

Censorship Costs Lives: Brian Rose Keeps it Real in London with Dave Asprey— #776

Announcer:

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Dave Asprey:

You're listening to Bulletproof Radio with Dave Asprey. Today's interview is with an old friend, longtime supporter, and an incredible guy named Brian Rose. And unless you've lived under a rock for a while, you know what happened. Brian has been building and running London Real, a really popular podcast and TV show for a long time, I've been a guest several times. Many of his early guests received a cup of Bulletproof coffee. So I know him really well personally. And Brian has said, "You know what, I've been censored." He got hit really hard with censorship for having people on who he didn't even agree with entirely. But people who had different voices. And he said, "I'm going to do something about it."

This is why I wanted to have Brian on the show, because he's one of those guys who stands up and does stuff. So he's running for mayor of London, not as a publicity stunt. He's running for mayor of London, because he knows the city that he loves and he knows how to run it better. And I actually believe him when he says that. So with no further introduction, other than if you don't know about London Real you should. Brian, welcome to the show man.

Brian Rose:

Hey, Dave, thanks so much for that introduction. And man, we go way back. I mean, I checked it out and seven and a half years ago, you were on London Real in the old studio. I wasn't wearing a suit, we didn't have all the cameras, but we still had an incredible conversation. And you came back five years ago, and one year ago. And like you said, I used to serve Bulletproof Coffee to all of our early guests. And yeah, it's been great, a great relationship, and you've always been super supportive. So thanks for all the support over the years and all the great conversations, it's been absolutely amazing.

Dave:

You are the first, I'm going to call it podcaster, who was like, "You know what, we can do better." And you said, "I'm going to get studio grade cameras." I remember coming in. Seven and a half years ago, I was mailing out literally little Sony handycams to guests, because the webcams were so bad. And you're like, "Come to the studio." And I felt like I was coming on Dr. Oz or something. Because you just said, "I care about my audience enough to do really good production quality." But then something bad happens. So you're an established media brand, with many millions of views and all of that. And then you had a few interviews that with people who were absolutely firebrands, who people do not agree with, but some people do agree with. And then suddenly they shut all your videos down, what happened? Just walk me through the censorship that you experienced.

Brian Rose:

Yeah, so it's been a fascinating year, a really eye-opening year when it comes to censorship. I thought Dave, that the weirdos got censored. That's what I thought. When I started London Real in 2011, it was really a platform for free speech. We had people with varying views on, some I openly disagreed with, some of them may be comfortable, uncomfortable. Some people were like, Dan Pena, we both know this high performance mentor who yelled a lot, who I hated the first time I met him. But I would allow people to come on, and they could speak in an unscripted, unedited and uncensored way. And I did that for nine years and never had a single problem, built up a massive YouTube channel with a half a billion

views, 8,000 videos, a partner at YouTube, been down to the headquarters many, many times. And then 2020 came. And there was a lot of fear out there. And people didn't know who to trust and people weren't trusting the mainstream media. They weren't trusting the governments. And so we decided to start having voices on that might offer some alternative opinions.

It was April 6th of this year, where we had a live stream episode right here in the studio, and it was the second largest YouTube live stream in the world that day. Second behind President Trump's coronavirus briefing that day at the White House. It was 65,000 concurrent viewers. And based on the metrics from the previous episode I have with the same guests who had... It had gone to be watched 10 million times that episode. This was trending to go on to be watched 40 million times which would have made it the most watched video podcast in history. More so than Elon Musk on Joe Rogan, which is like 37 million. And so, we were blown away. It was shared all over the world. And 30 minutes later, we were like, "Wow, this is going to be a game changer." And 30 minutes later, the episode was deleted and banned on YouTube. And-

Dave:

This is by a person at YouTube who didn't like it.

Brian Rose:

... For 24 hours I didn't know why. And I kept trying to re-upload the episode and I was vlogging about how what was going on and it was unfair and this had never happened to me before. I couldn't get ahold of my rep at YouTube. The next day an article dropped in the BBC, talking about how they had pulled the episode because it violated their community guidelines. And I was quite not impressed that they talked to the BBC before they talked to me.

Dave:

That's dirty.

Brian Rose:

Yeah, that was dirty. And so, I had long conversations with them. They said that I violated their community standards. And I said, "Exactly how?" They said, "Well, you weren't toeing the exact same line as the WHO, and that's part of our standards." But I said, "Well, actually, Governor Cuomo of New York City was just saying something that opposed the WHO, so did you pull his channel?" We got into this whole thing, Dave, and I soon realized that censorship was real. We got censored on Facebook, on Instagram, I got kicked off of LinkedIn, my TED Talk disappeared off their channel for about a week, PayPal, Vimeo pulled my videos, Dropbox pulled my account. It was fascinating that Dropbox would even watch the videos that was on the account.

Dave:

So you got canceled?

