

It is claimed that pornography accounts for 30% of the content on the Internet and for 13% of web searches in computers and for 20% in mobile devices. Unfortunately, only a fraction of the pornography is produced ethically. Unlike “mainstream” porn, ethical porn films are produced legally, paying employees a fair wage, respecting their rights and creating a safe working environment. That is precisely why ethical porn is not free. These films are more versatile, their focus is on pleasure, the perspective is not only male-centred, but also showing the pleasure of the woman, they depict more realistic relationships and use actors with different body shapes, skin colours, ages and sexual preferences.