

## **(XXX)potential Impact: The Future of the Commercial Sex Industry in 2030**

Daniel Spellman wants a quick pick-me-up during his lunch break. Spellman, a Viacom employee, waits in a long line on 45<sup>th</sup> and Park Avenue for what first seems to resemble a food truck. But, people passing by do a double take as porn stars Bridget Bunsen and Candy Colfax pose with customers wearing nothing more than G-strings. "Go ahead, grab this", Colfax purrs to a man as she hands him... a Budweiser?

Yes, this "run-of the mill" commercial sex event is sponsored by Anheuser-Busch. Bunsen and Colfax tower in heels that resemble Budweiser cans and the truck sells sex toys branded with the red and white Budweiser logo. the snacks and beverages served are more X-rated than G-rated. Last quarter, Budweiser, in conjunction with 21Sextury Films, discreetly created their own pornography flick. The hour-long segment depicted spontaneous ways that beverages could be incorporated into bedroom play. Anheuser-Busch has managed to get where their competitors aren't- in their customers sex lives.

This last business quarter shocked shareholders as profits from a growing number of "mainstream" companies originate from some not-so-family-friendly brand extensions. Proctor & Gamble recently invested in commercial sex by launching a highly profitable drugstore sex toy line under the product name "Eros". This line contributed to 25% of new segment growth Proctor & Gamble experienced within the last quarter. The company also recently entered into a strategic partnership with Netflix for branded sex toys with the goal of helping revive their mail order business. Netflix CEO Chase Millet says, "With the prevalence of pornography on the Internet, we wanted to create a way for perceived sexual experiences to feel personal again. We've shifted our business model to increase our focus on merging the porn world with our customers' bedrooms. Netflix not only provides the film footage, but also has an opt-in service featuring complementary sex-based goods and services". Millet added, "Partnerships with companies like P&G allow our customers to know that the goods they receive are clean and trusted. The commercial sex industry used to be underground, but now it's as mainstream and commercial as it gets".

Anheuser-Busch also began a co-branding program with X(XX)box, a subset of the previously defunct Redbox brand. An addition of 2,000 X(XX)boxes throughout the tri-state area yielded almost a 6% in profits over a 3 month period. Their own title, "Budlicks", contributed to 36% percent of the total rentals sold. Branding expert, Nicole Glickman notes, "Consumers are fascinated by how mainstream brands are going out on a limb and integrating sex into their product lines. Companies previously used the sex card through advertising, now they are seeing direct profits from product line extensions". More and more companies vested in the entertainment sector like Harvey Weinstein Productions or DirectTV are creating divisions with an increased focus on commercial sex.

Private investment companies have been surprised by the number of customers who want to diversify by incorporating porn into their portfolios. Gone are the days of investors asking for foreign markets or purchasing municipal bonds. Instead, firms like Rainne Investment are rapidly growing their investor base by actively advertising their porn portfolio strategy. Clients who are avid consumers of adult entertainment are eager to capitalize on the industries rapid growth and development.

Technology has successfully been integrated with bedroom play. Sex toys and pornography are now more interactive for users, enhancing their entertainment experience. One company, OhMiBod, provides special remote sex devices using technologies like teledidonics to allow consumers to have virtual sex



with partners and sex workers alike. Finally, a recent massive investment into robot sex sparked by demand in China has one company in Japan rushing to create the first full-service sexbot capable of providing the girlfriend experience for users outside of the bedroom.

Though more companies, investors, and consumers are exploring the commercial sex industry, academics stress how little is known about the industry. Three years ago, a research initiative led by the Laura María Agustín Center for Sex Research at Oxford University in conjunction with Proctor and Gamble began extensive research into the underpinnings of the sex industry with a focus on the migrant sex worker population. The study focused on how companies could effectively interact with the commercial sex industry without exploiting the workers. The findings of this study are not yet public.

