Net Nanny as a Solution for Playboy and Penthouse

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Abstract

Playboy and Penthouse magazines are competing to get more visitors to their pages on the Internet. As of October 1995, each claimed over 800,000 visitors per day. More and more nude pictures as well as more features are included to attract more customers. Playboy announced a software package to be used in business which it said would entertain businessmen with 379 of the most beautiful Playmate pictures. Many people would like to bar their sons and husbands from looking at the nude pictures. Therefore, this paper presents a software package called “Net Nanny” as a solution to potential problems from Playboy and Penthouse magazines.

1. Introduction

Playboy and Penthouse magazines featuring nude pictures, which can be found in book stalls in the US and many European countries, are not readily available in Thailand and many Asian countries. The Internet is changing the accessibility of those nude magazines in Asian countries. Anyone connected to the Internet can easily access the two magazines. As a matter of fact, Playboy and Penthouse announced at the beginning of 1995 that each day as many as 500,000 people visited their sites. The figure increases to over 800,000 at the middle of 1995.

The drastic increases in the popularity of pornographic accesses have caused alarm in many quarters. Calls have been made for measures to stop the pornographic accesses. So, this paper presents a software package by the name of Net Nanny as a solution to the said problem.

2. Playboy Home Page.

As shown in Figure 1, one of Playboy’s homepage in the Internet does not include any picture of any girl at all. It shows a table of content pointing to

- The most up-to-date Playboy Magazine, i.e., October 1995 issue when access in September 1995.
- Access to Playboy’s Playmates.
- Playboy Cartoons.
- Playboy Imail Directory
- Playboy Software
- Play Announcement

3. Playboy Playmates

From the homepage in Figure 1, if we point and click to Playboy Playmates we will get Figure 2, which again does not show picture of any girl. It gives only the list of names of Playmates for various months.

From Figure 2, if Miss October is pointed and clicked, it will show Figure 3 which gives a picture of Miss October. The picture is presentable to the general public as it is not nude. However, the underlines part of the message say “Download a previously unpublished nude image” of the girl. The nude image may, of course, be offending to many people.
Figure 1. A Sample Home Page from Playboy on the Internet.
Playboy's Playmates

Miss May 1996 - Shauna Sand

Miss June 1995 - Rhonda Adams
Miss July 1995 - Heidi Mark
Miss August 1995 - Rachel Jeán Marteen
Miss September 1995 - Donna D'Errico
Miss October 1995 - Alicia Rickter
Miss November 1995 - Holly Witt
Miss December 1995 - Samantha Torres
Miss January 1996 - Victoria Fuller
Miss February 1996 - Kona Carmack
Miss March 1996 - Priscilla Taylor
Miss April 1996 - Gillian Bonner

Figure 2. List of Names of Playmates
Alicia Rickter
Miss October 1995

TURN-ONS

Intelligent men, articulate, stimulating conversations, summer nights, big hands and big smiles.

TURN-OFFS

All drugs, ignorance, slackers and people who live in the U.S. but have no respect for our country.

Download a previously unpublished nude image (83k jpeg) of Alicia.

Alicia Rickter

Photography by Army Preslar

Copyright © 1995 Playboy Enterprises, Inc.

PLAYBOY

Figure 3. Miss October 1995.
4. Playboy Software

Back to Figure 1, there is an entry “Playboy Software”. If “Playboy Software” is pointed and clicked to, we will get page which points to “Woman of Playboy” or “Plant Playboy”.

The software “Woman of Playboy” allows us to cut and paste and play with pictures of Playboy Playmates.

The “Plant Playboy” software is aimed at the male business executives. As shown in Figure 4, the homepage of the software is not nude. The software includes:

- To Do List Manager for daily tasks to be done.
- Playmate Video Alarms to remind the executives of things to do in any particular time on any particular day, such as birthdays and anniversaries, so that the executive can send flowers to his girl friend or spouse.
- Voice Annotation to let the executive record notes without having to type.
  Each morning, the software will:
- Display a Playmate, usually nude, to advise the execution of his schedule
- Display a work with comical meaning which may be considered by many to be dirty
- Display a joke which again may be considered by many to be dirty joke
- Display a provocative Playboy interview
- Offer an advise by Playboy advisor

5. Penthouse

To compete with Playboy, Penthouse installed many homepages on the Internet. Samples are shown in Figure 5 and in Figure 5, the picture on the cover of the magazine is not nude but may be offending to some people. The entries include “Erotic Toy Store” which may not be acceptable to some readers. If “Penthouse Private Collection” is pointed and clicked, Figure 6 will be shown. The picture in Figure 6 is half nude and so it has been partially cut to make it presentable in this paper.

