Online Personals Watch

Online Personals News and Commentary

Highlights

January-December 2005

Mark Brooks, 2/2/2006

Online Personals Watch

- Started June 2004
- 1000+ posts, 900+ comments
- Daily news updates
- Clipping service
- CEO interviews
- Site rankings
- iDate/OPW Insider Newsletter

Audience

- Executives and the press

Editor

- Remoba, Hypermatch, Friendster, Friendfinder, Diet, Cupid

Role

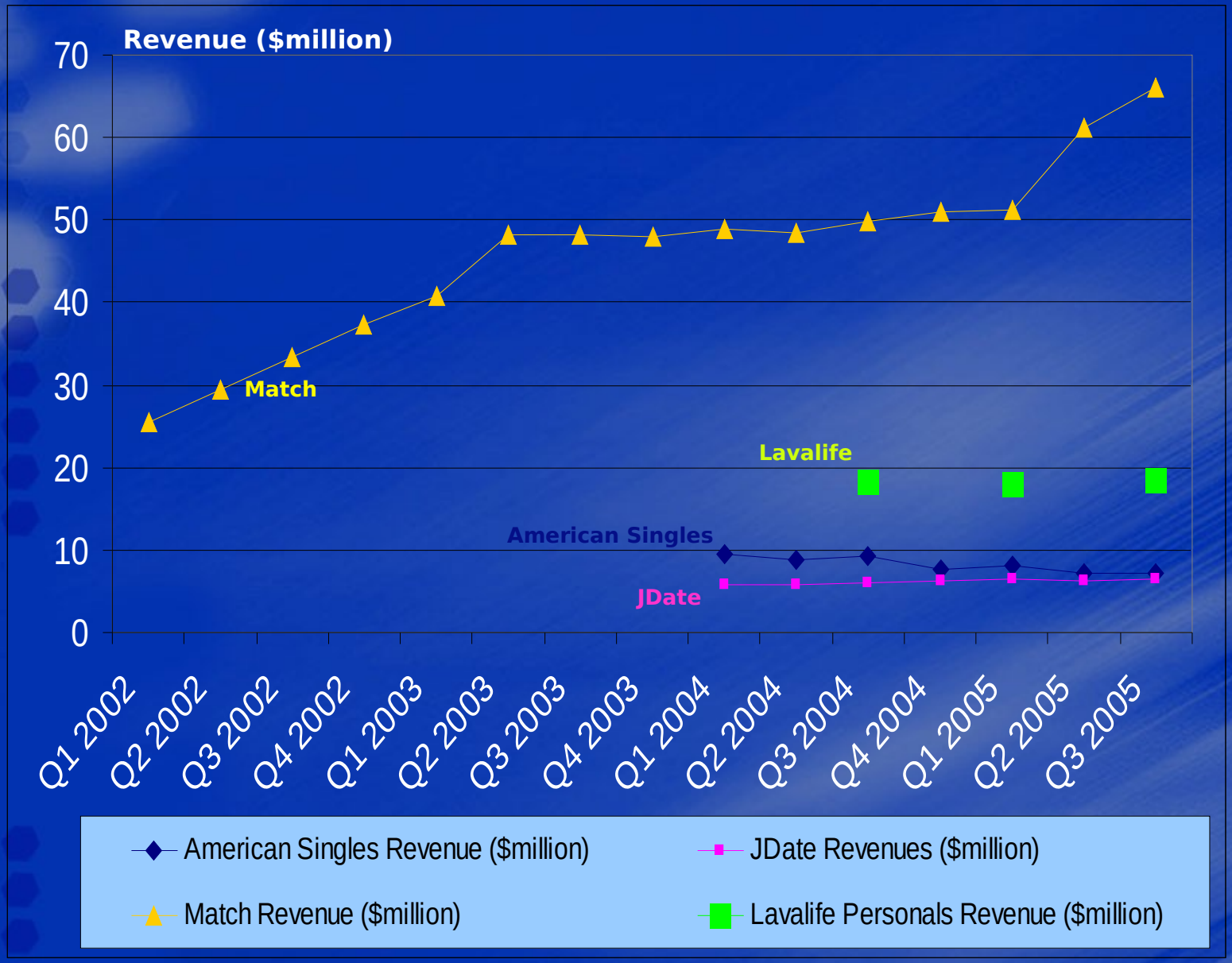
- Industry spokesperson

Online Personals Ranking

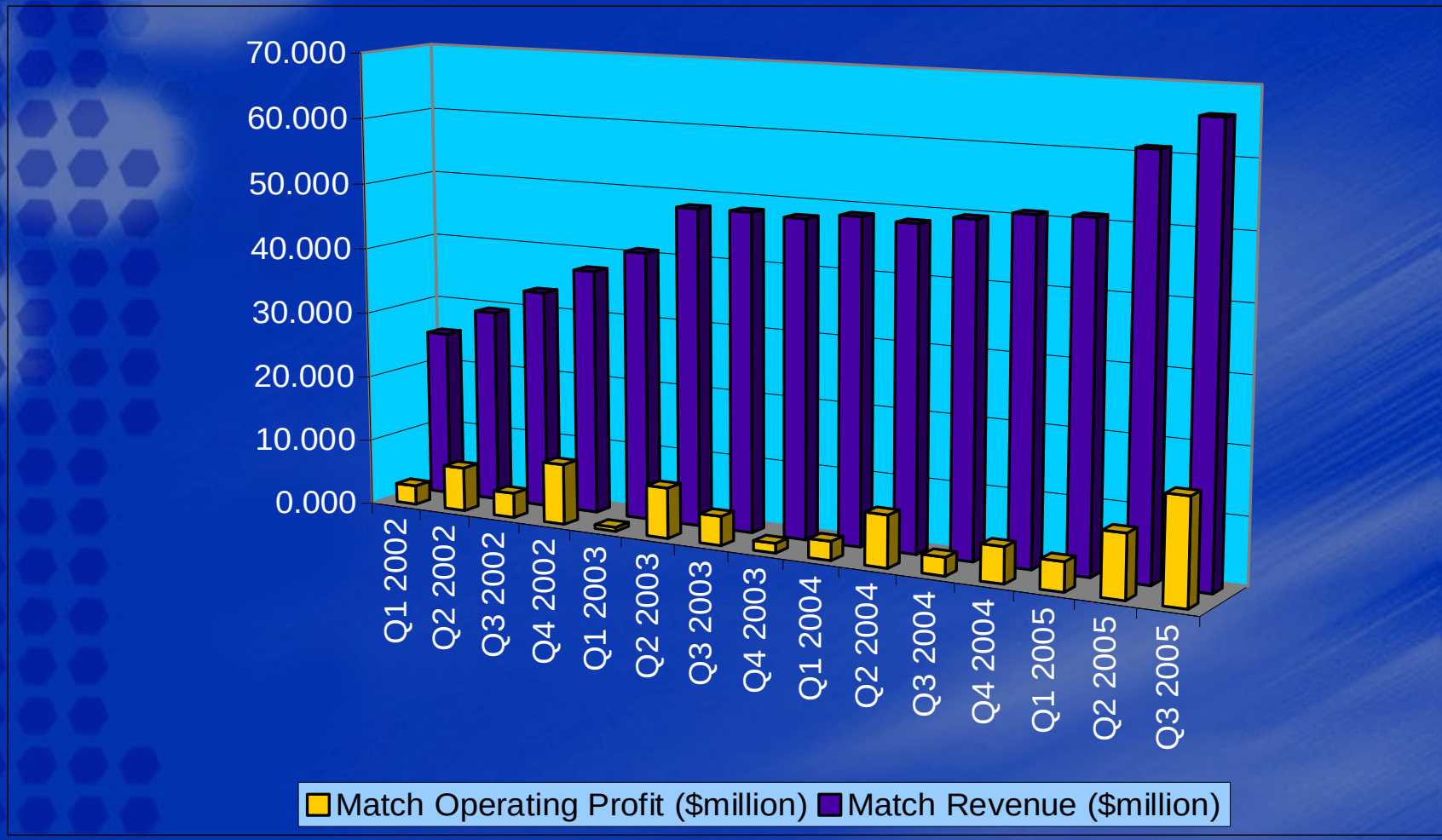
Top 15 Overall – Dec' 2005

Hitwise	Nielsen//Netratings
1. Yahoo! Personals (1)	1. Yahoo Personals
2. Match (2)	2. Match
3. EHarmony (4)	3. MSN Dating (Match)
4. Gay	4. TRUE
5. TRUE (8)	5. my Yearbook
6. American Singles (3)	6. American Singles
7. Plentyoffish	7. Mate1
8. Singlesnet	8. Tagworld
9. Mate1	9. eHarmony
10. Manhunt.net	10. Tickle Lovehappens
11. Blackpeoplemeet	11. Love Access
12. Hotornot (11)	12. Perfectmatch
13. MSN Match	13. Date
14. Cupid (14)	14. Crush Calculator
15. Perfectmatch (9)	15. eCrush

