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Welcome back to the new issue of Payout Magazine! (It's always the new issue of Payout when we meet on this page isn't it?)

We seem to be doing quite well so far this year, and this convention season! And by that I mean all of us, the industry, not just little old me!

First we hit the ground running in Los Angeles with the XBiz Show and their Executive Awards (CONGRATS my buddy JFK earned himself the XBiz Exec Legacy Award - Well deserved, sir, well deserved!) and moved right into Vegas and Internext - two BIG shows packed onto each other after the always too-brief restful holiday period.

Then came the Euro-opener, The European Summit in Spain, after barely time for a breather, and a heckuva show it was with record attendance and barely a moment where nothing was happening - they all were, big incredible high-grade events that set the bar for the rest of the year, and set it high indeed.

And they were big! Whoever says this business is dying is just not in this business - bigger, better, higher attendance, better quality attendees than ever it would seem! The report card is looking good, kids...

Looking to the oncoming next wave of gatherings, I see more big things on the way, and even the new shows aren't "small".

Obviously we have the always amazing Phoenix Forum right around the corner, closing off this quarter with its usual style, then with just a month break, I'm looking forward to get back to Spain (Majorca this time!) for EuroWebtainment before a brand-spanking-new event in wild Romania: The Bucharest Summit! And it looks like that one is going to leave us with our ears ringing... and a stark contrast to the next XBIZ show in MIAMI that'll be taking me back to my home-base in a way of speaking. And the words are all "big" and "ambitious" and "spectacular"!

But enough of the shows that were and the shows to be, holding the pages that we here at Payout Mag have put together for you means you're at the show that is - even if you're just reading on the throne! Now this issue is a kinda sorta contrast to the last, where we went heavy on the textual/informational, and what I say barely covered two enormous tradeshow photo-events between two covers...

SO this issue we pull back on the reading and go full-on with the eye-candy and an enormous gallery covering last year's XBIZ Summit in LA - a feast for the eyes and your yearning hearts lol!

But that's not to say we aren't hitting any of the thought-provoking topics of our industry or provending any licentious knowledge within this issue... we are, but with a lighter touch for the upcoming sunny season.

For example, we cover a little bit something about Pinterest - does anyone know Pinterest? Buhler? Buhler?

We get into the legal aspects of jumping into the porn biz, but from a basic, common sense point of view. Then we get into (again? again!) Traffic, the all-important ingredient that bubbles up our revenues, and cap it all off with a final return to the subject of working from home (oh the horror!).

But the topper, the cherry, the sweetest is our Payout Innerview with J.C. Artonne, the man behind Terpon and the guy who's going to bring Porn to VR whether it wants to or not... and it does, baby, it so does!

See what I mean when you get there! It's the future, and it's just a few pages away... so let's go!

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This publication contains many forward-looking words, including but not limited to "plans," "may," "will," "expects," "anticipates," "projects," "estimates," "believes," "intends," "should," "seeks," and similar expressions. Forward-looking statements certainly involve known and unknown risks and uncertainties that may cause actual future results to differ materially from those projected or contemplated today in the forward-looking statements. Forward-looking statements may be significantly impacted by known and unknown risks and unforeseen events, and every recommendation and all data must be analyzed for relevance and applicability to your particular business model, marketing or financial plan. Manage your risk. As we all do here in Florida from June to November, plan for the worst, and work for the best outcome, using all the information from multiple sources you are able to gather.

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THE PAYOUT INNERVIEW

JC: Terpon's Jean-Claude Artonne

You know him as JC, the 3D VR guy – the founder of Terpon: a new, important player on the adult scene.

Or rather, of a camera.

But not just any camera, it's the one the streaming live cam industry has been waiting for: Terpon's unique 3D-VR plug & play device is a first, and completely undemanding on every level for the non-technically inclined.

Jean-Claude Artonne has been skirting and flirting with immersive visual experience since the early days of real estate's virtual tours of houses and other properties. From security and surveillance to other industries, Artonne saw something revolutionary in wide-periphery, panoramic optics. Somewhere, in some industry.

But the technology was primitive, the companies in the field growing from boom to bust in a matter of years. Until JC.

His first venture into the realm's development garnered great recognition via his company ImmerVision. Artonne's vision had already broadened, though, and with the evolutionary step which followed came his company Tamaggo. The result was the first 360-degree digital camera and was rewarded with the CES Best Innovation & Design Award in 2012.

Compared to the next link in this chain, however, it was Homo Erectus to Homo Sapiens.

The creation of his ever-upgrading, refined yet robust ocular caption device, one which can fill your vision and mind with a complete, top-

TERPON



to-bottom 360-degree environment through a simple USB connector, began with a basic requirement: the need for a sales tool, then to a fascination and on to a pioneering role in the development of actual, live VR – virtual reality.

JC, as he's come to be known in the industry, introduced Terpon and "the first fully integrated and affordable plug-and-play 4K 3D-VR camera" to adult in September, 2016, at the Amsterdam Webmaster Access show.

He appeared on several seminars at that convention, from the economics of doing business in Western Europe to, of course, an examination of VR in the market, and in a remarkably short time JC and Terpon have engaged the industry on its own terms, with ease, from sponsorships to branded bling (think the Terpon Ferrari at the recent XBiz in LA) to establishing strategic partnerships with major cam platforms, top cam models and paysite owners.

An inventor with commercial savvy who holds thirteen patents, JC took time from his intense schedule doing interviews with some very familiar mainstream publications to talk with Payout Magazine for one of our Innerviews:

PAYOUT - In one article, it's mentioned your ideas for the current VR 360 technology you've developed grew from your real estate background.

JEAN-CLAUDE ARTONNE - Where there is a need, there is also an opportunity. In the late 90s, I was running a profitable real estate business searching for ways to improve it. That was around the time virtual property tours were first being developed. I saw a real benefit for my clients to save time by being virtually teleported into a house tour online instead of needing to go through the long and exhausting on-site visit process that had been traditionally used for many years. I had the chance to test and develop applications for the first consumer VR headsets (VFX1), and to test all kinds of acquisition devices from multi-camera rigs to fisheyes and mirror systems. It quickly became obvious to me that VR itself would soon be a big business and I have been helping to pioneer its development ever since that time.

