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## Internet Pornography Statistics

By Jerry Ropelato

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If you are reading this you have probably unwittingly been directed to an internet pornography site. Almost everyone has. Because the demand is so great pornography, on the internet and in general, is so omnipresent you can scarcely avoid it if that is your aim. Internet pornography statistics may seem to be as incomprehensible as the amount of pornography itself, but certain research and news organizations have taken the time to do the math when it comes to the facts about pornography consumption.



The statistics are truly staggering. According to compiled numbers from respected news and research organizations, every second \$3,075.64 is being spent on pornography. Every second 28,258 internet users are viewing pornography. In that same second 372 internet users are typing adult search terms into search engines. Every 39 minutes a new pornographic video is being created in the

It's big business. The pornography industry has larger revenues than Microsoft, Google, Amazon, eBay, Yahoo, Apple and Netflix combined. 2006 Worldwide Pornography Revenues ballooned to \$97.06 billion. 2006 & 2005 U.S. Pornography Industry Revenue Statistics, 2006 Top Adult Search Requests, 2006 Search Engine Request Trends are some of the other statistics revealed here.

The following top 10 list has been compiled using credible sources and appear here in no certain order. Anyone interested in Internet Filter Software and Internet Security Suites Software will find plentiful information about creating and maintaining a safe and secure internet experience at home and work.

#### **Pornography Time Statistics**

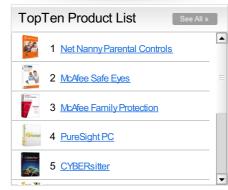
- Every second \$3,075.64 is being spent on pornography.
- Every second 28,258 internet users are viewing pornography.
- Every second 372 internet users are typing adult search terms into search engines.
- Every 39 minutes: a new pornographic video is being created in the United States.

#### Worldwide Pornography Revenues and 2005/2006 U.S. Pornography Revenue Stats

Pornography revenues are not necessarily ranked according to population. China topped the list in 2006 with more than \$27 billion in pornography revenues. However, South Korea, only the 26th most populous nation on earth according to the U.S. Census Bureau, is next in line with more than \$25 billion in pornography revenues.

The internet is not the most popular form of pornography in the United States. Video sales and rentals accounted for \$3.62 billion in revenue in 2006 while internet pornography raked in

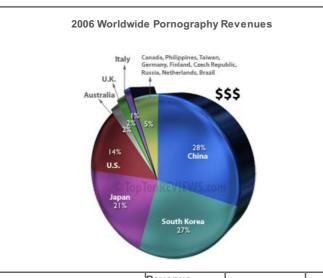








\$2.84 billion. Magazines were the least popular.

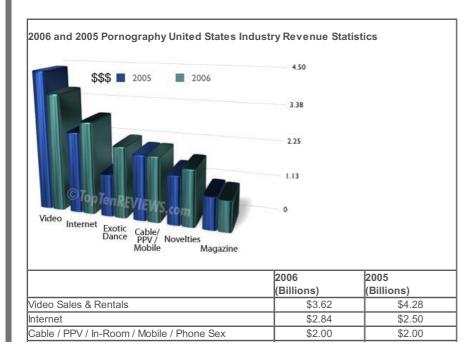


Country	Revenue (Billions)	Per Capita	Notes
China	\$27.40	\$27.41	1
South Korea	\$25.73	\$526.76	
Japan	\$19.98	\$156.75	
US	\$13.33	\$44.67	
Australia	\$2.00	\$98.70	
UK	\$1.97	\$31.84	
ltaly	\$1.40	\$24.08	
Canada	\$1.00	\$30.21	
Philippines	\$1.00	\$11.18	
Taiwan	\$1.00	\$43.41	1
Germany	\$.64	\$7.77	1
Finland	\$.60	\$114.70	1
Czech Republic	\$.46	\$44.94	1
Russia	\$.25	\$1.76	1
Netherlands	\$.20	\$12.13	
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.









Exotic Dance Clubs	\$2.19	\$1.34
Novelties	\$1.73	\$1.50
Magazines	\$.95	\$1.00
	\$13.33	\$12.62

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

#### Top Adult Search Requests and Search Engine Request Trends

Internet consumers are most likely to search for the terms "sex," "adult dating," and "adult DVD" to access their pornography product of choice. The top 20 search terms also include "teen sex," "teen porn" and "sex ads."

