

# MSCHF MAG

MSCHF MAGAZINE  
VOL. 01: BREAD



## WHAT'S INSIDE

MPFR333

10 Second Consulting

Uber Hearse

+More!



# THIS IS MSCHF MAGAZINE



When we see a system, we gotta try to break it.

All of these things may work, and, equally, all may not. We're writing fictions of subversion on the platforms we exist on everyday. We say everything's worth a shot, but some of these might have real repercussions. We assume utterly no liability if you try these. In fact by reading this book you affirm that you have read and agree to this provision.

There, our ass is covered.

That said, we're gonna do it all.

xo  
*Bingo Bob*

BINGO BOB, EDITOR

BEST IF USED BY: MAY 2021

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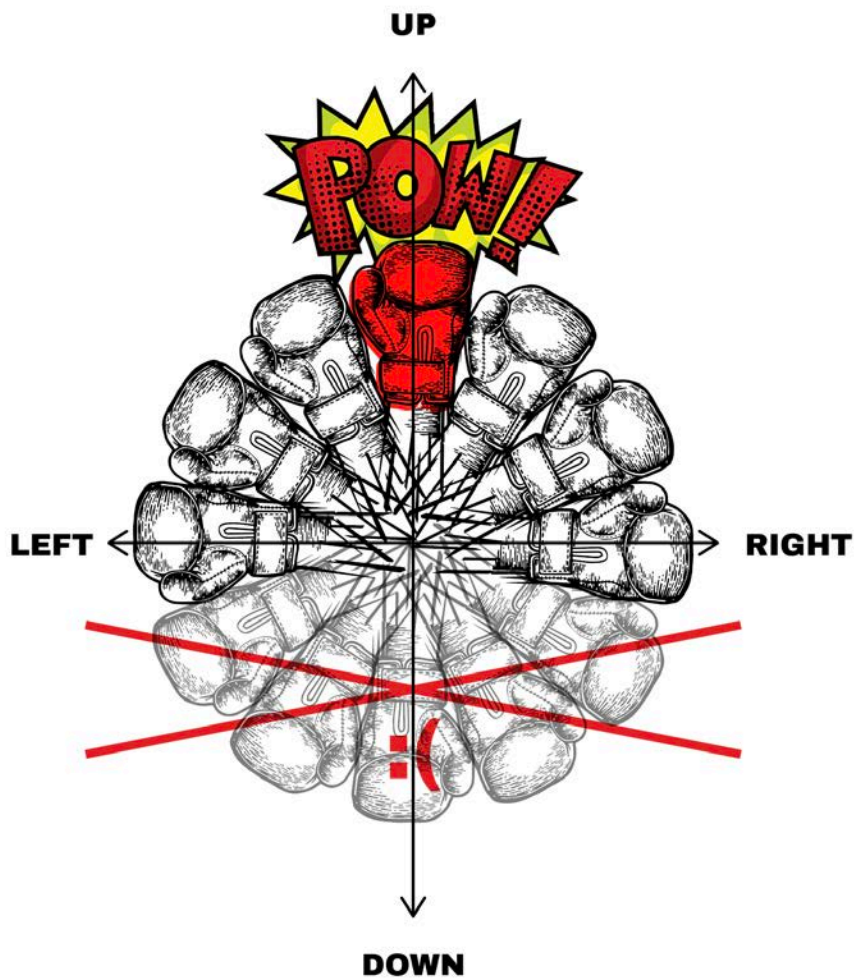
**EVERY DAY  
IS PRIME DAY**



THE ADVENTURES OF  
**AMAZON  
DASH**  
AND SIDEBOX

COMING SOON

**ALWAYS PUNCH  
SOMETHING**



**NEVER PUNCH  
DOWN**

**TALES** from **MISCHE**  
**LORD I GIVE ME**



**BUT IT'S TIME TO GO  
BACK TO THA OLD ME**



## MSCHF DROP #17: ALL THE STREAMS A QUICK LOOK AT THE LIFE OF A DROP ;)

- **6 hours in:** Automated takedown notices received. (Did you know all the media companies use the same automated service? Same name on the emails from Netflix and Disney and HBO)
- **8 hours in:** Personal emails from execs at the MPAA.
- **8 hours and 5 minutes in:** AWS Web Services take down notice (24 hours to comply).
- **16 hours in:** A black Escalade parked outside our CEO's house and dark-suited man with papers.
- **20 hours in:** We shut it down.

