

WEEK 04 / 14

The Turkish Golden Age: Bobiler 'Monte' to İnci Sözlük 'Caps'

1999–2014: two production technologies compete for the same market.

Economics Concept: **Zero Marginal Cost & Gresham's Law**

CORE CONCEPT

High Cost vs. Zero Marginal Cost

- **Bobiler.org "Monte"** culture demanded labor-intensive Photoshop craftsmanship — a high marginal cost per unit of content.
- **İnci Sözlük "Caps"** required only a red banner and text in MS Paint — a marginal cost near zero.
- Both compete for the same scarce resource: reader attention on the same forums.



CAPS: NEAR-ZERO MARGINAL COST

MARKET OUTCOME

Gresham's Law, Meme Edition

- "Bad money drives out good money" — when two currencies of equal face value circulate, the cheaper one dominates.
- Easily produced Caps could be made faster, in higher volume, than labor-intensive Monte compositions.
- Volume won. Caps culture came to dominate the observable output of the forums, whatever the artistic merit of Monte.



MONTE: HIGH MARGINAL COST

INSTRUCTOR'S NOTE

This is not a claim that Caps were funnier. It's a claim about production speed beating production quality in a high-volume attention market.

COORDINATED EXPLOITS

Live TV and Cross-Border Raids

- "Disko Kralı": coordinated trolling of live television broadcasts, exploiting the cost asymmetry between live production and free audience input.
- "Athillas Thas": cross-border cultural arbitrage, importing a foreign in-joke and re-exporting it with local modifications.
- Both show a forum-native culture that had learned to route around every media gatekeeper it faced.



TAKEAWAY OF THE WEEK

Cheap and Fast **Beats Good and Slow**

When a market rewards volume, the lowest-cost producer sets the norm — regardless of what a slower, more expensive competitor could technically make.

NEXT WEEK → PLATFORM DISTRIBUTION: VERTICAL VIDEO & THE GROWTH FUNNEL