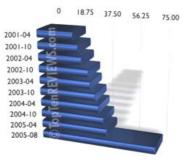
Some search terms were divided evenly along gender lines. Statistics indicate the term "sex" was searched for as often by female consumers as it was by males. Men and women differ greatly on other searches. For instance, men performed 97 percent of the searches for the term "free porn."

Researchers have also broken searches down by location. For example, consumers in South Africa are most likely to search for the word "porn." Internet users in Elmhurst, Illinois, are most likely in the United States to enter the word "porn" into the search field.

		2006 To	op Adult Sea	arch R	еапе	sts		
Search Ter	m I '	06 Search equests	2006 %Ch			5 %Chang	e Con	Pages taining yword illions)
Sex	75	,608,612	7%			40%	4	14.00
Adult Dating	30	,288,325	622%	)		80%		1.40
Adult DVD	13	,684,718	53%			21%		1.82
Porn	23	,629,211	-3%			29%	8	8.80
Sex Toys	15	,955,566	4%			1%		2.65
Teen Sex	13	,982,729	36%			25%		2.10
Free Sex	13	,484,769	0%			20%	- :	2.42
Adult Sex	13	,362,995	301%	,		51%		1.58
Sex Ads	13	,230,137	382%	)		40%		0.28
Group Sex	12	,964,651	88%			33%	- :	2.07
Free Porn	12	,964,651	-10%			54%		2.74
XXX	12	,065,000	25%			14%	18	31.00
Sex Chat	11	,861,035	97%			36%		2.21
Anal Sex		960,074	76%			21%		2.95
Cyber Sex	8,	502,524	-20%			3%		1.24
XXX Videos	7,	411,220	71%			40%		1.44
Playboy	6,	641,209	-6%			24%	4	3.20
Teen Porn	6.	130,065	7%			38%		1.97
Nude	5,487,925		-26%			14%	7	1.30
Sexy	4,	344,924	21%			33%	19	98.00
	<u> </u>		Demogra	phics				
Search Term	Male	Female	<18	18-2	24	25-34	35-49	50+
Sex	50%	50%	20%	209	%	20%	20%	20%
Adult Dating	36%	64%	20%	209	%	21%	20%	19%
Adult DVD	58%	42%	20%	199	%	23%	21%	17%
Porn	96%	4%	23%	149	%	10%	36%	17%
Sex Toys	58%	42%	20%	169	%	19%	19%	26%
Teen Sex	44%	56%	22%	199	%	19%	22%	18%
Free Sex	44%	56%	22%	199	_	19%	22%	18%
Adult Sex	36%	64%	19%	219	%	21%	20%	19%
Sex Ads	50%	50%	20%	209	%	19%	20%	21%
Group Sex	50%	50%	20%	209		20%	20%	20%
Free Porn	97%	3%	22%	149	%	10%	35%	19%
XXX	50%	50%	20%	209	%	20%	20%	20%
Sex Chat	50%	50%	20%	209	%	20%	20%	20%
Anal Sex	67%	33%	19%	199	%	16%	28%	19%
Cyber Sex	41%	59%	23%	259	$\rightarrow$	14%	30%	8%
XXX Videos	64%	37%	17%	199		26%	27%	11%
Playboy	86%	14%	10%	339	_	25%	25%	7%
Teen Porn	82%	18%	23%	179	$\rightarrow$	14%	28%	18%
Nude	77%	23%	33%	149	$\rightarrow$	10%	17%	26%
							11/0	20/0

#### 2006 Search Engine Request Keyword Trends

# Average Monthly Unique Visitors to Adult Websites (millions)



Top Worldwide Search Requests	Top U.S. Cities Search Requests
	yword: "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
	eyword: "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
	eyword: "sex"
1. Pakistan	1. Elmhurst, 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**

The amount of pornography on the internet can be difficult to fathom. A total of 4.2 million websites contain pornography. That is 12 percent of the total number of websites. There are 100,000 websites that offer pornography and 1 in 7 youths report being solicited for sex on the internet.

