app guy was still trying to shill his premium version for 99 cents, you know? Yeah. Or, or [00:48:00] five bucks a month or whatever.

Said, well, what if we have it so that there's some automatic splits in there, and then you can determine for yourself what you want to put in. So when you're using an app for free, if you boost the No Agenda Show or podcast in 2.0, or Curing the Keeper or whatever, or Tales from the Crypt, um, a piece of that is going to the app developer and that incentivized everybody.

It's, you know, okay, it's two 3% of a hundred stats. That's what it is today. But even that, it didn't matter. It was, huh, I got something back. I got some value. But someone gives a shit. Mm-hmm. It feels good. Like they care. And no one has ever complained about, you know, apps taking a, a percentage, which we call a fee and is technically built on top, um, or Podcast Index gets 1% and it's all the honor system.

You don't have to put it in, but you know, that's now, almost this month, actually almost paid for the servers. You know, Dave and I haven't taken any money out, and we don't, it doesn't matter. You know, this is our, this is our legacy, our retirement. [00:49:00] We'll do it as until we're dead and maybe, you know, maybe we leave everything on the node.

We open up channels, everyone who needs it. But that participatory thing is what is not in Noster yet. You know, that's what I think. Gigi has this Prism concept or whatever, or you know, you can put these splits. And so as I'm driving in thinking about this, I'm like, we need to connect. So we just started something called the Goid Project, G o I D, so that every podcast feed has its own go.

Mm-hmm. So it doesn't matter where where you are, we can always, this is the go that, that's this podcast has this, this unique identifier, a global unique identifier that needs to be tied into your noster. Now we have, cuz now you have the, the feed we say the feed is the source of truth. So whatever's in podcast index.org, you can, you can consider that to be correct, but the feed is still the source of, we could mess it up, we could make some, we could be nefarious.

So the feed is always the source of truth. Now we need to connect that, I think [00:50:00] to your noster id Now you're cooking with gas. Yeah. Now, now you can really, and then you can, all those splits can flow through to everything and you can reverse it. I mean, I'm j my mind was just blowing up coming in, but how cool that will be.

Um, there's a lot of building left to do. Um, so instead of, and I wanna caution everybody cuz like, you know, this should be email naster should be everything, you know, fuck rss. It should all be nar No, you don't really don't want that because you know, we, we in effect this podcast index.org will be. I think the relay for feeds.

Mm-hmm. You know, it'll still be the database and it's 130 gigs. I mean, this is a massive project that we're running literally on bailing wire and gaffer tape. And it's all, you know, and it's all, but if the 1% stats that we get, people hosting companies donate, they're probably the biggest. And lot of the app guys donate like fiat, you know, we get fiat fun coupons from them as well as, as well as uh, Bitcoin and it's necessary.

Um, but don't think about, [00:51:00] people get so excited they forget what it really takes to run something. So. Mm-hmm. I think the RSS feeds are beautiful. They're simple, they're understandable. Now you need to connect those through the go to your noster. And then you have the source of truth and the origin of truth, what it's connected to.

Now you can do this with almost anything. Now you can make these connections and, and implement these prisms and these splits and, and look, I've lived on value for value for 15 years with no agenda. We put, you know, kids through school. We we're not billionaires, but, but we're, we're very, very comfortable and we're happy and we only, you know, work, you know, we work all the time, but, you know, I can do it from anywhere I can, you know, just did it from Jamaica.

Yeah, exactly. Went on vacation. I now, I do like a week, a year to just not do anything. But I got, we are missing shows cause I got surgeries and stuff in my, my mouth. Um, so we want to keep, you know, the amount of shows. But to be able to do that, you know, and then still have people support it, um, is beautiful.

And, [00:52:00] and that can be done with everything. With everything. By the way, I'm not against marketing. I think marketing is an important thing. Otherwise you don't, I mean, I believe in the, the Bridesmaid Magazine concept, which a bit what you do. Um, you know, you, you look at Bridesmaid Magazine and it has wedding venues and DJs and dresses, and that's what I'm getting this magazine for.

I'm gonna be a bride and I want to know what I can get, and I want reviews and I want articles, and I want Happy Bride stuff. I want a few, like, I'm a good bride. I wanna, I can have my, I can go out to Fredericksburg and I can go to a winery and get drunk. I'm with my bridesmaids. You know, that's, that's great and appropriate.

You know, I think the, the other kind of, you know, well, you know, Budweiser set their stake in the sand. This is how they wanna market. Good luck with that. Yeah. Have fun being poor.

**Marty:** No, for, yeah, I'm, I'm a very staunch believer. I'm like, I'm very thankful for sponsors.

**Adam:** Um, yeah, you probably, you [00:53:00] probably need them still.

Yeah. I think you need them over. Believe I do. But you're always in the top 10 man. The fountain top 10. Yeah. How

**Marty:** about that? We had two, uh, I had two in the top five this week. Did you

**Adam:** see Joe Martin music came in? Yeah. So at number 10, right. This has been my dream from. Back in the day, even when I got my first license from bmi, before they could even really legally do that.

So the concept is now just take those splits into account, right? So I, I wanna do a podcast. This is the one. What is missing from, from podcasting is the ability to really play music that is licensed without getting in trouble. Because when you do that, you're violating performance rights, mechanical rights publishing, right?

You, you just can't do it. And you, you can mess around and do it. And on Twitch, they kind of let you do it, but it's, you know, it's, it's not really legal. I want to be legal, but I also want to get rid of those systems. I don't wanna have people to have to wait 48 months for ASCAP or BMI to drop a penny into your bank account and you have to go sue 'em every, every couple of years to where, where'd my money really go?[00:54:00]

So, with the split, when you create music, typically you have the writer, the composer, and then, you know, then you have the publishing. That's kind of where it all goes. But now you can keep the publishing, you can, you can split in the musicians for whatever, whatever percentage you feel or whatever you agree.

It's all transparent. Everybody can see it and it's in real time. There's no middle man. So when I say, Hey, I like this, I'm sending some stature away, it's split up to everybody in pre, pre-agreed system, uh, um, uh, proportions as per the source of truth. So when I, I wanna have a podcast where I can have Joe Martin on, and then when I play his song, I want the splits that come in at that moment.

I still want 5% cuz you're on my podcast. But, His split to be honored as well. So in that three, four minutes and everything that people are boosting, then like, I like the song go through. Mm-hmm. And, and be split up in the appropriate manner so now we can start. So that's been the dream. Now that the first part is we need to [00:55:00] get, um, the two sides.

We need companies that publish and we need apps that understand. Uh, and a music app is, you would think is inherently different from a podcast app. Now there are a couple guys, a couple guys like Wave Lake and Dystopia and man, even SoundCloud could do it. They have RSS feeds. They just need to enable it, um, and put in the, in the media, the medium e equals music tag, very small fix for them.

Um, so they already, you know, they're allowing their artists to publish to the index. Mm-hmm. And you know, with just a little bit of love and, and enthusiasm, Joe Martin has, has gotten people to listen to his music on Fountain and stream SATs and boost him. So this happened before I even re this, there's like music side project.

There's a couple of people starting to, to build the apps. May maybe it all happens in podcast apps. I don't know. I mean, you can't determine how that works, but it's happening. And he broke into the top 10. He is my [00:56:00] goosebumps again. Like holy crap. So we gotta have him on the show, you know, it's like we got, we gotta figure this out cause it's moving and he gets it.

He's like, I'm making more, I'm getting more value. Um, from value for Value 2.0. Streaming stats, then in three weeks, then three years on Spotify. Yeah,

**Marty:** that's what, uh, Sam, the co-founder of Wave Lake, that that's what really internalized it for me. The application of podcasting 2.0. Like value for value, yeah.

With music. Mm-hmm. He's like,

**Adam:** and no one owns these concepts. That's the, no one owns the technology, no one owns the concept. We just gotta do it. Yeah. And they did it. And those guys went, yeah, we're just gonna do this. Just put it out there. I mean, they had their own idea initially, and I think that they saw how that would work.

And I think we also begged a little bit, could you please? And you know, now, now we're, now we're getting somewhere. This is really exciting. You know, it's gonna reinvigorate the music business. And the music business is so broken. Everybody's ready for it. Everybody's ready for this. Mm-hmm. [00:57:00] Everyone's ready to just have something.

Just gimme some value back. Let me create a new product. You know, what's the product? Um, transcripts are lyrics, you know, album cover is chapter art. I mean, it's all there just, it's called different things, but it's all the same. It fits right in. Um, now we have cross app comments coming, uh, which you know, now is based on Activity Pub.

Who knows where that'll go. Um, we have this concept called the lit tag. Yeah, which at Lit Live item tag, it's an acronym. So there's a couple apps now, um, pod Verse and Curio Caster does it and Podcast Addict. Uh, but pod, pod verse, I think is, is the furthest along. So when you go live with your podcast, which I've been doing for, you know, almost 15 years with Dvorak, and we have a chat room.

And so now you go live, you send out, um, I call it the bat signal, uh, that comes from your feed. And this wonderful thing we created called Pod Ping, um, which is [00:58:00] al also, you'll see that a naster eventually it's going everywhere, which instead of, um, uh, an app or a service, polling a feed every hour, you know, which is wasteful.

Mm-hmm. Uh, oh. Is your feed updated? Is your feed, uh, now we just have a way to get up. Feed is updated. Oh, crap. Okay. Feed is updated. I know. I'm subscribed to this. Update The feed. Let's see what's in there. It has lit tag equals Yes. Your app says Bing. No, a Tftc is live. And then the same app where you get your podcast, your music, you tap, it'll say live, you tap on, opens up chatroom, livestream right there.

And, uh, with boosto grams. Yeah. And this is off the hook because now what's happening is we haven't done it with no agenda yet. We'll, and there's ways that We'll, and, we'll, you know, We'll integrate that, but already podcasting 2.0, other podcasts are doing this to extreme success. Um, you're, it's, it's the ultimate radio.

You [00:59:00] know, you're, you're talking live, people are chatting amongst themselves in the chat room and then they can boost and then, you know, the host can just, just, oh, you know, Hey, Marty just said, uh, you know, this is cool, whatever. And he sent 50,000 sat. Yeah. I mean this is the, as a radio guy for all my life, this is the feedback loop we always dreamed of.

And people love parting with their money. Right. It's fun. And they love numerology. You know, the, the amount of 69 69 boosts I've gotten is off the, we're 8, 8, 0 8.

**Marty:** Yeah. We're, uh, we're big pal fans here.

**Adam:** Yeah. Pal, drumm pal, drums, four 20 pie day. All the people lo people are just looking for a reason. Yeah.

And they make their own reasons. And, uh, and it's human. It's a very human thing. And it's great. It's so much fun. Ah, it's, man, I love talking with you about this cuz I couldn't talk with Joe Rogan about this stuff. He'd be like, uh, okay, uh, uh, get it, it, why doesn't he get it, do you think? Oh, he gets a lot.

Yeah, but that's not Joe, that's not his job. People always like, I call him the TJs. Tell Joe, tell Joe to get [01:00:00] aina moan. Tell Joe to get, tell Joe, tell Joe. No, he, he's, first of all, Joe determines who he gets on. No one tells Joe who's gonna be a guest. Um, and, and he's so close to being orange peeled. What do you want?

You want? So Joe buy bitcoin ho stacks, you know, he's not gonna do that. Is the ultimate listener. He, he allows people to speak. And you know how many times I've said, I think Elon Musk is the Kim Kardashian of tech. He's good friends with Elon. He doesn't push back on me. He might say, well, why do you think that he, that that's what he, so he, he doesn't, he may, he has his opinions and we communicate offline from time to time.

Um, uh, and you know, we, I send him information or I give him my thought on something. Or he might, he might, you know, just, there's some stuff he has opinions, but that's not the nature of the show, which is why it's so successful. He's not going to say He's not gonna say [01:01:00] Stack sas. Give it up people. And he has plenty of people who come on and talk about it.

Plenty of people who have given their opinion. You don't need sailor to go on and bore him for three hours. I've heard this sailor. You know, everyone who, who understands sailor's, a great guy has watched all of his stuff. You don't need him to be on. It's not what Joe Rogan does let him be. Yeah. He's okay that way.

**Marty:** That's one of, uh, the most annoying trends on Twitter. It happens like once a week. Somebody tweets out who, which big winner should go on? Uh, Joe Rogan. Yeah. Yeah.

