Online Personals Watch

Online Personals News and Commentary

Safety/Background Checks and 2006 News Highlights

Mark Brooks, 7/13/2006

Online Personals Watch

- Started June 2004
- 1405 posts, 1440 comments
- Daily news updates
- Clipping service
- CEOsauna interviews
- OnlinePersonalsRankings.com
- iDate/OPW Insider Newsletter

Audience

- Executives and the press

Editor

- Friendster, Friendfinder, Diet.com, Cupid.com

Role

- Industry analyst and consultant

OnlinePersonalsRankings.com

Top 15 Overall – May 2006

Hitwise	Comscore
1. TRUE	1. Yahoo Personals
2. Yahoo Personals	2. Match
3. Match	3. TRUE
4. eHarmony	4. Spark Networks
5. Plentyoffish	5. eHarmony
6. Singlesnet	6. Mate1
7. Gay	7. Marketrange
8. American Singles	8. Zencon
9. Mate1	9. MSN Dating (Match)
10. Blackpeoplemeet	10. Singlesnet
11. MSN Dating (Match)	11. LoveHappens (Tickle)
12. Manhunt.net	12. Hotornot
13. Hotornot	13. Love@AOL (Match)
14. Cupid	14. LoveAccess
15. Adam4Adam	15. Blackplanet

Q & A

- Is safety really an issue?
- Do we TRUEly need background checks?
- What will happen if legislation passes?
- How do background checks work?
- What are the key applications for bg checks?
- What are the pitfalls of bg checks?
- How do TRUE's tests work?
- How much do bg checks cost?
- What should I ask bg checks companies?
- What bg checks companies should I talk to?

Providers

NAPBS Annual Conference Attendees

Accio Data
Accurate Background
Accusearch
Accutrace
A-Check America
Acxiom
Alliance Credit Services
American Background
American Business Services
American DataBank
Apollo Services
Applicant Insight
AP Screen
Ascertain SI
Associated Services
ATS
Back Check
Back Checked…

Providers

Exhibiting

* National Background Data

* Vantage Data Solutions

Past iDate Exhibitors

* Background Checks **- Pat Mangiocotti**

* Honesty Online **– Esther or Marc Ezra**

* Trufina **– Chris Madsen**

* **Verified Person – Tal Moise**

* **Safe Date**

Safety Essential - Education

match.com

My Match | Search | My Profile | Email | Match Advice

Sign In | Account Settings | How Match Works | Help | Your Privacy

HOT DEAL! Subscribe Today! Go ▸ MindFindBind™ with Dr.Phil

The Dos and Don'ts of Dating On and Off-line

Not only is finding a loving, long-term relationship possible online, but more people meet their spouses on Match.com than on any other dating site.* Match.com offers a fun, safe environment that gives YOU control over your dating experience and allows you to progress at your own pace in order to establish a healthy relationship—whether it's just a casual friendship or a passionate, lasting romance.

Keeping in mind that to grow any relationship you have to give a little to get a little, we also want you to exercise caution. Don't be afraid to make connections. With a little caution and common sense you should be able to avoid that "one bad apple."

The following tips can help to ensure your safety on and off the information super highway. Explore safely and may the dating force be with you!

*MarketTools November 2005 study



Dos and Don'ts

Purely Practical Tips (For Dating On and Off-line)

Meeting Off-line – Think Safety First!

Long Distance Meetings – 6 Sensible Safety Suggestions

Red Flags – 5 Signs You Might Want to Steer Clear

Help/FAQ
Find your way around Match.com and get your questions answered.

Suggestions
Who knows our site better than our users? Use this form to submit your suggestions and ideas on how to improve Match.com and make your experience even more rewarding.

Report Abuse
To report abuse to the Match.com abuse team.

