ONLINE PERSONALS WATCH

Online Personals News and Commentary





SOCIAL NETWORKING WATCH

Social Networking News and Commentary

THE NUMBERS – THE NEWS – THE FUTURE

Online Personals Watch
Social Networking Watch

- For executives and the press

- Started June 2004
- Daily news updates
- CEO interviews
- Site rankings

- Subscribe to email/feed
- OPW1.com, SNW1.com

- Mobile Dating Watch
- Frequent Flirters

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Competitive Intelligence Services

- Hitwise
- Nielsen//NetRatings
- Comscore Mediametrix

- Compete
- Alexa.com
- Quantcast.com
- Ranking.Websearch.com
- Rankings.com



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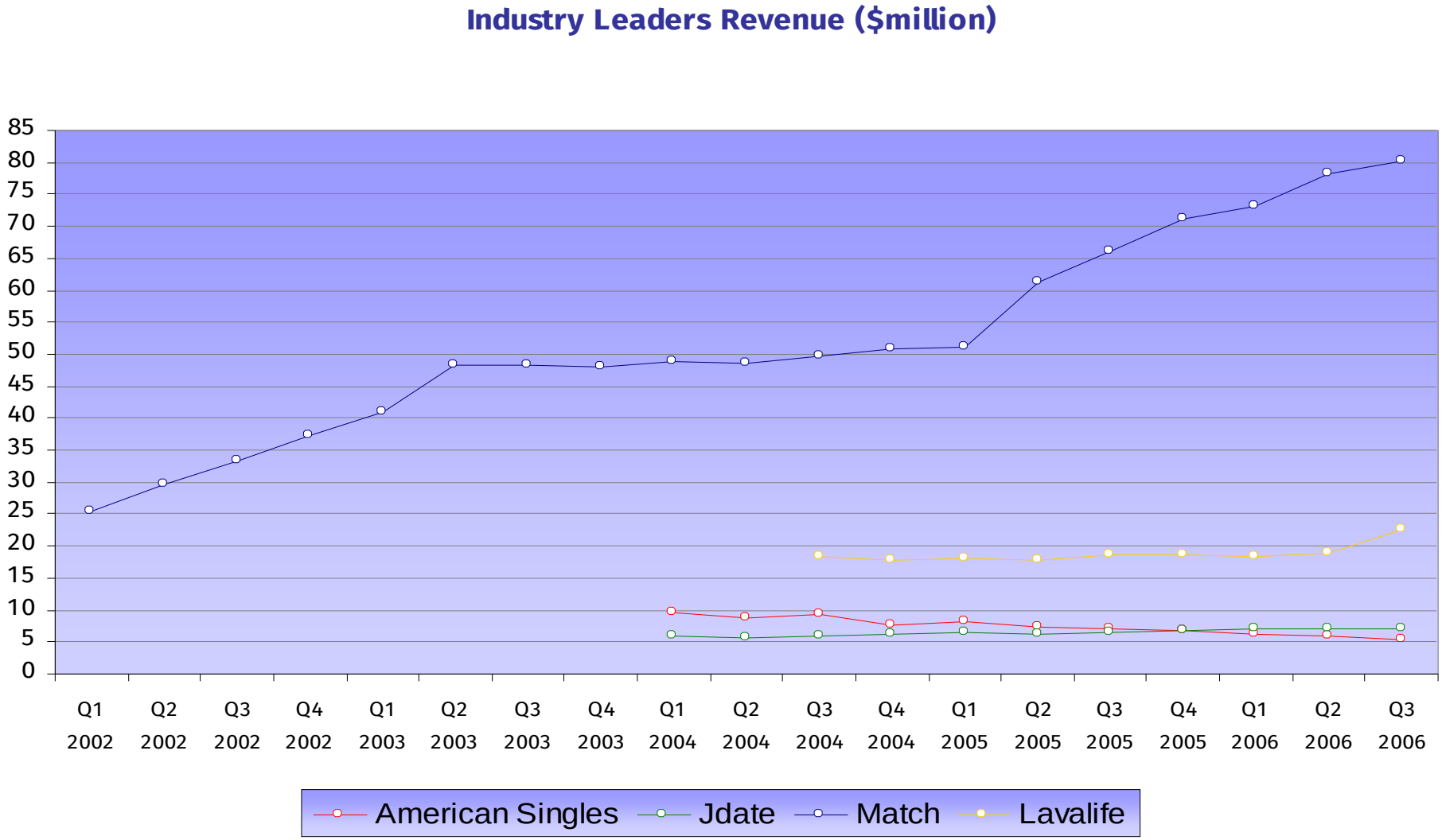
Industry Leaders Revenue



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Jupiter Research
USA and European Internet Dating

USA
2005 - $516 million
2009 - $623 million



Uniques down, conversions up

Europe
2005 - 160 million Euros
2009 - 352 million Euros



Growth markets – Italy, Spain

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Dating Industry Revenue for 2006

Match $310 million*
Friendfinder $250 million
eHarmony $150 million
Yahoo Personals $150 million
TRUE $80 million
Lavalife $80 million*
Spark Networks $70 million*



