The Rise and Fall of the Daily Wire

How does the billion-dollar conservative company that built the number-one political podcast in the world end up losing hundreds of million dollars and cutting over half its workforce in a matter of weeks? Well, the answer involves zionist conspiracy theories, huge egos, and a lot of bad business practices.

On May 1st, 2026, Daily Wire reporter Cameron Arcand posted a simple message to X: "Hey friends, tough news to share. I was impacted by layoffs today at The Daily Wire, so I am looking for opportunities in journalism/communications here in D.C. Any suggestions are welcome!"

Cameron was the first of over 100 employees laid off that month. Founder Ben Shapiro would later comment that 13% had been cut; however, the real number was much higher, with former CEO Jeremy Boreing placing the real number over 60%.

Years of scandal, controversy, and bad business decisions have permanently damaged the Daily Wire's reputation, but in order to understand the fall of the Daily Wire, we need to understand its rise. So hello, I'm Michael Scarborough, and this is Unnatural Law.

Part 1: The Rise (2015-2019)

Our story begins with our protagonist, Ben Shapiro. Growing up in a wealthy Jewish family in Burbank, California, he had a "fairly standard childhood" (Megamind reference), learning to play the violin at 9 years old, and using his amazing intellect (another Megamind reference) was able to graduate high school at 16, college at 20, and Harvard Law School at 23.

So how did a young lawyer from LA end up becoming the host of the top conservative podcast in the entire world? Well, he wrote a lot of books first. At only 17 years old he was the youngest national columnist in the US, and by 21 he had written two books. Within conservative circles, Ben's publications started to circulate, and he was eventually hired by Andrew Breitbart as an editor for Breitbart News.

Shapiro's time at Breitbart was truly the start of his rise to fame. Shapiro became prominent within the David Horowitz Freedom Center and was very outspoken about his anti-Islam and pro-Israel beliefs. However, perhaps Shapiro's most famous moment came on July 18th, 2015, when he was invited on the Dr. Drew show to discuss the recent transition of Bruce/Kaitlyn Jenner, uttering the famous "facts don't care about your feelings" line, before being physically threatened by panelist Zoe Tur. In the political climate at the time, this absolutely exploded in popularity, and he became a popular figure on the internet.

And during his time working for Breitbart, he met our second main character, Jeremy Boreing.

Jeremy Boreing was an interesting case — originally born in Texas but dreaming of becoming a filmmaker, he moved to LA and began producing indie films, working closely with actor Zachary

Levi. Eventually, however, he realized that his conservative beliefs were not respected within Hollywood, and in a desire to change the culture, joined Breitbart News.

Shapiro and Boreing shared a dream: a right of center media landscape unaffected by the current censorship of liberal America, where freedom of speech was protected and all perspectives were heard. Or at least, that's how it started out — with a dream, and a bold decision that would change their lives forever. In 2015, after receiving funding from conservative media sources, Ben Shapiro began recording a podcast in Boreing's pool house to only a few viewers at a time, but over the next decade, this small production would evolve into a billion-dollar enterprise: The Daily Wire. Ben served as editor emeritus, while Boreing and colleague Caleb Robinson served as co-CEOs.

The Daily Wire's growth was incredibly fast. By 2016, after millions of dollars down the drain, the Daily Wire was cash positive, quickly becoming one of the most prominent independent news sites in America. By 2017, three more hosts had joined the lineup, each with a radically different story.

The first addition was Andrew Klavan. Klavan's story was very similar to Boreing's: an author and screenwriter blacklisted from Hollywood due to his conservative views. This didn't stop him, however, as he continued to write bestselling novels, and eventually joined the Daily Wire in 2016, where his podcast quickly gained traction due to his unique sense of humor and slightly more moderate stance on political issues. While I have many criticisms of the Daily Wire as a company, Klavan is easily the host I respect the most.

