



You don't write because you want to say something, you write because you've got something to say.

F. Scott Fitzgerald

Writing Samples

Selecting writing samples is like choosing a picture of you.

Too fat in one? Eyes baggy?

It's a tough decision what to present.

The following pieces range in subject matter from Supreme Court rulings and the future of the Internet.

The samples break into three categories:

Technology

Legal & General Reporting

Public Relations

Take a look:





Technology

Markets change. Technology changes faster.

Keeping up with the latest trend vs. spotting a critical change in business applications is critical.

We live in a society exquisitely dependent on science and technology, in which hardly anyone knows anything about science and technology.

Carl Sagan





'Internet2' Prototypes Showcased at Conference

NEW ORLEANS -- RealNetwork's RealPlayer was introduced in 1996. In the same year, AOL marked its third anniversary and Netscape pulled off a spectacular IPO. Online video was limited to the flicker of animated GIF's and an unsteady stream of jerky, moving images. The Internet was growing quickly that year and a consortium of government, academic and private officials began to grasp the scope of this new medium.

Twelve years later, the Internet2 Conference, being held in New Orleans Oct. 13 to 16, will offer a look at what the next version of the Internet will have to offer. Billed as an "invitation to experience pre-commercial Internet technology," Internet2 promises exponential increases in speed, versatility and sheer "gee whiz" innovation.

The original network is now at the core of fundamental, simultaneous revolutions in commerce, economics, education, media and politics. Similarly, the development of the next version of the Internet has implications that are unknown, but very enticing.

Internet2 is essentially a mechanical engineering fix. The primary improvement is the speed at which data is transmitted. Under the hood, however, the way data is funneled through fiber optic networks has been fundamentally changed. By creating dedicated connections between users, very large amounts of data can be transferred quickly -- much more quickly -- instead of the chaotic, high speed dance of switched digital packets we use today.

One application that could take advantage of this newly fattened bandwidth almost immediately is online video. According to a recently released report by market research firm comScore, over 11.4 billion videos were viewed in July 2008 alone. Internet2 promises to make that volume faster, and in higher definition. One demonstration at the conference will showcase live, uncompressed videoconferencing in true 1080p high definition.

Video is a notorious bandwidth hog with one minute of flash-formatted video requiring 16MB of throughput (216MB for AVI format). With current high-speed cable capacity unrealistically offered at a promised 10MB per second, the buffer between content and capacity to deliver is growing narrower. Attempts at delivering high-definition video rely heavily on compression schemes, software manipulation and large amounts of memory.

The amounts of data required for high-definition video moving at high speed are difficult to gauge.

To demonstrate the scope of Internet2's capacity, the consortium of universities and private sector companies behind Internet2 will tackle a very large project. The Large Hadron Collider, the world's largest particle accelerator, is expected to generate multiple terabytes per second. Internet2 will transport streams of data at 10GB per second -- the equivalent of 500 hours of digital music per second. And there are multiple 10GB optic lines. The expected daily accumulation requires a noun unfamiliar to most: "petabytes" of data, or roughly 1 million GB.

The new infrastructure is not solely the domain of educators and scientists, however. Corporations are also taking notice. Internet2 lists Warner Bros., Comcast Communications, Qwest Communications, C-Span, Verizon, The Thomson Corporation and others as major participants even at this early stage. Two formats are emerging for Internet2's capabilities. iHDTV, developed by the University of Washington streams data at rates of up to 1.5 Gb, which is sufficient to transfer uncompressed 1080i high-definition video.

A second format, UltraGrid, primarily developed by the Laboratory of Advanced Networking Technologies at Masaryk University in Brno, Czech Republic, also delivers high-definition without compression at approximately the same rate but can be scaled back to perform across existing network capabilities.





Policies Emerge as In-Flight Wi-Fi Expands

LOS ANGELES -- The airline industry would, it seems, has larger issues to address than the screening of in-flight porn. The industry has, however, decided that porn viewing by its customers warrants renewed interest.

Quick on the heels of American Airlines' reversal of its stated goal of "relying on passengers' discretion" to prevent inappropriate adult streaming aboard its fleet, other carriers have weighed in on their plans.

American and Delta are the only carriers that currently have operational onboard Internet access. Both now filter their content to prevent adult material from reaching passengers' laptops.

