ONLINE PERSONALS WATCH

Online Personals News and Commentary





SOCIAL NETWORKING WATCH

Social Networking News and Commentary

THE NUMBERS – THE NEWS – THE FUTURE

CourtlandBrooks.com



Worked With

Friendfinder
Friendster
Cupid
TRUE
Webdate
PlentyofFish
Vumber

Services

- Public Relations
- Business Development
- Strategy

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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

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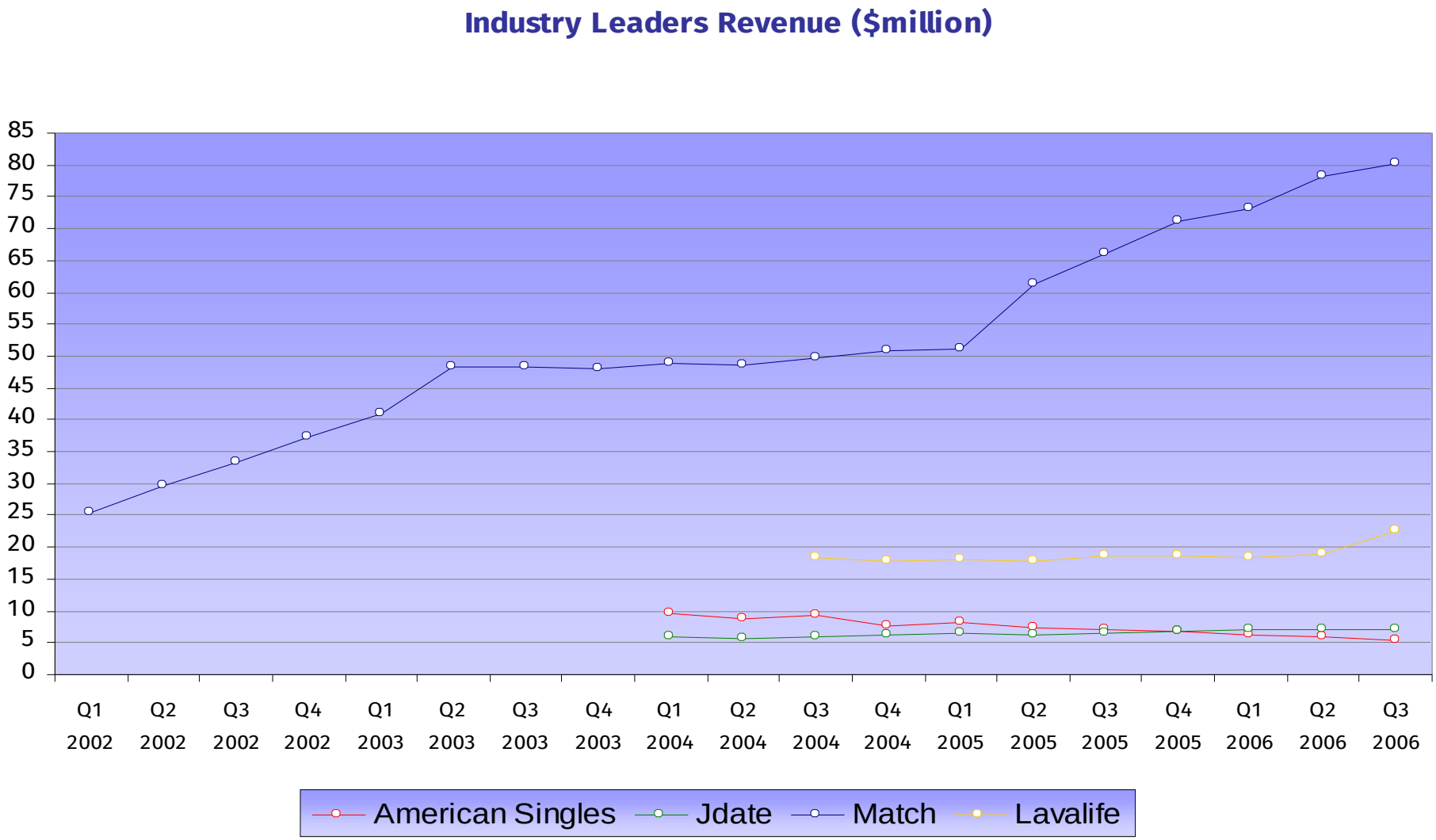
Competitive Intelligence Services

- Hitwise
- Nielsen//NetRatings
- Comscore Mediametrix

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



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

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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iResearch
China Friends Making

2004 - $4.5 million (37 million yuan)
2005 - $11.2 million (91 million yuan)



Prediction for 2008

$80.5 million (653 million yuan)

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Comscore Rankings U.S.A. – April 2007

1. TRUE.com
2. Yahoo Personals
3. Match.com
4. Singlesnet
5. Spark Networks
6. eHarmony
7. Mate1
8. BlackSinglesMeet
9. Love@AOL
10. MSN Dating
11. PlentyofFish
12. FriendFinder
13. PerfectMatch
14. Gay.com
15. eCrush

Alexa Rankings China – May 2007

Online Dating

1. Marry5.com
2. Baihe.com
3. 96333.com
4. Love21.cn

Social Networking

1. Tudou.com (video sharing)
2. 51.com
3. 56.com (video sharing)
4. Youku.com (video sharing)
5. Bala.com.cn (music sns)
6. Xiaonei
7. Ipart.cn