**Adam:** So eventually I talked about my faith journey on, on Joe Rogan. Oh man. He needs this guy to go on. You know, it's like, call Jesus, Jesus needs to go on Joe Rogan.

When Jesus is there, then people will all be Christians. No, that's not how it works. And, and just, it's, you know, Joe is, he's precious. He's a precious individual. Enjoy what he does. He exposes everything, both sides. He lets [01:02:00] all sides, he's a, the 3D view of people. He, he does, he may have his personal and, you know, go to his comedy club.

That's more Joe's personal thinking. Mm-hmm. By the way, I love him. I mean, it's hilarious. The guy's a great comedian. That's, that's who he is. You want us to watch his show? It, it's the antithesis of the pre-packaged tonight show, promotional bullshit. He's, you know, three hours, whatever it is, you talk, man.

I'm just, I'm gonna, I'm gonna intellectually try and understand what you're saying, but he's not gonna take an opinion. He's not gonna promote anything of any kind. He's just not gonna do it. And that's, and sometimes he'll get outraged, you know, like, ah, he's mad about stuff. He's a human being. But no, just let it be, enjoy when he has someone on who mentions the things that you agree with, and also enjoy when he has someone on.

Who says something counter to what you, uh, think is correct. Yes. Just enjoy that. Just let that go.

**Marty:** I completely agree. And I've been on the stop telling Joah people on the podcast, [01:03:00]

**Adam:** uh, s t j train for SST J Yeah. Stop telling Joe. Yeah. Because

**Marty:** as a podcast, like that's, that's what I have. Have you been on?

Have you been on a show? No, I've not.

**Adam:** Okay. I'll tell Joe. Tell Joe I'll tell Joe. You should be on the show. No, that's

**Marty:** the thing I hate most is when people, I've never

**Adam:** told him

**Marty:** to have anyone on like in sever Ely tell me to have somebody on or they reach out and say, Hey, can I come on? It's like my two biggest pet peeps.

Mm-hmm. Like makes me not wanna do it. Um, which I think J Joe probably has a similar posture. I've actually never

**Adam:** been on this show. This show. Yeah. You've been all at once. When was, when

**Marty:** was that? I was in St. John. This was 2020. It was in November, 2020. But that was video.

**Adam:** That was video, yeah. Yeah. Not the same.

Never in person. No, not the same thing. Never been in the studio.

**Marty:** Yeah. This was mid lockdown. Right. I do remember we, we escaped to St. John for a month cuz it was not lockdown now. Yeah.

**Adam:** Yeah. I remember. I remember. Yeah.

**Marty:** I was actually, while we're recording that, I had, uh, like a, a direct view at to Epstein's Island.

Swear to God. [01:04:00] It was nice right behind it. Mm-hmm. There's another thing going on in the news right now.

**Adam:** Well, you don't hear much about, uh, Jamie Diamond and, uh, JP Mor and now they've subpoenaed, uh, Sergey Brynn. Mm-hmm. A couple other people.

**Marty:** Serge Sergey, Brynn, uh, I forget who else, but someone

**Adam:** else from Micro No, someone else.

I forget. Yeah. Oh yeah. Well that's, that whole thing is a shit show. But, you know, that's like, can't focus on it. We got, we got stuff to build. We got stuff to do. We got children to make, make children. Please make children tonight. The word is legs. Go home. Spread the word. Make children. That's why my message to you, we need children.

We need children who are raised and loved and, and cherished and taught new values. And protected. Protected, yes. You might have to homeschool depending on where you live, you know, you gotta protect them.

**Marty:** I've got, uh, and have them young too. And I know

**Adam:** if you can, I had, I had my daughter very young and I'm so happy.

Yes. So happy. I'm

**Marty:** happy. My [01:05:00] parents had me young. Yeah. My dad died young, obviously, but I had a lot of good time with him. Mm-hmm. And

**Adam:** it's great, it's great to have that Yeah. With, with your parents. Yeah, it is. I agree.

**Marty:** And I'm, I had my first child at 28, so not as young as them, but mm-hmm. Younger than the days

**Adam:** 23, 24.

Yeah. Um, so, and you know, my daughter, Christina and I, we we're good man. We're good. She also gave me shit, you know, she, she, uh, she set me straight about, um, 2015, uh, when, uh, when I divorced for the second time, 2015. Yeah. And she flew out from Holland, came in and said, dad, I'm, I'm here to be with you for a bit, and I gotta sit you down.

I tell you, here's how you fucked me up. Let me tell. And it was stuff I didn't even think about. Mm-hmm. And. Is that the train coming to take me away? Yes. Yes. Um, and it was one of the most beautiful things I've ever, ever witnessed in my life. You know, it's like the lioness came back to tell the lion you're good, but I gotta tell you a few things.

And [01:06:00] that was really phenomenal. Yeah. That's, and so that was partially age and also just how she was raised, I think. But, uh, that was, that was good. And having that honor, your mother and father, you know.

**Marty:** Yeah. That's, no, it's, um, no, it was, yeah. Cause my parents were 22 when they had me. By the time I was in college, I think I, I had like an epiphany, like right towards the end of my college years, I was like, holy shit, you two beat yourselves up my whole life just to get me to this point.

Mm-hmm. Like, not the exact same situation, but I had to sit my dad down and be like, thank you

**Adam:** for all this. Like, well, I, I had spent all my daughter's college money on helicopters and airplanes, so,

yeah. Which was also fun.

**Marty:** Yeah. No, and it's, I mean that's, that's, that's what I worry about today was like, I know a lot, like you said, the millennial generation's fucked up not only financially in the job market, like a tertiary externality of that is mm-hmm. All these dating apps and the dating culture.

**Adam:** That's funny you say [01:07:00] that because, and I think a lot of parents these days, well, not funny, it's interesting you say it, A lot of parents these days, like, well, that's just how it is. And, and I'm not sure that, that, I agree with that. No. Uh, because again, I, it's the in-person. You know, if you really want to, to meet someone, I can't believe I'm sounding like, like, uh, like Scott Galloway.

Um, but if, you know, go to the office, go and work in the office. Even if most of the people are not in the office, go work in the office. You'll meet people, you'll make friends. You know, you, you got, that's so imp. We, I don't want to lose that. I don't want to lose that human interpersonal. And I think you'll also be promoted sooner, you'll be more successful in what you do is be with people.

Don't give up and just say, oh, cause I can work from home. Just gonna work from home or whatever. Or from, you know, I think it's important.

**Marty:** Or just because, or people are going, I don't need to go out to this party or to get coffee. I can just meet somebody on this app. That's what I think has destroyed [01:08:00] dating cultures like the optionality that the app, there's,

**Adam:** and now people are afraid they don't know how.

I was talking to the Meet mafia. I love those boys by the way too. And, uh, they came over to the house and we had, uh, dinner with a couple people and they were there and we had, uh, uh, Charles from pharaoh.life, you know, lard help us. And, uh, I've

**Marty:** been putting, I've been lathering that on my face for, oh my

**Adam:** God, three months.

It's so good. I mean, it's like, look, my neck, I'm like a 20 year old with my neck, you know? Thank you. Uh, no Crep neck. Um, and uh, and they were talking about, you know, how difficult it is not for them, but to approach women and women are not you. They're, what, what do you do? You're talking to me. You know, there's, there's.

There, there's a, a void there that is starting to, to build that I think is very concerning. Yeah. Especially these are good looking successful young men. This is one you wanna bring home to mom. Okay. And you know, for that v that distance to be there for whatever reason. Wow. That's disturbing. Yeah.

**Marty:** Yeah. I mean, the meet mafia [01:09:00] guys are catch if you can get 'em, girls get on.

**Adam:** I think they're, I think that, I think it's over now. I think that they're both, uh, Tina keeps track of that. She's like, yeah, actually what B Brett's doing? Okay. You doing okay?

**Marty:** Yeah. Now it actually had a proud older brother moment, uh, a couple weeks ago. My brother lives in Austin too, and he did the old fashioned, like met girl at a party mm-hmm.

And texts her outta the blue invite her Joe Rogan's Comedy Uhhuh, um, the, the mothership. Yep. They went on a nice old fashioned

**Adam:** cold. It went on a date, cold reach out date and Wow. And people, I was like, a lot of people in the club and they're all close together and it's fun and it's a, it's a real vibe.

Yeah. Yeah. That club is a great place to take a date to. Yeah, I would agree. That's a great place

**Marty:** that, that's actually funny. That's the first date me and my wife went on was the comedy seller in New York when we were living out

**Adam:** there. It's a gr That's a good, that's a great date. I will take my wife on a date there.

She went with me to the opening. But we should just go, just, just to have a date, just to sit there together and laugh and have a drink and Yeah. That's a great, a great idea. Yeah.

**Marty:** We used to do the seller like once [01:10:00] every three months. Mm-hmm. Mm-hmm. And the first time it was so funny, I was so nervous in, in.

Uh, in New York City. Yeah. Yeah. Um, in the West Village. Yeah. Yeah. The first we started Dave when I was like 21. So I was still in college, like we were long distance. I was in Chicago, she was in New York. Mm-hmm. Flew out to New York for the first time. We'd started kissing that summer. Then we went our, we were in Jersey.

And then I went back to Chicago. She went back to New York. Flew out to New York.

**Adam:** You got a great wife, by the way. I do. She's fantastic. I'm very lucky. Yes,

**Marty:** you do. As do you. We're both very lucky. You.

**Adam:** Thank you. I finally got it right.

**Marty:** Finally got it right. Yeah. Yeah. But the, uh, seller, I made the idiot mistake.

We show up and they're like, eh, where do you wanna sit? There's two of you. Like, do you wanna sit front row? And I was like, yeah, I wanna sit front row. And we just got torched. It was like David

**Adam:** Viel.

**Marty:** Right. Uh, a couple, the other big names were just like,

**Adam:** there's like, you're an easy target.

**Marty:** Yeah. I'm going after you.

I had like my arm around her. Yeah. Like, are you too in love? Like, we're like three weeks

**Adam:** in. I was like, God damn it Uhoh you in trouble now. [01:11:00] Yeah. It's good. Which actually probably was good. Yeah.

**Marty:** Trial by fire. Yeah. It was great. The, uh, there's no better date than a comedy show. Mm-hmm. I agree. Yeah. Mm-hmm.

It's, uh,

**Adam:** and we gotta bring it back. Well, Joe's doing it. I mean, the comedy I saw here in Austin was not your typical Austin, um, language. No, I would say no. No. I mean, you know, it was, I mean, Joe is, uh, he's, he's a phenomenal comedian and I had no idea. He's just like 45 minutes set. You know, it's just like, and I had never seen him nervous.

Um, cause this was the second night to the first night. He said, don't come the first night. It's always messed up, you know, everyone's getting figured out. And so he, he came up to see us before the show, and I've never seen him so wired, man. He was just like, you know, it was noticeable and, uh, but man, is he good?

Yeah, he is so good.

**Marty:** I saw him at the Vulcan down the street before he opened the mothership. It was probably about this time last year. It was right [01:12:00] after he got canceled. Um, for people pulling out the old tapes, the things he was saying,

**Adam:** making a compilation. He actually talked about that in his set. Did he?

Which was pretty funny. Yeah. Yeah. Pretty

**Marty:** funny. And the lineup that night was awesome. It was like Tony Hinchcliffe, um, a bunch. I think Neil Brennan was there. A bunch of other big, big names Tony

**Adam:** from Kill Tony. Yeah. Yeah. That guy's good. Yeah.

**Marty:** I found out we go to the same, uh, same barber here in Austin.

**Adam:** I, I don't know if that's a plus for him or for me.

I don't know. I don't see any hair. You get a hat on him? What are you hiding under there? A baldness. Oh, a bald, okay, I hear you. I'm sorry,

**Marty:** brother. I'll get it. I'm not gonna, I'm not gonna do hair

**Adam:** plugs, don't worry. Oh, you don't. You gotta do whatever you want to do. I would, I'd be honest, I don't think Elon Musk would be half as successful as he is today if he didn't do plugs, if he didn't have that luscious head of, uh, that, that, that thing on his head, which, I mean, he looked really, and you know, now he's getting middle-aged, he's getting punchy.

Uh, that would've just, I. He probably, that was probably a good call on his part, but [01:13:00] you gotta make that up for yourself, you know, it's like, uh, women do this all the time, men can do, so I'm, I'm vain.

**Marty:** Yeah. He sort of looked like Gollum back in the PayPal days. Oh

**Adam:** yeah. Oh yeah, totally. Well, dude, yeah, but I, I think

**Marty:** I, I mean, I definitely agree with you.

I think he is like the Kardashian of the taxi and people don't realize he didn't start Tesla.