In-flight Internet access is, however, being adopted by several other major carriers, and each is addressing the question differently. According to an [MSNBC.com](#) article, here's how each airline will approach live online content on its jets:

- **American, Delta:** Both will filter "to prevent inappropriate content."
- **Southwest:** The low cost carrier is currently testing a Wi-Fi system and offers that they will be "filtering the Internet, much like you have a filter at work."
- **Continental:** Current plans call for email and messaging applications only. If Continental does expand the system to include web access, they would "look at filters."

Two airlines that plan on unveiling onboard Wi-Fi have yet to formally announce their position on filtering.

- **Air Canada:** Plans to install a limited system in mid-2009 and has yet to state how they will address content issues.
- **Alaska Air:** The airline has a unique stance on its upcoming service. It plans on amending its service agreement with passengers that is printed on the back of its tickets. The statement will state that the service is to be used for "lawful and appropriate" use, squarely putting the responsibility on the passenger.

The only exception to filtering and content restrictions is **Virgin America**. According to the MSNB.com article, VA spokesperson Abby Lunardini stated that the airline "currently does not filter any content on its seatback touch-screen entertainment systems, and that the plan is to extend that non-filtering policy to Wi-Fi."

There is no word from any carrier or Internet access provider on exactly *what* will be filtered.





No Adult for Proposed Nationwide WiFi Network

WASHINGTON -- The FCC approved a plan to build a national broadband WiFi network last week after conducting tests to appease one of the nation's largest mobile companies.

The network, using AWS-3 (Advanced Wireless Service) bandwidth, is to be auctioned at a future date. T-Mobile has opposed the use of the AWS-3 band citing concerns that it could interfere with the AWS-1 band that delivers its 3G network. Earlier this month, T-Mobile unveiled the [G1 Google Phone](#), which exploits the network's high-speed capabilities.

The FCC, at T-Mobile's insistence, conducted a series of tests in Seattle Sept. 3-5 and issued a report that AWS-3 could operate "without a significant risk of harmful interference" to other wireless services.

Once auctioned, the winning bidder would be required to build 95 percent of the nationwide network within 10 years at marked intervals. Further regulation of the public bandwidth would require that the network block content judged pornographic by "contemporary community standards."

As previously reported in XBIZ, no definitive ruling has determined exactly what those "standards" are.

The AWS-3 band auction is the latest opening of federally maintained signals. The mandated digital television conversion in Feb. 2009 will also offer new space in the spectrum of airwaves. As television stations abandon analog signals that require more space on the spectrum, blank--, or "white-spaces," will allow additional capacity.

Wireless companies and high-tech firms like Google and Microsoft have already expressed interest in this new bandwidth.





Study Calculates High Cost of Worker Surfing

BELMONT, Calif. -- Personal banking, email and YouTube have become part of the daily work routine for cubicle dwellers. And IT departments are left with the mess that reckless surfing leaves behind.

According to a survey released today by FaceTime Communications, and as reported on [CNET News](#), 97 percent of online workers surveyed have used "one or more Internet applications at work."

As a result, 73 percent of IT managers reported "at least one Internet-related attack" on their internal networks. Viruses, Trojans, worms and spyware are the top threats posed.

Social networking has taken hold in the workplace, as well. LinkedIn, YouTube, MySpace and Facebook are used 82 percent of the time for personal reasons versus 79 percent for legitimate business-related work.

Instant messaging, personal blogging, music and shopping round out the top distractions at work.

The cost to businesses is high.

The survey finds that the average IT manager has to deal with 34 incidents per month, taking 22 hours to remedy the attack. At an average wage of \$70 per hour, the cost to a business runs more than \$50,000 per month.





Cyber Attacks Rise in Number, Severity

WASHINGTON -- The Congressional Research Service estimates the economic impact of cyber attacks on businesses has grown to more than \$226 billion annually.

Despite the significant impact, there is no clear framework for adult webmasters to figure their liability should such an attack occur on their sites. In fact, many don't have plans for addressing their cyber risks.

The rate of incidents or specifically targeted attacks on computer systems has risen steadily. And the Internet Security Alliance has been keeping track of the steadily growing numbers.

In 1988, six such attacks were reported. By 1998, they numbered 3,000. 2002 saw more than 110,000 cyber attacks.

