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**SPRING ADULT WEBMASTER
EVENTS AND WORLD
TELEMEDIA 2001**

**WEBMASTERS TALK FRAUD,
AFFILIATES AND THE
FUTURE OF "THE NET"**



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FEATURES

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A Webmaster Roundtable, Part One

Eight top adult Webmasters discuss fraud, free trials, affiliate programs and more in the first part of a series.

Spring Conference Roundup

Highlights from the recent Adult Webmaster Gatherings in Vancouver, BC; Montreal and Phoenix.

World Telemedia 2001

Over 15 years, World Telemedia has become a twice-yearly rendezvous for the world's premium rate service providers. With the arrival of adult Website operators, the conference seems to have pulled off the creation of one industry — Online Commerce.

How and Why to Develop a Good Search Engine Strategy

You don't have to spend all your time trying to improve your search engine rankings — all you need is about an hour or so each day. Adult Webmaster and Net-pod moderator Brad Gosse tells you how.

12 Easy Pieces, Part 4:

You, Too, Can Be An Adult Webmaster

The fourth installment of our 12-part, "hands-on" series about the creation of an adult Website. This month: WYSIWYG authoring tools for beginners.

Future Sex

Virtual Reality Innovations CEO Eric J. White talks the past and future of porn, high tech, and what just may be "the next big thing."

Putting PHP Into Action On Your Websites

Webmaster and programmer TDavid discusses the what, where, when, how and why of PHP scripting for your site.

Zoning Laws and the Adult Net

While adult Netizens might imagine themselves removed from the threat of zoning laws, there is increasing evidence that local zoning ordinances may prove a troubling adversary for the Web.



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The Virtual Future of the Sleeping Sex Industry

Part 1: History By Eric J. White

I guess I'm an information junkie. I sit around waiting to see the new things happen in the world. Every now and then, up pops a new idea. Almost immediately, like a virus, you get imitators, companies that just sit around waiting for someone to come up with something new that they can copy.

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VHS

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You see a form of this often in the news industry. How many of us have at least five full-time news channels in our cable lineup? It started with CNN, and presto, a few years later all the major networks had their own 24-hour all-news stations. The only problem is, there isn't that much news to go around. If you take a moment and scan around the news channels, you will see the same stories regurgitated on every network in a matter of a few minutes.

This was very apparent during the presidential election. In a rush to be the first to name the new president, one network announced a winner in Florida with a very small percentage of polls reporting. Immediately the other stations picked up on this, and inside of an hour, the entire country thought they knew who the next president was.

As we all know now, they were wrong. When the facts finally came out, it appeared that the source was more of a talk show than a news-reporting agency — and they were making the news instead of reporting the news after it happened. Many say it actually influenced the results.

It seems to be the same for the adult industry.

Now, I'm not new to the adult industry, I've been in it since the early video days. So, for the "modern adult industry" as I will call it, I've been around since the beginning.

The business of mass commercial sex really started with the advent of the VCR. Sure, there were adult products before video: the early days of movie theaters showing *Deep Throat* and *Behind the Green Door*, and of course magazines like *Playboy*, *Hustler*, and *Penthouse*. But most of these items required you to announce to the world you were interested in sex in order to participate. To see an actual adult movie, the average guy had to go to an adult movie theatre and run the risk of his neighbor or co-worker finding out his particular fetich.

You could safely get your *Hustler* through the mail, but that had to be planned in advance with a subscription. For more immediate needs, you had to go into a sex shop — if you could find one, and if they were legal in your town. And if you were a "respectable citizen," you couldn't run this risk.

In the early '80s, the magic of Home Video came to every neighborhood in America. Now it was a simple matter to rent or buy a VCR "just to watch movies and Disney with the family." Then, while you were in the video store on a "legit" mission to get Rambo, you could slip into the back room or Blue Book, and take home a copy of *Rambone* as well. You could proudly walk into your house in full view of neighbors and friends with no shame. You just had "family movies," after all, right?