= $1.2 Billion

* +/- 5% Accurancy

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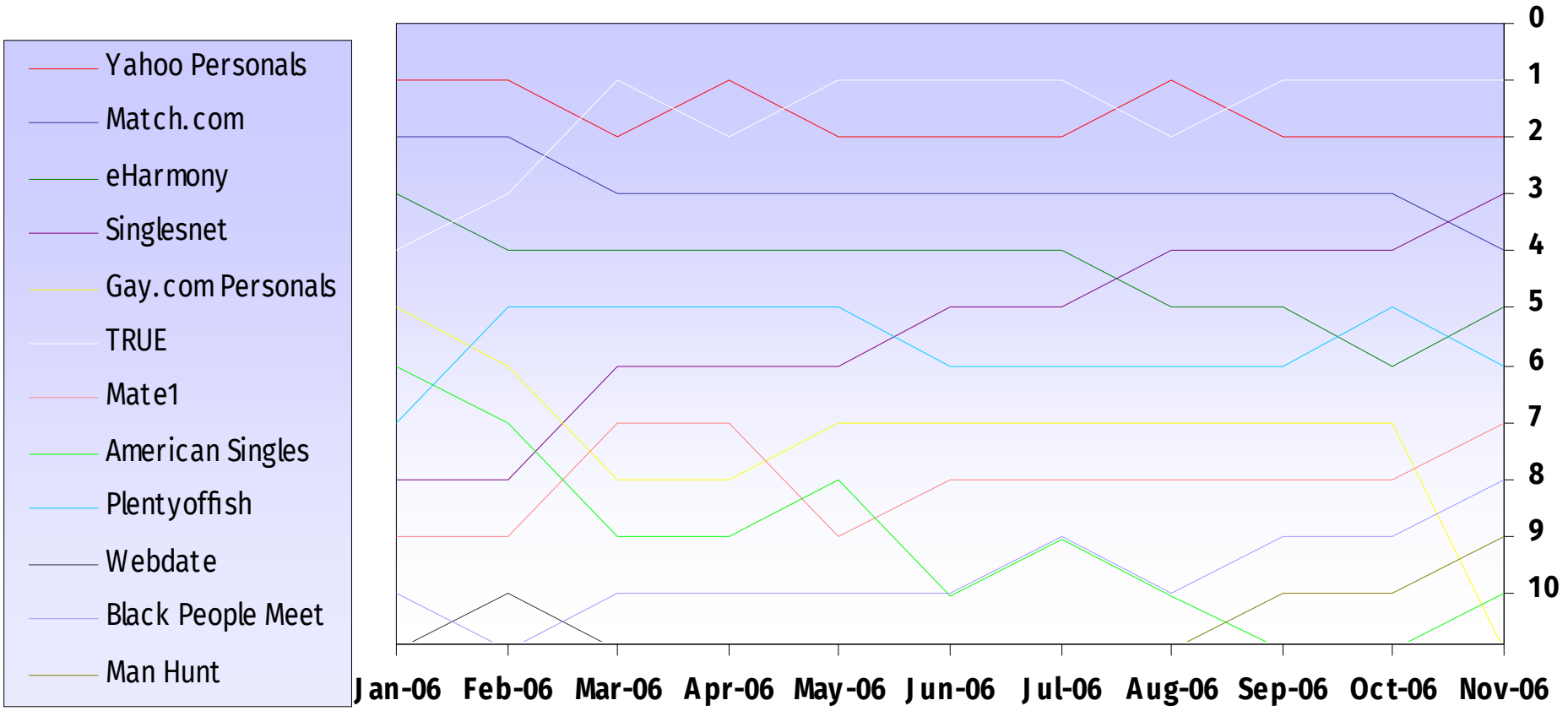
Hitwise – Online Dating US Rankings 2006

hitwise
Real-time competitive intelligence

Online Dating USA Rankings 2006



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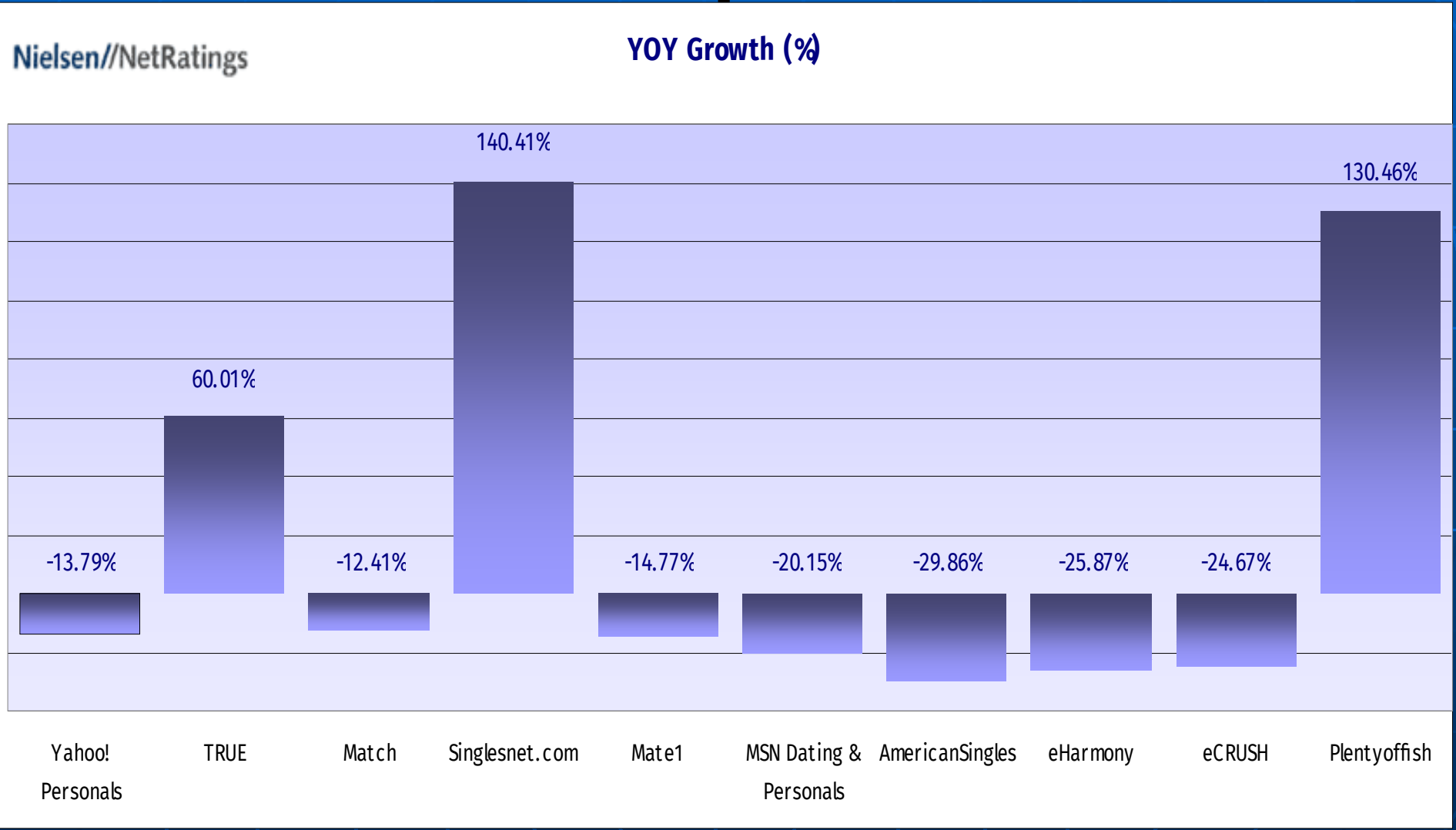
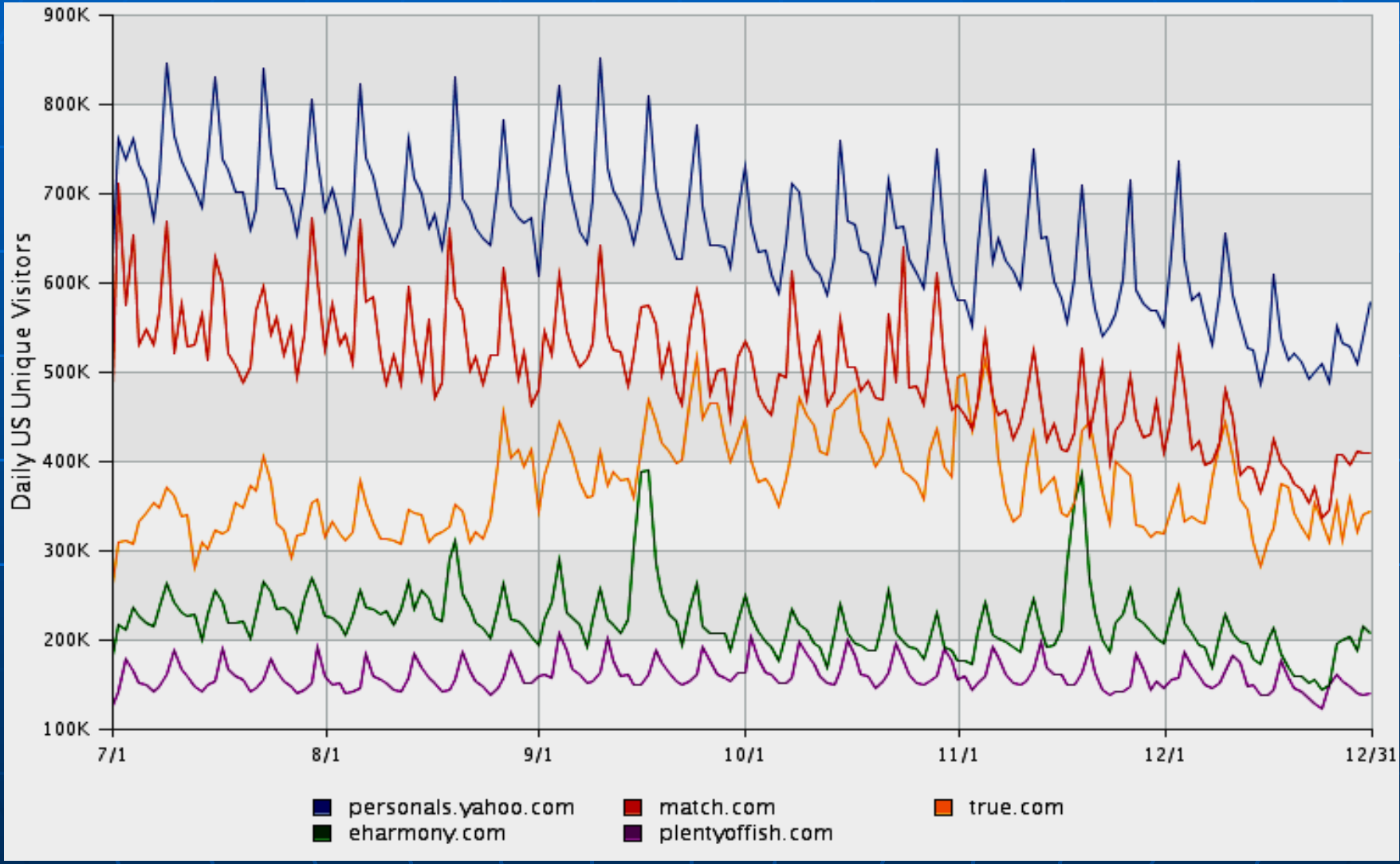
Nielsen//NetRatings
US YOY Uniques Growth