**Adam:** No, he bought it was bought for him. And, and his handler, as far as I'm concerned, is Rudolph, uh, bta, is that his name? Rolf Rolf bta, uh, at, uh, Sequoia, uh, who, who was then, uh, a limited partner, and now he's, I think the ceo, uh, Mike Morris is, you know, gone chairman or whatever.

Uh, so that was bought for him. Uh, you know, SpaceX is great. I mean, that came with the US government built in as he's a government guy. He works for government subsidies and government contracts.

**Marty:** Yeah. I mean, the, the whole renewable energy grift really

**Adam:** drives. Yeah. And, you know, and he, he knows what he, I mean, he knows what he is talking about.

I mean, I, I understand. I mean, I could talk that way. I'm, [01:14:00] in fact, I have in many ways, um, about all kinds of technology that I can't code myself. But, you know, I don't think he's a coder necessarily. No. And, you know, he came from a, an interesting place, you know, the PayPal Mafia, so about Twitter, which, you know, now he's trolling everybody with the, with the, with the, with the dog.

What is that thing? The, the Doge. The Doge dog. Um, which is kind of triggering because, you know, I loaded up today and it flashes like for a second before, and which really made me go to Noster. Mm-hmm. Typically I go to podcast index social first, no, agenda, social.com second. Um, then I'll go, uh, to Twitter.

And you know, recently I've been going to Naster first before everything else, and Twitter is completely last on the list. It was just triggering. He went straight back to Naster. Um, but his, his dream has always been WeChat. You know, he wants to create the largest financial institution in the world. He's not, he's not shy about it either.

That was his dream with x.com, at PayPal. Um, they kicked him out because of it, I [01:15:00] think, or whatever. I'm not quite sure how that worked. But he has the domain name and that's, it's been his thing. And that could be his albatross it, honestly, I think he will pull it off. I think he will create this fiat wonder world where people will put their money, cuz you will get interest.

He has also said negative interest, so, hello. That sounds almost CBD. C like maybe since he seems to be a government guy, maybe that's where CBD C gets rolled. Yeah, that's a

**Marty:** big question cuz if a CBD C does get rolled out, you're gonna need a public-private partnership. Mm-hmm. And that's what I've got, I think three ideas in my head of who it may be.

Circle with U S D C. Mm-hmm. Seems like they're with the banking crisis, trying to force them into the systemically important banks and that at some point in the future they'll be like, all right, circle, you're building our CBD C world coin. Sam Altman's, uh, other project, uh,

**Adam:** I'm not familiar with, I mean the orb, is that the one that has like a stock price or, or like a, like $122 or something.

World [01:16:00] coin. I don't know what price is not stock. It's it, you're not aware of this?

**Marty:** Vaguely. No. So he launched it in 2021. Mm-hmm. Essentially it's like a cryptocurrency but a shit coin. A shit coin. Mm-hmm. But you get access to it by scanning your retina. Oh

**Adam:** yay. Yippy in this orb. And then how did I miss this?

See, this sounds like so much fun. You scan

**Marty:** your retina, you get a wallet and they airdrop some shit coins into it. And um, obviously with everything going on with chat G B T right now, like, and how fast that's growing and people don't really realize world coin is pushing forward in Africa. They're scanning people's retinas in Africa right now.

Oh, that's sad.

**Adam:** That's number two. Well he's always like the bill Gates of shitcoin. Yes.

**Marty:** Well that's what's scary if you combine the, the open AI shed with the world coin stuff, that's, that's where you get really, uh, dys. And then obviously Elon trying to create WeChat over here. Yeah.

**Adam:** So I'm, I'm not so, I'm, I'm just not so bullish on ai, you know, the chat G B T [01:17:00] I mean, it's like, even though I've been corrected, I thought, I still believed in the myth that we only use 10% of our brain.

You know, f f MRI shows, that's not true. We use a hundred percent of our brain all the time. But the plasticity of my brain, it goes be, I mean, I see when people try to put, I was wrong about the Budweiser thing completely wrong about Bud Light. I thought that was AI imagery. Cause I, a, because I was biased, I could not believe that any brand manager, certainly not from Budweiser would do that.

Um, but, you know, I was like, I, I can see it, you know, I, you feel it. It's, it's like, you know, what else didn't work? Uh, Amazon's echo, you know, and Siri, these things didn't really take off that humanization of technology. And I mean, everything I read that they create is flowery. If you really know what you're talking about.

This goes back to the autopilot stuff. Like I know how to fly the airplane, so I, I am skilled enough to, to trust the autopilot to a certain [01:18:00] degree. Mm-hmm. And, and I know when it's off. I know when it's doing something wrong and I, and I, and I know how to jump in and that will al you'll always have glitches.

Um, so I think that my brain for. Where this stuff will come into my life. And of course it's already there to a degree. My brain will always recognize it. And, you know, I may may use some of it for a tool, but people will get all jacked, like, oh, I don't have to write a resume. Okay. You know, I don't have to write my college paper.

Okay. You know, that is going to come around to bite you one way or the other. And I think people who read resumes and read, um, you know, thesis and, and papers can see through it because their brain will grow with the capability of ai. Your brain is, has plasticity. It can expand and become smarter. Yeah.

Which maybe the good thing about chat g p t maybe could already, you know, the first thing I'm looking at at picture is how many fingers, you know, that's the first thing I'm looking at. And then And this's. Mid range. Mid-range. Is that the mid journey? [01:19:00] Mid journey? Like someone said, oh, here's my mid journey of Adam Curry.

Like, that's not me. Yeah. My wife. That's not you. I use Mid Journey

**Marty:** for the thumbnails, for the Bent. Just cause I don't feel like stealing stuff from Google anymore. Mm-hmm.

**Adam:** I mean, I don't, I don't have a problem with it, but I'm not, I'm not afraid of it. I'm not like, oh, this is going to take over everything.

Yeah. You know what, the open letter from the, what's, what's the name of the organization? I forget. Science for Life or something. Look at who's, who's on that? Look at the board. Look at the people who work there. Yeah. No shit. You should be afraid of this. You're idiots. Yeah, they're, they're probably afraid AI is gonna take over their job.

Yeah, that will happen. Of course. You know, but there's lots of jobs that have gone away. Lots of it's progress. It's, you know, McDonald's just announced, you know, oh, we're shutting down the offices. Regrouping, restructuring. Well, hello. Of course it's going to be automation. Of course, they're going to get rid of the front of house, which means you can get rid of, and you know, they're a, um, you know, they're a real estate company.

Really. Mm-hmm. [01:20:00] That's what corporate really is, and you know, and then you have all these owner operators, um, and it's just gonna be, the ordering will be automated. Like, that's not hard to see that that was gonna happen. The problem is it went from being a job that you, you had on weekends to help pay it for your college tuition or some beer money to a full-time vocation for people thanks to the fiat, you know, world that we live in.

So, you know, we have to fix a lot of other things. I'm just not worried about chat, G p t eating the

**Marty:** world. No. And I've tested it just to see like if it could write up like it fed it, some of my old newsletters to see if it could like, replicate my voice in a camp. For me personally, like I,

**Adam:** when, when I see any type of AI replicate President Trump's voice and what he says and his cadence, which no one can do.

I mean, the one guy inside of night life, he's pretty good. But when you could, but what he says, I mean, I've heard failed. That to me is almost the litmus test right there. Mm-hmm. [01:21:00] That's like the. Uh, the touring test for, uh, for Chad, G B T. Let me see. You do a good Trump, everybody knows Trump. Everybody knows how he talks.

Everybody knows, um, his his thinking. You know, what he, what he says and what he won't say then, then it's, it, there's so much to it. The cadence, the pacing, I think it's a parlor trick. I, I really do. I think most of it's a parlor trick because it types it out. Oh my. Oh, it's like someone's typing to me. Ooh, that makes it really good.

Even, you know, Neva, the search engine, there's a bunch of Google guys left. Mm-hmm. Actually, the guy who was in charge of revenue for Google, um, and he started Neva and e v a, you pay $5 a month for it. So, you know, and I'm sure that, you know, of course I'm not stupid that my stuff can't be stolen or they can't, you know, profile me or whatever, but that's, that's their terms of service that they're not gonna do that.

Um, so they actually, they've had a chat G p T type AI for quite a while now before Google Barf [01:22:00] and all that other stuff came out. And, um, and, and they're just making fun of it now. Now you can just do at country and then it'll answer in a country voice you can do at Einstein. It'll ans you know, it'll answer in and they also give you the, the sources, you know, which is something that Chad g p t doesn't do yet.

So, oh, that's from this website. Click. Because when I said tell me about Adam Curry, it was like, well, when Adam Curry was, um, de platformed from Twitter, which I've never been, um, and he and Tina have a one child together, I'm like, What did you do with our child when you, when I was, when I was de platformed from Twitter.

You know, so it's you, you can't trust it. The minute you can't trust the system, the trust is gone. It never comes back. If I couldn't trust the autopilot on a serious SR 22, I would never trust it. Yeah. You know, I just wouldn't. So I trust it. I, I know who makes it. I understand garment, I understand what's going on.

I understand the multiple three redundant systems. I feel good about it, but I have my eye on it and I know how to override it.

**Marty:** Well, and with chat G p [01:23:00] t particularly, like people already don't trust it. Cause there's very obvious inherent bias that have been written into, of course,

**Adam:** language bias. Yeah. So I, I don't think it has the legs, but people, and if anything it's gonna be great.

It's gonna destroy these big tech companies cuz they're running so fast. I mean, Google turned on a dime. Oh. Oh no chat. G P T. Oh, we have everyone all focused, all hands. Let's do chat. G P T. Yeah. And now no more staplers. Yeah. By the way, when you take the stapler away, sometimes the office building burns down.

You gotta be very, especially if it's a red stapler, you gotta be very careful. Google know your culture.

**Marty:** Oh, what was his name? Milton or, uh, Milton. I think it was Milton

**Adam:** Naper.

**Marty:** Excuse me. Can you come back here? Need me?

**Adam:** Office spaces. I forget. Was it Milton? I think it was

**Marty:** Milton. I think it was Milton. Great movie.

Mm-hmm.

**Adam:** Um, yeah, that'd be great. Yeah. Can you get me those TPS reports? What

**Marty:** is it you do here? Exactly. There's gonna be a lot of those conversations with ai. Yeah. I'm not a

**Adam:** people person, you know? [01:24:00] 50% by Google's Google Italy's own numbers. 50% of people search for something in TikTok before they search in Google.

Yeah.

**Marty:** That's why the restrict ACT's coming out.

**Adam:** I mean, you Yes, yes, yes, yes. But it's not, it's not gonna, it won't, won't make any difference. I mean, now I'll just go to an Austin, Hey, what's a great, what's a great restaurant in in Austin that isn't too nut? And you'll get, you'll get answers. You'll get answers.

Of course. You get answers, human answers. And for free. And without tracking you, and without selling my profile. And, and probably with love. Yeah, with love.

**Marty:** Now, that's one thing, I mean, I wanted to touch on it earlier, but I was gonna show you this, like the, the design landscape of Noster is really exciting because people are really focused on the Twitter like clients right now.

But we built this, this bridge from ghosts where we publish our newsletter, Uhhuh. And this is a Noster client right here, Abla. Um,

**Adam:** Hola. I've never even heard of

**Marty:** Hola. Exactly. So it doesn't look like a twi, looks like a,

**Adam:** so how does, so how does that, that's like, so we're on, uh, type one, which is the, is like the, the [01:25:00] Twitter type.

But what is, what is this? Is this, so this

**Marty:** is like ck Oh, Noster. Does that have a type, like a noster type? Yeah. So it's a nip. Um, yeah, that's what I mean. Nip 26 I believe is the, uh, is the nip that, that enables this type of content. Um,

**Adam:** And I can subscribe to that in any No client.

**Marty:** Uh, no. I think it has to be NIP 26 compliant.

Okay. Oh, okay. Right, right, right. And those compliant, uh, clients and ho

**Adam:** hola. I can just get Hola and I can do, what do I what, how do I subscribe to this? How do I follow this? You get Hola.

**Marty:** You log in with your, your private key uhhuh and Yeah, you follow, this is coming from Scri, which is the company we spun out to, um, SCRI.

