

Media Kit

app

Clips



ABOUT US

APClips is an **adult content marketplace platform** which brings together independent content creators and their fans. We provide content creators and their customers with a superlative interactive experience within a safe and nurturing environment, and foster **inclusion, creativity,** and **friendship** within the sex-worker / content creator community...

A virtuous circle, **designed by Content Creators for Content Creators**

MISSION and FOCUS

AP's mission is to help adult content creators **engage with their fans, build their personal brands,** and most importantly, to **maximize their earnings** via *higher payouts and superior customer conversion + experience.*

We view sex work as serious business, and strive to not only empower and support sex workers & content creators in their business endeavors, but to show them in every way we can that they are deeply valued members of the AP community. **Sex work is hard work,** and it helps to be part of a **supportive community** which both **understands** and **cares.**

The **AP Team** prides itself on having an obsessive focus on serving and supporting the greater AP community, and we actively assist content creators of all levels in gaining exposure and in building and developing their own unique individual brands.

Our message to AP Creators is... **"We are your humble servants"**, and we work hard to stay true to our word.



MEET THE AP TEAM

The **AP Team** is a small but highly-devoted group of adult industry veterans and content creators who have come together to build and foster a uniquely supportive community...



Jenna Valentine *Director of Social Media & Model Outreach/Relations. AP Team Leader. Veteran adult content creator & cam model*

Jenna is essentially the “Mom” of the AP community, and has been a key part of the AP team since the very beginning. As a veteran content creator and cam model for over 10 years, her perspective, insights, and love for the sex-worker community are an invaluable part of what makes the AP Team so special.

“I basically just love helping sex-workers succeed at what they do, watching them grow and develop as artists, and being there for them when they need advice or just need a friend.”



Jas *AP Creator Toolbox Blogger, AP Model Outreach/Relations, AP Brand Ambassador, Veteran content creator & cam model*

As one of AP’s original ambassadors, Jas has been instrumental in helping to build the AP community through the creative example she sets with her work, and with her highly thoughtful and informative series of *AP Toolbox* articles. Moreover, her suggestions and advice have helped guide the development of many AP features and functions.

“I have been on AP since it started and have enjoyed watching it grow and evolve. I like knowing that real people are running things here, people I can actually talk to if I have a problem. I’ve been making adult content since 2007, and I like to take the concepts we see all the time in mainstream adult content, and put my own unusual spin on them.”



Espi Kvlt *AP Creator Toolbox Blogger, AP Brand Ambassador, and active content creator*

Espi has been an AP creator + ambassador since day one, and has always embodied the community spirit which makes AP so unique and special. Espi’s *AP Toolbox* articles showcase her specialized knowledge and set a wonderful example for others in the community.

“I’m an AP Ambassador because I feel respected and appreciated here as a valued member of a community. I truly believe there is a distinct sense of community and support here that no other site has been able to provide to me. I am extremely honored and grateful to be part of this uniquely amazing team.”



Boring Kate *AP Brand Ambassador. Active content creator. Video game nerd and comic fan.*

One of the AP community’s most charming, endearing, and interesting creators, Kate is about as far from “boring” as we can imagine! Her devoted fan-base often puts her among AP’s all-time top sellers, and she is always sharing thoughtful tips with the AP community.

“I’m the extremely online nerdy trans twitter porno dick girl next door. I’m bi, poly, switchy and verse, and very open about my sexuality and billion kinks. I just love hanging out with and talking with other AP models. It’s always rad seeing people be so open about their sexuality, and it’s cool that AP has it’s own forum (The AP Lounge) where models can share tips and advice.”

MEET THE AP TEAM (CONTINUED)

The **AP Team** is a small but highly-devoted group of adult industry veterans and content creators who have come together to build and foster a uniquely supportive community...



Mocha Puff *AP Ambassador. Active content creator and cam performer*

MochaPuff is a multifaceted and highly prolific content creator, specializing in roleplaying, fetishes, and cosplay. Her extensive catalog of content is wonderfully and uniquely diverse, and draws from a wide range of inspirations.

"I chose to be an AP brand ambassador because as a performer, AP makes it so simple to engage with our audiences and build our brands. It's super-efficient and easy to navigate. Don't know what I'd do without AP!"