Brian Rose:

We got very close to be canceled. We got told in no uncertain terms that, if you want to upload certain types of videos, that they are going to be taken down, and then you will be taken down. And so my initial reaction Dave was, "No, that doesn't sound right to me." I mean, I grew up in America, and that's not okay. Freedom of speech is in my DNA. So we decided to fight back. And keep in mind, this is the in

the middle of the pandemic, everyone's locked down. And we thought, this isn't going to happen. So we decided to create our own live streaming platform. And we raised a million dollars in 11 days, and created the Digital Freedom Platform, and went on to stream the largest live broadcast of a human conversation in history. We had over a million unique viewers. We actually got the people that livestreamed the Super Bowl the previous year, to do our tech for the livestream, which was quite complicated, actually.

It's different than hosting a video, live streaming is a completely different ball of wax. I mean, the truth is Dave, there was no crowdfunding platform that would even take us, so we had to create our own platform. Again, it was in the middle of the pandemic. But we had this major success, and we live streamed this episode. And we just wanted to show the world that it wasn't okay to censor us. And it was just a massive episode that was watched that day. And then from then on, we've just kept pushing it, that platforms gone on to have 40 or 50 more live streams, we did the largest live stream of a documentary film with 1.3 million uniques a couple months later.

And we've had Nobel Prize winners, scientists, doctors, nurses, professors, emeritus at MIT, four star generals, all on that platform since. And some of those messages were actually more correct than what the government and the main stream media was doing. So Professor Michael Levitt of Stanford, Nobel Prize winner, he was correct in his prognosis of the damage, and yet, I couldn't stream on YouTube. So, I'm honestly... Censorship cost lives this year, and it's been painful to watch.

Dave:

And there's something interesting, if you're listening to this right now, has Brian specifically said the name of any of the things that got him censored or any of the guests? He hasn't, for a very specific reason we talked about it ahead of time, because I would like you to be able to hear this show. And I'm subject to the same things. In fact, many of my friends, there's a group of several hundred people who are working really hard to change the health of the world. And there's actually a group of about a million people, if you look at the big group, that these are the people with really big voices. All of us are concerned that we can't say the things we want to say.

We speak in codes, we allude to things. And it's not just me doing that. So we're likely safe on this episode, because we haven't said the name of him who shall not be mentioned. And we haven't said the name of that virus, which shall not be mentioned. Which is ridiculous. We live in a world where dissent and discussion are important. I look at how the House of Commons works. And as an American, by the way I'm transplanted to Canada, I've been here for 10 years. And I look at... I've really seen people come to blows when watching videos of how things work in the UK. It's okay to disagree. It's okay to violently disagree without necessarily coming to blows. But suddenly now disagreement isn't something that's allowed anymore. This is new, and it is not healthy. I just didn't exactly know what to do about it. So you're like, "Okay, first a Digital Freedom Platform, but then running for mayor of London?" What went through your head to decide you're going to do that?

Brian Rose:

Yeah, it's a great question, David. I had to really think about my own relationship with freedom of speech, kind of like you said. You have to really go back and ask, what is it? Why is it important? And I had a lot of great discussions with people about what it really means. And there's freedom of speech, but there's also freedom to be able to say what you want and listen to someone else. There's this concept of sovereignty over your own body, that as an adult, you should have the right to choose what you put in your body. We have a regulator here in the UK called Ofcom, which tells radio and television

channels not to do things. And Funny enough, one of my episodes was streamed on one of the television channels, and that got taken down.

And so, it's rife, and yet on the House of Commons, like you said here, they could really go at it with an open and honest debate. And the more I thought about it, I agree with what you just said. I mean, if you look back in human history, the greatest advances in civilization come from the best ideas that come from an open and honest debate. And when I look back, if we had had these digital platforms, for example, as an extreme case, during the times of slavery, could I have talked about abolishing slavery, that probably would have been against community policy. Same with the right for women to vote. Same with so many issues, that probably wouldn't have been accepted at the time. And yet, the fact that we could openly talk about this created great change, that allows us to where we are today.

So to shut it down now, is something we have to really think about, I think a lot of people don't realize the value of freedom of speech. And so when it's slowly taken away from us, we don't notice. And when it's our digital platforms, David, they say, "Well, it's a private company. And we can do what we want in a private company." But when it's locked down, it's actually the only method of communication, you could argue it's a public utility, especially when there's an ad for the NHS underneath every YouTube video. There is precedent in this country, that when a private company acts as a public utility there's a history with the London Stock Exchange, that does come over the laws of the land.

And so [inaudible 00:11:48] started looking into these pieces. We started a couple lawsuits here and there, we obviously pushed back against YouTube as much as we could. We created our own platform. And I started criticizing the government. And at one point, I thought, "You know what, it's one thing to criticize, it's another thing to offer a solution." And I always tell all my team here, I said, "Don't come to my office with problems, come to my office with solutions." Because anybody can come up with a problem. And so I thought, you know what, as opposed to showing what the Mayor of London is doing wrong, what our Prime Minister is doing wrong, and most of it is completely contrary to the ideas we talked about on the show. We're currently in a full lockdown here, David. And it defies logic.