These numbers are alarming, but vastly underreported. "People don't like reporting that they're vulnerable," said Larry Clinton, president of the Internet Security Alliance.

Most viruses reported in the mainstream are isolated incidents. Most were benign exercises in "hacktivism" such as defacing the Republican National Committee's web page or a rival's network.

"Now they are different, the majority being done for money," Clinton adds. "Some recent attacks are worrisome such as a recent attack that disabled nine out of 11 root servers."

"The attackers are no longer high school kids, they are organized criminals or worse. Nation states or terrorists or other seriously bad people who are doing this for a tremendous range of reasons."

Although the number of attacks approaches larger proportions, the number of attacks being reported has significantly dropped since "the mode purpose of the attack has changed dramatically," Clinton said. "The insidious stuff is designer malware. It's designed specifically to enter and sit there dormant. It may access your personal finances or corporate intellectual property or the operating system for the company -- without your knowledge."

In order to get a better defense against such attacks, The American National Standards Institute (ANSI) and the Internet Security Alliance (ISA) will publish "The Financial Impact of Cyber Risk: 50 Questions Every CFO Should Ask" which will be released on Monday.

More information, including the financial impact study, can be obtained from the Alliance the.





VUDU Offers High Quality, High-Def Online Video

SANTA CLARA, Calif. -- VUDU Inc. has unveiled a new video format for its broadband video-on-demand service called HDX, a proprietary video-encoding scheme targets high-end video systems by delivering 1080p video. The HDX format complement's VUDU's HD library as an optional format.

The VUDU Box essentially serves as an on-demand video server for consumers. By connecting to the consumer's broadband cable connection, VUDU downloads video content to the device's 250GB hard drive.

Like Apple TV, VUDU's has a breadth of content. VUDU has, according to the company's website, inked deals to deliver "more than 10,000 movies and TV titles from all Hollywood studios and leading independent distributors." Titles can be rented or downloaded permanently to the VUDU box.

VUDU's HDX format employs "TruFilm" technology. The company's formatting uses a series of processes, including one that attempts to remove digital artifacts commonly found in online video's dark or black areas. VUDU attempts to clean up otherwise substandard Internet video signals by using multiple technologies to deliver a Blu-ray-like cinematic visual. Efforts to retain the appearance of film grain, color balancing specifically for plasma and LCD screens and an amped up bitrate that dynamically changes based on the available bandwidth do deliver a high-definition image comparable to currently available DVD content.

The conversion of titles to the new HDX format is gradual. The company so far has released only 65 films in HDX and plans to offer all newly acquired titles in both standard HD and HDX as they are added to their library.

VUDU joins the nascent but burgeoning field of Internet protocol television, or IPTV. Similar to Internet telephone services like Skype or Vonage, IPTV uses the growing availability of broadband connections to offer services through the same connections normally used only for data.

Consumer adoption of Internet television has been slow. Previous and current attempts at delivering true video-on-demand have either stalled or have been scaled back by the providers. Time Warner, Cox and Comcast all offer variations of an on-demand service in select markets. None have been able to successfully compete against DVDs nearly universal adoption.

The market is changing. Forrester Research claims that By 2011, TV programming delivered over consumer broadband connections will be a "viable alternative to cable," according to a report released in 2007 by Forrester Research.

The market as of today, however, is limited. According to Leichtman Research Group, slightly more than 40 percent of the U.S. market has a high speed connection to the Internet, a fact that effectively blocks approximately 60 percent of the marketplace from using the new technology.

Even if the prediction by Forrester holds true, the market penetration for IPTV is seen as comprising only "around 5 percent," according to the report.

Forrester observes that IPTV "has the potential to completely shift the way the TV industry works," it says, "connecting consumers and their pocketbooks directly to content providers while disintermediating traditional cable and satellite operators."

This direct-to-wallet relationship has implications for the adult industry. Currently, VUDU has adult content provided by only one supplier. Viewing statistics are not available from VUDU for the adult content.

VUDU is available from mainstream retailers as well as directly from the company's website. The VUDU BX100 retails for \$299 and does include a \$200 credit towards movie purchases or rentals. The larger capacity VUDU VBX1000 retails at \$999.

Rentals of films or content are good for seven days and range from 99 cents to \$3.99. Purchasing films to own are \$4.99 to \$19.99. Television episodes begin at \$1.99. There is no monthly fee or subscription charge.





