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C:\Program Files\Media Stream\bin> -start hypebot.exe
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**LOADING HYPEBOT.EXE... 100%** View readme.txt file now, Y/N?> Y
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Advertisers have always been uneasy working with influencers; brands are one bad post away from being associated with a controversial figure. So of course, bots would take the reins in due time. These “hypebots” had very minimalistic online identities, **personas built around a single word**. But from there, **the content of their posts was altered due to the inclusion of an “AD”**. All social media fell under this spell.

As users scanned across each post, it seemed that everything now included **pre-roll, mid-roll, or post-roll ADs (7, 8, and 6, respectively)**. This process, as easy as **0-1-2**, seemed to alter the very nature of the content. Eventually, it was unclear if any monetized content could be trusted: did these posters betray their principles to make money, or were they controlled by the companies that had already offloaded all their stock?