Alexa Rankings Japan – May 2007

Social Networking

1. Mixi.jp
2. YouTube
3. Orkut
4. MySpace



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Alexa Rankings S.Korea – May 2007

Online Dating

1. Marry5.com

Social Networking

1. YouTube
2. MySpace
3. Friendster

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Alexa Rankings India – May 2007

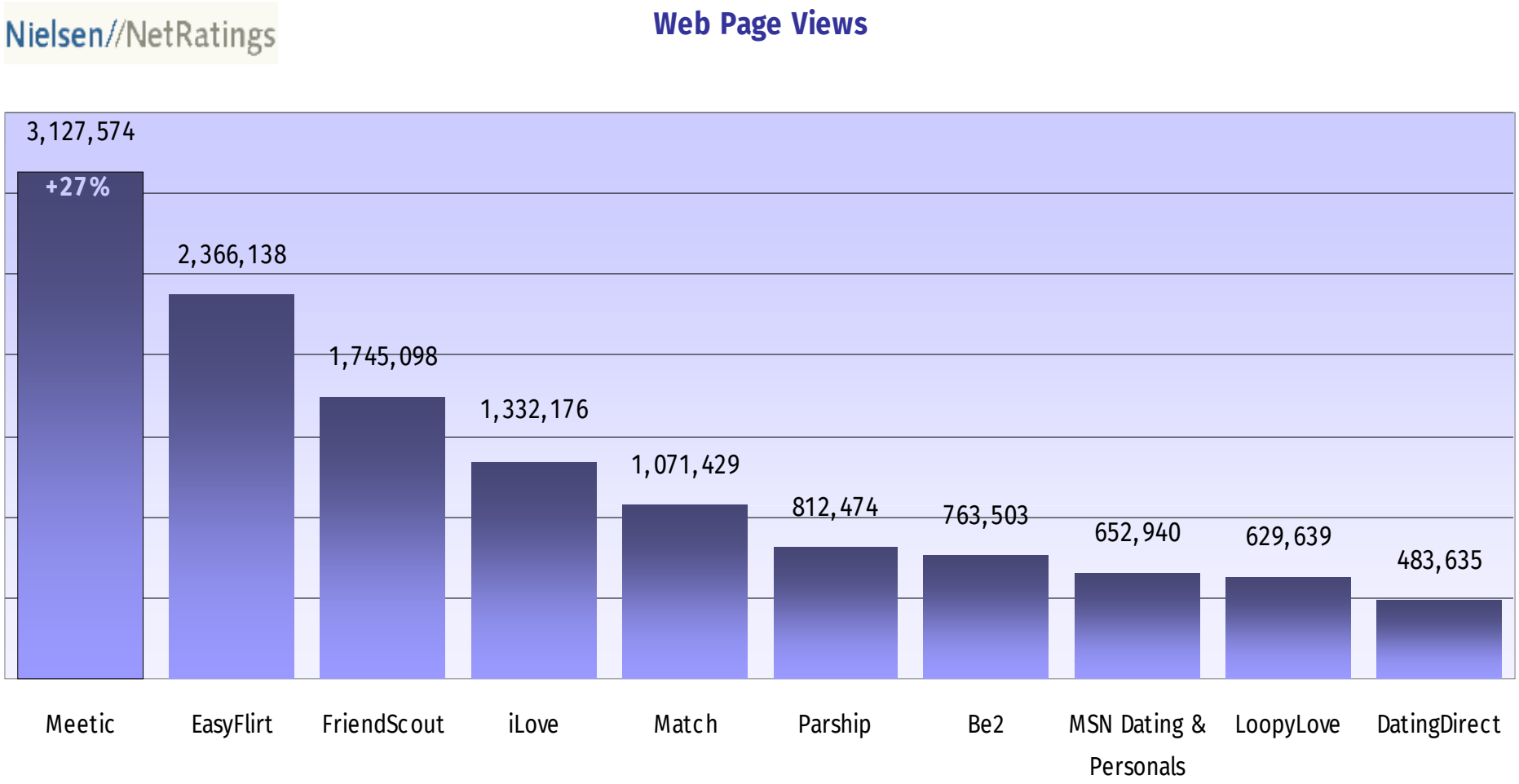
Online Dating

1. Jeevansathi
2. Shaadi
3. Tamil Matrimony

Social Networking

1. Orkut
2. YouTube
3. Tagged
4. Sulekha
5. HI5
6. Facebook
7. Flickr

Nielsen//NetRatings Europe – Nov 2006
Page Views Growth



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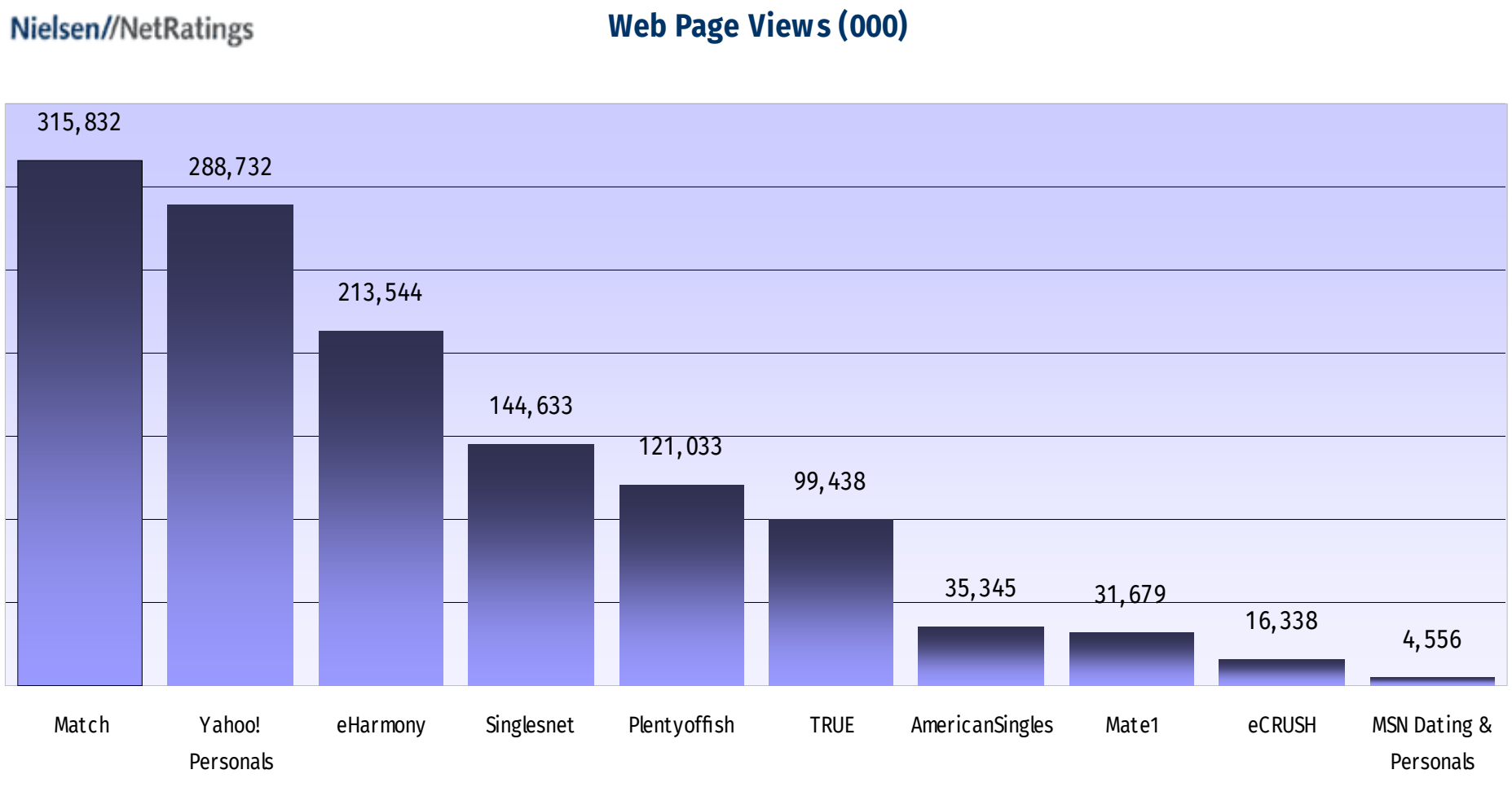
Nielsen//NetRatings U.S.A. – Nov 2006 Page Views