Then there's the guy who failed as an actor and succeeded as, of all things, a devout Catholic pundit. Michael Knowles started out in stage plays, TV shows, and indie movies, but like everyone else we've mentioned, he started to get in hot water due to his conservatism. Shortly after graduating from Yale in 2013, Knowles became a very devout Catholic and became far more involved in politics, working with Shapiro and Klavan, and eventually becoming the host of his own podcast in 2017. Knowles was also a bit more abrasive than Klavan and Shapiro, but he had his charm, and he soon grew to be an unofficial second in command to Shapiro.

Matt Walsh, however, was an entirely different story. Originally recording podcasts from his car in a Walmart parking lot, Walsh was a later addition to the Daily Wire. Originally working as a talk show host in 2010, Matt became known quickly for his dry sense of humor and conservative politics. He was picked up by the Daily Wire in 2017, the final member of the original lineup. Of the original hosts, he had a lot of room to grow, but we'll get to that later.

These five formed the main cast of the Daily Wire, and the trajectory simply kept moving upward. However, Shapiro and Boeing eventually cut ties with Breitbart News, due to Breitbart's support of the Trump campaign in 2016.

On September 14th, 2017, Shapiro gave a speech at UC Berkeley to a sold-out audience of over 1,000 people, but the event quickly became a problem. Being an extremely liberal university, the speech attracted hundreds of protesters outside the building. Fearing a riot,

campus police heightened security, and fights even broke out between protesters and audience members. According to Berkeley police, nine people were arrested at the event. It was clear that Shapiro was not only becoming a popular figure, but a controversial one too.

Additionally, in the midst of the first Trump administration, a shift was starting to form within the Republican Party. Many more moderate conservatives, known as "Never Trumpers," opposed him entirely, viewing him as an extreme candidate taking the party in the wrong direction. On the other hand, you had the MAGA movement, seeing Trump as a sort of savior who would put an end to the Bush era of "just being nice." Shapiro originally started as a Never Trumper in 2016, but his opinions shifted over the course of Trump's presidency to viewing him in a more positive light. The Daily Wire was a platform for many different opinions on this issue, and it made for a very interesting alternative to traditional conservative media outlets such as Fox News, who glazed Trump like he was the second coming of Christ. Literally.

Nevertheless, the Daily Wire was quickly becoming the powerful media outlet Shapiro and Boreing had set out to build. The company was in the right place at the right time, offering culturally relevant political commentary at a very important moment for the country, and by 2018, Daily Wire podcasts were being aired on over 200 radio stations, breaking into a market that had been almost exclusively run by more traditional conservative commentators such as Rush Limbaugh and Mark Levin. The website was also growing at a staggering rate, competing with none other than the New York Times despite posting far less often on social media. By 2019, the Ben Shapiro Show was ranked the #2 podcast in the entire world, and the number one political podcast.

But remember kids, what comes up must come down. And this is especially true for the Daily Wire. But first, we need to get to the part where things hit the fan.

Part 2: The Peak (2020-2023)

Going into 2020, with the COVID pandemic and the upcoming election, the Daily Wire was raking in millions upon millions, and it led Shapiro and Boreing to get a little more cocky with their business practices.

I don't want to bring my own personal bias into this, but this was the time when I really started listening to them. The COVID pandemic was an incredibly important moment in the cultural zeitgeist, and whether it was Matt Walsh's fight against transgenderism or Michael Knowles' quest to expose Dr. Fauci, they truly took advantage of the moment, and it worked. The Daily Wire was information as well as entertainment, with Ben Shapiro destroying liberals in debate and Matt Walsh's dry, sarcastic humor. And it hooked a lot of people, including myself. I personally remember listening to Shapiro and Knowles almost every day during my freshman year of high school, and I even read their books too. No wonder I got bullied.