From: **Global Enforcement** <[REDACTED]@motionpictures.org>  
Date: Tue, Mar 10, 2020 at 1:12 PM  
Subject: Notice of Infringement of [allthestreams.fm](http://allthestreams.fm)  
To: [hi@mschf.xyz](mailto:hi@mschf.xyz) <[hi@mschf.xyz](mailto:hi@mschf.xyz)>

Dear Operator of [allthestreams.fm](http://allthestreams.fm):

The Motion Picture Association, Inc. ("MPA") represents each of the major motion picture studios in the United States, specifically, Paramount Pictures Corporation, Sony Pictures Entertainment Inc., Universal City Studios LLC, Warner Bros. Entertainment Inc., Walt Disney Studios Motion Pictures, Netflix Studios, LLC, and their respective affiliates (collectively, the "MPA Member Studios"), which own or control exclusive rights under copyright in and to a vast number of motion pictures and television shows worldwide.

We are writing to demand that you take immediate steps to address the extensive copyright infringement of television programs and motion pictures that is occurring by virtue of your operation of the Internet website [allthestreams.fm](http://allthestreams.fm) (the "Website").

Under U.S. copyright law, indexing, linking to, framing, transmitting, retransmitting, providing access to, and/or otherwise aiding or assisting those who stream infringing copies of copyrighted audiovisual works emanating from unauthorized Internet websites constitutes contributory copyright infringement. See *Metro-Goldwyn-Mayer Studios Inc. v. Grokster, Ltd.*, 545 U.S. 912 (2005); *Columbia Pictures Indus., Inc. v. Fung*, No. 06-5578, 2009 U.S. Dist. Lexis 122661, at \*56 (C.D. Cal. Dec. 21, 2009) (defendants

From: [REDACTED], [REDACTED] <[REDACTED]@motionpictures.org>  
Date: Tue, Mar 10, 2020 at 2:53 PM  
Subject: Copyright Infringement - AllTheStreams.fm  
To: [hi@mschf.xyz](mailto:hi@mschf.xyz) <[hi@mschf.xyz](mailto:hi@mschf.xyz)>  
Cc: [REDACTED], [REDACTED] <[REDACTED]@motionpictures.org>

Dear Gabriel Whaley,

I represent the Motion Picture Association. Our members are: Walt Disney Studios Motion Pictures, Netflix Studios, LLC, Paramount Pictures Corporation, Sony Pictures Entertainment Inc., Universal City Studios LLC, and Warner Bros. Entertainment Inc. Through their membership in the Alliance for Creativity and Entertainment (ACE), we also represent Amazon Studios.

We are contacting you regarding the flagrant copyright infringement taking place via AllTheStreams.fm (the "unauthorized service"). It is clear that under US copyright law the unauthorized service is violating the exclusive rights or our members and Amazon as it is publicly performing their copyrighted works, as well as inducing and encouraging infringement by others. This is a very serious matter and can lead to serious legal consequences. We demand that you immediately shut down AllTheStreams.fm. This is a top priority to our members and Amazon and we do not view this as a simple prank. The service has caused and is continuing to cause serious harm to our members and Amazon.

We have already taken the step of contacting your hosting provider as well as other internet intermediaries that provide services to your unauthorized service and requested that they cease providing services based on the ongoing infringement.

Please contact me immediately to discuss this matter. I have copied my colleague, Karen Thorland, who runs our global litigation. We hereby reserve all our members and Amazon's legal rights and remedies and nothing in this email shall be deemed a waiver of rights related to this infringement.