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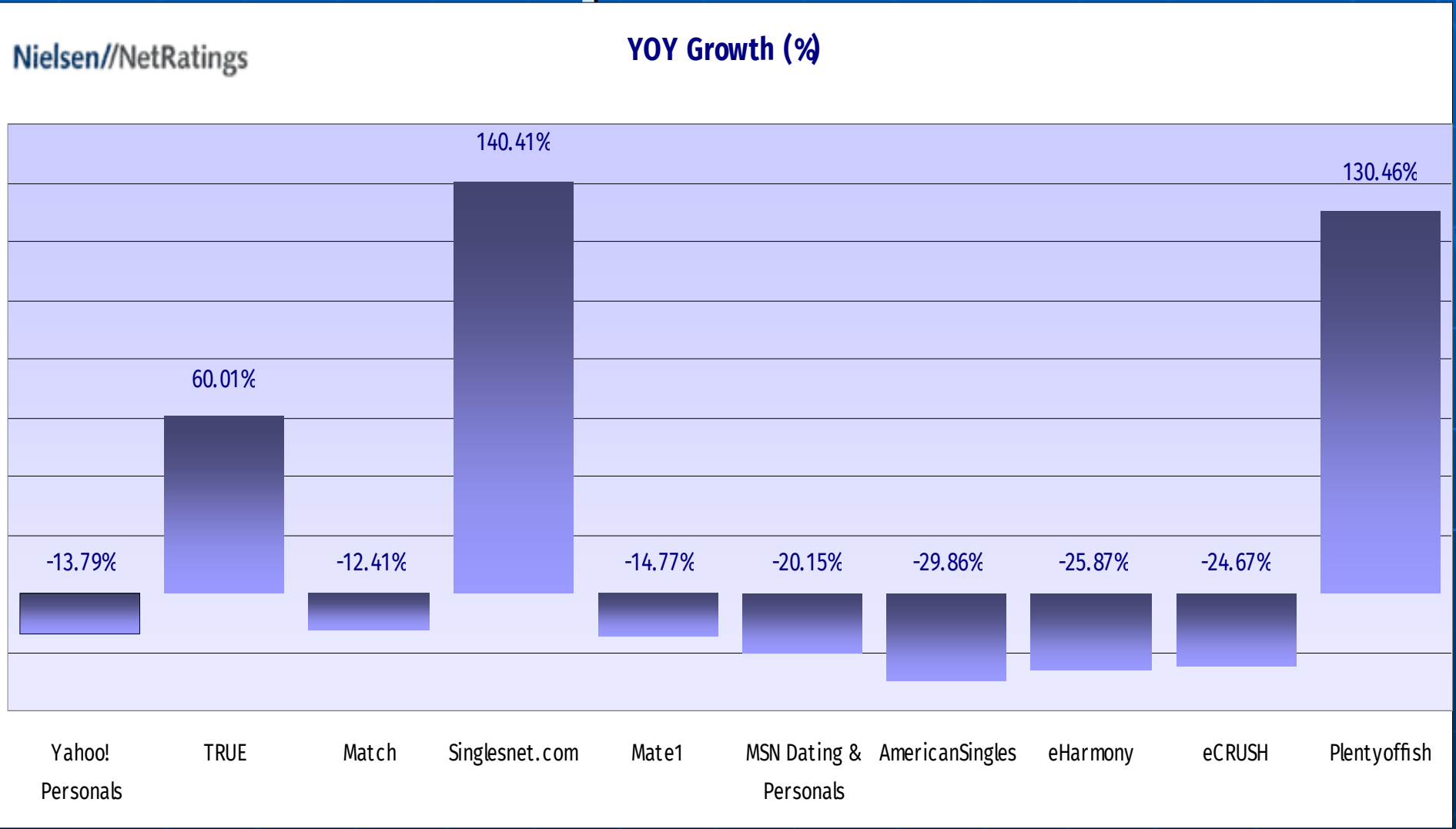
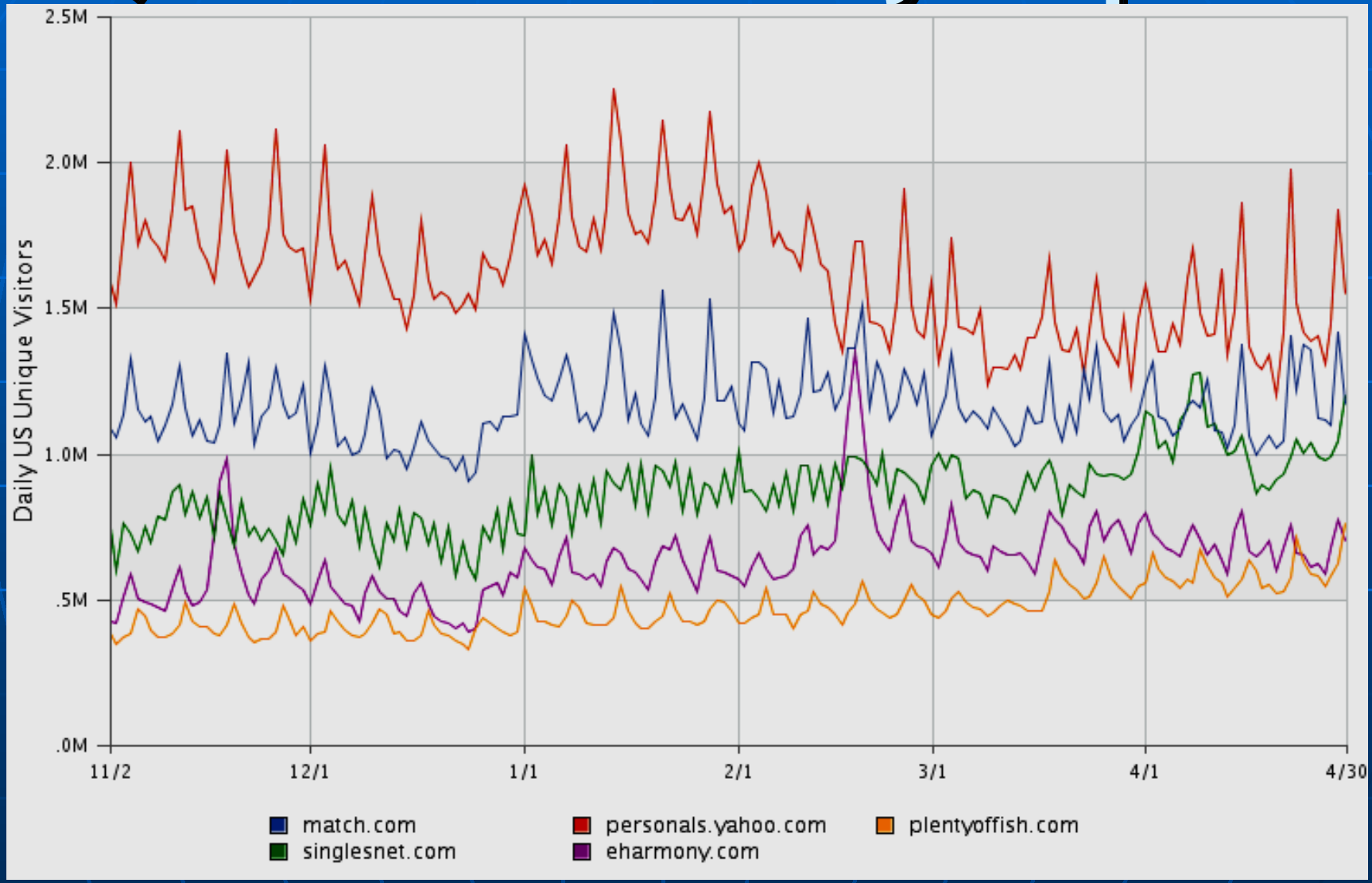
Nielsen//NetRatings U.S.A. – Nov 2006 Uniques Growth



