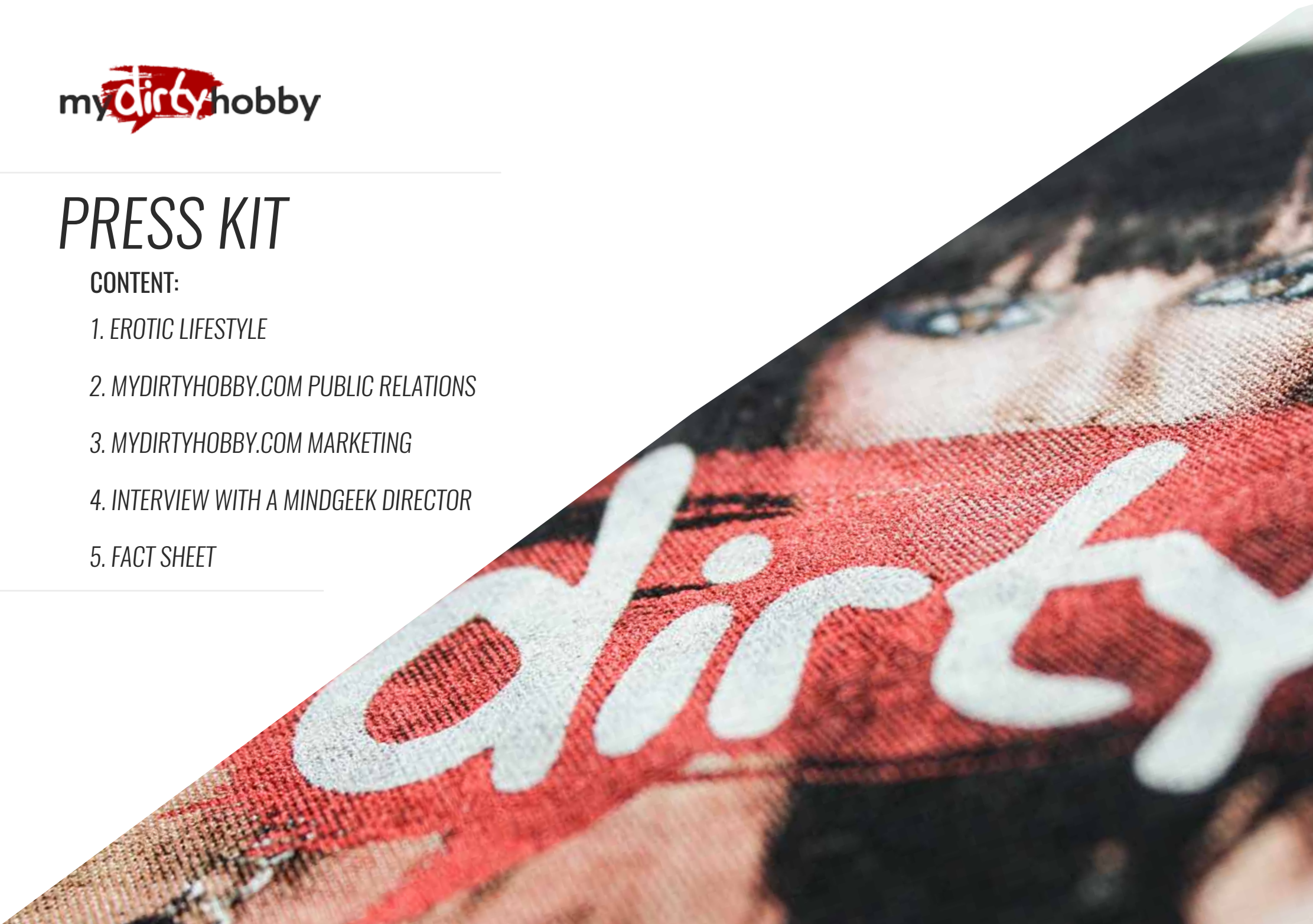




# PRESS KIT

## CONTENT:

1. *EROTIC LIFESTYLE*
2. *MYDIRTYHOBBY.COM PUBLIC RELATIONS*
3. *MYDIRTYHOBBY.COM MARKETING*
4. *INTERVIEW WITH A MINDGEEK DIRECTOR*
5. *FACT SHEET*



