



## **Roku Bans Pornhub from Platform After Pressure from Traffickinghub & Allies**

*#Traffickinghub Advocates Claim Another Win as Roku Announces New Tech That No Longer Allows Pornhub to Stream Through the Platform*

Press Release Wed, 3 Nov 2021

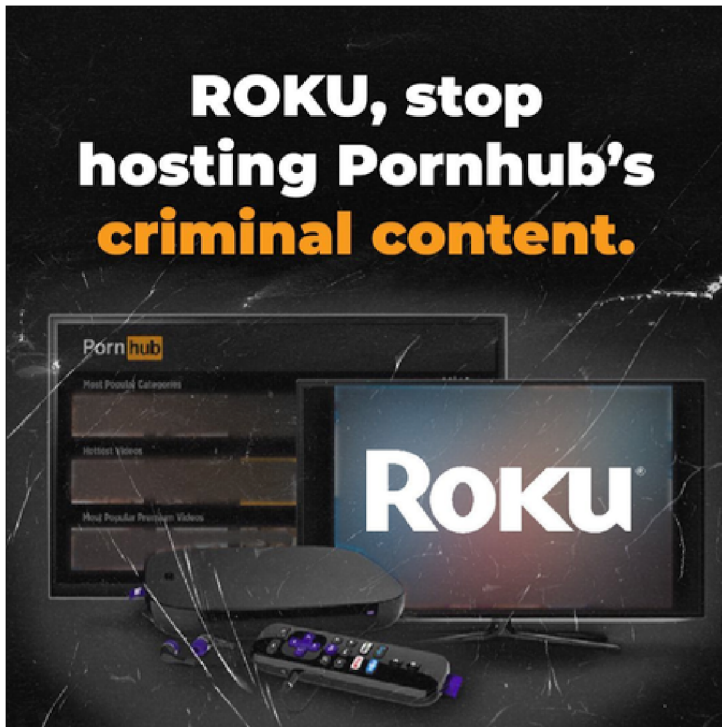
Los Angeles, CA. (Nov 3, 2021) — In a major win for the Traffickinghub movement and its allies, Roku is banning Pornhub from streaming content through their platform, beginning March 2022. This comes after Traffickinghub campaign advocates, including Exodus Cry, encouraged thousands of followers to call out Roku on the platform's Instagram account, asking them to remove the Pornhub channel because of the porn site's history of hosting videos of rape, trafficking, and child sexual abuse. Roku joins the ranks of other major companies who've cut ties with Pornhub including Visa, Mastercard, Discover, PayPal, Grant Thornton, Comcast, Xfinity, and Heinz & Unilever.

This new change was announced last week at Roku's annual development conference and it officially closes a loophole that was allowing porn websites like Pornhub, Wicked, Adult Time, and Naughty America to stream content on private channels. Since Roku is the #1 TV streaming platform in the U.S., the ban is significant to the porn industry at large and will likely restrict the market share of these major porn companies.

The Traffickinghub movement, which launched at the beginning of 2020 and was advanced by anti-trafficking organization Exodus Cry and other allies, campaigned to have Pornhub shut down for enabling, distributing, and profiting from rape, child sexual abuse, sex trafficking, and criminal image-based sexual abuse. In March 2021, Exodus Cry publicly exposed Roku's complicity in distributing the illegal content to viewers by allowing Pornhub on their platform. The organization posted on Instagram encouraging their followers to tag Roku and tell them to stop hosting a private Pornhub channel. Thousands responded to the call and flooded Roku's Instagram page, calling for change.

See the post below:

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exoduscry • Following

exoduscry TAG @rokuplayer! Tell them to stop hosting a private Pornhub channel!

Roku, the #1 TV streaming platform in the U.S., currently hosts a private channel for Pornhub. While the world's biggest media outlets, legislators, and the #Traffickinghub movement have been exposing Pornhub for hosting videos of rape and trafficking, perhaps Roku hasn't gotten the memo yet.

Apple TV and Amazon Fire TV already prohibit hardcore porn. It's time for Roku to follow the examples of Visa, Mastercard, and PayPal and cut ties with this company that profits off videos of child sexual abuse, sex trafficking, and revenge porn.

Roku, you can no longer say you didn't know. Please shut down the Pornhub private channel and stop hosting all other MindGeek entities. You can play a role in bringing this predatory platform to justice.

#ShutItDown #DismantlePornhub #Trafficking #HumanTrafficking #SexTrafficking #ChildTrafficking #ChildSexualAbuse #RevengePorn #Roku

Liked by oliviagracehowley and 5,662 others

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This significant win adds to the multitude of breakthroughs the Traffickinghub movement has seen to date. Last year, Exodus Cry's animated video titled, "Pornhub Exposed as #Traffickinghub," went viral, receiving 34 million views across multiple social platforms, and inspiring over two million people to sign their petition to shut down Pornhub. The campaign caught the attention of hundreds of media outlets globally, after which Pornhub deleted 10 million videos, which amounted to about 80% of their content.

Exodus Cry's current campaign focuses on protecting children from porn exposure and is calling for age verification, with ID, to be required on all sites that host porn. In conjunction with Magic Lantern Pictures, the organization recently released the documentary Raised on Porn, which "exposes the ways pornography has become the new sex education for children and unpacks the dangerous lifelong implications of this global phenomenon." The film has amassed nearly 400,000 views since its release on September 30.

Exodus Cry is a non-profit organization working to break the cycle of sex trafficking and other forms of sexual exploitation related to the sex industry.

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