



RESEARCH REPORT

# Redefining **the Future** of Adult Entertainment

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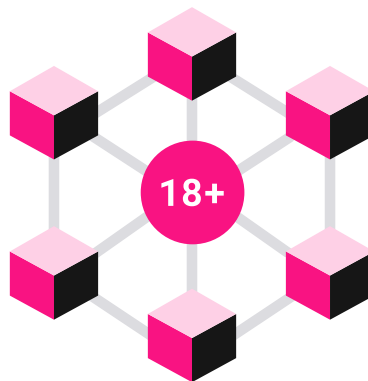
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# 1 INTRODUCTION

There is a beauty associated with the embrace of blockchain technology and its associated digital currency innovations around the world today. The inherent features in blockchain make it easy to be integrated across a wide variety of industries today. This holds true even for the centuries-old adult entertainment industry, a global ecosystem that is estimated to be worth over \$100 billion at present.



There are several facts about the adult entertainment industry. While some of the statistics are bogus, here are a few of what we can glean from the current state of the industry as a whole:

- ◆ **40 million American people regularly visit porn sites;**
- ◆ 35% of all internet downloads are related to the adult industry;
- ◆ The most regular visitors to adult entertainment platforms spend about 10 to 12 hours per week on such platforms;
- ◆ About **\$3,075.64** is spent<sup>1</sup> on adult entertainment every second on the Internet; and
- ◆ There are around **42 million adult entertainment websites**, which totals<sup>2</sup> around **370 million pages of adult content.**

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<sup>1</sup> <https://www.covenanteyes.com/pornstats/>

<sup>2</sup> <https://www.factretriever.com/men-facts>

These amongst many other facts make the industry the ideal ecosystem to be overhauled by the revolutionary prospects of cryptocurrencies.

Yet, despite the popularity of the adult entertainment industry, there is still a high level of discrimination on those who visit adult content platforms. Sounds like an abuse of self desire?

Besides the external forces that come off as unyielding to the positive aspects of adult entertainment, the industry is also fraught with a number of challenges that has continued to beg for solutions. One of these is the data protection lapse, as well as the payment lapse brought about by using traditional payment institutions.

## Vox

"When it first announced the ban on August 19, OnlyFans said it was an effort "to comply with the requests of our banking partners and payout providers." CEO Tim Stokely later told the Financial Times that banks were to blame, saying they were making it difficult-to-impossible for OnlyFans to transfer money to creators. He also said they were shutting down bank accounts belonging to sex workers."

<https://www.vox.com/recode/22642250/onlyfans-reverse-ban-porn-sexually-explicit-content-policy-bbc-mystery>

## Here is an attempt to put this into perspective:

A visitor who prefers to keep his identity a secret, risks being exposed or targeted by cyber criminals on a majority of the adult content streaming platforms around today. Should we assume this is not a problem, accessing most adult content platforms typically requires subscriptions which are typically paid for using credit or debit cards. These options incur significant costs, and blockchain technologies and crypto have the perfect solution to both challenges described.



Blockchain transactions are registered on cryptographically secured blocks, making accessibility impossible. The encryption used in blockchain transactions also scares off the prying eyes, giving adult content subscribers a sense of security. Cash transactions can also be overhauled by using digital currencies, as financial intermediaries are cut off. This significantly helps lower the cost of transactions.

Compared to the millennial old adult entertainment industry, the blockchain and crypto ecosystem is just getting a little above a decade old. However, a number of innovative crypto projects such as CUMINU are taking up the tasks of bringing the best offerings or capabilities of crypto, to bolster the frailing parts of the adult entertainment world.

### WIRED

"Once a victim clicks a malicious ad, they are redirected to a page that attempts to start downloading malware if it can exploit vulnerabilities in Internet Explorer or Flash."

<https://www.wired.com/story/porn-site-malware-ransomware-schools-zoom-two-factor-security-news/>

## 2 CUMINU TOKEN

Drawing on the foundation that was showcased in the previous section, the CUMINU token and its ecosystem was birthed with the central aim to help overhaul the current offerings in the adult entertainment industry. Developing the CUMINU token to find utmost relevance in the industry took years of research, and with the launch of the project, a true revolution is set to be stirred.



**CUMINU** Token was launched in May 2021 with a total supply of 10 billion coins. 90% of tokens was added to the UniSwap liquidity pool, which was locked for two (2) years. 10% of tokens was reserved for development.