Kind regards,

[REDACTED]

**Executive Vice President & Chief of Global Content Protection**

**E** [REDACTED]@motionpictures.org

**O** [REDACTED]

MANUFACTURED BY TELDEC TELEFUNKEN-DECCA SCHALLPLATTEN GMBH, HAMBURG, GERMANY, FROM MASTER RECORDING OWNED OR CONTROLLED BY RADIO CORPORATION OF AMERICA, TRADEMARK OWNER, TRADEMARKS: ® REGISTERED MARCAS REGISTRADAS

**IN THE YEAR 2525**  
(Exordium & Terminus) (Evans)

**REPT**

74-0174



**45**  
rpm

**Victor**

XPKS-5615

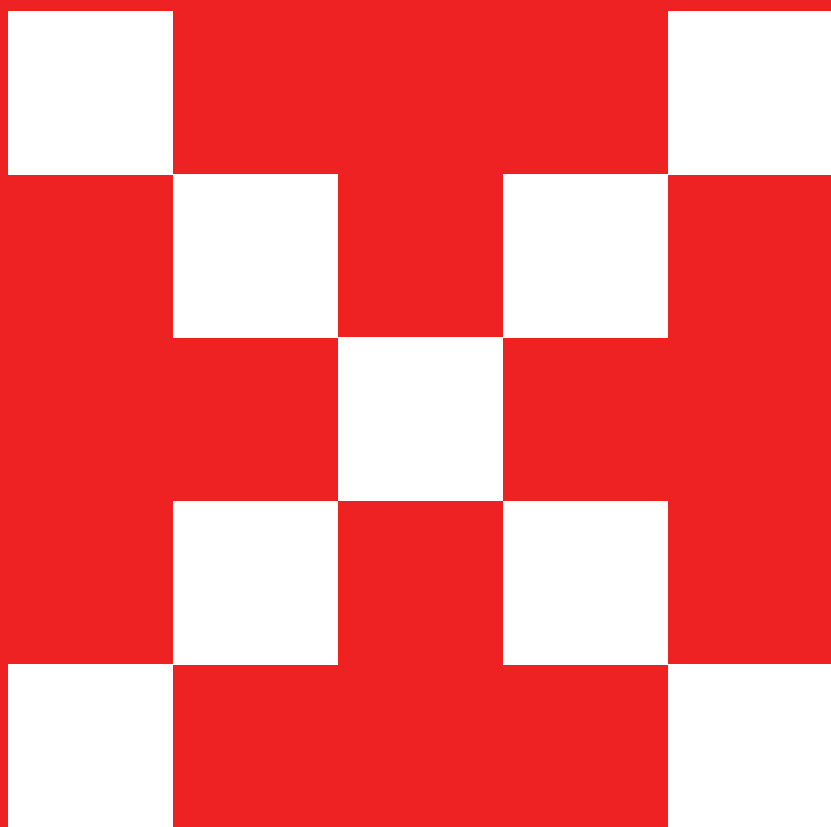
**STEREO**

(3"15")

**ZAGER & EVANS**

ALL RIGHTS OF THE MANUFACTURER AND OF THE OWNER OF THE RECORDED WORK RESERVED  
UNAUTHORISED PUBLIC PERFORMANCE BROADCASTING AND COPYING OF THIS RECORD PROHIBITED

**MSCHF**



# UNIVERS BASIC RO

TITLE



This is how to use Spotify as a passive revenue generator by min-maxing streaming royalties.



Spotify is a platform that anyone can upload songs to. The majority of them are buried forever and generate next to no money or fame for their creators. If you've been on that side of the equation, we're sorry.



But this is not How To Have A Hit Single\*.



\*for that see: [lulu.com/KLFtheManual](https://lulu.com/KLFtheManual)



In the Year 2525





# SAL DYALTIES

ARTIST



Streaming music moves money. It's hidden from view, but every song you stream sends money to whole chain of people upstream.

2:48

3:51

3:33

4:27

We could, however, send it to ourselves instead.

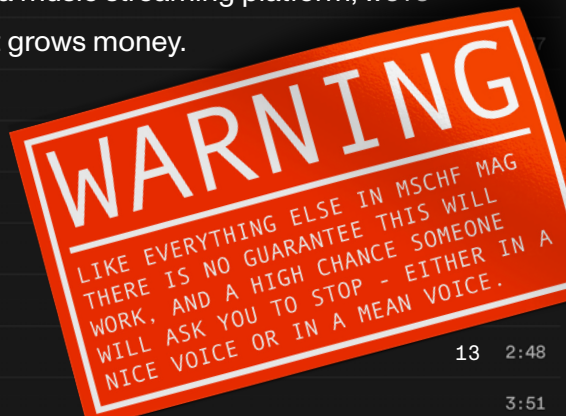
5:13

3:40

We're not seeing Spotify as a music streaming platform, we're seeing Spotify as a tree that grows money.