It was actually the Cambridge University study that brought us to this lockdown, was proven wrong before the lockdown happened. And so, most people know this is not right, and yet the government still has this strange agenda that I can barely figure out. But what I do know is as an independent candidate, I don't have vested interests. I don't have lobbyists. I don't have a party system. The best idea can win. And so honestly, I thought about it for months, Dave, the mayor election was coming up, it was actually postponed because of COVID, funny enough. And so, it seemed like something I had to do. That's the truth. I've been here for 20 years, I've been a citizen in this country for 13 years. My two sons were born here. I plan on being buried in the city. And I love this city. It's given me everything. And I can't sit around and watch this current crop of politicians run it into the ground.

And so, when I went home and told my wife this, she said, "Brian, why do this? London Real has never been bigger. Business has never been better. We have digital platforms, a digital Academy that's booming. This is the last thing that you want to do." Because it's a massive pay cut. I'm going to get massively criticized, but at the same time, Dave, it's like, I can't not do this, if that makes sense. It's my calling. So here we are. We announced five weeks ago that I'll be running for mayor. And it's been incredible reception ever since.

Dave:

How are the numbers looking?

Brian Rose:

It's been fascinating. We are actually in second place in the Vegas odds right now. So we are actually ahead of the conservative candidate right now, which is unprecedented. It's never happened in history that an independent candidate would even be tied for third which is where the oddsmakers opened this up as 100 to one shot tied with the Liberal Democrats, which is like a third party independent candidate. We opened this up as third at 100 to one odds. A day later, we were 50 to One. Two days later, we were 25 to one. And now according to Paddy Power, which is the biggest bookmaker in the world, we are in second place at four to one odds.

Dave:

Wow.

Brian Rose:

Yeah, we're a real contender. People on the streets are stopping me, not saying thank you for London Real, not saying thank you for fighting censorship. They're saying, "We're voting for you for mayor." I mean, taxi drivers, truck drivers, people on the streets, and all demos, mothers, young kids, they're all stopping me saying, "You're our next mayor."

Dave:

How does that feel?

Brian Rose:

It's incredible Dave, I mean, honestly, we didn't expect this this fast. We thought, maybe by January we might be somewhere in the mix, but to see it happen this fast and the bookmakers don't lie, because that's where people put their money. It's been incredible. It's been humbling. The truth is, Dave, is that when I get in there, I've got a massive job to do. So I'm already planning the work I have to do when I'm there. It's a £17 billion budget the mayor has in this city. Yeah, I'll be in charge of transport, police, education, and all sorts of other issues around that. So it's a big job, and I'm getting my head around it. A lot of responsibility. But it just feels amazing. And it's my best chance to serve Dave. I mean, the last nine years I've been serving, I've been trying to... Our mission statement on the wall is to create a mass scale transformation of humanity into a fully empowered conscious and cooperative species. But being mayor of London is the way I could really, really do that. So it's exciting. It's scary. It's nerve wracking, it's uncomfortable, but I love it.

Dave:

Brexit was a big deal before. People are now like, "Oh, yeah, that that happened. But coronavirus." So how is Brexit going to affect what happens when you are mayor of London?

Brian Rose:

It's more of a kind of a national policy that will kind of be, I mean, they're still trying to hammer out all the details on it.

Dave:

It's going to affect London greatly, isn't it? I mean, banks could leave and things like that.

Brian Rose:

Yeah, I mean, it's kind of been in it's... Brexit was passed years ago, that's the crazy thing. It's taken so long to finally implement it. And it looks like it's finally been implemented to really happen, because it was the popular vote. And so the national government has gone to try to do that. They're still hammering out the details. There's a lot of negotiations to happen with the EU. But it looks like it's effectively happening. So for London, as the mayor, my job is, though, to promote this city, to promote the fact that we want commerce to happen here. We want as many international people as possible to make that happen. So honestly, I'll have big things to worry about. The Brexit is something the more than national government will be handling.

Dave:

What is the first major thing you would fix?

Brian Rose:

The first thing we need to do is get London back to work, period, period. There are so many problems we're facing here right now. Dave the Transport for London, the tube network is billions and billions of pounds in debt, and it's having to go to the government for bailouts. Our mental health is, it's shocking levels, suicides at all-time highs. Education is suffering. Our physical health is suffering because the NHS is not accepting normal appointments. People are also keeping themselves at home and not getting the treatment they need because this campaign of fear has been overdone. But the biggest thing I see as an entrepreneur, and as someone who studied economics at MIT in the Sloan School of Management, is getting the city back to work will actually solve all those other problems.

And the truth is, is that what we've seen from our leadership is a disproportionate response to the virus, a total lack of science based decision making. So, they shut down our hospitality sector, which according to Public Health England data is only responsible for 3.3% of COVID transmissions. They shut down the gyms, which is responsible for 1.7% of COVID transmissions, and also responsible for keeping people's mental and physical health. Dave, we're being told to wear masks and separate from each other. And yet, we're not being told to do one thing to improve our health. I'm sure you've had many podcasts about that.