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**

Access to pornography is available from early on. The average age of a child's first exposure to pornography is 11. A total of 90 percent of children ages 8-16 have viewed pornography online. Pornographers use many character names that appeal to children such as "Pokemon."

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**

Pornography consumers access pornography both at work and at home. A total of 40 million U.S. adults regularly visit pornography websites. Ten percent of adults admit to an internet sexual addiction and 20 percent of men say they access pornography at work.

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

According to statistics, men are not the only ones to access pornography at work. A total of 13 percent of women admit to accessing pornography at work. One in three visitors to pornographic websites are women.

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	1 in 3 visitors	
women		
Women accessing adult websites each month	9.4 million	
Women admitting to accessing pornography at	13%	
work		
Women, far more than men, are likely to act out their behaviors in real life, such as having		
multiple partners, casual sex or affairs.		

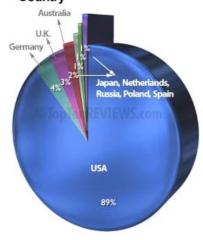
#### **Top Pornography Production by Country**

The United States is the top producer of video pornography. Notable video pornography producers in the United States include Vivid Entertainment, Hustler, Playboy, Wicked Pictures and Red Light District. Brazil comes in second for video pornography production, facilitated by companies like Frenesi Films, Pau Brazil and MarcoStudio. The United States is the top producer of pornographic web pages by far with 244,661,900 pages or 89 percent. Germany and the United Kingdom follow with 4 and 3 percent, respectively.

Top Video Porn Producers			
Country Major Producers			
United States	Vivid Entertainment, Hustler, Playboy, Wicked		
1. Officed States	Pictures, Red Light District		
2. Brazil	Frenesi Films, Pau Brazil, MarcoStudio		
3. The Netherlands	Erostream, Midhold Media, Your Choice,		
5. The Netherlands	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, VideoRama, Zip
7. Cermany	Production
8. United Kingdom	Hot Rod Productions, JoyBear Pictures, Blue
	Juice TV, Rude Britannia, Fresh SX
9. Canada	Wild Rose Productions, Eromodel Group, Dugmor
10. Australia	Pistol Media
Other Notables	
Sweden	Maxs Video
ltaly	Adamo Entertainment
Denmark	Color Climax Corporation
France	Euro Choc, Eil 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 Ami
Top U.S.	Erotica Important Cities
Cities	Importance
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 Pornog	graphy Banning Countries
	ypt, UAE, Kuwait, Malaysia, Indonesia, Singapore,
Kenya, India, Cuba, China	· · · · · · · · · · · · · · · · · · ·

Pornographic Web Pages By Country

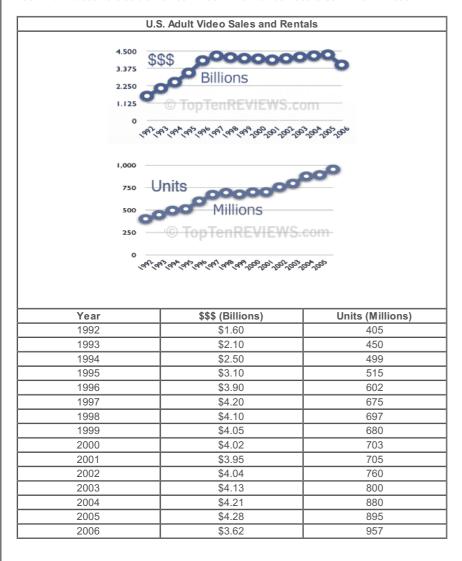


Country	Porn Pages
U.S.	244,661,900
Germany	10,030,200
United Kingdom	8,506,800
Australia	5,655,800
Japan	2,700,800
The Netherlands	1,883,800

Russia	1,080,600
Poland	1,049,600
Spain	852,800

#### **Adult Video Sales and Rentals**

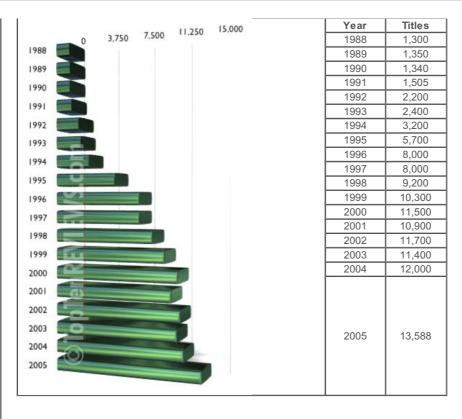
Adult video sales and rentals have increased in general over the years. In the United States 405 million videos were sold or rented in 1992. That number rose to 957 million in 2006.