Quantcast – US Daily Unique Visitors



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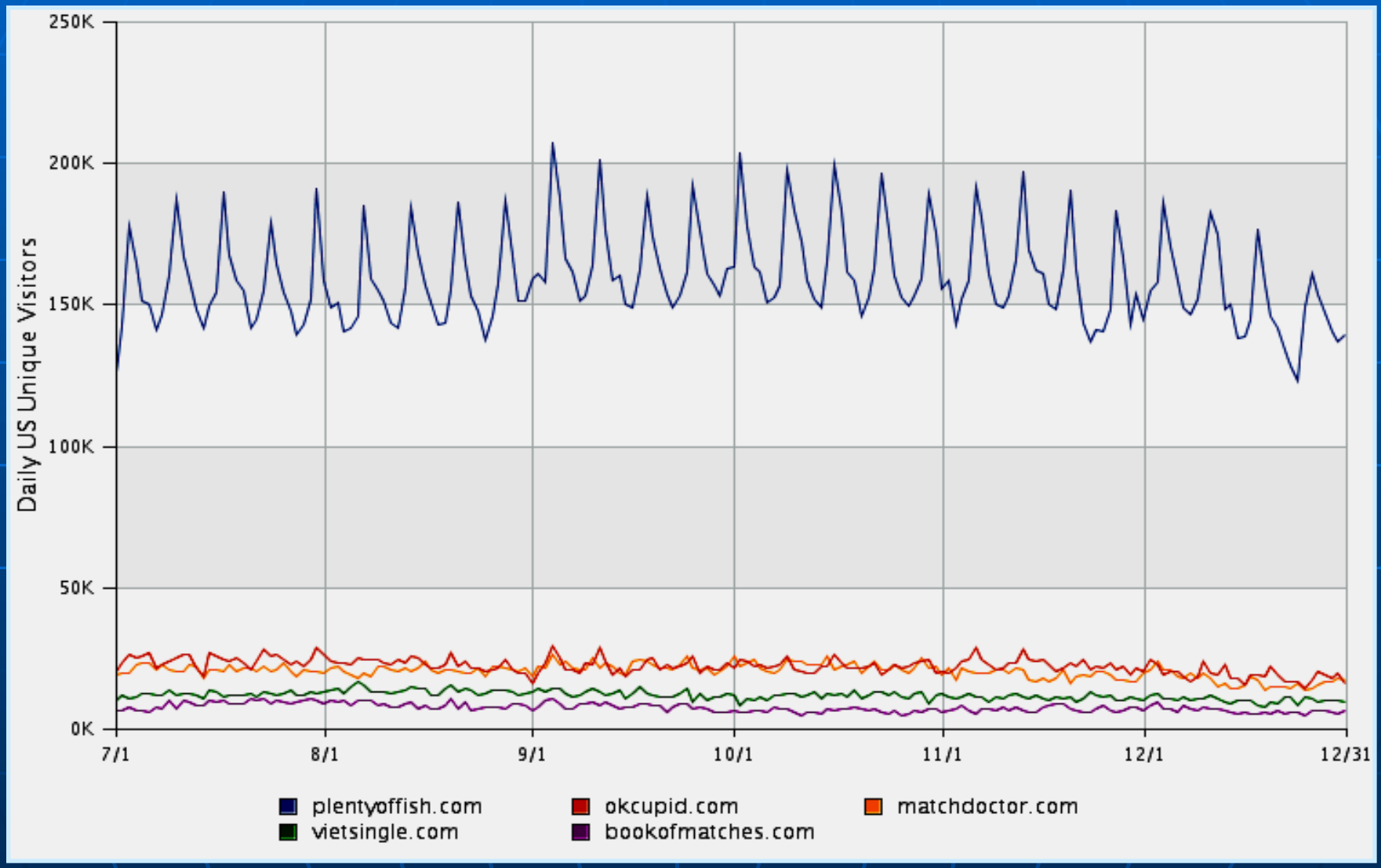
Quantcast – US Free Dating Site Traffic



