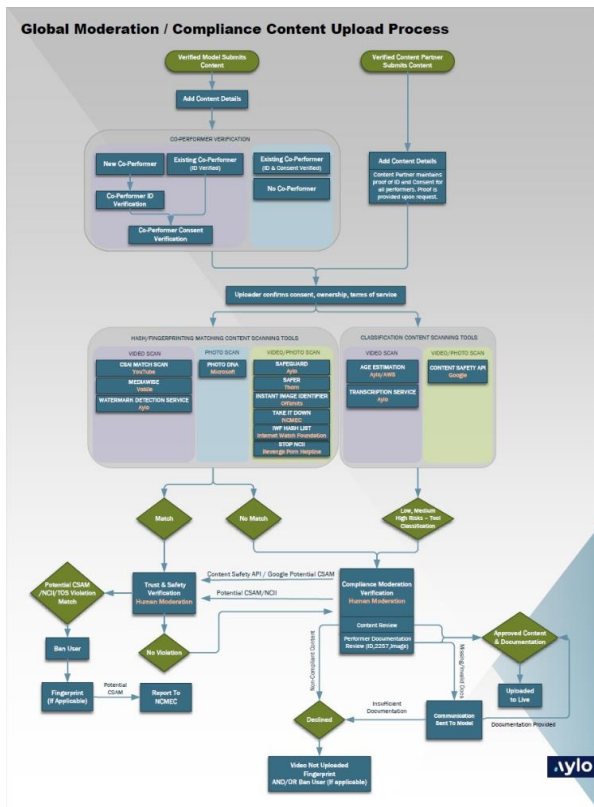


Thumbzilla - Semi-Annual Transparency Report

July 1, 2025 – December 31, 2025

Thumbzilla strives to create a safe environment for our users and creators. We have strict policies to prevent and respond to [child sexual abuse material \(CSAM\)](#), [non-consensual content \(NCC\)](#), and any other forms of illegal content or activity. We are proactive in working to prevent CSAM and NCC on our platform. These measures include only allowing verified content creators to upload to our platform, the use of [several tools and technologies](#), as well as human review by trained moderators prior to the publication of content to ensure that content adheres to our [Terms of Service](#), [Community Guidelines](#) and related policies. This process also includes verifying the identity and consent of **every** performer seen in user-generated content uploaded through our Model Program. The content available on Thumbzilla is exclusively sourced from Pornhub and has undergone review and moderation according to Pornhub’s standards. Thumbzilla does not accept any direct uploads. All content on the platform is supplied solely by verified content creators or content partners

All moderators review and assess content in a wide variety of languages and employ several tools to assess this content. Audio content is assessed by moderators who either use translation/transcription tools or who understand the spoken language in the content. In cases where the audio content cannot be understood, the content is rejected as we are unable to meaningfully evaluate potential compliance issues.



While we have implemented many safeguards to help prevent illegal content, if users believe that they have come across content that is illegal or otherwise violates our policies, the content can be reported by [flagging it](#) or via our [Content Removal Request](#) (CRR) form. In addition to flagging content, users can also flag comments or other users that may be in violation of our [Terms of Service](#). We also cooperate with law enforcement and provide an easy way for law enforcement and legal representatives to submit requests through our secure online portal.

We work with a number of organizations that specialize in the prevention and response to NCC and CSAM, which allows us to continue strengthening our policies and Trust and Safety efforts. During the reporting period, we continued to further our Trust and Safety efforts and can share the following updates:

Content Removal Request Form Updates

We deployed updates to our [Content Removal Request](#) form, including the addition of structured reporting fields. The updates aim to provide a more user-friendly experience and also provide more transparency about which content violations can be reported, as well as how the requests are processed by our human moderation team once submitted.

For a full list of Trust and Safety partnerships, initiatives and external technology, please refer to our [Trust and Safety Initiatives](#) page.

Content Uploads During July 1, 2025 – December 31, 2025

A total of 573,599 (573,599 videos and 0 photos) pieces of content uploaded to Pornhub also were eligible to appear on Thumbzilla. Of these uploads, 475,959 (475,959 videos and 0 photos) pieces of content appeared on Thumbzilla. A portion of these uploads, as well as content uploaded prior to the reporting period were removed for violating our [Terms of Service](#). Content featured on Thumbzilla has been exported from affiliated sites. Accordingly, enforcement actions or notifications may occur on the affiliate site, but the content may also be removed from Thumbzilla.

Reason for Reporting	Number of CRRs Received	Number of Content Flags Received	Number of Legal Requests Received
Performer Opt-Out	0	N/A	0
Potential CSAM	0	0	0
Non-Consensual Content	3	N/A*	0

*Users who select the flagging reason relevant to Non-Consensual Content are redirected to our Content Removal Request form to submit their report.

Reported Potential Child Sexual Abuse Material

We have a [zero-tolerance policy](#) against underage content, as well as the exploitation of minors in any capacity.

Thumbzilla is against the creation and distribution of child sexual abuse material (CSAM), as well as the abuse and trafficking of children. CSAM is one of many examples of illegal content that is prohibited by our [Terms of Service](#) and related guidelines.