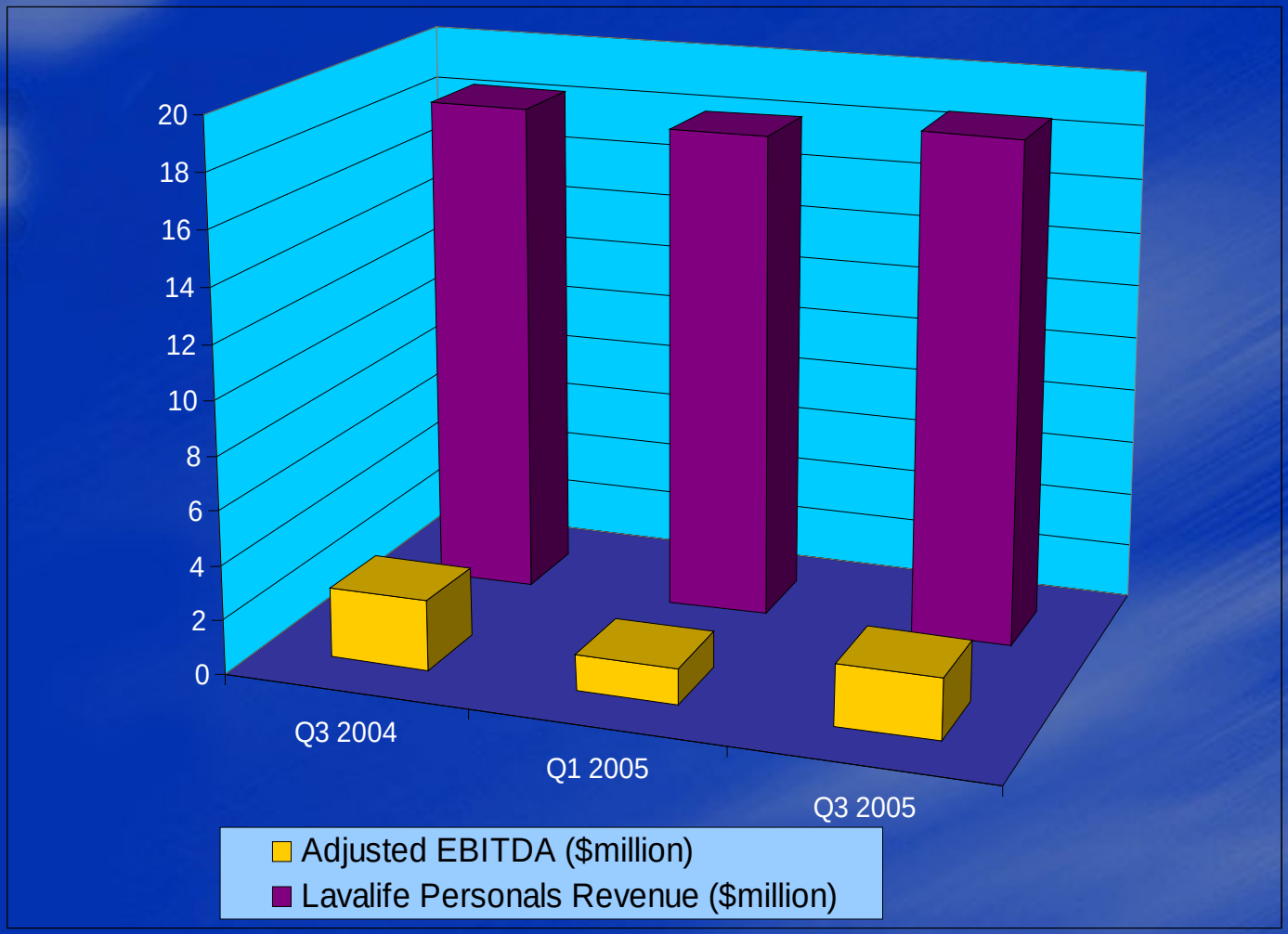
Industry Leaders Revenue



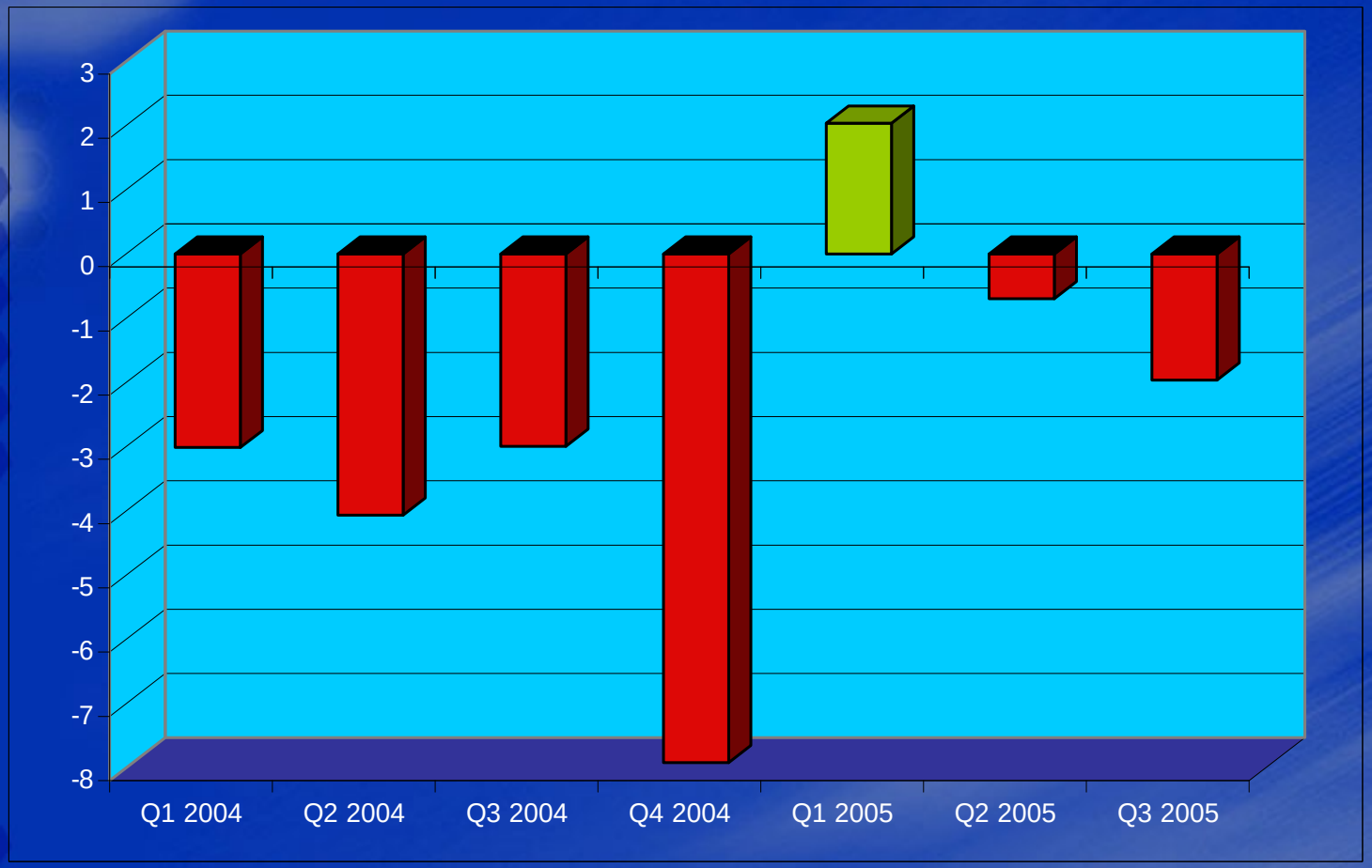
