PORNHUB
CREATOR CONSULTATIONS
REPORT

November, 2023

Prepared by:
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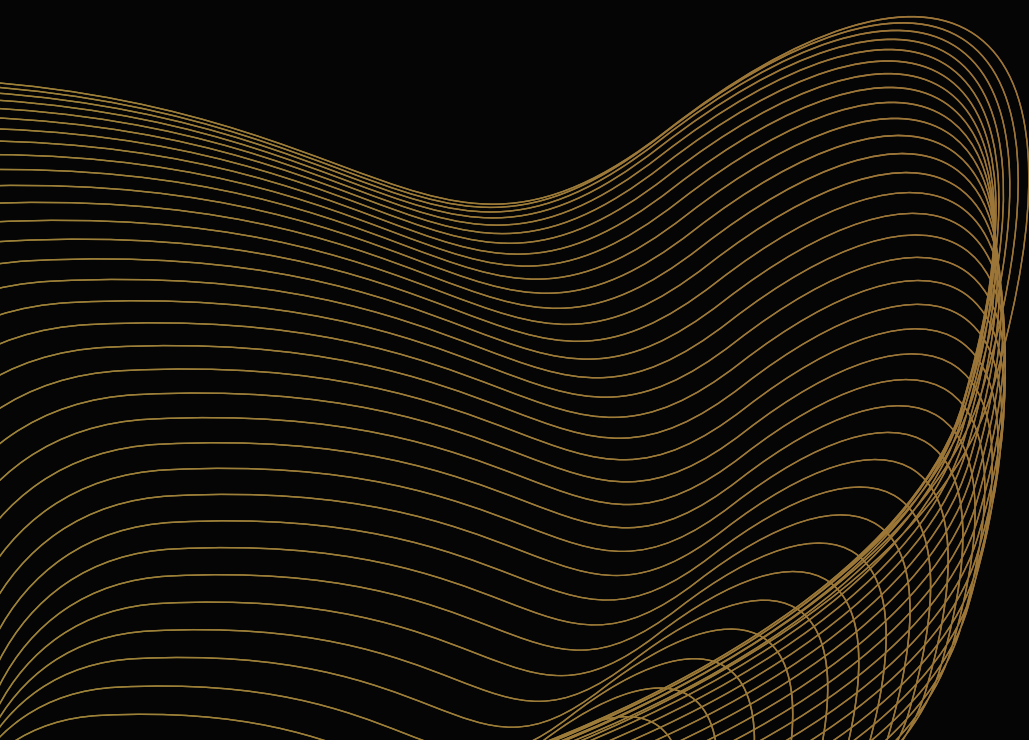**Ethical Capital Partners**
'What We Heard' Project

CONTENTS

ABSTRACT & METHODS

This report summarizes findings from 7 roundtable and individual consultation sessions conducted with Pornhub content creators throughout May and June of 2023. These sessions engaged creators on themes of account verification, moderation, algorithmic curation and categorization, platform affordances and interface design, monetization, occupational health, and more.

The goals of this research were to collect data on priority issues and determine actionable recommendations towards refining the user experience for creators on Pornhub. Our consultation approach focused on 'speculative user experience design' – a semi-structured interview process allowing participants to address ongoing concerns and which encouraged them to guide recommendations around changes they would like to see on the platform.

Participants were selected for their diversity of experience and their embeddedness with industry peers, including both highly-visible veteran performers and newcomers or creators with targeted portfolios. Able to speak with authority on common concerns of performers, producers, and other industry workers, these creators were familiar with current and past Pornhub developments and offered a wide range of informed perspectives regarding porn industry issues beyond the scope of the platform.

We have collected their insights here – identifying concerns, offering critical context, and summarizing key takeaways.

PROJECT CONTEXT

In March of 2023, Pornhub was acquired, along with the entire suite of MindGeek properties (now renamed Aylo), by the Canadian private equity firm Ethical Capital Partners. This purchase was accompanied by the formation of a 6-member independent Advisory Board that includes both authors of this report. Following the acquisition, ECP began resourcing consultations to address a range of issues. Conducted by members of the Advisory Board and Aylo employees, these were intended to clarify ongoing concerns and to determine best practice recommendations in support of improvements.