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PlentyofFish Success Stories

http://www.plentyoffish.com/success.aspx

Gmail - Inbox (560) | Plentyoffish.com - testimonials and su...

been able to not only meet each other via this site, but in addition have developed a true friendship, mutual attraction, and enough long term desire [2800 miles apart] to meet in person. She is a "keeper", a true gem, and yes, last but not least, the Woman of my Dreams.



To Be Married August 2008

Well as cliche as it may sound....we found each other on the internet. After sifting through many possible matches, we had decided we had had it with internet dating....we both were ready to remove our account and then out of the blue...we found each other...took a risk....and said hello, and the rest my friends has been the most fulfilling, and loving journey we have embarked on. My bounty is as boundless as the sea, My love as deep; the more I give to thee, The more I have for both are infinite. Shakespeare's Romeo and Juliet



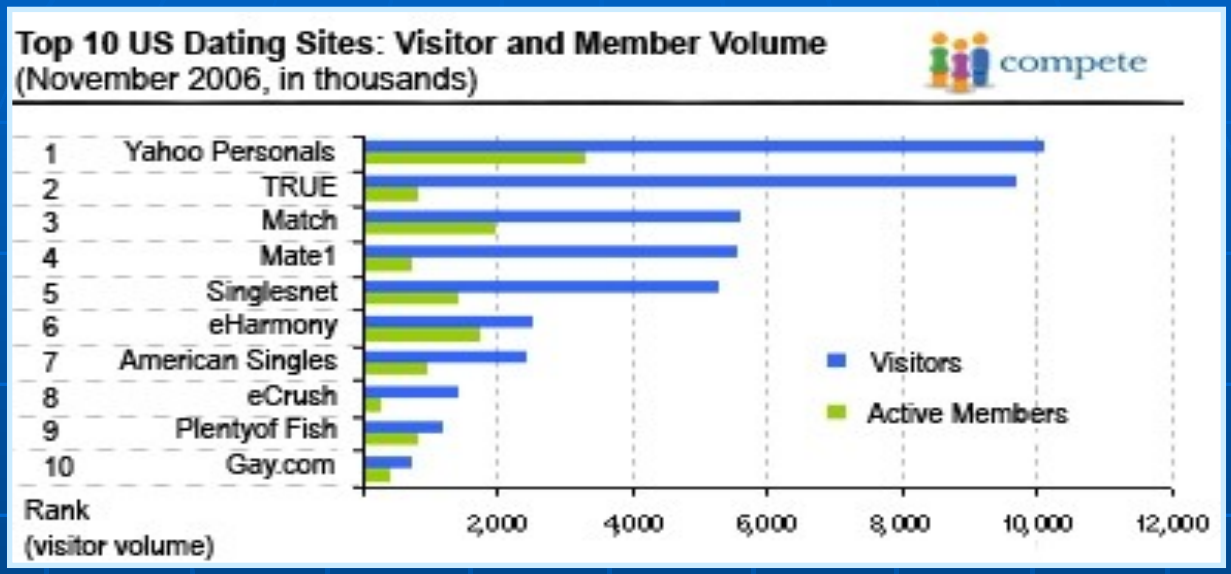
Married February 2007

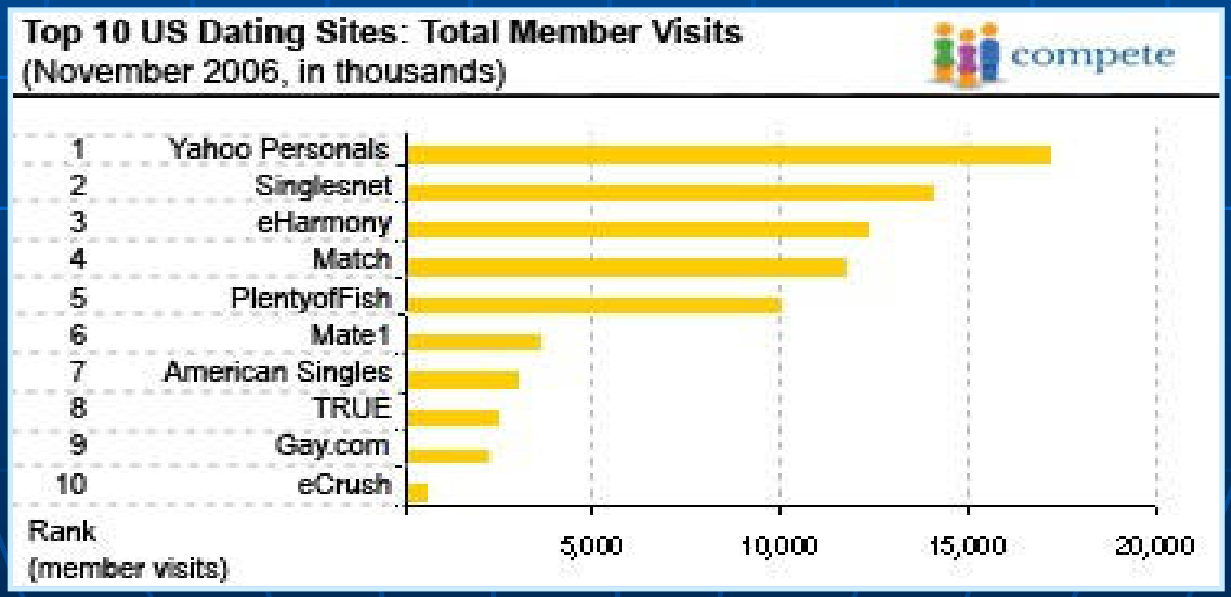
We met while my new wife was looking at the Plenty Of Fish site and had noticed that I was on her favorite list. She e-mailed me, and we started writing to each other quite frequently. We exchanged phone numbers about five days later. Our first telephone conversation lasted about 3 hours! We had so much in common and where able to make each other laugh, we soon found out that we both had the same sence of humor, a trait we had never found in anybody else before. A week later we had our first date at a local casino and had dinner. We had a great time, talking and playing the slots, it must have lasted for hours. We laughed almost the whole time we were there. When we both decided it was getting late we walked back to the car, talked for another hour on how well the date had gone and how easy it was to talk to one another. From then on we dated exclusively, every weekend. We talked on the phone almost every evening as well. Four months later I moved in with her, and on her birthday we went to a park and I proposed to her. Lucky for me she said yes. We moved out of her house and found our own place that we could call "ours". And this past Valentines day (2007)we got married. All of our families where there and everyone got along great. If it wasn't for Plenty Of Fish, we probably would not have ever met. Thank you for letting me meet this wonderful lady.