The commercial sex industry has made significant strides since 2010, when companies like PETA or LynxJET, were just getting their feet wet in the benefits of product porn. The commercial sex industry is one of BusinessWeek's "Top 5 Rising Industries for 2031" and is expected to grow by 17.6% next year. With projections like that, many companies are no longer watching but investing instead.

### **Domain Description: The Commercial Sex Industry**

Theodore Dalrymple wrote in 2005, "A few years ago, prostitutes disappeared from the pages of medical journals; they returned as 'sex workers.' Nor did they work in prostitution any more: they were employees in the 'sex industry.' Presumably, orgasms are now a consumer product just like any other<sup>1</sup>." The commercial sex industry is most often regarded by sensationalist media as a personification of all that is abominable within global culture. The media denigrates politicians who hire prostitutes, lauds the work of AIDS prevention in Africa, and characterizes porn stars as sluts.

*The Future of the Commercial Sex Industry in 2030* aims to make sense of future implications related to the global sex industry independent of media bias. Research includes areas like prostitution, pornography, commercial sex, adult entertainment, global sex, and sexually targeted technological innovation. These sectors are considered both independently and together in order to determine the commercial and cultural implications of the sex industry in 2030. The sex industry is quickly emerging from the underground to one changing one changing mainstream culture worldwide.

For the purposes of this study, the reader will first gain general insights into the **global sex industry** holistically. Separate forecasts for commercial sex sectors and interest areas are then explored. Effectively, this study focuses on the "commercial sex industry" as opposed to "sexual exploitation" which includes "non-pecuniary practices such as rape<sup>2</sup>". Commercial sex could at times involve such acts as brutal force, kidnap, or deceit, but there is no substantial evidence proving these exploits occur within the majority of sex work. The sectors of the commercial sex industry are as follows:

**Prostitution** involves the provision of direct sexual services in return for payment and is made up of a range of workers from street walkers to call girls (See Exhibit A for *Characteristics of Types of Prostitutes*). **Adult entertainment** does not involve physical sex-based contact between performer and client and is

<sup>1</sup> Is Prostitution Immoral?" *Prostitution ProCon.org*. 12 May 2008. Web. 04 May 2011.  
<<http://prostitution.procon.org/view.answers.php?questionID=000103>>.

<sup>2</sup> Jeffreys, Sheila. *The Industrial Vagina: the Political Economy of the Global Sex Trade*. London: Routledge, 2009. Print, 3



characterized by sex shows, strip clubs, phone sex, and webcam sex. Finally, **pornography and commercial sex** are media or products that provide excitement and/or erotic satisfaction to the viewer or user. This sector includes the pornography industry (both film and print), in addition to sex shops and sex toys.

The next two sections of this forecast are focused on **global sex/sex tourism** and the **expansion of commercial sex** in regards to emerging technologies. This study would be remiss to include just the quantitative economic factors of the commercial sex industry. Accordingly, the final section of this study touches upon the **human factor of the sex industry** by accounting for the implications of disease, trafficking, and crime as they relate to individual sex workers.

### General Forecasts: The Global Sex Industry

In 2006, the United States commercial sex industry contributed \$13.3 billion to the total U.S. economy, without accounting for an unknown amount of money spent on prostitution. The U.S. commercial sex industry is bigger than the combined revenues of the National Football League, National Basketball Association, and Major League Baseball. Consumer spending within the sex industry increased by 5.39% from 2005 to 2006<sup>3</sup>. If this annual growth rate continues, the sex industry would total \$46.9 billion in 2030. Or, if growth fell to 3% or even 1% annually, total yearly sales would still total \$27 billion and \$16.9 billion, respectively. Moreover, it is estimated that legal worldwide sex industry sales were \$97 billion in 2006, while Microsoft reported sales of \$44.8 billion in the same year<sup>4</sup>. If global sex were to grow at 5.39% annually, the industry would contribute \$340 billion to the global economy in 2030. The global sex industry would hardly be an industry that could be ignored by politicians, lawmakers, and society alike; Instead, the sex industry currently is and would emerge as an economic force to be reckoned with.

