

Internet Filter Reviews 2007
Listed in order of rating

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- SILVER** [CYBERsitter](#)
- BRONZE** [CyberPatrol](#)
- #4 [MaxProtect](#)
- #5 [FilterPak](#)
- #6 [Netmop](#)
- #7 [Safe Eyes](#)
- #8 [WiseChoice.net](#)
- #9 [Cyber Sentinel](#)
- #10 [McAfee Parental Controls](#)
- #11 [Norton Parental Controls](#)
- #12 [Child Safe](#)
- NA [ContentProtect](#)
- NA [Cyber Snoop](#)
- NA [Winguardian](#)

ARTICLES

- [Internet Filter Review Definitions](#)
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- [Tricks Pornographers Play](#)
- [P2P Pornography—Kids Know! Do Mom and Dad?](#)
- [Pornography Statistics](#)

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Pornography Statistics 2007

By Jerry Ropelato

[See our complete side-by-side comparison of Internet Filtering Software Solutions](#)

- Pornography Time Statistics
- 2006 Worldwide Pornography Revenues
- 2006 & 2005 US Pornography Industry Revenue Statistics
- 2006 Top Adult Search Requests
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Pornography Time Statistics

- Every second - \$3,075.64 is being spent on pornography
- Every second - 28,258 Internet users are viewing pornography
- Every second - 372 Internet users are typing adult search terms into search engines
- Every 39 minutes: a new pornographic video is being created in the United States

2006 Worldwide Pornography Revenues



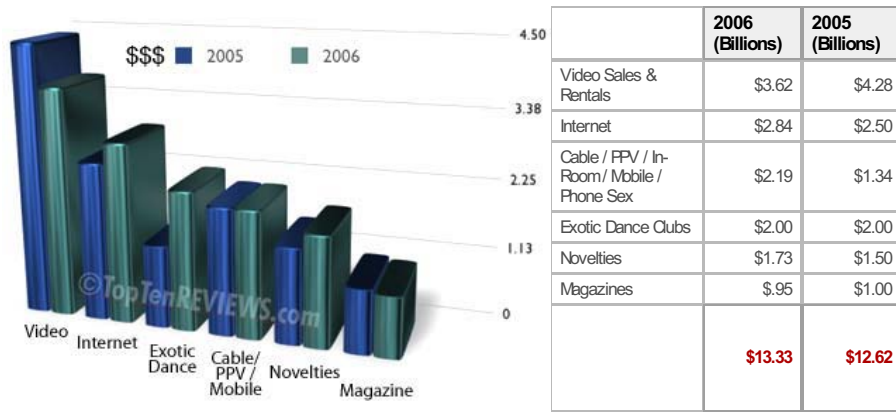
Country	Revenue (Billions)	Per Capita	Notes
China	\$27.40	\$223.70	1
South Korea	\$25.73	\$526.76	
Japan	\$19.98	\$156.75	
US	\$13.33	\$44.67	
Australia	\$2.00	\$98.70	
UK	\$1.97	\$31.84	
Italy	\$1.40	\$24.08	
Canada	\$1.00	\$30.21	
Philippines	\$1.00	\$11.18	
Taiwan	\$1.00	\$43.41	1
Germany	\$.64	\$7.77	1
Finland	\$.60	\$114.70	1
Czech Republic	\$.46	\$44.94	1
Russia	\$.25	\$1.76	1
Netherlands	\$.20	\$901.98	
Brazil	\$.10	\$53.17	1
Other 212	Unavailable		2
	\$97.06 Billion		

Notes 1=Incomplete, 2=Unavailable data

[Click here to read](#) Pornography Statistics, News and Facts Around the World

The pornography industry is larger than the revenues of the top technology companies combined: Microsoft, Google, Amazon, eBay, Yahoo!, Apple, Netflix and EarthLink

2006 and 2005 Pornography United States Industry Revenue Statistics



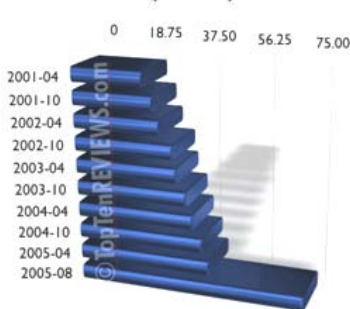
US porn revenue exceeds the combined revenues of ABC, CBS, and NBC