One early effort by ECP was a commitment to increase communication with users and the public. This includes engaging with the unique challenges faced by content creators in the porn industry – including stigma, censorship, and financial discrimination.

Too often, discussions on pornography overlook the centrality of its creators by treating workers as an afterthought or ignoring them outright. As a corrective, we are now sharing our consultation findings publicly. In a media environment where bad-faith narratives, inaccurate claims, and misinformation on the industry run rampant, the perspectives contained here offer a data resource for fellow creators, journalists, researchers, and the public. We hope this report provides insights clarifying issues facing creators who rely on porn platforms.

- Val & Maggie

Dr. Val Webber (they/them) is a Postdoctoral Fellow at Dalhousie University's SHaG Lab. They are Board Chair of PASS, a non-profit dedicated to the health and safety of adult film performers. Their research focuses on interactions between sex work, health & risk, respectability, and regulatory power. val@valeriewebber.com

Maggie MacDonald (she/her) is a PhD Candidate at the University of Toronto's Faculty of Information. Her research emphasizes porn's technological engagements, looking at the infrastructural, market and labour impacts of platforms. hello@internetmaggie.com

PARTICIPANTS

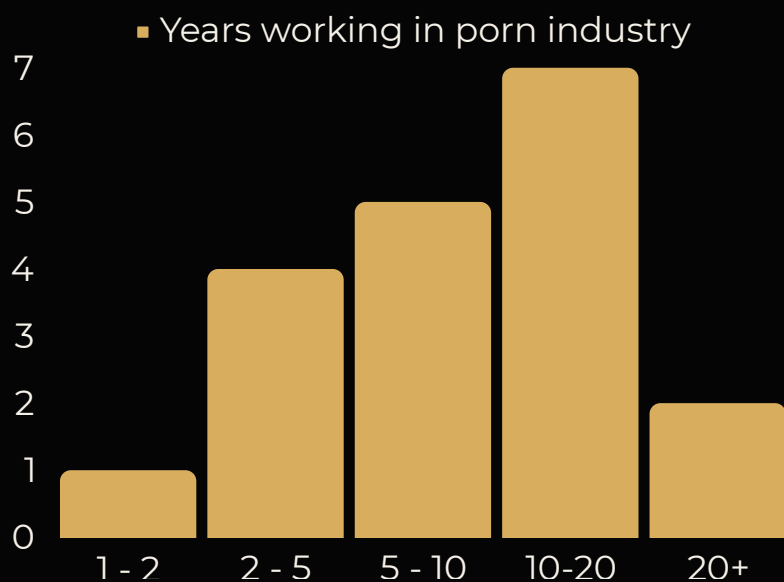We consulted with 18 creators, featuring:

- 11 Women/Femme creators
- 7 Men/Masc creators
- 5 Trans creators
- 8 Creators of colour
- 4 Gay content creators

INDUSTRY EXPERIENCE

All participants work in front of the camera as performers, but also offered insights from several forms of industry work and diverse professional roles:

13 have roles in community organizing or industry advocacy organizations

8 are published authors or write for mainstream publications

6 have production experience in directing, editing and studio ownership

2 have technical backgrounds in programming or software development

2 are licensed clinical therapists specializing in industry health

■ Years working in porn industry

1 - 2	2 - 5	5 - 10	10-20	20+

> If we're trying to keep the sex worker community healthy and safe, **changing the social stigma is going to be mandatory [...] We need to get more information, and we need to get it out there!**

GETTING PAID & BANKING DISCRIMINATION

The single most pressing issue reported by creators was reduced income due to loss of payment processing options. Creators overwhelmingly face systemic financial discrimination: research shows they have difficulty getting paid and accessing their own accounts, have their legal content selectively demonetized, and face routine denial of services by banks, credit cards, and other financial firms.*****
The withdrawal of Visa and Mastercard from the MindGeek network in 2020 left many performer incomes devastated. All creators reported using multiple platforms to build audiences and drive traffic, but had significant concerns around relying upon any individual platform as a reliable source of income.

"Payments getting cut off by credit cards cut my income so dramatically."

"This constant fear of demonetization, the constant fear every single day that I'll open up my bank account but I just won't have a bank account anymore. I worry about that constantly."

"You have to deal with so much stigma! I was at the farmers market with my family, and can't even pay people on Venmo or PayPal because I'm a sex worker and they've banned my [accounts]."

