

The Business of Pornography: One of the Most Secretive and Wealthiest Industries

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About every second that passes by, there is an average of about 28,000 people on the internet that are watching or looking at some type of pornographic material. It's generally understood that over 35% of Internet downloads contain some type of pornographic matter. These statistics were computed after gathering massive amount of statistics from various sites throughout the net. These statistics display why the pornographic business has become so popular, the product is made fast, and this product has been made easily accessible. With demand there must be supply, and that supply is generated every thirty-nine minutes, in which a new pornographic video is uploaded in the United States of America. Most people associate the pornographic industry with busty blondes that makes guys super-hot and girls extremely jealous. However, this is not always the fact, as per the findings of a recent study, female moms and teens rule the world of porn watchers. This puts the myth that only males watch porn to the grave.

If someone were to assume that men spend more time watching internet porn than women, that person would be absolutely correct. Seventy-two percent of pornographic content on the Internet is watched by men, while women only make up a mere twenty-eight percent. The majority of women, seventy percent, who view online porn keep it a secret whether they are single or even in relationship. 9.4 million Women access pornographic material each and every month and thirteen percent of women admit to watching pornography while at work.

Some statistical experts may considered these statistics mild compared to the twenty percent of men who admit to view pornographic material while at work. A stat that I was blown away by after conducting my research is that there are over 4.2 million websites dedicated to pornography which consist of twelve percent of the entire Internet market. If one had to guess who watched pornographic material the most, you would expect them to reply with the answer of "young men who have raging hormones." They would be wrong, considering that males ages 35 to 40 make up the largest demographic of pornographic viewers. I believe as a business graduate that one must not forget about this industry that is never disclosed in any college class. We need to learn about this misunderstood industry in the world as well as how these pornographic "employees" provide a life for themselves.

The one fact that you must understand is that no matter what, female pornographic performers will always earn much more than a male pornographic performer. At minimum a male pornographic actor will earn around \$150 per scene, but up to \$1500 per scene. Gay pornographic scenes pay higher than straight scenes, where actors have the potential to earn a minimum of at least \$500 a scene. A female pornographic author can earn anywhere from \$400 to \$2000 per scene, with monetary compensation being dependent on the nature of the scene, the video production company, and the girl's level of experience of making pornographic films. One of the top earning porn stars in the industry is a woman by the name of Asa Akira. Miss Akira earns around \$2,000 per scene because of her immense amount of experience and her popularity among internet viewers. A top female actress usually can be rewarded \$800 for a gay scene, \$1000 for a straight scene, and can receive \$5,000 or more for more sexually compromising scene. This is pocket change compared to the money that top Hollywood actors make. It must be noted

that pornographic actors don't just take the full pay amount, they must also pay a royalty to the agency, which usually consists of 10% to 15% of a performer's take-home pay.

The average male porn star usually make around \$30,000 a year whereas the average female porn star can make upwards to \$50,000 a year. As a result of the modest earnings from acting, these pornographic performers usually must juggle other responsibilities such as social media outreach and occasional appearances at various locations such as a strip club. All forms of outreach are to increase their exposure to society so that they are more easily recognizable. The more popular a pornographic actor becomes, the more potential money they can make. Now moving back to strip clubs, when a porn star appears at a club, they usually will earn much more than normal strippers do. These porn stars performing as strippers can earn as much as \$2000 a night or more. Jenna Jameson for instance used to make \$2000 a night at the Crazy Horse Too strip club. Houston used to earn \$20,000 a week from her strip club appearances. These porn stars are more valuable than the average person would think. Most make more than someone with a four-year degree.

Another part of the pornographic industry are contract girls. These contract girls are unable to participate in the unlimited amount freelance work that most adult stars aspire to. An example of a contract pornographic actor is Julie Ane. Julie Ane is the stage name of woman who is an adult film actress, dancer, and also a former Penthouse Pet Julia Tavella. Julie Ane is also a member of the Adult Video Network Hall of Fame and XRCO Hall of Fame. Under contract, Julie Ane worked only for Vivid Entertainment, Digital Playground and Wicked Picture until the contracts expired, and then she found herself venturing off to new opportunities that allowed her more freedom in what types of pornographic stunts she wanted to perform.