PM - Since you got into VR so early, can you tell us what it was like at the start?

JC - It was like VR Buzz V1.0. So many companies were fighting to earn market share. I remember iPix, the leader in virtual tour solutions, achieved a \$2B market capitalization at its peak before dying off rapidly. It was an exciting time, but what killed the market was the complexity and price of the solutions available along with underwhelming quality, and business models that required pay-per-use fees. Terpon has the advantage of having been through that earlier era and our business benefits a lot from seeing the past errors made by earlier brands.

PM - As someone coming into adult recently, what has your experience been like?

JC - I have been involved in mainstream tech at CES and other events aimed at pushing VR camera technology forward for many years, but this past January was my first time attending any of the adult industry shows. Before attending I was told by some in the mainstream sectors that adult companies were less savvy or less professional, which very quickly proved to be completely untrue. What I have found is that there really is no such thing as the "adult industry" in an isolated sense. The people and companies that are successful in adult have plenty of interests in other markets as well. Some of the smartest professionals I have ever met are people I recently added to my business network via the adult industry events. I am excited by the level of enthusiasm and the intense focus on business that I see from top companies in this vertical, and I am aware that I can learn quite a bit from strategic partnerships with companies that will also simultaneously benefit from my technical expertise. It has been a tremendously valuable year of relationship-building for Terpon, commercially and for myself personally.

PM - Tell us a bit more about Terpon and its launch a year ago?

JC - My wife Valerie and I founded Terpon from scratch about a year ago. The genesis of the brand came from a discussion I had with someone involved in the industry that proposed the idea of developing a leading-edge VR camera for the adult movie industry. At first glance, I didn't see a real opportunity for a company to do all the R&D necessary, just to sell a few very expensive cameras for the pre-recorded content, but when I started looking at the numbers more deeply, particularly in the live cam industry, I



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understood that it was the perfect time to jump into the nascent field of VR Webcams as the train was already in motion and I felt there was a lot of value I could add to its evolution.

PM - Do you view other adult VR companies as competitors or potential partners?

JC - Terpon is a device manufacturer and distributor. We do not create content of any kind and have no intention of ever getting into that kind of business. I greatly appreciate the talent of people who can create compelling content, but it's not something my own skills are best suited to doing. I see myself as someone who can make the best cameras, rather than someone who is the best at using great cameras. My goal, since 2001, was to democratize immersive technologies. The adult entertainment vertical was one of the many possibilities I was considering to leverage this sector of the tech market. Early last year the first VR webcam experiences from Cam4, AliceX, and Camsoda were educating consumers and creating a lot of buzz. The stats available were anecdotal because there were only a handful of broadcasting cameras available, but it was enough to convince me that the trend was starting, and that mass production of high quality VR devices like the ones Terpon now makes will be enough to fuel rapid growth. That was the opportunity I was searching for since 2001. Adult cams are a mass market capable of reaching hundreds of millions of customers with a few thousand cameras and some very talented broadcasters. I am very thankful to everyone who helped move the market forward and I will do my best to contribute my skills as we grow the market even faster together in 2017.

PM - Why adult, since you had the opportunity to pursue VR from so many other angles?

JC - 3D-VR webcams are not a really strong consumer electronics offer in mainstream yet, and I do not think they will be for quite a while. Imagine two people communicating together and virtually facing each other while both are wearing huge headsets that hide their facial expression. It makes no sense to me, except if the purpose of the communication is more focused on other parts of the anatomy, leading again to the perfect fit between sexual experience and the use of a 3D-VR camera. I do believe that the growth of VR cams will expand to other areas of adult including pre-recorded content, and eventually

into the dating industry. The progression of immersive content in the next few years will be as far reaching as the growth of mobile connectivity has been in the last few years. The key is that it will all start with the adult webcam market, and that is a golden opportunity for entrepreneurs willing to step forward to harness the potential of virtual cams right now.

PM - What are some of the challenges Terpon cameras overcome?

JC - It's important to understand the specific needs and requirements of live broadcasting in 3D-VR. Performers need to set the right mood, which require very good low light capability from their cameras, which traditional webcams and sports camera sensors were never intended to provide. You also need perfect synchronisation between the sensors to create truly immersive content, because even the slightest glitch breaks the mood entirely, and that can't be obtained if you are using rigs that daisy-chain many individual cameras together. Webcam customers expect high resolutions, low noise signals, and the VR option only becomes practical for cam companies when the broadcasting bandwidth is about the same as it would be for a traditional 2D live show. Generating all of that in a device that maintains a cool-to-the-touch exterior and an aesthetically pleasing form is not a small task. Terpon has succeeded where many others did not because we made significant investments and leveraged our technical expertise by taking an industrial approach to designing a brand-new camera unlike anything else on the market which we can now produce in massive quantities at an affordable price with reliable quality standards for every one of our clients.

PM - What is the origin of the brand-name Terpon?

JC - Terpon in Greek Mythology was the devoted servant of Aphrodite, the Goddess of Love, and Dionysus, the God of Parties & Celebrations. Terpon as a company was created for that same purpose. My knowledge of this kind of technology and the industrial process are being put to use in a way that should bring a lot of joy to millions of people. One of the main obstacles to all technological advancement is the application of any new tech, and the unintended consequences that can come about as a result of your efforts. Some companies will advance VR technology in

the military space, or for other purposes, but I am proud that Terpon from its inception is a company that is seeking to apply the best VR tech on the planet to activities that are solely aimed at entertaining people and bringing them closer together in the most intimate way any form of distant communication has ever allowed.

PM - Terpon has developed cameras anyone can use, but what about issues relating to competing platforms and standards throughout the VR landscape right now?