However, in September of 2020, the company relocated from Los Angeles to Nashville, due to discontent with Democratic Governor Gavin Newsom's taxation policies. They saw Nashville as

a fresh start for the company, leaning into grassroots branding and positioning themselves as a new force within the conservative movement. They also began a new show, Daily Wire Backstage, where hosts would sit around, drink whiskey, smoke cigars, and react to elections, speeches, and other political events. The Daily Wire's target audience was clear: Gen X and millennial men discontent with the current state of modern politics, but with a refined and intellectual twist. The female audience, however, hadn't quite been hooked yet.

In November of 2020, the Daily Wire welcomed their fifth host, Candace Owens — and well, unless you've been living under a rock for six years, you know where this is going.

Candace Owens had been a controversial figure within politics for half a decade, renowned for her outspoken opinions regarding both the Republican and Democratic parties. Being a Black woman, she strongly opposed the liberal ideas of intersectionality and systemic racism, which made her very controversial with liberals, and she openly criticized Donald Trump too, even mocking his penis size in a 2016 article. She also openly supported doxxing cyberbullies and political extremists, even starting a Kickstarter campaign to dox 4chan users, which ironically led to her being doxxed herself.

However, in 2017, Candace was hired by none other than Turning Point USA, working with Charlie Kirk, Ted Cruz, and even Trump himself, who called her a "very smart thinker." In 2018, she also became quite close to Kanye West and started the BLEXIT movement, which encouraged US minorities to leave the Democratic Party.

By the time Candace joined the Daily Wire in 2020, she was quickly becoming one of the most prominent new voices of the Republican Party, and she was an obvious choice for a fifth host. The Daily Wire also hired former Nickelodeon actress Brett Cooper to cater to a Gen Z audience, but we'll get to her later. Now, one could argue the Daily Wire hired Owens and Cooper to attract more women, or to mitigate racism allegations, but their move to the Daily Wire was incredibly strategic either way.

Also in 2020, Biden had won the election, and political tension had risen again. With canceled culture, LGBT rhetoric, and a Democratic president in office, the Daily Wire positioned itself as an opposition to the establishment. To them, conservatives were the resistance — a punk rock movement, so to speak — and the profits just kept climbing. In the year 2021 alone, the company brought in over $100 million dollars in revenue.

But despite being a successful political entrepreneur, Jeremy Boreing's love for cinema had never truly gone away. So when Disney actor Gina Carano was fired from The Mandalorian in February 2021 for alleged transphobia, Boreing came to Ben Shapiro with a crazy idea: What if the Daily Wire started making movies? It was an incredibly risky business decision, but only three days after Carano was fired from Disney, Ben announced that Carano would be joining the Daily Wire to work on a feature-length film. Carano reposted the tweet, saying, "This is just the beginning, welcome to the rebellion."

In the wake of Hollywood cancel culture becoming more and more relevant, the Daily Wire sought to create films, podcasts, and books that could fight against the liberal establishment, and Carano was the first step toward making this happen. They created their own streaming platform, DailyWire+, where they released multiple films with B-list actors, including Run Hide Fight, Shut In, and The Hyperions, all of which had been passed on by other film studios.

In 2022, Carano's film Terror on the Prairie, a completely original production, was released exclusively on DailyWire+ to mixed reception. The film served as a massive commercial flop, making a whopping $800 at the box office, despite a $2 million budget. It was an important cultural moment for the Daily Wire, but if they wanted it to be profitable, they would need a new strategy, and quickly.

But in order to understand this strategy, we need to examine the generational run that Matt Walsh was having during this time. Of the four main Daily Wire hosts, Matt Walsh had always been toward the bottom in terms of viewership. However, this all started to change at the beginning of 2022. Walsh was always known for his dry, sarcastic sense of humor, but he focused most of his commentary on transgender and LGBT issues, viewing them as a major social problem being pushed by the left. In March of 2022, he released a children's book called "Johnny the Walrus," which focused on a young boy named Johnny who wanted to be a walrus and was allowed by his parents to "transition" into one. Even though the book was extremely satirical and sarcastic, many on the left viewed this as a direct attack on the trans community — and it was — but whether or not you think that's a good or bad thing depends on your own political beliefs. At one point, it became the number one bestselling book in the LGBTQ category on Amazon, which only added fuel to the fire. The book is admittedly pretty funny, but it also drives home Matt's own belief that children are made the way they are for a reason and don't need to change.