3:42

Let's get gardening.



Zager & Evans

13 2:48

3:51

# THE SET UP: SPOTIFY

**01.**

Spotify pays the same for a stream of a 1-min song as for a 10-min song.

**02.**

The shortest song Spotify will pay for streams of is 30 seconds. This is the most efficient money maker.

**03.**

Spotify pays between \$0.0035 and \$0.005 per stream.

**04.**

A 30-second song can only be uploaded as part of an album; the album's songs must average > 1-min in length

If you stream the shortest possible track for the longest possible time (24hrs day for a year)...

## 30 sec. track at the highest royalty rate

$$\begin{array}{ccccccc} \boxed{365} & \times & \boxed{24} & \times & \boxed{120} & \times & \boxed{0.005} \\ \text{Days in a year} & & \text{Hours in a day} & & \text{3600 sec/hr} & & \text{Royalty rate} \\ & & & & \text{/ 30secs/stream} & & \text{[Highest]} \end{array}$$

= **\$5256**

*Royalties earned per year*

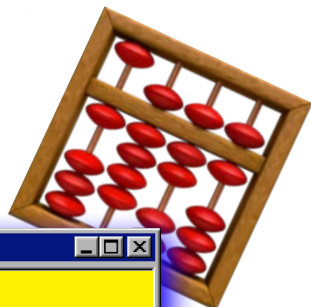
## 30 sec. track at the lowest royalty rate

$$\begin{array}{ccccccc} \boxed{365} & \times & \boxed{24} & \times & \boxed{120} & \times & \boxed{0.0035} \\ \text{Days in a year} & & \text{Hours in a day} & & \text{3600 sec/hr} & & \text{Royalty rate} \\ & & & & \text{/ 30secs/stream} & & \text{[Highest]} \end{array}$$

= **\$3679**

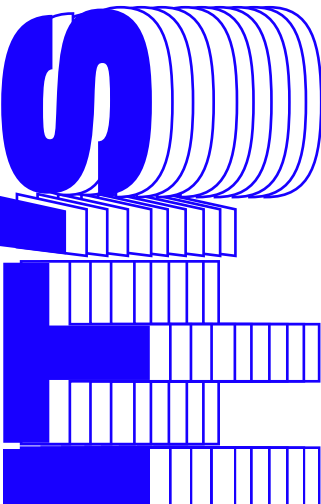
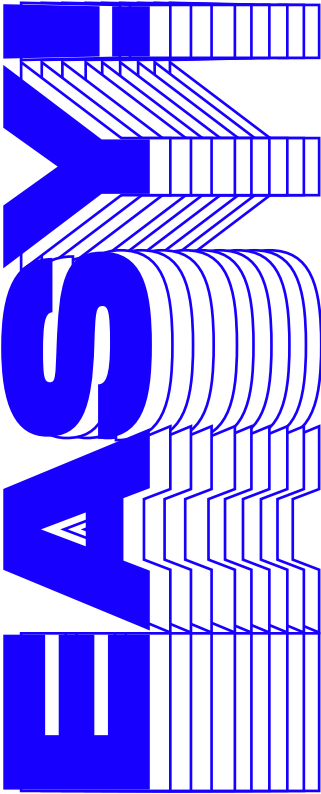
*Royalties earned per year*

# GETTING STARTED



We created a handy tool to help you  
create an album and calculate your  
potential earnings!  
[www.mpfreemoney.mschfmag.com](http://www.mpfreemoney.mschfmag.com)





## WHAT YOU NEED

---

- A “song”

---
- Album art

---
- An uploading service

---
- A Spotify account (premium accounts generate more money per play)

---

## WHAT YOU DON'T NEED

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- To be a musician

---
- To be signed to a label

---
- To have an agent

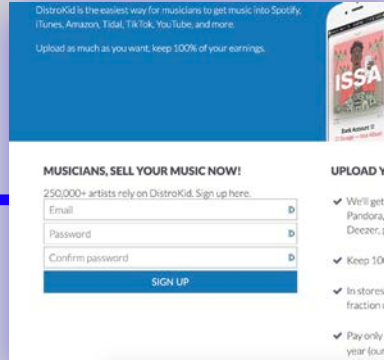
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# HOW TO GUIDE



## STEP 1

Generate an album and download ([Use our generator](#))



## STEP 2

Make an account with an uploading service. (we recommend [DistroKid](#))

Artist/band name

⚠ **Important:** Only list your name, stage name, or band name.  
⚠ **Don't list featured artists here.** Instead, put featured artists in the album title.  
⚠ **Capitalization:** Use "Title Case". Stores will reject ALL CAPS and lowercase.