More Success stories -->1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39

40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71

Compete – US Dating Sites, Nov 2006





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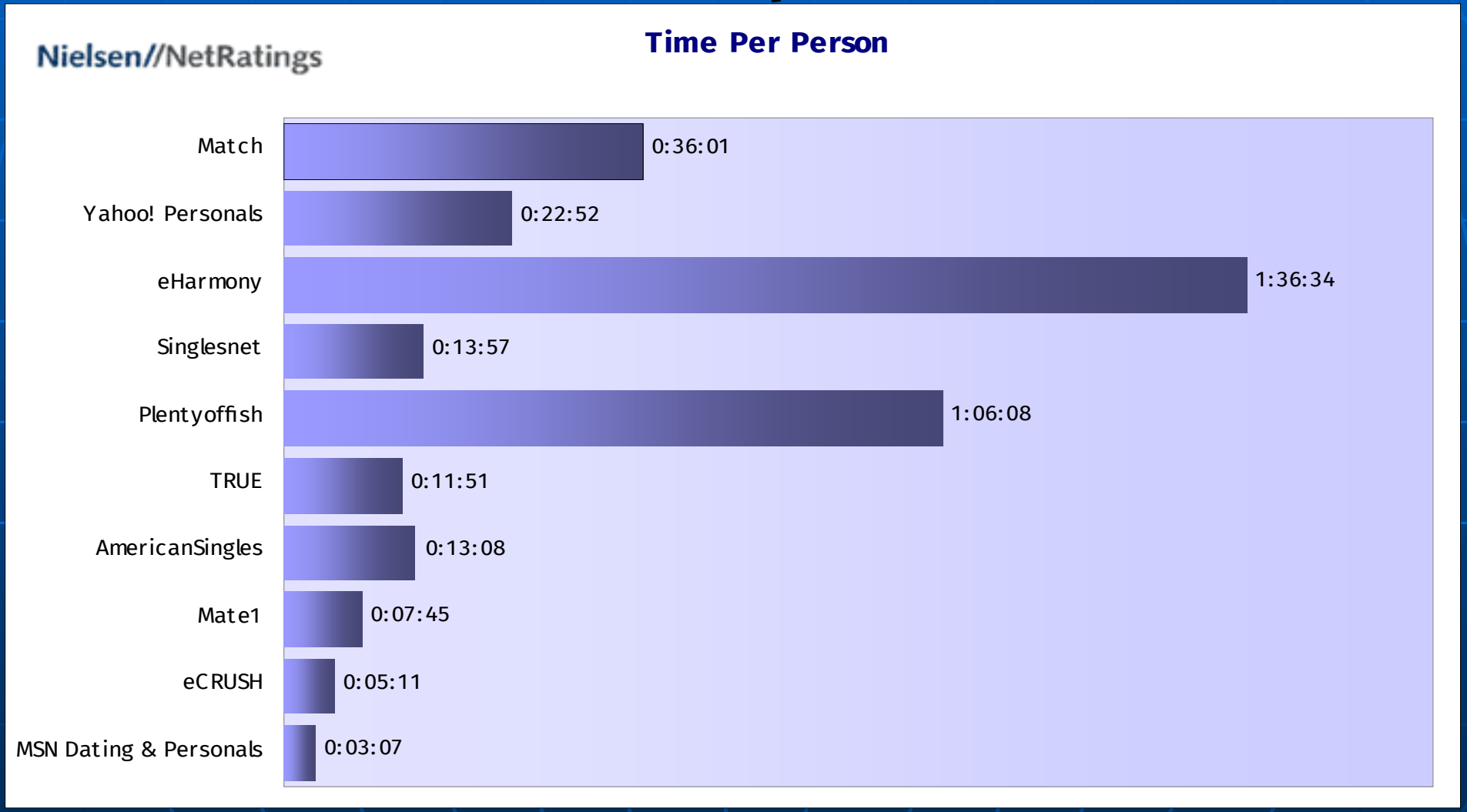
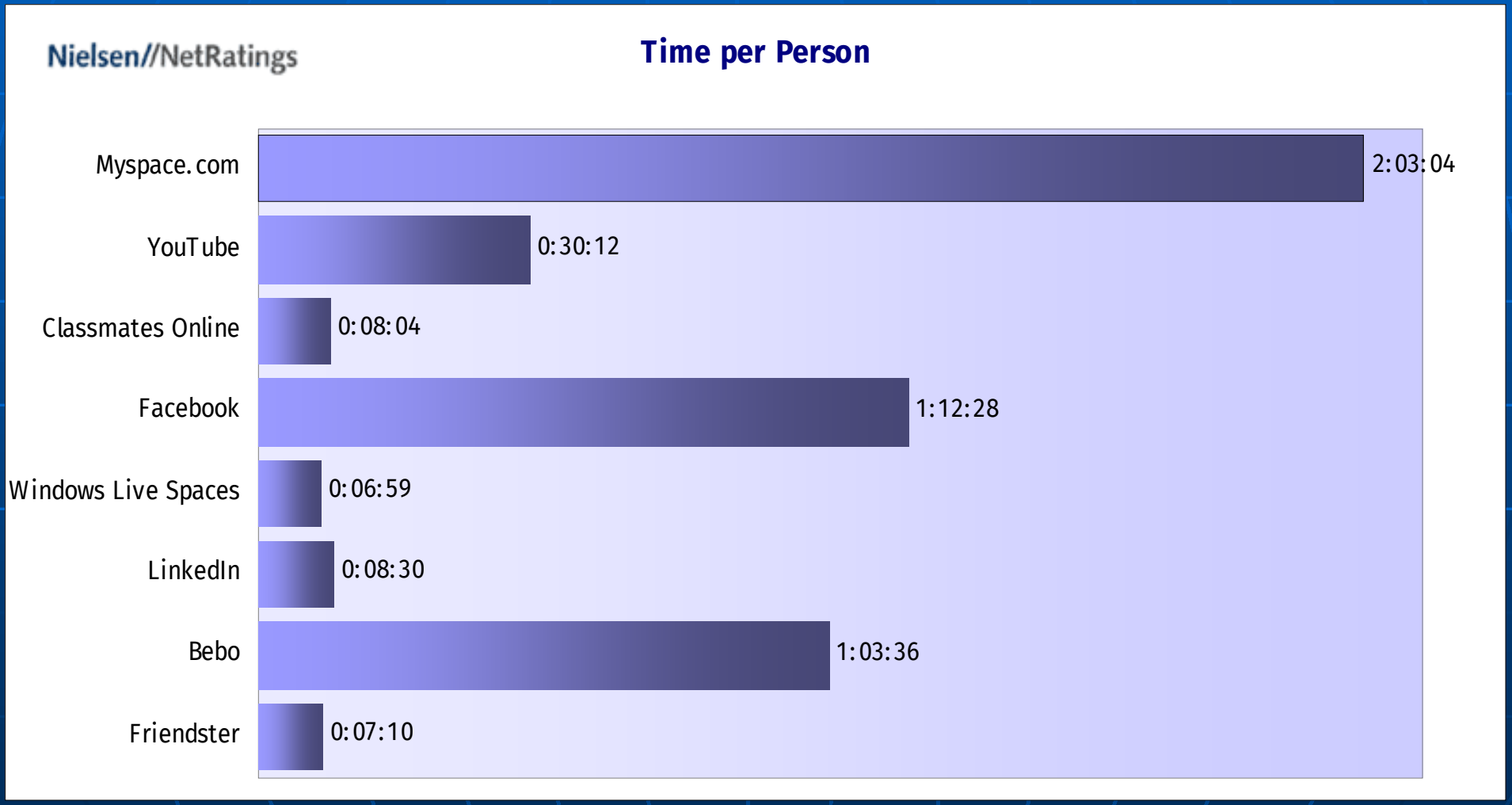
Nielsen//NetRatings – US
Online Personals – Time per Person – Nov 2006