Match.com Revenue and Profit



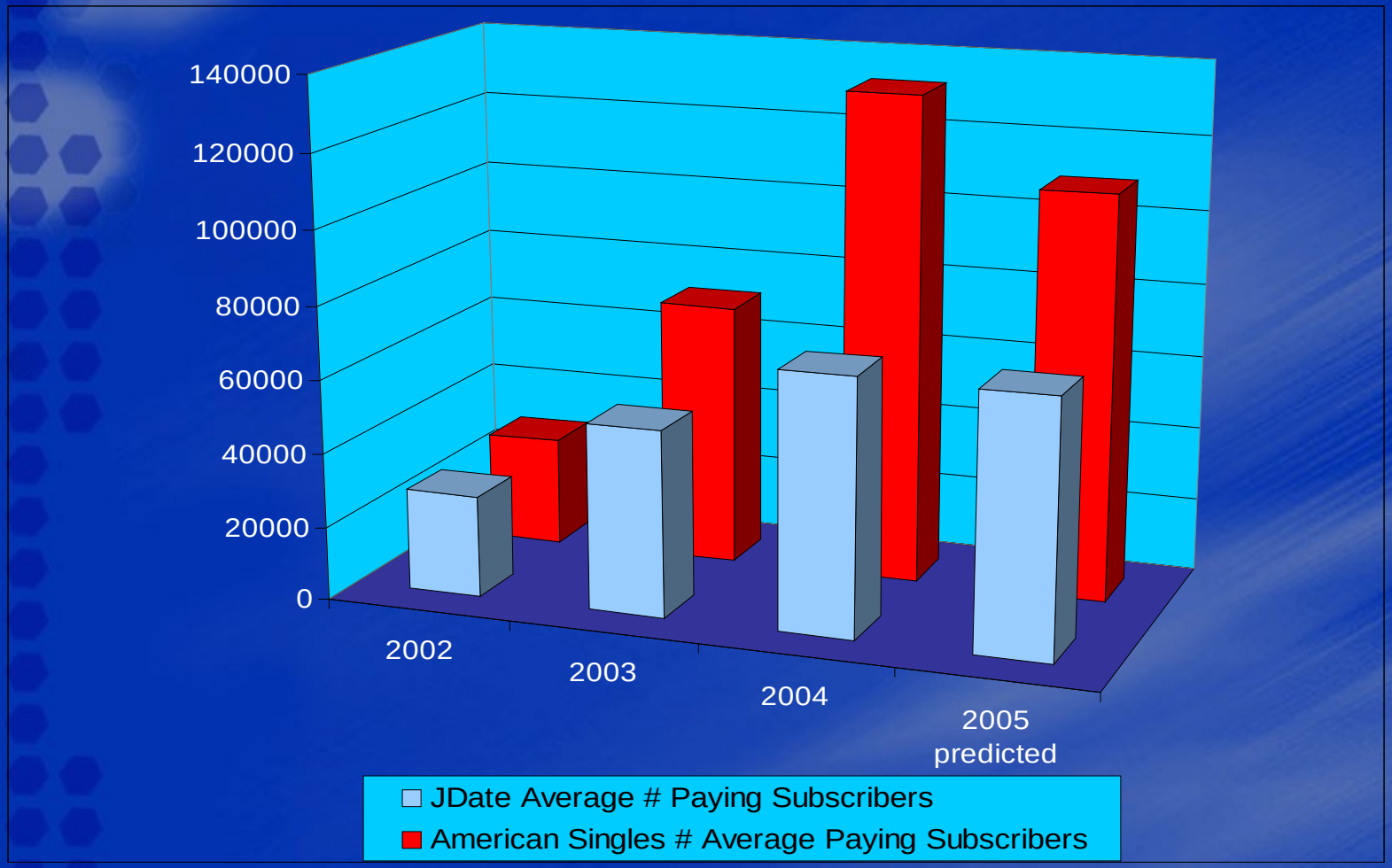