Of course, all of us in the video store business at the time knew the real story. We all had those "family movies," but upwards of 70% of the profits for the store came from your selection of adult movies. This created a huge market for all types of studios to make low budget, low quality sex movies

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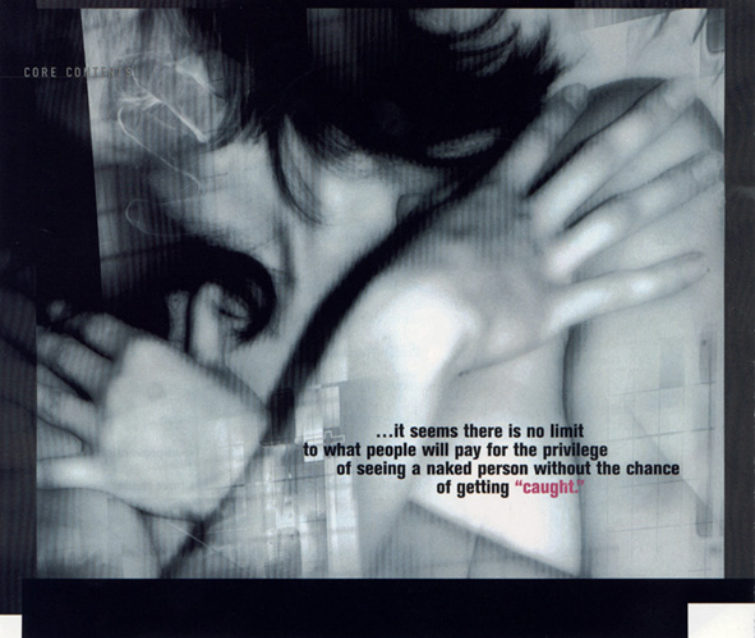
with little or no plot. I remember buying "full length features" for as little as \$3.00 wholesale. The American public was insatiable. And, as long as we kept it low key, we made money for a few years.

The independent video stores still make their living this way because the Blockbusters can't afford the "negative image" of having adult movies. So, after a few years of rapid growth and expansion, there was a massive shakeout. The market settled into a pattern of Blockbuster stores, and small Mom & Pop's with a back room in each town. Since then, the late '80s, very little has changed in our industry. Sure, we have DVDs now, some with branching stories and "multiple angles" (and some with merely supposed multiple angles, but that's another issue) — but that has been the sole technological achievement in the adult video industry for more than 20 years. With few exceptions, most of what is on adult DVDs is just the same thing that was on VHS, re-recorded on the new medium.

What has the industry done to advance itself? Not much. Why? Is it that a certain amount of money can be made just by sitting there troweling out the same material, over and over? I still haven't seen an adult movie with a decent storyline since the *Taboo American Style* series (as I recall, the tapes of this series in our store actually wore out from multiple rentals.)

Now, let's talk about high tech and sex. As history has repeatedly demonstrated, every new industry has a sexual aspect that grows rapidly — maybe even propels the industry forward — for a while, until the rest of it catches up. As those of us that have been around for a while know, the computer/sex relationship really started with a few adult computer games. Then, when BBS systems (computer Bulletin Board Systems) came out, the most popular ones were trading adult materials. Chat groups, computer pictures, animated sex; all were to be

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...it seems there is no limit to what people will pay for the privilege of seeing a naked person without the chance of getting "caught."

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found on the early computer networks. We had one called Sex-2C-Store BBS, which was one of the first adult BBS systems that would allow you to purchase adult products, novelties, videos, lingerie, etc., online. Order it on your computer, and the famous brown package came a few days later; non-credit cardholders need not apply.

Soon, the great World Wide Web entered the consciousness of Joe Average. Why? Because Netscape could display GIFs and JPEGs, which are compressed picture files. A lot of people forget that GIFs, one of the earliest computer image files, was developed for use on the CompuServe BBS network. Though it's unlikely they will admit it, GIFs was developed because people wanted to trade adult pictures over the Net. This was the backbone of their service. So, back on the Web, we have rapidly growing Websites, selling access to adult pictures for a monthly subscription. And whether it was because they could

look at the pictures in private, or because they could see them on their computer screens instead of a magazine, customers paid for the privilege.

