

ASACP 2010 Accomplishments

Thanks to the support of its Sponsors and Members, ASACP has accomplished many of its ongoing child protection goals and is positioned to continue this effort in 2011.

ASACP CP Reporting Hotline

- ASACP released a report detailing five years of data collected from its Child Pornography Reporting Hotline, which proves that the adult entertainment industry is not involved with child pornography (<http://asacp.org/whitepaper/ASACP-whitepaper-9-10-2010.pdf>). This report was submitted to the National Telecommunications and Information Administration (NTIA) Online Safety Technology Workgroup and was referenced in its final report.
- The Hotline has processed more than 570,000 reports of suspected CP and averaged more than 7,200 reports per month during 2010.

RTA

- ASACP released a report revealing the progress of Restricted to Adults (RTA) meta-tag adoption; showing that more than 4.5 million sites are now using this child protection technology — accounting for more than 6.5 billion monthly hits to pages labeled with RTA (<http://rtalabel.org/rtapaper/rtalabel-paper-final.pdf>).
- The industry is doing its part; now it's up to the parents to use one of the many parental control systems available in the marketplace. To help parents in this, ASACP continue to enhance its Parents' page (http://asacp.org/index.php?content=parental_guidelines).
- ASACP announced the patent-pending RTA Label/Filter for Mobile Apps. This was developed with input from the major Apps developers; once again demonstrating the industry's effort to protect children (<http://asacp.org/index.php?content=news&item=865>). As with the standard RTA meta-tag, the use of the RTA Label for Mobile Apps is free to developers.
- ASACP launched RTA for WordPress. This RTA plugin was developed by Saguaro Digital, a web and application development firm. Saguaro Digital developed the RTA plugin pro-bono to make it easier for webmasters to correctly label their content with "just one click" (<http://asacp.org/index.php?content=news&item=825>).
- ASACP announced RTA Label Mobile. RTA operates with Safari, Internet Explorer and any other HTML browser that includes a parental control filtering system that recognizes the RTA Label. (<http://asacp.org/index.php?content=news&item=821>).

Safer Adult Sites

- ASACP promoted its Safer Adult Site Program (<http://asacp.org/images3/flowchartv4.jpg>) program at the AD-Tech Conference in San Francisco, delivering the message, "Say Yes to Adult."

Best Practices

- ASACP released new Best Practices in 2010 (http://asacp.org/index.php?content=best_practices) for:
 - Mobile Adult Sites and Mobile Applications
 - Social Media Best Practices
 - Twitter/Social Network Advertising

ASACP Foundation

- The ASACP Foundation received a charitable 501(c)3 status. ASACP will continue to manage the membership program; help adult companies protect their businesses by protecting children; and make certain that these efforts are known by mainstream companies and by lawmakers in Washington D.C. and Europe. The ASACP Foundation operates the ASACP child pornography reporting hotline and the Restricted to Adults (RTA) properties (<http://asacp.org/index.php?content=news&item=763>).

International

- Recognizing its international reach and membership, ASACP translated its main website, www.asacp.org, into Spanish, French, and German; and each new press release is also translated into these languages when posted to the ASACP website.
- ASACP held its first European Advisory Council meeting in Amsterdam during September.

Government Affairs and Mainstream Outreach

- ASACP continued its government affairs outreach by sending comments on relevant child protection efforts to the U.S. FTC, FCC and legislators; and the Safer Internet Unit of the European Commission.
- ASACP is using an email service that allows focused campaigns to U.S. legislators. This means ASACP can more frequently and less expensively advocate on behalf of the industry's effort to protect children.
- Another effort to promote the adult industry's effort to protect children is that ASACP press releases are now recognized as 'News' by Google News Search.
- ASACP attended Family Online Safety Institute conferences in both the U.S. and Europe to inform other child safety advocates about ASACP and the adult entertainment industry's effort to protect children.
- Tim Henning, VP of Technology and Forensic Research, continues to participate in the Financial Coalition Against Child Pornography (FCACP). He is pleased to report because of ASACP and FCACP efforts, the amount of commercial CP has dramatically decreased. Also, the criminals who distribute these horrific images are no longer using the industry's affiliate programs to monetize their crimes.
- Henning continues to work with law enforcement agencies and other hotlines in the U.S., Canada and Europe. In fact, the number of law enforcement agents he works with has doubled during the past year.
- ASACP writes dozens of letters per year to law enforcement in support of individual members. In fact, many times if there is an issue, just the mention that a company is an ASACP member changes the tone of an investigation.
- ASACP continually reaches out to mainstream companies on behalf of the adult industry to inform them of the industry's methods and standards.

Operations

- ASACP continues to streamline its operations and reduce expenses to remain nimble in these lean times.