But rather than responding to the criticism by changing course, Matt doubled down with his next project: "What Is a Woman?" — a Borat-style mockumentary that blended real comedy with real cultural commentary on transgenderism. The film was released in June of 2022 and quickly became another controversial success. Many viewed the film as anti-science, while others, such as Elon Musk and J.K. Rowling, praised it for its meaningful commentary. Having watched the film myself, I think it's a very well-made documentary, but whether or not you agree with its message is up to you.

After the success of What Is a Woman? and the failure of Terror on the Prairie, Boreing realized the Daily Wire's success was more oriented toward political commentary than filmmaking. Something something, conservatives can't make good art, I don't know. On June 29th of 2022, Jordan Peterson announced he would be joining the company.

Dr. Jordan Peterson, if you've been living under a rock for the past decade, is a famous yet controversial psychologist and author known for his focus on culture, tradition, personality, and, of course, lobsters. Originally working as a psychology professor at Harvard and the University of Toronto, alongside his clinical work, he became popular online in 2016, when he openly criticized Bill C-16, which made gender expression a protected right under Canadian law.

Peterson viewed this as censorship, arguing that legally forcing someone to respect your pronouns was an infringement of free speech.

Despite not considering himself conservative, Peterson found himself thrust into the conservative sphere over the years, and when the Daily Wire reached out in 2022, it was an offer he couldn't reject. For an academically respected figure like Peterson to join the Daily Wire positioned them as a reputable media outlet — but this would all change in 2023, when they attempted to recruit Steven Crowder.

In October of 2022, popular political commentator Steven Crowder's contract with conservative network The Blaze had just expired. Known for his blunt opinions and sense of humor, his show was a perfect candidate for the Daily Wire's media empire. In January of 2023, Crowder claimed he was offered a deal from an unnamed company for a whopping $50 million but had declined due to its monetization policy. The policy stated that if Crowder were to be demonetized on YouTube, his payment would be cut due to the lack of revenue. This was initially a private offer, but Crowder publicly compared the contract to Big Tech censorship.

This offer was obviously from Jeremy Boreing, who viewed the statement as a misrepresentation of the contract, arguing that the Daily Wire was a for-profit company whose revenue was based on monetization. While Crowder had initially had a close relationship with the Daily Wire, it was clear that this was starting to change.

The next day, Crowder played a secret recording of the phone call he'd had with Boreing live on stream. Boreing was upset by this, calling it a clear breach of privacy. Shapiro later tweeted: "It's nasty to attack my company and DW+ hosts as 'Big Con' by lying about the meaning of a non-binding term sheet. It's despicable to plan weeks in advance to attack my best friend (and your friend!) by setting up and secretly taping a phone call, all to grow your email list."

[CLIP MOMENT: play a few seconds of the actual recorded call if available, or Boreing's "wage slaves for a little bit" line as text-on-screen with audio sting — this kind of out-of-context, damaging soundbite is exactly what produced the two retention spikes in the reference video.]

Crowder signed an exclusive contract with Rumble, a platform known for political figures such as Alex Jones and Nick Fuentes, shortly afterward. While this feud did not lead to any significant losses for the Daily Wire, it did expose the holes in their media dominance. To a political base so skeptical of Big Tech and the media, it seemed to some that the Daily Wire was starting to become the very thing it set out to stop.

However, Brett Cooper's show was starting to get big as well. Targeted at a Gen Z audience, The Comments Section with Brett Cooper was a weekly YouTube series focusing on vlog and reaction content rather than political commentary. The channel had quietly grown to almost 4 million subscribers by 2023. Many described her as the "female Ben Shapiro," and she had even attracted the attention of leftist streamer Hasan Piker, who called her inauthentic. But even though her target audience was intended to be Gen Z women, her audience turned out to be

almost entirely Gen Z men. And do you know why that is? It's because she's hot. Despite the fact that Brett Cooper had some genuinely nuanced opinions and a very engaging personality, lonely conservative dudes really liked watching Brett Cooper because they thought maybe they had a chance. Hell, I did too, who am I kidding. Anyway.