Lavalife Revenue and Profit



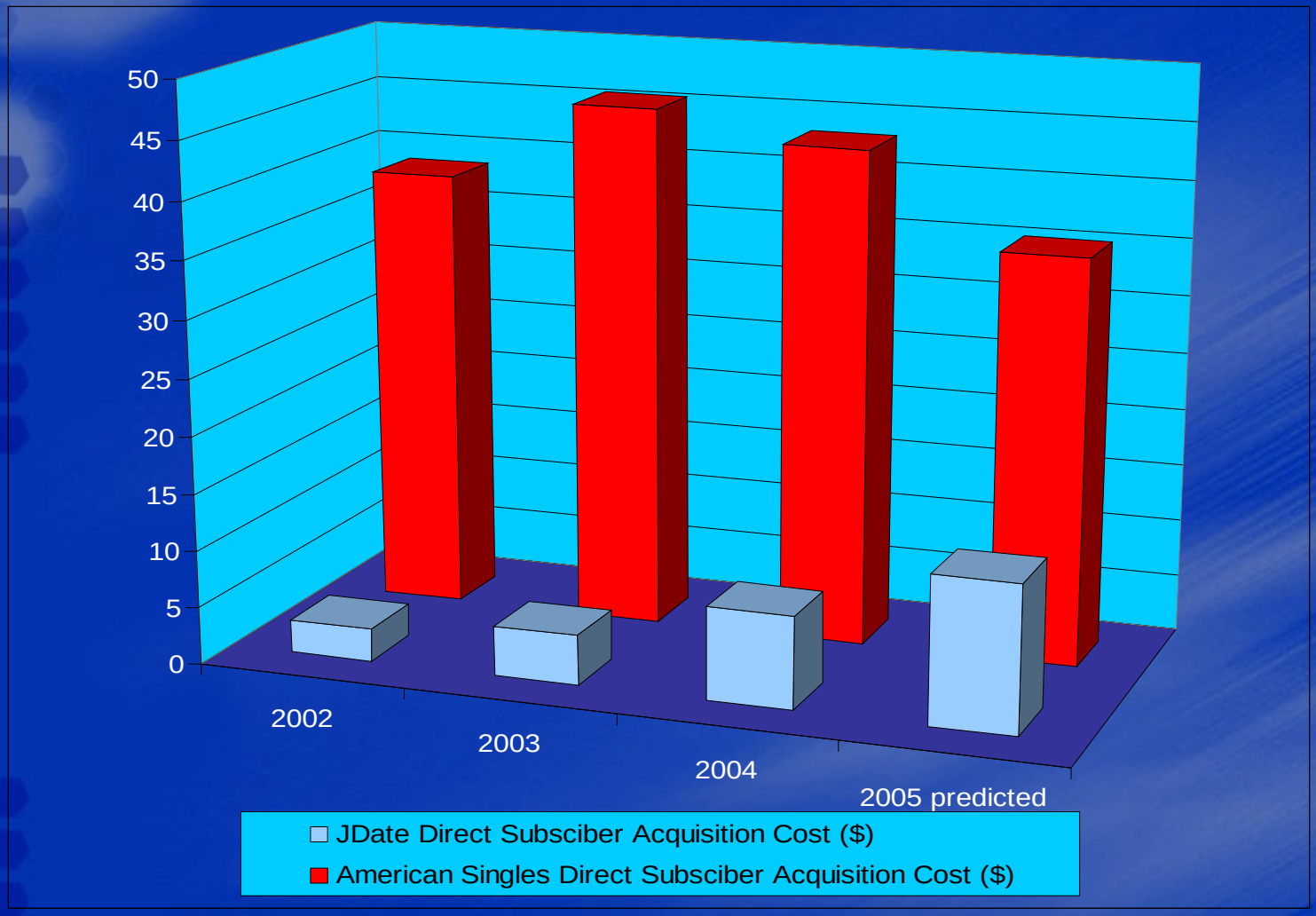
Spark Networks Operating Profit



