



MOBILE SOCIAL NETWORKING & DATING
THE NUMBERS – OVERVIEW OF APPLICATIONS

Social Networking Watch
Online Personals Watch

- For executives and the press

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

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

Mark Brooks 212-444-1636 mark@online personalswatch.com

Mobile Competitive Intelligence

- M:Metrics
  mobile market measurements
- Juniper Research
  provides mobile and wireless sector analysis
- OpenPath Products
  provides premium entertainment, business, and utility porting services for wireless developers, publishers and carriers
- ABI Research
  provides market analysis (wireless connectivity, mobile wireless, M2M, transportation, etc.)
- Visiongain Intelligence
  provides market analysis
- eMarketer
  market research on e-business and online marketing, objective analysis of Internet market trends
- Interpublic Group's Initiative
  leading global media communications agency (planning and buying, consulting, post-campaign analysis, financial control and ROI)

Mobile Dating

- 213 million mobile phone users
- 3.6 million used a mobile dating service in May 07

M:Metrics ‘07

- 13% of US users access dating services from their mobile phone

Visiongain ‘06

- 91,700 users logged on to the Trilibis’ Webdate Mobile site in Dec ‘06, up 23 % from Nov ‘06

Trilibis ‘07

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Mobile Social Networking

- “mobile social communities” = 50 million members
- expected to reach 174 million in 2011

ABI Dec ‘06

- 5% of US mobile device owners watch video clips on their handhelds.
- A fifth of respondents use mobile to check e-mail, access the Internet or download games.
- Mobile music usage doubled to 16% from 2006

Interpublic Group's Initiative ‘07

User-Generated Content and Social Networking Application Usage, October 2006

Country	Age		All Mobile Subscribers
	13-17	18-24	
France	58%	49%	30%
Germany	44%	44%	31%
Italy	70%	64%	44%
Spain	63%	61%	45%
UK	64%	66%	41%
US	37%	45%	23%

M:Metrics, Inc

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Mobile Payments

- Payments by mobile phone will reach $22 billion by 2011.
- Most of the 204 million mobile phone users will use SMS (text-to-pay) by 2011 for making payments.

Juniper Research ‘07

- Mobile dating users are twice as likely to pay for optional extras than their online counterparts.

Flirtomatic ‘07

SMS Revenue (millions)

	2006	2007	2008	2009	2010
Western Europe	$20,408	$19,815	$18,316	$16,325	$14,629
Asia - Pacific	$9,163	$9,950	$10,342	$10,559	$10,469
China/India	$8,167	$10,754	$12,524	$14,150	$14,436
North America	$7,060	$7,915	$8,231	$8,266	$8,316
Latin America	$4,102	$6,066	$7,604	$9,095	$9,499
Middle East/Africa	$3,541	$4,625	$5,364	$6,222	$6,537
Eastern Europe	$2,422	$2,480	$2,303	$1,945	$1,503

Ovum Mar ’06, Tekelec Jun ‘06

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Helio Statistics

- Members send over 550 SMS/month
- 90% of members access the Web through mobile
- MySpace on Helio's WAP service logged over 170 million page views
- Over 95% of Ocean users use email services (industry average - 9.7%)
- Over 80% of Ocean users use Instant Messaging (industry average - 6.7%)

Press Release Jul ‘07

Mark Brooks 212-444-1636 mark@online personalswatch.com

Mobile Advertising Spending (millions)

	2006	2007	2008	2009	2010	2011
General mobile ad spending*	$1,432	$2,496	$4,316	$6,141	$9,006	$11,746
Mobile multimedia ad spending**	$109	$215	$421	$749	$1,295	$2,116
Total	$1,541	$2,710	$4,736	$6,890	$10,300	$13,862

* *Text messages promotion and ad-supported voice minutes*

** *Ad placements around mobile video content, mobile music, mobile TV and mobile social networks*

eMarketer '07

Mark Brooks 212-444-1636 mark@online personalswatch.com

Carrier Category Summary

	Number of Game Decks	Number of Application Decks	Number of IM/Social/Sharing (subset of application decks)
Alltel	18	11	4
Cingular	29	14	2
Sprint	42	58	5
T-Mobile	42	0	0
Verizon	12	14	2