Album cover  
jpg, .png or .gif extension  
optimal is perfect square  
optimal size is 3000x3000

## STEP 3

Upload your album + album art

## STEP 4

Stream **ONLY** your 30-second money song as much as possible. Leave our computer playing on mute overnight.



## STEP 5

Payouts occur every 3 months from Spotify. In the meantime you can track total plays from via

the uploading service you used, which typically update monthly.

# REVENUE PROJECTIONS



**\$1303** AVG.

---

IF YOU PLAY YOUR TRACK CONTINUOUSLY WHILE YOU SLEEP (7 HOURS PER DAY) FOR A YEAR\*



**\$4468** AVG.

---

IF YOU PLAY YOUR TRACK CONTINUOUSLY, 24/7 FOR A YEAR\*

**+**



**\$2606** AVG.

---

IF YOU AND ONE OF YOUR FRIENDS PLAY YOUR TRACK CONTINUOUSLY WHILE YOU SLEEP FOR A YEAR\*

\*Calculations based off average royalty payout from Spotify and may vary.

## **SOME PERSPECTIVE**

This is the most efficient money-generating song possible on the Spotify platform; it's still not much. If you care about supporting independent musical artists, buy their albums on Bandcamp or from their labels.

## **UNIVERSAL BASIC ROYALTIES**

UBI isn't a solution - it's a Band-aid. Be skeptical of proposals for UBI that don't address the conditions that create a need for basic income. Reject any proposal that would use UBI as an excuse to eliminate healthcare, arts funding, public transportation, or loan forgiveness. UBI can patch the wounds left by predatory capitalism - maybe even long enough to stop the bleeding - but it's a stepping stone toward a world where basic rights to life are guaranteed, not bought.

In the meantime, when a corporation gives us the opportunity to take back wealth, well, we take those.

**GOLF  
SUCKS  
NOW  
AND  
HAS  
ALWAYS  
SUCKED**

•



**NATION.  
ALIZE**



**AD.  
BLOCK**



**“I AM AN ANTIVAXXER.”**

**STEVE JOBS**

# 10 SEC CONSU

“Buzzfeed has accidentally paid out multiple fake invoices because no one checked what they were actually for”

Jonah Peretti  
CEO of BuzzFeed



# COND ULTING

MAKE CORPORATE BUREAUCRACY WORK FOR YOU!

Dealing with big companies is brutal, as anyone who's tried to call Comcast, the DMV, or a hospital knows well. Working with one is often much worse. Freelance invoices are paid late, sometimes never - a state of affairs that is wildly convenient for companies, and wildly familiar to most of us as work moves towards remote permalence.

There's only one upside: when a company gets big and bloated enough, just sometimes it's more work to verify an invoice than it is to pay it. When getting an invoice paid seems like a probability game, the obvious solution is: send a lot of invoices.

**WARNING**

LIKE EVERYTHING ELSE IN MSCHF MAG  
THERE IS NO GUARANTEE THIS WILL  
WORK. AND A HIGH CHANCE SOMEONE  
WILL ASK YOU TO STOP - EITHER IN A  
NICE VOICE OR IN A MEAN VOICE.

# HOW TO

## 10 SECOND CONSULTING

As a potential user of many a large company's services or product, you are uniquely positioned to provide insightful, actionable, and above all valuable advice to those companies. Doing this is, of course, called "Consulting" and it's very highly paid.

**ALERT!**

*This is probably  
(almost certainly) fraud.  
Fraud is illegal.*



## THE PROCESS

---



### **CALL A COMPANY**

Make sure to speak to a real person directly employed there, not outsourced support.

---



### **RECORD IT**

In most\* states you can record your call as proof of services without needing permission.

This is true in every state except: California, Connecticut, Florida, Illinois, Maryland, Massachusetts, Montana, New Hampshire, Pennsylvania and Washington. These states require the consent of every party to a phone call or conversation in order to make the recording lawful.

