

# The Porn *Industry*

- Revenue of between \$2 billion - \$90 billion per year
- Pornhub had 23 BILLION visits in just one year
- Approximately 64 million people per day viewing just one site
- Content watched amounted to around 5246 *centuries'* worth of footage

# Mindgeek

- A global conglomerate which owns and operates many porn sites including:
- RedTube; Pornhub; YouPorn
- And also entire production companies including:
- Brazzers; Digital Playground; Men.com
- Owns approximately 80% of the global porn industry

*“Mindgeek forces copyright holders to jump through hoops to get the content removed”*

*- Siri, Adult Performer*

*“(When I started) I could count performers I know who did prostitution on one hand. Now I can count the performers I know who don’t do it on one hand.”*

*- Anon, Industry Worker*

- *“If you look at the escort sites, pretty much every porn star is on there.”*  
*- Houston, Adult Performer*

*“Every major studio and star is now partnered with Mindgeek or has worked for a studio that Mindgeek purchased.”*

*- Colin Allerton, Adult Empire Director of Business Development*

# Mindgeek's Portfolio

- **June 2010**
- Manwin opened non-adult video sharing website Videobash.com (now defunct).
- **September 2010**
- Manwin acquired EuroRevenue, which owned various niche pornography sites.
- **November 2010**
- Manwin introduced celebrity news website Celebs.com (now defunct)
- **December 2010**
- Manwin entered into a partnership with Wicked Pictures to manage Wicked Pictures' paysites.
- **May 2011**
- Manwin acquired the pornographic video sharing website [YouPorn](#).
- **June 2011**
- Manwin bought all adult related assets of Carsed Marketing Incorporated, including [Twistys](#), Twistys Cash Affiliate Program, GayTube, SexTube, and TrannyTube.
- **June 2011**
- Manwin created 3DXSTAR in a partnership with Funky Monkey Productions.
- **November 2011**
- Manwin became an operating partner of [Playboy](#), managing the brand's online and entertainment business Playboy Plus Entertainment, which operates a number of television channels and online services based in the UK and Benelux. Playboy CEO Scott Flanders later described the deal as "the biggest mistake I've made at the company, saying that "Playboy should not have association with being in the sex-act business." In the spring of 2014, Playboy took back control of Playboy.com "at significant expense", although Mindgeek still retained control of Playboy TV and Playboy Plus, and Mindgeek still owns the Spice TV channels, which were also bought from Playboy.
- **November 2011**
- Manwin launched Legendary Stats, a service that aggregates multiple affiliate programs and is targeted at affiliate site operators with large traffic volumes.
- **January 2012**
- Manwin signed a deal to acquire the assets of the American pornographic movie studio Digital Playground.
- **April 2012**
- Manwin and Miami-based RK Netmedia Inc. filed a merger notification jointly authorized by Manwin and [Reality Kings](#) with the Austrian Federal Competition Authority. In September 2012, Manwin completed the acquisition. Company documents show that following the deal in the autumn, RK Holdings gave a Dublin company, Manwin Content RK, the right to use thousands of its pornography movies.
- **June 2012**
- Manwin launched Babes.com for its "glamcore" network.
- **July 2013**
- Manwin filed a merger notification with the Austrian Competition Authority to acquire RedTube.com. During the summer of 2013, Manwin / Mindgeek acquired all of RedTube properties from Hong Kong-based Bright Imperial Ltd. for an undisclosed sum. In December 2013, the domain name RedTube8.xxx was also transferred to MindGeek after a trademark dispute.
- **December 2014**
- MindGeek announced they had signed a deal to manage the online assets of Really Useful Ltd., some of which include the websites BDSM.xxx, Casting.xxx, Czech.xxx, DaneJones.com, FakeAgent.com, FakeTaxi.com, Lesbea.com, MassageRooms.com, Mature.xxx, Mom.xxx, Orgasms.xxx, PublicAgent.com, PublicSex.xxx, Teen.xxx, and Tubes.xxx.
- **April 2015**
- Playboy Plus and M7 Group formed a partnership to launch Reality Kings TV in Benelux and Central and Eastern Europe on satellite TV services.
- **May 2015**
- MindGeek signed a distribution deal with Pulse Distribution, one of the largest distributors of adult entertainment, to distribute content from Mindgeek's movie studios, including content from Brazzers and Digital Playground, and DVDs from Babes.com, Men.com, Mofos and Reality Kings.
- **October 2015**
- MindGeek acquired ExtremeTube, SpankWIRE, KeezMovies. These sites are interlinked in network called SpankWIRE Sites in similar fashion as the PornHub Network.
- **April 2018**
- Mindgeek started accepting Verge crypto currency as payment for their various services.

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# Age Verification

*“Age-verification is a child protection measure introduced by the UK government as part of their ambition to make the UK the safest place to be online. UK adults accessing pornographic services are required to demonstrate that they are 18 or over using age-verification solutions. If a child stumbles upon a pornographic website that has age-verification controls in place, then they won’t be able to see any pornographic content.*

***There will be a number of age-verification options available and these are normally provided by third party companies, so there is no need to share personal information directly with a pornographic website(!!!\*). Age-verification solutions range from low-tech options such as buying a card over the counter in a shop where the verification is face to face, to the use of traditional ID documents online. There are digital ID apps and people can use their mobile phone if the adult filters have been removed.”***

(!!!\*) – Unless of course, that “third party” owns the porn site you’re trying to visit AS WELL.

# Age Verification – When?

*“The UK government will announce a date for entry into force.”*