Kit Kendal *AP Creator Toolbox Blogger, AP brand ambassador, Avid cosplayer and veteran cam model and content creator*

Kit has been in the Adult Industry for 4 years now, and has racked up several awards and achievements over the years creating their brand. Kit is well known for their Cosplay and for the creative work they put into their content. Kit's work is diverse, fun, fetish and kink friendly, and they are always striving to go the extra mile to make innovative and creative content.

"At AP, I feel like I'm working with genuine good people that want to see every one of us thrive as creators! AP's support and community is super nice and refreshing."



Wylie Wanderlust *AP Creator Toolbox Blogger. AP Ambassador. Active Content Creator.*

As an advertising and branding specialist, expert video editor, and avid cosplay/fantasy artist, Wylie's *AP Toolbox* articles have been amazing and informative resource for the AP community.

"I value community above all else, and I have found the AP community to be very supportive and friendly. I'm very grateful that AP provides a such supportive environment where models can be creative and thrive, and I'm eager to give back!"



Celeste Luna *AP Creator Toolbox Blogger, AP Ambassador, accomplished Burlesque performer, cam model & content creator*

The newest addition to the AP Team, Celeste brings a unique enthusiasm and sense of hustle to the AP fam. Her articles on self-care are among the AP Lounge's most-read and liked, and her advise to new creators is "stay true to yourself!"

"I love working with AP! The AP Team listens to the community's needs and has always been the biggest supporter of models by giving us the highest payout. I'm proud to be part of a really awesome community and team!"

THE APCLIPS PLATFORM

GENERAL / CONSUMER SIDE

3,000+ Content Creators currently selling on the platform.

200+ New Creators Added Every Month

70,000+ Videos for Sale

100,000+ Registered Fans and Active Buyers



THE APCLIPS PLATFORM

CREATOR-SIDE BENEFITS, FEATURES, AND FUNCTIONALITY

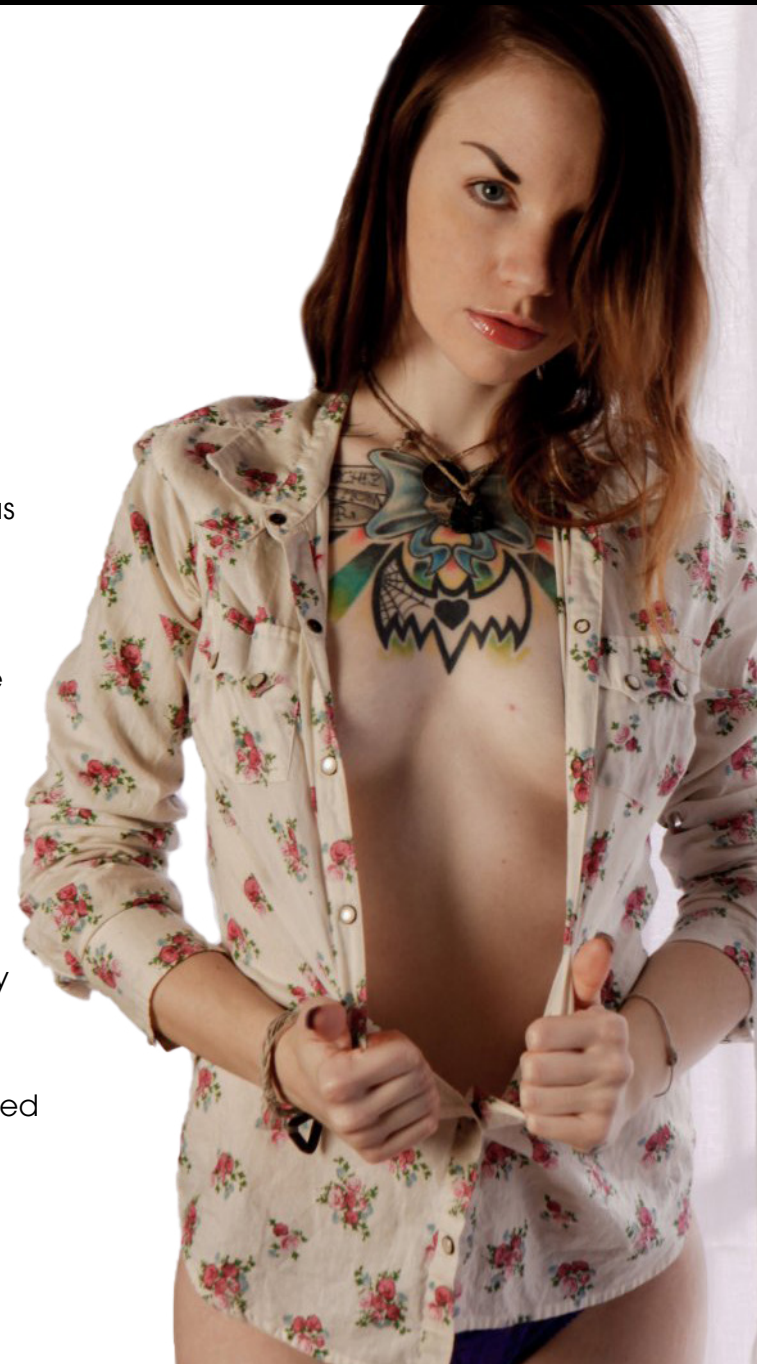
AP's uniquely multifaceted **token-based platform** enables convenient "one click" purchasing and tipping, and *optimizes the customer experience*.