JC - That's a great question. The problems arise when a proprietary format is applied on the server side, which is not the case with Terpon since we have decided to be an open-end technology as much as possible. It is also why we want to encourage all the current VR and connected-toy companies from the adult industry to join with us in an independent organization that will help define a norm for all the metadata that needs to be transported along with the VR video feed. On the client side, the battle of today is more between the VR viewer Apps. There are so many, some good, some terrible, and some choosing to be unfriendly toward adult content already. This battle will end without a winner. I strongly believe that watching VR with a phone on your face will be as strange to imagine in the future as using a telephone with a handset wired to the wall seems to all of us today. Within a few months, All-in-One headsets will massively penetrate the market at very aggressive price points and that will quickly be the end of cardboard and phone-based VR viewing. Once it becomes all about All-in-One headsets, it will be very easy to play VR videos on all platforms, and I am sure that all headset manufacturers will provide the necessary APIs to include their devices in your broadcast specs. It is important that the adult industry work together to help create the standards, so that adult content can dominate the market like it did during the VHS era and avoid being held out of walled gardens, as happened when Apple removed adult from iTunes.

PM - What do you think will happen with VR content price points?

JC - Right now there are pre-recorded VR sites charging a premium for their content and properly monetizing the excitement of early adopters. Eventually, I think VR will become commoditized like HD. For a period, some will

try to increase the price when it comes to VR, the same way some tried to charge more for 1080p when 720 video became obsolete – but competition in the industry will rapidly bring VR to the same price points as traditional 2D content. The key thing to keep in mind is that when that happens, anyone who still isn't ready to provide VR will probably be wiped off the map. You don't see successful adult sites broadcasting 640x480 video anymore, and in the near future having only flat content available simply won't be good enough.

I do think there will always be a place for 2D content libraries, the same way people still offer zip files of images and lower resolutions for dial-up or slower mobile connections. VR will become a new standard that consumers expect, with far more engaging intimacy that lends itself, especially with Cams, to longer shows and far greater viewer retention. I also see huge potential to expand the market of female porn customers, but there are many brilliant people in adult who know more about content than I ever will. I'm excited to provide the technology and see what the most creative camera crews on the Internet come up with as adult entertainment evolves once again!

PM - Is there anything else you'd like to add that people should know?

JC - I think people really need to know that VR is very easy to get into right now. Terpon is taking care of all the technological requirements on an ongoing basis. That's why we intend to rent webcams to studios and performers at a very low price, with free upgrades shipped at zero cost every time a new version of cameras are available. Everything is plug-and-play, all you need is a computer with a standard USB port and you are ready to broadcast in VR right now. We provide tech support, iron out any wrinkles you find and are available to assist you seven days each week.

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Caution Part Three:

Working From Home - The Weird Stuff and The End and The Beginning

(Being What's Turning Out To Be a Series Based on our first Article on Being a Home-Based Worker three issues ago!)

It's that time, after working for yourself, working remotely for others. They aren't bosses, they are customers. And that can wear you down, because it can and does get worse after a while.

You do come out of it. You inevitably become better or damn proficient at what you do. But you also feel the weight of it, the drag, the self-doubt: what am I doing?

You will sigh a lot in the advanced phases of working from home, alone, independently... a time when you might regret having made this decision.

It's also a time when you will be learning, truly gaining knowledge, of what it is, what you should've but couldn't have known unless you met your future self for a sit-down.

First of all, meeting people invariably leads to "Where do you work?" or "What do you do?"

- I work in my apartment (house, second bedroom, home-office).
- I work on the internet (on people's websites, I write, I design for the web, I'm a webmaster).
- What is your designation? Hired gun? Freelance webmaster? Designer on the fly?

Friends will now know what you do, where you work, because you've had quite a while to explain it to them. It isn't a simple one-word title; it's an ongoing saga of growth and setbacks, stubbing toes and reaching lofty summits. It's a sigh, and you end up just making up a simple one-phrase description for it, otherwise you just kink up conversations and introductions.

And people just immediately assume you don't have a job, and that you "play" on the internet.

So. Expect that.

Then there's the issue of friends... at least you know when they are working, which is to say you know when not to take time for socializing and keeping in touch. But they don't know that about you.

Friends will assume you are your own boss, you can take the time off whenever you want,

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and they will always ask when they have the time if you want to go to dinner, have a drink, or anything else.

Especially on weekends. Unfortunately, especially if you're "beginning" (even after months of being at this independent stuff), weekends are often your busiest days, having spent the week (when normal people are at work and commercially available) seeking work, finding work, establishing work-plans, to finally begin as soon as possible in order to provide customer satisfaction.

So a little loneliness at this time is not unusual.

Now, on top of working to find work, and working on jobs for revenue, you have to realize by now that you have to work for yourself; that is, strive to advance your business on the market horizon, update your site if you have one (and you should), keep developing those social networks and connections, reading and posting to industry blogs or forums, keeping up to date with the latest in your domain.

And that's the "new" web marketing of yourself, if you're not also doing the classical "normal" advertising – which at least is cookie-cutter and predictable, not as time-intensive, as the outreach methods so plentifully available to you.

And then the friends think you're putting them off; you have to make extra efforts to let them know they're still in your thoughts, and then you really do have to take that time off, write them, accept some invitations (taking away from work-time), and then real-time socializing ends up becoming something of a chore, which is a terrible feeling.

Are you getting depressed yet?

Where once the phrase, "Ah, I'd love to but I have work to do," would kinda-sorta make you proud, it just makes you feel like you're making excuses...

Then there's the job-closures. While final payment is very gratifying, and the end of a project satisfying, you rarely get the "atta boy" praise and compliments working for a boss or with a team or partner who complements you. You're left to your own objectivity on appraising your own work in many cases; this is when you

may want to update your site, if you have one (and you should), with testimonials solicited from clients.

However this can be a two-edged sword, because so few people may actually be able to understand or "get" what you do that their words can ring hollow or worse they may seem to be trying to make it seem like they're saying something positive and actually just turning the screws in a little tighter.

Dejection will be bearing down on you, even if you are doing well and fulfilling customer orders, desires, personal visions... this is when it can all seem like a drag.

Still, you have to slog through. It may take years and years, and you might have fewer friends by the time you have more freedom in your personal life, but this will be a measure of success.

You just can't let the weariness of feeling like your work is turning into the job you left behind blind you to what you're achieving, and learning.

Of course you just might end up numb and one day snap out of it, and realize that things are pretty darn good.

