

GAYVN.COM

GAY ADULT ENTERTAINMENT MONTHLY
APRIL 2006

74
New DVD
Reviews!



Stonewall & Riot

Gay XXX's New Superheroes

[BUSINESS PROFILE]

Video: Falcon Studios
Internet: Paycom
Novelty: California Exotic Novelties

COVER MODEL: SKYE
Photo Courtesy of COLTSStudio.com

Bigger Is Better

Pink Visual Productions, the child of Cyberheat Inc. and its affiliate program TopBucks Inc., launched both gay and straight lines when it opened its doors last year, using "reality porn" as its selling point. Series like *His First Huge Cock* and *Gay Blind Date Sex* have already grown to multiple volumes.

"Since we launched with both gay and straight, there wasn't much crossover, but the major challenges are reaching out to the gay distributors and retailers and getting them to see that we do offer a gay line," notes Allison Vivas, V.P. of Operations for Cyberheat Inc. "For the most part, the product sells itself, so the biggest challenge is just getting a sample in their hands."

In fact, the biggest challenge for most studios hasn't been one of acceptance, but just getting the word out that they are now in the marketplace.

"The gay market seems a lot more loyal and educated, and maybe there's less product so the demand is stronger. It's pretty much double that of the straight market as far as price points," says Peter Frost, founder of Asia Bootleg, a Hawaii-based production company that recently entered alternative markets with an Asian transsexual line and *Gay Asian Amateurs*.

"I'd like to come out with more gay product," notes Antigua's Jon Blatt. "Once I start building up the gay lines here, I'd even like to start shooting our own product. I've been releasing gay product for most of my adult life in this business, and I pretty much have an idea what sells."

"People might blow smoke every once and a while, but it has been perceived well," Richie Zaye says of his entry into gay. "What it comes down to is, ultimately, whatever you're doing, you treat your customers well and you have good stuff, then they're going to buy it from you regardless."

—Brady Jansen

CONTACT INFO: Antigua (AntiguaPictures.com; 818-709-7400); Asia Bootleg (AsiaBootleg.com; 808-384-0726); Black Viking (LexingtonSteele.com; 866-289-1414); Black Widow (BlackWidowProductions.com; 818-764-5700); Evil Angel (EvilAngel.com; 800-442-6435); Pink Visual (PinkVisual.com; 866-360-PINK); Private Man (prvt.com); Zaye Entertainment (NorthstarAssociates.com; 888-263-0777).



SPECIAL REPORT

Going GAY

8 Video Companies Penetrate the Gay Market

[SNEAK PREVIEWS]

All Worlds'
Cabin Tales
Dark Alley's
The Show

Q&A

NEWCOMERS

Aaron Armstrong
Matt Cole
Josh Powell
Skye Woods

what's
like?"
Paulus
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USA \$4.95 CANADA/FOREIGN \$5.95 A SUPPLEMENT TO APRIL 2006 AIN