AP's **token package pricing** is positioned to entice and reward **big-spending customers**, as these "super-fans" account for a significant share of overall customer spending in the segment. For example, at AP a customer/fan can buy 525 tokens for \$500 (a 5% discount/rebate), and these 'bonus tokens' are generally transferred by the fan to the AP creator as purchases or tips, thus **transforming into a 5% bonus for the AP creator**.

AP's **simplified token system** (1 token = \$1 for the creator) keeps things simple, rather than incorporating the cryptic/arcane math of other tokening systems which many models are familiar with from the cam world.

AP's *proprietary "Built To Order"* **Interface for custom videos** features super-cool **bid/ask functionality** for easy price negotiations, as well as a **secure escrow system** which ensures that content creators get paid instantaneously upon fulfillment.

AP's **Creator-Referral Rev-Share Program** allows AP Creators to earn additional revenue by recommending and referring new adult content creators to the AP platform. Unlike other platforms, **only AP creators can refer new content creators to APClips** via the rev-share program. Most of our creators are referred to AP by positive word-of-mouth, and we wanted to show our appreciation to those who spread the good word.



CONTESTS

HELPING CREATORS GET MAXIMUM EXPOSURE AND INCOME

AP's Themed *Tip-to-Vote* Photo Contests

Offers creators the opportunity to win cash prizes and engage with their fans in an exciting, creative, and profitable way. Fans love supporting their favorite creators and helping them win!

AP's Monthly *Top-Sellers* Contest

Rewards each month's top selling creators with cash prizes and love from the AP community. Our site-wide leaderboard allows fans to see where their favorite creator stands in the rankings, and is another fun way for fans to show their love and support for their favorite content creators.

AP's Themed *Twitter #hashtag* Photo Contests

Another fun way for models to grab some social media attention from their fans. Winners are chosen by random drawing, so anyone can win and all participants have an equal chance at a cash prize!



THE APCLIPS LOUNGE

AP BLOG AND CREATOR TOOLBOX

Creator Spotlight

Each month AP shines the spotlight on one of our content creators, in the form of a personal profile and interview which allows them to give advice and guidance to others in the AP community, as well as shed light on their own experience as content creators. The AP Creator of the Month is also featured as the cover-model on all AP social media, giving them some extra attention and love.

AP Creator Tool Box

Written entirely by AP creators, this valuable resource features advice and tips/tricks on subjects ranging from technical issues (lighting, equipment, and editing), to brand-development (social media promotion, finding one's niche, building customer relationships), to personal (self-care, sexworker safety, and community support). It's crowdsourced value-added content at its finest.

AP Creators-Only Forums

The AP Lounge features private forums for AP creators to discuss a variety of topics, share tips and knowledge, and collaborate on projects.

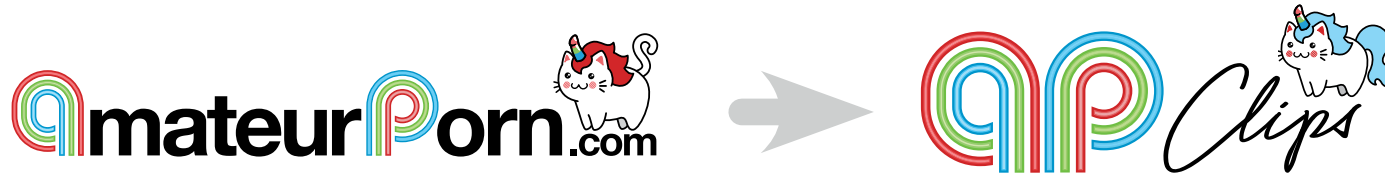
SnapChat Takeovers

Each month, we open-up our SnapChat feed for about 20 days to 20 AP creators who take over our account for the day in order to gain exposure and attract new fans. Creators have all day to give viewers an intimate look inside their daily lives, showcase their unique personalities, and drive sales to their AP catalog.