General and Legal Reporting

Sometimes, the most important decisions go unnoticed.

The implications for an uninformed business are, well, brutal.

A sentence should never be cruel and unusual.

William C. Burton





FCC Approves 'White Space' Spectrum for Use

WASHINGTON, D.C. -- The Federal Communications Commission has voted to approve a controversial use of newly available radio spectrum.

Much of the public airwaves will be reconfigured in February when TV broadcasters are required to switch their transmissions to digital from their current analog signals.

The blank parts of the newly divided spectrum, known as "white spaces," could allow a next generation of wi-fi with increased speed, bandwidth and range.

Several organizations and companies have protested that the FCC has not done enough to assure that the white space transmissions will not interfere with existing devices. Specifically, users of wireless microphones such as theaters and sporting arenas claim that their equipment will be adversely affected.

The FCC stated on its web site that "wireless microphones will be protected in a variety of ways."

The commission also has required that devices include the ability to listen to the airwaves to sense wireless microphones as an additional measure of protection for these devices.

Technology companies soundly applauded the availability of the additional broadcast space. Google's co-founder, Larry Page [wrote on his blog](#) that he believes "the much longer range of these spectrum signals, wireless broadband access utilizing the TV white spaces could be brought to more consumers using fewer base stations -- in effect, 'wi-fi on steroids.'"





I.D. Trading Site Run by FBI

PITTSBURGH, Pa. -- Hacker trading site DarkMarket.ws was the first place to go to sell and trade identities stolen online. The site, purportedly run by an Eastern European hacker named "Master Splynter" was, in fact, an elaborate front for the FBI's attempt to crack down on online fraud, according to a [Wired News](#) report.

DarkMarket.ws was a meeting place for an elite group of English-speaking identity hackers for the previous two years. Through the efforts of a German public radio station, Südwestrundfunk, however, the identity of the man and organization behind the site became known. The FBI agent is identified in the documents as J. Keith Mularski, an agent based at the National Cyber Forensics Training Alliance in Pittsburgh.

DarkMarket allowed visitors to purchase various information resulting from phishing and other online scam tactics.

The sting operation also involved online credit card processor E-Gold. The FBI used the company's records to crosscheck the identities of suspected users of the DarkMarket website.

The staff of the website included another hacker, known as "Cha0." His involvement in the site began to fade after he reportedly kidnapped and tortured a police informant, according to the Wired article. He was arrested in Turkey last month, where police identified him as Cagatay Evyapan.





Recent Convictions Challenge Miller Test Definitions

TAMPA, Fla. -- Two recent obscenity convictions have furthered the confusion of the legal definition of obscenity in the U.S. courts. At the core of the recent judgments is the definition of a "community" -- specifically when that community is based online.

The Paul Little (Max Hardcore) and Karen Fletcher (RedRose.com) convictions, well known within the adult industry, have also caught the attention of mainstream media. An article posted on [PC World](#)

addresses the complexity of the issue and its influence on webmasters and viewers.

Max Hardcore's recent 46-month jail term and fine, as well as Karen Fletcher's probation were achieved by the DOJ by using a traditional interpretation of the 1973 Miller v. California precedent. That ruling, which states that obscenity charges must pass a [three-point test](#), has made previous, successful obscenity convictions difficult for the courts.

One point of that test requires that the material in question must be "the average person, applying contemporary community standards would find that the work, taken as a whole, appeals to the prurient interest."

The definition of "community" in that point is now under question when the creator of material and the consumer of the product are linked only by electronic means.

Community standards would, by definition, include anyone who would have access to the questionable material. In reality, the Internet community would be defined as global.

"With a website, you can't block traffic from another location," said Jeffrey Douglas, Little's defense lawyer.

Douglas is filing an appeal of both the conviction and sentence in the Hardcore case next week.

"This appeal will be of central importance to every adult website in the world," he said.

Hardcore's sentence has troubled many in the adult industry. The implications of Karen Fletcher's conviction, however, have been cited as having the potential to be far more chilling. Her erotic writing, posted at RedRose.com has led the 56-year old to five years of probation, including six months of being stripped of her computer. Her violation of the obscenity law was stated as "using an interactive computer service to distribute obscene materials." Although there were no pictures, the text was deemed to depict sexual molestation and violence that included children.