#### Hardcore Pornography Titles Released

The number of hardcore pornography videos released in the United States has grown from 1,300 titles in 1988 to 13,588 in 2005. There have been minor peaks and valleys but essentially the growth in production has been steady.

### U.S. Hardcore Pornography Titles Released

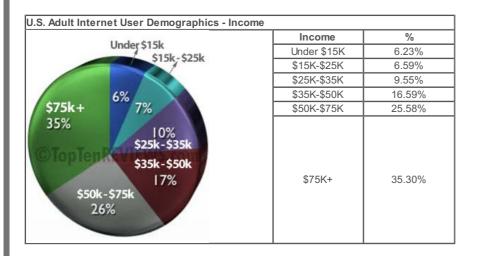


#### Internet Pornography User Demographics

Pornography consumers are divided fairly evenly by age but not by income.

Those making more than \$75,000 a year represent 35 percent of those purchasing pornography. Another 26 percent of pornography consumers make \$50,000-75,000 per year.

Age is not a major factor. Pornography consumers are fairly evenly divided. The 35 to 44-year-old age group consumes the most pornography in the United States (26 percent) and 18-24-year-olds purchase the least (14 percent).



US Adult Internet User Demographics - Age					
	Age	%			
	18-24	13.61%			
55+ 18-24	25-34	19.90%			
20% 14%	35-44	25.50%			
2313	45-54	20.67%			
@TopTenREVIEWS.com	55+	20.32%			
45-54 20%					
21% 25-34					
and the second					
35-44					
26%					

#### **Corporate Profiles of Pornography Producers**

Pornography producers vary widely in size and are located around the world. Most companies create more than one product, from magazines to websites to movies. The corporations are profiled here by company and include a cross-section of attributes and in some cases revenue and net income.

Playboy Enterprises (NYSE:PLA)					
Location:	Chicago, Illinois				
Founded:	1953				
Employees:	725				
CEO:	Christie Hefner	Christie Hefner			
Properties:	Playboy, Playmate, Sp	ice			
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 \$315,800,00				
Net Income	\$2,300,000 (\$700,000) \$10,000,000 (\$7,600,000)				

New Frontier Media (NASDAQ:NOOF)					
Location:	Boulder, Colora	Boulder, Colorado			
Employees	143	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 <b>(\$11,895,000)</b>				

Private Media Group (NASDAQ:PRVT)						
Location:	Barcelona, Spain					
Founded:	1965					
Employees:	135					
CEO:	Berth Milton	Berth Milton				
Properties:	Private.com, PrivateSpeed.com, PRVT.com, PrivateHome.com					
Content:	2 Million photos, 900 Titles					
TV/Movie Networks:	8					
Network	28 Million					
Households:						
Distribution:	462 Publications - 2 Million Magazines in 40 countries - 2 Million DVD's/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	\$106.100.000		
Revenue:	ψ 100, 100,000		
Net Income:	(\$300,000)		

Vivid Entertainment			
Location:	Los Angeles, Califorina		
Co-CEOs:	Steve Hirsch, David James, Bill Asher		
Industry:	y: One of the Top Adult Film Producers		
2005 Revenue:	\$100,000,000		

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

Beate Uhse (Frankfurt Stock Exchange)						
Location:	Germany and 13 other countries					
Founded:	1946	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 Incom:e	\$32,000,000	\$41,400,000	\$34,700,000	\$40,800,000		

#### Sources:

Statistics are compiled from the credible sources mentioned below. 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 Metrix, 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, Nielsen/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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