But try to remember, meanwhile, that you are learning; step outside yourself and understand that building this business is educating you in a way that looking at that second hand tick closer to closing time ever could.

Find a hobby. No, really. Use this experience in a blog, a diary even if you want to keep in contact with the "real" physicality of pen & paper, as a sort of "personal" side of your business, and maybe something you can use to attract more customers or at least let them see the human side of your toil and trouble.

Make a schedule. Divide your time of each day or week into segments where you create new business profiles on sites like LinkedIn, write in the blog, finish that press release (for you, for the client – make the division clear!).

Start off by making divisions in the categories of "stuff". Professional/Business. Personal/Business. OK. Then each of those need to be sub-divided into outreach/development – one is seeking new customers, the other is satisfying current jobs.

In fact, take a day off and do that – literally, like your friends say, you’re the boss, create an excuse, a reason, a fake message on the phone, and auto-reply to your email, explaining today you will be out of contact for personal/professional reasons, whatever. Tell them you have to defend your title as the pie-eating champion of the state. Anything. And clarify your lives to yourself. You’ll see how relieving it can be once accomplished.

Find an excuse to dress up and smell pretty for “work” – it will give you a sense of striving for “normal”. At the same time, tell yourself you need to be ready just in case... of a knock on the door, a call to work some more, a surprise meeting with a customer you’ve been trying to score... you know it probably won’t happen, but at the same time you can’t say you aren’t warned if you aren’t prepared.

Bathe. Really. Sitting in the same chair in the same temperature-controlled environment in the same clothes, letting your hair grow, not sweating, not “getting dirty” can lead you to be very lazy about showering, shaving, the whole hygiene thing.

Don’t let it happen. Tell yourself your body is creating dead skin cells every hour of every day, they’re building up inside that shirt you’ve been wearing for three days, everywhere.

Bathe. Do laundry. Vacuum. Sweep. Open the windows and let the breeze through.

Turning slovenly is easy when in these circumstances, it’s just one of those things you don’t expect and then one day you catch a whiff of yourself and realize you haven’t showered in a week... get busy, chopchop, it’s hardly a time-wasting chore...

Organize on the go. Especially receipts – everything that is a business expense goes in that folder, everything personal in another (or chuck that stuff you can’t use it really). But do it daily. Don’t accumulate and tell yourself you’ll sit down on the bed one evening at the end of the month and sort it all out.

You won’t. Take it from your future self, you will learn the hard way that way. Do it now. Today. There’s just a few pieces of paper to file or print, not a month’s worth. You won’t learn exactly since the negatives of not doing

it won’t be apparent to you, but take it from your future self.

And then there is diet.

Do not fall into the trap of it’s quick it’s easy I don’t have time, and eat from cheap restaurants or fast food joints, or just avoid those and not take time to cook for yourself and end up snacking the whole time you work.

Again, partition time, and either cook and freeze portions, or buy big containers of, say, sauce, and pasta, and make those portions; get lots of greens and salads other than leafy stuff (which doesn’t keep, so make it a “treat”) – bean salads, greek salads, whatever you personally like, and build up a week-load in the fridge. You won’t regret it and will find you have a lot more energy than if you just quaff down unhealthy, greasy, empty calories just because they keep your belly from getting rumbly.

Now, all this isn’t going to keep you from getting soft, going to pot, turning pale from lack of exposure.

Devote time to going outside, to taking walks if you aren’t the type to do treadmilling and weight-pulling at the gym. Don’t do it to get bigger, better or stronger – you’ll need to do it just to stay the same and not decline into a pile of pudding on that chair with your fingers mushing on a keyboard or swishing a mouse around.

Get a bike. Forget you have a car (if you could afford one). Invest in good shoes. Make work-excuses to walk to meetings, make calls, anything that will give you a modicum of physical activity.

You see it’s not all for nothing. It’s not just a drag, a suffering and misery. You did in fact read all the way here, and came across some things learned, some things earned, and some steps and advice to take (which you won’t; I give it 50/50, but that’s okay), which you would have to groaningly learn on your own. If it weren’t from me.

Take my word for it.

After all, it’s me. Your future self.



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SO YOU WANT TO BE IN THE
ADULT BUSINESS:

A Quick Guide to The Legalities and Moralties

Regardless of all our complaining about traffic, adult websites are still the most enjoyable and some of the best money making options on the 'net.

When you build a porn site of any sort, from a tube to a TGP to a real honest-to-goodness (ahem) you'll still get more traffic than the poor soul who built an online (mainstream) battery site just because it's porn.

(The reason is that the search engine bots now index most hosting company servers to check on new sites and to keep up to date; in other words you don't have to "submit" your site anywhere to end up in SE Databases. Just make sure you have those title and description tags filled in right so you aren't just listed as a URL at first.)

But what are the real legal aspects of running a porn site, properly speaking?

The first and worst legal aspect about running a triple-X site is that a lot of the laws are local – so they're different from state to county to city to country.

Now the most basic legal boundary to deal with, and the most universal across all localities small and large, is what can be called "obscenity".

Now the easiest way to know what's illegal on those levels is to go to a third-party billing company like CCBill or Epoch and read their terms of service: they all list the things for which they won't bill, which settles that regardless of the law, ultimately, because if you can't make money at it, who cares.

So certainly most reading this will not complain about what they refuse to process: anything that has (simulated or real) bestiality, incest, rape, and child pornography.

Now for most of us these are no-brainers, but you'd be surprised (and not at the level of depravity in aspiring entrepreneurs) at things like definitions of rape, for example. Where once the "sleeping girlfriend" fantasy was increasingly common as a niche, has now been defined as rape, or unwanted sexual advances. Fair enough.

While some sites do have fake, simulated fantasies or scenes depicting these things, they mostly bill in countries other than North America. Or in some surreptitious, sneak-around way this article is not about.

The Miller test is an interesting litmus-approach to "obscenity" on the legal level, essentially stating that a site has to be completely lacking in artistic, scientific, literary, or cultural value. The problem with the Miller test is, While the "scientific" value of most anything has a pretty cut & dried standard, the subjectivity of "artistic" and "cultural"

and "literary" merits makes these criteria very hard to define.