Open Path Products

Mark Brooks 212-444-1636 mark@online personalswatch.com

Tested Phones











Mark Brooks 212-444-1636 mark@online personalswatch.com

Sprint – Chat & Dating

- Lavalife
  - Dial #CLICK – voice chat
  - txt2CLICK – text chat
  - browse2CLICK – wireless chat
  - Chat Her Up
  - Chat Party
  - Speed Flirts
  - Psychic Chat
- Jumbuck Chat & Flirt
  - Fast Flirting
  - Power Chat
  - Chat Del Mundo
  - Text n Chat
  - Voice Chat
- Peepsnation
- MuchaChat
- Cell Flirt
- Bling Chat
- The Lounges
  - Phat Lounge
  - Friends Lounge
  - Sports Lounge
  - Chat Central

Mark Brooks 212-444-1636 mark@online personalswatch.com

Sprint – Social Networking

- Facebook
- Xanga
- VOX
- Live Journal
- Rabble



AT&T

- Facebook
- Lifestylers
- Rabble
- Treemo Mobile



- Date Doctor
- CoolTalk
- Power Chat
- Fast Flirting
- America’s Best Mobile Pix
- Upoc Group Chat
- Truth or Dare
- Chat Del Mundo
- Buena Onda Chat
- Chateando

Verizon

- Lavalife
  txt2CLICK
  browse2CLICK
- Friendz (former AirDate)
- Lifestylers
- Power Chat

T-Mobile

- Jumbuck Chat
- Lifestylers
- HotTalk (AirG)
- UPOC

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Selected Publishers

- Trilibis
  Peepsnation, WebDate
- Jumbuck Entertainment Ltd
  Moderation, Power Chat, Fast Flirting, Jumbuck Island, Celebrity Chat, Chat del Mundo, TXT Chat, Jumbuck Blog
- Cellfish Media LLC
  CellFlirt, BlingChat, MuchaChat
- ExpresSMS Services Inc
  Phat Lounge, Friends Lounge, Latino Lounge, Sports Lounge, Chat Central, V.I.P. Lounge, Community, Playa's Club

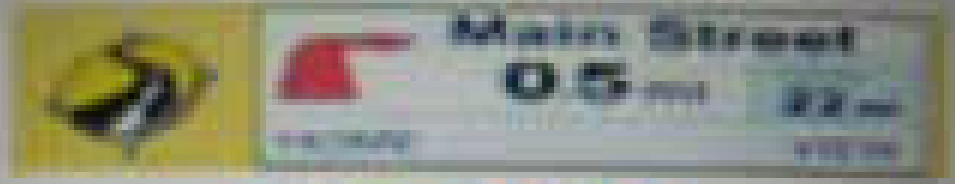
Selected Publishers

- Lavalife
  TextChatFun (txt2CLICK, Chat Her Up, Chat Party,..)
- Intercasting Corporation
  Rabble
- AirG
  Friendz (AirDate), CoolTalk, The Lounges, HotTalk
- Aspiro
  Lifestylers


HOME
FAVORITES
SEARCH
VZW CHAT
1 LAVALIFE
2 FRIENDZ :S
3 LIFESTYLE :S
4 POWER CHAT :S
5 FIND MORE
NEXT GENERATION
CAST
Select
Menu


peepsnation
Meet Emmie072
1 Rate Peeps
2 Meet Peeps
3 My Peeps
4 Potential Peeps
5 Best of Peeps
6 Inbox
7 Invite Peeps
8 My Profile

