

PREVIEW:

Adult Entertainment Industry Market Research Report

by XBIZ Research, Adnet Media
December 26, 2008

Diamond Sponsors



CommerceGate.com

nationalnet
Hosting. Handled.

Executive Sponsors



Video Secrets
THE CONTENT YOU KEEP™

Association Sponsors



XBIZ RESEARCH
ADULT ENTERTAINMENT MARKET RESEARCH

XBIZ Research

The Adult Entertainment Industry's Premiere Market Research Organization

About XBIZ Research

XBIZ Research is the adult entertainment industry's premiere market research organization providing actionable adult business information and analysis gathered from the adult industry.

Summary

In July 2008 XBIZ Research conducted the XBIZ Adult Industry Survey '08. This research study was targeted to organizations in the adult entertainment industry. The web survey was active for two weeks, during which time email invitations were sent with a link to the survey. Although the survey invitations were targeted, qualifying questions were also used to ensure that only those respondents indicating that they were active professionally in the adult entertainment industry were allowed to complete the survey.

Following the completion of the survey, the results were analyzed in several different ways. Initially, invalid responses were located and removed using specific market research tools. The identification of invalid responses included the use of time stamps, consistency and contradiction analysis and several other analysis heuristics.

Methodology

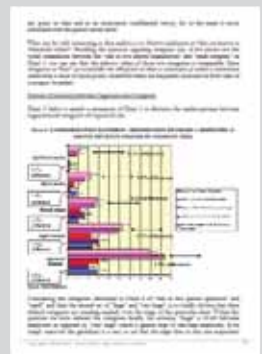
The XBIZ Adult Industry Survey '08 was a confidential survey and at no time was any personally identifiable information connected in any way to a survey instance or response. Since survey participants typically drop out if they encounter a mandatory question that they choose not to answer, the few questions regarding operational details of any kind were carefully phrased to remain non-specific and left until the end of the survey so that drop outs could have the least impact on the overall survey results.

Survey data was downloaded and considered exactly as entered by respondents. Responses determined to be invalid were eliminated for the purposes of the study.

“XBIZ market research reports deliver invaluable and unique insight into the trends, inner-workings and psychology of the adult entertainment business.”

— Alec Helmy
President and Publisher, XBIZ

Full and Executive Edition Screen Shots



A screenshot of a data table from a report. The table has a white background and contains several columns and rows of data. The columns are labeled with categories, and the rows contain numerical values. The table is presented in a clear, organized format.

A screenshot of a data table from a report. The table has a white background and contains several columns and rows of data. The columns are labeled with categories, and the rows contain numerical values. The table is presented in a clear, organized format.

Get the Full or Executive edition of the XBIZ Research adult market study report at: www.xbizresearch.com

Copyright © 2009 XBIZ™, Adnet Media. Reproduction Prohibited

XBIZ Research

The Adult Entertainment Industry's Premiere Market Research Organization



Editions

The XBIZ Adult Industry Survey '08 market research report is available in two editions — the Executive Edition, which highlights the market study's most significant topics and findings, and the Full Edition, which features more than 200 pages of in-depth adult market analysis and information. Below is a snapshot of each edition's table of contents. To preview each edition's full table of contents, visit XBIZResearch.com.

EXECUTIVE EDITION

■ MARKET STUDY: TARGET, SCOPE AND RESPONSE

Detailed information about the categorical methodologies used to conduct the adult market study report.

■ EXPECTED 12-MONTH REVENUE CHANGE

The findings measure respondents' expected revenue change over the next 12 months for companies ranging in size, from small to medium to large and very large.

■ BUSINESS GROWTH EXPERIENCE IN 2008

Explores respondents' characterization of their business growth in 2008.

■ TOP-RATED ISSUES OF CONCERN

Measures aggregate responses regarding issues of concern such as general economic slowdown, decreasing sales, technology changes and piracy, among others.

FULL EDITION

■ EXPECTED 12-MONTH REVENUE CHANGE

The findings measure respondents' expected revenue change over the next 12 months.

■ 12-MONTH BUSINESS GROWTH

Explores indicated business growth in comparison to previous year.

■ TOP-RATED ISSUES OF CONCERN

Measures aggregate responses regarding issues of general business concern, such as general economic slowdown, decreasing sales, technology changes and piracy, among others.

■ TOP-RATED BUSINESS STRATEGIES

Measures aggregate responses regarding business strategies including online/e-commerce initiatives and growing or diversifying sources of revenue among companies varying in size.

■ TECHNOLOGY CHANGES

Measures respondents' concerns with technology changes that include the availability of free content online and copyright infringement.

■ OVER-SUPPLY OF CONTENT

The issue of oversupply of content available online is measured according to respondents' indicated company size and other filters.

■ AVAILABILITY OF FREE CONTENT ONLINE

The issue of availability of free content online is measured according to respondents' indicated company size and other filters.

■ PIRACY / PATENT / COPYRIGHT ISSUES

Respondents' concern with piracy is measured according to indicated company size and other filters.

■ LOCATION OF BUSINESS AND CUSTOMERS

Respondents rate the geographic location of their companies and customers.

■ CROSS-TABULATION BY FILTERS

Results of the survey are examined using filters, including years in the adult industry, position in company and size of organization.

Get the Full or Executive edition of the XBIZ Research adult market study report at: www.xbizresearch.com

Copyright © 2009 XBIZ™, Adnet Media. Reproduction Prohibited