Frankly, everything else that we talk about is just optics unless performers have safe, stable income that leaves us autonomous and able to make our own work choices.
I feel that needs to be issue number one. Everything else, you know, all the details of performer health or testing, all of that is going to come in second under our financial stability.

"If you could snap your fingers and have something change? For me it's getting credit card processing back [...] I know fixing that is a work in progress and not something we can magically snap our fingers on, but that's definitely one of the biggest factors in me utilizing the site to its full potential."

*See: Free Speech Coalition. 2023. Financial Discrimination and the Adult Industry; Stardust, Zahra, Danielle Blunt, Gabriella Garcia, Lorelei Lee, Kate D'Adamo, and Rachel Kuo. 2023. High Risk Hustling: Payment Processors Sexual Proxies and Discrimination by Design. Watson, Spencer, and Kate D'Adamo. 2021. Shut Down & Shut Out: Access to Financial Services and Online Payments for Sex Workers in the U.S.; Webber, Val. 2022. The Impact of Mastercard's Adult Content Policy on Adult Content Creators.

SURVEILLANCE & DEPLATFORMING

Creators and researchers have identified widespread trends in worker surveillance and the deplatforming of sexual expression through censorship, (shadow)banning, demonetization, whorephobic policycraft, and other discriminatory mechanisms.***** Participant testimony affirmed the precarity and instability this creates in their incomes, communities, and lives outside of the porn industry.

> We're relying on very, very unstable platforms to drive all of our traffic. Not only is it terrifying but we could all get deplatformed for any reason, at any time, just for being who we are.

"I've been seeing a lot of Canadian models get stopped at the border entering into the States recently [...] That kind of capacity to flag our travel is very unfortunate [...] **It's kind of a terrifying thing that Governments are specifically tracking whores now through our content online.**"

"Accessibility is [...] one of the more beautiful parts of sex work, so [access] could still be a lot better. There's an incredibly inaccessible model for verification right now that harms a lot of the financially underprivileged. How they ID you makes it a thousand times harder for lots of us to make any kind of money. So cumbersome that it basically renders it impossible."

> We put in all the same work that any other influencers put into content creation and developing a presence [...] The 3 of us here have easily a million Instagram followers, if not more. **All of us should be able to monetize that like anyone else, yet we can't because we're sex workers. We shouldn't have to worry about getting our accounts deleted. We shouldn't have to worry about getting our banking withheld.**

* See: Blunt, Danielle, and Zahra Stardust. 2021. "Automating Whorephobia: Sex, Technology and the Violence of Deplatforming." Porn Studies 8 (4): 350–66; Bronstein, Carolyn. 2021. "Deplatforming Sexual Speech in the Age of FOSTA/SESTA." Porn Studies 8 (4): 367–80; Coombes, Emily, Ariel Wolf, Danielle Blunt, and Kassandra Sparks. 2022. "Disabled Sex Workers' Fight for Digital Rights, Platform Accessibility, and Design Justice." Disability Studies Quarterly: DSQ 42 (2).

VERIFICATION & TAGGING CO-PERFORMERS

Challenges navigating the Pornhub dashboard system can impact creators' work. At the most general level, participants wanted Pornhub to simplify processes required to post or promote their content. Creators specified concern with Pornhub's old system for verifying co-performer consent and record keeping documents. Standardized templates and a more streamlined process were requested to limit IP infringement and other harms, but also to enable consistency, reduce redundancies, save time, and be more secure. This would immensely benefit creator backend and administrative work processes.

"Across the whole industry the entire process of systems for tagging or verifying other performers is a mess. They're all so different, and they're all glitching all the time."

"Digital fingerprinting is one thing, but what I'm also talking about is **a higher bar for posting content and tagging people.** There's scenes on there that might have like 5 people, and only one person is tagged [...] Those other 4 people kind of lose out on that traffic."

"It would just be easier when you're uploading a video to be able to tag a co-performer right within the system.* I think that would be so stellar, and helpful!

"People should be made aware of their scenes being on Pornhub every time, you know, because this is a platform where stuff is free! I have a lot of my partner's scenes up on Pornhub, for trailers, and I make sure in my model releases that they know I'm allowed to do that, but they should still be notified that they're up! I'd like to know if people are seeing my content. I want to be able to go and look at it, and know [...] what image of me they're putting out."