2006 Top Adult Search Requests

Demographics

Search Term	2006 Search Requests	2006 % Change	2005 % Change	Web Pages Containing Keyword (Millions)	Male	Female	<18	18-24	25-34	35-49	50+
Sex	75,608,612	7%	40%	414.00	50%	50%	20%	20%	20%	20%	20%
Adult Dating	30,288,325	622%	80%	1.40	36%	64%	20%	20%	21%	20%	19%
Adult DVD	13,684,718	53%	21%	1.82	58%	42%	20%	19%	23%	21%	17%
Porn	23,629,211	-3%	29%	88.80	96%	4%	23%	14%	10%	36%	17%
Sex Toys	15,955,566	4%	1%	2.65	58%	42%	20%	16%	19%	19%	26%
Teen Sex	13,982,729	36%	25%	2.10	44%	56%	22%	19%	19%	22%	18%
Free Sex	13,484,769	0%	20%	2.42	44%	56%	22%	19%	19%	22%	18%
Adult Sex	13,362,995	301%	51%	1.58	36%	64%	19%	21%	21%	20%	19%
Sex Ads	13,230,137	382%	40%	0.28	50%	50%	20%	20%	19%	20%	21%
Group Sex	12,964,651	88%	33%	2.07	50%	50%	20%	20%	20%	20%	20%
Free Porn	12,964,651	-10%	54%	2.74	97%	3%	22%	14%	10%	35%	19%
XXX	12,065,000	25%	14%	181.00	50%	50%	20%	20%	20%	20%	20%
Sex Chat	11,861,035	97%	36%	2.21	50%	50%	20%	20%	20%	20%	20%
Anal Sex	9,960,074	76%	21%	2.95	67%	33%	19%	19%	16%	28%	19%
Cyber Sex	8,502,524	-20%	3%	1.24	41%	59%	23%	25%	14%	30%	8%
XXX Videos	7,411,220	71%	40%	1.44	64%	37%	17%	19%	26%	27%	11%
Playboy	6,641,209	-6%	24%	43.20	86%	14%	10%	33%	25%	25%	7%
Teen Porn	6,130,065	7%	38%	1.97	82%	18%	23%	17%	14%	28%	18%
Nude	5,487,925	-26%	14%	71.30	77%	23%	33%	14%	10%	17%	26%
Sexy	4,344,924	21%	33%	198.00	50%	50%	20%	20%	20%	20%	20%

Average Monthly Unique Visitors to Adult Websites (millions)



2006 Search Engine Request Keyword Trends

Top Worldwide Search Requests	Top US Cities Search Requests
Keyword: "porn"	
1. South Africa	1. Elmhurst, IL
2. Ireland	2. Stockton, CA
3. New Zealand	3. Meriden, CT
4. United Kingdom	4. Chandler, AZ
5. Australia	5. Louisville, KY
6. Estonia	6. Irvine, CA
7. Norway	7. Kansas City, KS
8. Canada	8. Norfolk, VA
9. Croatia	9. Tampa, FL
10. Lithuania	10. Oklahoma City, OK
Keyword: "xxx"	
1. Bolivia	1. Elmhurst, IL
2. Chile	2. Meriden, CT
3. Romania	3. Oklahoma City, OK
4. Ecuador	4. Irvine, CA
5. Pakistan	5. Kansas City, KS
6. Peru	6. Tampa, FL
7. Mexico	7. Chandler, AZ
8. Slovenia	8. Norfolk, VA
9. Lithuania	9. Richardson, TX

10. Colombia	10. Las Vegas, NV
Keyword: "sex"	
1. Pakistan	1. Enhurst, IL
2. India	2. Meriden, CT
3. Egypt	3. Kansas City, KS
4. Turkey	4. Louisville, KY
5. Algeria	5. Southfield, MI
6. Morocco	6. Newark, NJ
7. Indonesia	7. Oklahoma City, OK
8. Vietnam	8. Norfolk, VA
9. Iran	9. Irvine, CA
10. Croatia	10. Chandler, AZ

Internet Pornography Statistics

Pornographic websites	4.2 million (12% of total websites)
Pornographic pages	420 million
Daily pornographic search engine requests	68 million (25% of total search engine requests)
Daily pornographic emails	2.5 billion (8% of total emails)
Internet users who view porn	42.7%
Received unwanted exposure to sexual material	34%
Average daily pornographic emails/user	4.5 per Internet user
Monthly Pornographic downloads (Peer-to-peer)	1.5 billion (35% of all downloads)
Daily Gnutella "child pornography" requests	116,000
Websites offering illegal child pornography	100,000
Sexual solicitations of youth made in chat rooms	89%
Youths who received sexual solicitation	1 in 7 (down from 2003 stat of 1 in 3)
Worldwide visitors to pornographic web sites	72 million visitors to pornography: Monthly
Internet Pornography Sales	\$4.9 billion

