

Tumblr Porn Ban: One-fifth of Users Have Deserted Site Since it Removed Adult Content | The Independent

By Anthony Cuthbertson

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Tumblr's ban on pornography and adult content has led to a fifth of its users deserting the platform, figures reveal.

The ban, which came into effect on 17 December, provoked a backlash from users who claimed it would penalise sex-positive, LGBT and NSFW art communities.

Visits to the Tumblr website fell from 521 million in December to 437 million in January, according to data from web analytics firm SimilarWeb.

Tumblr's decision to update its content policy came after the discovery of child sexual abuse imagery on its blogs.

[...]

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