Commercial sex has moved from an industry characterized by underground, small scale organizations to more normalized, mainstream companies. One author describes global sex as an "immensely profitable global market sector<sup>5</sup>", sector characterized by total earnings. Due to its immense scale in 2030, both the public and private sectors will offer educational opportunities for individuals directly or indirectly associated with commercial sex through outlets like state run education programs or private university offerings. The commercial sex industry is not limited to sex workers and their clients, but also includes "hotels and airlines, taxi drivers, bouncers, valets, clothing/makeup businesses, and alcohol companies<sup>6</sup>" all of whom realize profits from this sector. In this regard, a small number of programs within existing hospitality and business programs will introduce commercial sex industry concentrations. The mainstreaming of "sex for sale" within adult entertainment, prostitution, and pornography will result in a worldwide economic focus to create viable and long term business models that rely on sex for value.

Since the majority of sex workers enter the industry before 17 years of age, they currently forgo "opportunity costs like education, skills, work experience, and on-the-job training (Jeffreys 29)." Organizations like the Sex Workers Outreach Project, United Nations, and Network of Sex Projects will begin to shift a greater percentage of resources from STD/AIDS prevention towards long term

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<sup>3</sup> Ropelato, Jerry. "Internet Pornography Statistics." *TopTenREVIEWS*. Internet Filter Review. Web. 04 May 2011. <<http://internet-filter-review.toptenreviews.com/internet-pornography-statistics.html>>.

<sup>4</sup> Ibid.

<sup>5</sup> Jeffreys, Sheila, 3.

<sup>6</sup> Jeffreys, Sheila, 6.



educational programs emphasizing business skills and professional development. This change will create a long-term work environment where ex-sex workers take on non-sex work roles. Other burgeoning industries such as social marketing and healthcare will also benefit from the adding commercial sex specialists to the workforce, thereby bringing new and unique experiences to existing disciplines.

The Filipino government encourages women to work abroad in the sex industry and provides women with training before they leave. In 2004, Filipinos in Japan sent home \$258 million and it is estimated that the \$8.5 billion the government collects annually from all such remittances accounts for 10% of the country's income<sup>7</sup>. Countries like the Philippines, which are already promoting and educating their female constituents about work abroad, will supplement this current short term education with long term life skills. Sex workers will thereby have more job opportunities in both the short and long term. And, since the sex industry will be managed by individuals familiar with the work, the new business environment will create a work setting with better investment options, healthcare, and bargaining power.

These organizations will also invest resources in the prevention of sexually transmitted diseases by sex workers. Globally, women willing to perform unprotected sex are often compensated for doing so, and those who choose to use protection typically earn approximately 79% less than their counterparts<sup>8</sup>. Resources will be invested twofold: (1) to shift cultural views towards the request of protection by customers and, (2) to create technological advancements that make STD defense easier for women. Customers who prefer unprotected sex will continue to travel abroad to fulfill their desires. As a result, the governments in developing nations, especially those concentrated in Southeast Asia, will feel increased global pressure to prevent the spread of disease by implementing safe sex laws and penalizing establishments that do not abide by these laws.

More and more sex workers will expect a certain level of professional courtesy from their customer base and will presumably garner increased public respect. As of 2010, indoor sex workers within prostitution are more likely to be caressed, kissed, massaged, and receive oral sex or manual simulation from a client. According to one author, these workers "expect and request such sensual and sexual behavior from clients as routine parts of an encounter<sup>9</sup>". Moving forward, sex workers will require and guide their customers to provide mutual pleasure and benefits in the physical realm of sex work. The commercial sex industry in 2030 will bridge traditional dating services and provide clients with more than just sexual encounters. Call girls or agencies offering the "girlfriend (GF) experience" for clients seeking "a semblance of romance, dating, friendship, or companionship<sup>10</sup>" will experience large growth in developed nations as strip clubs and pornography begin to capitalize on this trend. Sex workers will rely on a smaller, but more loyal client base to generate the majority of their profits.

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<sup>7</sup> Jeffreys, Sheila, 5.

<sup>8</sup> Jeffreys, Sheila, 20.