Beauty is in the eye of the beholder, as they say, and not many of these cases end up winners for the prosecution.

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The next legal hurdle has its own problems with its apparent abrogations of privacy laws, but skipping that little issue (because it would seem federal attorney generals can do that too), all adult sites need to follow article 18 U.S.C. 2257. This federal requirement says you, as a “producer” have to ensure you are maintaining records and documentation establishing and verifying that each model portrayed in video and pictures on your site are at least over the age of 18 years. Even if one of your models is a 75 year-old GILF, she must provide this documentation and photo-identification for you to copy and store in a folder in a drawer in your office, m’kay?

Now it wasn’t clear up above, so to get into it in more detail: you have to have the documentation of any and all models who appear on your site, even if you did not photograph, video or otherwise record them. This means you have to obtain copies of that information from whatever photographer, producer or agency you’ve engaged to obtain the content, though not necessarily actually working with the person in the depictions, as well as the model’s.

And you have to check if a model’s “stage name” is owned in any way by another company. If “Candy” has been camming under that name and the site has publicity material, archived video, photos (and of course the corresponding 2257 documentation) tying her to that name, you shouldn’t use it.

And of course you have to have permission to use the recordings and depictions from the model, the copyright holder and anyone and anything else, like most other regular non-porn outlets, such as the Victoria’s Secret people, have to do, which is to essentially comply with the Digital Millennium Copyright Act, or DMCA, which covers all those, as well as trademarks and publicity.

Exhausted yet? But wait, there’s more!

Ok, so those are basically all the legal obligations.

What about what could be termed ... “Moral” concerns?

Many believe that a site’s landing page is legally obliged to stop the visitor and potential customer to their site with a disclaimer and

warning that where they are about to Enter contains adult material, that it shouldn’t be viewed by people under 18 (or 21 depending on your locality), and that if exposing yourself to “illegal” content is not legal in your area, you should Exit the site at this point.

But the fact of the matter, Jack, is that it ain’t a law or legal obligation at all to mess up a perfectly fine, wholly indexable and marketable page with all that useless drivel.

It’s smart to do two things: explain in words what is so yummy about what lies beyond this page, and use not-too-explicit images (if you must) to illustrate it. However, remember that search engines only care about your alt tags on pics, and while images can be enticing, they aren’t vital to your SEO.

There’s also the Association of Sites Advocating Child Protection (ASACP) and their RTA Label, RTALabel.org, which stands for “Restricted To Adults”, and provides a snippet of code (they love that phrase) for you to place on this page (and if you’re using a template throughout your site) along with a little “label” or button which indicates the code is in place. Parents at this point can use the code to easily block a participating site from a particular computer (kids, natch) and leave the pervs to do what they’re good at.

In the U.S., there have been many legal efforts to force age-verification on adult sites, but the industry’s own efforts at self-regulation, such as sponsoring the ASACP and using the RTA Label (as well as the guilty-conscience manifesting itself with white-background, Enter/Exit warning pages), and the Supreme Court’s fierce protection of the First Amendment to the US Constitution have saved our (bare) butts on more than one occasion.

There are two feeble and ultimately pointless “systems” a porn entrepreneur can also use to ease the guilt. (Actually it’s more than that; some sites without warnings have been flagged or “reported” by concerned community members – usually pretty small communities – when then realize said site owner is a resident or simply because they believe in the whole law-enforced warning concept).

The first is the Age Verification System, more recognizable by its acronym AVS, which basically blocks you from entering a website

until you enter a date of birth to “prove” you’re of legal age (got that, kids?).

The second, more sophisticated method is to have a credit-card number to enter, which assumes people under the age of the majority cannot own one. Though it may not be prevalent, it’s just not so.

Another concern people interested in launching an adult business is where is it allowed to host their website?

The simple answer is: almost anywhere you can register a domain name. GoDaddy, NetworkSolutions, it’s that big a deal; while there are some hosts who specialize in adult websites, those are in it more as a marketing and targeting strategy than a moral or legal alternative.

However, you should find out before you plunk down the dollars by digging into their fine-print terms of service, or more easily by calling their customer support. Most companies won’t PR the fact that they will host adult content, unless it’s in the pages of adult industry B2B sites.

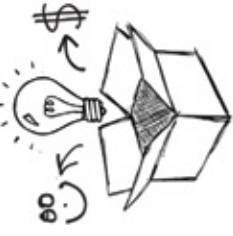
The actual trickiest part about launching an adult website is getting the right amount of traffic (assuming it is quality from the get-go) that will eventually convert into spending customers.

Many will jump on the most famous advertising platforms even non-techies know: AdSense and AdWords.

But, no. First, Google’s AdSense system requires you to place ads on your site (in this case a money-driven destination like a subscription site wouldn’t work, because you don’t want potential customers to click away from your site; assume a blog or other free site) and they don’t want these placed on adult sites.

But there are adult versions of those two advertising platforms available, and many, many other ways, systems and techniques to advertise your adult site to people seeking adult content. Adult is silly with advertising; you could say we’re the king & queen of online advertising.

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A Pinteresting Account of...

Social networks from Youtube to Twitter to Facebook are all microcosms of the overall web environment, self-enclosed reproductions of the world wide wild west that is the internet.

As such, each platform is at once a search engine of itself, as well as a wholly indexable web target for the over-arching, most-known search engines we know as Google, Bing and Yahoo.

One of these new little worlds is Pinterest. And it is growing – fast.

Luckily, Pinterest is one of the few really visually-oriented web networks that can help your site build and establish a presence without too much work (mostly because it's visual).

Obviously, you need to stretch your brand and make more people aware of you, or remind many who may have already come across your brand elsewhere that you exist, right there in your "Pins".

But what about Instagram, you ask. Because Instagram is not a platform that can be adapted or adopted by everyone. Site operators and marketers work on computers, tablets, PCs, what-have-you. Instagram is a mobile phone app; you need a phone to sign up, and to post your pics.

Pinterest, on the other hand, is both; it allows you to create an account from a regular non-phone operating system, post, collect, share and cross-post your own images, as well as those you like.