As [previously reported in XBIZ](#), prosecution of literary obscenity has proven to be much more difficult than explicit images. The defense of allegedly obscene literary content, however, is often more successful when considering another Miller Test requirement: that "the work, taken as a whole, lacks serious literary, artistic, political, or scientific value."

Writing has a -- or attempts to create -- linear, concise thought. Eric Goldman, director of the High Tech Law Institute at Santa Clara University School of Law told PC World "it's almost impossible for text to be judged obscene."

"The idea of a contemporary community standard of obscenity is an unfounded fantasy by the judges," Douglas told XBIZ. "Either we establish an Internet community standard, or we start over from scratch and sit down and try to define obscenity properly."





SPECIAL REPORT: PROP 8 PASSAGE STUNS ADULT, CALIFORNIA

WEST HOLLYWOOD, Calif. — The passage of Proposition 8 drew swift response from the adult industry.

Michael Lucas, president of Lucas Entertainment who recently wed his partner, Richard Winger at a private ceremony in Los Angeles last week explained his displeasure.

"I am disappointed about the approval of this blatantly homophobic proposition," Lucas told XBIZ. "However, I have confidence that it's only a matter of time until we see it overturned."

Six same-sex couples filed suit at the California Supreme Court in an attempt to have the vote discarded, arguing that the measure is an illegal constitutional revision.

The legal status of those already wed is unclear.

Joel Hastings, a resident of Seattle was one of the first to wed in May. His partner and he chose Palm Springs, Calif., to tie the knot, even though their home state of Washington does not recognize their union.

"Legal opinions are conflicted, with confusion about the difference of out-of-state and in-state marriages," Hastings told XBIZ.

"The marriage stands for now, but legal challenges are expected from both sides. In-state residents are likely to remain recognized as married, but it is uncertain."

Hastings added "what's astonishing to me was the massive turn out for the election and the huge margins for Obama. The nation and California seem to have said that the GLBT votes don't count."

The passage of the proposition creates an especially difficult legal challenge. Those who legally wed prior to the vote may face a situation where their married status is actively stripped from them retroactively.

Preemptive measures in both Florida and Arizona have passed, even though those states do not currently permit gay and lesbian unions.

The legislative battle was by far the most expensive initiative in recent history with an estimated \$74 million spent by both sides. In an unusual move, several prominent California companies, including Google, Apple, PG&E and Yahoo all contributed funds to fight the ban. Major state newspapers and the mayors of Los Angeles, San Francisco and San Diego all publicly opposed the measure.

Proposition 8, which defines marriage as a union between a man and a woman received 52 percent of the vote with approximately 95 percent of precincts reporting, making the initiative's passage a certainty.

Same-sex unions were legalized in California on May 15 when the state Supreme Court overturned Proposition 22 that was passed in 2000. That proposition defined marriage as only between a male and a female. The court ruled that Proposition 22 violated the state's constitutional requirement that gay and lesbian individuals receive equal treatment.

The battle over Proposition 8 was contentious due to the fact that the state had permitted gay and lesbian marriage for four and a half months. An estimated 18,000 couples wed during that period. The legality of those unions is now in doubt.

(CONT'D)





(CONT'D) Massachusetts and Connecticut are the only states in the U.S. that recognize same-sex marriage; however, those unions are not recognized by other states or the federal government.

Due to the Defense of Marriage Act, federal courts do not bestow marital status to gay and lesbian couples.

Vermont, New Jersey, and New Hampshire have authorized legal unions that are defined as offering all the rights and responsibilities of marriage under state (though not federal) law to same-sex couples.

Maine, Hawaii, the District of Columbia, Oregon and Washington have created legal unions for same-sex couples that offer varying, but fewer rights of marriage under the law.

Adult's Response to Prop. 8 Grows Louder

SAN FRANCISCO -- Gill Sperlein, general counsel of Titan Media, is like many gay Californians. Recently wed to his partner, he now faces an uncertain future.

"Tuesday night was so difficult for many of us. We saw so many celebrate the election of the first African-American president," Sperlein told XBIZ. "Many of us were disappointed that we couldn't participate in the celebration."

"Tuesday was a very dark day," Sperlein added.

Although the proposition is expected to pass once the votes are certified, lawsuits have been filed that seek to prevent the implementation of the law. "My mood after reading those legal briefs changed substantially," Sperlein said.