Children Internet Pornography Statistics

Average age of first Internet exposure to pornography	11 years old
Largest consumer of Internet pornography	35 - 49 age group
15-17 year olds having multiple hard-core exposures	80%
8-16 year olds having viewed porn online	90% (most while doing homework)
7-17 year olds who would freely give out home address	29%
7-17 year olds who would freely give out email address	14%
Children's character names linked to thousands of porn links	26 (Including Pokemon and Action Man)

Adult Internet Pornography Statistics

Men admitting to accessing pornography at work	20%
US adults who regularly visit Internet pornography websites	40 million
Promise Keeper men who viewed pornography in last week	53%
Christians who said pornography is a major problem in the home	47%
Adults admitting to Internet sexual addiction	10%
Breakdown of male/female visitors to pornography sites	72% male - 28% female

Women and Pornography

Women keeping their cyber activities secret	70%
Women struggling with pornography addiction	17%
Ratio of women to men favoring chat rooms	2X
Percentage of visitors to adult websites who are women	1 in 3 visitors
Women accessing adult websites each month	9.4 million
Women admitting to accessing pornography at work	13%

Women, far more than men, are likely to act out their behaviors in real life, such as having multiple partners, casual sex, or affairs.

Top Video Porn Producers

Country	Major Producers
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Top US Erotica Important Cities

Cities	Importance
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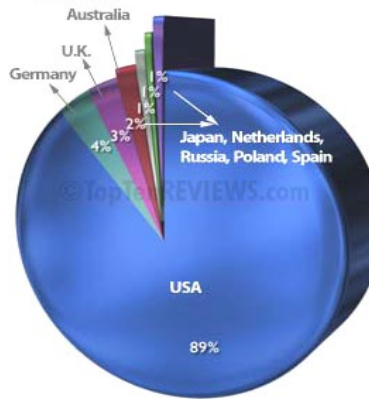
1. United States	Vivid Entertainment, Hustler, Playboy, Wicked Pictures, Red Light District
2. Brazil	Frenesi Films, Pau Brazil, MarcoStudio
3. The Netherlands	Erostream, Midhold Media, Your Choice, Seventeen
4. Spain	Private Media Group, Woodman Entertainment
5. Japan	Soft on Demand, Moodyz
6. Russia	Beate Uhse, SP-Company, Dolphin Entertainment
7. Germany	Trimax, SG-Video, GGG, VideoPana, Zip Production
8. United Kingdom	Hot Rod Productions, JoyBear Pictures, Blue Juice TV, Rude Britannia, Fresh SX
9. Canada	Wild Rose Productions, Erotmodel Group, Dugmor
10. Australia	Pistol Media
Other Notables	
Sweden	Maxs Video
Italy	Adamo Entertainment
Denmark	Color Climax Corporation
France	Euro Choc, El du Cochon, Ragtime, Video Marc Dorce, JTC Video, Colmax, Cadinot
Switzerland	Gordi Films, Ikarus
Belgium	GM Videos
Romania	Floyd-Agency
Portugal	Natural Video
Israel	Sex Style
Serbia	Hexor
Czech-Republic	Lupus Pictures, Bel Ari

1. Los Angeles	Adult Production Companies
2. Las Vegas	Adult Stars, Sin City Chamber of Commerce
3. New York	Adult Entrepreneurs, Erotica
4. Chicago	Playboy
5. San Francisco	Adult Websites, Adult Companies
6. Miami/South Florida	Adult Websites, Penthouse
7. Seattle/Pacific Northwest	Adult Websites
8. San Diego	Adult Websites, Strip Clubs
9. Phoenix /Tucson/ Scottsdale	Club Jenna, Erotica
10. Hillsborough, NC.	Adam & Eve
11. Boulder, CO.	New Frontier
12. Pittsburgh	DVD Sales
13. Portland	Strip Club