Dr. Phil's Books | Dr. Phil Foundation | How It Works | About Match.com | Match News Center | Online Dating Safety Tips
Your Privacy | **NEW** Terms of Use | Help | Site Map | Contact Us | Advertise with Us | Become an Affiliate | Compare Us
Match Mobile | Match International | Dating in the UK | Our Credo | Careers at Match.com | *MindFindBind*™ with Dr.Phil Terms of Use

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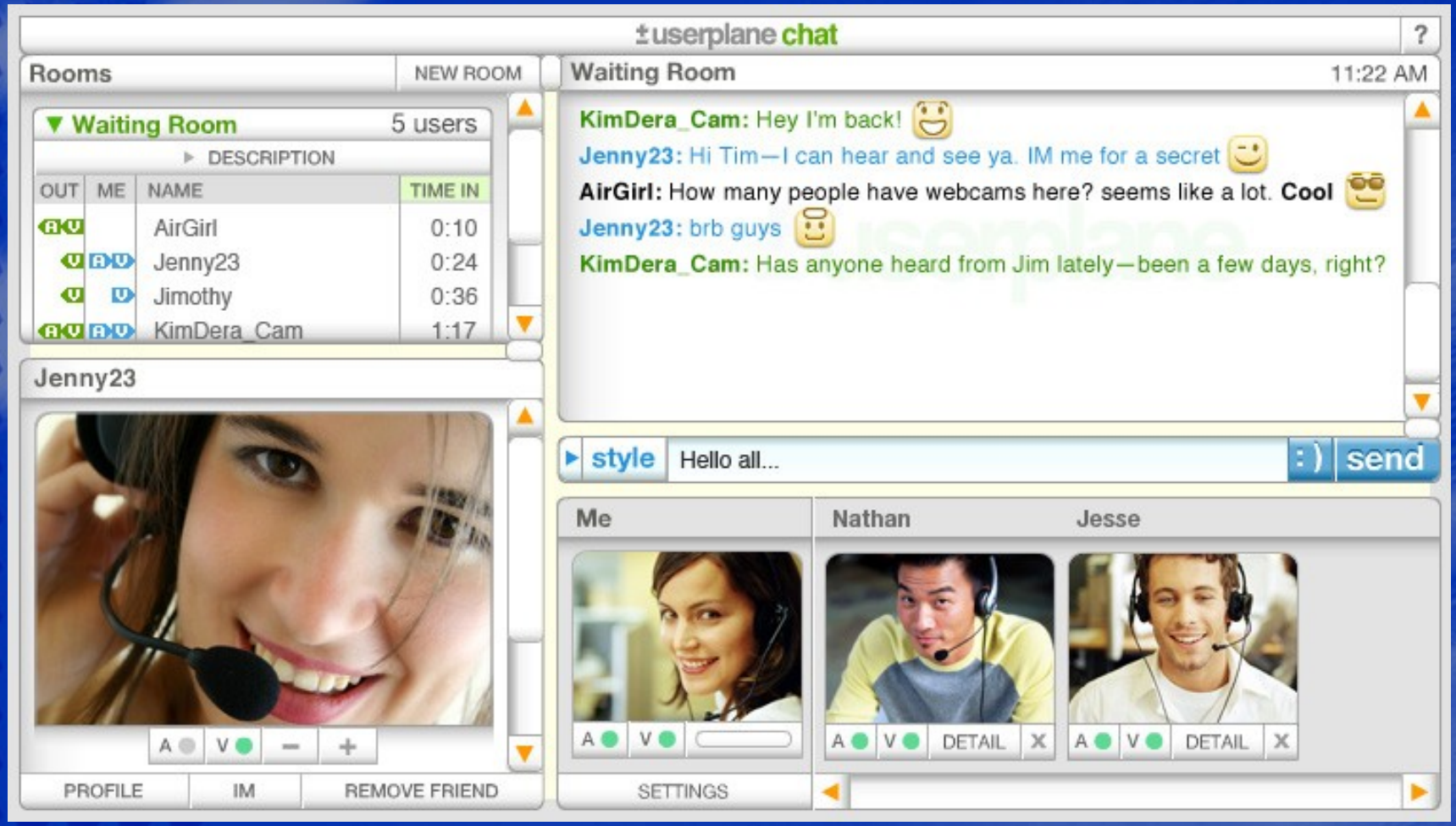
Safety Alternative - Webcams



Userplane

Safety Alternative - Vumbers



Safety Alternative - Profiling

thomas
knows people

HOME DATING CAREER CUSTOMIZED SCIENCE PRESS CONTACT

Experts in Personality Assessment and Compatibility

DATING ASSESSMENTS



Bring personality assessment to your dating or social networking site without diluting your brand. Thomas' private-label dating suite helps members to better understand themselves and the people around them. Hard-hitting and committed to telling the truth in a positive way, our tools are a blueprint for personal growth.

