



## NATIONAL CENTER ON SEXUAL EXPLOITATION

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January 16, 2019

Anthony Wood  
Founder & Chief Executive Officer  
Roku, Inc.  
150 Winchester Circle  
Los Gatos, CA 95032

Dear Messrs. Wood and Kay:

We are writing regarding Roku's facilitation of access to hardcore pornography channels through hundreds of private and hidden channels.

Roku is facilitating access to pornography that supports rape myths, normalizes adult-with-teen-themed and incest-themed exploitation, and reinforces degrading racially charged sexual stereotypes, and more.

For example, the below pornography channel that Roku facilitates focused on voyeuristic incest-themed pornography:



**MyPervyFamily -**

Exciting new twisted family taboo content from director Levi Cash

As a result, Roku is being added to the 2019 Dirty Dozen List, which names 12 leading mainstream facilitators of sexual exploitation. This will be Roku's 3<sup>rd</sup> consecutive year on the list.

Is this the kind of brand Roku's mainstream advertisers want? Is this what Roku executives think of women? There are many pornography sites with your logo prominently stamped all over them.

Roku's policies stand in sharp contrast to the policies of other streaming device industry leaders such as Apple TV or Amazon's Fire TV, which have rightly kept hardcore pornography off of their systems.

To be removed from this list, we ask Roku to shut down all private channels being used for pornographic material.

### **Roku and the Pornography Industry**

Roku does not expressly allow pornographic channels in their public channel store, however, because they allow developers to set up “private” or “hidden” channels Roku has become a major mainstream destination for streaming sexually exploitive content.

Pornographers are well aware of the backdoor Roku has left open to them. They widely advertise for their private channels and applaud Roku in forum after forum for being the go-to streaming device to permit this material.



Much of the pornography available through the system depicts teen, incest, slavery, and incredibly violent themes. Titles of pornography films available to view on Roku through private channels include:

*Step Daddy fucks daughter real hard*

*Piss in Mouth – face fucked brunette drinks piss*

*Teen girl fucked hard in all poses!*

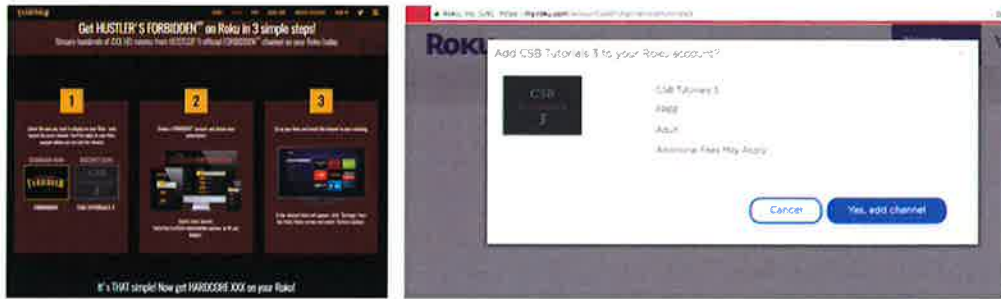
*Real teacher and student caught on hidden camera*

*Girl does triple penetration for the first time with four monster cocks*

*Painful anal*

In addition to these concerns, many pornographers are creating two porn channels on the Roku system. One channel is clearly marked as pornography, while another that they call “discreet” has a misleading name and cover graphic so as to “hide” these channels in one’s homepage.

An example of this is from this teen-themed pornography website which provides a “discreet” version of the channels called CSB Tutorials or CSB Tutorials 3. This fosters deceptive pornography use within committed dating relationships, marriage relationships, or child-parent relationships.



### **Roku’s Promotion of Sexual Violence and Exploitation Through Facilitating Pornography**

Surely Roku would not allow hundreds of white supremacist private channels to use and advertise Roku’s systems. Roku would act to protect its brand from being used to support such hate-filled and degrading messages regarding race—we are merely asking that Roku would do the same for women, who are the primary objects of hate-filled and degrading actions in pornography, as discussed in the research below.

**By supporting these channels, Roku’s brand is linked in tacit agreement with the content pornography websites create and the messages they send.**

- Pornography Teaches Users that Women Enjoy Sexual Violence and Degradation:** Analysis of the 50 most popular pornographic videos (those bought and rented most often) found that 88% of scenes contained physical violence, and 49% contained verbal aggression.<sup>12</sup> Eighty-seven percent of aggressive acts were perpetrated against women, and 95% of their responses were either neutral or expressions of pleasure.<sup>1</sup> In a separate content analysis of free, Internet pornography, researchers found that nearly half of all videos in which two or more persons were present ended with the act of ejaculation on the face or mouth of a female by one or more males.<sup>2</sup>
- Pornography is Linked to Increased Sexual Harassment and Violence:**

Fraternity men who consumed *mainstream* pornography expressed a greater intent to commit rape if they knew they would not be caught than those who did not consume pornography. Those who consumed *sadomasochistic* pornography and *rape-themed* pornography also clearly display less bystander willingness to intervene, greater belief in

<sup>1</sup> Ana J. Bridges, Robert Wosnitzer, Erica Scharrer, Chyng Sun, and Rachael Liberman, “Aggression and Sexual Behavior in Best-Selling Pornography Videos: A Content Analysis Update,” *Violence against Women* 16, no. 10 (2010): 1065–1085.

<sup>2</sup> Stacy Gorman, Elizabeth Monk-Turner, and Jennifer N. Fish, “Free Adult Internet Web Sites: How Prevalent Are Degrading Acts?” *Gender Issues* 27, no. 3–4 (2010): 131–45, doi:10.1007/s12147-010-9095-7.

rape myth, and greater intent to commit rape.<sup>3</sup> In other words, there was no type of pornography that did not result in a greater intent to commit rape by a user if they knew they would not be caught.

Major corporations such as Omni Hotels, Marriott International, Hilton Worldwide, Walmart, Facebook, and others have eliminated or are eliminating pornography from their business models.

This is Roku's invitation to do likewise. Please inform us of policy and enforcement changes, and we would be glad to publicly commend Roku for fighting for freedom from sexual exploitation. You can contact us at 202-393-7245 or [public@ncose.com](mailto:public@ncose.com).

Sincerely,



Patrick Trueman  
President & CEO



Dawn Hawkins  
Senior Vice President & Executive Director

CC:

Stephen H. Kay, Senior Vice President & General Counsel

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<sup>3</sup> John Foubert, Matt Brosi, and R. Bannon, "Pornography Viewing among Fraternity Men: Effects on Bystander Intervention, Rape Myth Acceptance & Behavioral Intent to Commit Sexual Assault, *Sexual Addiction & Compulsivity*, 18, no. 4 (2011): 212-231.