Gotta keep creating
We gotta keep on making
We gotta have that content
Gotta keep creating
We gotta keep on making
We gotta have that content

Feed the, feed the machine Got to feed the machine Feed the, feed the machine Got to feed the machine Feed the, feed the machine Got to feed the machine Feed the, feed the machine Got to feed the machine

We have been working so hard Just to find a way To break through all this noise To give you something to enjoy

All we try to do is to reach you All we try to do is All we try to do is

Feed the, feed the machine
Got to feed the machine
(Content for you)
Feed the, feed the machine
Got to feed the machine
(So what should we do?)
Feed the, feed the machine
Got to feed the machine
(Content for you)
Feed the, feed the machine
Got to feed the machine
(So much that it's crazy)

Oh, it seems our work's never done
When you go night and day
It gets so tough sometimes to work long and to see the sun
As long as it's promoted
Gotta feeling this will be the one

Try to be the next Try to be the next big thing But what happens then When the algorithm wins

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We gotta keep on making
We gotta have that content
Gotta keep creating
We gotta keep on making
We gotta have that content
Gotta keep creating
We gotta keep on making
We gotta keep on making
We gotta have that content
Gotta keep creating
If we're ever gonna make it

Feed the, feed the machine
Got to feed the machine
(Content for you)
Feed the, feed the machine
Got to feed the machine
(So what should we do?)
Feed the, feed the machine
Got to feed the machine
(Content for you)
Feed the, feed the machine
Got to feed the machine
(So much that it's crazy)

I've got to have more (Content for you) Give it to me More, more, more (So what should we do?) Give it to me, give it to me, give it to me, give it to me, baby (Content for you) Gimme gimme gimme gimme gimme gimme gimme gimme (What should we do?) I need that content (Content for you) Crazy (What should we do?) Content, that content, yeah Crazy (What should we do?) Feed the, feed the machine Got to feed the machine Content for you