6. Net Nanny

This software is one of a few now available commercially to be used to solve the problem associated with pornography on the Internet. As shown in Figure 7, Net Nanny implies that the baby sister would pull the plug of the computer if the children try to look at pornography.

In addition to pornography, Net Nanny can also be used to control hate mail, racist messages, bomb formula, drug formula, and any other inappropriate information being sent right into our home.

Net Nanny acts as the monitor between the Internet and our family. It screens out user defined “words”, “phrases” and “contents” that we do not wish to allow. The “words” may be any part of the body, a dirty word, an email address, a hostname, an IP address, etc.
Plan It
PLAYBOY
MULTIMEDIA ENTERTAINMENT FOR MEN

The entertaining way to plan your day!

What is PlanIt Playboy?
Sneak a Peek at PlanIt Playboy... for free.
Ordering and Pricing.
Frequently asked Questions.
Additional Photo Collections.

PLAYBOY
Back to Playboy's home page

Figure 4. Playboy Software called “PlanIt Playboy”.

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Penthouse on the Internet supports the Electronic Frontier Foundation's blue-ribbon campaign to return free speech to the Internet. We are expending a great deal of money and person-hours to comply with the Telecommunications Act and the Record-Keeping law—and even more to see that these are overturned as rapidly as possible. Please join us in our efforts. Write to your member of Congress, support the EFF (click here to get the latest information on the campaign) and the ACLU, consider signing the Declaration of Independence of CyberSpace, buy Penthouse magazine, and subscribe to the Private Collection (which, as a subscription service, is not affected by the Telecommunications Act—it’s the same as it ever was).

Please note that Penthouse Internet contains sexually oriented adult material intended for individuals 21 years of age or older. If you're not yet 21, if adult material offends you, or if you are accessing Penthouse Internet from any country or locale where adult material is specifically prohibited by law, go no further. Otherwise, click on one of the buttons below to enter Penthouse Internet.

Certification: The records, if any, relating to any images on this site required to be maintained by 18 U.S.C. §2257 and 75 C.F.R. § 75 are located at the Office of the Producer, 277 Park Avenue, 4th Floor, New York, New York 10172-0083; M. Rothenberg, Custodian of Records.

Figure 5. Penthouse Homepage on the Internet.
THE ULTIMATE ADULT PLAYGROUND
Subscribe Now!
Call 1-800-529-4738
(Outside the 50 states of the U.S. call 818-598-0947)

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FIND OUT ABOUT PENTHOUSE PRIVATE COLLECTION

ACTIVATE YOUR PERSONAL IDENTIFICATION NUMBER (PIN)

ENTER THE PRIVATE COLLECTION (MEMBERS ONLY)

PROBLEMS CONNECTING? QUESTIONS? CHECK OUT THE FAQ FILE

-------------------------------------------------------------

Penthouse Private Collection
THE ULTIMATE ADULT PLAYGROUND
Subscribe Now!
Call 1-800-529-4738
(or 818-598-0947)

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RETURN TO THE PENTHOUSE HOME PAGE
Copyright © 1995 Penthouse International, Ltd. All Rights Reserved.

Figure 6. Penthouse Private Collection on the Internet.
7. Access prevention offered by Net Nanny

Net Nanny software may be used to prevent access to the following information.

- Prevent your Address, Phone and Credit Card numbers from being given out on the Internet.
- Prevent other personal or sensitive data from being given out on the Internet.
- Prevent loading, downloading and running of unauthorized software or CD-ROMs.
- Prevent User definable ‘Word’, ‘Phrases’, sites, URLs, Newsgroups and IRC Chat Rooms from being sent from, received by, or accessed by your PC.
- Block images. Screen individual sites you know the name of “Playmate.htm.” Or block all GIFs or JPGs and release the function when you are supervising.
- Prevent your disks and hard drives from being reformatted.
- Prevent your files from being deleted or tampered with.
- Develop your own dictionary of ‘Words’, ‘Phrases’ and subjects.
- Complete Audit Trial of monitored ‘Words’, ‘Phrases’ and user-defined content on the PC.