And it lets you post URLs... 'nuff said?

So here are some Pinteresting details for your account at that pictographic social destination:

First you need to create an account. Pick anything you want as interests, it's not important,

you will be able to change all that once you're done.

Just get it done.

Since you want the world to know about your great pics and awesome links, take off "Search Privacy." You're not sharing barmitzvah pics or recipes with a few close friends, you really want the world at large to be aware of you – so kill it. Just go to "Settings", find the "Search Privacy" setting and knock it out by "switching" it to NO.

This way, you're inviting the Big Search Engines in to check out your posts... or at least your Pinterest account itself.

Speaking of your account...

You have to treat a Pinterest account with even more consideration than your Facebook or even LinkedIn accounts.

Creating an account on Pinterest and creating a distinct username is most important. Although the pictures or graphics are what notch the arrow for you, it's important to use the same name (or as close as available) as on other social network accounts.

If you named those other accounts differently, now is the time to go back and do it again. Make sure your account name is the same throughout all your social accounts.

Ok, that's maybe a little too much to ask for. So, what you should do is make your Pinterest account name reflect all those others, in some way – usually, by using one of those other account words in your main Pinterest name (although you shouldn't really need this to be explained to you – this and all your other accounts should all have been thought out ahead of time to avoid any mis-resonance of the sort).

We'll call it optimization of your account name, which really should be helping the names of your accounts throughout your social sphere. If you change names you make things difficult for dumb machines to cross-index your existences...

So when you get down to the section "about" you – or your company, or product, or dominant niche – you obviously need to favor words about those things as well as any others you know your fans seek.

Another very fine aspect of a Pinterest account is the "about" section, which allows you to use keyword-rich descriptions to get potential followers and fans interested in your offerings. We all know what we like in our niche or fetish, so roll with it and let others know what gets you off about your content.

Next up – get verified!

Not as complicated as other sites, such as Twitter, for verification as a business or website, Pinterest lets you assure the system you are indeed a good person and actual owner of a website. Once you click in, you can get a meta-tag to paste into your main page, or an HTML file to upload to your root/server.

Not only will it let your profile display a special checkmark assuring "pinners" of your authenticity, it will also show in their search-engine's results.

Pinterest has sub-sections called "boards" which let you specify themes and organize any series of "pins" you create. While the platform specifies "recipes" and "music" as examples, of course, you can let your imagination run wild with your group of niches, whether boobs, feet, BBW or webcams.

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THE ROAD TO PORN: Where's The Traffic?!?

New site owners, operators, webmasters or entrepreneurs always have this question they ask, and usually just about when they're done building their site and about to launch; like a shop on a lot with an "open" sign in the window and an open door but no road anywhere to be seen, they want to know where their customers will come from.

This is just about too late for that question.

So let's review this before you buy the domain or pay for a hosting account. Everything about a site can be created locally, on a computer, before it goes online; but getting people to mosey down that road to window shop, browse around inside, and finally make a purchase, is a plan that has to be considered, ready to deploy, before your site is live.

You need to build or your road before you build your shop, and that road is your advertising campaign, the means by which you will get traffic to your door.

Our first assumption shall be that you have some money to invest in an advertising strategy, and not just time. While both are essential to a

successful traffic acquisition effort, it's also important to use both intelligently, using one to optimize the other.

Another assumption we have to make here is that you enjoy adult entertainment. You have your own taste for naughty, proclivities and kinks and fetishes, of the standard variety or the more exotic, whichever is not relevant.

So you have to consider where you yourself found your porn, how you came across your favorite destinations, models, movies, pictures, and track back to the sources because they are probably all places you want to consider for placing your future ads.

You have to rediscover your own road to porn as a consumer, this time as a producer.

Again an assumption: your taste in the erotic diversions of the web are also what inspire your online business interests.

So "finding" sites to put up ads should be a fairly easy process to begin with. After all, before you settled on "favorites" you probably had to go through what many do in their early

experiences on the internet: circle-jerks and pop-ups and pop-underers with video (live or recorded) that auto-starts with shockingly loud audio... the potholes on the road to porn.

All those things you grew to hate in your quest for porn are exactly the ones you don't want to exercise in your publicity efforts.

So by elimination we're starting to simplify things already.

That was step one. Step two is probably simpler than that; you most probably used your search engine of choice to find your porn.

And search engines have always been great places to be if you're a porn site. In fact, with their increasing accuracy and sophistication, they've become better and better - no longer do you end up on truly annoying sites on the first few pages of SE results. They've cut out those annoying sources.

But how did those good sites end up on the search engine results page?

Well that's the subject of a completely different article; suffice it to say that part

of the way a site ends up on SEs is effective advertising leading to lots of traffic.

Now remember, the sites of which you are a fan are also now your competition, so you have to look at them, and look for them, differently.

Notice where specifically and generally they place their ads, which are usually at or on other sites, of course – but not necessarily, although we'll stick to the online realm for now. Viewing these as an entrepreneur in the market will also open your eyes to other competitors or businesses in the marketplace and their different sources for exposure.

Doing this is simpler than you think. There are free and paid tools which allow you to enter a URL (yours or your competition's) and discover who, where and how many sites send traffic. And while you could do a search in the engines for these, it's sure not to be as productive because even Google won't give you a result with ads matching your keywords; remember, SEs don't read javascript or graphical images (hence the use of "alt" tags, among other reasons).

Shopping these various ad-placement opportunities will give you grounding for the next step, which is to shop at the (adult) webmaster resource sites (YNOT, XBiz and so on), and check out the offers and listings in their directories; then take your preferred options to the boards or industry forums and ask if anyone is familiar with them or has tried them.

The big three search engines, Bing, Yahoo & Google can also be a good source for getting the low-down on any company's reviews or reputation – though of course, other webmasters and people with direct experience on the forums should be taken a bit more seriously.

And don't only stick to actual porn and free porn sites, like tubes and directories, search also for sites that are adjacent to your niche or chosen sexual affinities in some ways.

If your sitename isn't too dirty or explicit, you can often find receptive locations such as gambling, sports or men's lifestyle magazine sites, if your "creatives" (what they call artwork and advertising text in the biz) are similarly not too explicit.