Personality Assessment

TRY IT NOW

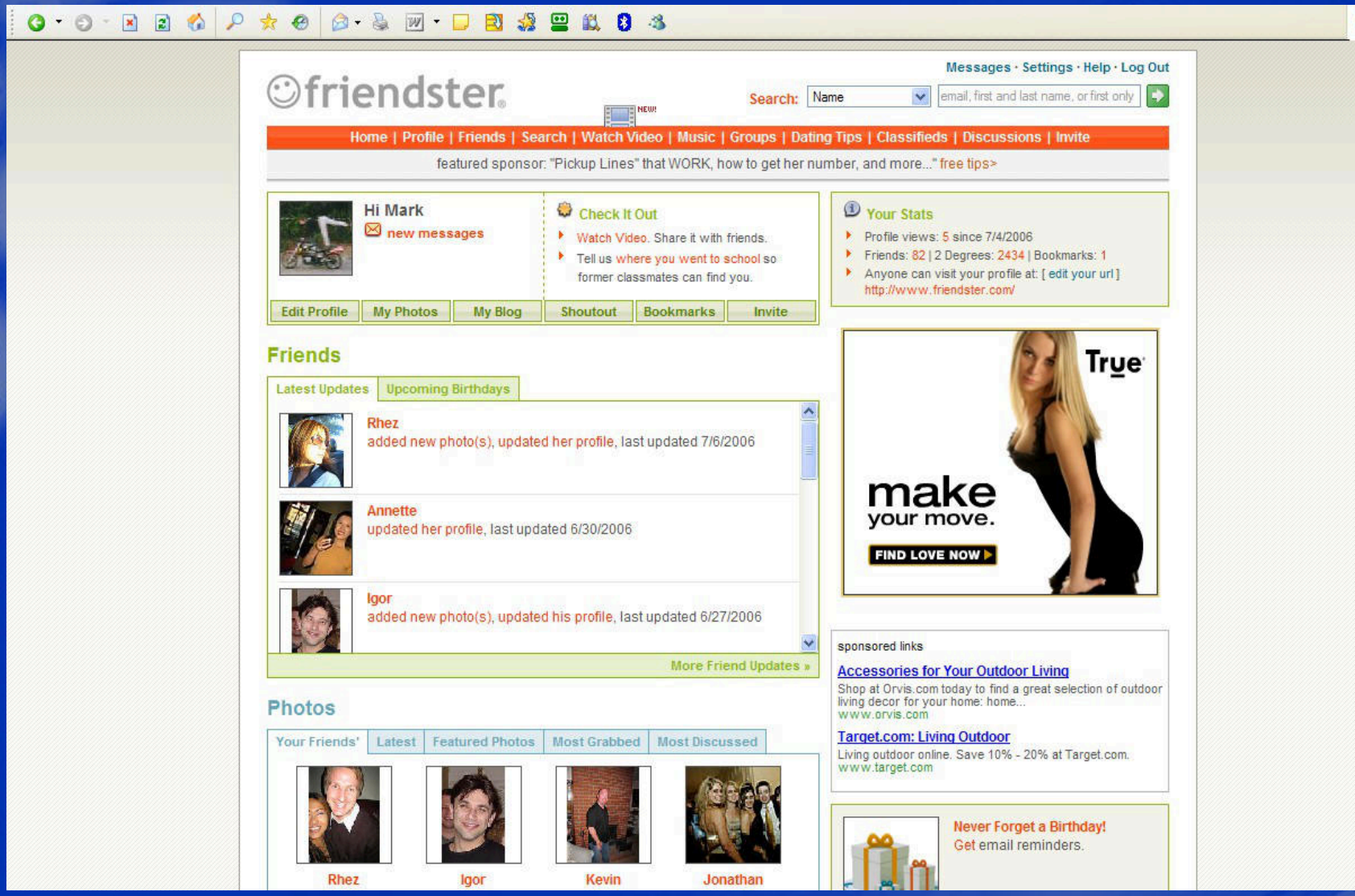
In a quick 6-8 minutes, the Personal Profile Analysis (PPA) assesses people's personality in terms of their basic characteristics, personal perceptions, motivators and communication style.