Yeah. To uh, package our BTC pay server ghost integration and give it to more people so they could do it easily. But then DJ has been building, it became like enthralled with Noster and so we built this bridge. So anytime we publish on ghost, like I don't even have to publish on abl. Yeah. Go

**Adam:** straight through, which is the way it should be.

You [01:26:00] just have a web book. Nice. And you can zap this, obviously.

**Marty:** Yeah, yeah, yeah. That's what I'm saying. That's why I wanted to bring it up earlier. Cuz with these newsletters like you

**Adam:** zap, I, I typically just do the invoice for, I get it in the, I get the email and I take the email and then I pay the invoice and then magically I can read it.

Yeah, I like that.

**Marty:** But I would like, this is, this is even cooler. I would like it too, if I go to my Noster profile with my Ellen address, whatever, just do splits like, hey, 80% to me 10% too. Yeah. Well

**Adam:** that's, it's all gonna come, it's all gonna come 10% to the client. When people, once people get past the, it's all, no, you know, someone's gotta build some shit, you know, we've got some stuff to build, but.

It's gonna be

**Marty:** cool. How do you think we saw, you brought up the relay problem earlier. How do you think we solved that?

**Adam:** Uh, the same way we solved, uh, lightning, you know, we need gossip servers, I guess, or something like that is, I'm not sure. Uh, I'm, I'm only just getting it, you know, really just understanding, oh, okay, I see what this, I see the possibilities.

Um, but [01:27:00] clearly it's vulnerable right now. Um, I mean there's lot, one way is, it's a little scary for people, but, um, UMBR is, you know, is really, is really a beautiful, and there's start nines other versions of it is, is really, you know, I've thought a long, long, long time ago, in the late nineties, like, we need a, you'll have a server.

Your house will come with a thing and the thing is gonna have media on it, Plex, you know, your thing's gonna have, or whatever, whatever the different versions or the open source, um, it'll be your last yard so that it is downloaded stuff. So then when you want to watch something, it, this is before we had bandwidth.

It flies in, it'll subscribe to stuff, it will have home automation, which I personally don't care for, but I like walking to the light switch. Um, you know, and it will, it, it, it will be your, your wallet, you know? So I, I have, I run several ums for different reasons and, uh, yeah, it does. It's my, uh, I use it for my [01:28:00] pie hole, so, you know, through my, uh, tail scale.

So my phone, which is Graphos, um, you know, it's like, it does DNS lookups to my, my umbr to my pie hole. And, you know, it's all through the magic DNS and all that stuff they've got going on. So, you know, I, I'm, I'm, I'm, I'm, I'm a realist, but it makes me feel powerful and Oh, yeah. You know, that's my lightning wallet.

That's my, you know, I have, I have, uh, I have money there, I have stuff I can do, I can transact. Um, of course, when it comes to publishing, that's when it kind of goes to shit, because the minute you have to do a reverse proxy and, uh, you know, punch something hole in your, in your, in your cable modem firewall, and then you need, uh, uh, SSL certs, you know, this is where it gets complicated.

Yeah. For, for mere mortal. So that all will eventually be solved. That'll get much better. And of course, then we have the upstream problem of cable providers and, you know, to solve some of that. But we're, we're plastic. We have plasticity, man. We're, we're gonna figure this stuff out, you know, where [01:29:00] there's a, where there's a desire.

We'll, we'll do that. I think, I think we'll figure these things out for sure. I think it's

**Marty:** happening right now, um, slowly. Sure. Yeah. A lot of it is, yeah. I think there have been a lot of people that have woken up to, all right, things are, well,

**Adam:** like lightning. I mean, my node works fine over. Yeah. And you know, and that's Tour has its own issues, but I, I am publishing stuff through tour.

I mean, it's financial stuff. It's uh, it's ledger stuff. It's not a ghost blog. Uh, but I'm publishing stuff that way and enough other servers understand and use Tour that it's not necessary, you know, to, to, to have that any other way so I can get rid of a lot of the, the hurdles. Yeah. And, and just tail scale has changed my life.

**Marty:** I can't remember the last time a lightning that enlightening payment failed on me.

**Adam:** Oh no. I, hmm. No, it's been a while. Yeah, it's been a while. No, no. We do have, cause you have a Pod POS podcast index if you go to V for v stats.com, [01:30:00] uh, we, we are now publishing how many, what we think, right? So we got 1%, we think of most all the transactions.

Um, uh, but of course not everyone does that, I'm sure. Um, so it, it's still a kind of a guess, lots of disclaimers on the page. So we have amount of sat, um, you know, the fiat amount, which is marginally interesting, the number of transactions, number of what we think is unique people. Um, and you know, it's amazing how much is flowing through the ecosystem right now.

Now, of course, my own node fails from time to time. You know, uh, channel gets clo, the Zapp Appalooza was kind of fucked up, you know, cuz what happens is if you're, we route a lot through podcast index.org. If something times out or fails, then everything, then the channels along that route channel will they get closed?

Yeah. So we had like 80 channels closed. Like, oh man, you know, what a paint in the, and of course with Ordinals right at that moment, it's like that was an expensive little [01:31:00] process for us to reopen channels. Right. You know, when you got, you know, 26, uh, uh, stats per vite and you know, it's like holy crap man.

Um, that kind of sucked, uh, that it even outs it stuff worked. But yeah, some sometimes, especially you have mul, you know, like nine splits in, in a feed and a podcast. Yeah. Something can fail. Yeah. And, uh, we're getting better at alerting people to that. And, um, and some a, like I love, I still love Breeze man.

It's so, it's such a great, a great wallet and podcast app cuz, you know, it does swaps for on Chain. You know, it only has value for value enabled podcasts, which has its benefits. Um, and it, and it, you know, if you're using it offline, it stacks the stats and sends them as soon as it can. I think it retry stuff if there's a failed payment.

So, you know, there's a lot of work to do. It's always a lot of work. We, we've been doing this now for almost three years, um, and now I feel comfortable, you know, like to, to say to someone, [01:32:00] yeah, you can get

**Marty:** this app. I think it's the first killer app of the Lightning Network. Easily the first what? Killer

**Adam:** app of the Lightning Award.

I, I agree. I mean, n not only that, I mean, it was really interesting because early we're micropayments. Now this was the dream. The dream of the internet was your fridge is going to know when you run outta milk, it's gonna automatically order it and it will show up at your house and you'll have your milk.

That still hasn't happened. Um, but micropayments, micropayments was the promise, and this cannot be underestimated. And when, when we were a part of the first, one of the first conference calls with, uh, lightning, lightning Labs, and it was, uh, roast Beef, what's his name? Ulo, what's his name? Lalu Lalu Close racist.

Um, the guy like, whoa, hold on a second. Only podcast

**Marty:** he has to watch at 0.5.

**Adam:** Speed. Yeah, that's another conversation. Um, and I said, Hey, you know, we're having problems with Micro Look at this, like one [01:33:00] side, oh, I, I gotta can't see it. I gotta show you the index one. You will blow you away. So, um, I said, you know, we're having a real problem with, um, uh, with micropayments, you know, what can we do to, you know, make this, we're, we're talking people who send five sets a minute, you know, it's like, and his answer was, tell 'em to send bigger payments.

All right. Fuck you got it. It was really, it was so disappointing. So disappointing. And luckily a lot of other people understand what we're talking about. So we, the killer. I, yeah. It also showed people. Um, that people were willing to part with their sat. And this is what Naster, of course is now, is now elevated, you know, as, as ex to an extreme is people, yeah, sure.

We, we all huddle and we all stack sat, but now we're just off off the hook. You know, people are sending and very giving, very giving community. Here comes, so I'm gonna show you this. So this is, lemme see. Yeah. So this is every single time podcast index get, gets a [01:34:00] 1% payment. It's just nonstop. 24. It's a, it's a flywheel.

Yeah. 24 hours a

**Marty:** day, three payments in the last minute.

**Adam:** Oh, it just goes on and on and on. And so these are, you know, these are real people sending real money value in real time and this, and we're getting our little piece of it to keep our engine running. Everyone out the flywheel runs for everybody, you know, look at it, boom, boom, boom.

It's just, it's just nonstop. Nonstop. Yeah. I will look at this. I'll wake up in the middle of the night and said, I love this. I love this. And you can see this as a podcast. So you can see this as an app developer. You will see, and it's like, yeah. 1, 1, 1 5, you know, 1 23, um, you know, a Boosto Graham comes through, we get a little more.

It's just, and it's, it's just nonstop. It is one of the most f phenomenal, th my friend of former New York banker, he's still a banker, but he doesn't work at a bank anymore. I showed him this two years ago and he said, you're a genius. I said, I don't know [01:35:00] about that. He says, this is. This is what everyone, it's always about the fees.

Yeah. It's always about the fees. That's what banks want. They just want the fees. And you're showing me this, it just, it's nonstop. He love, he hates Bitcoin, loves the lightning networks like you do you understand what you're saying? It's like you got a problem with what you're saying, which I think is also Lightning Labs.

I think they, they may kind of also hate Bitcoin. They, they always want to shove something else through the Lightning Network, you know, is what? You're not a big

**Marty:** terrible bull. Yeah. Ta what do you call

**Adam:** it? Taro? Yeah. Well, you said Taro Bull. Yeah. Yeah. I, yeah. I was like, stop, you know, stop trying to shove stuff through here.

Yeah. I like this. This is

**Marty:** good. That's what there's, I have good friends of Lightning Labs, but Yeah, me too.

**Adam:** I love Ryan. You know, Tara's like, yeah. Just all kinds of cool

**Marty:** people there. Toro, um, particularly the focus on like getting stable coins. Yeah. Going through this, like, stablecoin are inherently unstable.

Like Yes. The whole point is to replace, to replace that. Yes. The, uh, the dollar with Bitcoin. Yeah. And,

**Adam:** uh, well it seems like that's on the standstill [01:36:00] now for copyright issues. I don't know if they Or trademark, wasn't there some other company that Oh,

**Marty:** yeah, yeah. There was some

**Adam:** shit. Coin company, some cease and desist, uh, whatever for a while there.

I don't know what's going

**Marty:** on. Yeah, they've gotta, they've gotta hold that up. It's a whole shit show. Um, but no, it's happening like lightning, like podcasting 2.0. Like music and RSS feed, quasi podcasting 2.0 music, whatever the hell you wanna call it. Um,

**Adam:** music 2.0,

**Marty:** Vita Vita. They're implementing it into like VoIP and sip, like those open protocols That is Right, right, right, right, right.

Web 3.0, even though I hate the meme like that is the right way.

**Adam:** That's where you get paid for someone to call you. Is

**Marty:** that it? Yeah. Or you just have final settlement of the phone traffic immediately over the, I

**Adam:** had that with someone who reached out to me. I think one of the authors of um, uh, thank God for Bitcoin.

Mm-hmm. This is a great book. Cause I, you know, was it Jordan or I think Lyle might have, might, no, it might have must have been Jordan. Jordan Bush. Yeah, I think so. [01:37:00] And he reached out to me and it was through some system where I replied to him and, and it was like, uh, he's not gonna get your message until you, uh, pay, you know, set up a system and, and pay whatever assess.

I'm like, well, that's kind. And it wasn't hard to do actually. It kind of worked. I'm like, oh, and then we had our little, maybe it was text message. Yeah. It was Vita. This is Vita. It was Vita and it was back and forth. Like that's kind of interesting. Yeah. It's not for me. I mean, I, I'm not, but I understand it.

Yeah. Yeah. Thank God for Bitcoin. It was a great book. It is

**Marty:** somewhere up here. It's very interesting. It's right there. Um, no, it is. I went back to like the religious balance. I mean obviously discussed it on Rogan, but it's been top of my mind obviously the last week, but even more so since I had children, like getting away from the degenerate hedonistic culture that we've.

That has been, we're

**Adam:** here for you brother Marty. Anytime brother. Anytime you're ready. We're here

**Marty:** for you. No, but it is, um, it is like, think, thank God for Bitcoin. Like in going back and reading uh, the Gospel of John [01:38:00] over the last week. Like there is that, that part of the Bible where Jesus goes into Throne Temple Yep.

And throws out the money

**Adam:** changers, right? Yep. O overturns the tables. And, and, and man, he, he did beautiful outlaws a book. I just, I'm almost finished. Mm-hmm. And cuz and so someone sent it to me because I, and I actually got this from Texas Slim. He said, cuz I got, you know, there were couple of Christian men in my life who kind of lifted me up and, and it was slim who said Jesus was a badass outlaw man.