- Audit Trail indicates PC start-up, and triggered violation shutdown dates and times.
- Operates with all major Online Providers and in e-mail and IRC.
- Screens all PC activity including TCP/IP streams, Internet tools and other BBSs online, and any all Windows or DOS applications offline.

Net Nanny has other convenient functions. All you have to do is tell Net Nanny what you do not want entered or received on your terminal.

- Select the terminal action you want to take for violations: Monitor, Application Shutdown, full Shutdown, of all.
- Install, Enable, disable or Remove easily.
- Administration Program allows access to all Net Nanny functions.
- Leaves no extra files on disk when removed. Parents, Teachers or Employers may: Add, Modify, or Delete stored dictionary items at any time.
- Parents, Teachers or Employers may turn Net Nanny on and off, at their own discretion.
- Cannot be turned off unless done through the Administration Program.
Net Nanny is the only software program that allows YOU to monitor, screen and block access to anything residing on, or running in, out or through your PC, online or off. It's two-way screening in real-time and only YOU determine what is screened with the help of our site list which can be downloaded free from this site. Net Nanny allows you to deal with: WWW URLs, News Groups, IRC Channels, FTPs, E-mail, Non-Internet BBSs, Words, Phrases, Personal Information (address, credit card no. etc.), and control access and use of any local PC files, drives, loading of unauthorized diskettes and CD-ROMs and point & click commands. It's a complete Internet and PC management tool. Runs with all the major online providers too!

To order visit this site's Order Page or call 1-800-340-7177.

The Internet is fast becoming a part of everyone's life; after all, you are here! And with access becoming easier and easier, the already staggering number of 30 million subscribers is growing exponentially each month. Soon nearly all people with home computers will be a part of the 'Internet community'.

This has many benefits: sharing of resources and ideas, communicating with people in remote corners of the globe, and huge amounts of readily accessible reference materials. But, like any 'community' it has its darker side. Hate mail, racist speeches, pornographic material, bomb and drug formulas, and other sensitive and inappropriate information is being sent right into our homes along with everything else.

This is where Net Nanny steps in, by acting as an invisible monitor between the Internet and your family. It operates quietly in the background, carefully screening out user defined 'Words', 'Phrases', and content that you have determined is inappropriate.

Trove Investment Corporation is at the leading edge of Internet technology with its "Net Nanny" security software. We invite you to explore our web site, give us feedback, and communicate your ideas.

Figure 7. Net Nanny
8. Features of Net Nanny

Net Nanny makes the following comparison with similar software packages in the market.

<table>
<thead>
<tr>
<th>Features</th>
<th>Net Nanny</th>
<th>Competitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Editable Dictionary</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>User Definable Dictionary</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>Individual Choice</td>
<td>Yes (unlimited)</td>
<td>Yes (limited)</td>
</tr>
<tr>
<td>Stop Sexually Explicit Material</td>
<td>Yes (unlimited)</td>
<td>Yes (limited)</td>
</tr>
<tr>
<td>Blocks Loading of Unauthorized Software and Access to CD-ROMS</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>Work With Non-Internet BBS’s</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>Screen Hate Literature, Bomb Making, Drugs</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>Works with Windows and DOS</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Works With MAC</td>
<td>No (under construction)</td>
<td>Yes (limited)</td>
</tr>
<tr>
<td>Works on Outgoing Access</td>
<td>Yes (unlimited)</td>
<td>Yes (limited)</td>
</tr>
<tr>
<td>Works on Incoming Communications</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>Automatic Dictionary Updates</td>
<td>Yes (no charge)</td>
<td>Yes (additional charge)</td>
</tr>
<tr>
<td>Works with AOL, Prodigy or CompuServe</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Protect Users Systems and Files</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Encrypted Dictionaries</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Full Audit Trail</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Terminal Application Shut Down</td>
<td>Yes</td>
<td>Yes (limited)</td>
</tr>
<tr>
<td>Prevent Personal Information from being given out.</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Prevent Credit Card Being Given Out</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>-----------------------------------</td>
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</tr>
<tr>
<td>Prevent Employees from Accessing Various Material on the Net</td>
<td>Yes (unlimited)</td>
<td>Yes (limited)</td>
</tr>
<tr>
<td>Works with all Communication Protocols</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>Works with Netscape, Mosaic, Chameleon, etc.</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>Works with IRC</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>Block GIF, JPEG, and MPEG images</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>Works with e-mail</td>
<td>Yes (unlimited)</td>
<td>No</td>
</tr>
<tr>
<td>Works with NewGroups</td>
<td>Yes (unlimited)</td>
<td>Yes (unlimited)</td>
</tr>
</tbody>
</table>

**Products as of June 30, 1995**

9. Frequently Asked Questions about Net Nanny

For those who may have questions about Net Nanny, the following FAQ may provide answers.