**Launched in 2006, mydirtyhobby.com** is home to an active community that constantly uploads a vast selection of user generated content, including over 380,000 videos, more than 4 million photos and daily live webcam streams. The site boasts around 5,000 enthusiastic girls, eager to perform, who have made mydirtyhobby.com their personal platform of choice. To further enhance the viewer's experience and to take their online adventure to greater heights, community members can engage directly with the girls, interacting with them via chat and message system. The site has been recognized and honored with several Venus Awards for its deserving content.

With its explicit offerings, mydirtyhobby.com has pioneered the current demand for authentic online content – uploaded by a strong community sharing their fa-

vorite content and personal videos. Daily content from over 54,000 amateurs keeps the flow of adult videos and pictures constant, so don't be surprised to find even your favorite former porn star among the member base, sharing their personal material or ready to be contacted via live webcam.

With over 50 categories, there is something to satisfy every taste – from “classic” footage to hot “blondes” or “sex outdoors” mydirtyhobby.com offers every viewer a thrilling selection of gratifying videos and photos to the world. After a decade of dominant successes in Germany, Austria and Switzerland, adult women and men predominantly from the US and the whole European Union join the world's biggest amateur community in order to share their erotic preferences and interests via mydirtyhobby.com. Rankings also make it easy to enjoy the world's biggest amateur community's most favored videos, top ranked amateurs and most successful newcomers, updated continually.

Porn enthusiasts can join mydirtyhobby.com for free to quickly and easily begin showcasing their original erotic content to

an eager audience. Members can upload their personal videos, or broadcast live via webcam to other members that pay for the pleasure of viewing the content.



Mydirtyhobby is active in the local adult community, supporting numerous initiatives such as sponsoring the ultimate raunchy party “Mydirty-Porndate”. It's also cooperating with independent rap label Banger Musik in terms of music videos and events which underlines the brand's characteristic of conveying sex as a natural topic of popular culture.

Further information:  
[www.mydirtyhobby.com](http://www.mydirtyhobby.com)

Pictures/ Videos:  
[www.mydirtyhobby.com/n/press](http://www.mydirtyhobby.com/n/press)

The image shows a large, bustling exhibition hall. In the center, a circular stage is illuminated with bright purple and blue lights. A person is performing on the stage, possibly a DJ or a dancer, with a large, glowing sphere above them. The stage is surrounded by a large crowd of people, many of whom are taking photos or videos. The background features several booths with displays and screens, and the overall atmosphere is energetic and modern. The lighting is a mix of purple, blue, and red, creating a vibrant and dynamic scene.

my *dirty* hobby

ALWAYS  
CLOSE TO  
*trends*

## TOP 3 PRESS RELEASES

### 1. Every other thinks of sex at the office



### 2. Nationwide and regional rankings 3. Curious Facts



Quelle: mydirtyhobby.de, Erhebungszeitraum: Januar-September 2015

## DIE KURIOSE TOP 10 SEX-SUCHBEGRIFFE:

- |                    |                 |
|--------------------|-----------------|
| 1. BIRKENSTOCK     | 6. FIEBERMESSEN |
| 2. POLITESSE       | 7. SPERMAKUSS   |
| 3. ZWANGSENTSAMUNG | 8. KÄSE         |
| 4. ADIDAS          | 9. STAUBSAUGER  |
| 5. GUMMISTIEFEL    | 10. LEHRERIN    |



## SELECTION OF PUBLICATIONS

InTouch, Men's Health, Playboy, VICE, bild.de, stern, tz, BZ, Süddeutsche Zeitung Magazin, chip.de, Express, mopo, gofeminin, SchleckySilberstein

## Cooperation with Banger Musik

2015 mydirtyhobby.com started cooperating with independent rap label Banger Musik – going with a product placement for their first collaboration. Fitting in regards to the overall tone and framed by a variety of status symbols, the brand's logo was introduced authentically in rapper Majoe's music video for "Mr.Majoe". The video reached a million views within a week after its release. Moving on this specific combination of lifestyles seemed to also work for events, as further projects resulted in a strong positive resonance.



