

MAKE LOVE NOT PORN

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WHAT IS MAKELOVENOTPORN.TV?

The screenshot shows the homepage of makeLOVENOTPORN.TV. At the top, a dark banner features the text "Hello, sweetie... It's time to **makeLOVENOTPORN.TV**" in white and orange, with a close button (X) on the right. Below this, the tagline "Pro-sex. Pro-porn. Pro-knowing the difference." is displayed. A central circular graphic is divided into four quadrants: "SUBMIT" (top-left, with text "your #realworldsex video, \$5 duration fee"), "RENT" (top-right, with text "\$5 per video rental, 3 wks unlim. viewing"), "ENJOY" (bottom-left, with text "whatever you want w/ your earnings"), and "SHARE" (bottom-right, with text "50% of the profits"). To the left of the circle is a vertical "Feedback" button. Below the circle is a navigation bar with four buttons: "SET UP YOUR PROFILE" (with a person icon), "SET UP YOUR ACCOUNT" (with a gear icon), "SEE OUR CURRENT COLLECTION OF #REALWORLDYUMMY" (with a target icon), and "SHARE YOUR #REALWORLDSEX VIDEOS WITH OUR CURATORS" (with a video camera icon). The main content area contains text about the site's origin: "In 2009, Cindy Gallop spoke at TED about her direct, personal experience of technology's hardcore impact on our sex lives, and launched makeLOVENOTPORN.COM. You responded. Young and old, male and female, straight, gay and every which way, from every corner of the world you said, 'Me too', and 'Yes', and 'More'. This is for YOU. MakeLoveNotPorn.tv- Of the people, by the people, for the people, makeLOVENOTPORN.TV is you in all." To the right of this text is a quote from Cindy Gallop: "your #realworld glory. What you see here is not porn. It is not 'amateur'. 'Amateur' implies the only people doing it right are the professionals and the rest of us are bumbling idiots. Honey, please - #realworldsex is the hottest sex there is." At the bottom, a dark banner reads "Welcome to our little experiment that celebrates all of us who makefunnymagnificentcrazydirtysexymessygloriousLOVENOTPORN. Love, The MLNP.TV Team".

Hello, sweetie... It's time to **makeLOVENOTPORN.TV**

Pro-sex. Pro-porn. Pro-knowing the difference.

In 2009, Cindy Gallop spoke at TED about her direct, personal experience of technology's hardcore impact on our sex lives, and launched makeLOVENOTPORN.COM.

You responded. Young and old, male and female, straight, gay and every which way, from every corner of the world you said, 'Me too', and 'Yes', and 'More'.

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your #realworld glory. What you see here is not porn. It is not 'amateur'. 'Amateur' implies the only people doing it right are the professionals and the rest of us are bumbling idiots. Honey, please - #realworldsex is the hottest sex there is.

Feedback

SUBMIT your #realworldsex video, \$5 duration fee

RENT \$5 per video rental, 3 wks unlim. viewing

ENJOY whatever you want w/ your earnings

SHARE 50% of the profits

SET UP YOUR PROFILE

SET UP YOUR ACCOUNT

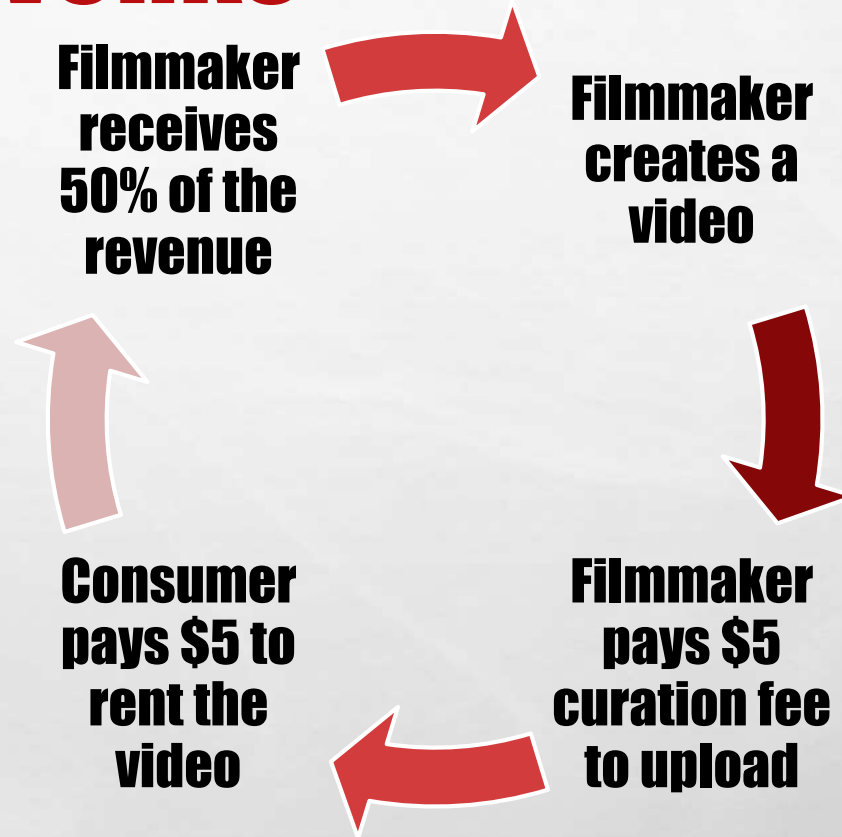
SEE OUR CURRENT COLLECTION OF #REALWORLDYUMMY

SHARE YOUR #REALWORLDSEX VIDEOS WITH OUR CURATORS

Welcome to our little experiment that celebrates all of us who makefunnymagnificentcrazydirtysexymessygloriousLOVENOTPORN.

Love, The MLNP.TV Team

HOW IT WORKS



WHERE DID THIS COME FROM?



You'll never own the
future if you care what
other **people think**.

—
Cindy Gallop



WHY MLNP.TV?

ATTRIBUTES

- 1. #REALWORLDSEX**
- 2. SHARED VALUE**
- 3. EXPERIENCE**

OUTCOMES

- UNIQUE MARKET NICHE**
- HIGH-QUALITY CONTENT**
- MULTIPLE REVENUE STREAMS**

RESULT = COMPETITIVE ADVANTAGE

SUMMARY

WHAT IS IT?

- **CROWDSOURCED PORN**
- **#REALWORLDSEX**
- **SHARED-VALUE VIDEO PLATFORM**

WHERE DID THIS COME FROM?

- **SOCIAL-DRIVEN RESPONSE**
- **GENERATION OF YOUNG MEN WHO ONLY KNOW HARDCORE PORN**
- **OVERWHELMING STRONG RESPONSE FROM TED2009**

WHY MLNP.TV?

- **UNIQUE MARKET NICHE**
- **HIGH-QUALITY CONTENT**
- **MULTIPLE REVENUE STREAMS**
- **EXPERIENCED TEAM**

THANKS FOR LISTENING

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