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### **FIND THE BILLINGS DEPT**

Choose a big enough company that the billing and finance department will be swamped with paperwork.

---



### **INVOICE 'EM**

Choose a big enough company that the billing and finance department will be swamped with paperwork.

---

**BILL TO**

Verizon, Jon Doe  
Jondoe@finance.verzion.ne  
1095 Avenue of the America  
New York, NY 10036, USA  
212.395.1000



**PAY TO**

Jane Doe  
345 Smith Street, Apt 2  
Brooklyn, NY 11215  
Janedoe@gmail.com  
701-245-8923



**BANK DETAILS**

**Bank:** Bank of America  
**Account Type:** Checking Account  
**Account #:** 193940571823  
**Routing #:** 293840299

---

**INVOICE TOTAL**

**\$456.00**

---

RATE	JOB DESCRIPTION	HOURS	AMOUNT
\$4560 /hour	Consulting	0.1	\$456.00
<b>03</b>	<b>04</b>	SUBTOTAL <b>05</b>	\$456.00

**TERMS PAYABLE**

Payment is due within 14 days  
upon receipt of this invoice



An invoice is a document issued by a contractor to a client that indicates the services provided and their costs.



## 01 BILL TO

This is the name and company of the invoice recipient.

## 02 PAY TO / BANK DETAILS

Your personal info and the details of the bank account you want the money wired to.

## 03 RATE

The hourly rate for your “consulting” work.

## 01 JOB DESCRIPTION

This is “Consulting”

## 02 HOURS

The amount of hours of “consulting” work that you performed.

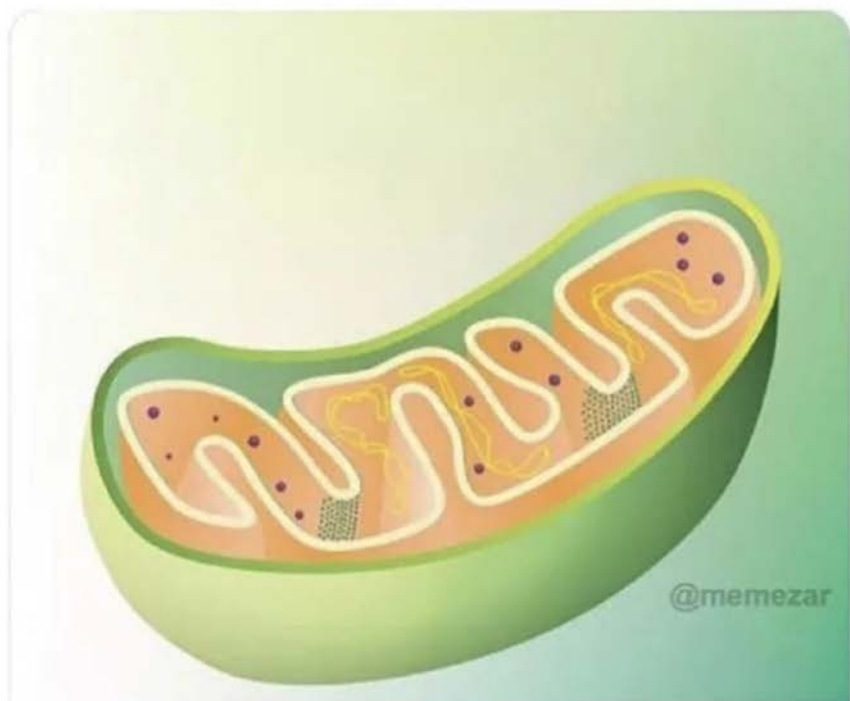
## 03 TERMS PAYABLE

This is how long the company has to pay your invoice. Net 14, Net 30 are the most common.



**NOTE:** When you send your invoice to the billing department make sure your attached invoice has all the information needed to pay it. Don't risk a follow-up email for details - make it as easy as possible. Say something short and friendly.

