



NATIONAL CENTER ON SEXUAL EXPLOITATION

Established 1962

PATRICK A. TRUEMAN, ESQ.
President and CEO

DAWN E. HAWKINS
Sr. Vice President & Executive Director

LISA L. THOMPSON
Vice President of Research & Education

HALEY C. HALVERSON
Vice President of Advocacy & Outreach

ROBERT W. PETERS, ESQ.
President Emeritus

BOARD MEMBERS

ROBERT L. CAHILL, JR.
*Chairman of the Board
Former Managing Partner, Conklin Cahill & Co*

RHONDA GRAFF
*Secretary
Former Aerospace Program Manager/
Industrial Engineer*

KEN SUKHIA, ESQ.
*Treasurer
Trial and Appellate Lawyer,
Sukhia Law Group, PLC*

HADLEY ARKES, PH.D.
*Ney Professor of Jurisprudence Emeritus
at Amherst College*

RON DEHAAS
Founder & CEO, Covenant Eyes

REVEREND JAY DENNIS
Founder, Strategies 4 Life

JOHN FOUBERT, PH.D., LLC
*Endowed Professor,
Oklahoma State University*

ROBERT GEORGE, PH.D.
*McCormick Professor of Jurisprudence,
Princeton University*

DONALD L. HILTON, M.D.
Neurosurgeon

MARY ANNE LAYDEN, PH.D.
*Director, Sexual Trauma and Psychopathology
Program, University of Pennsylvania*

MOST REVEREND PAUL S. LOVERDE
Bishop Emeritus, Diocese of Arlington, VA

DAN O'BRYANT, J.D.
*Fellow, Weatherhead Center for International
Affairs, Harvard University*

MARGARET RUCKS
Managing Director, Rucks Family Foundation

HELENE SHEPHERD
*National Regent,
Catholic Daughters of the Americas*

MELEA STEPHENS, L.P.C., M.M.F.T.
Marriage and Family Therapist

PATRICK A. TRUEMAN, ESQ.
*Former Chief, Child Exploitation and Obscenity
Section, U.S. Department of Justice*

February 1, 2018

Anthony Wood, Founder & Chief Executive Officer
Stephen H. Kay, Senior Vice President & General Counsel
Roku, Inc.
150 Winchester Circle
Los Gatos, CA 95032

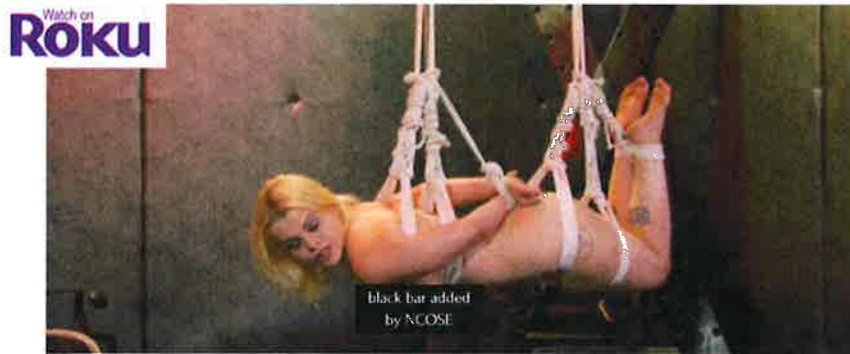
RE: 2018 Dirty Dozen List Notification

Dear Messrs. Wood and Kay:

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

In today's #MeToo culture, where sexual harassment and assault are rampant, companies like Roku have a renewed corporate responsibility to refrain from normalizing or facilitating material that promotes sexual exploitation. However, 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.

Below is an actual screenshot, with added censor bars, from a pornography website available on Roku including the Roku logo.



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

This stands 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.

Soon, the National Center on Sexual Exploitation will announce its annual “Dirty Dozen List,” which names the major mainstream promoters of pornography and sexual exploitation in America. Roku was previously named to this list in 2017. After careful consideration, and your lack of concern or action, we have decided to include Roku on the 2018 Dirty Dozen List.

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:

Schoolgirls in XXX Training

Girl Scout Nookies 4

Stepdaughters Creampied

My Stepsister is a Smoking Hot MILF

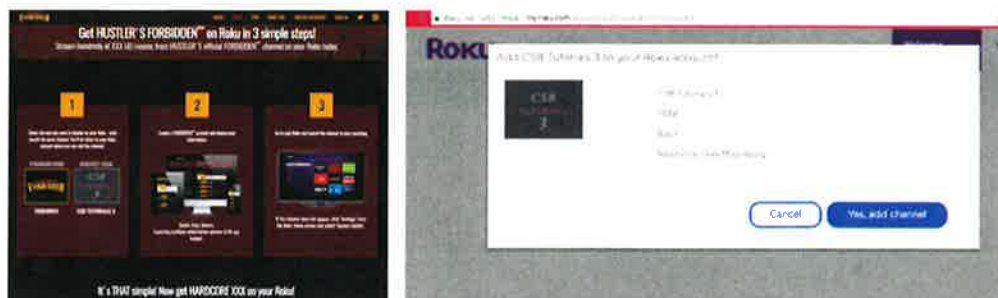
Dirty Talkin' Step Daughters

My Stepsister Swallows

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.¹² Eighty-seven percent of aggressive acts were perpetrated against women, and 95% of their responses were either neutral or expressions of pleasure.¹ 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.²
- **Pornography Sends a Message that Women Are Less Deserving of Moral Treatment:** A 2010 study from the European Journal of Social Psychology came to the conclusion that objectified persons are associated with less personhood, and so the person viewing the objectified person views them as less of a person and as less deserving of moral treatment.³ Pornographic images clearly objectify and should, according to the Twitter's own standards, be removed.
- **Pornography is Linked to Increased Sexual Harassment and Violence:**

¹ 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.

² 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.

³ Loughnan, Steve, et al. "Objectification Leads to Depersonalization: The Denial of Mind and Moral Concern to Objectified Others." *European Journal of Social Psychology*, John Wiley & Sons, Ltd., 8 May 2010, onlinelibrary.wiley.com/doi/10.1002/ejsp.755/full.

A study of 804 Italian males and females aged 14 to 19, found that males who viewed pornography were significantly more likely to report having sexually harassed a peer or forcing someone to have sex.⁴

Building on the link between pornography use and sexual violence, a recent meta-analysis of 22 studies from seven countries provides clear evidence confirming that pornography exposure is significantly associated with sexual aggression.⁵ As the authors state, “the accumulated data leave little doubt that, on the average, individuals who consume pornography more frequently are more likely to hold attitudes conducive to sexual aggression and engage in actual acts of sexual aggression.”⁶

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 rape myth, and greater intent to commit rape.⁷ 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.

Sincerely,



Patrick Trueman
President & CEO



Dawn Hawkins
Senior Vice President & Executive Director

⁴ Silvia Bonino, Silvia Ciairano, Emanuela Rabagliette, and Elena Cattelino, “Use of Pornography and Self-Reported Engagement in Sexual Violence among Adolescents,” *European Journal of Developmental Psychology* 3, no. 3 (2006):265-288.

⁵ Paul J. Wright, Robert S. Tokunaga, and Ashley Kraus. “A Meta-Analysis of Pornography Consumption and Actual Acts of Sexual Aggression in General Population Studies.” *Journal of Communication*, (December 29, 2015): 1-23.

⁶ Ibid.

⁷ 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.