Finally there are many places to advertise if you use your imagination. Though you may not have the time to explore these.

So next to hiring someone who will take the time for you, whose expertise is finding and placing ad targets, there is operating an account on a third-party broker system.

Ad brokers like JuicyAds and PlugRush for example have relationships with vast advertising networks composed of dozens of different types of sites, from blogs to TGPs to members-only cam sites, which they charge you in various ways (per click, per impression, etc.) to place ads at for your site – and all you have to do is provide (or again hire someone to create) the creative material: text ads, descriptions, banners, half-pages, or nifty little technological innovations like those fake live camgirl slide-ups in the lower right-hand corner of your browsers, which surprisingly have proved to be not too annoying (and an effective advertising tool).

Now if you really don't have the time or the knowledge to place ads yourself and decide to hand the job off to an ad-buyer or a broker system, you should still take the time to find out the sites where they will be placing your ads to determine, for yourself, as a consumer, if they're the right places.

Of course if it's systemized, that may be hundreds and up, so a complete listing would be unrealistic; but ask for enough to get a basic idea of the types of places your ad/s will be found, or maybe the top ten locations where they will the highest number of impressions (that's appearances).

It's just a suggestion, and they are the experts after all, using metrics for everything from time-of-day peaks to conversions to volume click-throughs. But sometimes all it takes is the gut reaction of a true connoisseur to make the final call. After all, you might like butts big but our ad placement expert likes hers skinny... think about it.

In the end, the idea is to take the path most travelled; yet everyone has had their own road to porn, and sometimes it is the one least travelled and idiosyncratic that finds the best and most lucrative audience.



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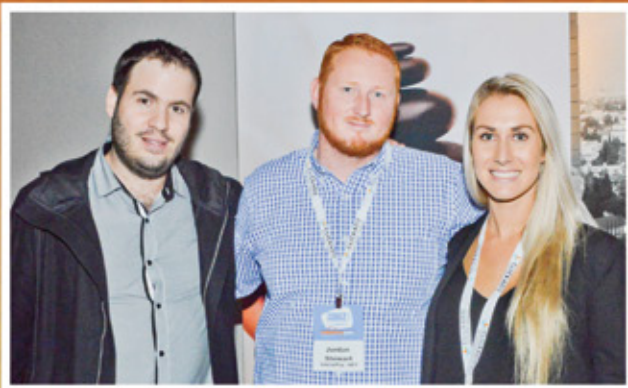


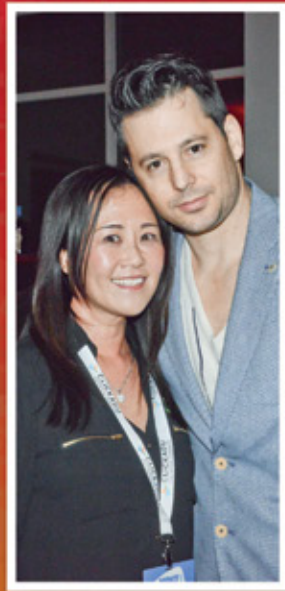
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23:37:51 @Xev Hey guys how the hell are you all?
23:37:45 Ncc123: hey xev!!!
23:37:51 Agathis7: wow hi babell!
23:38:03 thefrail: wow babe you fucking rock! how are you??
23:38:11 Apey: greetings and saultations everyone!
23:38:15 Ncc123: Ok that does it I am officially in love
23:38:20 Grey: Xev honey I love your new hair
23:38:25 @Xev has received a tip of \$50.00
23:38:28 @Xev has received a tip of \$10.00
23:38:33 @Xev has received a tip of \$60.00 & Private message
23:38:40 Avasboytoy: I like your glasses, alot...ong
23:38:41 jrobes: hello room
23:38:45 Mediaman: ready for a private chat babe?
23:38:48 @Xev has received a tip of \$10.00
23:38:52 Mark: Xev do you have Vulcan ears?
23:39:05 Grey: What?
23:39:12 Andytiny has entered the room
23:39:13 A new user has entered the room for the first time
23:39:14 A new user has entered the room for the first time
23:39:16 Kirk has entered the room
23:39:22 @Xev hey all nude shows starts when I hit \$500 lets rock this shit!
23:39:28 Xev has received a tip of \$50.00
23:39:49 Xev has received a tip of \$20.00
23:39:59 Ncc123: fuckin' A!!!!
23:40:09 Miel has entered the room
23:40:11 Serena has entered the room

USERLIST

@Xev
ncc123
anonymous
agathis7
andytiny
thefrail
apey
Avasboytoy
Dave
Kirk
speed-o man
yourmom
Sexyme
ErictheBee
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Vlad
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Topman earl