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* Following these consultations, in October 2023, Aylo announced changes to Pornhub's co-performer ID systems which introduced a new tagging feature on the video uploader dashboard. Now creators have access to a verification model that includes an eSignature link sent directly to any identified co-performer(s) and the ability to upload a single complete identification and consent release form package. Under this system, newly uploaded videos are only published once all co-performers are identified and confirmed.

PORN & RACE

BIPOC (Black, Indigenous, and other people of colour) creators expressed concern that Pornhub's content management system – specifically the categories and tagging options available – perpetuate discriminatory language against marginalized performers. Discoverability algorithms incentivize the use of problematic terms, most notably with stereotyping or degrading tags. This issue commonly invokes race, but is not limited to it (see 'Trans Issues', next page).

Even though participants dislike applying these terms, they feel implicit pressure to use them because they generate greater visibility and correlated increases in revenue. Participants were frustrated that current standards compromise their dignity for visibility and contribute to broadly negative perceptions of the porn industry. Creators would like to see Pornhub update and expand available metadata options for labelling content, specifically around racial identity

"When you go to Pornhub, the first categories you see are ethnicity [...] There is an evolution that we're trying to support, but the current SEO ranking? It's kind of holding back that sort of evolution."

"This is an industry opposed to outright censorship. I don't want to just see some tags disappear because that also causes a problem [...] Maybe a suggestion box comes up, like 'are you trying to say *this* instead?' Maybe it's nudging, or just suggests other words or something. Some things you try and search just stay grayed out and it doesn't auto-fill up? I'd love if it did that on certain racial terms."

I think **we have the responsibility and the ability to change and shape language,** you know, this is the biggest platform with influence and reach. And if Pornhub starts to make changes in tagging – done more ethically, to be more humanizing – I think that is an example of how it can be done. I think people will naturally gravitate that way. We train audiences with the way we tag!

"De-prioritization as opposed to banning! Business-wise you don't really want to stop [racial tagging] cold or you're kind of, effectively, banned. I feel like phasing out use of certain words in the tagging system is better. Because users are still going to be looking for this tag and we don't want them to just not be available, almost like a shadow banning kind of situation."

PORN & RACE

"Verification has been weird. It seems like it takes longer with me and my Black co-performers. Like I have to re-verify many more times than if I'm uploading a video with me and a white performer. It's weird that I kept getting timed out of verifying, specifically for these other people."*

"For me, being a man of colour, it's [...] any type of adjective that's going to describe the colour of my skin. In studio work they're asking me, what language do you use? I don't want to use *any type of race play*, period. I bold it, I write it down, I underline it. I don't want any of that, because the colour of my skin should not determine the performance focus."

The way I'm tagged or described when it's other people's uploads, it's embarrassing. And **I kind of have to swallow my dignity and act like I'm not embarrassed by this tag, or this description.**

It's frustrating.

"Maybe when you hover over a certain category there is some sort of tool or tip to give context. Take the term 'interracial', right? If you're looking at a dictionary definition of that, it is not the same as how we use it in adult entertainment where it generally means a white woman with a Black man. **How do you abstract that from a white supremacy framework? That's a term I would like to see the system de-prioritize.**"

"I wish I could remove a tag, if you don't want to be tagged offensively or with whatever term is used [...] A lot of us are kind of coming from this studio system where companies had this sort of power – you signed a release, we paid you, you're done, and then we have to kind of deal with their marketing choices. On these sites we can be stopping that a little bit and just saying, 'Hey, you can't use that tag. You know these [terms] aren't ok.' **We can have this conversation about how content goes out into the world [...] making sure that it's reflective of how we want to describe ourselves.**"

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* Researchers have identified a range of operational bias issues within image verification tools thanks to exclusionary software training datasets and other variables significantly reducing accuracy for marginalized subjects. As a result, non-white, gender non-conforming, fat, and disabled users are less easily identified by facial verification systems, which remains an under-addressed problem both in the porn industry and across electronic service providers.