Nielsen//NetRatings – US
SN - Time per Person – Nov 2006



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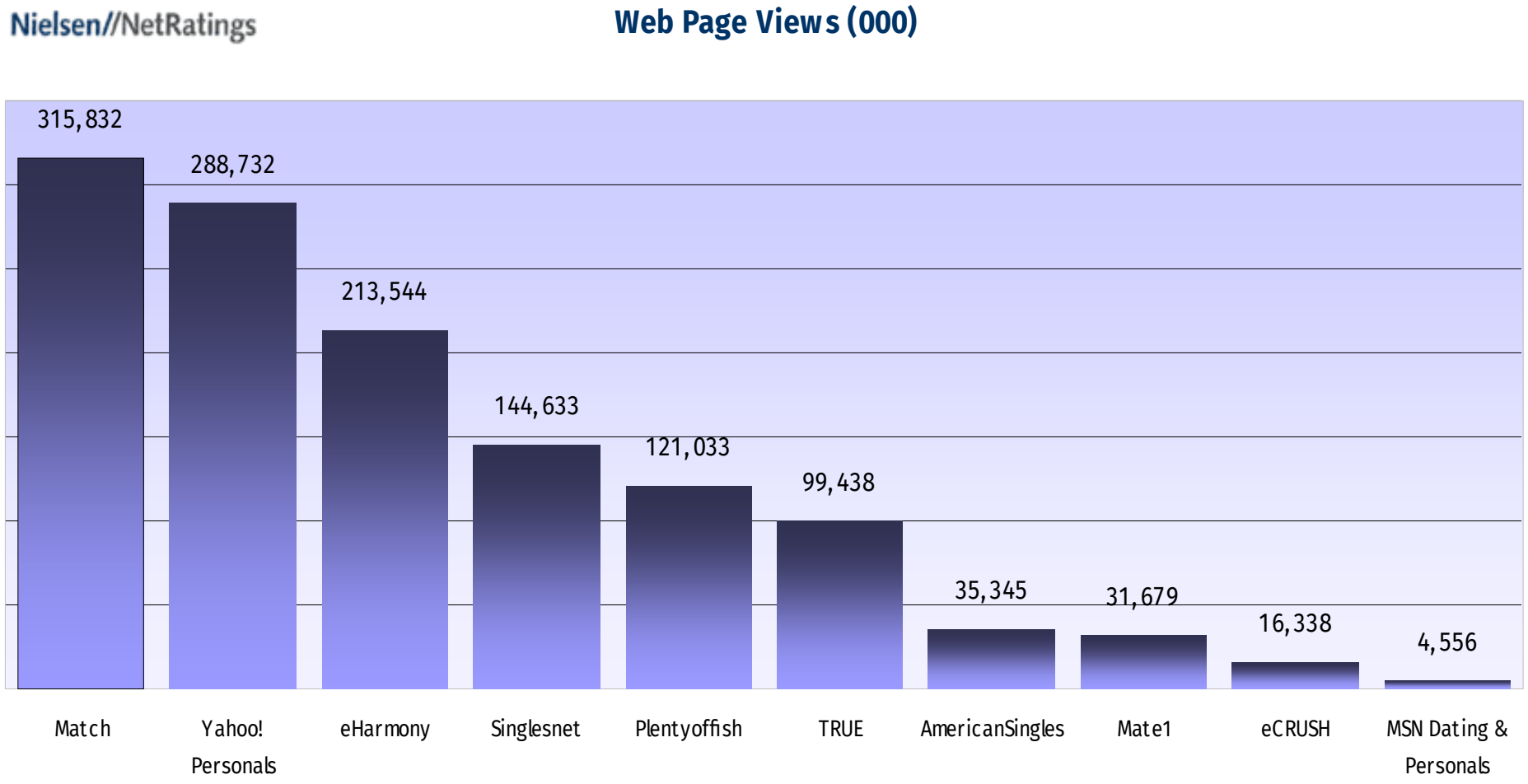
Nielsen//NetRatings – US Web Page Views, Nov 2006