Dave:

Yeah

Brian Rose:

Also putting our health first is another one of my important policies, putting science first, and also putting our education first. But the basic thing is just getting London back to work. Everyone I meet in the streets, from taxi drivers, to people who own pubs and restaurants to even workers, they all don't understand why we're locked down right now. And so, we need to get back to work. The crazy thing is, the current mayor of London, he crusaded for the lockdown. He said weeks before that we were locking down even though the science should determine that, last time I checked. And so, it's this where he's part of the Labour Party and I don't know why as a mayor of a city, you would try to shut it down. But that's what he's tried to do. I think he's going to then later blame it on one of the other parties and ask for a bailout. I'm starting to see how politics works. It's two party system. They kind of blame each other for the problems and everyone else suffers. So the first thing I'll do is get everybody back to work.

Dave:

What do you say to the people who say, "But it's not safe, I might get coronavirus. I have a sick mom at home." Or whatever else. There's a fear that's out there. But what... I'm sure that people have asked that before, but what do you say?

Brian Rose:

The campaign of fear has been incredible, what's actually happened in this country. I mean, it's been so overdone. It's been magnified to just incredible proportions right now. And so, in England, they almost had it second campaigned to try to get people to go back to work. This is before we got locked down the second time because they realized they had overdone the fear campaign. Luckily Dave, like you, I've had some incredible people on my show. And so just this week, I had Dr. Martin Kulldorf of the Great Barrington declaration, Harvard medical doctor. And he's talking about this concept of focus protection. Of a proportionate response to the virus. Where if you really look at the data, in England, the average age of a COVID death is 81. It's not talked about, it's 81. And so if you look at what Martin talks about, pretty much everyone under 60 that's healthy, can get back to work with a very good statistical probability of being safe.

And we need to actually do extra protection for our elderly in our care homes, to actually test them even more. And I know you know a lot of this stuff, and to protect the older people also with ailments. If we do that, we can get this place back to work immediately. But strangely, our politicians it's like, if all you have is a hammer, everything looks like a nail, they seem to have one choice, which is lockdown. But it boggles my mind, Dave, why they don't see that there is a variable way that you can do this, but they've shown no track record to do it.

Dave:

I may be just one of those systems thinkers, but protecting our elders is one of the most important thing we can do, because they're the source of wisdom. They've seen this before. In fact, a lot of them are rolling their eyes going, "Yep, we saw this back in the '30s." Or whenever they saw it last. And if you look at the budget, and just the amount of sheer pounds and dollars that we spent, if we were to take a meaningful amount of that and just focus it on the highest risk people, we could give them a very good set of protections. The best medical care ever, the best preventive care and the best masks and everything else. But to take that and dilute it on people who really have very, very low risk doesn't make sense.

And it's funny because I posted yesterday on Instagram, a quote from David Nabarro, a doctor who's WHO special envoy on COVID-19. And he says, "We in the WHO do not advocate lockdowns as the primary means of control over this virus. By and large, we'd rather not do it." And he's saying if you have to do it for two weeks to knock it down, that's great. But no health authorities even have said unending lockdowns are what they recommend either. So there's people who are doing it. And it seems like it's very rapidly taking money from middle class people, from poor people. They're going bankrupt, it's destroying businesses on both sides of the pond. So if you could stand up, as the mayor of London and say, "No, we're going to go back to work and we're going to provide these great protections." Do you have authority over that as mayor, over NHS as a national entity? Do you have enough clout in that position to do what you want to do?

Brian Rose:

The mayor has actually a lot of authority. The mayor has a lot of potential leadership as well, that's the other thing. I keep saying that what we're lacking here is leadership. Our current mayor, he kind of sells this narrative of lockdown, lockdown, lockdown, shut everything down, work from home. But if he had

stepped up and said let's find a way to get back to work, let's empower the businesses to get back to work, let's help them with the protocols. Let's go speak with the 25 global financial institutions, and I used to work in finance here, and sit down with CEOs and say, "What's it going to take to safely get back 25% of your workforce into their offices, so we can get this city back to work? What's it going to take? Do you want a tax incentive? Do you want us to approve that building project that you want to do here? How can we work together to get everyone back to work?"

Because I also think we're kidding ourselves with remote working being effective, but just that simple leadership could change the conversation. On top of that, yeah, there also is a lot of authority when it comes to what we can do as a city. Again, London is 9 million people, £17 billion budget, responsible for, I think it's 25% of GDP and even 50% of tax revenues. So there's a lot we can do here, and there's some things we can't. But there's also this strange line in-between, where if the people are behind you, and they are understanding your message, and one of the things we're really good at here, Dave, is communicating. And that's why people are saying, "What's going to happen to London real when you become mayor?" I'm like, "Are you kidding me? This is going to be the greatest tool of all time for a politician to communicate on a daily or hourly basis with everyone as far as what I'm seeing, what I'm doing, why I'm doing it."

Imagine if the Prime Minister had something like this, we could understand what's happening. So we think this is one of the great tools. Imagine if all the citizens were buying into our ideas, we could not only take the city with us, we could take the country with us. And so that's why I'm running for London. And I got people all around the world saying, "I wish I was in London to support you." But you can support us because we really think we could be the model for New York City, for Los Angeles, for Madrid, for Berlin, for Paris, because all these cities are doing the same nonsensical, non-science based answers, which like you said, is to lock down. I know Nabarro, we've invited him on the show. They do not believe lockdown. Lockdown has never been a reason to stop the spread of the virus. It was originally sold to us to flatten the curve, and ease strain on the NHS.