See: Scheuerman, Morgan Klaus, Kandrea Wade, Caitlin Lustig, and Jed R. Brubaker. 2020. "How We've Taught Algorithms to See Identity: Constructing Race and Gender in Image Databases for Facial Analysis." Proceedings of the ACM on Human-Computer Interaction, 58, 4 (CSCW1): 1–35; Gehl, Robert W., Lucas Moyer-Horner, and Sara K. Yeo. 2017. "Training Computers to See Internet Pornography: Gender and Sexual Discrimination in Computer Vision Science." Television & New Media 18 (6): 529–47.

TRANS ISSUES

Participants remarked that the complex intersections of human sexual identity could be described more accurately on Pornhub, particularly given the many permutations of gender and sexuality currently found on the site.

Tags are currently using outdated and exclusionary language such that both creator dignity and search-accuracy suffers. For example: the lack of trans sub-categories means transmasc content and performers are less visible since transfemme porn is proportionately overrepresented in this area; or if the tag 'blowjob' is selected, there is no option to also tag 'lesbian' – meaning many transfemme lesbians can't accurately tag their content. While creators specified no desire to eliminate problematic terms altogether, there was universal interest in having some dis-incentivized, with options expanded to better reflect contemporary language standards and ensure accurate representation for all creators.

There's a lack of clarity around what orientation I should be listing, because, you know, **I'm an intersectional person and performer and there's not always room for that with the categories.**

"Many have no choice but to be listed under inaccurate categories by default. That's not the answer. More needs to be done to support transmasc and non-binary performers, specifically."

"I'm very gay. But I'm also a trans man, and those are 2 identities that make me a whole person. Uploading, I feel I have to choose one or the other, you know, because when I use the trans [tags] sometimes I don't get any visibility, because when people look into the trans category they're mostly looking for trans women. A lot of platforms have this issue. It's like we're not considered 'valid' transgender sometimes."

"We're moving past fetishizing words? Guess what: there goes all of my traffic! A lot of stuff looks good on the face of it, like, 'we're going to take out *t-----* and now we're going to only do *trans*'. But there goes 90% of most trans people's traffic. I don't have a solution. I don't think any of us have a solution. But I think that **knee jerk reactions of 'let's use better, more equitable terms' do not translate into income, stability, or safety for trans folks.**"

"I'm Latino, but they only have Latina as an option. As a trans man I don't want to check that. I'm not going to check it!"

Even if it's not about accuracy, if I list all these problematic terms in my title, or use those tags and keywords, I will get more views. That's more money for me, but ethically I don't want to do that!

TRANS ISSUES

"**The transgender section, I feel, is very much lacking options.** You can list off all of these different, like, female body traits that you can only possibly have when you tick the female performer box. If I select trans male I can only check trans male options. I can't describe my body accurately unless I check female, but I don't want to list 'big ass' under the female section, you know? They should have those options for the male performers as well as the trans section, and maybe that's what's deterring people like me from using the trans tags. I don't want to be checking 'female' performer options, even if the traits apply to me, because that's not who I am."

"
What's been expressed through these tags and categories doesn't match up with today's sexualities [...] Not with how performers identify, or what audiences already know they want to see!

"There is a definite need to separate trans categories – trans women, trans men, and non-binary performers. A lot of sites lag on this, so there's a lot of collapse and confusion between them and it hurts trans performers across the board."

"Changing terminology can inform nuance as presented to the viewer. And I think this also helps in a way, to educate the viewer by saying, okay, if I like to watch trans women, I'm not necessarily gay. It's not gay to like a woman with a dick!"

"The way categories are used across the entirety of the porn spectrum, **I think it's not just a problem with Pornhub. But I think that Pornhub is in a specifically unique position to further this cause in a way of educating and normalizing change for the better.**"

"
I see trans negativity and gay negativity, even in our own industry, [...] massive homophobia, and incorrect information about HIV. I do think that **platforms could be promoting correct health information**. Some performers are wholly uninformed about HIV, the way that it spreads, or completely unaware about prep [...] There's very little in the way of centralized education on these subjects!

PORNHUB PRIDE

Participants expressed a general perception that Pornhub is unconcerned with 2SLGBTQIA+ issues impacting creators. Gay creators remarked that 'Pornhub Pride' is lacking beyond basic public relations campaigns. More effort to promote pride events and issues impacting gay users would be hugely popular with creator communities and gay audiences. Gay creators urged Pornhub to "Show UP and Show OUT!", not only through pride events, programming and support, but also by partnering with other organizations year round.