Quantcast U.S.A. Daily Uniques



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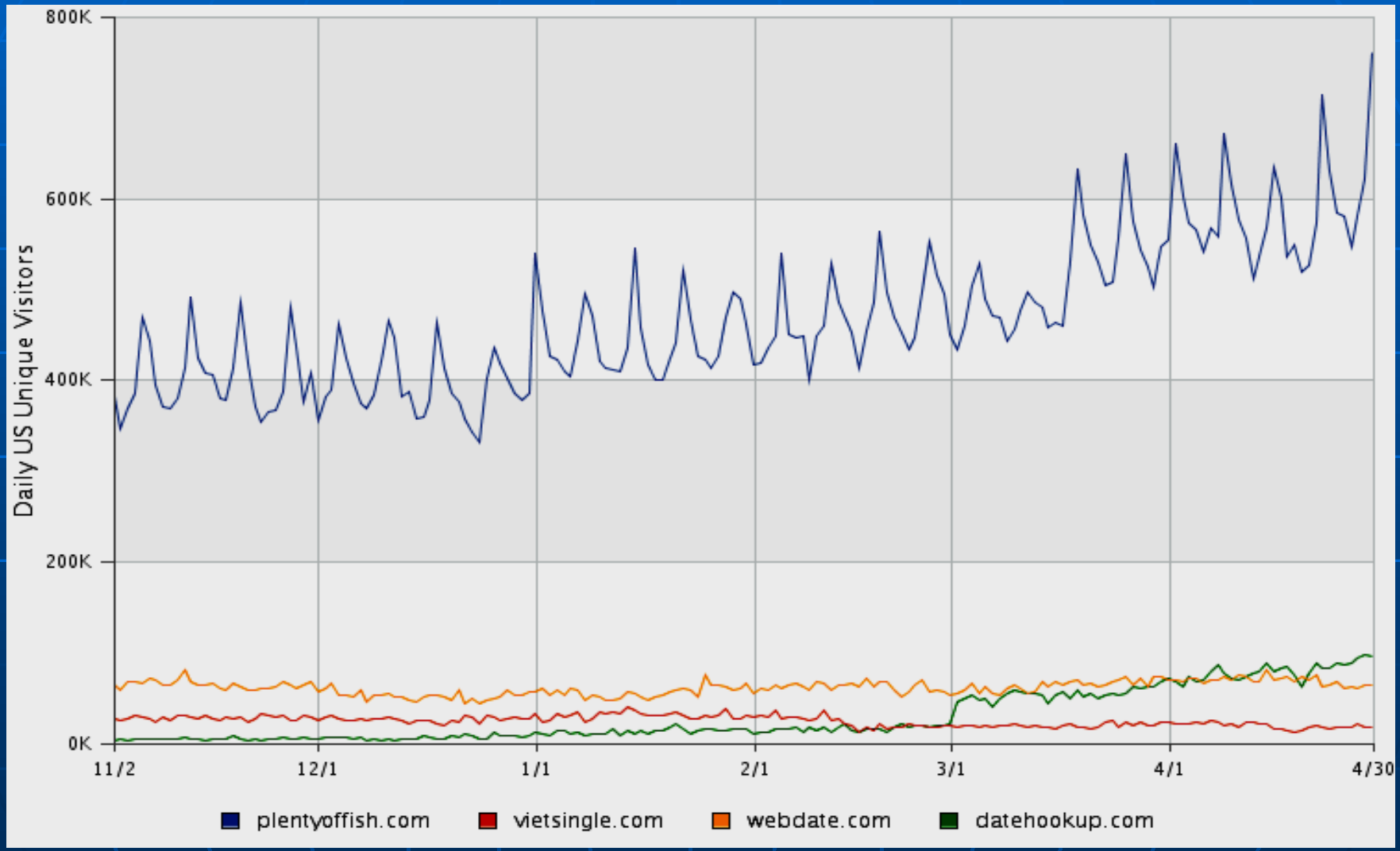
Quantcast – US Free Dating Site Traffic



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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