I'm like, oh, that's a great line. I'm stole. I'm totally using that. I'm Rogan. Although I didn't even know it at the time, but I knew I was, uh, knew that was gonna come in handy. And he was, I mean, before he went into the temple and, and overturned the, the tables and threw the change on the, on he, he, he built a whip, you know, and he, this whip, he, he was a real badass out.

It took a, took him a while to build this whip and he, there was not just some little whip cuz he had to get all these animals out. And then, you know, and just imagine the, the [01:39:00] mayhem, like yelling fire in a, in a crowded theater. It must have been crazy. So, you know, it's also in this beautiful outlaw book.

You know, when we think of Jesus all like the beautiful baby and the main German, like, ah, you know, all the artists like love and, you know, it's like, like, yeah, Gandhi was like that, but Jesus was funny. Yeah. You know, he would, when he, when he came, when he came back, he went to his boy, said, Hey, how was the fishing catch?

Anything? He like, no, no, no. They didn't know it was him. And they was like, well, you know, throw your net over there, man. You know, like, it was like guys on a fishing trip, you know, all this. He was, he was a guy. He was a dude. Yeah.

**Marty:** And he was very confident too. He liked wine. Truly, truly. I tell you. Yeah, yeah, yeah.

No, it's, it's weird growing up like Catholic went to Catholic school, I think it jaded me. Um, a

**Adam:** lot of people would say that. Or any, any, I mean my parents, you know, they were, uh, Unitarian and what turned me off is like, I remember we [01:40:00] had to get up one Sunday morning, like three and drive in Holland Drive for a couple hours.

Few more families were Unitarian went up on the hill. There was almost no hills in Holland, so you had to really drive somewhere to get there. And then we watched the sunrise and our little cassette player, they played Kat Stevens Morning has Broken. I'm like, that triggered me and fuck me up for the rest of my life.

I cannot, I hate that song. Morning has Broken. Okay. Like, no, no, this is not for me. I can do it for me. So what's his name now? Uf. Yeah. I think USF Islam, us. Yeah. He had other cool songs. Ban Apple Gas, some other things that were interesting. Um, but yeah, no, I'm coming to all this late in life and I'm very happy and I'm happy that I have a wonderful partner.

My, my wife, uh, figuring this out. And we have a great church. We have a great pastor, which I think is really key. Um, and it's been life changing and all of this fits into it, Marty. That's what's so crazy. I've been deconstructing with Pastor Jimmy. We've been deconstructing [01:41:00] Bitcoin. How does this fit in with the Lord?

How does this fit in with Jesus? Is this Noah's Arc 2.0? Uh, value for value, like time, talent, and treasure That's right from the Bible. I didn't even know it Really. I know. I didn't even know it. There's all kinds of value for value stuff in, uh, uh, in scripture. Go figure. Yeah. Yeah.

**Marty:** So God works in mysterious ways, or Oh,

**Adam:** yes, he does.

**Marty:** Yes, he does. What, uh, what have you learned most about your deconstruction with Bitcoin and,

**Adam:** well, I would have to say, uh, thank God for Bitcoin is a great book because when you read about. Well, for the love of money is the root of all evil. Mm-hmm. You know, it's right there. Um, and how the love of money has turned into coin clipping and all versions of fiat.

And it, it always ends poorly, you know? So, by the way, I don't think we're, we're going to go hyper hyperinflation, hyper bitcoin overnight. You know, they could keep this thing going for another decade. I don't know. You don't

**Marty:** take a million dollar

**Adam:** Bitcoin by [01:42:00] June 15th. I love it. I love the guy for saying that Go $1 million go Max Kaiser two 20.

I mean, I go, go, go. But I don't know. I don't know. But also I'm okay. So, you know, I, early, early on, people were sending me Bitcoin in 2010, 2011. Um, and like, this is something you need to look at. And Devork and I were like, eh, it's Beanie Babies for the internet. This is bullshit. But I had a wallet and I had 65 Bitcoin in there and you know, it was, oh, you know, I, I'll hot that forever now you won't.

And you would've bought a pizza for 10,000 btc. And when it hit 900, I sold it all. Like, look at this. I can't believe there's profit. You know, nothing wrong with taking profit. That was my learning. Mm-hmm. And then when we dip below 4,000 during Covid, uh, Tina and I went, mm mm-hmm. We know we know what to do.

What's what?

**Marty:** It's funny, we were talking about be Bella. Uh, this was his company spun up in 20 16 21 Co. What's that? This was a Bitcoin miner that didn't produce it. Oh, how cute. Didn't produce many. [01:43:00] And I paid a whole, but very cute. So this is my lesson. I paid a Bitcoin for this. Yeah.

**Adam:** Not sure a good lesson.

It's beautiful though. A nice piece. Yeah. Um, so that, that was my learning, you know? And so, and now it's like I, luckily I'm in the bitcoin, in the lightning ecosystem, so I get lightning peats, I, they're in the same wallet. I send 'em right out to other podcasts. I use it to send a noster. So we have a circular economy.

I, I don't, you know, I do dca. We do DCA every day. Every day. We're, we're, we're, we're purchasing Bitcoin. Uh, and that just goes, goes into the, into cold storage, and we don't touch it and just let it, let it build, let it build. We don't look at it, we don't, yeah, sometimes like, oh, it's Bitcoin at it, but we don't really care because that's not what it's for, you know?

Um, I love having SATs to transact with and do stuff. Um, and I actually build up enough that I can pay the equivalent of 600 bucks to coal in, uh, in, in Bitcoin, uh, to [01:44:00] buy, you know, a third of a, a cow or whatever, you know, whatever, whatever we're, we're, we're in for. So I feel so empowered and, and I just look at the news of, oh, you know, the dollar sit down to 1 0 1 to dx y today.

Um, it's like, I don't have to worry about that. I feel empowered. Like, oh, I, I, we have value. We got our value in our house, we got our value in Bitcoin, we got our value in. You know, that's really, it just feels good. Um, so if it goes. I mean, if it went to two 20, we've already decided we'll pay off the cars and we take one private flight.

That's it. That's all we do. If it goes to two 20, that's all we do. You have to enjoy it on the way up too. Of course. No, you have to. That would be great. We already have, we made all of our kids, uh, Satoshi Millionaires, they got their own wallet. He's a million sat.

**Marty:** They, uh, that used to be my go-to wedding gift is like million.

Put it on open dime, like a million SATs and love it. Yeah. Or now SATs card. But, uh, no, it's, it's great. Like [01:45:00] beyond dca. DCA is obviously like a great first step, but like once you have like the, the streams I get from Rabbit Hole recap and Tftc, it's addicting seeing that. And then I've got mins plugged in.

I gotta check. Same thing.

**Adam:** Pull account. It's $2 every day, which is not bad actually for, for some couple of s nine s in the garage. Um, and, and, and that's been recently, you know what, I dunno why, but whatever. And we just do it through, um, uh, what's the pool? Um, you use brains or use brains? Yes. And, uh, what's, who are the, the pool guys that, uh, there's no, there's two pools anyway.

Doesn't matter. Um, and that sweeps in, you know, when it hits a hundred thousand SATs or whatever, and it's just, and just feels good. But I, I'm with you man. We, I mean, it's coming in and by the way, we just started as of yesterday. The no agenda show will take a lightning payment. Through iex because you know, Dvorak has his real hair up his ass and rightfully so about the irs.

He doesn't want Bitcoin touching the organization. So we [01:46:00] sweep it straight to fiat. Fun coupons overnight, fine by me. Uh, and I've been hounding those guys, get your keys, send working, cuz we gotta have it work. I mean, it's crazy that podcasting 2.0, you know, that we don't actually, we can't actually take that officially into a lot of it goes to the index and we pay the artist and anyone else who, you know, the clip custodian and the, and Dr.

Scott who does chapters. We're just giving it away basically. Um, but if the amounts are smaller, but we, you know, I've got John de Boak to actually accept Bitcoin, you know, not totally, but at least you know, you can pay with it. There's a big step there for him. It's

**Marty:** huge. Well, that was the question I was gonna ask.

Mm-hmm. When do, uh, podcasting 2.0 value for value contributors get executive?

**Adam:** Uh, well, we're still gonna keep the same numbers. Mm-hmm. Um, so I think, uh, the show on, uh, this coming Thursday, uh, we have at least, uh, one, uh, $50 equivalent, and we have [01:47:00] one, it's John's birthday on Wednesday, so the, the number he turned, 71, the number is 71.

So there's definitely a 71 payment in there. Um, and the, and they, they will be, they will be credited. Now, of course, here's the fun part is, um, people forget they have to put their name. In the memo because you're just, you're just a number, you're just a, yeah, you're just a, you're just a string of shit. I don't know who you are.

So people forgot to, you know, are forgetting to put it in the memo. It would use, um, L n U or L standard so you can fill in your own amount and, and put anything you want into the memo field. So people are putting in happy birthday, John, but they forget to say who, who it is. So they'll learn. It's a learning process.

We all have to learn. Well in the

**Marty:** future will you Bill, will I be able to show you? So right now, I just checked my phone now. That's why my phone out. I've contributed over a million stats to no agenda.

**Adam:** Thank you brother. Well you've actually given it to, to the ecosystem. To the ecosystem, yeah. Yeah. Given it to the artist you've given it to.

Okay. Podcast index. You've given it to the [01:48:00] chapter guys. Clip custodian, people who, uh, contribute content. Thank you very much. Oh, well yeah. Thank you for doing what you do. Well, so yes, the boosto grams is the solution obviously. Okay. The boosto gram. And that needs to flow through. Um, again, for business reason, you know, we have 50 50 partnership.

Either one can veto anything. So it's been v Bitcoin's been a veto from John for all this time. I think mainly cuz he felt bad that he missed out. John. I know I can. So you can get in any anytime, man. So I think he doesn't even believe that he, that anything will come in. He's like, yeah, maybe someone will have a Bitcoin laying around.

They'll send it to us. No, no, it's not quite how it's gonna work, but, okay. So once we, once, uh, IEX has, uh, they're busy. Everyone's busy. Once they have enabled keys, send and you can, you know, it's pretty, not even that hard, I don't think I'm easy for me to say. Um, then booster grams will flow all the way through with the name, with the, with the, with the amount.

We'll [01:49:00] have the, the original, uh, sat value so we get the numerology flowing through, et cetera. It's very important. Yes, it, it's really important. Um, we'll get there. We'll get there. I, I'm, I'm so excited. You know, it's just the fact that you are given a million stats to uh, no agenda is fucking crazy. I love that.

That's, uh, thank you.

**Marty:** I love that. I think, I think I have my, uh, stream at like 80 sets per minute, and you guys obviously record for like three hours. Yeah,

**Adam:** I'm a, I'm, you know, I'm 200 for any podcast, 200 shots a minute for any podcast. I don't know why. I just felt good and, uh, and it kind of keeps my, my income and my outflows on par.

Mm-hmm. So I'm never really moving too far ahead or falling too far behind. So I'm just trying to flow it right back out to everybody else. All right. I

**Marty:** gotta adjust my strengths. So I was going off of what I see people get me and like via the breakdown, like, all right,

**Adam:** people. Yeah, people are always cheap asses, man.

They don't understand how hard it is to do this stuff, and we make it look easy. Marty bent, make it

**Marty:** [01:50:00] look easy. There's a lot that goes into this. Yes. Of course. Logan does a lot of work after these shows. Yeah.

**Adam:** He's on his phone. Yeah. What are you doing? What, what? He's, he's looking at the sat stream.

**Marty:** I'm, I'm writing a novel's worth of timestamps for this episode.

He's getting the chapters right. Cool. You,

**Adam:** you do chapters. Yeah. God bless you, man. I love it. You and you have transcript as well. We do.

**Marty:** Mm-hmm. You use an AI for the transcript? Yeah.

**Adam:** I, I still use Otter. Yeah. Which is bad. It sucks, but I still use it. What do we use?

**Marty:** Uh, we use

**Adam:** Descript. Yeah, yeah. Or in, in England to say descript.

Yeah. Yeah. It's pretty good. Uh, descript is pretty good. It's not, it's not a

**Marty:** bad system. I'm not the best enunciator so,

**Adam:** well, you know, Otter still every single show. It's John c Dvorak, so it's John c Dvorak in Otter a ai. It's J A h n s i Dvorak. So people actually will email, hey, say hi to John C John C John C John c [01:51:00] Devork, and I've corrected it.

