ONLINE PERSONALS WATCH

Online Personals News and Commentary



in partnership with iDate Internet Dating Conference

News - Innovation - Stats

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BeNaughty
BigChurch
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Affiliate Conversions

Build Your Own Dating Site

Build Your Own Social Network

Payment Providers

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MARK BROOKS



LinkedIn profile

In The Press

Consulting

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SITE SPONSORS

iovation

Jangl

Trustcash

WhiteLabelDating.com

INTERNET DATING OFFICIAL RANKINGS

U.S.A. *Hitwise ~ 12/07*
1 Singlesnet
2 PlentyofFish
3 eHarmony

U.K. *Hitwise ~ 12/07*
1 SexInTheUK
2 PlentyofFish
3 Gaydar.co.uk

Canada *Comscore ~ 12/07*
1 Spark Networks
2 PlentyofFish
3 Lavalife

U.S.A. Internet Dating Rankings

Niche Internet Dating Rankings

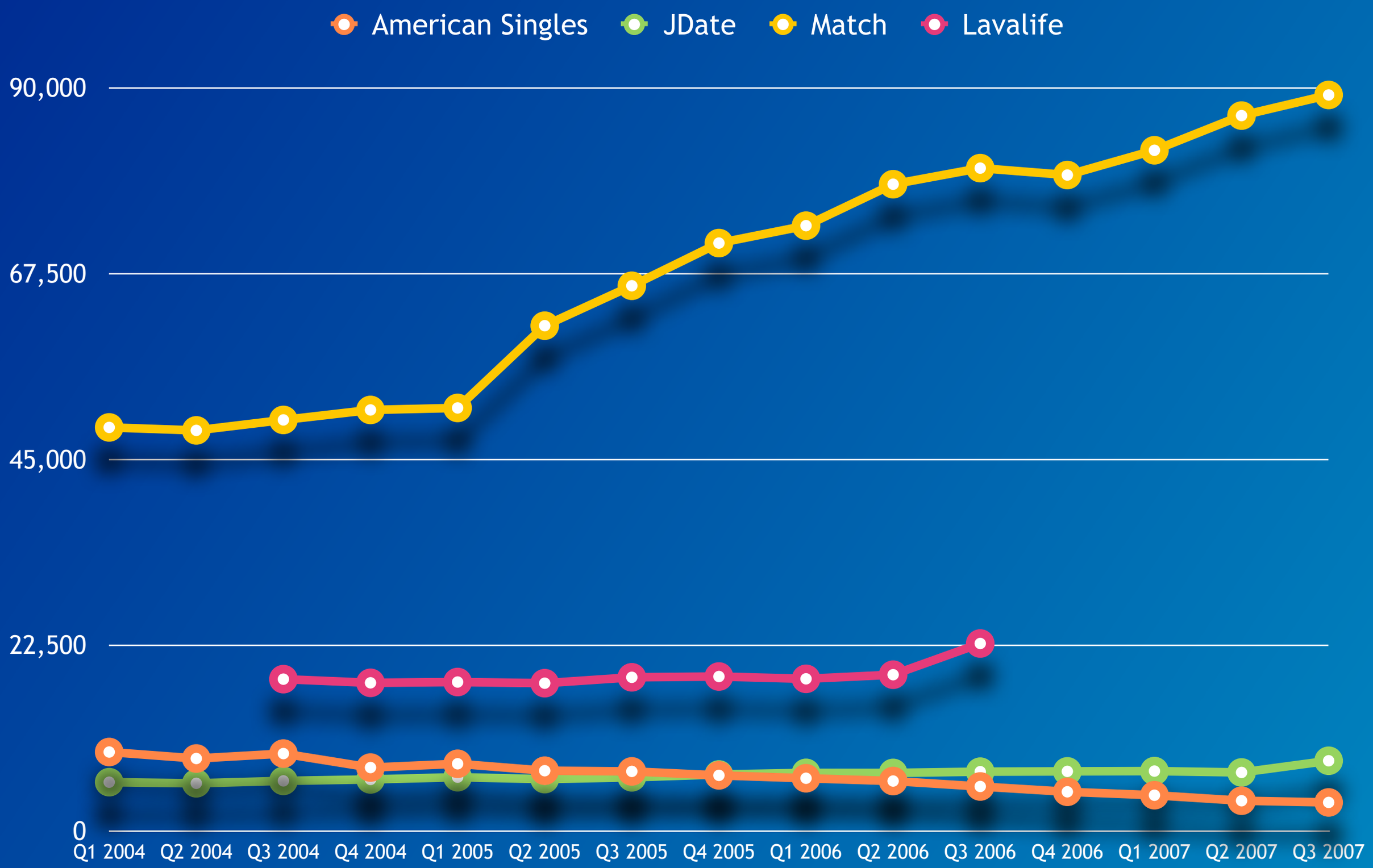
Int'l Internet Dating Rankings

CEO INTERVIEWS

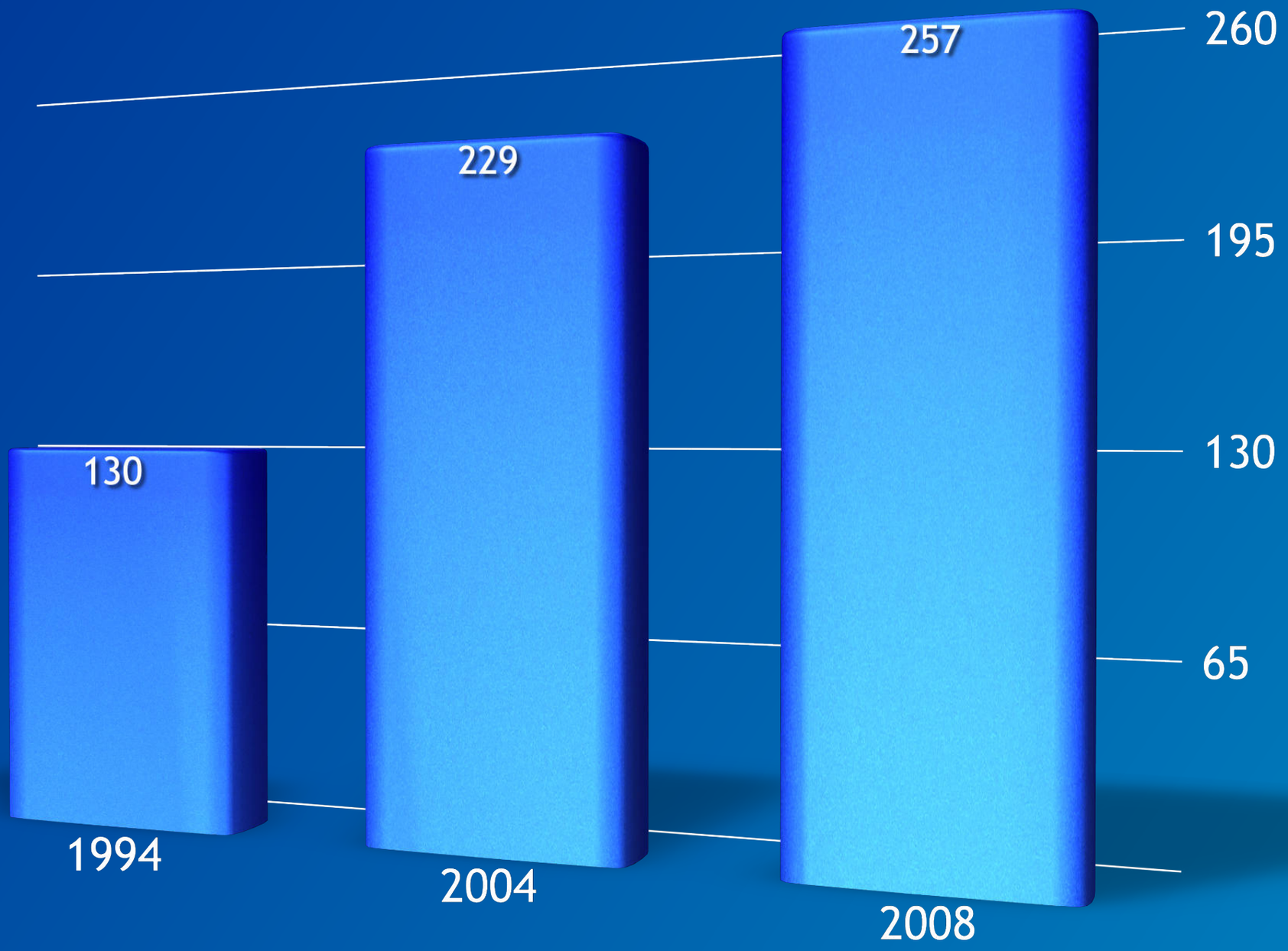
See List of All CEO Interviews

- FriendFinder
- Iovation
- Jangl
- Manhunt
- myPartner
- Omnidate
- Plentyoffish
- The Right One
- TRUE
- TrustCash
- Userplane
- WhiteLabelDating.com