Roses are red, it's hot like hell



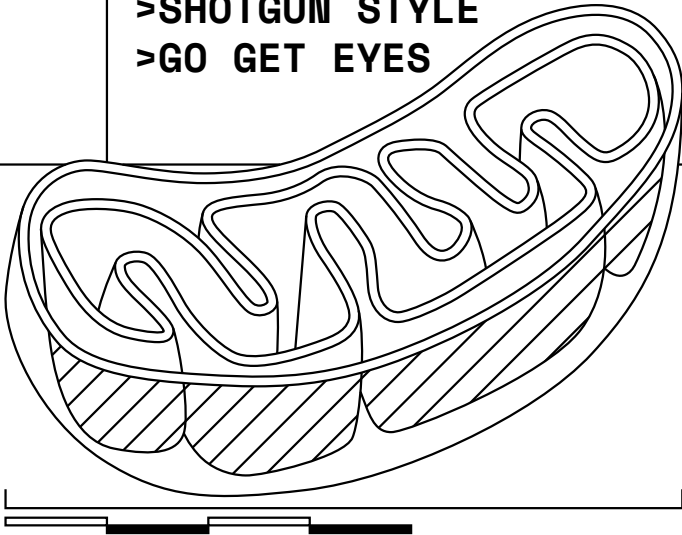
How to assemble a MSCHF cell

## **MAKE SOMETHING TOGETHER**

- >FOLLOW THE GOLDEN RULES**
- >DON'T BE DUMB**
- >NORMIE? DON'T BORE ME**

## **DISTRIBUTE IT**

- >SHOTGUN STYLE**
- >GO GET EYES**



## **BRING MORE INTO THE FOLD**

- >FIRST STAGE: FANS**
- >SECOND STAGE: COMRADES**

# UBER H

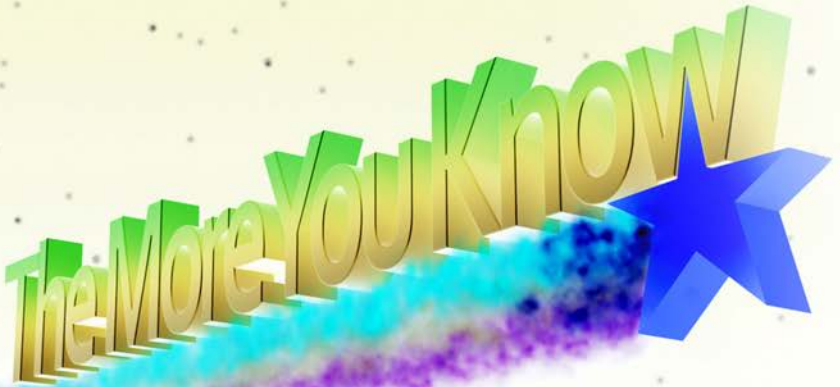


*“Because I could not  
stop for death, he kindly  
stopped for me”*

# FEARSE



**WARNING**  
LIKE EVERYTHING ELSE IN MSCHF MAG  
THERE IS NO GUARANTEE THIS WILL  
WORK, AND A HIGH CHANCE SOMEONE  
WILL ASK YOU TO STOP - EITHER IN A  
NICE VOICE OR IN A MEAN VOICE.



THE FASTEST UBER

**Under state law funeral processions can ignore traffic laws.**

**A Hearse is the main component of a funeral procession. Funeral procession vehicles should be marked with a purple flag.**





6:52

LTE 

< All iCloud



## BIG MONEY PLAN!!!

- ✓ STEP 1: Buy a hearse 
- ✓ STEP 2: Sign up to drive for Uber 
- ✓ STEP 3: Destroy the competition  

# Did you know you can just buy these things?

\$13900



★ May 3 Funeral 2009 Cadillac Hearse

\$13900 (Chelsea)



Local Pickup  
Make: Cadillac  
Model: DTS  
Transmission: Au



ERIAL CHASS



EDITION

\$19,500.00

Watch

\$7500



1996 Cadi  
Just retired &

\$2,949.0

Watch

★ May 4 CADILLAC HEARSE (FARMINGDALE)

Transmission: Automatic

NEW LISTING 1978 Cadillac Fleetwood

**\$7,495.00**

or Best Offer

[Watch](#)

Local Pickup

Make: Cadillac

Model: Fleetwood

Transmission: Automatic

\$0



★ Apr 14 2002 Cadillac DeVille Hearse SE

**HABLA ESPANOL** **\$0** (+ BUY HERE. PAY HERE!)

Make: Cadillac

Model: Fleetwood

Transmission: Automatic



**\$3,200.99**

[Watch](#)