In October of 2023, Boreing pulled a new trick out of his sleeve. In response to Disney's recent LGBT-inclusive content and its stance on Florida's "Don't Say Gay" bill, the Daily Wire started a livestream on the 100th anniversary of Disney's founding, announcing their own kids' streaming service, Bentkey, which would honor the legacy of Walt Disney by preserving American values — unlike the "woke and liberal" Disney. I'm sorry, I'm really trying to take this seriously, but the idea of the Daily Wire being "conservative Disney now," after they made $800 with the Gina Carano movie, is a bold business move, to say the least.

In response to the controversial new Snow White remake starring Rachel Zegler, Boreing announced that Bentkey would be making its own Snow White movie, starring Brett Cooper — but this movie has yet to come out as of 2026. Around this time, Boreing also announced two TV series adapting Ayn Rand's Atlas Shrugged and Stephen R. Lawhead's The Pendragon Cycle. Boreing claimed he would write and direct the Pendragon series, but Atlas Shrugged has yet to materialize. What we did get, however, were a few low-budget animated kids' shows and an adult animated comedy, Mr. Birchum, starring Adam Carolla, Patrick Warburton, and Candace Owens. All of these projects were commercial failures and were panned by critics.

Despite the financial failure of these series, the Daily Wire continued to make millions. When 2023 came and went, it was easily the biggest year in the company's history. Despite all the controversy, they continued to grow, producing successful podcasts, documentaries, and even a TV show. In 2023 alone, the company brought in over $200 million, and the company was valued at over $1 billion for the first time in its history. With an election year right around the corner, and a billion dollars under their belt, it seemed like nothing could stop them besides themselves.

As the saying goes, Rome wasn't built in a day, but it sure did fall quickly.

And the same can be said for my Patreon! So before we get to Part 3, please consider subscribing to receive exclusive content and early videos! But of course, unlike Rome and the Daily Wire we’re never falling, so maybe it’s not the best analogy. Anyways back to the video.

Part 3: The Fall (2024-present)

In order to understand the fall of the Daily Wire, we need to understand the company's relationship with a small country in the Middle East. Can you guess which one I'm talking about? Well, I need to be careful with my words here, because the threat of demonetization is real — pun very much intended.

On October 7th, 2023, militant groups backed by Hamas launched a series of attacks on Israel from the Gaza Strip. For decades, the Gaza Strip had been an extremely contested area

between the nation of Israel and the Palestinians, who lived in the territory before the state of Israel was founded in 1948. Palestine is not officially recognized as a country by the United Nations, despite recognition from 150 of the 193 member states, and much of this has to do with U.S. veto power at the UN Security Council, closely tied to lobbying from the Israeli government, which maintains the territory belongs to it.

In other words, it's extremely complicated. But the attacks of October 7th were seen as a direct assault on Israel by militant Palestinian factions, with over 1,000 Israeli citizens losing their lives that day. In response, Israel began bombing the Gaza Strip in one of the most destructive military campaigns in recent history.

This was, obviously, controversial, and it remains a very heated issue to this day. But Ben Shapiro backed Israel's bombing campaign immediately, believing Israel had a right to defend itself — likely rooted in his beliefs as an Orthodox Jew, even though polling suggests a majority of American Jews support the existence of a Palestinian state, for what it's worth.

Candace Owens, on the other hand, did not agree. On November 3rd, she posted a simple message on Twitter: "No government anywhere has a right to commit a genocide, ever. There is no justification for a genocide. I can't believe this even needs to be said or is even considered the least bit controversial to state."