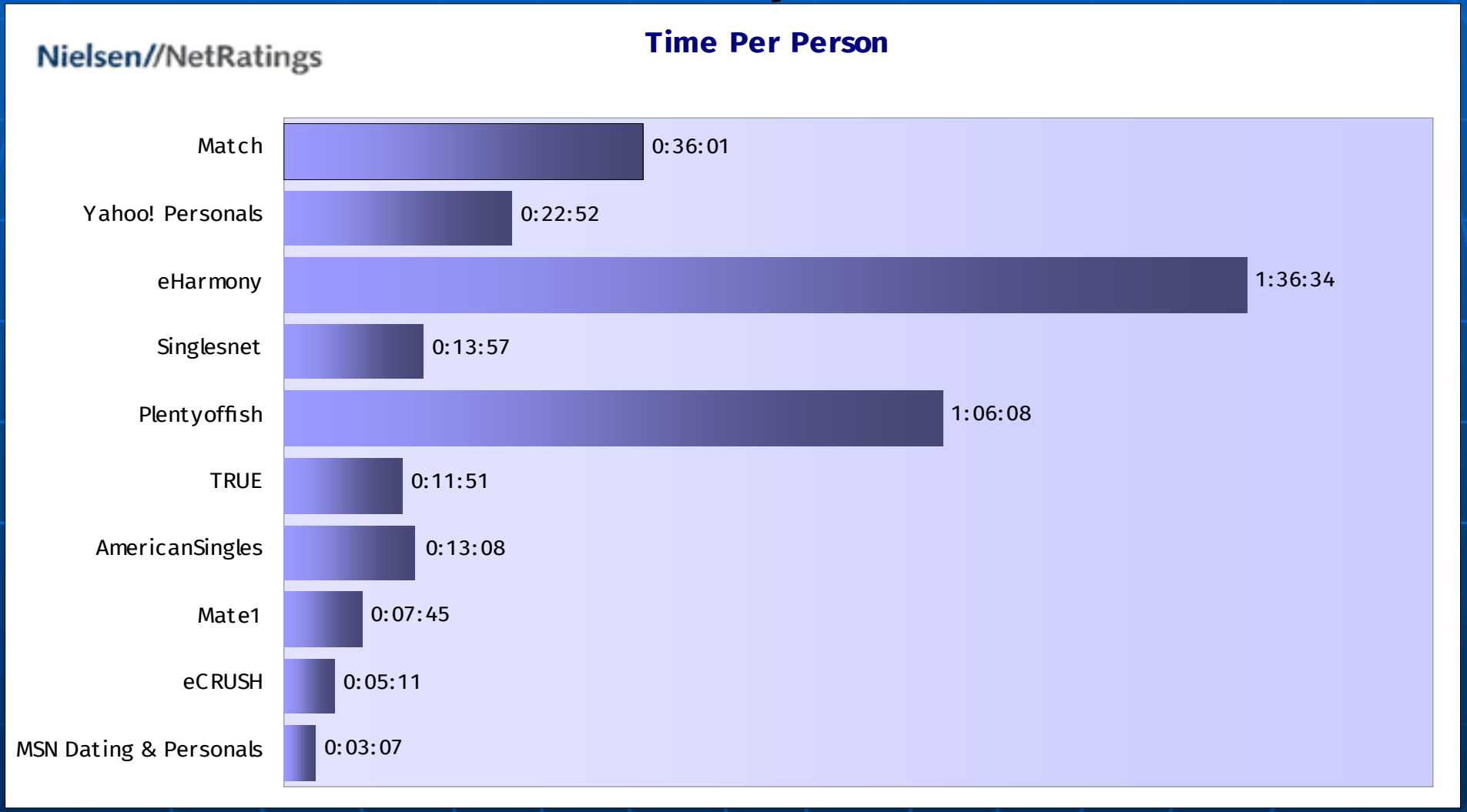
Married February 2007

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

Nielsen//NetRatings – U.S.A.
Online Personals – Time per Person – Nov 2006



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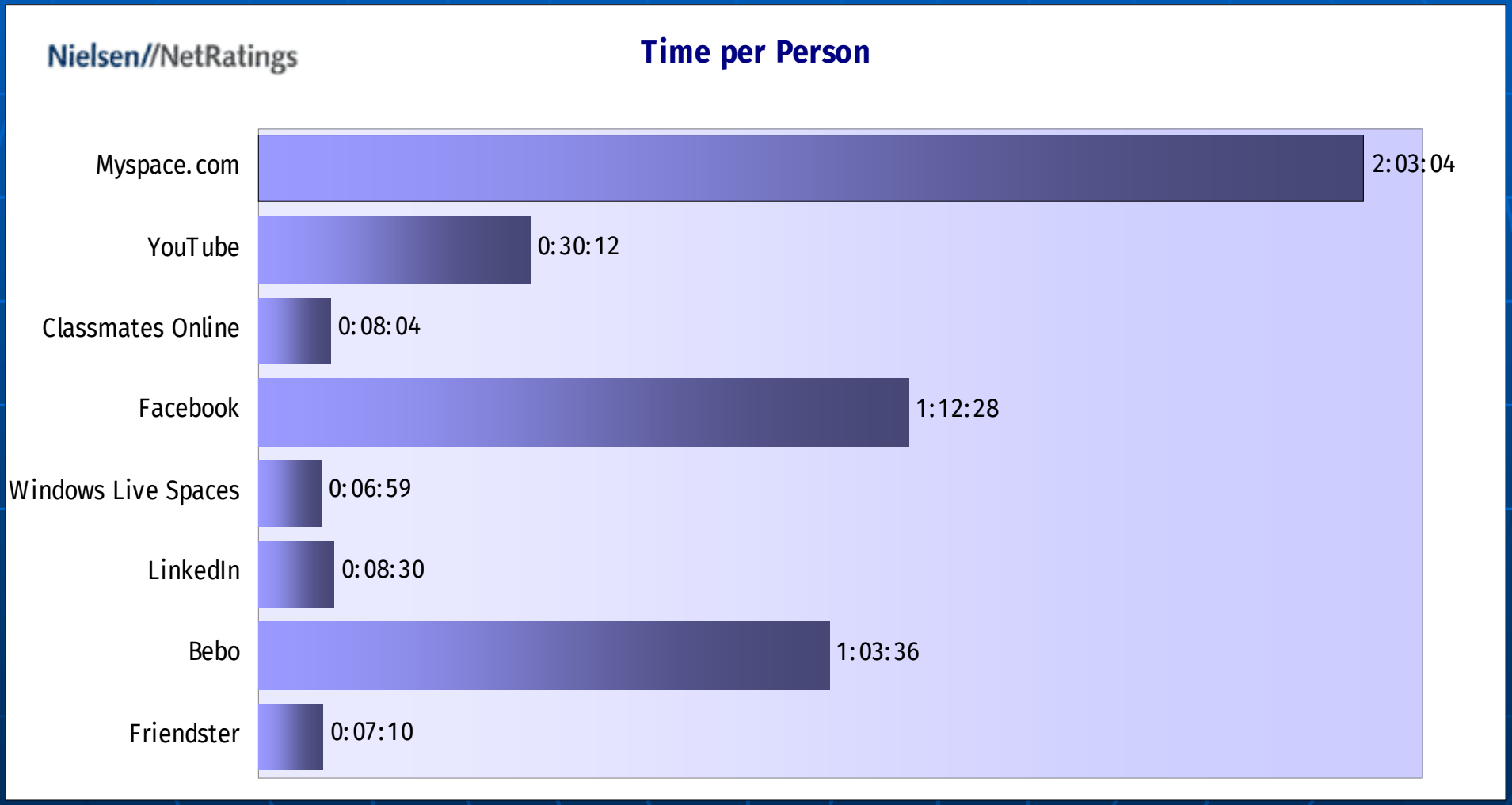
Nielsen//NetRatings – U.S.A.
SN - Time per Person – Nov 2006