<sup>9</sup> Weitzer, Ronald John. *Sex for Sale: Prostitution, Pornography, and the Sex Industry*. New York: Routledge, 2010. Print, 11.

<sup>10</sup> Ibid



## Industry Specific Forecasts: Prostitution

In 2030, there will be a worldwide push towards the legalization of prostitution across the globe with serious debates expected in the United States. Legalization (as opposed to decriminalization) would make prostitution a taxable service. Countries facing severe deficits or developing nations with a need to build infrastructure would be able to tap this revenue sector. Lin Lean Lim writes, "Prostitution has changed recently in some southeast Asian countries. The scale of prostitution has been enlarged to the extent where we can justifiably speak of a commercial sex sector that is integrated into the economic, social and political life of these countries. The sex business has assumed the dimension of an industry and has directly or indirectly contributed in no small measure to employment, national income, and economic growth<sup>11</sup>". In addition, the International Labor Organization (ILO) reports that the sex industry accounts for 2% to 14% of economic impact in the Philippines, Malaysia, and Indonesia. It also estimates commercial sex is worth 4.4% of Korean GDP which is more than forestry, fishing, and agriculture combined, and 8% of the Chinese economy or about \$700 billion US dollars<sup>12</sup>.

By 2030, the ILO will develop a worldwide framework in which countries can and will create labor policies relating to sex work. At the same time, there will be significant backlash by counter conservatives to both recognize sex work as legitimate labor and to garner societal benefits economically from sex work. In England, even though two-thirds of the British believe that "paying for sex exploits women", the number of men who prostitute women in the UK has doubled over 10 years<sup>13</sup>. The industry will collectively employ a central public relations campaign to shift views away from sex work as demoralizing and towards the economic and cultural benefits provided by the industry. Despite active debates from both sides, the sex industry will remain a paradox or, in Ron Weitzer's words, "a lucrative industry that employs a significant number of workers and attracts many customers but is regarded by [some] people as deviant and in need of stricter control<sup>14</sup>." Much like the legalization of substances such as marijuana, the sex industry will face considerable debate by conservatives around the globe because of the existing cultural labels society has placed on sex.

## Industry Specific Forecasts: Adult Entertainment

Currently, an estimated 80% of city workers in the United Kingdom (U.K.) take their clients to strip clubs annually as part of their work<sup>15</sup>. A 2003 report estimated that the annual turnover of U.K. lap dancing clubs is £300 million and commented that "they are one of the fastest growing elements in the U.K. leisure services industry<sup>16</sup>." According to many studies, strip clubs are popular because they create an environment where a customer can fantasize about a sexual encounter without having to please a woman or "subject his naked body to judgment<sup>17</sup>". In 2009, over half of men interviewed in one study said they enjoyed going to strip clubs because they consider it an escape from the rules of conduct and social games involved when interacting with women in other settings<sup>18</sup>.

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<sup>11</sup> Lim, Lin Lean. *The Sex Sector: the Economic and Social Bases of Prostitution in Southeast Asia*. Geneva: International Labour Office, 1998. Print.

<sup>12</sup> Jeffreys, Sheila, 4.

<sup>13</sup> Jeffreys, Sheila, 62.

<sup>14</sup> Weitzer, Ronald John, 2-3.

<sup>15</sup> Jeffreys, Sheila, 101.

<sup>16</sup> Jeffreys, Sheila, 90.

<sup>17</sup> Weitzer, Ronald John, 120-121.

<sup>18</sup> Ibid.



In 2030, strip clubs will face increased competition from technological advancements in commercial sex (see **Expansion of Commercial Sex Definition**). Strippers working in competitive "hustle clubs"<sup>19</sup> will continue to face increased pressure to crossover into the prostitution space, realizing greater profits by offering services beyond their typical job descriptions. On the other hand, as the sex industry continues to become more mainstream, there will be an increased acceptance of customer presence at "social clubs"<sup>20</sup> in which customers are privy to more authentic and repeat interactions (see Exhibit B for *Work Features across Strip Club Types*). Similar to the U.K. neighborhood pub, the prevalence of neighborhood strip clubs will create an environment in which characteristics of the girlfriend experience appear in a strip club setting.