Social Zone

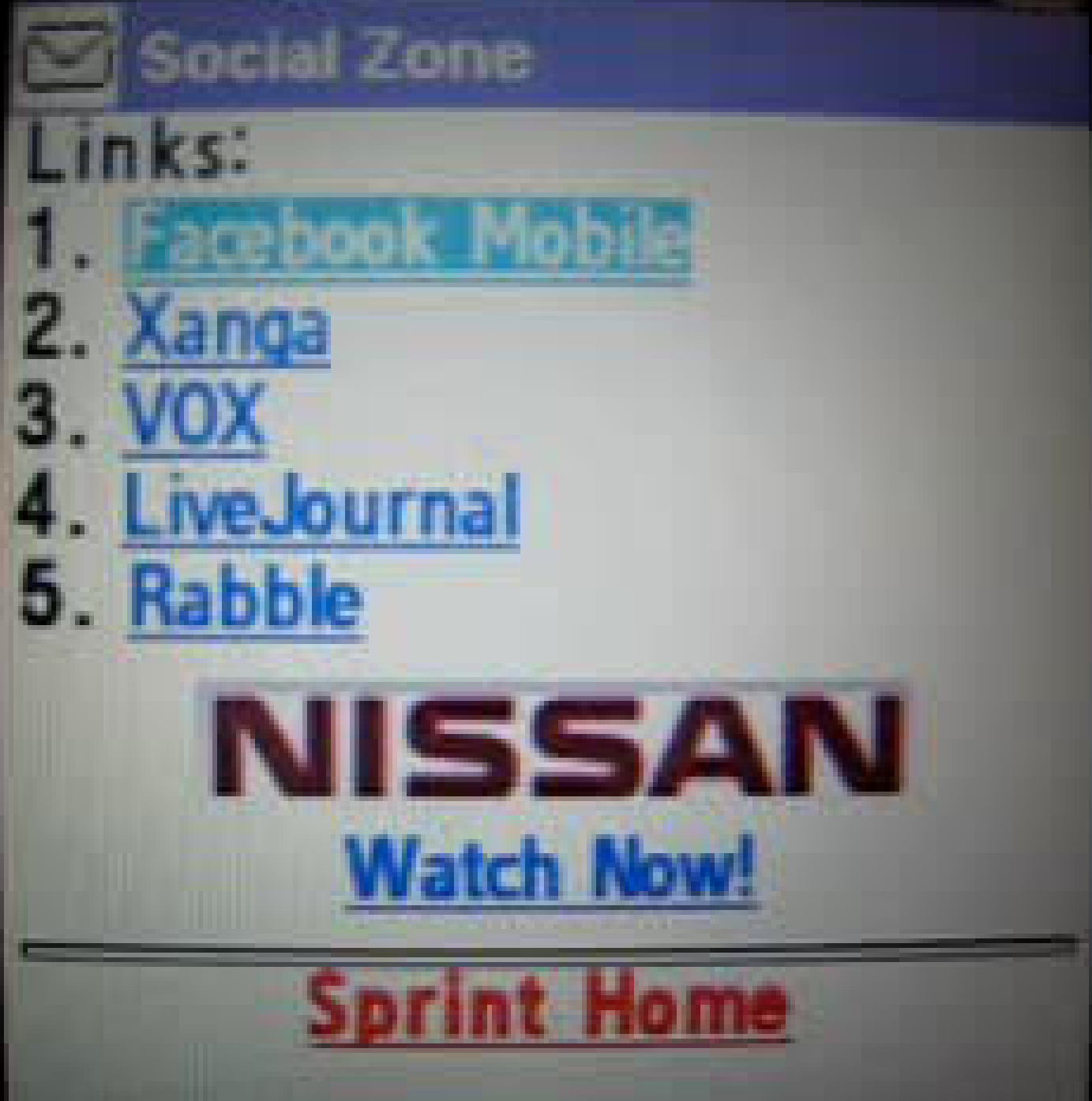


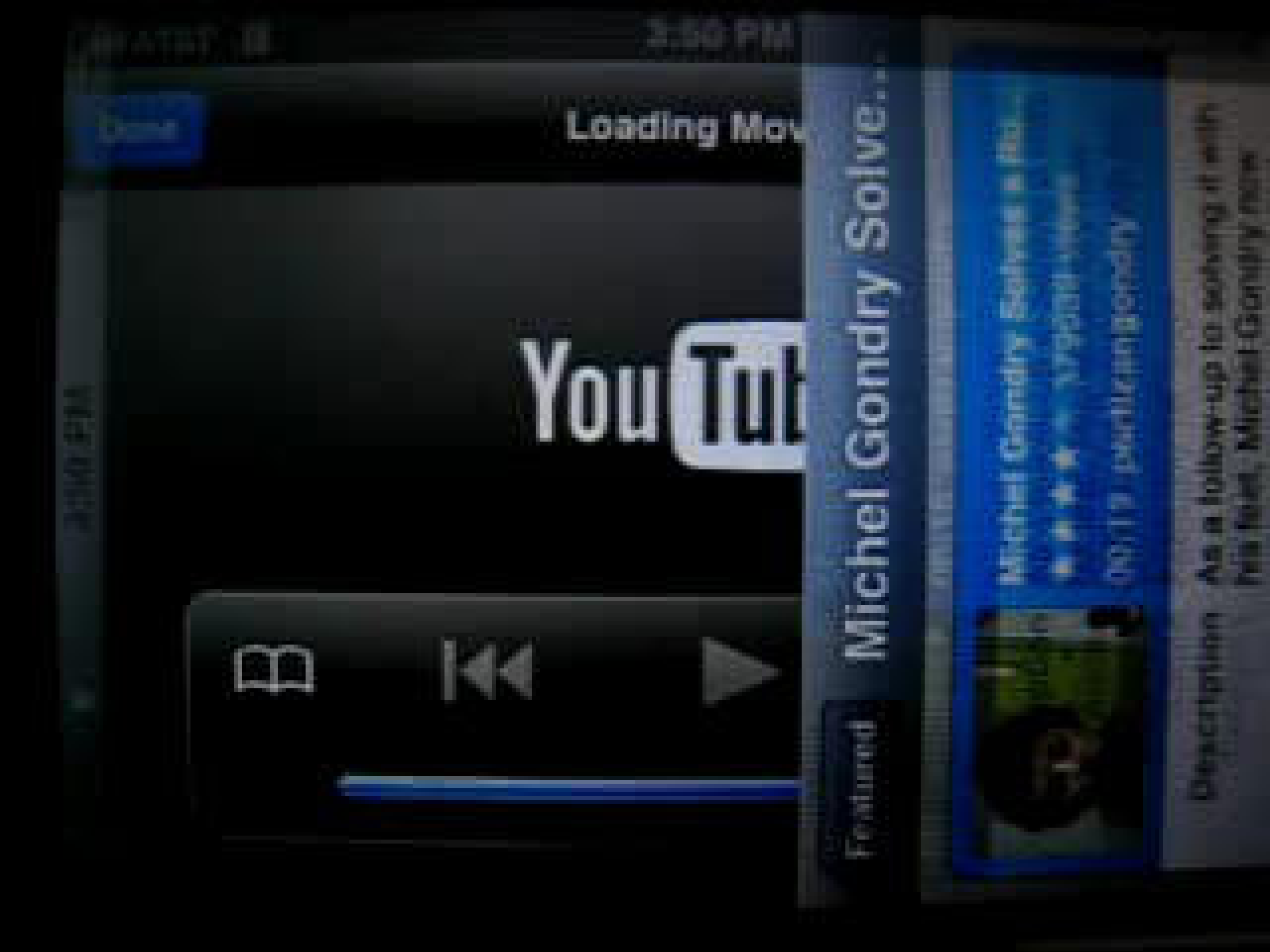
Try GPS!

Links:

1. Facebook Mobile
2. Xanga
3. VOX
4. LiveJournal
6. Rabble

Sprint Home


Social Zone
Links:
1. Facebook Mobile
2. Xanga
3. VOX
4. LiveJournal
5. Rabble
NISSAN
Watch Now!
Sprint Home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Michel Gondry Solve...
Featured


TOOLS ON THE GO
1. Get New Applications
VZ Navigator
OK
Options

CourtlandBrooks.com



Worked With

Friendfinder
Friendster
Cupid
TRUE
Webdate
PlentyofFish

Services

- Public Relations
- Business Development
- Strategy

Mark Brooks

212-444-1636
mark@courtlandbrooks.com