9.1 Does Net Nanny allow parents full discretion over what is blocked?

Net Nanny’s dictionary is completely user-defined and allows parents to screen and block any words, phrases, sites and content according to their particular values—not a developer’s arbitrary selection or the Government’s.

9.2 Does Net Nanny screen all Internet activity?

Simply speaking, Net Nanny monitors all activity and applications taking place on your PC. The program monitors all Internet utilities like Web browsers, News-groups, FTP, IRC and e-mail but goes further. Net Nanny operates with all applications running on the PC both online or offline. That means it handles programs like Word or WinFax and BBSs that are not part of the Internet where some of the most inappropriate material resides. Of all the products introduced in this field to date only Net Nanny can monitor, screen and block e-mail content and transmissions both incoming and outgoing. If a kid’s friend sends some pornographic GIF files via e-mail in an attachment, Net Nanny can catch this. Also the other programs block access based on file names only—that’s only one-way screening. What if children find other ways into a site?

Net Nanny monitors not only the entry point to a file or address but watches the
activity or content taking place inside the site in real time.

9.3 What can Net Nanny do about personal information?

To protect family members from uninvited electronic visitors, parents can load personal information like children’s names, home addresses and telephone numbers. To keep kids from using credit cards online for various unauthorized transactions, the appropriate numbers can be loaded into Net Nanny’s dictionary. At least they won’t be using your cards!

9.4 Can Net Nanny block more than pornography?

Net Nanny isn’t limited in terms of type of content. So you can screen and block anything you don’t want running on your PC like bomb-making formulas, designer drugs, hate literature, Neo-Nazi teachings, car theft tips - whatever you’re concerned about. If you can define it Net Nanny can block it!

9.5 Will Net Nanny screen incoming material as well?

It’s two-way, real-time screening! So if your kids do a lot of e-mailing or go into chat rooms within IRC you can still take action. Say your kid’s friend e-mails him a pipe bomb recipe. If “bomb” is in your dictionary Net Nanny goes to work.

9.6 How about images?

Net Nanny can block specific image files you select, for example, Playmate.gif. And if a high measure of control is required Net Nanny can block access to all images of a particular type like GIFs or JPGs.

9.7 Does Net Nanny only shut down when violations occur?

You can also set up Net Nanny to simply monitor what hits occur and when without shutting the system down. This allows the parent to address the situation without “coming down hard” at least to begin with. Net Nanny’s “Audit Trail” logs PC activity including start-up, hits, violations, shut-downs and in what applications they took place in. We have not designed Net Nanny like a tough “cop” to “bust” kids but as a tool to help steer them back on course.

9.8 What else can Net Nanny do?

There’s many violent and adult programs out there. You can set up Net Nanny to prevent the loading of unauthorized software diskettes and CD-ROMs such as violent games. Worried about file erasures? Configure Net Nanny to prevent disks and hard drives from being tampered with or manipulated without your knowledge.
9.9 Will Net Nanny work with major online services?

Yes. AOL, CompuServe, Prodigy, Delphi, Genie. If it happens on the PC then Net Nanny can be set up to monitor, screen and block.

9.10 Is it easy to disable and enable Net Nanny when adults use the PC?

Net Nanny’s administration program is very simple to use and manipulate.

9.11 Will Net Nanny work with Windows 95?

Net Nanny is compatible with Windows 95.

9.12 How can I figure out what sites to load into the dictionary?

Net Nanny will be providing a starter dictionary of sites which users may download from our Internet site and load into their Net Nanny dictionary. It is again fully editable but you must make the decision to put it in yourself - we don’t want to be making your value judgments. Best of all it will be free - no monthly subscriptions and we’ll update it periodically.

9.13 Are there other products in the works?

Net Nanny for corporate LAN applications is in development. Also watch for another program in our stable - BioPassword, which will bring “keystroke dynamics” and biometrics technology into personal password protection.

10. Concluding Remarks

One of the reasons Playboy and Penthouse magazines are available in the USA is the concept of “free speech”. Any adult has the freedom of looking at nude picture by himself in his private home. However, the nude pictures should not be viewed by children. Therefore, software packages like Net Nanny could and should be used to protect the children from pornography.