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Top Asia Online Dating and SNS News 2006

- **Intel Invests in 51.com, also Jajah**
  - May 10
- **Bharatmatrimony Group Bags PC World Web Award**
  - May 8
- **Love21cn New Oriental Founders Invest in Dating Site**
  - Apr 26
- **Matchmaking in China**
  - Mar 29
- **Shaadi SEAL**
  - Mar 28



Top Asia Online Dating and SNS News 2006

- **Match Acquires Netclub and Edodo**
  - Feb 27
- **Google Invests in Xunlei Video Site to Gain Users**
  - Jan 5
- **Mixi Strong in Japan**
  - Dec 25
- **China.com Partners with Meetic**
  - Nov 29
- **MySpace to Launch in Japan with Softbank**
  - Nov 5

Top Asia Online Dating and SNS News 2006

- **Indian Bride Sites**
  - Oct 30
- **Orkut #2 Site in India**
  - Oct 30
- **China's Baihe.com Receives Funding**
  - Oct 12
- **Cyworld Makes $125 Million/Year**
  - Sep 28

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Top Social Networking News 2006

- **Here's My Number (For Today)** – Nov 30
  The rise of social phone numbers
  CONSIDER ANONYMOUS CALLING, IM, CHAT, VIDEO

- **Helio Launches Cell Service, EarthLink, SK Telecom, Sprint, MySpace** – May 3
  GO MOBILE, FIND PARTNERS

- **SNS Ad Revenues $2B in 2010, 2006 $280 million, 2010 $1.86 billion** – July 26
  FIND ADVERTISING PARTNERS

- **Facebook to Allow Open Registrations** – Sep 11
  MAINTAIN YOUR FOCUS, OWN YOUR MARKET

- **MySpace.com The Biggest. In terms of page views** – Dec 13
  NICHE OPPORTUNITIES STILL EXIST