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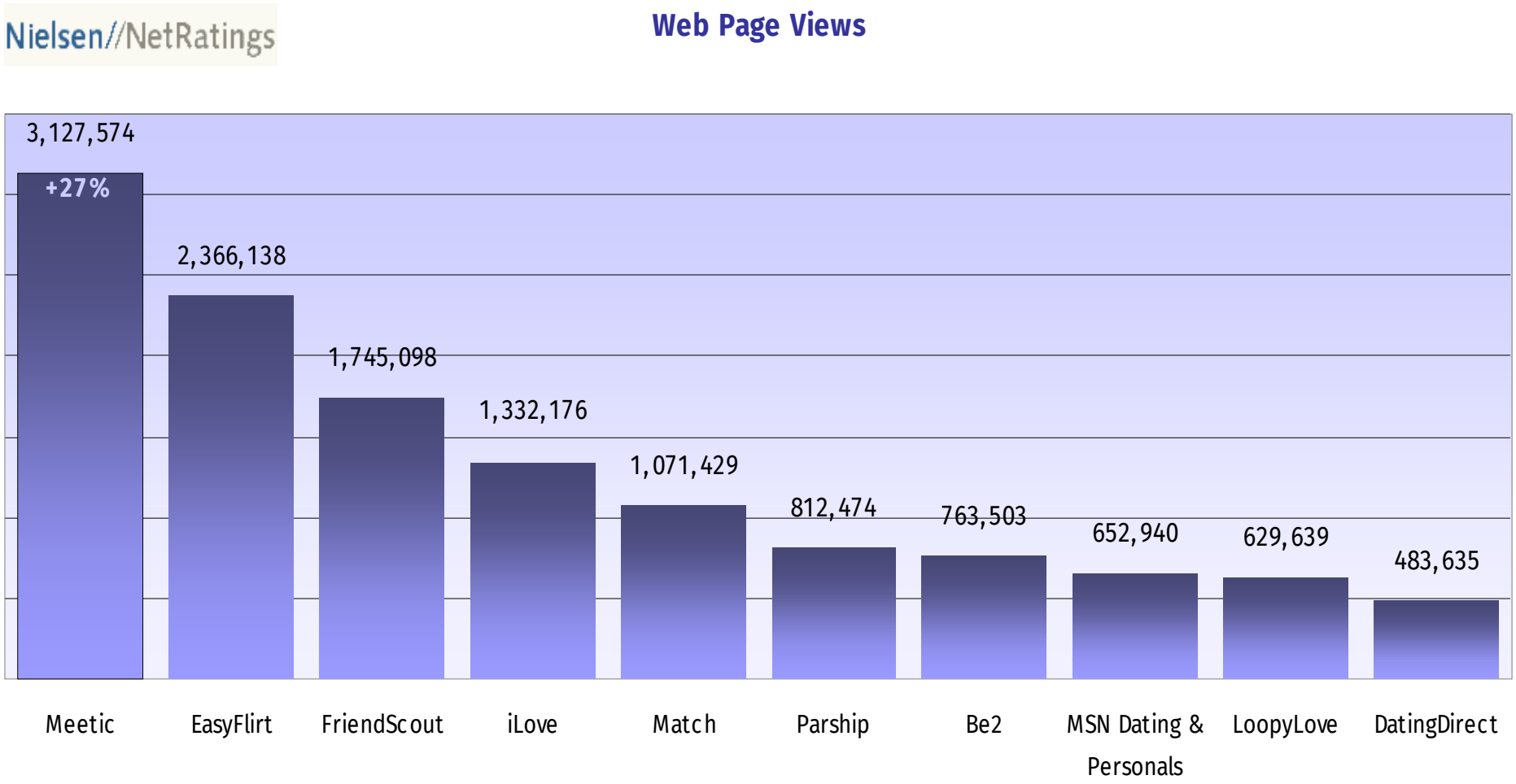
Nielsen//NetRatings – Europe
Web Page Views - Nov 2006/YOY Growth



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Hitwise UK
Top Ten Dating Sites, Dec 2006

Rank	Website - [Show domain]	Related	Market Share
1.	Gaydar.co.uk		10.87%
2.	GirlsDateForFree		7.49%
3.	LoopyLove		6.86%
4.	DatingDirect.com		5.22%
5.	Match.com		4.75%
6.	Plentyoffish.com		4.16%
7.	Datingforparents.com		4.00%
8.	FriendsReunited Dating		3.46%
9.	Pocado		2.88%
10.	Meetic.co.uk		2.22%

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Top 3 Dating Sites - Canada

- **Alexa.com**

1. Plentyoffish (31)
2. Lavalife (47)
3. AdultFriendfinder (55)

- **Comscore Mediametrix**

1. Lavalife
2. PlentyofFish
3. Mate1



Top 5 Online Dating News 2006



AP - Jan 12

Dr. Phil Offers Online Dating Advice in Deal with Match
$12.99/month for MindFindBind

NY POST - Jan 19

Yahoo Personals Hooks up With Starbucks. $10 Starbucks card to subscribers

INTERFAX - Jan 19

Meetic Pays $20 million for Majority Stake in YeeYoo (eFriendsNet)