And at the time, when we didn't know what was going on. You could argue that, okay, maybe it was the right decision. It's not the right decision now. And yet, it seems to be the only tool they have. I think politicians are just covering themselves for future liabilities, that the closer I get to the politics stuff, the less I like it. But they seem to make these counterintuitive decisions that kind of protect their reputation, but everyone else loses.

Dave:

It's very important in government, you must be seen as doing something. And it's less important that it actually works. Because if you were to say, "We're going to sit down for two weeks and gather data and come up with a response." That would be two weeks of inaction, and then people jump in. And I believe that's a lot of what's happening now. It's like everyone wants to know whether they're good or not, I want to do something. But doing something that doesn't work is worse than doing nothing. And that's where a lot of our policy has ended up. And you're right, leadership is the way to stop that from happening. But there is an algorithm for government, which is do what's necessary to stay in power, even if it's not good for your subjects. How are you going to avoid following that algorithm?

Brian Rose:

Yeah, it's a great question. And again, I've been analyzing politicians pretty significantly the last couple months, more so than ever in my life. And I've tried to see the patterns, especially when they're making counterintuitive decisions. Like I said Dave, for the mayor of London to try to lock down a city that shouldn't be in lockdown. Whereas he needs those tax receipts to run all the... the tube, he needs it for

the... I didn't get it for a while. And then I realized that his main job is to get reelected. And he's been doing this for 20 years as a career politician. So when he goes over budget on the tube, and they've had to put about £9.5 billion of bailout funding in the tube in the past four years. When you do that as an entrepreneur, you and I both know Dave, that when you can't balance your budget as an entrepreneur, you go bankrupt, and everything you put into your business is gone. So most entrepreneurs will do anything possible than to lose the sweat equity and capital investment they've put in their business over the years.

If you're a politician, you just go ask for a bailout, or you just raise taxes. And you put a spin on it, and you get reelected. And so the current mayor, what he does is he's in the Labour Party. He blames the national government, which is in the Conservative Party, ask them for funding, when they don't give it he says that he's letting everyone down. And it's this whole never ending circus between these two parties. So for me, I want to go in for the first time and look at this thing as a business. So again, I did an episode today reviewing the budget, and they've got like a £500 million budget deficit here. And they're cutting back on everything. And I said, "Why would we expect these politicians to be able to run a 27,000 employee, an organization with a £17 billion budget. They have no training in management, entrepreneurship, leadership, finance, deal making. So why would we expect these people to even understand these concepts.

So I want to bring the lens of an entrepreneur into this, and the background I have in finance. I also am coming without a party with me, without donors, and I actually don't need the money. So I'm coming in to do this job for three years. And that's it. I want to do this job, I want to set London back on the right course. And then I want to go do some other things. So I don't intend on getting caught up in this loop. I've got other things to do. But our current mayor doesn't have anything else to do. He's got one job, which is to get reelected. And after that, I don't know what he's going to do.

Dave:

So you're basically saying you're going to do a hard stop, a hard correct. And you're going to say, "Alright, we got to stop all this stuff going on." You want to do it for three years and then not be a career politician?

Brian Rose:

Yeah, I mean, I... It's never just something I dreamed of doing. Look, I'm here to try to create some change, and to try to transform. And so if I can do that on a big scale here in London, then that would be great. I'm not kidding myself. It's going to be a difficult job, but also at the same time it's not difficult. It's like, let's make these intelligent decisions. Let's run it like a business. Let's cut out the nonsense. Let's communicate with everybody in a massive digital way. I don't know, I think we're going to find a ton of success really early on. And like you said, it's sometimes not making a decision which is the right thing to do. And we've seen countries around the world not make the decisions other countries have made, and have seen some successes. So again, I want to go by the science, I've got a science background. I want to go by the business, I've got a business background. And I don't want to do anything to do with politics.

Dave:

Are you betting on yourself?

Brian Rose:

Yes.

Dave:

So, you've gotten to the oddsmakers and you've actually put.

Brian Rose:

Oh, yeah. I mean, when we started off is 100 to one. So I thought, Dave, if I put 10 grand on that, then that's a million I could spend on the campaign, and I don't need to ask for donations. So I tried to get that away, but they wouldn't give me that kind of action.

Dave:

So you really did.

Brian Rose:

I really did. Yeah.

Dave:

That speaks volumes. It really does.

Brian Rose:

Oh, yeah. I honestly, the odds collapsed really quick. So I think all of our followers did as well. So I did a vlog on it when it first came out. I said, "This is 100 to one, this is crazy." There was even someone at 150 to one. I know the team here we're all putting bets on, we have, I think a lot of London Realers did as well. Because for them, it was just a no brainer. And again, I feel like there's a vested interest. I keep saying it feels, Dave, that I feel like 9 million of us are going to City Hall. I don't know, I feel like it's a group effort. And I feel like we're all kind of in this together. I also feel like every citizen is going to be needing to help me on this venture. I really feel like everyone's got to also look at themselves in the mirror and say, "What can you do differently in your life? How can you look at your health different? Are you eating the right things? Are you exercising regularly? Are you leading your family and your community? Are you doing the right things?"