### Industry Specific Forecasts: Pornography and Commercial Sex

Pornography is largely concentrated in the US, in what is referred to as "California's other Silicon Valley" by industry insiders. Hollywood currently releases 11,000 adult movies per year – more than 20 times the mainstream movie production<sup>21</sup>. According to lobbyist Bill Lyon, "The porn industry employs an excess of 12,000 people in California. In California alone, the porn industry pays over \$36 million in taxes every year<sup>22</sup>." The number of hardcore pornography movie titles increased from 1,300 in 1998 to 12,000 in 2004 and 13,588 in 2005. In 15 years, Silicon Valley's adult entertainment industry has quadrupled with annual revenues equal to the restaurant, fast food, and bar businesses combined<sup>23</sup>. Finally, in the U.S., rentals and sales of X-rated films jumped from \$75 million in 1985 to \$957 million in 2006. The number of X-rated films released annually doubled from 5,700 in 1995 to 13,588 in 2005<sup>24</sup>.

Since more and more customers are able to purchase and view pornography from the privacy of their own homes, the pornography industry has grown since the popularization of the Internet. As developing nations build their infrastructure and allow for a more active Internet user base, the growth of the pornography industry will continue. At the same time, this growth sector will demand that more films incorporate cultural and language considerations. In the past, new technologies such as the Internet or even videotapes enabled women in poor nations to be able to offer their services in real time to men abroad for the first time<sup>25</sup>.

As a result of Internet competition, the sales and rentals of X-rated DVDs decreased by 15% in 2006<sup>26</sup>. Stakeholders such as the hotel sector which realized 55% of movie profits from pornography rentals in 2005<sup>27</sup> will shift their business models to include other "discreet" commercial sex ad-ons to make up for lost sales. They may employ porn stars to make in-hotel appearances to increase sales of exclusive pornography content and complementary goods. The past decade has created an ostensibly fashionable pornography industry where women are not only motivated by money, but also by fame and glamour. In

<sup>19</sup> Bradley-Engen, Mindy S. *Naked Lives: inside the Worlds of Erotic Dance*. Albany: State University of New York, 2009. Print.

<sup>20</sup> Ibid.

<sup>21</sup> Genung, Mike. "Statistics and Information on Pornography in the USA: Encyclopedia of Urban Ministry." *Blazing Grace*. 2005. Web. 04 May 2011. <<http://www.blazinggrace.org/cms/bg/pornstats>>.

<sup>22</sup> Ibid.

<sup>23</sup> Jeffreys, Sheila, 67.

<sup>24</sup> Weitzer, Ronald John, 1.

<sup>25</sup> Jeffreys, Sheila, 7.

<sup>26</sup> Jeffreys, Sheila, 67.

<sup>27</sup> Genung, Mike



2030, more actresses will travel from across the globe in order to seek out the "Porn-American Dream." These foreign women will help create films appealing to a wider global target market both by incorporating different languages and also focusing on cultural uniqueness regarding sex and beauty.

There are currently a greater number of venture capital firms and legitimate businesses that are investing in the pornography industry. Examples of mainstream investors include Bank of Ireland, DirectTV, and Rupert Murdoch, to name a few. According to author Sheila Jeffreys, "venture capitalists and private equity firms are starting to show interest in pornography production and distribution companies<sup>28</sup>." And, for the first time in history, *investors* are reaching out to venture capitalist and private equity firms vested within adult entertainment. These consumers are realizing profitable returns on their investments<sup>29</sup>. For example, the boutique investment bank Ackrell Capital has matches investors with makers and distributors of sex-themed content<sup>30</sup>. By 2030, legitimate investment will not only include pornography, but also expand into other profitable sectors of the industry like phone sex and some forms of prostitution. Mainstream funding will create an environment that is less dominated by criminal syndicates and focused on producing sex-based, yet still humanely created or performed sex work.