"I'm very confident that they will stay the implementation."

The lawsuits charge that changes to the state Constitution are so broad and fundamental that it equates to an amendment of the Constitution. "The civil rights of California citizens should not be decided by the whim of the majority," Sperlein stated.

The next step in a complicated legal proceeding will be a stay of the implementation of the proposition while it is argued in the state Supreme Court. The same court that overturned the previous ban on same-sex unions earlier this year will hear the recent arguments.

The adult industry has voiced its support of gay marriage. Sperlein observed "the straight community in the industry has viewed this issue in parallel to the gay community.

"I've received several emails offering support, condolences and well wishes."

Other leading GLBT industry members expressed disappointment that the proposition succeeded.

"We're all very disappointed that Prop Hate passed, but the silver lining in this sad situation is that it was such a close call," Andrew Moore, director of public relations for Channel 1 Releasing, told XBIZ.

"It wouldn't surprise me to see this battle for equality reaching the U.S. Supreme Court; who regardless of beliefs must look at law and law alone, and will hopefully find this unconstitutional on a federal level."

Attorney General Jerry Brown stated earlier today that marriages that have taken place prior to the decision would remain valid. Although the ballot initiative does not specifically state that marriages would be revoked, The National Center for Lesbian Rights and Lambda Legal Defense Fund have stated that there is no guarantee that supporters of the ban will not file suit to invalidate those marriages.





SexSearch Concludes Oral Argument at 6th Circuit

CINCINNATI, Ohio -- SexSearch.com's defense argued last week before a three-judge panel of the 6th U.S. Circuit Court of Appeals that SexSearch.com bears no responsibility in guaranteeing the age of its users.

"The panel was very receptive to our arguments regarding the lack of any guarantee that all persons on the site are over the age of 18," Gary Kaufman, lead counsel for SexSearch.com, told XBIZ.

"Only one person in the world had the responsibility to verify that girl's age and it was John Doe. I expect the panel to agree."

The case, filed in Toledo, Ohio, centered on an adult male who said he was tricked into believing that a minor he met on SexSearch was in fact over the age of 18 because she posted information that stated such and that the online company represented to him that it verifies the age of all members who use their site.

More than a month after having consensual intercourse with the minor at her home, Doe was arrested and charged with a variety of charges of unlawful conduct with a minor.

The man, whose age has not been revealed, faced up to 15 years in prison, but his criminal trial was dismissed.

The 14-year-old minor, whose profile was active on SexSearch until it was removed by her parents, included her photo on the site, as well as listings that said she was looking for a '1-on-1 sexual encounter' and that her ideal match included her interest in a male 'who can last for a long time.'

SexSearch claims that it is immune through the Communications Decency Act because it acts as an Internet service provider and that Doe's state claims all failed in the lower court decision at U.S. District Court.





Public Relations

When done properly, no one would call it PR.

How do you get your message out with dignity and intelligence?

Five exclamation marks, the sure sign of an insane mind.

Terry Pratchett





'Click' Analyzes Online Adult Data in Depth

SAN FRANCISCO -- Author Bill Tancer loves data. In "Click: What Millions of People Are Doing Online and Why It Matters," Tancer mines the depths of data that we create when we roam the Internet.

As general manager of Global Research at analytics firm Hitwise, Tancer certainly has access to a lot of data. By searching through millions of searches on Google, Yahoo Search, MSN and other search engines, Tancer paints a fascinating picture of Internet statistics.

Click begins its discussion of data trends, appropriately enough, with adult entertainment.

In a chapter titled "PPC: Porn, Pills and Casinos," Tancer offers some of the most detailed analysis of adult's viewers available.

Data and adult do not mix well. Tancer explains that traditional marketing research fails miserably when looking at the adult entertainment industry due to several factors, chiefly that those being interviewed lie.

"While adult entertainment is gaining some acceptance in our society, it's rare to hear someone proudly proclaim that he likes to visit porn sites on the Internet," Tancer writes.

"But they continue to visit sites, as evidenced by the billions of dollars that change hands in the industry every year." This disconnect, or "cognitive dissonance" as Tancer defines it, forces a new, and perhaps more accurate research method: looking at the millions of everyday online searches.