Participants also commented on the industry standard to segment gay and straight content. This separation entrenches limited integration between the performer communities, creating barriers for setting industry health standards or collective organizing. To remedy this, participants would love to see Pornhub support more forums for gay and straight creators to mingle, collaborate, and advocate for the industry together (this expressly includes all trans performers). Suggestions include the hybridization of award shows, site specific events (parties, mixers, promos), and public campaigns for 2SLGBTQIA+ equality.

❝

Show us that you support us, that you're there for us, not only during pride month, but all of the rest of the year! There are 11 other months [...] Don't be like all the other big advertisers who, when June hits, everyone loves us for clout. But on July first? We're done with you.

"When it comes to gay issues, like what's going on in the world right now, especially with the drag queens and trans rights attacks [...] **As one of the largest platforms in the world, say something!** Sure, put a banner up saying, 'We support you. We love you.' But show us that we're more to you than just a dollar. Just do more general advocacy."

"We now have to be the ones who bring up our work and teach people and deal with potential backlash in that. We have to be the ones providing the education."

"If you say that you're all about sexual expression, then do it! Show up and show out!"

PERFORMER HEALTH & ONBOARDING NEW CREATORS

Health misinformation and stigma circulates widely, even among performers, making it difficult to build solidarity among a diverse industry cohort. Participants would like to see Pornhub spread awareness around health best-practices, especially regarding industry testing and disclosure standards and occupational wellness. Mental health resources were key, given stresses of gig-work precarity and significant emotional engagement creators require to engage audiences.

Pornhub could provide occupational health and safety resources within the creator dashboard. Participants emphasized tools should be integrated into the onboarding process for new creators, who often lack training or knowledge offered on sets or in conventional workplaces. Resources could approach the creator wellness through traditional occupational health paradigms: creating awareness about potential work hazards, providing harm reduction information, and offering safety training tools that address health holistically, including issues of physical, sexual, psychological, emotional, and financial wellness.

"A lot of us are, of course, running our own businesses, and many people are not educated in how to run your own business. Even though it might not technically be the job of Pornhub, wouldn't it be nice if they helped us get forms like model releases? Provide a generic release! What is a 2257 and why do you need it? And simple tax resources – what do taxes look like for an independent business owner? What might you need to do? What pitfalls do you want to avoid so you don't get audited? You know these are tough things that took me a long time to learn, and I think that one's a little bit more challenging just with working alone on platforms."

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From the platform design standpoint, I would love to have that be basically the onboarding page for new models. So **when somebody signs up for a new model account, go through best practices!** How do you vet your scene partner? What are some PASS certified – or good in general – sexual health practices? Conversations about consent, you know. Get people to checklist. I would love to see that when every new model is onboarded.

PERFORMER HEALTH & ONBOARDING NEW CREATORS

"So many people out there have become creators in the last 2 or 3 years [...] I was really lucky because the people who chose to work with me were like, 'these are my standards' [...] I learned because people were kind enough to tell me. But **there's a lot of people now who come into this industry alone, making OnlyFans content [...] and it's like, what are the rules? What are the standards? How do we make this?** All of a sudden, you see these people didn't understand the paperwork, or people didn't get tested, or maybe don't know about testing – why we get tested for what, or what testing should look like. There's no clear place you could learn about this. The only place I've ever learned about this is other people have told me. I would love to see more of that sort of best practices onboarding."

"

If the interface is set up for easy usability, I have to spend less time on admin, so then I can be doing the things I *really* want to be doing on here. I want to go live! I want to cam and shoot content with friends on here! [...] **We should be looking for opportunities to help people work with ease, with less stress. Tools doing precisely what they ought to be doing. Logging in as a performer, I'm logging into my office [...] It would be great if we had some considerations for our workspace like that, since the interface is an important part of our work environment.**

"When we talk about, 'how do we keep sex workers safe?' Well, financial safety is a big deal [...] Sometimes access to a small amount of money is what keeps people from doing something that's more risky [...] Even small amounts of money make a huge difference to performers and their ability to [work] safely."

"Since the state of sex-ed is woefully inadequate in most of the world, I'd love to see platforms include that! If this is what people are watching, how do we provide education that relates to that? [...] Promote mental health services that are sex work and kink positive to the existing creator base, and the wider public."