AP Creator Shout-Outs

Lots of eyeballs are on AP's tweets, so we have a regular practice of tweeting little "shout outs" of AP Content Creators each and every day, linking to their individual AP profiles and twitter pages. We want to place maximum focus on our content creators, and our social media strategy embodies this ethos.





HISTORY & EVOLUTION

In 1998, the AmateurPorn.com domain name was acquired by AP’s founder, and set-aside until a fitting project or idea arose. 16 years later, one finally did...

Starting development in 2014, with the intention of creating a **genuinely innovative platform with a true sense of community**, AP chose to forgo a first-mover advantage in favor of taking the time to develop a **more sophisticated token-based platform**, which would optimize customer engagement/spending, thus **optimizing earnings for content creators**. After lengthy beta-testing, AP went live on the AmateurPorn.com domain in May 2015, and the AP community grew organically over the next 3 years.

By late 2018, the AP community had grown to over 2500 creators. But as AP had grown, the term “Amateur” was no longer an accurate description of many of AP’s content creators, and we did not want to continue this blanket categorization of the community, however casual it may have been. We also came to realize that the term “Porn” was perhaps not inclusive of many creators who did not consider “porn” to be an accurate description of their content, such as creators of softcore erotica, glamour, or non-nude content.

After extensive discussions with members of the AP community, we concluded that “softening” the AmateurPorn.com name would, for a wide variety of reasons, be in the AP community’s best interest. Most content creators already referred to the site as “AP”, so the name APClips seemed like a perfect fit.

Prior to announcing and proceeding with this important brand-adjustment, there were several features we wanted to incorporate into the platform which creators had been asking for... GeoBlocking, Enhanced Search, Tip-Vote Contests, and a Model-Referral revenue sharing program topped the list. By mid-2019, these features had been added and, confident that we finally had a superbly well-rounded / genuinely superlative platform in place, we became **APClips**.

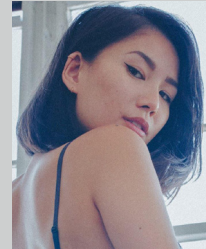
Many more useful features, products, tools, and lots of cool new functionality are constantly in development, and the AP team is looking forward to continuing to humbly serve the adult content creator community for many years to come.

TESTIMONIALS



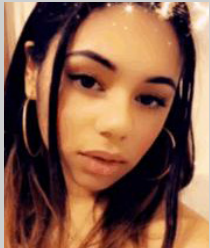
AP is the best clip site I have ever used. The 75% Payout is amazing and the AP support team is always so friendly, fast, and helpful – they’re always promoting models and creating new opportunities for us to make money.

- apclips.com/livpoppe



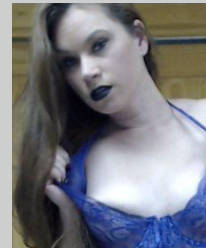
AP is the only Clip site I use and there are a ton of reasons why. Models get 75%, which is the highest I’ve seen. The customer service gets to you ASAP! The site is very easy to navigate for the model as well as the customers. The tip option is a great feature, as is the message center.

- apclips.com/chew



AP has the best interface I’ve ever come across. Never had a problem with payout and might I add, it’s **the HIGHEST payout too!** Just over all a really great site that I see myself with years from now. **AP ROCKS!**

- apclips.com/officiallylucid



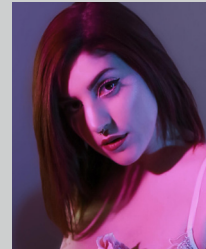
AP is the BEST, hands down. They treat all models equal and don’t play favorite’s. My favorite part is they give models 75% which is more than any other site out there. The customer service is top notch very fast and efficient. Whatever question you have they will help you out.

