

— THE YOUTUBIFICATION OF SOFTWARE

a question worth re-asking

Will AI replace *developers?*

That's the wrong
question.
Here's the one that
actually matters. →



• Shahzaib Hassan

SWIPE →

AI isn't replacing software.
It's doing to software
what *You Tube did*
to media.

Muzammil Hassan put this frame on it, and I haven't been able to unhear it.

Before YouTube, making video meant cameras, producers, editors.

And a distributor who decided if you were even **allowed on the shelf.**

High walls. A handful of players. Years of credentials just to get in.

— THEN THE WALL FELL

The camera became a phone.

Editing moved to a \$500 app.

Distribution became a free upload.

A random teenager could suddenly compete with studios.

The industry didn't shrink. It *exploded*.

Food channels. GRWM. Faceless automation channels.
A \$1.5 trillion industry, full of job titles nobody could've
named in 2009.

— THE SAME PLAY, NOW

The old wall in software: can you code? Raise from a VC. Hire a team. Wait 18 months.

That wall is coming down.

A working prototype is now a *weekend*. Not a fiscal year.

"Will AI replace developers?" assumes building stays rare.

The real question is the opposite:

what happens when *everyone* can build?

I build automation systems most days, and I feel this in my own hands. The tools keep deleting the part that used to be "the hard part."

Output is getting cheap.
Judgment is getting expensive.

We're not watching software die. We're watching it get a billion new authors.

• SHAHZAIB HASSAN

If building cost
you nothing...
what's the *first thing*
you'd make?

Tell me in the comments 🙌

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