CUMINU is designed as an Ethereum-based token built using the ERC-20 standard for token development. The choice of Ethereum blockchain was based on the longevity of the network as the first open-source decentralized protocol, and thus offers a high level of reliability. The CUMINU token was launched officially in May 2021 with the aim of becoming the world leader in incentivizing paid adult content.



Over time, adult content creators face a lot of limitations in terms of receiving the right rewards for their creativity. The emergence of the CUMINU token is billed to change this narrative as all profiting intermediaries will be eliminated, giving the creators direct access to their earnings. Besides the freedom that will be handed over to content creators, CUMINU will also help maximize value for all stakeholders and directly steer the attractiveness of the entire industry positively.

## 2.1 Gaining Expression through **cummuniti**



Many of the traditional adult streaming platforms around today are known for censorship amidst other notable inefficiencies. The team behind the CUMINU token has developed a platform dubbed **cummuniti**, to serve as the project's dedicated adult content platform. **cummuniti** will serve as the direct option for CUMINU to gain the right expressions, with the underlying focus of righting the wrongs of other supposedly popular streaming sites.

One observable change the **cummuniti** platform will introduce is in the flexibility of subscription billing on adult streaming platforms. The billing system on platforms like Chaturbate are typically not straightforward, as users often find themselves spending more than they planned as payments are unidirectional. This means that once accounts are loaded up, resending it back to your account or elsewhere is almost impossible, forcing the user to use up the funds on the platform.

**This model is forceful.**

The **cummuniti** platform will introduce a different model entirely. It will be possible to retract the funds loaded up on the platform, and as a result, it will give the user the required trust in the platform. This can make them more committed to sending adequate funds to the platform to access the unique contents listed, with the assurance that unused funds can easily be sent elsewhere.

The development of **cummuniti** is fast-paced, with the team releasing the first version dubbed the V1 back in July. When this version went live, hundreds of prospective users participated in the streaming of contents as hosted by the platform's celebrity ambassadors. The platform derived the name **cummuniti** from the renaming of the second version of the project's proposed streaming website, which is still largely under construction.

Besides hosting contents that are targeted at serving the needs of visitors, the **cummuniti** platform will generally reduce the fees for all transactions compared to the industry average, while also offering both content creators and viewers various avenues to interact with one another.

## 2.2 Three Main Features of **cummuniti**

Here are the three major product offerings that the **cummuniti** platform will offer:

- **Digital Content;**
- **Live Streaming; and**
- **Ask Me Anything.**

We can think of the Digital Content section on the **cummuniti** platform as a marketplace where digital and physical contents can be traded. With plans to further integrate Non-Fungible Tokens (NFTs) in the near future, users of **cummuniti** can purchase videos, music and merchandise directly from creators or owners.

The live streaming option was launched alongside the V1 and it will feature real-time content streaming interaction between creators and viewers. The Ask Me Anything offering will let the **cummuniti** celebrities to host live events to interact with their fans via live chats. This will promote engagement and foster closeness between content creators and viewers in the **cummuniti** ecosystem.



## 3 COMPETITION

The huge demand in the adult entertainment industry has favored the emergence of several players, promising to introduce a model that will favor creators and guarantee the right value for money. While many have failed at achieving their core goals, a number of industry participants are thriving.

The CUMINU project has a number of core competitors, most of which have also developed a framework to merge cryptocurrencies into the adult entertainment world. This section is dedicated to profile four (4) of such outfits and how CUMINU aims to win a larger market share with its innovative offerings. The platforms are:

- **OnlyFans;**
- **NAFTY;**
- **CUMROCKET; and**
- **PORNROCKET.**

### 3.1 OnlyFans



OnlyFans is a London based content streaming platform. Just as the name suggests, the service allows content creators to earn money from fans who subscribe to their content. OnlyFans has different models for rewarding content creators which could either be on a monthly subscription, one-time tips or on pay-per-view basis.

OnlyFans was established back in November 2016, and has thus far grown popular among adult entertainers. The OnlyFans platform is also widely used by fitness trainers, artists, musicians, and creators to grow an audience of people who appreciate their contents. OnlyFans permits a wide range of people to hop on

board, and the platform has been criticized for hosting child sexual abuse material.