## Global Sex and Sex Tourism

Donna Hughes identifies the United States as "the country responsible for the industrialization of pornography and prostitution through local and military prostitution and through the development of an unregulated Internet pornography industry<sup>31</sup>." By 2030, the US will take ownership for its past negative impact regarding the exploitation of commercial sex work abroad during times of war and expansion and the government will issue an apology on a worldwide level. At the same time, Americans and tourists from other developed nations will continue to travel to countries in places such as Southeast Asia to experience sex different level to which they are accustomed. These men will travel abroad for sex in order to leave Western "female empowerment" behind. Foreign governments will face a growing conundrum as there is growing mistreatment of women (by Western standards) and the spreading of STDs juxtaposed by the sex industries undeniable impact on development.

Current studies report that trafficked women working abroad contribute to "the development of their larger communities by financing the construction of schools, religious shrines, post offices, and other public service facilities<sup>32</sup>." For instance, the number of phone sex calls in San Tome, an island nation off the coast of central Africa, from the US increased by 8,272.093% from 4,300 in 1991 to 360,000 in 1993. The island taxed that revenue and used \$500,000 of the total \$5.2 million to build a new telecommunications system<sup>33</sup>. Organizations like the United Nations and Coalition Against the Trafficking of Women will put pressure on governments in the developing world to create and enforce laws that protect the working rights of sex workers.

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<sup>28</sup> Jeffreys, Sheila, 73.

<sup>29</sup> Richtel, Matt. "A Thaw in Investment Prospects for Sex-Related Businesses? Maybe." *The New York Times*. 27 July 2007. Web. 04 May 2011.

<sup>30</sup> Jeffreys, Sheila, 73.

<sup>31</sup> Jeffreys, Sheila, 71.

<sup>32</sup> Jeffreys, Sheila, 31.

<sup>33</sup> Jeffreys, Sheila, 68.



## Expansion of Commercial Sex Definition

So far, this study has touched upon the existing elements that comprise the sex industry such as prostitution and pornography. Yet, by 2030, the addition of novel technologies such as virtual sex world, remote sex, and robot sex will create new meaning and opportunity within the commercial sex industry. Meg White recently launched the site "Future of Sex" where she defines these industries as the following:

1. **Virtual Sex Worlds** includes Massively Multi-Player Role Playing Games focused on sex, and 3D games with intimate interaction.
2. **Remote Sex** includes devices for "teledildonics" and other ways of having sex with a real-life partner linked by telecommunications.
3. **Robot Sex** covers robots and online bots that are intended for sexual or affectionate interaction<sup>34</sup>.

Historically, the commercial sex industry has driven technological innovation. The camcorder, VHS, pay-per-view and Internet were all partially funded or proliferated by those involved with pornography production<sup>35</sup>. The commercial sex industry will experience even more growth with technologies that allow individuals all over the world to interact on a sexual level that feels more and more like a real experience. Specifically, demand for traditional DVD and passive streaming will become less popular as stay at home, interactive sex technologies emerge. Interaction and viewership of the new online sex space will increase because of global reach and home privacy. This virtual-to-real interaction has the pleasure of sex for sale without the stigma. In 2030, expect "Sex-ond Life" or online areas that cater to all sexual preferences. This online space will not detract significantly from traditional sex industry sectors, but rather, create more social acceptance and demand for sex-based products and services. Technology will have the ability to create more safety for sex workers in the industry and more anonymity for "the johns" who buy their services.

## The Human Factor of the Sex Industry

The U.S. State Department estimates that the number of people trafficked across borders was between 700,000 to 900,000 in 2003-2004<sup>36</sup> and 80 percent of these persons are women and girls<sup>37</sup>. According to the UN, this industry is worth \$31 billion dollars annually<sup>38</sup>. Laura Maria Agustín, a researcher who has extensively studied migrants within the commercial sex industry states that "all attempts to quantify cases of trafficking are questionable<sup>39</sup>" because there is no consensus as to what the definition of trafficking is. In this regard, it is difficult to separate women who are migrants living and working illegally in the sex industry and women who enter the sex industry unknowingly or against their will. The lack of rights and visibility make the latter set of women prone to abuse within the sex industry. Moreover, migrant women might also be displeased because they face working conditions that are

<sup>34</sup> White, Meg. "Future of Sex." *Future of Sex*. Apr. 2011. Web. 04 May 2011. <<http://futureofsex.net/bizarre-bazaar/>>.