Personalized Reports

Based on the Thomas personality assessment, a series of individual and group reports can be produced. Reports help members to promote themselves with greater confidence and increase participation with other members.

REPORTS	PARAGRAPHS *	WORDS *
Personal Feedback helps members present themselves with greater confidence with objective, positive feedback about their personality. C	4	210

Safety Alternative – Social Networks



2006 News Update – Top 25

Date and Switch? - NEWS BOSTON NEWS 7 - Dec 12

New claims say some of the tempting profiles you see may really be cyber fakes. David Lemay put his profile on the web and got a response from an Elle McPherson look alike. David emailed back, but nothing. Mark Brooks runs "Online Personals Watch." He admits date baiting can happen but can't believe larger sites do it. "To have a product manager put the hand up in a meeting and say, 'hey, why don't we put up bogus emails so we can improve our conversion rates'...they'd get fired."

Dr. Phil Offers Online Dating Advice - AP - Jan 12

Subscribers who pay $12.99 a month for Match.com's new "MindFindBind" premium service will get access to McGraw's folksy tips on dating and relationships in the form of short video clips.

Verified Person $12M - RED HERRING - Jan 12

Verified Person has now raised a total of $14.5 million since it was founded two and a half years ago.

Craigslist Seeking Human Connection - BBC - Jan 13

Craigslist now has "well over three billion page views" per month Craig says, which makes it the seventh biggest presence on the internet. Employs 19 people, and is based in a San Francisco living room. Serves 190 cities. Nets $20m a year. eBay managed to buy 25% of the company in 2004.

YAHOO! Personals and Starbucks - NY POST - Jan 19

The coffee giant will give away $10 Starbucks gift cards to people who register for the Internet dating site through Feb. 19.

2006 News Update – Top 25

Meetic $20 million YeeYoo Stake - INTERFAX - Jan 19

Meetic paid USD 20 mln for a majority stake in eFriendsNet Entertainment, which operates China's largest online dating website Yeeyoo.com.

MySpace In Sex Assault Probe - CBS NEWS - Feb 3

Police are investigating whether as many as seven teenage girls have been sexually assaulted by men they met through MySpace.com. "It is a predator's dream come true.“

eHarmony and Marrieds - LA TIMES - FEB 6

eHarmony launches an Internet service aimed at strengthening marriages Monday.

Online Dating Flat - RED HERRING - Feb 10

JupiterResearch said, "it’s not clear where daters are looking for mates but it doesn’t seem online social networking communities pose a significant threat."

Cupid.com/PreDating Establishes Speed Dating Guinness™ World Record - PR WEB - Feb 12

More than 150 PreDating parties too place in 92 cities in the US and Canada on Wednesday evening, February 8th.

2006 News Update – Top 25

Date Acquires Matchmaker - PR NEWSWIRE - Feb 27

Avalanche LLC, a company owned and operated by the founders of leading online dating site Date.com, has acquired Matchmaker.com which will share a technical platform with Date.com.

'Adult' Dating Sites Flourish - WSJ ONLINE - Mar 1

Amid sluggish growth for dating Web sites, a different kind of matchmaking service is thriving online: so-called adult dating sites that dispense with courtship and urge members to head straight for the bedroom; AdultFriendFinder.com, SexSearch.com and IWantU.com.

NBC Universal Acquires iVillage, $600 Million Cash USA TODAY - Mar 6

In a bid to bolster its digital offerings and increase online ad revenue, NBC will buy the female-oriented Web network iVillage in a $600 million.

