

# online adult industry

[...pornography is a bigger business than professional football, basketball and baseball put together.]

Forrester Research

Porn videos, Internet Porn and Escort/Dating web sites are consumer services that no one admits using, yet these are shows that never close.

## Introduction

### The Adult Industry has become the most lucrative Internet business yet.

In fact, we live in a time where people are more likely to view or purchase adult material than ever before. In the world of online businesses we are seeing a trend that may reflect the fast-paced world we live in, or one of the most exciting opportunities for online business the world has ever seen!

The adult industry generates more than 10 billion dollars of revenue each year

The industry makes more than all professional sports teams combined

With IOPS support you can cash in on this tremendous TurnKey Business Opportunity of owning your very own Internet Adult Web site!

Now more than ever we are seeing a trend in the adult industry that reflects the modern day attitude in people who want to make money online. For some, the industry has become their primary method of generating income. The Internet has changed the possibilities of what your yearly salary can really mean; a new business, a product with a growing market - lead by a company with a proven track record and a commitment to your success.

**Here is your opportunity to cash in on one of the most exciting and profitable businesses today - the online adult industry!**



**[Read our Industry Research which Proves...](#)**

**What can I-OPS do for you?**

We will provide you with your own adult website with its own unique identity and domain name. Your site will include a professional design, functionality, as well as a complete marketing strategy insuring high volume and inevitably, **MORE PROFITS!**

Your website will provide subscriptions to view adult material, a market already enormous and **STILL GROWING!** Through IOPS support we will give you all the marketing tools so that you will make money with your business! Just take a look at the marketing tools we offer.



**We will help you MARKET & BRING VISITORS to your very own adult website**

We will provide a complete marketing itinerary to help your website succeed and ultimately **MAKE YOU MONEY.** We'll include mass marketing strategies, flyer distribution and business cards, tips on how to generate traffic and a completely designed web site created by professional graphic designers **GUARANTEED to MAKE YOU MONEY!** Your website will be anything but the run-of-the-mill site you see popping up all over the place.

We provide you with different looks and themes created by our experienced team of artists, designers and programmers.

- The IOPS Marketing plan will guide you into profits immediately!

**Just look at the Adult Industry Statistics...**

**How do I make money?**

Your site will be selling subscription (membership) packages to interested parties online. Your site will include marketing ideas for advertising through promotional offers and modern functionality which allows users to not only find what they are looking for but also keep them online for a longer time period. Advanced search options have a greater capability of keeping the audience interested, which translates in to more revenue for you.

The Internet is changing into a pay service industry (as we knew it would) allowing huge markets like the adult industry to generate revenue for entrepreneurs like you. This is your opportunity to stake your claim in a profitable and easy to manage Internet business.



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## INDUSTRY INFO

Video pornography (rentals and sales) approximates \$6.4 Billion per year in revenues, having exhibited 18% to 20% annual growth. Knowledgeable industry sources state that the following sectors adds another \$6 Billion to this total.

- pay per view movies on cable and satellite;
- Internet Web sites;
- In-room hotel movies;
- Dating and Escort Services;
- Phone sex; and Sex toys.

Hence, total porn-industry revenues approximate \$12 Billion.

The latest market research statistics available come from a 1998 study completed by the highly regarded **Forrester Research** in Cambridge, Massachusetts, which placed the size of the porn-industry at \$10 Billion, and stated at the time that "...pornography is a bigger business than professional football, basketball and baseball put together." This was a 1998 figure, however, so our more recent estimate of \$12 Billion seems defensible

According to the President of one company in the porn business..."Porn videos, Internet Porn and Escort/Dating web sites are consumer services that no one admits using, yet these are shows that never close.

The increase in the industry's growth rate has been fueled by anonymity available to consumers. Rather than the "raincoat crowd" that frequented those seedier "peep show" joints, usually in a rundown inner city location, porn can now be purchased and shipped without revealing the identity of the purchaser. Moreover, the purveyors of porn have shrewdly deployed state-of-the-art software and billing techniques to ensure that the consumer's identity remains confidentiality.