Despite not mentioning Israel directly, conservative commentator Dave Reuben brought up the Hamas death toll statistics in response: "Well, as I'm sure you know, Candace, the Palestinian population has 5x'd in a few decades. But thank you for taking a strong stand against Hamas' stated genocide of the Jews, which is in their charter."

Candace responded again: "In short — if the blanket statement that genocide is wrong upsets you in any way, then you need to check yourself. I said exactly what I meant, and I won't be backing down, apologizing, or further clarifying this statement."

Ben Shapiro publicly criticized Owens on his show, and Owens publicly criticized Shapiro in response. This back-and-forth lasted for months, and their employer-employee relationship began to fray. On November 13th, Shapiro called Owens' actions "absolutely disgraceful" and "disreputable." Shapiro also questioned Owens' connections to Kanye West regarding his recent antisemitic remarks, specifically a tweet that Owens had previously defended on her show. Owens grew increasingly anti-Zionist as well, claiming Jewish elites were controlling the media, was labeled antisemitic by the Anti-Defamation League, and liked a post claiming a Jewish rabbi was "drunk on Christian blood."

[CLIP MOMENT: this is likely your single highest-shock-value beat in the entire video — put it on screen as a real screenshot/graphic, hold on it for a beat longer than usual, and consider a brief pause in narration right after it lands. This is a natural spike-generating moment; don't rush past it.] Shapiro, meanwhile, stood his ground, even refusing to condemn Palestinian civilian deaths at the hands of the IDF. Shapiro and Owens' relationship grew increasingly tense until, on March 22, 2024, Jeremy Boreing posted to X: "Daily Wire and

Candace Owens have ended their relationship" — officially confirming that Candace had crossed a line, and that she had, in effect, been fired.

Following Candace's departure, the Daily Wire removed all trace of her ever working with the company, unlisting all of her old videos on Youtube. And while her old channel still exists, it now posts random ai generated music videos, so I don't even know what their plan is with this but anyways. Candace started her own independent podcast on Youtube and Rumble, which would come back to bite them later.

Candace's dismissal from the Daily Wire signified a growing divide within the conservative movement over the issue of Zionism. While the Daily Wire remained firmly on the side of Israel, a new "America First" movement was taking shape on Rumble, led by controversial streamer Nick Fuentes and pushed further by Candace Owens and Tucker Carlson. While the Daily Wire was once deemed radical within the conservative movement, it was now the mainstream — and whether Ben Shapiro likes it or not, he's a major reason these influencers are as popular as they are today, though the topic of "Groypers" deserves its own video, so we'll get to that next time.

While this rift was forming within the party, however, Jeremy Boreing was busy making movies. Lady Ballers, a sports comedy about a team of men who decide to play women's basketball, was released in December of 2023, and it was received pretty terribly, earning a whopping 43% on Rotten Tomatoes. And I don't want to go on a tangent here, but this movie is really weird. It features cameos from basically everyone at the Daily Wire, Riley Gaines, and even Ted Cruz for some reason. There's also a strange subplot involving Jeremy Boreing making out with red-pill influencer Billie Rae Brandt, despite a roughly 20-year age gap between them. It's also not funny at all, which is the worst sin a comedy movie can commit.

In September of 2024, however, Matt Walsh released his second documentary, Am I Racist?, which was very successful, making $12 million on a $4 million budget. Meanwhile, Boreing was going all-in on the Pendragon Cycle and had stepped away from many of his CEO duties to produce and direct the series in Europe.

However, in October of 2024, something strange happened with Brett Cooper. Reagan Conrad — her producer, best friend, and maid of honor at her wedding — abruptly filled in for her on the podcast, claiming it was temporary. But as time went on, Brett's appearances became less frequent, and Reagan took over the show more and more. This was an incredibly strange move, given that 2024 was by far the biggest year yet for The Comments Section with Brett Cooper — so when Cooper suddenly announced she was leaving on December 10th, people began to speculate.