Top Pornography Banning Countries

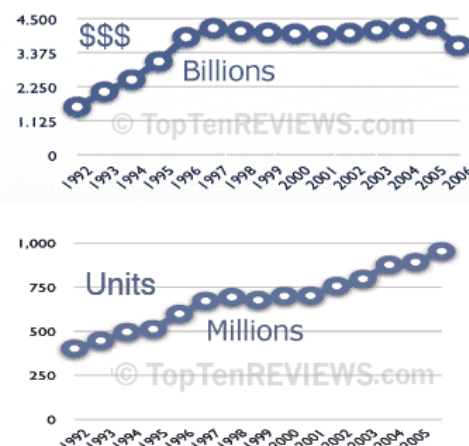
Saudia Arabia, Iran, Syria, Bahrain, Egypt, UAE, Kuwait, Malaysia, Indonesia, Singapore, Kenya, India, Cuba, China

Pornographic Web Pages By Country



Country	Porn Pages
United States	244,661,900
Germany	10,030,200
United Kingdom	8,506,800
Australia	5,655,800
Japan	2,700,800
The Netherlands	1,883,800
Russia	1,080,600
Poland	1,049,600
Spain	852,800

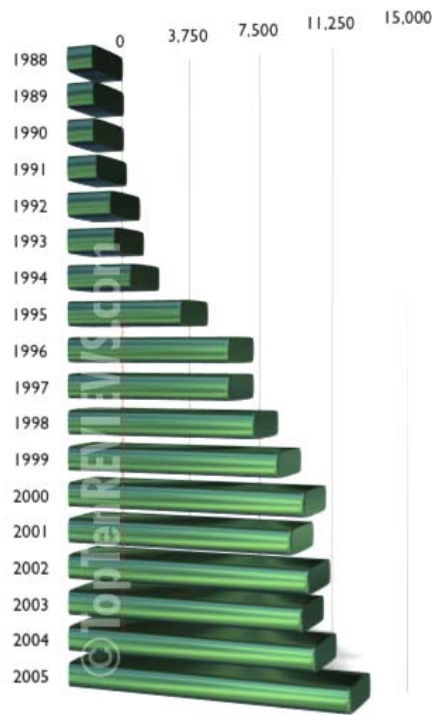
US Adult Video Sales and Rentals



Year	\$\$\$ (Billions)	Units (Millions)
1992	\$1.60	405
1993	\$2.10	450
1994	\$2.50	499
1995	\$3.10	515
1996	\$3.90	602
1997	\$4.20	675
1998	\$4.10	697
1999	\$4.05	680
2000	\$4.02	703
2001	\$3.95	705
2002	\$4.04	760
2003	\$4.13	800
2004	\$4.21	880

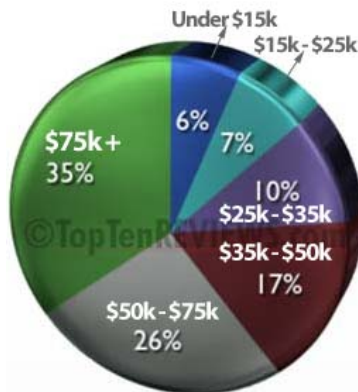
2005	\$4.28	895
2006	\$3.62	957

US Hardcore Pornography Titles Released



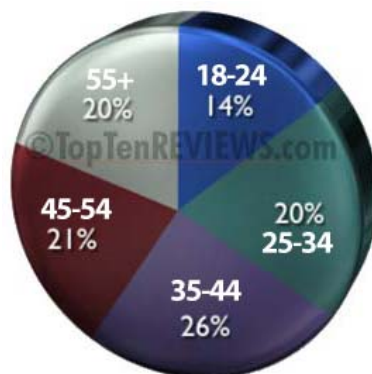
Year	Titles
1988	1,300
1989	1,350
1990	1,340
1991	1,505
1992	2,200
1993	2,400
1994	3,200
1995	5,700
1996	8,000
1997	8,000
1998	9,200
1999	10,300
2000	11,500
2001	10,900
2002	11,700
2003	11,400
2004	12,000
2005	13,588

US Adult Internet User Demographics - Income



Income	%
Under \$15K	6.23%
\$15K-\$25K	6.59%
\$25K-\$35K	9.55%
\$35K-\$50K	16.59%
\$50K-\$75K	25.58%
\$75K+	35.30%

US Adult Internet User Demographics - Age



Age	%
18-24	13.61%
25-34	19.90%
35-44	25.50%
45-54	20.67%
55+	20.32%

Playboy Enterprises (NYSE:PLA)