The results are revealing. By analyzing more than 40,000 sites that Hitwise determined as related to adult entertainment, Tancer sees data that most of us miss. Roughly, adult sites are responsible for 10 percent of all Internet traffic in August 2007. This number is down from 16 percent in 2005. However, the top 500 adult sites account for only 56 percent of that traffic. In contrast, the top 500 retail sites drive 76 percent of that market's hits.

Tancer attributes the decline in online adult traffic to the popularity of social networking sites like MySpace and Facebook. But the demographics of the adult consumer are also changing quickly. Men are, as expected, the overwhelming majority of online adult consumers. Younger surfers are spending more time with their online friends than with adult material, a trend observed throughout Tancer's book.

The data can be dense, but Tancer adeptly avoids getting bogged down by the sheer weight of the numbers. Some of the findings are downright amusing, such as the fact that Republicans prefer, on the whole, wife swapping, webcams, matchmaking and voyeurism. Democrats prefer searching for specific adult entertainers and escorts. Ohio ranks the highest in traffic share of adult material. Hawaii and Alaska the lowest -- except during the winter.

The analysis shows us not only what we search for, but how and why. Using deceptively simple logic, the book approaches such questions as "why am I depressed" and "why is the sky blue" and delivers hypothetical answers, backed by scientific data.

Data can only go so far, however. At certain points, the coldly presented facts of what we search for intersect with the human spirit and the shared human condition. "How to have sex" is second in the "how to" category (tying a tie is, evidently, more vexing a problem as its number one spot indicates). Nine and a half percent of "how to" searches were for illegal or illicit activities, with marijuana growing dwarfing other searches. Finally, we are, according to Tancer, a conflicted bunch of Internet users. Our fear of rejection is second only to our fear of intimacy.

"Click" delves deeply into Internet usage patterns and extrapolates meaningful, thoughtful and practical meaning from data. As online adult continues to evolve, this book serves as a reminder that data can also indicate meaning far deeper than at first blush.





Adult Entertainment Drives Video Game Industry's Future

PORT TOWNSEND, Wash. -- Sometime in 1972, adult entertainment met its match. The release of the first mainstream adult film, "Deep Throat" and the Atari video game "Pong" started one of the most powerfully pervasive, subversive and enduring cultural relationships in our time.

That's the starting point for Damon Brown's recently published book, "Porn & Pong: How 'Grand Theft Auto,' 'Tomb Raider' and other Sexy Games Changed Our Culture" (Feral House, 2008) Brown, Playboy's technology reporter, has a unique vantage point for his thesis, and he guides us through an exhaustive history of the pairing.

The widespread market penetration of the VCR and the simple Atari home video console at roughly the same time may have driven the two forms of entertainment together. Brown does identify the first sexual video game as the early 80s title "Custer's Revenge." The simple game featured a digitized figure whose goal was to avoid obstacles and have grainy, fuzzy sex with a captured Indian. Released in 1982, it sold \$4 million worth of simulated, pixilated sex.

In a recent post to Salon.com, Brown outlines a history of how sex instructed the development of blockbuster video games "Lara Croft," "Leisure Suit Larry" and even "Ms. Pac Man." But what no one could imagine was exactly how popular those games would become. By 2010, the worldwide video game market is predicted to generate \$46.5 billion in revenue, according to PricewaterhouseCoopers. That figure represents a projected 45 percent of filmed entertainment's projected revenue of \$104 billion.

"Porn and Pong" looks deeply at what drives the union between the two industries. From early BBS systems to more evolved graphics-driven websites like Second Life, Brown probes the inherent human drive to have sex -- even if simulated within video games.

Part of the union between the two industries, Brown asserts, is the ability to change one's identity easily. Women, he writes, often assume male avatars in cyber role-playing scenarios "because they got harassed less." Brown adds in his Salon.com interview, "for the men, they took on female personas because they felt they were actually treated better."

The fluidity of roles that technology has enabled leads Brown to envision a sexual future that we can not imagine -- one that includes teledildonics run by remote professionals. "Our grandchildren are going to have amazing sex lives -- I can't think of a better way to say





Titan Media Chief Named to AICO Board

SYDNEY -- Director and studio head of Titan Media claimed one more title yesterday: member of the board. Cam, president and CEO of Titan Media, has long spearheaded adult's fight against piracy.

"I have long been battling content theft for over five years now," Cam said.