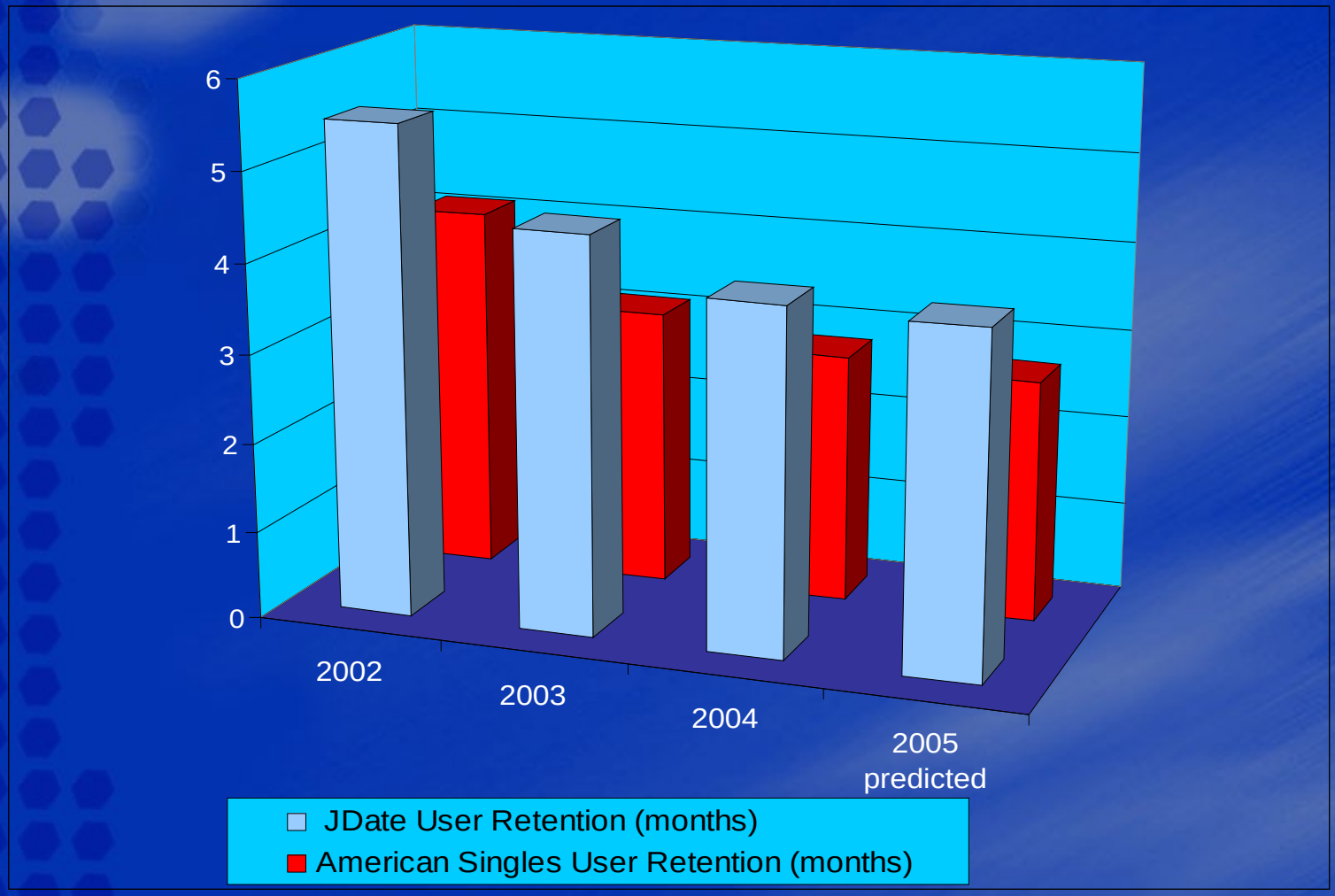
Spark Networks
Average # Paying Subscribers