So I'm going to kind of reverse, turn the tables a little bit, and ask the citizens to step up. And also Dave, I'm in touch with 1000 of the greatest minds on the planet, including yourself. And I'm already speaking about, to these people to be advisors for me. And I feel like we can do a lot with digital media, empowering the city with the great ideas we've been talking about on London Real, from the things I learned from you, to the things I learned from a lot of other guests. From mindset, to what you do with your body, what you eat, everything. I mean, imagine if we can get a city on that wavelength, I think we can make some massive change.

Dave:

I'm listening to everything you're saying really carefully, Brian, because I have a pretty attuned BS filter. And I'm looking to see if you're sounding like a politician. And only 20% of your statements are politician statements so far, which is a reasonable number, because you got to say enough of those to do the job, right? So congratulations. If you stood up there and said nothing, which is what a typical politician would do. That's why I've had very few of them on my show. Because I'm like you guys are like media trained talking Heads. And your job is to say nothing that might piss anyone off.

It seems to me like you have a reasonable shot at this because you're not with a party. So it's harder to hate you. Because there's so much divisiveness where I have to hate everyone in the other

party. And you're like, "Hey, I just stand for ideas. And I'm fine with ideas from both parties." And I feel like you're an early sign, just like you were early with London Real. You're kind of an early sign of what's going to happen globally in politics, where it's... We've certainly seen in the US this highly divisive, highly tribalized, anyone who disagrees with you censor them, you shut them up. People don't like that. We're tired of just having arrows pointed at each other for no reason.

And I look back at my childhood, it was okay to have a Democrat or a Republican over for dinner. And maybe it wasn't that polite to talk politics. But if you did, you might get a little heated, but you're still neighbors, you're still friends afterwards. And something's changed. So maybe by coming in as someone who says, "Look, I don't have a party here. I stand for doing stuff that works." That's kind of a new idea. And maybe you can make a big difference there. Are there dashboards or core metrics that you would measure yourself on that have never been used in politics?

Brian Rose:

Yeah, and just to address that party issue. It's a great point, Dave. I mean, I would say that that division hasn't grown as bad in the UK as it has in the US. But usually, we're just a couple years behind the US when it comes to [crosstalk 00:34:47].

Dave:

It's a scary thing, if we're exporting that from the US. Canada, if you're listening[inaudible 00:34:51] here for a reason, don't let that soak in up here either. Hopefully, you guys don't get it over there.

Brian Rose:

Yeah, we don't need that here either by any means. And again, I just think the best idea should win. And I'm happy to work with labor people and conservative people, whatever's going to work going forward, even if that their ideas, I'm happy as well. So hopefully that'll break it up. The downside obviously, is I don't have the history, or the political backing, or the funding of those parties. And so that's the thing we'll be going up against. And they fight dirty over here in the UK, the media does, and the politicians.

Dave:

You got to love the British media. I don't know, I remember when the Bulletproof Diet came out, people lost a million pounds on the diet. It has changed so many people's lives. And the Telegraph said the Bulletproof Diet is everything that's wrong with America in a diet. And I was like, "Yes." It's so funny. But it's just mean spirited at a certain point where at first I was kind of like, "What? Did I do something wrong?" And I just realized, apparently, that means that they care. So are you ready to take the hits? I mean, you seem like you're pretty tough.

Brian Rose:

Yeah, it is a fascinating kind of a vibe the media has over here. I agree. It's kind of like that. The crazy thing is I waited almost nine years to get articles written about me in the BBC, the Telegraph, Vice magazine. I got nothing until April of this year, where they all wrote articles about me. All horrible articles about me, right? All said the worst things about me. I was raising money, and I wasn't building the platform. I mean, they said everything. So I got all the coverage. We got a ton of love this year. We also got a ton of hate this year, too. So we got real toughened up, when it comes to the media. That being said, that's going to be like going to church compared to what we expect next year, March and April. It'll get nasty, they'll try to character assassinate me, they'll go through everything we've ever done, and they'll turn it upside down. So yeah, I mean, I spoke to my family about it and said, "Look, this

is common." But again, if I'm really here to be of service to this city, then if they want to say some stuff about me, then great. So we're expecting that for sure.

As far as metrics, that's a good question you asked, as far as how we're going to be evaluated. As far as coming up to the election on how we're doing, we look at obviously, sentiment from the people and the views and the oddsmakers, et cetera. When we get into power, it's really going to be about statistics that we see right now that are failing. So massive budget deficits in our transportation, that needs to be sorted. We just had our 100th murder, teenage murder, most of that from knife crime here, which is really, really sad. So we've got to really do some big things with the Metropolitan Police. We've got to reduce knife crime. It's a big thing here in the UK and it's really, really sad. And we've got to tackle that as a metric.

Again, the economy is really big on my list. I mean, this is one of the greatest cities in the world, Dave, I love this city so much. And we're just a great export to the world right now. But now we're one of the lowest performing major cities in the world, when it comes to all metrics. So getting that back is going to be really important. I've got education metrics, as well. And then my big project is digital freedom of speech. I realized that as mayor of London, I can do much more, than if I'm just another guy filing lawsuits against YouTube and Facebook, which we've already started. But as mayor of London, I really think we can get real change on some of these digital platforms. So that's my plan.