Industry Leaders Revenue ($ 000)

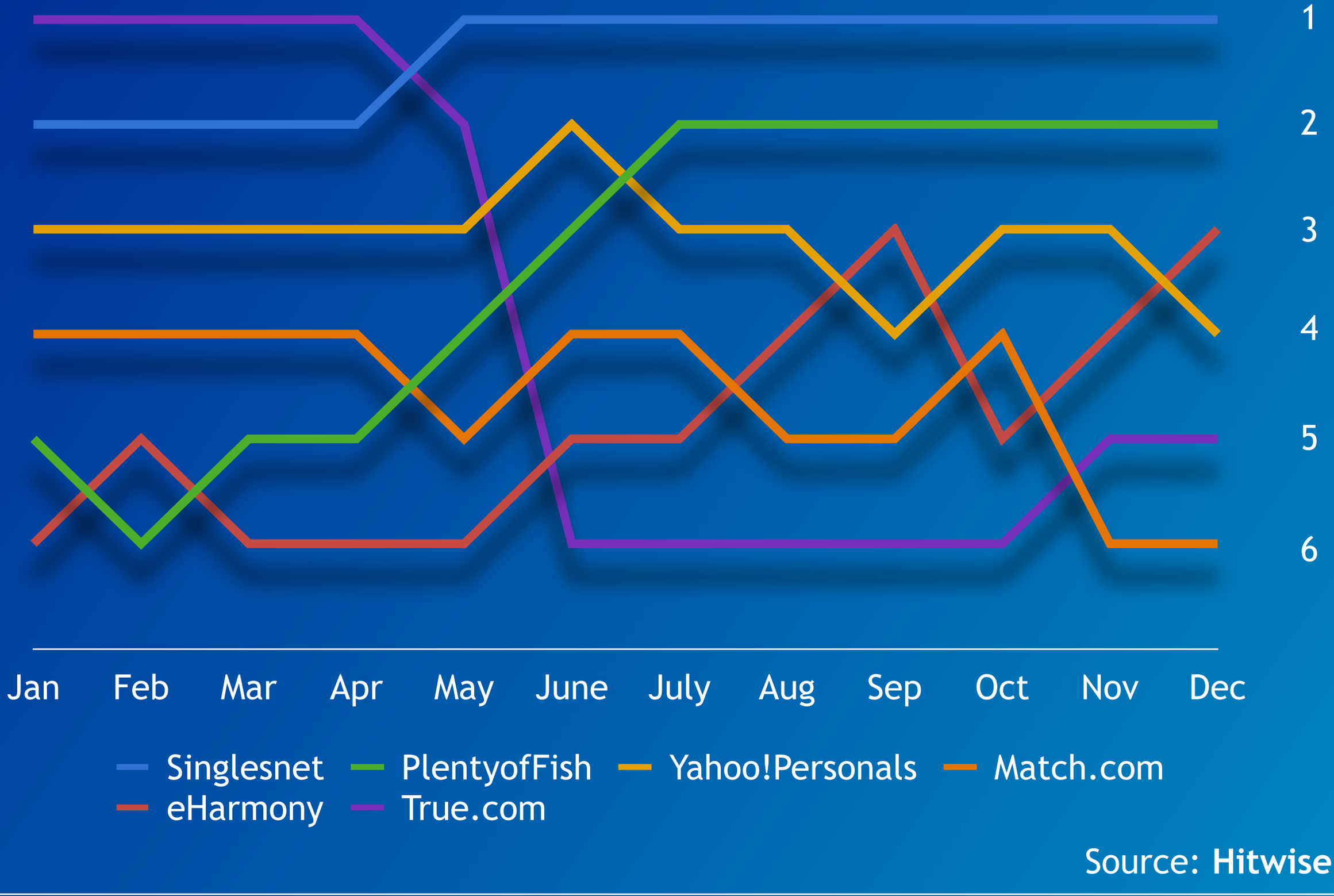


Matchmaking Revenue ($ millions)



