

# Life By Subscription

Once upon a time some busybody do-gooder paternalists said stuff like, “We need taxpayer money going to support music halls and concerts, because it is important that all citizens have access to good music, not just people with enough money.” (Never mind that most people don’t really care to go to the symphony or listen to NPR.)

Now for free anyone can listen to any music in the world on Spotify. For \$10 a month, you can do all kinds of advanced stuff, no ads, special playlists, and hey, even listen to music selected by experts, bureaucrats, and NPR if you want to!

The idea that a monolithic monopoly needs to provide all kinds of services whether we want them or not is stupid. It’s always been stupid. But it’s easier to see the stupid now that our lives are comprised of a growing web of voluntary subscription services and Amazon delivers everything for free.

I look forward to the world of SaaS everything. Governance, dispute resolution, protection, insurances of all kinds, education, infrastructure, and more.

I’d like to pick and choose what services to pay for and at what level. The ability to do so will not only make every individual’s life better and cheaper now, it will create clear signals and incentives for providers to innovate and compete and build new stuff we’ve never imagined, easier, cheaper, better.

Sign me up.