WALL STREET JOURNAL ONLINE - Mar 1

'Adult' Dating Sites Flourish. A different kind of matchmaking is thriving

NY TIMES - Nov 30

Here's My Number (For Today). The rise of social phone numbers

Top 5 Social Networking News 2006

MEDIA POST – May 3

Helio Launches New Cell Service

EarthLink + SK Telecom, Sprint Nextel, MySpace

MARKETING VOX – July 26

Social Networks' Online Ad Revs to Near $2B in 2010

2006 $280 million, 2010 $1.86 billion

TECHCRUNCH – Sep 11

Facebook to Allow Open Registrations. Anyone can join

GEEKFISHING BLOG – Oct 11

Sequoia Returns $480M on $11M YouTube Investment

Sequoia one of YouTube's first funders

SEARCH ENGINE JOURNAL – Dec 13

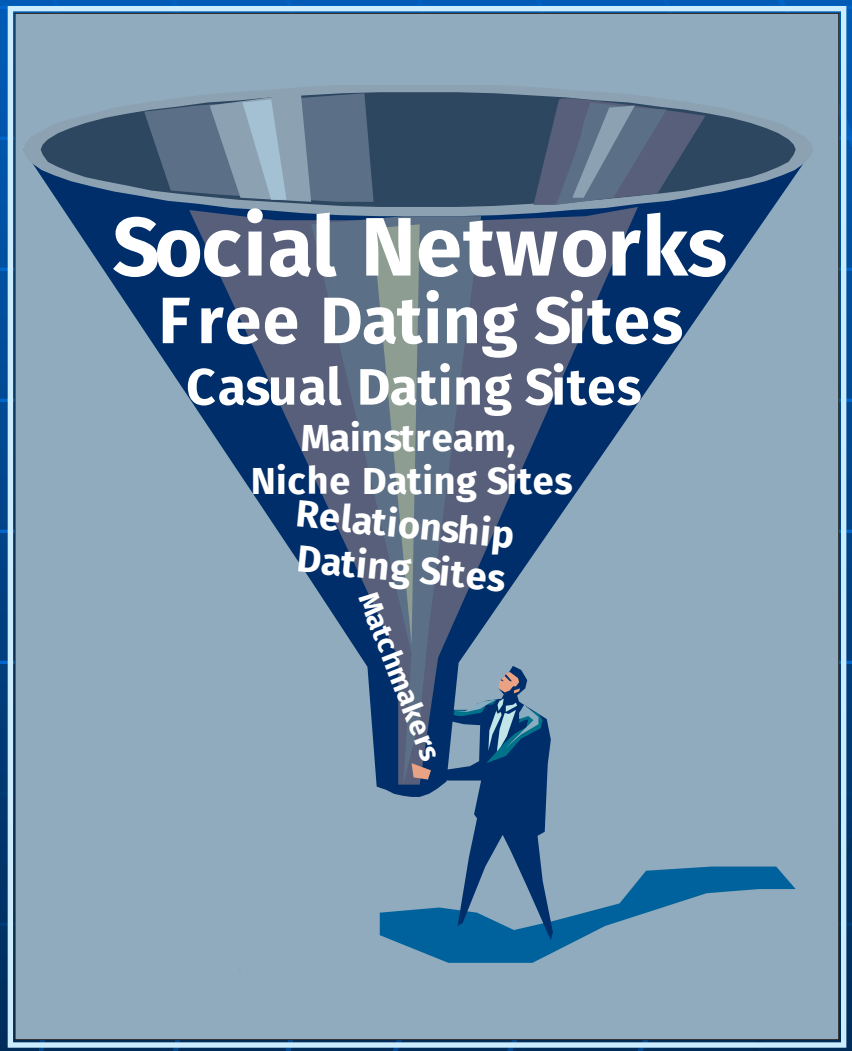
MySpace.com The Biggest. In terms of page views

Predictions for 2007

1. Online Personals will stratify further into new categories

2. Social Networks will niche out

   ActiveRain, A Small World, Grono.net, iWiW.net, MyChurch.org, Rate.ee, WAYN, Zaadz



Predictions for 2007

3. A free eHarmony will emerge
4. Mobile dating will pick up after iPhone and N95 launch
5. A new entrant will steal Facebook's thunder
6. Two more top 10 dating properties will offer optional background checks
7. Match will pioneer high-end matchmaking
8. Dating and social networking services will do voice, properly
9. PlentyofFish will rise to top 5 ranked dating property in the UK and USA

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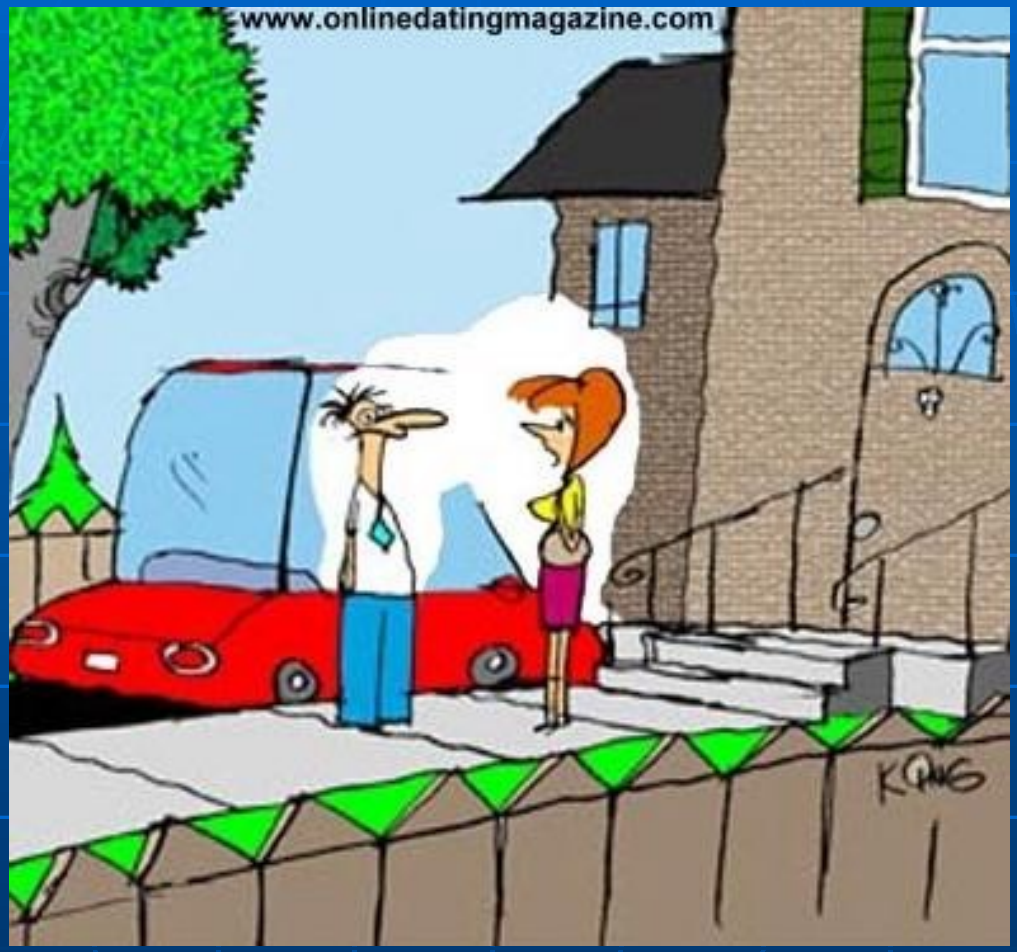
Integrity

1. Kill accounts of affiliates who list date bait profiles
2. 30 seconds to cancel, 3 clicks
3. Launch an affront on scammers. Scam them!



"I promised myself I wouldn't shower, shave or get a haircut until one of these online dating sites got me a date. It's taking a lot longer than I thought."



"Let's go back to meeting on-line. You're much better looking there."

CourtlandBrooks.com



Worked With

Friendfinder
Friendster
Cupid
Diet
TRUE
Webdate
PlentyofFish
Vumber

Services

- Public Relations
- Business Development
- Strategy

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OPW Initiatives

- Watchdog
  - Forward Serious Complaints
- Public Relations
  - Spokesperson
  - Research Resource
- Rankings
  - Hitwise, Nielsen, Comscore
  - Compete, Quantcast, Alexa

OPW Initiatives

- Valentines Index
  - Top 10 Dating Companies
    * USA, UK, European Revenues
    * USA, UK, European Paying Members

- Annual Awards
  - Internet Dating
  - Social Networking
  - Mobile Dating
    * Features – Weighted & Ranked
    * Responsiveness Test
    * User Vote
    * Executive Vote

CourtlandBrooks.com



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Friendster
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Vumber

Services

- Public Relations
- Business Development
- Strategy

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