Only three days before the announcement, Cooper had unfollowed Reagan Conrad and deleted all the photos they'd taken together. Shortly after her departure, the channel rebranded to The Comments Section with Reagan Conrad and lost over 90% of its viewers and half a million subscribers as a result. Many theorized that Boreing had gone behind Cooper's back, offering Reagan Conrad a contract in exchange for greater control over the show's direction. It's also likely that Cooper and Boreing had creative differences on the set of the Snow White movie, as

an experienced actress herself, Cooper had her own vision for what she wanted the film to be. The two had also worked together on the Pendragon Cycle, even though her character dies in roughly the second episode. Boreing was also notably cold toward Cooper after her departure, criticizing her for not publicly endorsing the new direction Reagan Conrad was taking the show. It's also possible Cooper signed an NDA with the Daily Wire, though this has not been confirmed. By December of 2024, however, the Daily Wire had completely deleted all of Cooper's old videos, in a very strange move to pretend she never existed. Regardless, Cooper now has almost 2 million subscribers on her new independent channel, so I'm sure she's doing fine. The same can't be said for Jeremy Boreing.

In March of 2025, Jeremy Boreing officially stepped down as CEO of the Daily Wire to focus on production of the Pendragon Cycle. Shortly afterward, in April, Bentkey officially shut down. It was clear that the conservative entertainment empire Boreing had pushed for wasn't working, but he kept going deeper. Boreing became increasingly distant from the Daily Wire, and the title of CEO was transferred to former game show host Mike Richards. 2025 also marked the first major loss for the company, with about a third of DailyWire+ subscribers leaving the platform. This led the Daily Wire to lay off about 25% of its staff.

At this point, the 2024 election had come and gone. Trump was back in office, and the narrative of the underdog conservative company fighting against big government wasn't much of a selling point anymore. In my opinion, the Daily Wire was so successful because it capitalized on an important cultural moment — but that moment came and went, and the holes in the business model started to show. Boreing had simply stretched the company too thin to remain successful. They made podcasts, documentaries, razors, TV shows, movies, and even stuffed walruses. The Daily Wire, at this point, truly was a jack of all trades and a master of none. Ben Shapiro's statements regarding Israel and the Trump administration were controversial as well. For people to the right of Shapiro, Nick Fuentes was more "based"; for people to the left of Shapiro, they became moderate or centrist. The latter definitely applied to me too.

So now we come back to May 2026, when roughly 60% of the company was laid off. Despite Ben's assurance that the layoffs weren't this high, his audience was collapsing too. At his peak in 2023, he had about 170 million monthly viewers on YouTube alone, but by 2026, that number was down to 28 million — an 85% decrease in viewership — all while Nick Fuentes, Tucker Carlson, and former Daily Wire employees Candace Owens and Brett Cooper were growing at an incredible rate.

The Pendragon Cycle was finally released in January, but it flopped commercially. Jeremy Boreing officially wound down his partnership with the Daily Wire shortly afterward, and his tenure with the company was effectively over.

In June of 2026, the Daily Wire began talks with investment firm Highmount Capital for $100 million to help rebuild the brand. Some have even speculated the company is on the verge of bankruptcy, though this has not been verified. As of today, the company is valued at around $750 million, a steep drop from the $1 billion figure of 2023, but not the end of the world. Ben Shapiro has a plan to turn things around, and time will tell whether it works.

Out of the five original faces of the Daily Wire, only four remain, and the controversies surrounding Brett Cooper and Candace Owens still shadow the business to this day.

In 2026, the Daily Wire announced that Pints with Aquinas would be joining the company as an explicitly faith-based podcast centered on Catholicism, not politics. This led many to criticize host Matt Fradd, accusing him of selling out, but the podcast has been successful and has remained consistent in quality.

Shapiro has also expressed a desire to add five more hosts, though this has not been confirmed. The path forward will be difficult, and it's unlikely the company will ever fully recover to its former glory — but it's possible they could rise again.