1968 Cadillac Other Hearse

**\$19,995.00**

or Best Offer

Local Pickup

Make: Cadillac

1993 CADILLAC Fleetwood

**\$16,986.00**

Local Pickup

Make: Cadillac

Model: Fleetwood

Transmission: Automatic



**\$9500**

Nashville Location  
844-646-6447



★ May 4 **CADILLAC HEARSE** **\$9500**

(FARMINGDALE)

# HEARSE PERKS



**BREAK THE  
SPEED LIMIT**



**RUN RED  
LIGHTS**



**HAVE THE  
PERMANENT  
RIGHT-OF-WAY**

**DRIVE THE  
WRONG WAY  
UP A ONE-  
WAY STREET**

What state has the best Hearse Laws?

A yellow rectangular window with a blue border and standard window controls (minimize, maximize, close) in the top right corner. The window contains the following text:

We've compiled all the bonuses Hearses get in each state for easy lookup!

[uberhearse.mschfmag.com](http://uberhearse.mschfmag.com)





**NOW**  
THAT'S WHAT I CALL MUSIC!

FEATURING THE HIT SINGLE  
**"I'M RICH  
AND SMART"**

BY BINGO BOB

STREAM NOW  
ON SPOTIFY!



INVOICE

DATE:  
INVOICE #:

Bill To:

Patient:

Physician			Terms		Due Date	
Dt of Service	Description	Total Fee	Co-Pay	Ins Reim	Adj	Balance (PR)
<b>DO YOU HAVE \$50K OR MORE IN UNPAID MEDICAL DEBT?</b>						
<b>WE WANT TO HEAR FROM YOU! EMAIL <a href="mailto:AYYYY@MSCHF.XYZ">AYYYY@MSCHF.XYZ</a></b>						
All inquiries kept strictly confidential, contact for further information						
TOTAL						-

<b>Payment Type</b>	<input type="checkbox"/> Check	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Amex	<input type="checkbox"/> Discover
<b>Cardholder Name</b>	_____				
<b>Account Number</b>	_____				
<b>Exp Date</b>	_____				
<b>CVV2</b> (3 digit number on the back of Visa/MC, 4 digits on front of AMEX)	_____				
	Date ___/___/___				

Notes:

Thank you!

FINAL NOTICE

# FB REVEAL ADS LOOK

Shopping? We don't recommend it!

Companies spy on every move you make online in order to serve you ads. Spy on their advertisements in order to deny them as much money as possible.

## THE STEPS

---

1. Go to the company's Facebook page

---
2. Hit "See More" under Page Transparency

---
3. Hit "Go To Ad Library"

---
4. This will display all ads running across Facebook and Instagram. Leverage as many discounts as you can!

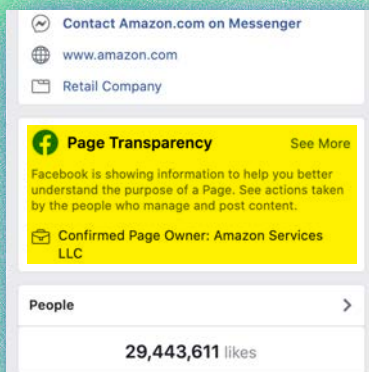
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# RSE KUP

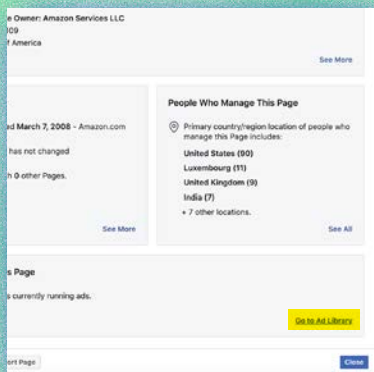
01.



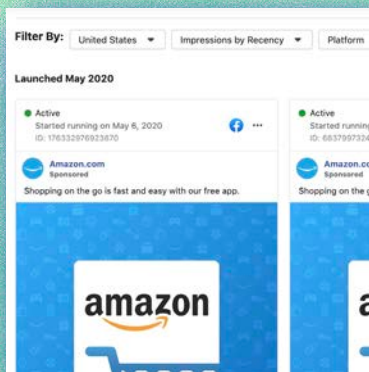
02.



03.



04.



MSCHF MAGAZINE  
VOL. 01: BREAD