Dave:

If YouTube and Google and all the other social media companies suppress what you're doing while you're campaigning, are they committing crimes?

Brian Rose:

It's a great question. It's a really good question, Dave, it really is. I've had some very, very difficult, nasty conversations with YouTube. Now, some people say, "Wow, they're actually talking to you. That's great." And I guess it is, because we are in a partner program, and they actually gave me a call every now and then. Although, one time they gave me a call in the morning, and then they gave me a content strike and shut my channel down for a week in the afternoon, and never told me that. So I get a very duplicitous vibe. But they have said in no uncertain terms, and this might or might not be part of a documentary film that might be coming out in a few months. But they said in those uncertain terms on a phone call that you are one upload away from being completely deplatformed. It doesn't matter how many strikes you have. And all you have to do is violate our community policy. Of which I responded, "But that's completely subjective."

They took one of my videos down for a quote, unquote, hate speech, that had been up there for two years. And I couldn't see anything hateful in the thing. And so, it's, again, completely subjective, one upload away from being deplatformed. You know, Dave, I thought when I reminded them that I was now running for political office, that they might have to, maybe behave a little bit better because now they're meddling in politics of a country when they censor me. But that didn't seem to bother them. They gave me a constant strike a few weeks ago as well. So I don't-

Dave:

I don't think they mind meddling in politics. I mean, look at how Trump got elected, right? There was definitely some social media meddling going on there.

Brian Rose:

... No, when I mentioned this to my rep. And I also mentioned it that some of our cases were being talked about in the White House, they didn't blink an eye, they were just like, whatever. They are more powerful than governments. They are. And they don't seem to care too much. So, yeah, I'm just hoping they don't shut my channel down in the next six months, because it's nice to have that for campaigning. But if they do, then they do.

Dave:

Well, that's putting it all on the line. It's admirable, the easier path to do is just to kowtow and keep the platform. I think it says a lot about your character. And I can say that because I really have known you for a decade, right? Or nine and a half or whatever years, since the very early days. And I've watched you change and I guess mature. I mean, I've matured myself over the last 10 years, that's what we do as we age. But you've just become even more... Just upright about like "This is what I'm doing, it is right and it is good. And I'm willing to take whatever the price for that is." And that's something that I've admired about you personally for a long time. Has there ever been a mayor of London who has videos of himself breakdancing on the internet?

Brian Rose:

Those of you that don't know what Dave's referring to I enjoy physical practice. I do it every single day, I do something, that's what keeps me... Keeps my mind clear, and I'm sure you do the same Dave. But one of the things I started doing a few years ago is I started breakdancing, probably came because I spent a lot of time with Ido Portal. It was a movement expert, who trains Conor McGregor the fighter and I got into this stuff and I started breakdancing. So yeah, I'm a 49-year-old man who you can see breakdancing at the gym. And I do upload videos. And when I went to run for mayor, I thought, "What am I going to do? I can't not be myself, all of a sudden. I've got this massive digital footprint, it is who I am."

So yeah, that's all still up there. All my documentary films are still up there, you can watch me drink ayahuasca. You can watch me confess my heroin overdose to my wife that happened in 2001. You can watch me run an Ironman race. You can watch me struggle as a parent, as a leader, as a husband. It's all up there. And that's one of the things my chief of staff, when he sat down and said, "Brian, are you sure you want to run for office because they're going to dig up everything." I looked at him and he said, "Oh, your whole life's on YouTube, I forgot."

Dave:

You try and dig up something that I haven't already dug up for you, which is also a really good transparent strategy. But okay, my last name is Asprey, people know Asprey is of London. I think I'm like seventh generation. But my genetics is all you pretty much UK and other surrounding countries. And I know about the famous stiff upper lip. And in older polite society, you don't talk about anything, you have a powdered wig and you do the things you're supposed to do. How do you think that just full transparency is going to play with British culture?

Brian Rose:

Somebody joked, "You're going to be the first YouTube mayor." And I think I will be. But I think this is what the digital age needs. I think, especially the younger generation. I had a gentleman on my show named Nick Whitcombe, and he was up in Liverpool, you might have seen the video on him. He had a very famous video that went viral. He went and he got featured on the New York Times. Where five armed policemen came to shut his gym down. And he said, "No, I'm not shutting my gym down." And he did this whole fight. And he said, "Brian, the reason that the younger generation are disconnected from

politicians..." he said is because he said, "Quite frankly, they're not on Instagram." And I was like, "Well, that sounds strange." And he said, "But think about it, Brian, we don't know who these people are. They don't communicate with us on our medium. They don't show us who they really are. So why would you expect our vote? Why would you expect us to listen to what you're saying?"