To receive a contract with a major porn company, a performer has to first build their brand and become popular through freelance work, or find an agency. Like modeling agencies, there are also agencies that cater to adult talent, in which they represent them and get them a contract with one of the major porn players. If you are a Porn Star under contract, there is a set amount of money that you earn per scene, and these contracts range from \$500 to \$3,000 per scene. The negative thing about a contract is that it will only allow you to perform scenes with that company and that company only. Therefore it can be determined that a contract porn actor will have less opportunities to work, but they will typically make more money per scene than that of a freelance porn actor. A contract will also only "interact" with a select few rather than the whole porn industry.

Contract work definitely has its benefits because the female and male porn actor can be pickier when choosing their partners, which gives them the ability to make sure they only work alongside mates that they accept. Contract work also prevents the actor from having to travel to work because pornographic work is ensured to be a specific location consistently.

One could say that the most famous person one could relate porn to use Hugh Hefner, who started the pornographic company known as Playboy from a measly \$1,000 loan in 1953 that was given by his mother. Playboy has made its way from print publishing to online publishing through a number of websites, like playboy.com, playboyexclusive.com, and playboyarchive.com. Hefner has been said by media outlets to

have a net worth of over \$43 million, while earning over \$1 million annually. Even though Hugh has made a name for himself and is the name most closely associated with the porn industry, his company isn't deemed to be the biggest. However, Hugh can definitely be seen to have influenced some of the companies that now dominate the porn industry.

The next biggest porn company anyone could easily recall is Hustler. Hustler is a name synonymous with pornography and sex and they have a number of websites, such as ashustler.com, hustlertube.com, models.hustler and many more. Of course, this company started after Hugh Hefner's development of Playboy. This company began in 1974 as pornographic magazine publisher. There is one thing that Hustler offered that Playboy did not, in that Hustler shows explicit views of female porn star's body parts. Larry Flynt is said to be the creator of this Hustler Empire, and has been said to have a net worth of over \$400 million and rakes in about \$1.3 million annually. Flynt, like Hefner, remains successful due to the fact that they have kept up with technological advances by transitioning videos and images from analog to digital format.

As we continue, some may be already questioning why pornographic websites like Brazzers and Reality Kings been mentioned yet haven't. Well now is there time. A company called Mind Geek, formerly known as Manwin is the number one distributor of porn in the world. Mind Geek doesn't just own Brazzers and Reality Kings however, they also own the 38 sub-pornographic sites contained on Reality Kings, as well as the 35 sub0pornopgrahic sites contained on Brazzers. Making Mind Geek (MG) hold a strong monopoly on the industry. Mind Geek also owns all of the top five pornographic websites such as Youporn, Pornhub, and Redtube. Just how large is Mind Geek? Well they take up a third of the world's bandwidth consumption. Mind Geek operates more than 73 websites in all-free, paid and webcam pornographic sites. It has been reported that the company brings in over \$200 million annually, which is 200% more than what Hugh Hefner brings in annually. I think it's time we reevaluate on who should be associated the most easily with the pornographic industry, and that is the company Mind Geek.

So earlier we identified how much a porn star makes, but what about an adult actress. Hillary Scott is a baby-faced starlet who signed a \$1 million contract with Sex Z pictures for a four year deal. An income of \$250,000 a year is great money, especially for the industry Scott's contract is among the biggest one in porn history. Another woman by the name of Maria Tagaki ranks second on the highest paid actress whom is still making adult films as we speak. The United States population may have never heard of Maria Tagaki, but in Japan she has a 2.6 million dollar contract for 30 films. This contract was offered to Maria Tagaki by Max A, an adult film company based out of Japan. At \$86,000 a film, she isn't making Jenna Jameson money but she's pulling in more than nearly any actress currently making films and she has a net worth of over \$6 million or about a seventh of what Hugh Hefner is worth. A porn star that America can familiarize with a little more easily is a woman by the name of Jesse Jane. Jesse Jane is worth of \$8 million, and made her former debut as a Hooters waitress. Jesse Jane has also starred in well-known shows such as Entourage and has her own show on the Playboy Television Network. Jesse Jane can be said to be the most famous American porn star who is actually still making movies.