Despite the popularity of the OnlyFans platform, it has a major limitation per the central control of payment systems. The platform controls all cash inflows, which is against the tenets of decentralization compared to platforms that utilize digital currencies in their operations. Using the fiat system also entails the collection of customer's data, predisposing the platform as a hub for cyberattacks. While the OnlyFans platform has not experienced any such mishaps, its centralized data storage model is undoubtedly an attraction for data theft.

Drawing on the growing criticism for child sexual abuse, OnlyFans proposed to ban sexually explicit content from October 2021 (before later suspending their decision). Censorships of this nature can work against the growth of the entire adult content ecosystem.

## 3.2 NAFTY



NAFTY is a crypto project with a focus on the adult content industry. The NAFTY token is designed to incentivize adult content creators, as well in empowering the expanding community that backs these content creators. According to the start-up, it is set to address three basic challenges in the adult industry, and this include;

- Eliminating the role of middlemen who cuts back on the profits of adult content creators,
- Providing an alternative payment solution to serve as a succor seeing the excessive charges levied by the few payment service providers who support the adult entertainment industry.

- Letting adult entertainers boycott the ban by top social media outfits in terms of promotions and marketing.

As detailed on the NAFTY White Paper, it will be pursuing collaborations with third party platforms to utilize its tokens. This will be in addition to the three platforms it has designed as the primary channels for its native tokens to be utilized. This includes the NaftyFans, a fan club platform on blockchain, NaftyArt, an NFT marketplace for adult contents, and NaftyTV, the adult content on demand subscription. The NaftyTV will function as the 'Netflix for adults'.

The NAFTY ecosystem has many plans detailed in its ecosystem, all designed to increase the overall value being offered to its growing ecosystem.

### 3.3 CUMROCKET



The CUMROCKET brand is dedicated exclusively for adult content focused Non-Fungible Token (NFT) marketplace. The CUMROCKET ecosystem is powered by the CUMMIES token which is required to make purchases on the platform, as well as to tip adult content creators. Via the CUMROCKET platform, anyone above the age of 18 can purchase adult content, subscribe, message and tip their favourite adult stars using CUMMIES.

The CUMROCKET allows adult content creators to earn income in various ways from the platform. This could include charging a monthly or yearly fee for private content, as well as in receiving tips in \$CUMMIES from subscribers.

Creators can upload a full pornographic video and store it on the blockchain, keeping the content private. Per the CUMROCKET White Paper, a copyright bot will be developed before porn minting is open to the public.

### 3.4 PORNROCKET








PornRocket is a blockchain-based Not Safe For Work (NSFW) ecosystem that seeks to bolster the privacy for users while offering a wide range of incentivisation models. A major part of the focus of PornRocket is to democratize the delivery of adult content through tools that charge zero-fee copyright protection for creators of adult content, along with safety and anonymity for users.

PornRocket will leverage the power of blockchain technology as well as institutional standards to help it deliver on its promises and its operations will be powered by the PRT token. The startup will float the PornRocket Exchange through which its native token can be purchased. Holding \$PRT offers direct access to exclusive content.

The platform will look to implement Know Your Customer (KYC), and Anti Money Laundering (AML) provisions to protect creators from being involved in illegal cash transactions.

## 3.5 Comparison

|                              |                                   |  |  |  |  |
|------------------------------|--|---|---|---|---|
| <b>PRODUCT</b>               | CUMINU seeks to offer digital content, livestream and AMA services through the cummuniti platform.                 | Subscription based ecosystem to access content.                                   | Brandishes NaftArt, NaftyTV, and NaftyFans  | Exclusive NFT Marketplace   | PornRocket Exchange   |
| <b>TOKEN UTILITY</b>         | Has a dual token system CUMINU, and TIPINU. Both plays a crucial role in ecosystem functionality                   | No Token. Strictly Fiat system.   | NAFTY tokens for all ecosystem operations   | Platform utilizes the CUMROCKET token   | PornRocket works using the PRT Tokens   |
| <b>AMBASSADORS</b>           | Has numerous industry ambassadors including Tasha Reigns, Yvonne Bar, Lacey London and Kim Swallows amongst others | Not Defined   | Eva Elfie, Brandi Braids, and Liya Silver   | No defined ambassador but has listed creators including Lace Melacey                | Ambassadors include Abella Danger, and Nicole Aniston                               |
| <b>TOKENOMICS</b>            | Brandish a superior deflationary tokenomics with token's total supply of 10 billion                                | Not Applicable  | Total Token supply is 100 billion. Deflationary                                   | Total token supply is 10 billion. Deflationary in nature                            | Total token supply is 1 Quadrillion. Also deflationary in nature.                   |
| <b>LIQUIDITY POOL</b>        | \$20M valuation<br>\$10M liquidity (TIPINU)<br><br>50% LP Ratio  | \$2Bn valuation   | \$59M valuation<br>\$3.7m liquidity<br><br>6.2% LP Ratio                          | \$52M valuation<br>\$1.8M liquidity<br><br>14.5% LP Ratio                           | \$77M valuation<br>\$12M liquidity<br><br>15.5% LP Ratio                            |
| <b>SUPPORTED BLOCKCHAINS</b> | Binance Smart Chain and Ethereum   | Not Applicable  | Binance Smart Chain   | Binance Smart Chain   | Binance Smart Chain   |