## Crossmedia Projects

mydirthobby amateurs are teaming up with a prominent German YouTubers for productions of videos dealing with funny challenges or related to erotic. Naturally they're skillfully playing with stereotypes and the audience's wishes and desires. Not only did the views lead to a placing on YouTube's front page, they also positively affected mydirtyhobby.com itself.



Appearances of mydirtyhobby exclusive amateurs on TV shows, similar to "America's got talent" for example, lead to good publicity. One amateur even had famous host Dieter Bohlen lick on her ice cream before she handled a pink balloon like a professional sword swallower and ai-

sche-pervers made for exposure when she presented her porn pop song "Café Latte".



LunaLove96 published a clip, where she zeroed in on a famous German YouTuber called Daggi Bi. The topic went viral and



was even picked by satirical TV show ZDF neo Royal. As a consequence, YouTube shut down Luna's account which lead to even more publicity in form of interviews on VICE and chip.de.

**1** *How does mydirtyhobby separate itself from other products in the segment of adult entertainment and what is its USP?*

**The internet is most appealing in its social aspect and mydirthobby is predominantly community driven.** Simply put, the website offers multiple touch points for members to connect with a network of over 54,000 amateurs, making it the world's biggest amateur adult portal.

**Amateurs are able to market their content to a large member base, and they are firmly in the driver's seat, controlling every aspect of the experience;** from the content itself, to setting the prices to broadcasting themselves live via webcam.

**A large part of mydirtyhobby's appeal comes from the fact that that this massive catalog of content is produced and uploaded daily by the community members,** whose online behavior continues to evolve as they stay on top of the latest trends. From sending out notifications via smartphones to a seamless user experience due to rapid streaming capabilities, mydirtyhobby.com was designed to be accessible, personal and interactive,

giving its members more of what they want, when they want it.

*>> The possibilities for an enhanced, more intense entertainment experience are endless <<*

**2** *Where do you see mydirtyhobby in 5 years?*

**Mydirtyhobby.com continues to experience strong growth and is perfectly positioned to expand to an international audience.** As its popularity continues to grow, the focus will be to ensure audiences have access to the same great experience across all platforms and devices. From a technological perspective, the possibilities for an enhanced, more intense entertainment experience are endless.

**From an immersive, virtual reality experience on Oculus Rift or collabora-**

**ting with Microsoft's HoloLens to offer high definition holograms to blend experiences with reality,** the next few years will fundamentally change the way audiences connect and interact with our content. No question, there are exciting times ahead.

**3** *How does the work of a "product/art director" in the adult entertainment industry compare to the same position in a company in a more traditional industry?*

**Aside from the nature of the product, people would be surprised to learn that there really is no difference.** From defining the long term vision and executing on the overall strategy to tactical programs and team management, the daily responsibilities look very much like they would in most organizations, regardless of the industry we're in. Granted, there are areas that require careful consideration, such as specific legal guidelines as it relates to youth protection and so forth, but the company itself, and my role are as typical as any you'd expect to see outside of our industry.



dirty

hobby

my *dirty* hobby

THE WORLD'S LARGEST  
ONLINE AMATEUR ADULT

*community*

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**Name:** [mydirtyhobby.com](http://mydirtyhobby.com)

**Founded:** 2006

**Headquarters:** Colbette II Limited. Registered address:  
Block 1, 195-197 Old Nicosia-Limassol Road,  
Dali Industrial Zone, Cyprus 2540

**Internet:** <http://www.mydirtyhobby.com/>

**Market position:** World's **biggest portal for private erotica** made at home

**Pictures/Videos:** More than 380.000 videos, 3,8 Million pictures,  
up to **5000 girls online daily and live webcams**

**Awards:** Several Venus Awards

**Top-Amateurs (selection):** schnuggie91, aische-pervers, Bibixxx,  
AnnyAurora, Taylor-Burton, Dirty-Tina





my **dirty** hobby

EXPANDING  
ON GLOBAL

*scale*