<sup>35</sup> Arlidge, John. "The Dirty Secret That Drives New Technology: It's Porn." *The Guardian*. 2 Mar. 2002. Web. 25 Nov. 2011. <<http://www.guardian.co.uk/technology/2002/mar/03/internetnews.observerfocus>>.

<sup>36</sup> Jeffreys, Sheila, 157.

<sup>37</sup> Agustín, Laura María. *Sex at the Margins: Migration, Labour Markets and the Rescue Industry*. London: Zed, 2007. Print, 34.

<sup>38</sup> Jeffreys, Sheila, 152.

<sup>39</sup> Agustín, Laura María, 36.





unexpected like standing naked all day in a window<sup>40</sup> because they are new to the work environment. The nature of sex work can be dangerous to begin with and the chance of on the job downsides like "pain, bleeding and abrasion, pregnancy, sexually transmitted diseases, and psychological harms<sup>41</sup>" are felt to a greater degree by trafficked women and other migrants. Although poor conditions exist across sex work, not all sex workers or migrant workers have the same experience.

The prevalence of pornography options combined with the growth of sex tourism normalizes sometimes unacceptable sexual behavior towards sex workers. Pornography fulfills viewers' sexual fantasies and presents the notion that any type of sexual fulfillment is possible and warranted. More tourists are travelling to countries such as Southeast Asia in order to take advantage of the "possibilities in poorer countries, complaining that Western women are too feminist and commercial sex is overly industrialized in the west, where timekeeping and pricing-per-item are the norm<sup>42</sup>." Pornography and sex tourism are creating an environment where consumers can ask for whatever they want and sex workers are pressured to fulfill that demand.

Finally, this study would be remiss not to mention the close association between the commercial sex industry to exploitation and organized crime. For instance, strip club owners argue that dancers are independent agents rather than employees even though these same owners control strippers hours, fees, and payouts<sup>43</sup>. In addition, many workers are encouraged to perform in ways that go beyond their job description for the profit of the firm at large<sup>44</sup>. When compared to other professions, sex workers are routinely exposed to drugs, violent acts or demands, and fiscal exploitation.

In 2030, the negative effects of the commercial sex industry will continue to exist. The commercial sex industry will face continued dichotomy between the developed and developing worlds as less rights will be granted to sex workers living in impoverished countries. Governments and policy leaders will have a tough time aligning themselves with the sex industry because their constituents believe that the negative aspects of sex work are due to the nature of work rather than the system in which workers are operating within. Consequently, areas of commercial sex that are unjust or demean sex workers will not have the resources or quotas to reform.

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<sup>40</sup> Agustín, Laura María, 30.

<sup>41</sup> Jeffreys, Sheila, 151.

<sup>42</sup> Agustín, Laura María, 83.

<sup>43</sup> Jeffreys, Sheila, 95.

<sup>44</sup> Ibid.



## Final Remarks

In 2030, the global sex industry will no longer be overlooked by global culture. The sheer economic capacity and prevalence of commercial sex is already manifesting itself within new cultural constructs such as the girlfriend experience, sex tourism, and virtual sex worlds. Technology will spark sex-based innovations. In 2030, commercial sex will not only be more pervasive in private life but also within relationships, education, and everyday life. Whether developed and developing nations choose to criminalize, decriminalize, or legalize prostitution, the ubiquitous nature of commercial sex will force resource allocation towards further impact studies. Rather than considering sex work as an aberrant entity, a more inclusive view will be employed to systemically analyze the role of commercial sex in culture. For futurists working across domains, it will be increasingly necessary to recognize the impact that commercial sex has on people for, against, or indifferent to its success.