In the meantime however, we have another banger movie, Run Hide Fight Infidels, which released a few days ago on September 16th. Starring former Marvel actor (and convicted criminal for assault and harassment charges) Jonathan Majors, the film follows a group of militant islamic terrorists who take over a liberal university and establish an Islamic caliphate, leading Jonathan Majors to step in and save the day. You can imagine how the reviews are for this, but at least it wasn't made by Boreing.

As for Jeremy Boreing, he has continued to promote the Pendragon series. On September 1, 2026, the series was released on Prime Video, becoming the number-one fantasy series in the US, and as I'm writing this, it's sitting at #6 overall. And after watching the first episode, it's fine. It's not great, but it's very well done for its lower budget, and you can tell a lot of passion was put into the series by Jeremy and his team. It's entirely possible Boreing's creative efforts pay off, and this show will finally make a profit after so many years. Who knows — we might even get a second season, but only time will tell.

Ultimately, the story of the Daily Wire is a little bit sad. What started as the successful dream of two friends to create an alternative media platform devolved into feuds over politics, under-the-table business deals, and, ultimately, a lot of lost jobs. No matter how good your intentions are, what comes up must come down, and it usually gets pretty messy. As I said, time will tell whether the company recovers, but until then, let me know what you think in the comments below? Do you think this is the end of the story, or will we be seeing more of the DW in the future?

I'm Michael Scarborough, and thank you for watching Unnatural Law.

[EDIT NOTE — outro, critical fix]: The reference video's retention shows a hard cliff right at the outro/plug transition — viewers leave in large numbers the moment the emotional close lands and a Patreon/merch pitch begins. For this video: **do not add a long plug here.** Two options —

1. Cut straight to end screen/subscribe prompt with no separate spoken plug, since the video already runs 38-50+ minutes and asking for more time right after the payoff line is where you're bleeding viewers.

2. If a Patreon/merch mention is needed, move a short (10-15 sec) version of it to the natural break between Part 2 and Part 3 — right before "In order to understand the fall of the Daily Wire, we need to understand the company's relationship with a small country in the Middle East" is a clean spot, since it's already a chapter transition where some attention reset is expected anyway.

Sources:

https://www.nashvillescene.com/news/pithinthewind/daily-wire-nashville-crashing/article_ff51493d-2df4-4b23-bd16-050b3b27cdbc.html
https://en.wikipedia.org/wiki/Ben_Shapiro
https://www.britannica.com/biography/Ben-Shapiro
https://en.wikipedia.org/wiki/The_Daily_Wire
https://www.dailywire.com/about
https://www.andrewklavan.com
https://abc7news.com/post/protesters-clash-after-conservative-commentator-ben-shapiro-speaks-at-uc-berkeley/2418230/
https://www.buzzfeednews.com/article/josephbernstein/the-newest-star-of-the-trump-movement-ran-a-trump-bashing
https://en.wikipedia.org/wiki/Candace_Owens#Early_career
https://deadline.com/2021/02/gina-carano-mandalorian-ben-shapiro-hits-back-cancel-culture-1234692971/
https://en.wikipedia.org/wiki/Steven_Crowder#Dispute_with_The_Daily_Wire
https://en.wikipedia.org/wiki/Israel#21st_century
https://www.washingtonpost.com/politics/2025/10/06/jewish-americans-israel-poll-gaza/

https://www.youtube.com/watch?v=DhUieLpc16A&list=PLMxPYcr2zEkVUbkCT9-Y5goT2WAHFZP6T&index=23

https://www.youtube.com/watch?v=4ud0TImHgVo&list=RDEMJ8OA9s2cwbplflBk3w4i9A&index=9
https://www.youtube.com/watch?v=xdwWCl_5x2s&list=PLXGSkM44ouife14x4ZKReiQbN7SgUh7CV&index=3
https://www.youtube.com/watch?v=XNEKdkB_kdc&list=PLXGSkM44ouife14x4ZKReiQbN7SgUh7CV&index=4