

# The Future of Porn

HOW VIRTUAL REALITY IS RESHAPING THE ADULT ENTERTAINMENT INDUSTRY IN MORE WAYS THAN ONE

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Put aside your arcade-game perception of what you think virtual reality is and try to imagine a much more engaging, personal, and visceral experience you can enjoy from the comfort of your own home. With VR headsets like the Samsung Gear VR, Microsoft HoloLens, FOVE VR, and Oculus Rift making their way to our local tech stores, industries like fashion and gaming are finding creative ways to target their consumers, and porn is no different. In fact, the adult entertainment industry has become one of the first to break down the fourth wall and put you right inside the scene. Vegas hotels are now even starting to reintegrate pay-per-view porn with the help of VR.

"No matter the technology, the first question a consumer will ask is, 'Can I watch porn on it?'" says Todd Glider, CEO of BaDoink VR, a virtual reality porn production company. "So for the first time since the late '90s, when we were the trailblazers with the Internet until Silicon Valley left us in the dust, we're at the forefront.

We're finally being looked upon to carry the torch."

BaDoink recently partnered with Pornhub to offer their viewers a subscription-based channel for VR porn content. The membership gives you access to what Glider likes to refer to as the "walled garden" of 360-degree videos and a chat forum.



**150,000+**  
Every day, there are roughly 150,000 people across the globe watching VR porn, according to VirtualPorn360.

Unlike regular porn, which usually garners comments like "more blondes," Glider says the feedback they receive on their forum is usually tech-related, with suggestions ranging from scaling to frame rates. The filming and post-production process of VR porn is quite intricate and still relatively new.

"It's really a crowd-sourcing technology, and

the feedback we get helps shape what we produce and how we evolve our product going forward," says Glider.

The biggest challenge companies like BaDoink face is actually introducing virtual reality to the masses. So without forcing the everyday consumer to spend hundreds of dollars on a headset to experience VR,

they offer their Pornhub subscribers build-it-yourself Google Cardboard goggles as an affordable gateway to the VR world. Their plan going forward is to join forces with other high-tech companies, like Kiroo, that target our senses of smell and touch to make the VR adventure as immersive as possible.

Aside from the technological changes VR is bringing to the adult film industry,

it's also changing our cultural perspective of it. Rather than adhere to the common criticism that porn gives us an unrealistic and exaggerated take on our "sexpectations," VR porn can be used as a form of "edutainment."

"I was approached by a sex therapist recently in Texas who told me that many of her clients are quadriplegics

and paraplegics, and that what we were doing was a miracle for these people because this is the closest many of them will get to a real intimate sexual experience," recalls Glider. "That really affected me. There's a lot that can be done with VR from a self-help perspective."

With the help of human sexuality professor and therapist Hernando Chaves, Canadian rising porn star

August Ames, and Kiroo's Onyx sex toy, BaDoink recently launched their 180-degree sex education video called *Virtual Sexology*. While using the Onyx, an internet-connected teledildonic masturbator with a Super Skin Fleshlight sleeve, Ames teaches her viewers a series of sex therapy techniques that could help with premature ejaculation, impotency, and general in-the-sack skills. Since many people turn to porn for sex tips and inspiration, videos like this combine education and entertainment (remember *The Girl Next Door?*) and give adults and teens alike access to a genuine and candid form of sex education.

"I think the adult film industry finally feels a sense of satisfaction and relief about the fact that maybe they're relative again as far as technology is concerned," says Glider. "And I'd really like to look back in five years and say, 'Yeah, we were a part of this revolution and really pushed the envelope with virtual reality on a global scale.'"