WestBridge $8 Million Into Shaadi - RELEASE - Mar 9

Shaadi.com, the flagship brand of People Interactive Pvt. Ltd, which owns other businesses such as Fropper.com, AstroLife.com, and ShaadiPoint has secured an investment of US $8 million from India's WestBridge Capital Partners.

Perils of Online Dating - REUTERS/CNN -- Mar 21

Only a small percentage of "intimate partner violence" -- nearly 700,000 such incidents were reported to the U.S. Dept of Justice in 2001 -- originate from Internet dating, according to Mark Brooks, editor of Online Personals Watch, which monitors the dating industry. "To think a felon could find a victim, especially for a heinous crime, gives me the heebie-jeebies. I do all I can do to prevent that," said Herb Vest, TRUE.com CEO. Yahoo! and Match.com continually stress dating safety.

2006 News Update – Top 25

Myspace Online Scene - LA TIMES - Apr 9

It's become a thriving meat market, just without the jello shots and beer-soaked floors. Mark Brooks cautions newbie daters to be on guard for fakers and to never give out too much personal information online.

eBay Buys Stake in Meetup - CNET NEWS - Apr 12

eBay invested $2 million in social networking company Meetup.com. eBay's founder and board chairman, Pierre Omidyar, holds more than a 10% stake in Meetup.

Rate.ee Sold 51% - TELEKOM – Apr

EMT, a subsidiary of Eesti Telekom, purchased 51% of Serenda Investment OÜ which owns Rate.ee. Rate.ee is the biggest social network in Estonia and connects 360,000 users. The transaction is valued ~40 million kroons / 2.5 million Euros.

Facebook Gets $25M - RED HERRING - Apr 19

Facebook received $25 million in its second round of venture financing. Facebook has now raised $38.2 million and has deals in place with Cingular Wireless, Sprint Nextel, and Verizon for its mobile service.

European Online Dating: An 'Ideal' Web Business IHT (NY TIMES) - Apr 24

Mark Simoncini, Meetic CEO, built a company in four years with 17 million profiles in 13 countries speaking nine languages. Meetic and Match each has roughly 275,000 users on the Continent. Match.com has local sites for 31 countries in 18 languages. According to Mark Brooks, editor of Online Personals Watch. "The Europe online dating scene is still in the growth phase."

2006 News Update – Top 25

Facebook Goes Corporate - CNET NEWS - Apr 28

Facebook is allowing employees of 10 select companies and one nonprofit to join Facebook using their respective .com and .org addresses.

MySpace Future Integration into Newspapers MARKETING VOX - May 26

Murdoch thinks online media operations are fundamental to the survival of publishing. DatingDirect deal...

$2m Awarded to Lonely Heart Who Lost $125,000 to Dating Agency - THE GUARDIAN -- June 1

A 60-year-old widowed social worker saw an ad in an in-flight magazine but the search for romance ended in disillusion and finally court. This week a jury in Los Angeles awarded Ms Majerik $2.1m (£1.1m) in damages.

Single Minded - BOSTON.COM - June 4

More than ever before, men and women are living single well into their 30s, 40s, and beyond. As early as 2008, a majority of US households will be headed by an unmarried person - already so in Massachusetts, Rhode Island, and 15 other states.

Women Fall for Voice, Men for Looks ASIAN NEWS INT. - July 8

Researchers at the University of Bath have revealed that men and women judge the opposite sex differently when it comes to finding a perfect partner. While men are attracted to a woman's looks and physical appearance, women tend to be are turned on by a man's voice.

Silliest News Item of 2006

Smell Dating - RELISH NOW - Jan 5

Speed dating will morph into smell dating. "Sniffin' for Love" parties will involve blindfolded lonely hearts who take turns sniffing each others' hair, neck, shouldersfor their matches.

OPW News

- CEOsauna.com Launched
- MobileDatingWatch.com Launched

Next...

- Online Personals Watch Awards

The Future - Mobile





- EVDO, 3G Mobile Penetration
- High Speed Palmtops
- Location Based Services

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Online Personals Marketing

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Business Development

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