I've told the stupid ai, no, no, John c Deak, it shows up with his name. I put it in there. You know, it tags the, the voices John c Dvorak. But every single time John C j H N s I, hello. We're all gonna die from Chad, G p t. They're gonna kill us. Yeah. Our AI overlords are gonna kill us. The whole, like,

**Marty:** AGI is gonna kill humanity.

It's never made sense to me. Cuz they literally need us to plug in the computers to make them run. Yeah. If they are that logical and if, and if you,

**Adam:** if you feel like it's taking over your life, just, you know, That's been, let's put the phone down, close the laptop, go out for a walk. I've had nine days. Go to a comedy club.

Take a date.

**Marty:** Yeah. Kiss. I've had nine days of no computer laptop. Really? Um, it's been, I got hopped back on Twitter.

**Adam:** Decluttering is good, man.

**Marty:** This, it's good. This morning for the first time, I was like, people like, what the hell is Dogecoin doing on Twitter? And like, why are people yelling about CZI and buying hands?

I was like, ah,

**Adam:** decluttering is really, really good. Uh, [01:52:00] Tina taught me how to become a minimalist. Uh, I'm not there yet, but I'm doing pretty good. We do have, we have a lot less stuff, stuff in general. Um, but also we're, we're, we're turning off the tv, you know, I stopped watching Tucker Carlson in general, kind of, I mean, I still will check in to see what's going on, but it's all part of the, the American media model is divisiveness, strife, and outrage.

Mm-hmm. And the algos are built for it. That's why TikTok is winning. TikTok is winning because they're, they're like, oh, you want to be all over here with, you know, you love Bitcoin, you're over here. You want to hate Bitcoin, you're over here. Then they don't, they suppress the two, keep 'em apart. Whereas the, and that's why it's Chinese.

The American media model is inject someone with a counter narrative and it flows through the mainstream media. It throws, flows through the politicians, the, it's all built on that. And it's, it's just, it's not healthy. It's not who we're, we get spun up. People [01:53:00] get spun up.

**Marty:** No. And. Really astonishing how people have been caught on to like, this is exactly what they're trying to do.

Like,

**Adam:** let's roll. When Tucker Carlson started doing 20 minutes at the top of his show about Don Laman, I'm like, fuck you. Like, okay, that's, and none of it's important. Is it really important to, to watch Trump get indicted today? It's a real, you really have to sit, you know, I come from television, I come from this mainstream garbage.

It's something called the tension arc. And the tension arc is meant whether it's a live show, whether it's a, a produced show, whether it's a drama, it doesn't matter. You, you build up the arc and something you get in somewhere and like, bam, cut to commercial, your body, your mind is open. Wow. I'm gonna take in all these drug commercials, take in all the fast food commercials.

Wow. I'm back. Okay. Who I'm picking up the arc again, it's designed that way. And uh, social media is the same thing. It's just they have more, they have more elements to, to [01:54:00] take you through that arc. You know, the minute it feels you're gonna slow, you're gonna slow down. Like, oh, he may be leaving. Send those four likes.

Now don't send them when someone hits. Like, send them now. Mm-hmm. It's all fucked. Yeah. You gotta be aware

**Marty:** of that. Yeah. Cuz you and John touched on that last Thursday's episode, that tension arc and it's crazy. I never thought about that. Like the commercial break is

**Adam:** Oh yeah. Right. And it is not by accent that you get.

Uh, McDonald's Pizza Hut, greasy stuff and followed by oh, oh oh Ozempic. Weight loss. It's for diabetes, weight loss. Oh, the actress and actresses are using it? Mm-hmm. Like, oh, big controversy. Oh, Ozempic. Oh, people of diabetes can't get it. That's okay. We have the same fucking drug with a different name for three times The price for that you can get on Medicare or through your insurance, and then the weight loss people, actors and actresses in Hollywood, you can get that to lose weight.

What they don't tell you is you'll be shit and puking. You'll, you'll have eye trouble, joint pain [01:55:00] and when you stop, you gain the weight back. And doesn't it mess up your face? Give you like Ozempic face. Yeah, Ozempic face. Yeah, that's, yeah. And you get Ozempic face to boot, which some actresses like because, oh look, I don't need the Botox.

Except you keep taking, you have to keep taking it and then, you know, and then people get bad, bad looking face. Yeah.

**Marty:** Yeah. That's crazy. Never will the commercial tell you to go shake your rancher's hand. Or

**Adam:** John c Devork would say, you know, we can solve a lot of this just by making drug commercials on television illegal.

We're well one of two countries that allow it. Austin New Zealand, that's the only two make that, make that illegal. We solve a lot of problems. I mean, we've got our kids on, on meth. Literally it is the same. Yeah. Yeah, it is. Adderall. Vince, my kid wouldn't, yeah, I have three daughters, two stepdaughter. At some point in their twenties, all of them have been prescribed, and I've taken meth legally from the doctor.

They've all got, I think they're all off of it [01:56:00] now, uh, because they're smart and they have smart parents and stepparents, um, who kind of say, Hey, you know, do you like meth? You know, you see that guy who's taken apart the bike, that could be you. Um, antidepressants of which we don't even know how they really work.

And then we have stuff when your antidepressant doesn't work, that you take on top of it. And then when you lose your libido, then we've got, you know, then we're gonna give you Viagra. And it's just an and I, this is, we're growing up in Europe. We used to laugh about Americans. They think a pill will fix everything now Europe, it, you know, the happiest place on earth is Finland used to be Denmark, now it's Finland.

Coincidentally, also the most prescribed antidepressants in the world is in these Scandinavian countries. Mm-hmm. That's where your happiness index comes from. Yeah. You know, read some books

**Marty:** and are they really happy? At the end of the day,

**Adam:** read a br, read a Brave New World. You know, read some books about what's going on here.

It's the, uh, I, you know, I even stopped smoking weed. Yeah. Soma Soma's, what they called it. Right? Yeah. It's really [01:57:00] weird. I stopped smoking weed cause I had to, for, I smoked all my life since I was 13. Waken bake all microdose all day. And uh, and I had this oral surgery and my periodontist cool guy, Mitch Pilot.

Cool. We fly. He says, uh, Adam, stop putting fire in your mouth, man. I shit, I can't, I, I want you to heal. I can do the operation, but you gotta heal and just, you can't have that. I stop. I stop, and then I get really productive. Now I can still take an edible. I get really hammered if I take one or, you know, like actual vaporizer, which vaporizes.

But I'm high on life now. Yeah. I, it's

**Marty:** kind of cool. I was the same way. Now you smoke weed. You did. I smoked like an eighth a day for a decade.

**Adam:** Holy, I'm my brother. And then, uh,

**Marty:** and then like a month before my first son was born, I was like, all right, I'm gonna stop to, I'm not gonna, and it wasn't

**Adam:** hard for me.

I was like, oh, okay. Oh, oh. I feel kind of good actually. Yeah. Yeah. Not that I felt bad. I, you know, and I was in Jamaica. I went for [01:58:00] Jamaica for a week, and the guys who I met 30 years ago were still thereon, said No, no, I don't smoke anymore. Ah, okay. That's cool. Yeah. But I was like, I was right. I was in Weed Central.

**Marty:** Yeah. I can't do it anymore after going cold Turkey. And I stayed cold Turkey for like six or nine

**Adam:** months. I was also, I was mixing with tobacco, you know, so I was, I was, I was a big spliff guy myself. Yeah. Spliffs are the way to go. The long ones. I could roll 'em behind my back, my eyes closed while driving

**Marty:** one hand.

It is a cool, it is a cool, uh, thing to do. Ability to have, yeah. Ability to roll. Good spliff.

**Adam:** And, you know, there's, well, I still, this of course now there's zero, zero, um, nicotine in here. Which is it? Yep. The Nico. There's another, until

**Marty:** I'm on this, this is, uh, the pouches.

**Adam:** Yeah, buddy of mine had to go in, have some stuff done because of the pouches.

Just so you know, really the nicotine ones or the score doesn't matter. Just whatever you're putting next to your gum, you know, you can mess it up. Look, it's more acceptable than putting a penis in your mouth in public. So, so [01:59:00] it's probably, probably best. I just use this, the robodi as, as Roben calls it, robodi the, uh, congratulations man, with all your success in what you're doing.

Oh, you got, you got something really good going on here. I, I have to say, when we, when Dave Jones and I were just, just putting us all this all together, um, was with smis back in and whatever happened to to, to iToy man, like just disappeared off the face of the earth. Do you still talk to him? Yeah, I talked

**Marty:** to him, uh, pretty frequently.

What's he doing? He's focused on sta the stack work, um, side of

**Adam:** things. Yeah. Which is helping people in poor countries stack sat. Mm-hmm.

**Marty:** I love him. And then Sphinx is, uh, he's working on that too. Mm-hmm. Um, I'm not sure how much I'm allowed to disclose. He's

**Adam:** working on it, but it's just, so those guys were critical in the boosts, critical in the whole idea, critical in helping us.

Um, they were the first client that really worked with the TLVs and putting all, all the information in there and, you [02:00:00] know, and we figured out early on also, he was instrumental in helping me understand a lot of things. Just, um, how stuff worked. Um, and I remember, you know, before we had all that, there was this one podcast that was accepting Bitcoin, but it wasn't really, it didn't have all the pieces right.

And it was like, what the fuck is Tales from the Crypt? It's like, I used to watch the Crypt Kicker Keeper on H B O in like the eighties and nineties, and I wasn't really getting it. And I did like the Freaks thing. I thought that was, but that also confused me even more. Like, what is this part? And I, and that was you, man.

And so that, that all just kind of came together at the same, you're a big part of that story. It all kind of came together at the same time with, with Spinx, with uh, uh, TFTC with what Dave and I were, you know, putting it all together. I just remember when it all kind of worked and then people were coming in and [02:01:00] boosting, and then we, of course we did the Booster Graham, where you could have a message.

I mean, that was, that what a, and that's not only a couple of years ago. Yeah. It was so phenomenal. You're a big part of that. Oh, thank you. I mean, no, thank you. Thank you. It was the, uh, it was, you were already pioneer. You were, you were really ground zero of all of this. You were there. You, you just didn't have all the, you didn't have the podcasting pieces that we could fit in with the index.

That's what was missing. Yeah. So, you know, we just kind of came in and saying, oh, Dave Jones, by the way, who built everything. Everything, all of it. He architect that had built everything. He has a full-time job. He works at an accounting office, and it's, it's the shittiest time of the year right now for him because, you know, a tax season coming up and he still, he, he tried to leave and they wouldn't let him go.

They gave him more money to stay. Thank God. Um, that guy is amazing.

**Marty:** He's made it so easy. It's crazy how easy it is to

**Adam:** onboard. Well, I mean, [02:02:00] that's really the whole group. I mean, and I think we were kind of smart to set up this Master on Server podcast, index on social. Anybody's welcome to Follower coming.

We'll give you an account if you want one. And because we had that incentive, the people who were building apps and who are creating systems and ideas and contributing to the GitHub, and it's not all developers, it's all kinds of people. If you had to build a company and hire those people, you couldn't do it for a hundred million dollar payroll.

They wouldn't be as honest with each other. And, and it's because they're incentivized, because everybody can get a piece of the action. Everybody can get something in the value split. Everybody can get some of that. That's why it works. That's why people show up. That's why they do it and they love it. And we have arguments and all kinds of stuff.

And this, most of these people wouldn't love each other in real life. That's very different personalities. Well, that's the

**Marty:** beauty of Bitcoin. It brings together, it does. Even though a lot of people wanna make you think that, uh, the [02:03:00] toxic Bitcoin maximalist is the only archetype that exists.

**Adam:** Yeah. Which is not true, obviously.

Um, and it, and it's really mellowing out a lot I think. Yeah. Now that the crypto winter is set in, everyone's like, oh, well I got nothing left to bitch about. All the shit coins are going down, so might as well do something positive. Yeah. Noster go build something Noster

**Marty:** appears. Yeah. Well that's it. I mean, I, I think where we are right now, it's like never been easier to build on the stack and that's when Noster is like a great example of that.

Mm-hmm. And the things are, like, paid relays is a great example of something. Yes. Like a new business model that has like the right incentive

**Adam:** structure. Well, it's, it's the right idea, but I think this is where value splits need to come in. Yeah. Somehow we need to, it needs to be an ongoing revenue stream, not just to pay me a thousand stats.

Yeah. You know, like make it work, make it, you know, make me be able to send, I may want to send 10,000 SATs to a. You know, or every single time I send, every [02:04:00] single time I zap someone, send a piece, send a piece of that to the, the app I'm using, send a piece of that to the relay I'm using, or all of the relays.