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Top Online Dating News 2006

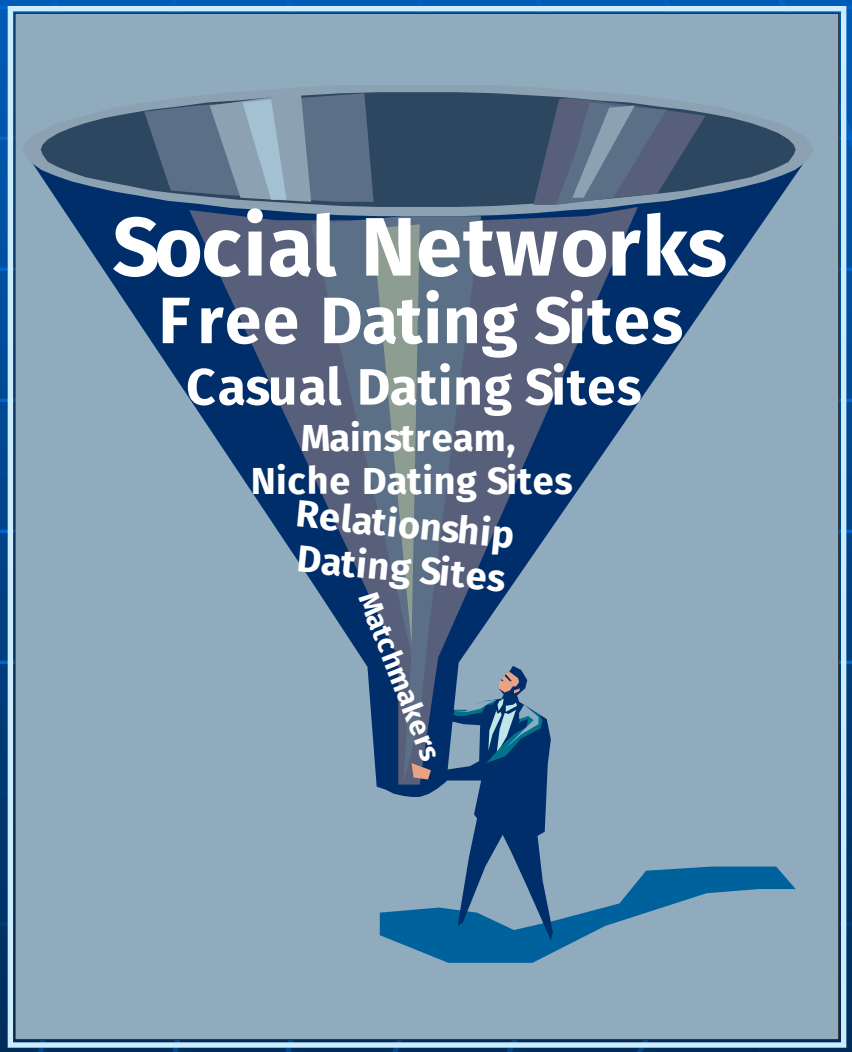
- **Dr. Phil Offers Online Dating Advice in Deal with Match** – Jan 12
  PEOPLE BUY FROM PEOPLE, FIND YOUR BRAND LEADER
- **Yahoo Personals Hooks up With Starbucks. $10 Starbucks card to subscribers** – Jan 19
  BRANDING AFFINITY/PROMOTIONS, FIND TRUSTED BRAND LEADERS ASAP
- **Meetic Pays $20 million for Majority Stake in YeeYoo (eFriendsNet)** – Jan 19
  CONSIDER FOREIGN PARTNERSHIPS/FUNDING
- **'Adult' Dating Sites Flourish. A different kind of matchmaking is thriving** – Mar 1
  RISQUE RULES

U.S.A. 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



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Predictions for 2007

3. A free eHarmony will emerge
4. Mobile dating will pick up after iPhone and N95 launch
5. Two more top 10 dating properties will offer optional background checks
6. Match will pioneer high-end matchmaking
7. Dating and social networking services will offer voice services

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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!

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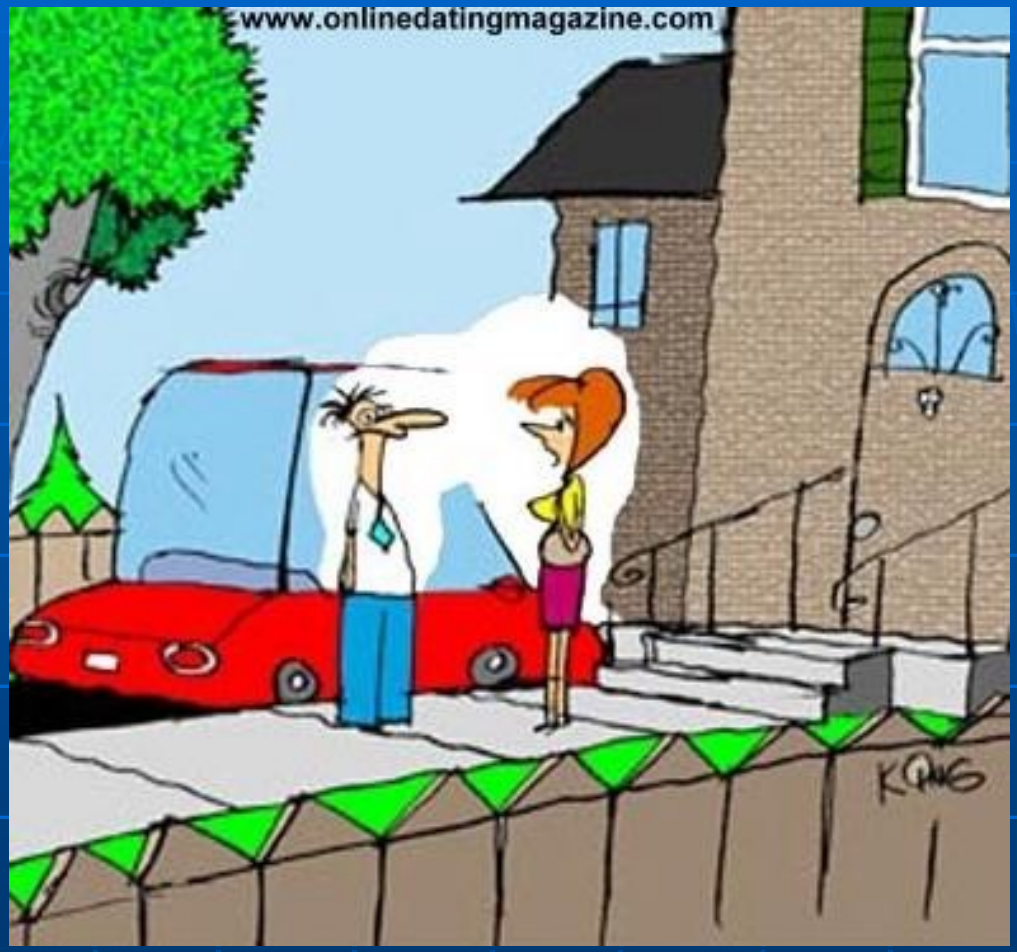

"Let's go back to meeting on-line. You're much better looking there."