"

I think Pornhub can influence already-accessible mental health services to provide better sex work-informed care options [...] Those are the best ways a company that doesn't specialize in mental health can still ensure our wellness.

TRANSPARANCY & COMMUNICATION

Creators expressed interest in receiving more direct engagement and communication from Pornhub. This especially applies to advance warning of changes around verification, moderation, or payment options relevant to their work that could impact income. Creators also felt that, despite significant changes to the site in recent years, anti-porn narratives have persisted and the public remains largely unaware of current measures Pornhub has implemented to prevent malicious users and harmful content.

"[A prominent industry advocate] said that in a decade of work he'd literally never met *anyone* from MindGeek, like he's never met any executives, which was fucking wild to hear! [...] That shouldn't be the way that it is."

This disconnect between, historically, MindGeek saying about itself to the world, 'oh, no, we're not a content company, we're a tech company,' which technically, sure, they can say that [...] but that's not anyone's public perception. No one in the world thinks, 'oh, the company behind Pornhub is just some neutral tech company, not involved in making porn'. Like, that is not what anyone thinks, so it just would be nice if MindGeek as a whole would own that. **It represents the industry to the degree that it does, so fully take responsibility for that.** Have more transparency around it. That would benefit a lot of people that aren't just executives at the corporation.

"This company has a history of having steamrolled over a lot of people in the industry. I mean, there are people who have been in the industry for decades who still have an extremely negative view of Pornhub, but then have to sell their content here, so it'd be nice to see more public conversation around many things, other than just the awards or promotions being done."

"I'd love to see more transparency with the models themselves, upfront. Sometimes we log in to see a post about some change that the public hears about at the same time. I wish they had sent a message to all the models first [...] If they tweak the website or change categories and tags or something, just being like, 'we're changing categories and tags' upfront, so that we all know and can be prepared instead of having to find out through a press release – because **we're the people working on here! We're dealing with these effects.**"

ADVOCACY

Creators feel the onus has fallen on them to counter anti-porn campaigns and educate the public. They feel Pornhub's responsibility towards the industry must engage with the many cultural and political forces currently working to frame pornography as harmful.

The lack of solidarity with workers and disavowal of sex work issues that once characterized MindGeek's business model have not shielded the company from the legal and financial discrimination faced by their creators. Under ECP, Pornhub should instead challenge the structural barriers their creators face – both in courts and through public relations mechanisms. Wholeheartedly defending their position as leaders in the adult industry requires combating anti-porn misinformation, challenging censorship and surveillance legislation, and funding established advocacy efforts. It is crucial that credit and resources be afforded to the many creators and other experts leading this advocacy process.

"I'm so frustrated when platforms have this capital, this influence, but they should also have lobbyists! They should be speaking up, not only ethically for us, but because sex workers are 100% of your income! We're the ones, as performers, who are driving the revenue but I have not felt supported by those platforms. It's very much each of us performers, individually, yelling about issues on our own as much as we can, but **we don't have, as individuals, the resources – we don't have the the legislative contacts. We simply don't have the personal or financial capital to be making these changes, and I've felt very abandoned by pretty much every platform basically in my entire career.**"

I do feel abandoned by platforms who could say good things about us, or put out positive things about us, but just don't. **I wish that they'd be corrective of things that people say about us, or show us in a positive light. I think it's hard to day in and day out read really negative, incorrect things about yourself and who you are, and have nobody correct or defend that besides other sex workers.**

"If we're dreaming big, what I want to see is all of these companies, including and specifically [Aylo], taking ownership of what they do [...] **Companies this big actually have the big corporate structure for pushing back against banking discrimination,** instead of saying, 'oh, Mastercard said so', push back! Absolutely advocating for what we do, and pushing back against that, because I, as an individual creator, can't do that. We can't fight against big credit card companies alone. But these companies that make millions of dollars a year can."

ADVOCACY

"It's pretty transparent that [anti-porn groups'] real real war is on porn and sex work, They're using the pain of victims, actual trauma – and specifically children's trauma [to] conflate work that we do with these horrifying acts, and that should be clear, but **we're so stigmatized. No one has information about us, and they have more money, so they win.**"

"[Anti-porn organizations] fund all of these anti-sex work propaganda movies, so **why don't platforms make pro-sex work films? Content like YouTube shorts?** Why don't they hire us [to] say, 'do a day with me and watch me get my makeup done on set for *Adult Time*.' I've never been on set and not had a great day, ever. We're cute. We're sweet. We're lovable [and] these are some of the best sets! [...] They're incredibly ethical places to be."