Potential child sexual abuse material that is detected through moderation efforts, including detection through various internal and external tools listed [here](#), or reported to us by our users and other external sources is removed and fingerprinted. Additionally, the uploader is permanently banned from our platforms and is reported to the National Center for Missing and Exploited Children ([NCMEC](#)).

For the purposes of our [CSAM Policy](#) and our reporting to NCMEC, we deem a child to be a human, real or fictional, who is or appears to be below the age of 18. Any content that features a child engaged in sexually explicit conduct, lascivious or lewd exhibition is deemed potential CSAM for the purposes of our Child Sexual Abuse Material Policy.

In the last six months of 2025, we made 1,664 reports to NCMEC. These reports contained 2,900 pieces of content (2,900 videos and 0 photos) that were identified as potential CSAM. This content was uploaded by 1,642 user accounts. All of the 1,642 accounts were permanently banned on our platform, and no accounts were reinstated after being banned.

For all content removed and reported before being viewed on Thumbzilla, the majority was detected through our moderation and auditing processes.

Source of Removal	Number of Videos	Number of Photos	Total
Internal Moderation	766	0	766
Internal Audit	557	0	557
Tools	640	0	640
Total	1,963	0	1,963

The above figure shows the source of detection for all content that was removed prior to appearing live that was reported from July through December.

Analysis: Over 67% of reported content that was identified before appearing on our platform was removed by our human moderators or during the audit process.

Of the content uploaded in the last six months of 2025 that was reported as potential CSAM after appearing on our platform, the majority was detected through our moderation and auditing processes.

Videos reported after appearing on our platform were viewed on an average of 2,117 times prior to removal, with a median number of views of 142. Videos were available for 15 days on average and a median of 10 days prior to initial removal.

Source of Removal	Number of Videos	Number of Photos	Total
Internal Moderation	92	0	92
Internal Audit	5	0	5
Tools	0	0	0
Content Removal Requests	1	0	1
User Flags	1	0	1
External Trusted Sources	0	0	0
Total	99	0	99

The above figure shows the source of detection for all content that was removed after appearing live that was uploaded and reported from July through December.

Analysis: For content removed and reported after appearing live on the platform, over 98% of these removals were initiated due to internal moderation processes or tools.

Non-Consensual Content

We have a [zero-tolerance policy](#) against non-consensual content (NCC). When we identify or are made aware of the existence of non-consensual content on Thumbzilla, we remove the content, fingerprint it to prevent re-upload, and ban the user in accordance with our [Terms of Service](#).

Our NCC policy includes the following violations:

- Non-Consensual Content – Act(s): Content which depicts activity for which an individual did not validly consent. A non-consensual act is one involving the application of force directly or indirectly without the consent of the other person to a sexual act.
- Non-Consensual Content – Recording(s): The recording of sexually explicit activity without the consent of the featured person.
- Non-Consensual Content – Distribution: The distribution of sexually explicit content without the featured person’s permission.
- Non-Consensual Content – Manipulation: This type of content depicts an individual’s likeness without their consent (including “deepfakes” or other forms of AI-generated or manipulated content).

We are steadfast in our commitment to protecting the safety of our users and the integrity of our platform; we oppose all forms of non-consensual content.

From July through December, we removed 1,416 pieces of content (1,416 videos and 0 photos) for violating our [NCC policy](#). This content was uploaded by 829 user accounts. All of the 829 accounts were permanently banned on our platform, and no accounts were reinstated after being banned.

As part of our commitment to assisting victims of non-consensual content, we also proactively report incidents of non-consensual content where there is a suspected or apparent threat to life to the individual(s) involved. We did not report any content removed for NCC during this period, as it did not fall within our reporting criteria.

For all content removed for violating our NCC policy before being viewed on Thumbzilla, the majority was detected through our moderation and auditing processes.

Source of Removal	Number of Videos	Number of Photos	Total
Internal Moderation	125	0	125
Internal Audit	410	0	410
Tools	192	0	192
Total	727	0	727

The above figure shows the source of detection for all content that was removed prior to appearing live that was removed in the last six months of 2025.

Analysis: Over 67% of content that was identified and removed before appearing on our platform was removed by our human moderators or during the audit process.

Of the content uploaded in the last six months of 2025 that was removed for violating our NCC policy after being viewed on our platform, the majority were due to our content removal request and user flagging process.

Videos removed after appearing on our platform were viewed on an average of 11,195 times prior to removal, with a median number of views of 2,284. Videos were available for 48.5 days on average and a median of 32 days prior to initial removal.

Source of Removal	Number of Videos	Number of Photos	Total
Internal Moderation	0	0	0
Internal Audit	4	0	4
Tools	0	0	0
Content Removal Requests	47	0	47
User Flags	4	0	4
External Trusted Sources	0	0	0
Total	55	0	55

The above figure shows the source of detection for content that was uploaded and removed after appearing live during the last six months of 2025.

Analysis: For content removed after appearing live on the platform, over 92% of content was removed because of our content removal request and user flagging processes.