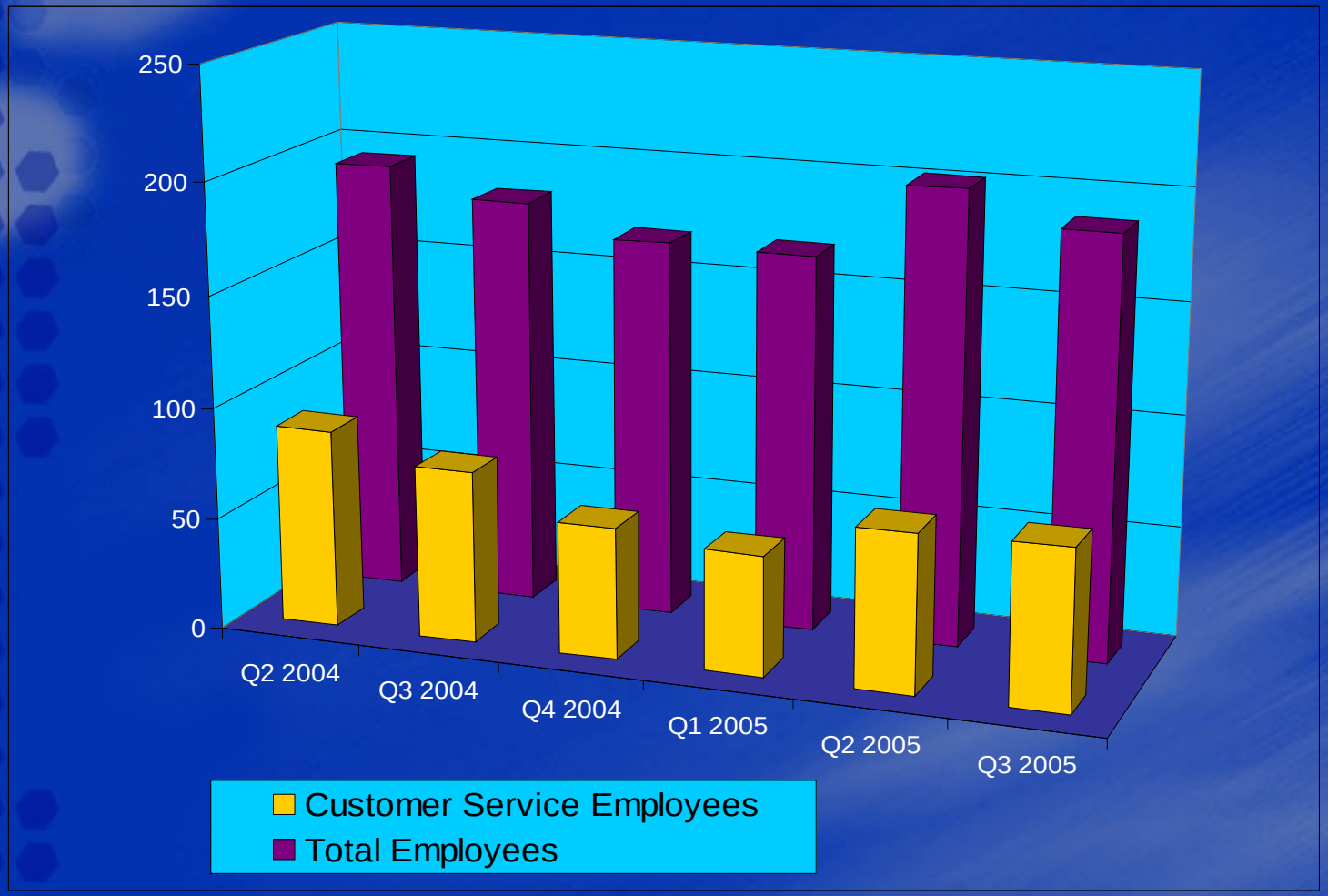
Spark Networks
Subscriber Acquisition Costs



Spark Networks
User Retention



Spark Network Employees



News Categories

OnlinePersonalsWatch.com

a.k.a. www.opw1.com

- The Big Deals
- Industry Trends
- New Products and Services
- International
- Off The Wall

The Big Deals

IPO

Meetic Dating Agency Sparkles on First Outing in Paris
– Today Online, Oct 13

Acquisition

Yahoo Buying Photo-Sharing Service Flickr
- Yahoo, Mar 23

Spark Acquires MingleMatch
- PRNewswire, May 23

FriendFinder Acquires Spring Street Networks
- Business Wire, July 26

The Big Deals

Acquisitions

Fairfax Buys Aussie Online Dating Agency RSVP
- Bloomberg, July 11

News Corp. to Buy Intermix for $580 million
- Associated Press, Jul 18

Consumating.com Acquired by CNET
- Press Release, Dec 5

Think Partnership Acquires Vintacom for $2.75M, 1.1M Shares
- Press Release, Dec 5

ITV Buys Friends Reunited for $304mn
- Middle East Times, Dec 7

Yahoo Acquires Social Network Del.icio.us
- Associated Press, Dec 10

The Big Deals

Distribution

Lycos Launches Dating Search
- Press Release, Feb 23

Hurrydate; Comcast Debut of Dating on Demand
- Rednova, Feb 10 & WSJ, Dec 20

True.com Forms Exclusive Partnership With AskMen.com
- Press Release, May 11

DatingDirect Signs Two-Year Deal With AOL
- Revolution Magazine, May 20

Meetic and AOL Collaberation
- Press Release, June 5

Must Love Dogs
- Rolling Stone, July 22

Industry Trends

Sociological Trends

More Men Are Becoming Gold-Diggers
- WSJ, (New Kerala), Jan 28

Sugar Mommas
- Fox, May 12

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One2One Report; The $ingle Dollar
- One2one Magazine, Mar 30