We're gonna get to Msat s pretty soon, brother. Oh yeah. We're gonna, we're gonna have to do Msat s cuz that's, that's where it's headed and that's, that's hyper Bitcoin ization to me is when we have to start using Msat s because there's so much value to spread around. Oh, agreed. When

**Marty:** people, I show people my Zeus wallet and they see like one SAT transaction.

I get tweeted out the other week, I think you retweeted it. People were commenting like, that's like less than a dollar. I'm like, I'm not thinking about what it's worth today.

**Adam:** Like Exactly. Exactly. That's why we keep everything on our node. We got, we passed a full Bitcoin, uh, two months ago, so we got 124 million SATs on the podcast index.org node.

I think we put, we started it with something which came out of our own pocket, but it wasn't that. Yeah. You know, and so, whoa. And that's from 1%. Well of course it's also a podcast index from our, from our own podcast and, you know, donations. But [02:05:00] we got a Bitcoin. We're full coin man. A full coin llc. Two people, two partners.

We don't take anything out, but we figure. Maybe five, 10 years. Maybe that's worth something. Maybe we can take something out. Yeah. You know, maybe that's a little retirement. And how many podcasts are right now? It's about 12,800 that are, um, that are value for value enabled. Uh, it, it grows, you know, between 10 and 50 a day.

I guess kind of depends, but v for v stats.com is cool to look at cuz you can really see, and it's, it's a sine wave, you know, because it's, it's the bigger podcast that release or what days they release. Mm-hmm. It kind of goes up and down, up and down, up and down. Um, and I, and I, and what I'm looking for is when that starts to even out, you know, then we'll know, whoa, now we're really onto something.

Now we've got enough people using it and doing it. Um, so it's, it's, it's fun. It's really fun. You know, I know people

**Marty:** ask you a lot like Wes Rogue and gonna get on value for value, but it's like you can't, cuz of the Spotify deal. Who else [02:06:00] would you wanna see implement

**Adam:** it? Everybody. I, I want everybody I want, what I really want is I want the new podcaster.

See Podcast Faye, podcast fade usually because someone hasn't, you know, it was a real thing during the lockdown. And of course that's really slowed and you know, I, it's stagnant at this point. So for new people who come in and there's no way for you to get any advertising money until you have at least 10,000 downloads a month or whatever.

That takes a while to build that up. Um, but you can pretty quickly, whether you do it with value, for value, streaming stats or not. It's so much fun. And Tina and I did is with Curry and The Keeper. We started our own podcast. We, we only accept SATs through, um, through apps or wine. We've done great with the wine.

Um, and so we've basically been onboarding people. Uh, you'd be surprised how many people just listened to a podcast in the browser. Don't even, [02:07:00] don't even use an app. So we've given them a reason to, to use an app cuz we asked for it. And the minute we released our first episode, you see these SATs come in and that excitement is great for a first time podcast, a first time podcaster.

And it's not just you, it can be your co-host, it can be your mom who, who you know, lent you some money for the mics, whatever. Everybody can see this, this stuff coming in just dripping in, dripping in. And that is, it's so much better than a download or, oh look half of the people are from the uk, you know, or whatever.

You know the statistics, which is, you know, lies, damn lies and statistics. But SATs and now with contracts.app and Saturn, which you know, both those integrate with Alby. With Get Alby. You can see exactly when people were listening. The Boosto grams are on the timeline. You can see when people dropped off.

You can see when they came back. You can see [02:08:00] now. That's really exciting and but the fact that I know right now if I look at one of my wallets, one of my podcast. That, that satoshi that just came in is an actual human being because no bot is gonna do that. To jack up my download numbers that costs him money.

Yeah. That's what Elon's trying to put in place with his Twitter blue. We already have inherently. So that's a real person. Enjoying. Enjoying, because why else would you part with your money? Enjoying what I created. Value for value. Yeah. And it's, so I want the newbies to do it. I want people who are struggling, who are thinking of quitting, like, fuck, man.

Like, I'm not making any, I I'm not making any money with this. I love doing it, but it takes up a lot of time. It's hard, you know, people make it look easy, particularly if, if you're not making any money, you need it. You need that feedback, you need that loop. And all you have to do is onboard. You can onboard, you can even onboard with contracts, you can onboard with, um, with many hosts, blueberry, [02:09:00] um, uh, rss.com, bus sprout.

All the big ones are doing it. All the kids doing it. Uh, but Fountain, you can onboard through Fountain. You can onboard through, through multiple apps, whichever way you. Um, it's really easy to do and then you just have to remember that you have to ask, Hey, you like one of, do you like the podcast that we're doing?

You enjoy this thing. Get podcast apps.com. Thank you very much. Marcus kci. He bought podcast apps.com for us. So we got a bad, it was new podcast apps.com and nude podcast apps, apps, nude podcast. But podcast apps.com is easy to remember and um, all the value for value apps are there. Haven't have 'em loaded up.

You could even import your podcast subscriptions from other apps from the legacy apps except Spotify. Buy, buy, hashtag buy buy Spotify. Fuck you. More

**Marty:** people listen on fountains. Spotify,

**Adam:** you know, podcast, it's uh, pod verse because of the live stuff list. 10% I think is now listening to no agenda on pod verse.

**Marty:** Yeah, it's over 10% on

**Adam:** Fountain for Tftc. Yeah. Yeah. I mean that's phenomenal. Yeah, that's phenomenal. And I love, uh, [02:10:00] Oscar, I mean, what he's doing, because this is what I always hoped is that someone would create what's really new. We have all these new things in podcasts, you know, chapters, transcripts, location, person tag, all this stuff.

What's really new is, is the SATs. Cuz you can do fun things with it, you know? And so he's got, and I wasn't even against it in the beginning. I'm like, I don't think I want Boosto grams kind of appearing as comments. I, I'm worried that I'm not gonna get the kind of booster grams cuz people will treat it like a comment.

I was wrong. Oh, I was wrong. Like, that's

**Marty:** what Matt and I with Rabbit Hole recap, we've really gamified where we read the top four Boosto grams. Yep. And so we. People trying to outbid each other to

**Adam:** get, and so now when I see the, it's a top 50, the fountain top 50, but I see the top 10. I see. Um, my wife and I are in there with our, with our little pod, little wine, you know, love podcast.

Uh, podcast. And 2.0 is in there. There's always a no agenda episode, rabbit Hole recap, TFTC, but also living up in a down world. [02:11:00] Pastor Jimmy and his wife, they're in there. Mm-hmm. Um, Steve Webb, the OG god caster from way, way back. He's in there with his lifespring, uh, daily Bible read. I mean, there's all kinds of people that are showing up in this thing.

Millennial media, offensives, millennial Media offensive love those kids. Yeah. You know, there's some real, and look at the top 50. It's very diverse. Yeah. And there's, and there's even some podcasts in there that I think they don't even know that they're receiving stats or they've forgotten about it.

Mm-hmm. Like, uh, what's, uh, Weinstein? Uh, white Horse, dark Horse.

**Marty:** Uh, Brett's.

**Adam:** Yeah. Dark Horse. I set him up and he was like, I don't know what this is good for. And he, and he and I see him in top 50 all the time. He never, never talks about it. Never asks, never reads a boosto gram yet bitches and moans when he gets de platformed and can't get ads.

Yeah, brother, listen. I mean, he would, he would do okay. Now, would I love to have Joe on this? Of course. I have no idea. I have no idea what he's doing. And, you know, we'll see right now he's very, he, he recertified me. The [02:12:00] first time I was on March, 2020, he just went on Adam Curry, the pod father. You, you, you were there, man.

You did it. I wouldn't be doing this without. And cuz it was 18 years ago. Yeah. People didn't know who Adam Curry was. It was that guy with the Tourettes, you know, who's the guy with the, with the blinky eyes. Um, so he recertified me and I've been on five times now and is, and that changed my life. It was perfect.

That was the perfect timing for being able to start podcasting 2.0. Um, so he's done, uh, a lot already. We don't necessarily need him. You guys have

**Marty:** the Joe? No. Producers. Um, what is, what is the acronym? Oh,

**Adam:** uh oh no, it's uh, uh, Romo, which is, uh, Rono Rogan. No Agenda, mo Fax. We got all kinds of Yeah. Rogan donation.

Yeah. Yeah. Oh, I mean, very good audience. They love giving, they're never asked to give anything. Yeah. I mean,

**Marty:** I think I learned about, I think what really pushed me into Bitcoin full force was his early episodes [02:13:00] with Andreas Antonopoulos. Right. Back in the day. Yeah. And

**Adam:** uh, and people say, yo, he's almost orange pill.

Trust me, people. Yeah. You don't have to Orange Pill Joe Rogan. That's the other

**Marty:** thing too. It's like I go back and forth, like, you don't have to feel compelled to orange pill anybody. Just keep building and make it so like it orange pills. I mean, I, I, yeah,

**Adam:** exactly. I, I loved quote unquote orange peeling my pastor.

Yeah. That was really fun, you know, and he got it right away and he said, Value for value is great, man. But that, that's not you, man. That's a God thing. I think you're right, pastor. I think you're right. Yeah. You re Yeah, you

**Marty:** reap what yourself, right. You're

**Adam:** all of value. All of that. All of that. Exactly. And you know, and it does come back and, and that's why I'm always boosting, I'm always sending it right back out.

And I can't give my money away. It always comes back to me. Yeah. I'm boosting, boosting comes back. Yeah. That's

**Marty:** the, uh, and that's like the real, I mean, that's what keeps me coming back [02:14:00] when there's tft, C R hr. Mm-hmm. Just like reading the Boost. And it's still weird to me that there are people out there getting value from this and

**Adam:** Yeah.

Yeah. Do you, now, you don't really read them on the show, do you?

**Marty:** I read them before the ad reads. Um Oh, okay. Right. So I do two

**Adam:** two, uh, but on Rabbit Hole recap or on, on Tftc,

**Marty:** but, or Tftc. I'll do it before the ad reads, and then in the middle of the show, rabbit Hole recap will do it live. Cool. Yeah. Cool.

**Adam:** It's a great way, it's a great way to do it. And then if you do the live show and you know, if you need, we can set you up for the lit stuff. That's hilarious, man. Where we just have the little pew going in the background from He Pad, which we built for the Umbr and you know, You know, pew, pew and people just like the, the kids over at, uh, on irc, we got these IRC gurus.

Oh, wow. That's what we use for chat. Right. So they got a Boost bot. So the Boost Bot shows the boost from the message and the emojis in the IRC chat. Um, but then they also have, they got all these other th they can trigger different [02:15:00] sounds. Mm-hmm. So in different numbers, different values, trigger, trigger, different sounds on the show.

I mean, they're, they're going nuts over there. We, we gotta have one of them on. So there's so much creativity with irc, which is, you know, older than wood. Yeah.

**Marty:** Well, that's around forever. That's like, when you think about like, live chat for podcasts, like imagine if they had it for Twitch. Like this is like something Twitch all these games.

**Adam:** It's basically, I mean, a lot of it is what, I mean this is not new. This is like super chat on YouTube. Yeah, yeah. It's, uh, yeah, it's Twitch. Um, except, you know, not with shit Bitcoin and, cause I think they do a Bitcoin cash, if I'm not mistaken, on Twitch. Do they? I think so. I don't know. Someone was all jacked.

Hey man, I got some Bitcoin for Twitch, like Bitcoin cash. Oh, okay. Sit down, we'll talk with you. Have fun. Stand for. Um, so it's, but, but the, but what's cool about it is there's, there's no Twitch and there's no Google. Who are in the middle and who can, who say, well, you can't do a super [02:16:00] chat unless you, you know, unless you put in this much money, or if you said this many downloads, you can't have one.

And, you know, and we're gonna take X percent. And, and it just feels dirty when you're doing that versus when you're, the percentages that are ultimately go to the, to the podcast or to the creator, um, uh, that, you know, there's been splits that go off to the ecosystem that feels good.

**Marty:** Yeah. And this is the way it should be.

Right? You push it all down in the protocol layer. Let's say you're using like OBS or something like that. Mm-hmm. Like you could still syndicate those messages on YouTube, but just live Of course. Like on the screen, not in

**Adam:** the chat. I mean, I'm, I'm just inherently, I'm just, I'm, I'm not gonna, I I won't put it, I won't sign mo cast anything to any other, we've never done that.