Shortly thereafter, we go to the magic of streaming media. Basically, the early streaming was a series of JPEGs lined up to look like a movie. People were paying \$9.95 per minute and more to watch a jerky picture of maybe 1-2 frames per second of a live or recorded sex act on their computer screen. When it went live and personal, and you were able to 'chat' with the naked girl, the market went crazy. Immediately, services started popping up all over the place — it seems there is no limit to what people will pay for the privilege of seeing a naked person without the chance of getting "caught." This was in 1995. But what has really changed in the past six years? Sure, the quality is getting better; bigger pictures, better compression, and higher frame rates. But not much else.

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chat groups computer pictures animated sex

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Why? Is it because we're not a considered by many to be a "legit" industry? Perhaps. I know many of the best engineers don't want to be associated with an adult project. It tends to not look so good on a resume when they apply at IBM. Most of the people in this industry don't want their friends and neighbors to know what it is they do, so they set up "screens" to work behind. You would think this would give them the opportunity to take more chances, not less. Hidden from view, they could safely make mistakes without suffering the public image damage. So, that can't be it.

What else could it be? My experience in the adult industry has been a lack of interest from most of the people I've spoken to about new ideas. There also seems to be a desire for only getting the quick buck. (Warranty? What's a warranty?)

Before you turn the page, let me explain.

About six years ago, the Web was starting to grow almost exponentially, and streaming media was getting quite popular. A small group of us looked over the emerging technologies, and tried to make an educated guess at what the next great thing could be.

I remember futuristic movies from my formative years, like 1976's *Logan's Run*, where you could dial up a girl on the television of the day, and she would appear. I remember seeing Natalie Woods's last movie in 1983, *Brainstorm*, where you could actually record an experience and play it back for yourself or anyone, complete with all the sensations and feelings. Director James Cameron revisited this theme again in 1995's *Strange Days*. In fact, the big appeal in the movie was that you could satisfy whatever fetish you may have just by inserting a disc in the player.

It made me start thinking. All these movies keep revisiting the desire for a guilt-free on-demand sexual experience. To be able to dial in what you want without the hassles or the morning after. It seemed to me that no one in the adult industry was listening. Sure, they made a variety of movies, but never

applied the technology to making the experience feel more real.

When I discussed these ideas with the elders of the adult industry, I got basically a yawn from them. It seemed to me that there were only a few possible answers for the total lack of technological achievement.

1. They didn't understand how to do it. This is a strong possibility, because most of the elders come from the 16mm/35mm film era. Learning video technology was a manageable step, but beyond that, forget it.
2. They didn't want to do it. Well, I count this out, since one thing the adult industry has always known how to do is make money.
3. They didn't have to do it. This is the one I think is most likely. Since as we all know, you can sell adult movies with out a plot as long as they have good sex scenes and beautiful actors. There was no motivation to do anything new, since they were making a comfortable living just using the same formula over and over again. They even use the time-tested method of looping and/or compiling movies ... essentially selling the same movie cut up and pasted back together a different way. With this as a motivation, I guess it should be no surprise that very little "new technology" has found it's way to the adult marketplace.

Next time, we'll discuss what is being done on the sexual technology front and who's doing it, including more of my own experiences in bringing a new high tech product to the adult industry. •

Eric J. White is the Inventor of the Virtual Sex Machine (www.virtualsexmachine.com), the world's first virtual reality sexual simulation system designed for use with a home PC. He is also the CEO and chief scientist of Virtual Reality Innovations Inc., an Internet and electronics engineering firm specializing in virtual reality technologies.

Virtual Innovations offers affiliates as much as \$110.90 per sale if you put a link on your Website to sell the Virtual Sex Machine. "All you have to do is send the customers at no cost or hassle on your part!" says the company. Virtual Innovations is also looking for content partners to supply movies for use with the Virtual Sex Machine. "If you have any gonzo films, or first-person perspective video in your libraries, we are paying top dollar for it. It doesn't have to be new, and it won't compete with any other distribution method you are now using." For more information or to sign up for the affiliate program, go to www.virtualsexmachine.com or www.vrinnovations.com.