Online Personals Watch

- Mobile iDate 2005 San Francisco
- Mark Brooks, 7/21/2005

Online Personals Watch

Help grow industry as a whole

- Blog started June 2004
- 587 posts, 398 comments, 7 CEO interviews
- 80k Alexa rank
- Clip tracking, Hitwise and Alexa rankings

- *Mark; Ace Club, eturn, Hypermatch, Friendster, FriendFinder, Cupid, Diet.com*

"Personals sites have entered the mainstream"
Will grow to $642 million in 2008

- JUPITER

Trends

- Social Trends

- Social Networking
- Relationship Sites
- 'Casual' Sites
- Real World Matchmakers
- Events

- Safety
- Blogging
- Add-Ons
- Mobile



Mobile Internet Dating Overview

- Companies
- Technologies
- Partnerships
- News Round-Up

Japan and Korea are 2-3 years ahead of the UK, who are in turn about 1-2 years ahead of the US.

Frost & Sullivan

- Typically a $5 monthly service fee
- **$31.4 million in 2005**
- **$215 million in 2009**

Flirting

- Jumbuck
- SMS.ac
- Airdate
- Plutolife Mobilove
- Mobilevenus
- Lifestylers



Mobile Dating Services Reviewed

- Webdate
  Trilibis > WAP & J2ME/BREW

- Match
  (Landmat) Enpocket > WAP

- Lavalife
  In-house/NDA > SMS/WAP

Carriers

	Webdate	Match	Lavalife
AT&T/Cingular	x	x	x
Nextel	x	x	
Sprint		x	x
Tmobile	x		
U.S. Cellular	x		
Verizon			x

User Needs

- Easy Sign Up – deck
- Critical Mass of Searchable Profiles
- Easy Search
- Easy Communication
- Value
- Speed
- Ruggedness

Signing Up - Webdate

Webdatemobile.com

- Downloadable
- Web profile

Channel Agnostic

Signing Up - Match

Mobile.Match.com

Web>Phone type, activation code…
Cell>Messaging/Chat, activation code…

Create or Transfer profile
About Me, About my Match, Photo

Signing Up - Lavalife

LavalifeMobile.com

Cell
Send ‘join’ to 25425

Txt2click & Browse2click
> Enter 10 digit number…?

Nickname and profile

Critical Mass of Profiles

- Webdate
  4 million
- Match
  250k
- Lavalife
  ???

Search - Webdate

- Age
- Zip Code
- Pics

- Thumbnails
- Full Profile

Within 25 miles of 94306 w/photo
- 300+ profiles

Search - Match

- Age
- Ethnicity
- Body Type
- Hair Color
- Location
- Photo

Within 25 miles of 94306 w/photo
- 12 profiles

Within 25 miles of 94306
- 50 profiles

Communication

- Webdate
  Canned messages
- Webdate
  Chat request
- Lavalife
  Text chat, message

Value

- Webdate
  $3.99 a month

- Match
- $4.99 a month

- Lavalife
- $4.99 a month or 50c /message

+ Carrier net charges

User Needs

- Easy Sign Up
- Critical Mass
- Easy Search
- Easy Communication
- Value
- Speed
- Ruggedness

USA – Straight to Star Trek

- 3G + PDA Phones



Mobile News Round-Up

Connections, The Wireless Way

BUSINESS WEEK -- June 29 -- U.S. subscription revenues should rise from $31.4 million this year to $215 million in 2009.

OPW Interview #6 - Webdate.com's CEO

OPW -- June 21 -- Webdate.com offers 'webdating' video chat, web chat and mobile phone based dating.

Google Buys Dodgeball

INFOWORLD -- May 12 -- The service lets users "check in" their location at a bar, club, restaurant, or other local gathering spot, then transmits that information.

Mobile News Round-Up

MoSoSos Not So So-So

WIRED -- Mar 7 -- MoSoSos (mobile social-software services) are the mobile equivalents of Friendster and LinkedIn. Dodgeball, Playtxt, Jambo, Plazes.

UK Mobile Communities Roundtable

NMK -- Feb 24 -- 52 million handsets and 60 million people in the UK. China has 350 million handsets and 300 million texts a month are sent in Singapore and the Philippines. Japan and Korea are 2-3 years ahead of the UK, who are in turn about 1-2 years ahead of the US.

Mobile News Round-Up

Love Blossoms on the Internet

MIAMI HERALD -- Jan 20 -- On Jan. 19 for example, the firm announced it would expand its mobile dating service by March to cover 80% of all data-ready cell phones.

Phillipine Launchpad Friendster Cell Phone Service

INFOTECH – Nov 21 -- Friendster to test the concept of merging the biggest online social networking service with mobile phone technology.

Smile, Dial, Date

NBC5 -- Nov 10 -- "If you're in the bank in line, stuck in traffic, whatever it is, you can search for dates and flirt with people on your mobile phone," Kristin Kelly, of Match.com, said.

OPW White Papers

Monday 15th August
    Mobile internet dating overview

…Others?

Anonymous Phone Calling Services

Background Checking Services

Personality Profiling

Online Personals Watch

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