Location:	Chicago, Illinois			
Founded:	1953			
Employees:	725			
CEO	Christie Hefner			
Properties:	Playboy, Playmate, Spice			
Content:	2,800 hours of programming			
TV/Movie Networks	23-US, Europe, Asia, Australia, New Zealand, Israel, Japan, Latin America, Brazil			
Network Households	167.1 Million			
Magazine Subscriptions:	4 Million monthly copies			
	2006	2005	2004	2003
Revenue	\$331,100,000	\$338,100,000	\$329,400,000	\$315,800,000
Net Income	\$2,300,000	(\$700,000)	\$10,000,000	(\$7,600,000)

New Frontier Media (NASDAQ:NOOF)

Location:	Boulder, Colorado			
Employees	143			
CEO	Michael Weiner			
Properties:	Ten, Pleasure, MRG Entertainment, Ten.com, iGallery			
Content:	350 hours of programming			
TV/Movie Networks:	8			
Network Households	93,000,000 (2006) 80,133,000 (2005) 62,970,000 (2004)			
	2006	2005	2004	2003
Revenue	\$46,851,000	\$46,277,000	\$42,878,000	\$36,747,000
Net Income	\$11,283,000	\$11,122,000	\$10,913,000	(\$11,895,000)

Private Media Group (NASDAQ:PRVT)

Location:	Barcelona, Spain			
Founded:	1965			
Employees	135			
CEO	Berth Milton			
Properties:	Private.com, PrivateSpeed.com, PRVT.com, PrivateHome.com			
Content:	2 Million photos, 900 Titles			
TV/Movie Networks:	8			
Network Households	28 Million			
Distribution:	462 Publications - 2 Million Magazines in 40 countries - 2 Million DVDs/VHS			
	60 Million Internet Page Views Per Month			
	2006 (9 Months)	2005	2004	2003
Revenue	\$27,730,000	\$32,673,000	\$35,612,000	\$38,491,000
Net Income	\$1,259,000	\$59,000	(\$837,000)	(\$570,000)

Penthouse Media Group

Founded:	1965
CEO	Marc H. Bell
Properties:	Penthouse, PenthouseStore, SexyJamie, PenthouseCelebs, Variations.com
Distribution:	2,000,000 Magazine subscriptions in 45 Countries - 12 International Editions: US, Australia, Dutch, German, Greek, Hungary, New Zealand, Russian, Spanish, Thai, Ukrainian, UK 30 Million Internet Page Views Per Month, 2.5 Million Unique Visitors/Month

Dennis Publishing

Location:	London, UK
Employees	135
CEO	James Tye
Properties:	Maxim Stuff, Inside Edge, Blender
Distribution:	2.5 Million Magazines - UK and 30 other countries
2005 Revenue	\$106,100,000
Net Income	(\$300,000)

Vivid Entertainment

Location:	Los Angeles, California
Founded:	1984
Co-CEOs:	Steve Hirsch, David James, Bill Asher

Industry:	One of the Top Adult Film Producers
2005 Revenue	\$100,000,000

Larry Flynt Productions

Location:	Beverly Hills, California
Founded:	1976
CEO	Larry Flynt
Properties	Hustler, Hustler.com
Distribution:	500,000 Magazines

Beate Uhse (Frankfurt Stock Exchange)

Location:	Germany and 13 other countries			
Founded:	1946			
Employees:	1,500			
CEO	Otto Christian Lindemann			
Properties:	beate-uhse.com, sex.de, Sex and Erotica Products			
Distribution	Exports to 60 Countries - 5 million items sent each year from 3 million orders			
	2006 (9 Months)	2005	2004	2003
Revenue	\$271,000,000	\$369,000,000	\$354,000,000	\$344,000,000
Net Income	\$32,000,000	\$41,400,000	\$34,700,000	\$40,800,000

Sources:

Statistics are compiled from the credible sources mentioned. In reality, statistics are hard to ascertain and may be estimated by local and regional worldwide sources.

ABC, Associated Press, AsiaMedia, AVN, BBC, CATW, U.S. Census, Central Intelligence Agency, China Daily, Chosen.com, Comscore Media Matrix, Crimes Against Children, Eros, Forbes, Frankfurt Stock Exchange, Free Speech Coalition, Google, Harris Interactive, Hitwise, Hoover's, Japan Inc., Japan Review, Juniper Research, Kagan Research, ICMEC, Jan LaRue, The Miami Herald, MSN, Nelsen/NetRatings, The New York Times, Nordic Institute, PhysOrg.com, PornStudies, Pravda, Sarmatian Review, SEC filings, Secure Computing Corp., SMH, TopTenREVIEWS, Trellian, WICAT, Yahoo!, XBIZ

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