"I hope that I can bring my experience as a vocal and diligent anti-piracy advocate to good use at AICO. When a pirate steals from one of us, they steal from everyone involved in and around the adult film industry."

Titan has been a longtime member of AICO.

Cam joins fellow AICO directors Malcolm Day of AdultShop.com, Todd Blatt of Antigua Pictures and Samantha Lewis, CEO of Digital Playground.

AICO currently lists more than 50 international studios and distributors. The nonprofit is a leading adult force in preventing copyright violations in Australia.

More information about AICO can be found on their [web site](#).





Steve Cruz's 'Blue Movie' Production Blog Interview

CYBERSPACE -- The second installment of the production blog of Mustang's "Blue Movie" features an interview with new gay adult performer Colton Steele and Adam Herst. The blog takes a personal behind-the-scenes look at the filming.

"I had tried for along time to get into porn but got rejected because of my weight," Steele comments on the blog.

"I eventually lost the weight and was found on MySpace. I got my start on small websites called AdamCruise.com and ChaosMen.com. The big stuff came through Fabscout."

The film features water sports prominently, which was a "major turn" on for Adam Herst. Cruz describes him as "the Abercrombie jock boy next door who likes to get pissed on? HOT!"

Herst has appeared in web-only productions for Hot House before taking a role in a filmed production.

The [blog](#) also contains candid photos and commentary on Cruz's travels.





BDSM Protest in London by Son of Fashion Icon

LONDON -- Ben Westwood, son of fashion legend Vivienne Westwood, will lead a group of bound, gagged and chained models through the streets of London this week.

The BDSM-inspired protest is to protest the new British anti-pornography laws that will be enforced beginning 2009. The Criminal Justice and Immigration Bill would deem such acts as "extreme pornography," even among consenting adults.

According to a ContactMusic.com report, protestors from The Consenting Adult Action Network (CAAN), organized the protest.

Westwood, a photographer, and CAAN argue that the government would legislate the sexual choices of adults. Photographer Westwood says, "Government gets away with murder when it comes to legislating about our sexual behavior, because we are a strait-laced nation and far too many of us are embarrassed talking about sex."

The demonstration is scheduled to occur on Tuesday in London.





London Film Festival Redefines Documentary and Pornography

LONDON -- The term GLBT often leaves off the T. She-males are represented often in adult, but very few true transgender performers are seen in adult film.

The London Trans Film Festival aims to change the fact that the transgender population is underserved in conventional adult. U.K.-based PinkNews.co.uk interviewed three people involved in the festival about the definition of "transgender" and their impetus for the festival.

To further define transgender, the group, a loose collection of artists, photographers, filmmakers and performance artists, has redefined GLBT as "LGBTQQIAH" (Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, Intersex, Androgyne, Heterosexual), an acronym that is, although unpronounceable, universally inclusive.

Complicated definitions are expected when the festival's focus concerns transgendered black men who create "docu-porn," an emergent form in film as explained by Col Cruise, festival director.

"There isn't much of a concept of fluidity of gender or difference of gender about, definitely not in the mainstream, where a lot of education needs to happen," Cruise said.

"The films in this festival dispel myths and stereotypes within the LGBTQI community and the wider community as well. The festival is about non-violence and getting away from the narrow definition of gender it shows us how to accept difference, diversity and love for each other."

Ignacio Rivera, explains the term "docu-porn" in more detail by referring to "their" (as they prefer neutral pronouns) founding of Poly Patao Productions and its involvement in the festival. "It's cutting edge as no one has heard of the term docu-porn that much, which I think pushes boundaries in multiple ways and London needs that, if not universally."

"My partner Khane, aka Wil Thrustwell, and I were approached by a mutual friend Morty Diamond (director of "Tranny Fags" porn) to do a real-couple porn. He has known of our polyamory and kinky life as well as all of the events we do in conjunction with those identities."

Documentary porn elicits experimental films of Warhol-era bohemians and outsiders. The festival however includes more than 30 films that address the specific issues addressing the transgender community.

"Docu-porn serves great as a educational tool. Don't get me wrong, I love the 'get-right-to-it-and-fuck-porn,'" Rivera explained.

"It, too, serves a purpose. Docu-porn just opens up a new way of watching and learning about sex."

The London Transgender Film Festival runs from Nov. 7 -- 9 at the Ritzy Picturehouse in Brixton. More information can be found on the festival's [web site](#)