- apclips.com/dialynn



AP is my favorite clip site to use. They make it easy to set up your page, upload videos & photos, and it’s easy to navigate! I love the support AP offers models – they make everyone feel valued, offer tips and tricks, respond to questions quickly, and have **the highest payout.** I’m happy to be part of the AP community!

- apclips.com/lilarayne



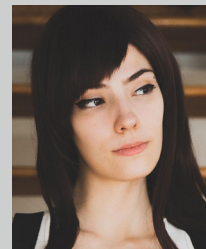
AP is my favorite place to sell clips! They make all models feel included and equally important, respond quickly with support questions, listen to feedback and give the highest payout. My fans prefer to buy my clips here because of the easy layout and the fact that I get a higher percentage. I love AP!

- apclips.com/fabiana



AP is definitely my favorite clip site. The staff truly care about models and make sure that the site is set up to be inclusive and welcoming for all genders. The site is both cute and easy to navigate, plus 75% payout! I love AP!

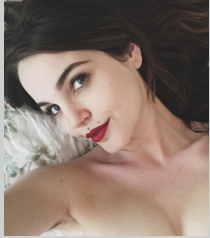
- apclips.com/artemis



AP has the highest payout I’ve seen, the support is quick to respond when I need them and the layout is simple for both the sellers and spenders. Quickly became my favorite clip site and currently the only one I use. The tip option is also super amazing and my fans love it. I’m excited to see the site grow even more!

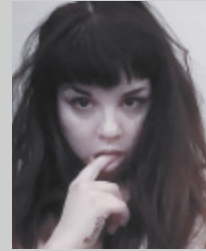
- apclips.com/emberburns

TESTIMONIALS (CONTINUED)



I love being a part of AP because it's extremely approachable, inclusive, but most importantly I feel safe and in control of my own career. I've made so many friends from fans to other models that have accepted me right away. I couldn't see myself on any other clip site.

- apclips.com/velvetelux



AP is a site unlike any other. **The AP team truly cares about the success of the creators.** They offer great incentives every month as well as giving us the opportunity to do snapchat takeovers! They have no biases. Content creators of all skill levels will be made to feel welcomed. **I love being a part of the AP family!**

- apclips.com/milkyghost



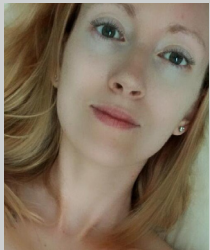
I've never been a part of a clip site where I feel like **the staff genuinely puts the models first**, and it's such a refreshing change. I feel like I can truly be myself and express my creativity while receiving the highest payout and not compromising my morals because they treat their models with such dignity and respect

- apclips.com/juderyan



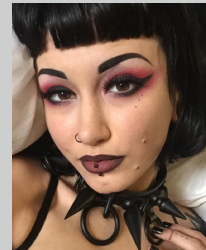
AP is the only platform that consistently listens to creators' concerns in an effort to make their site better. AP is user friendly, has the highest payout percentage of any competing clip site, quick to help creators and members with any issues. **AP does the most to empower their creators and make them feel in control.**

- apclips.com/lanaty



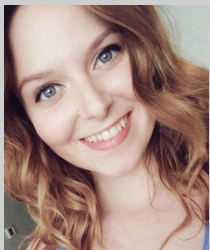
AP is the absolute best all-around clip site! 75% payout for content creators (that's huge!), multiple payout options, seamless, easy-to-navigate layout, and fantastic support (they're like a great bra, always helping hold you up). I couldn't ask for a better place to sell my content!

- apclips.com/jillian



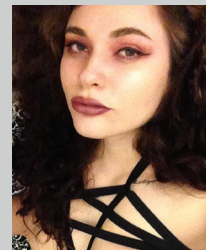
AP is not only my preferred clip site, it's my favorite! Besides the awesome 75% payout, the community of models and staff are supportive and kind on an unparalleled level. They are not only inclusive but give everyone an equal amount of care and exposure, so **I don't feel like i have to compete with other models**

- apclips.com/behelitrae



I love AP because, not only do they offer the highest payout of any clip sales platform, but they truly care about their models. They also have monthly contests that anyone can win, and offer unique social media exposure. **If you're not on AP, you're missing out.**

- apclips.com/emmaevins



I love AP because it's such a safe, welcoming environment! Everyone is embraced and all bodies/genders/identities are celebrated equally! Plus the payout, and the unicorn kitty.

- apclips.com/missnyx

Thank You



Clips

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