## Appendix

**Exhibit A: Characteristics of Types of Prostitution<sup>46</sup>**

Classification	Business Location	Prices Charged	Exploitation by Third Parties	Risk of Violent Victimization	Public Visibility	Impact on Community
Call Girl	Independent operator; private premises/hotels	High	Low to none	Low	None	None
Escort	Escort agency; private premises/hotels	High	Moderate	Low to moderate	Very low	None
Brothel Worker	Brothel	Moderate	Moderate	Very low	Low	None, of discreet
Massage Parlor Worker	Massage Parlor	Moderate	Moderate	Very low	Low	Little, of discreet
Bar or Casino Worker	Bar/casino contact; sex elsewhere	Low to moderate	Low to moderate	Low to moderate	Moderate	Equivalent to impact of bar/casino
Streetwalker	Street contact; sex in cars, alleys, parks, etc.	Low	High	Very high	High	Adverse

<sup>46</sup> Weitzer, Ronald John, 8.



**Exhibit B: Work Features across Strip Club Types<sup>47</sup>**

	<b>Hustle Club</b>	<b>Show Club</b>	<b>Social Club</b>
<b>Club Size</b>	Large; 50-100 weekdays and weekends	25-50 weekdays; 50-100 weekends	Few customers <50 weekday and weekend
<b>Number of Dancers</b>	>30 dancers/night; high turnover	10-15 dancers/night; moderate to limited turnover	<5 dancers/night; highly stable
<b>Customer Turnover</b>	High level of turnover, few regulars	Few regular customers	Primarily regular customers
<b>Earning Method</b>	Primarily lap dances/champagne room	Stage performances/lap dances	Drinks/stage/informal tipping
<b>Earning Potential</b>	High	High	Low
<b>Typical Customer Demographic</b>	Male-primarily young; diverse backgrounds, high turnover	Male, young to middle aged; upperclass/professional; high turnover	Male w/ some female, primarily middle aged, working class, stable
<b>Set Characteristics</b>	Few sets, multiple dancers on stage simultaneously; competition for stage time	Approx. 20 minutes; multiple dancers per stage; individual featuring of dancers	Approx. 20 minutes; individual stage time, stage dancing deemphasized in favor of mingling with customers and encouraging them to buy drinks
<b>Booking</b>	N/A	Scheduled by management at management discretion	Negotiated by management and dancer
<b>Alcohol Emphasis</b>	Heavy emphasis on customer consumption; "get them drunk"; liquor limited to champagne rooms to increase sales; dancers sales quota	Occasional sales quotas; deemphasize on customer alcohol consumption: "drunk patrons are removed"	No sales quotas; regular alcohol consumption among dancers and customers; alcohol sales primary to club
<b>Management Supervision</b>	Minimal, hostile detached; little monitoring of sexual activity, drug use, conflict	Extensive; formal monitoring- professional style; limited to auditions, scheduling. And other business related interactions	Informal, frequent negotiation and interaction; self-regulation among dancers, mgmt involved in social/non-business interactions
<b>Payment</b>	Dancers pay stage fees/tip outs; high sales required → fired if not; dancers keep percentage of sales	Dancers pay stage fees/tip outs; payments regulated; keep percentage of sales	Sales deemphasized; little or no stage fees; dancers paid to work
<b>Dancer Attractiveness Standards</b>	Competitive standards due to high volume of dancers	High standards of attractiveness; strictly enforced	Lenient standards of attractiveness
<b>Atmosphere</b>	Frequent referral to dancers genitalia	Frequent referral to dancers performance	Frequent referral to dancer by name

<sup>47</sup> Bradley-Engen, Mindy S, 87-88.



<b><i>Dancer Identity Expectations</i></b>	<b>Sex-focused; dancers as objects for sexual gratification</b>	<b>Show focused; dancers as performers</b>	<b>Social-focused; dancers as "girl next store"; barmates</b>
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