And I thought it was a really interesting point. And I thought, "Wow, maybe this is the time to have that person that's digitally transparent. That can talk to you honestly about what I'm seeing. That can vlog from the site, where there's just been a stabbing and then I can show you what this actually feels like and how horrible it is. And you can really see what it's like, as opposed to me doing a press conference." And so, now, whether the English are ready for it? I don't know. It's a good question. I am an American. I was born in America, even though I'm a British citizen. Funny enough, our Prime Minister was born in America as well, Boris Johnson, and Winston Churchill was half American. So there is a quite a history of-

Dave:

Yeah. It's an international city of all international cities.

Brian Rose:

... Yeah, it really is. And so, are they ready for it? I think so. This whole city also watched us stand up for freedom of speech this year. And the crazy thing is, I was getting stopped on the streets in the middle of the year. And people were saying, "Thank you for publishing these ideas that no one else would publish." So we already had a really big digital footprint in the city and in the world. I think like 1.7 million people in London had watched one of our videos. So we already had that footprint. And we'll see if everyone's ready for the transparent mayor, but I think they are, I really do.

Dave:

Your comment about age groups is so important. Even as an entrepreneur, it's really clear that younger people are saying, "I want to know the people who run the companies I support with my dollars." Because we vote with our dollars or pounds. And just knowing who's running it, rather than some faceless person who has a veneer that says, "Oh, nothing bad ever happens." But at home, everything's wrecked and they have all sorts of dark things. You're like, "Hey, here's me." And with a relatively accurate perspective of it. But one thing I haven't talked about, so I was actually supposed to meet with you right, either the day after or the day before one of your children was being born. And thank you jet lag that I hadn't hacked yet. I actually missed our breakfast meeting, I felt like such a jerk. But when you have young kids, right, what is being mayor going to do for your family life?

Brian Rose:

I've got these two incredible boys, they're three and four years old, they were born in this country. I've got a 16-year-old step-daughter as well. So that's our family unit. I always judge myself on how these boys are going to look at me 20 years from now, 30 years from now, that's it. Now, they're too young to know what a mayor is. Mom plays my videos sometimes at home, so they know I'm on the phone sometimes. But they don't really know what I do. But as they get older, it's all going to be out there. They can see everything. And so, I always feel like, I'm trying to be the father that will inspire them to be great men. And so, that means being the guy that's taking this massive risk, and potentially putting themselves out there and doing these big things. So I'm trying to be that role model for them.

As far as having time in the family, that's always something that's a challenge. Trying to get that whole balance between concentrating on yourself, being able to serve others, and then serve your

family. And that's something I'm always trying to figure out, and always trying to find ways. My family is really supportive, which is really good. My wife has always been massively supportive of this. And I always think that whatever I'm building, there'll be a digital footprint then that they'll be able to see in the future. So that's the way I look at this right now.

Dave:

Well, Brian, I think you are genuinely a good man and a good human being. And like you said, you're doing this not because it's your career, you're doing it because it needs doing. But I wanted to have you on Bulletproof Radio, just to get behind the scenes a little bit about what you're thinking about, you're doing a great job, you've got the look that you've always had, where you're... I always admire you, man, I should get a tie, and then I never do. But I mean, you really are London. Every time I go to see I... We've worn kilts together and gone to different castles and whatever. But I'm always just like, "Man, that is your home." And I do see that and I feel that.

And I want listeners to understand censorship comes from deep platforming, it also comes from just hiding. And I worked in Silicon Valley for a very long time. In fact, for one of the companies with the best technology where you don't have to ban someone, you just make them invisible. Your contents out there, but there's only one follower, sorry. There's a lot of that slimy stuff going on. Emails that go to your Gmail maybe filtered into spam based on algorithms that don't care about spam but care about other things. And it's going to be very sticky out there. So having a big platform, and being a part of government where you can use your platform and use other platforms out there and hold the companies accountable for equal access to it.

I think you're going to do some really good stuff there. And getting people back to work in London and around the world, such a big deal. So I'm looking to you to be a guiding light for what can happen here because there's a lot of the world that saying, "How are we going to both protect our elders, and have a functioning society." And the fact you're willing to stand up there and say "I'm going to follow the science." With a small s, the science that's based on observation and measurement versus the science with a capital S, which is just another form of religion. We believe this so we're going to do it and any evidence that's contrary is hearsay. And you've definitely just been feeling that for the past year, and you are the guy who's taken the most action of anyone I know about it. So my personal thanks for that. I'm really looking forward to seeing you as mayor, because that would be awesome.

Brian Rose:

Thanks, Dave. I really appreciate it. I'm really looking forward to it. And again, I really feel like the whole world's watching. And I feel like we could be a model city for everyone else. So I really feel like this is, in a weird way, a global campaign where everyone can see us do it right. And then hopefully they can say, "Why aren't we doing what London does?" So yeah, I'm looking forward to it. And again, the freedom of speech thing is a big deal as well. And that'll be a big policy of mine. And I think it's essential if we want to move forward and just continue to grow as humanity. So I'm excited. It's always great catching up with you, Dave. And again, yeah, we've known each other for so long. And again, you were a massive early supporter of London Real and that always will mean a lot to me. And it's been great to see you as well, just crush everything Bulletproof. So yeah, congrats on all your success as well.

Dave:

Thanks, Brian. Have a wonderful day.

Brian Rose:

All right. Thank you.