[Pornhub] are doing things, but in terms of them being a pillar of this industry right now, they could be doing more [...]

They say they're industry leaders – so lead the industry!

I feel like people don't get that **Pornhub has changed!** If someone is uploading abuse material, people say 'send it to the cops, report it, take it down immediately'. But [they] do all those things! We've been doing that for a while now, **but I feel like people don't really understand that they're changing things** [...] I'd like to see a PR campaign happen, to get people more in line with 'new Pornhub'. You know, more support for where we're going [...] Demonstrate how they follow their ethics, how they verify creators, how they take down ones that aren't ok, so on and so forth.

"[Pornhub] curates content that is engaging. They have all the data in the world on this industry, so they could absolutely shift perceptions around performers [...] around STIs and industry testing, of using barriers, of consent talks. They have so much power in that!"

"Intentionally creating educational content around social issues, health issues and being engaged with mutual aid work like through SWAID or FSC.* More money would be great for those organizations!"

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* Through Aylo, Pornhub now partners with the Free Speech Coalition, Pineapple Support, SWOP, GLITS, PASS, and The Cupcake Girls in support of campaigns combating financial discrimination, supporting mental health, and other aid initiatives for creators and sex workers.

ADVOCACY

"**Often sex workers have to educate and be the ones doing the outreach**, if you will. So I think that's a significant issue, that we are expected to be able to articulate, educate, understand. We have to have all this deep knowledge, because Pornhub, and honestly none of the sites, do any kind of image management for us, they don't do education. It feels like they don't do anything at all, actually. They're just sort of leaving us to figure it out."

"If we're trying to build up the sex worker community and keep the sex worker community safe, **changing the social stigma is mandatory [...] One way to do that is weaving in cheerful sex education and humanizing content**. But there needs to be so much more of that put forward by the platform. Instead of you know, spending money like Brazzers does on sexy TikToks for their latest account [...] If we're being attacked with millions of dollars of subversive anti-porn content and you can't even tell who's making it, we need to see that humanizing content too."

"I feel like a very sensible thing to do is make short informative video content. I know that Pornhub has their little sex education chunk of the site. But it's in tiny text at the top of a single navigation bar – why are they not doing the same education but in consumable video content that actually gets promoted on the landing page?"

"Capitalizing on the brand recognition that they and performers have, by setting up little skits. Easy, dorky, even really playing into the 'porn thing'. Videos that could go on TikTok and Instagram to be really educational."

"Having people advocate in mainstream media interactions, in good faith, with articulate, highly knowledgeable sex workers could round out the industry image."

> As one of the biggest searched platforms daily, that's an insane amount of power. Even if you put out tiny little bits of positive content. I mean, it's bigger than almost anything else. **The positive impact they could have is really impressive if it were to happen!**

CONCLUSIONS

> **You have to fight to be able to do this work, and then you have to fight to be safe while you do it, and then you have to fight for your right to be paid.** All of us have to fight constantly, just to have the right to do this work. But it's not like work has to be a super crazy passion to be valid [...] We just all want to be able to post our tiddies and make money, and just not have to beg, borrow, and steal for our hard work to not be ripped out from under us constantly.

In these sessions, creators described how discriminatory financial policies and opaque technologies impact their work. We heard accounts from marginalized workers about issues specific to their needs, and calls for improvements to hidden systems as well as to public perceptions.

Participants requested expanded options to label their content and best-practice resources to improve their working conditions. Many suggested standardized protocols to onboard newcomers to the industry.

Finally, participants sought to improve public awareness of porn industry issues. They called for improved communication with and on the platform, and made suggestions to leverage Pornhub's existing resources in order to better advocate for all creators.

Key Recommendations:

- Campaign to restore payment processing options and protest banking discrimination.

- Ensure secure and transparent verification, tagging, and data practices.

- Revise gender & racial categories to accurately and respectfully reflect diverse creator identities.

- Provide creator health resources and a streamlined onboarding process.

- Increase advocacy for creators and engagement with users and the public.