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Presentation Title: THE VERSIFICATOR: ALGORITHMS & AUTHORSHIP IN THE ADULT ENTERTAINMENT INDUSTRY

Abstract: In this paper we use the adult entertainment industry as a lens to examine how digital technologies are reshaping content creation and recasting the role of intellectual property rights. We examine how the adult entertainment industry has continued to produce new content in the face of online piracy that is arguably more widespread, and more entrenched, than in any other creative industry. We are especially interested in how digital distributors with enormous user bases, such as Netflix, Amazon and Mindgeek, are changing the nature of creative production. We ground our inquiry by briefly examining the modern history of pornography and its transformation in the wake of the digital revolution. We detail how the adult industry has reacted to the advent of widely-available free content, and explain how both traditional and new forms of pornographic content continue to be produced, and indeed by all appearances produced at a higher rate than ever before, even as pirated content has proliferated largely unchecked. We explore how the enormous increase in both data capture and data analytics has led to a transformation in the creative process toward a much more interactive and deliberately-targeted approach, and assess what this transformation means for our conventional theories of intellectual property.