### PRODUCT

Finding a perfect blend between platform proliferation and the need to offer the right value can be a very daunting task. However, the profiled crypto projects are defining their creativity with the launch of platforms with products and services designed to meet specific needs in the adult entertainment industry.

While OnlyFans boasts of a massive audience, it is notably limited in product utility, beyond the subscription plans to view contents from artists. The case is different with Nafty with its proposed NaftyFans, NaftyArts, and NaftyTV platforms. The bar set by NAFTY got lowered a bit with CUMROCKET and PornRocket, both of which presented limitations in their offerings which are embodied exclusively in NFT Marketplace and PornRocket exchange respectively.

The creativity in the adult entertainment industry will be further highlighted through the core product offerings brandished by the CUMINU project. Through the **cummuniti** platform and its highly anticipated digital content, livestream and AMA live chats, consumers can get increased value from the adult entertainment which has suffered a lot of censorship in the past decade.

Despite the promising offerings from these adult industry focused crypto projects, there is a huge likelihood of fast evolution in line with the surging growth in blockchain technology. This growth will also make platforms like **cummuniti** to evolve in their product offerings in the near future.

## TOKEN UTILITY

The roles of the tokens for each of the platforms is central to the type of value that will be obtained from each project. As a result, the more engrafted the token utility is, the better it will be for the users of each respective platform.

All of the crypto projects are valuable in rewarding content creators, which fuels a number of advantages, including the cutting aside the role of middlemen, and excessive charges from fiat or cash-based systems. Beyond the general strength of these tokens, however, the CUMINU project is seeking to further decentralize its token system with the creation of the TIPINU token. Effectively, the TIPINU which is built on the Binance Smart Chain (BSC) will play a central role in the rewarding mechanism of the **cummuniti** and other projected offerings of the CUMINU project.

The roles of both CUMINU and TIPINU are highly defined, and users who wish to contribute to the growth of the CUMINU project can acquire the CUMINU token, which comes with a unique prospect as it is deflationary. Creators will benefit from TIPINU, which will act as a stablecoin, and per its underlying blockchain network, it's usage will attract almost a negligible fee.

## AMBASSADORS

Of the profiled competitors to CUMINU, the Nafty project currently has a diverse range of ambassadors compared to the rest. The success of any adult entertainment platform, especially those exploring the nascent world of crypto is highly dependent on the caliber of ambassadors and/or creators listed on the respective platforms.

As a way to showcase its strong network in the adult entertainment industry, the **cummuniti** platform will be launching with the named superstars in the space. These include Tasha Reigns, Yvonne Bar, Lacey London and Kim Swallows, all of whom participated in the V1 livestream events organized earlier in July.

As the platform becomes fully launched, more ambassadors with unique contents will be onboarded to further make good its promise to revolutionize every experience a user can get from the adult entertainment world.

## TOKENOMICS

Tokenomics is a crucial feature for any blockchain based project with an underlying token. Irrespective of the utility driving a token, projects with superior tokenomics outshine in the longer term. The top metrics that defines a project with good tokenomics includes but not limited to;

- the total supply,
- Token burn program, and
- Liquidity provisions

In terms of token's total supply, projects with a lower supply tend to see incremental valuation of their tokens over time. While the total supply of NAFTY is 100 billion tokens, CUMROCKET boasts a total of 10 billion CUMMIES, and PornRocket's total supply came in at 1 Quadrillion with a 500 trillion initial PRT tokens burnt away from circulation. Each of these projects have defined token burn programs billed to reduce their supplies and inherent valuations over time.

