

Las Vegas: AEE 2011ACTION!

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SuperStar: Nina Hartley

The V is for Video, not Visual, although neither were in short supply at the 2011 AVN Adult Entertainment Expo. The annual trade show takes place every January and attracts nearly 30,000 industry professionals and fans to the convention at the Las Vegas Sands Expo Center. The 2011 four-day Expo featured over 350 industry related exhibitors and over 500 leading and up and coming adult entertainers including the biggest names in the business from the USA, Europe and Asia along with those hoping they will be the next big names of the Adult Entertainment world.



The Adult Video News (AVN), sponsor of the AEE-Adult Entertainment Expo (and the new-this-year ANE novelty expo), annually presents the largest showcase of adult talent, exhibitors, and products in the world. Coincidentally, the AVN Expo overlapped with the International Consumer Electronics Show (CES) in Las Vegas that same week. While the AVN Adult Entertainment Expo is not affiliated with CES, smart CES attendees wisely schedule a stop at the ANV Expo to note trends and opportunities in technology that would never turn up on the CES floor.

And it doesn't hurt the cause a nano-bit that the AVN Expo exhibitors utilize the visual drawing power of their Adult Talent to bring attendees to their booths. But this is no simple case of window dressing and eye candy. These women (mostly women, although there is a subsection, the GayVN, catering to alternative interests) are phenomenally attractive and exceptionally friendly, but also understand their business, their products and their industry.... and market the hell out of it.

Like it or not, the Adult Video industry is massive in terms of influence and finance, and with almost \$4 billion in video sales and an estimated \$3.5 billion in online revenue in 2010, is quite a profitable industry. It's also an industry that continues to thrive by being an early adopter of new media technology.

The 2011 Expo exhibitors included booths promoting online privacy products, advanced virtual reality products that linked video images (DVD, PC) to mechanical output devices, Internet Rights

Advocates, as well as a special B2B area for buyers and manufacturers. This year formally introduced a separate area and name to the merchandising floor. ANE, the Adult Novelty Expo portion of the show staked out a separate area to support the fast growing and highly profitable merchandising of adult toys and novelties. In toys/novelties as well as video-content segments, embracing new technology was the most prevalent theme throughout, with a strong shift to mobile content for video. Adult Video technology in recent years has been focused in two areas -- new avenues of content distribution (mobile) and High Definition video. According to industry representatives, nearly all adult content is now recorded in high definition format. Blu-ray editions of Adult releases are now routinely released at the same time as standard definition media and even bundled together by some distributors. Content producers expect the huge push in 2010 in going 'mobile' will continue in 2011 with the explosive growth in iPhones™, iPads, and Android devices.

While visual distractions abound, the emphasis was business—the AEE and ANE Expos connects manufacturers, distributors, retailers and the talent. AEE/ANE also presents panel discussions on various industry related topics, including sessions on legal trends, global business strategies, and the growing toy and novelty marketplace. Again for 2011, the Expo continued with a unique approach that many trade shows do not: allowing public access to the show. It may seem like a kind gesture on the part of the organizers, but it's also a shrewd maneuver that helps identify trends at the consumer end of the industry, gives a quick sampling of fan/purchaser demographics, and allows for on-the spot testing of sales and marketing concepts. With thousands of paying fans queuing up hours before the doors open to the public, the AEE policy is an unquestionable success. Controversies aside, there's no denying the exciting, carnival-like atmosphere the AVN Adult Entertainment Expo brings to Las Vegas each year, as consistently as CES brings electronics. Given the state of the US economy, 2011 promises to be an exciting, if not pivotal year for the adult entertainment industry as well.

[To see live video interviews from AVN 2011, visit www.ML1media.com or search YouTube for ML1media]



Rising Star: Ann Marie Rios



Digital Playground Stars

Jesse Jane

Madison Ivy

Sunny Lane

Lily LaBeau