As you can clearly see after analyzing the top three porn actresses, there are a wide spectrum of looks that make up the definition of an adult beauty. Jenna Jameson is known for her “busty” physical appearance is another one of the top paid porn actresses of all time. Jenna Jameson is supposedly said to possess the perfect package. Tera Patrick can be said to also be a wealthy porn star and she possess physical features such as dark raven hair, dark skin, and a curvy chest. One may think being busty makes for a successful porn career, but Hillary Scott and Maria Tagaki have average sized chests. Variety is the spice of life and everyone has a preference so no one particular look dominates the porn industry. Contrary to popular belief, busty blonde models like Jenna Jameson don't get all the work.

While we have mostly only talked about females in the industry, I want to also talk about men. A male porn star doesn't receive the same amount of compensation because it's very easy to find some guy off the street who would sleep with a porn actress for free. However there have been only a select few guys who have managed to parlay their porn careers into a small fortune. Peter North has done over 1,800 films and is worth an estimated \$10 million. Peter North launched North Star Productions in 2011 and that company has produced over 20 films since then. The most obvious successful person in the porn career that almost everyone has heard of is Ron Jeremy. Ron Jeremy has made over 2,000 movies and counting and has a net worth of over \$5.5 million. This worth makes him the second wealthiest porn actor in the world. If you are thinking that these figures are big, well they are, but in reality you are looking at two net worth's versus the amount of men working in the industry.

One must remember that it took Peter North and Ron Jeremy a lifetime to earn what many of female actresses make in a few years. The amount of wealth one can gain from the porn industry really depends on how well they market themselves. The same is true of female pornographic actresses, which is why some of these actresses receive million dollar contracts while others continue to work for loose change. Most of the successful porn stars have some legitimate acting skills and make regular cameos for non-pornographic movies and cable television shows as well. The odds that an aspiring starlet will ever become a household name are slim at best but the women and men that achieve that level of success typically know how to turn their screen name into a brand. The porn business is like every other aspect of show business, ten percent show, ninety percent business; and this is what makes adult agencies a porn actor's or actress's number one friend. It's these agencies that help an actor with that ninety percent of business.

Most pornographic business have voluntary employees that promote their site in exchange for a commission for each referral. This allows these voluntary employees, known as affiliates, to serve as free advertisers for a pornographic business. The affiliate promotes the business in ways that it will draw the customer into making a purchase so they get rewarded. One of the most basic and easy-to-use pornographic affiliate programs is that of Mr. Skin. Mr. Skin promotes nude videos and pictures of celebrities, porn stars, and nudity novelties that will excite those looking to have a wonderful and interactive pornographic experience. Mr. Skin's affiliate can be accessed only through this link-<https://mrskincash.com/?ref=896891>. In regards Mr. Skin, Mr. Skin is the only pornographic site that provides nudity of celebrities in various movies and other videos shown throughout today's media. If you're interested in seeing this revolutionary take on

pornographic material, you can view it here only through this link (and if you are of adult age, of course): http://tour.mrskin.com?_atc=896891-2-1.

Contrary to everyone's belief, porn stars do not make that much money compared to the average working citizen. The earnings they receive from being in a scene do not include the royalties. Therefore, they don't benefit from the quantity of distribution and sales of the film they starred in. This leads them to seeking other lucrative income-earning avenues such as making personal appearances, social networking and branding their name. Most porn stars make the most of their money from jobs held outside of the acting world. Jenna Jameson made \$30 million annually from selling her own brand of adult toys. A previously mentioned pornographic actress, Tera Patrick launched an agency that represents adult models and performed as well as a production company that she he dubbed the name Teravision. Teravision, itself, has an estimated net worth of about \$30 million. Tera Patrick has said that now that she makes millions for herself as opposed to making millions for others as she did during her acting days for specific pornographic production companies. Belladonna stepped away from acting and got into producing and directing films, which provides her with a net worth of \$1.8 million. Despite having starred in over 1,500 films, the bulk of Peter North's \$10 million net worth comes from his work behind the scenes that includes producing and directing porn films and online video uploads. He launched his production company, Northstar Associates, back in 2001. Through these actors and actresses, we can see that pornographic websites can be the starting grounds before inspiring these actors and actresses to venture out on their own. They become entrepreneurs, and successful businessmen who now direct and produce their own porn films. I was always told by my aspirations that one must do the "grunt" work before making it to the top.