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Now Sex With Other People Doesn't Mean You're Unfaithful
- UK Guardian, June 5

Industry Trends

Sociological Trends

Internet Now Third Most Popular Way to Get a Date
- Net Imperative, Aug 3

Personality Profiling

TRUE Introduces Relationship Readiness Tool Identifying Sexual Personalities
- Press Release, Aug 29

Industry Trends

Social Networking

...Facebook, Myspace Up, Friendster Down
Yahoo 360, MSN Space, Lycos PLanet
Fropper, Meetup, Piczo, Linkedin

Wall Street Journal, Boston Globe, NY Times, CNET, USA Today, Business Week, CBS, ABC, SF Chronicle

Online Personals Rise and Fall and Rise

Jupiter Research

SF Chronicle, USA Today, Washington Post

Industry Trends

Niche Dating

MuslimMatcher, DatemyPet, AnimalAttraction, DatingForSmokers, Veggiedate, SingleParentsMeet, CFPersonals, PaganConnection, Disability-Dating, DateaLittle, TheAtlasSphere, MPWH.net, WorldSingles, FarmersOnly, ASoundMatch, MilitaryDate, GreenSingles, DeafSinglesConnection, TeamDating, FitSingles, DegreeDate

USA Today, SF Chronicle, Arizona Tribune, Washington Post, LA Daily News, San Jose Mercury News, Union Leader, Seattle Times

Seniors, Seniors, Seniors

NY Times, NY Daily News, Associated Press, CBS, USA Today, Toronto Star, Business Week, SF Chronicle

Events

Toronto Star, Red Nova, Business Week, SF Chronicle

Industry Trends

MatchMakers

**Its Just Lunch, Wingwomen,
The Right One, Together Dating, Elove**

USA Today, Miami Herald, Lansing State Journal

Scams

CBS, Arizona Republic, Internet Week, Associated Press, Reuters, Miami Herald, Macleans

Adult

Wall Street Reporter, Wired

New Products and Services

Anonymous Phone Calling

SexyAds Members Play It Safe with PrivateCall
- Press Release, Jan 12

Background Checks

Park Place Singles Offers Columbus Singles a Safer Way to Meet
- Press Release, Feb 24

Man Accused in Four Deaths Sought Internet Romance
- New York NewsDay, Mar 29

…Detroit News, Dallas News, LA Times, Associated Press, Business Week, Miami Herald, USA Today

…Safety Alternatives: Reputation
– Friendster, Truedater, Google, GreatBoyFriends

New Products and Services

Mobile

First Location-Based Dating in Korea
- Primezone, Sep 27

How Cellphones May Beat Computers as a Dating Service
- WSJ, Nov 3

Zogo.com, Anonymous Mobile Phone Based Dating
- CBS, Nov 30

Miami Herald, San Francisco Chronicle, CBS

…Hurrydate, Gay.com, WorldSingles

New Products and Services

Profile Improvement

Singles Hire Coaches to Improve Their Dating Game
- ABC, Aug 11

Safety? A Nice Photo? Help's Out There, For a Fee
- Sunday News, Oct 23

...More Content, Games, Phone Coaching, Verified Photos

International

Europe

Meetic is Leader of European Online Dating
- Press Release, Jan 8

Europe Falls in Love with E-Dating
- Business Week, Feb 8

Revenues will double over next five years,
from $200 million to $450 million – Jupiter Research

Off The Wall

Craigslist to Beam Ads One Light Year Into Space
- SiliconValley.com, Mar 1

eHarmony Featured in Article Entitled 'The Perfect Match'
- Electronic Retailer, Apr 30

"Quiet Parties" Start New Trend in Dating Scene
- NBC, Sep 14

Gay.com Takes Over Parliament to Support Civil Unions
- Gay Wired, Dec 11

Press Release Tips

- Is it punchy and newsworthy?
- Compelling ‘lead’ (three lines max)
- Effective first 10 words
  - Brief description. Distinguish announcer
- Simple sentences. Simple language
- Short paragraphs
- Deal with the facts
- Full contact info
  - Real people, not voicemail
- Send to specific contacts
- Know their preferred format!
- Cultivate your ‘Golden Rolodex’

Tips for Hiring a PR Agency

- Size of the agency?
- Specialties?
- Online personals experience?
- Is agency efficient at reaching your media targets?
- Test their ‘Golden Rolodex’
- How do they charge?
- How personally involved will agency head be with your account?
- References?
- Sample of story ideas and media targets?

Online Personals Watch

Announcements

- CEO Sauna
- Online Personals Watch Annual Awards

CourtlandBrooks

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Worked With:
- Friendster
- FriendFinder
- Cupid
- PreDating
- Hypermatch
- ...and more

Services
- Public Relations
- Business Development
- Marketing Strategy