You know, like no Agenda has never, ever, we've nev never tried to promote anything. We don't, we don't show up on lists. We're not number one for anything and you know, or ever have been not on Apple. Not anywhere. We don't, we have always encouraged people to post it anywhere you want. Put it up. People used to burn CDs and used to give [02:17:00] away hundreds of thousands of CDs, uh, put 'em on USB sticks, you know, uh, you know, put 'em on your radio station, do whatever you want, you know, pirate radio.

Uh, but we've never said, oh yeah, we need to build an audience on YouTube. No, never. Or anything like that, or any other, in fact, we're not available on Spotify. Because, you know, they say, whoa, you, they, they, they put our show on without asking us, which is rude. Uh, mainly because you have to sign an agreement that says that they can put ads in.

I'm like, no, no. So we said no. So we're not on Spotify. Yeah. Oh, screw you. I don't wanna be on Spotify. If you, that's what you're gonna do. Fiat. You guys a fiat af We do have

**Marty:** a YouTube strategy, but it is annoying. We're just like,

**Adam:** I'm not condemning. It's, uh, I'm, I'm honestly, I'm too lazy. I'm like a beat.

That's the big thing. I don't want to have to deal with YouTube

**Marty:** strategy, but I'm like a battered, I'm like a battered housewife who keeps going back to our abusive husband. They've kicked me off like three times at this. There you go. Point. There you go. I've been in YouTube jail [02:18:00] three times. Mm-hmm. Yeah.

Talking about Covid,

**Adam:** I, in 2010, I built an app myself. Uh, iPhone app, you know, it was, it was hard to do, but it was called the Big App Show. And I thought that there would be a market, which there was at the time where I would show apps in, um, uh, portrait mode. Mm-hmm. So when you looked at the show full screen, it was like seeing the app run on your phone.

I'm like this, and I'll do, I'll review apps and, and then, you know, and I'll, and I'll have, uh, ads in the app. And, um, I, it was great for like two months. I was making like $1,800 a month and I'm like, oh, this is phenomenal. And then, uh, AEN or whatever it is, uh, kicked me off and they said, yeah, it's illegal.

What you're doing. Well, illegal. Well, you're, you're soliciting telling people to tap on the ad. Well, yeah. Don't you want 'em to see the ad? No, no, no. That's not organic. We can't have that. And I've been banned for [02:19:00] life. I cannot have any ad anywhere on Google, YouTube, anything. I cannot do that. And I never went back and we never tried to do it again.

Jacking up your clicksor rights. Well, it was, it was like, go look at the ad. Yeah, no, that's not good. We don't want, okay, fine. So, and then I just never did anything with

**Marty:** him again. Yeah. And I think, I think, um, the value from value model over time, we'll, sup plan it. Oh, yeah. Oh yeah. Oh yeah. Because you can make it like you describes, there's very passive,

**Adam:** right?

Well, again, it's, you don't need to be number one. You don't need to be on a chart. You, it's the only Fann model in a way. You only need X amount of people to support you with X amount of dollars or stats. Yeah. That's all you need. As long as you can convince them that it is valuable, because what you do is actually valuable.

And remind them. You have to remind people. You have to cont That's why you have newsletters. It's like, Hey, show's coming up tomorrow. Remember? You need to support us. That's what the newsletter's for. [02:20:00] Mm-hmm. We put Newslettery stuff in there and fun stuff. But the newsletter is to remind you that there's a lot of stuff that you're gonna be confronted with tomorrow in your life.

We're gonna be one of them and we'd like you to remember that we need support and here's how we need it from you, and here's what we're gonna talk about tomorrow. See you tomorrow. Yeah. And

**Marty:** that's, I think one of the things Matt and I have really gotten better at in the last year particularly, is that call to action.

Okay.

**Adam:** Very important. That's just regular media strategy. Yeah. You just gotta do that, you know? Uh, you know, people who do value for value and say, well first of all, when people say, eh, I don't work for tips. Well, I'm not asking for a tip, you know, I don't want a tip. I'm asking for value. You know, and you can't, I can't determine what you find valuable.

You know, $5 may be shit to you, it may be a lot of money. So whatever it is, you determine the value. You give it to me, I'm gonna be happy cuz I know that you thought about it and that's value to you. Um, and that's the only way it works. But if you don't tell [02:21:00] people and remind them that this is a valuable service that you're providing and you would like to have something back, you're just not gonna get it, then they're gonna forget because so much in the world is free.

Or at least that's what it's been so far. Yeah. Media's free. Everything's free. You can steal it and you can torrent it, whatever. I don't do that by, I try not to use stolen media. Yeah. Pay for stuff. Um,

**Marty:** speaking of that, we've rebranded from Tales From the Cryp, truth for the Commoner now because,

**Adam:** uh, I didn't know that.

Yeah, I'm

**Marty:** sorry. No, don't feel bad now. Don't apologize. I just don't want tales. I don't

**Adam:** want HBO to tales Knock for the commoner or from the Commoner. Truth for the Commoner truth for the com. Oh, truth for the commoner. Yeah. Nice. Yeah, I like that the acronym worked out in our favor. Of course. What? Yes.

Very good. I will, I will never say at any, you should have stopped me a long time ago during this conversation.

**Marty:** Well, no, this happened like a couple months ago. True. For the commoner. Um, I'm just H B o I was young, dumb podcasting. Very

**Adam:** dumb. Didn't know what you were doing. That's right. Never. They seemed [02:22:00] kind of cool over there.

Actually. They do kind of. I hope I did too. You know, you can always get a sandwich at my place in Hill Country, Marty. Okay. No matter what happens, there's always sandwich and the place to sleep. If HBO comes after me, I might need to take them. Yeah. Bring the kids, you know. No problem. Yeah. I, I'm waiting for my grandkids, so, uh,

**Marty:** I do, we do need to get the kids out to Fredericksburg.

Yeah. You gotta make that

**Adam:** happen between, now I finally got the dog trained so she won't eat them and they love dogs anyway. Yeah. Well this dog was, you know, 109 pound OC Bosh rescue. She had a few issues. Holy shit. Yeah. She went to, she went to training Camp Bootcamp for three weeks and came back. She's great.

Yeah, she's great. Yeah. And she's going for a, she's going. We're doing a meetup in Nashville. So she's going, uh, to Cassandra for, who was her trainer for a couple days, who just had a baby. So, uh, she's gonna be around a baby, which is gonna be fun. So it's, when's this in The next couple weeks? Uh, April 17th.

**Marty:** You gotta stop by the Bitcoin park in Nashville.

**Adam:** Yes, yes. Uh, it is on the list. [02:23:00] There's a lot to do. It's a big meetup. Nashville, our big, we have meetups all over the world. No, agenda meetups.com, if you wanna see it. Um, Nashville is big. Uh, Indiana is big. Uh, the Netherlands is huge. Uh, there's, but it's gonna be busy.

It's gonna be busy. It's gonna be real busy.

**Marty:** Yeah. That's one thing I've always wanted over, like Tftc and Rhr, is how do we get that meetup scene started

**Adam:** once you, we just, you know, produce. And Sir Daniel, one of our nights, he's set, he set up the no agenda meetups.com website, and it's just been running like clockwork from, from then on.

And he is just like, you know, people just, they can schedule it. I can set it up and they organize it themselves and it, it's, it just works. Of course we had the feedback loop. We'd love to, I'd love to announce them. And uh, and I'd love to, uh, play Meetup reports as long as they're, you know, kind of decently reproduced.

Sometimes they're pretty bad, but that's also beautiful. Um, and so, you know, [02:24:00] so people get to say hi. I mean, it's the old radio tricks man. I've been doing this 40 years. So yeah, it's nothing new. Uh, it's just port into a new jacket and people haven't changed. They, they love hearing that something's personal for them.

You know how many times I've been to Popeye's for an in-store? Hey, everybody come meet the MTV guy at Popeye's. You can see by that big Popeye thing out front. That was a bad meetup for me.

**Marty:** No, I'm going back to what you're saying earlier. People really like that in-person connection. Like we see it with the Bitcoin meetups.

You

**Adam:** need it. Yes. Which unfortunately always on Thursdays, which is just not doable for me being out in hill country. Um, so, cause I know, I know, I know how fun they are. People always say, come on, come

**Marty:** on. It's either, uh, lit devs or the Bitcoin Design Club. They do Wednesday nights typically. Um,

**Adam:** I believe, uh, the problem is hill country.

Yeah, yeah, yeah. I'm old now. 58. You know, I gotta get my beauty sleep. You're on the porch with a rocking channel that's shotgun you, but you better know it. Yeah, my dog. [02:25:00]

**Marty:** Uh, are we gonna win? Are we gonna get through this? Oh, of

**Adam:** course. Humanity always wins. Yeah. Oh yeah. I, this is just, it's a blip in a long line of, of human bull crap.

Yeah, I think so. I think so. You know, maybe not. People will get voted off the island. There's no doubt. You know, and that's what happens. That's humanity as well. That's why I say make children, you know, stack SATs as Odell would say, stay humble. Mm-hmm. I think you say that too. Um, it's his, it's his. But yeah, stay humble.

That's, that's very important. Um, and uh, be human. Be human and be with humans. And I think that's it. You know, everything else. Yeah. You know, everyone else is a bot. You know, if you're, don't give your kids tablets, you know, screen induced, uh, autism is a real thing. Yeah.

**Marty:** You were talking about that on Thursday.

It's

**Adam:** a real thing. [02:26:00] Um, be careful what your kids are ingesting. Make sure that they go to the right, you know, a school that you know has your values. But is teaching 'em stuff that's valuable. Yeah.

**Marty:** I mean, we had to talk about that. We got our oldest into like one of the best Montessori schools.

**Adam:** Montessori's

**Marty:** fun. Well, the day before we were gonna send in the registration check, they sent us an email like, Hey, we've got a great lunch and learn. You should come to, we're gonna teach you how to talk to your child about sex from the age of two. Goodbye Montessori school. And you're like, you're saying at the Christian school, um, Yeah.

Wow. That's how deep it's getting. Like

**Adam:** I know that's just as bad as Bud Light and Mulvaney. Right? That's shocking. I was stunned. I'm stunned by this too. Yeah. Well, Montessori used to be pretty cool. Yeah. Montessori kids were cool kids. And it was,

**Marty:** it was marketed as, I mean, I went to a Montessori school Yeah.

For a bit. And it was marketed as, this is, if you go to one luncheon they year it's this one. Like,

**Adam:** it's like what? That's all that It's part of, it's part of the whole Transhuman man. That's all part of it. [02:27:00] They're going after the kids and you gotta protect 'em and you gotta make more of 'em. Yeah. That's the thing.

I expect two more in the next five years.

**Marty:** Oh, that will easily hit that. Okay. We're gonna go for four. Nice. At least. Nice. Um, number three. I mean, I wanna jx myself, but hopefully we'll be coming soon.

**Adam:** Oh, are we practicing? Uh, not

**Marty:** yet. Warming up. Warming up. Stretching right now. Warming up.

**Adam:** Stretch, stretch, stretching, uh, visual.

I didn't, anyway. Uh, all right. All right, brother. I really appreciate the opportunity to sit with you for Wow. Quite a long time too. I know. It was very nice. I, that was Tina's like, when don't you be home? I said when we're done. But if I know Marty and me three hours at least we'll be doing at least three hours.

Yeah. What are we at? Three hours on the nose?

**Marty:** Uh, 2 27.

**Adam:** Oh my God. We need, oh, let me stretch here a little bit. Right. Little short. We, we covered

**Marty:** a lot of ground, ma'am. We did. No. And thank you for doing this. Obviously a lot of shit's going on in my life, but, uh, I really appreciate you coming in to do this.

**Adam:** Of course. [02:28:00] And thank you for your courage. Thank you for all you do. Thank you for your humanity. I love you, brother. I really do love you and you, as I said, anything, we're always here for you. Anything you need, anything we can do. Sandwich. Oh, you need me. I'll be there. And I, and I'm not alone. I know that.

So, but you're, you're very, very valuable to, to me and my life. Well,

**Marty:** I love you too. Hot father. Uh, the feeling is mutual. Um, no. Again, like I said, my dad really liked that we have a relationship. He thought it was extremely cool. So I thought it was very fitting. It was very easy for me to get on the plane to come and have this conversation with you particularly,

**Adam:** so thank you.

I love that. I love that. Me too. Yeah. All right,

**Marty:** freaks. Let's go win. Peace and love ticky.