CUMINU boasts of a more superior tokenomics as well as its accompanying deflationary model. Both the core token CUMINU and the tipping token TIPINU have fixed and non-mintable supply of 10 billion. TIPINU supply will always remain the same, however the CUMINU supply will be reduced over time through a process of buy back and burns.

Currently, 90% of the CUMINU tokens have been locked up in liquidity pools for the next 2 years. While users will be keeping all of the tokens they purchased, CUMINU will be subjected to a periodic burn through token buybacks as will be initiated by the development team. To utilize the **cummuniti** platform, users will have to purchase TIPINU either on PancakeSwap or through the platform. This purchase attracts a 5% transaction fee which will be added to the “burn pool.”

The revenues from all content creators will also be charged with a 10% fee which is also added to the burn pool. The accrued funds in this pool will then be used to purchase part of the CUMINU tokens in circulation, and burnt permanently. The catch is simple, it is to fuel token scarcity to such an extent that early backers and holders in general will benefit from its incremental surge in valuation over time.

## LIQUIDITY POOLS

CUMINU's most distinguishing factor is that it utilizes a separate tipping token for the **cummuniti** platform. Whilst NAFTY, CUMROCKET and PORNROCKET pay creators in their native token, CUMINU will empower creators with a dedicated token called TIPINU. This has enormous benefits for creators.

The buying and selling of tokens and their impact on price is governed by the size of the “liquidity pool” and the total supply. This is how much ETH or BNB is available in the pool to be swapped for the tokens in circulation. The greater the liquidity ratio, the more stable the pool is for those holding. TIPINU will boast a liquidity ratio of 50%, 3 times better than its nearest competitor. A sale of USD\$100K worth of native tokens in NAFTY, CUMROCKET and PORNROCKET can impact the price between 2-10%, whereas TIPINU would be <0.3%



Providing creators assurances that there will always be liquidity to realise their earnings is essential. The issue with accepting native tokens is that there is already substantial supply acquired at lower prices that can be sold into the pool. There is an inherent risk that a “whale” will exit and drain the liquidity, leaving no market for creators to sell into. This would render their earnings worthless. CUMINU safeguards against this with TIPINU. TIPINU will be launched as a fresh pool specifically for tipping. With no prior whales or early buy-ins, creators are guaranteed a pool to always be able to sell into. It is impossible for the liquidity of TIPINU to ever be drained.

## SUPPORTED BLOCKCHAINS

Notably, the token for the trio of NAFTY, CUMROCKET, and PORNROCKET are all built using the Binance Smart Chain. The smart chain is cheaper, and makes the switch from fiat or cash based adult streaming platform to a crypto-backed version worth it.

The CUMINU protocol has factored in the impact of these inherent challenges and as such, designed the TIPINU token to play a similar role as those from other BSC supported platforms would. However, the project understands the inherent legacies in the Ethereum blockchain, and the future potentials it heralds through the projected switch from the current Proof-of-Work (PoW) blockchain to a more scalable Proof-of-Stake (PoS) version dubbed [Ethereum 2.0](#).

The developmental work to complete this switch is in its advanced stages, and by early 2022, the switch will be made. The underlying decision by CUMINU developers to design a dual token system is such that the platform can benefit from the best of both blockchains rather than miss out. This move has been lauded by the CUMINU investors, and its growing community respectively.

## 4 CONCLUSION: Promise of a New Age

The strength of any new innovation is in its ability to gain widespread acceptance as fueled by its value proposition. For the adult entertainment industry that has been faced with a lot of challenges in various spheres, blockchain technology and the underlying roles of cryptocurrencies and NFTs are set to stir a lasting revolution to the benefit of all the industry stakeholders.

Aligning itself as a focal driver of this revolution is CUMINU, a token that has surged by over 239%<sup>3</sup> since its was launched about 3 months ago. This growth is organic and it not only showcases the level of anticipation in the full launch of CUMINU, it re-emphasizes how current players are lagging behind in speedily meeting the demands of adult entertainment seekers.

With a token (TIPINU) committed to servicing its business operation through advanced utility features, and one that has the tendencies to enrich its holders (CUMINU), the CUMINU project is on track to fulfill its promise as the ultimate solution to the most fundamental challenges of the adult entertainment industry.

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<sup>3</sup> <https://coinmarketcap.com/currencies/cuminu/>