Other useful statistics follow:

	<b>Hollywood</b>	<b>Adult</b>
<b>Number of Titles released last year</b>	<b>700</b>	<b>11,000</b>
<b>Production Costs (avg in 2000)</b>	<b>\$52 million</b>	<b>\$50,000</b>

Although there are over 70,000 Internet-porn websites, an article in the New York Times claimed that about a third of these are controlled by a few private companies...and that there is actually a physical epicenter for the porn industry: Chatsworth, California.

Looking ahead, the one development that holds the prospects of accelerating growth: DVD technology---and the ability to expand the reach of other porn-related services such as escorts, dating and e-communications ("Porn-pals") among those with similar interests. VCA Pictures is one of the leaders in porn services and websites. Wit Maverick is the Manager of VCA's DVD Production Unit, and claims that DVD technology will enable consumers to literally slice and dice their own movies.

As illustrated in the table below, the US Film Industry's revenues approximate \$8 Billion and has exhibited a 7% to 10% rate of growth in the last half pf the 1990's. Therefore, one can uncategorically state that the porn industry has been growing at about twice that rate of growth (Source: New York Times 2001 Almanac). The introduction of new technologies for the delivery of porn-to-consumers has the real potential to increase this rate of growth.

#### Box Office Receipts (in Billions)

1990: \$5.0  
 1995: \$5.5  
 1996: \$5.9  
 1997: \$6.4  
 1998: \$6.9  
 1999: \$7.5  
 2000: \$8.0 (prelim)

This is the bottom line research that shows proof that owning your own Internet Adult web site offers the largest money making opportunity available today for the home based business opportunist. Internet Dating is therefore the natural front door of this opportunity for someone looking to capitalize on the income opportunity without openly admitting they are in the adult business.

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## INDUSTRY \$TATISTICS THAT WILL MAKE YOU MONEY!!

Adult sites are the highest revenue generating businesses online  
 The adult industry as a whole make approx. 10 billion annually - the NFL, NBA, and MLB make less COMBINED!  
 Subscribers tend to have memberships at numerous websites  
 Audience covers a nonspecific male market which maximizes your opportunity of owning your own adult web site  
 IOPS Adult Content is abundant and high quality (not gritty)  
 Market is large enough for ANY beginner to get his or her piece of the action!  
 Initial investment will take less than one month to recoup!  
 With our email marketing system, clients do not need to put in long hours to market / promote the site  
 With higher quality look and feel, this website stands apart from the poorly designed adult sites currently online  
 At Comdex 2000, most experts said that the adult industry has single handedly made the Internet a pay for use system - in other words, if you are going to start an online business, the adult industry is the fail safe and the most profitable!  
 The Adult Market will get bigger each year with a more modern attitude towards the adult industry.  
 Most legit adult site operators triple their initial investment immediately  
 Superior functionality will give the site an element of higher interactivity and uninterrupted movement like other non adult sites  
 You can either watch thousands of people become millionaires, or do it yourself

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## HOW MUCH MONEY DO YOU WANT TO MAKE?

Adult website for male & female viewing - [Contact Us](#)

All men website for gay audience - [Contact Us](#)

### Both websites

(Combine the revenue generation of both markets) - **Contact Us NOW!**

**SPECIAL LIMITED TIME OFFER!**

Marketing tools include: Flyers, Newspaper ads, Bulk email) and FREE Promotional Business cards.

1 month FREE hosting and choice of free domain name - LIMITED TIME OFFER!

**If you have ever looked into the costs of starting an adult business on the Internet then you know how inexpensive this is to get started!**

Click [here](#) and complete our Contact Form for more information!

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## Contact Form

Name

Email

Address:

City:

State:

Zip:

Country:

AreaCode:

Phone:

Please enter your comments or questions in this area:

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## ABOUT US

Internet Promos, LLC is a Internet promotions company specializing in making money for itself and it's clients. It works to help promote the Financial interests of it's clients through building a solid cross-promotional marketing system of awareness for its clients businesses. Through the power of the Internet and other mainstream media such as: TV, Radio, Newspaper, IPromos can assist you to build an excellent revenue stream to either enhance your current income or build a solid home based business where the sky is the limit.

We all have to start somewhere and the bottom line is there is no better way to make money then providing our clients with the backbone of money making opportunities. Dating & Adult websites and the promotional tools / expertise to get customers is what we will provide you.

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