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Start Group Chat Tip me End

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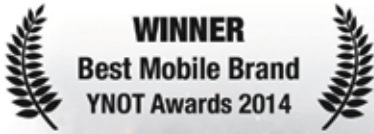
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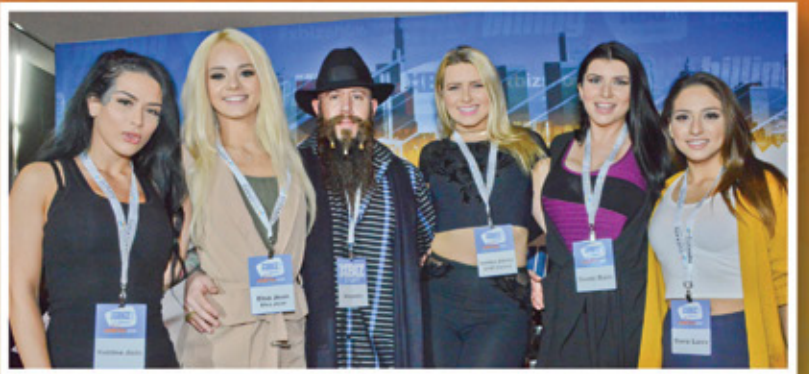
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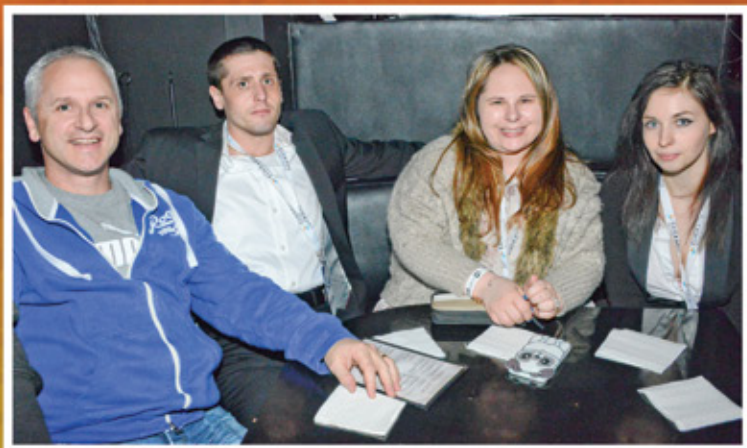
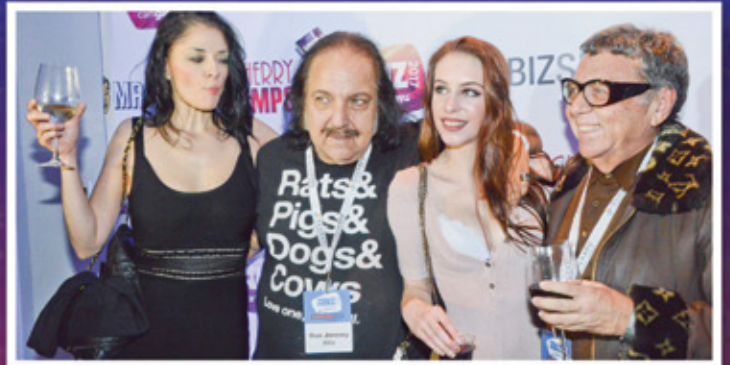


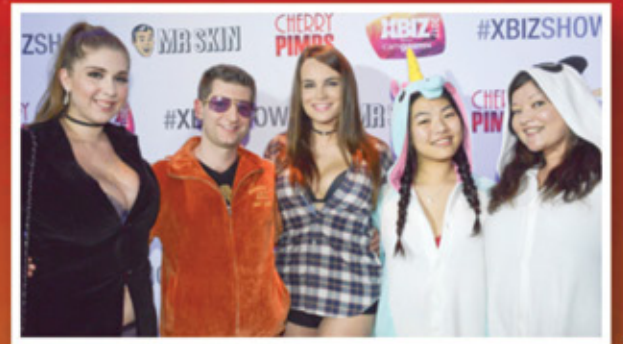
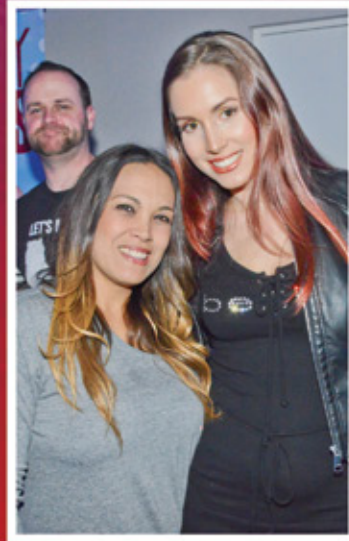
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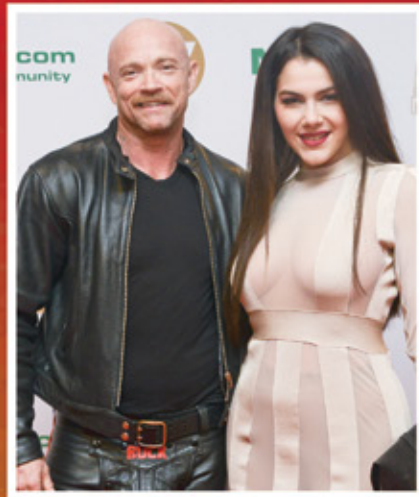
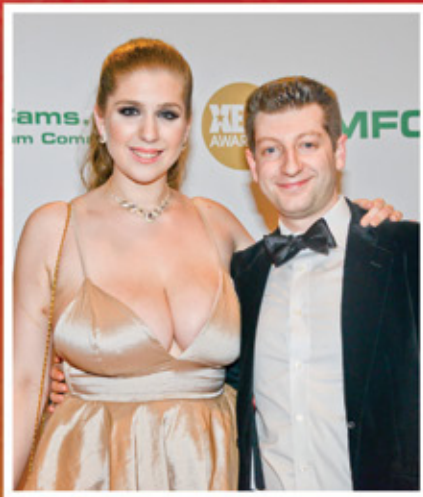














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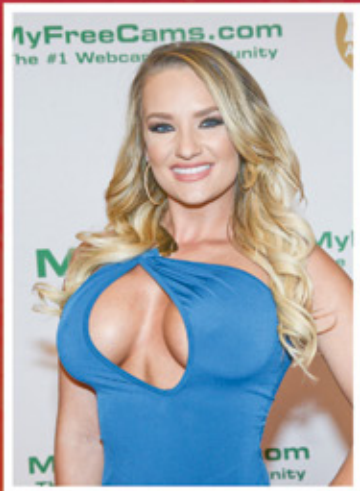
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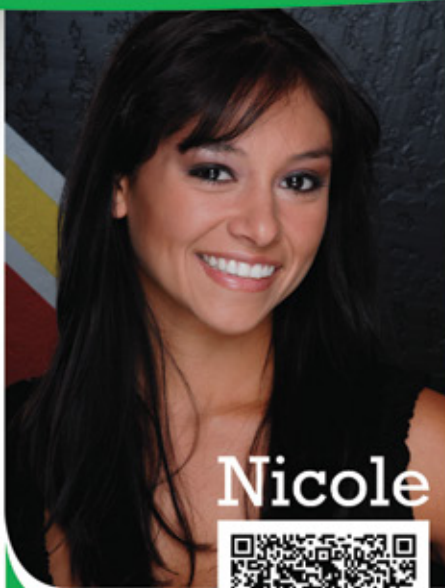
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