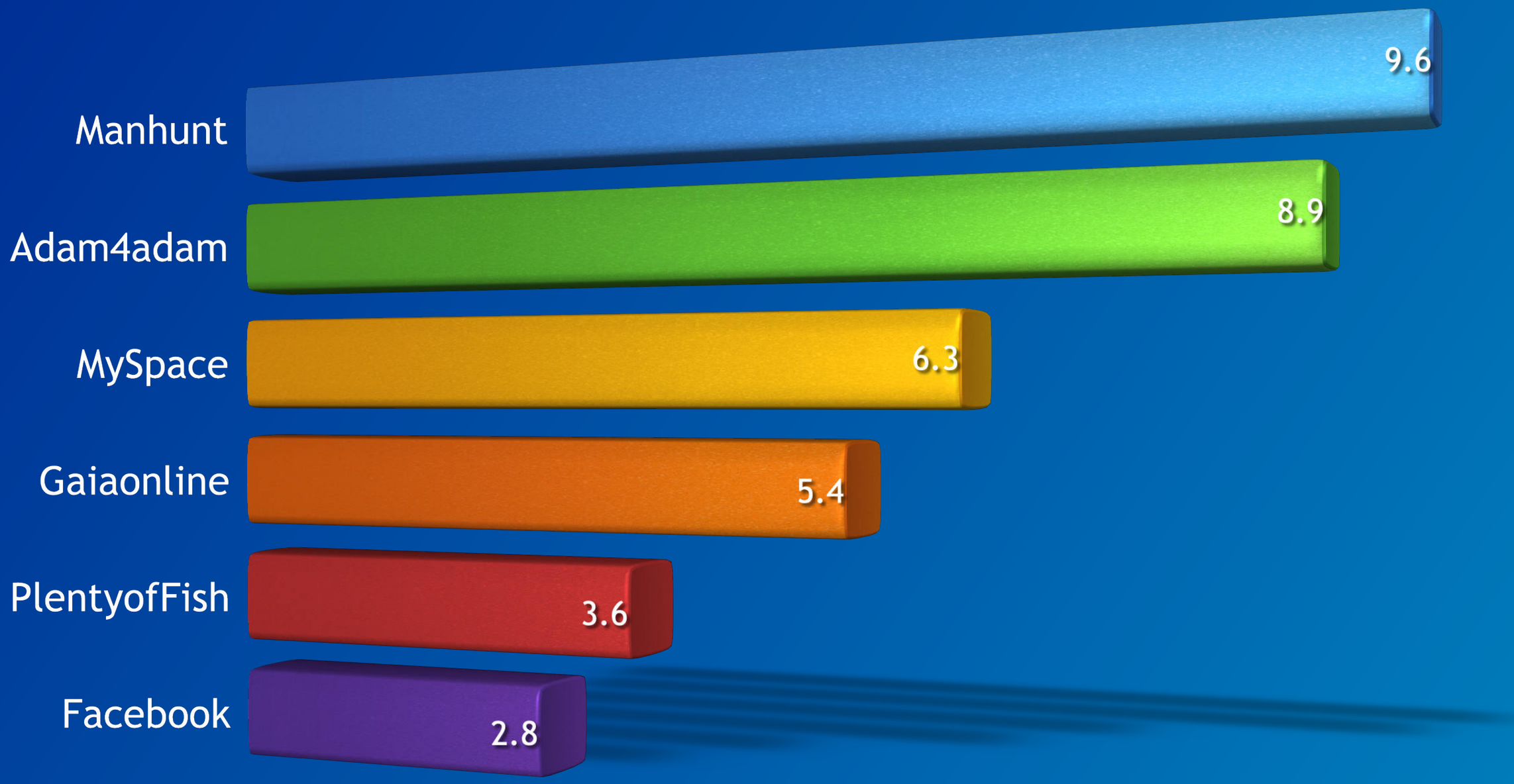
Source: **Market Data**

Online Dating U.S. Rankings 2007



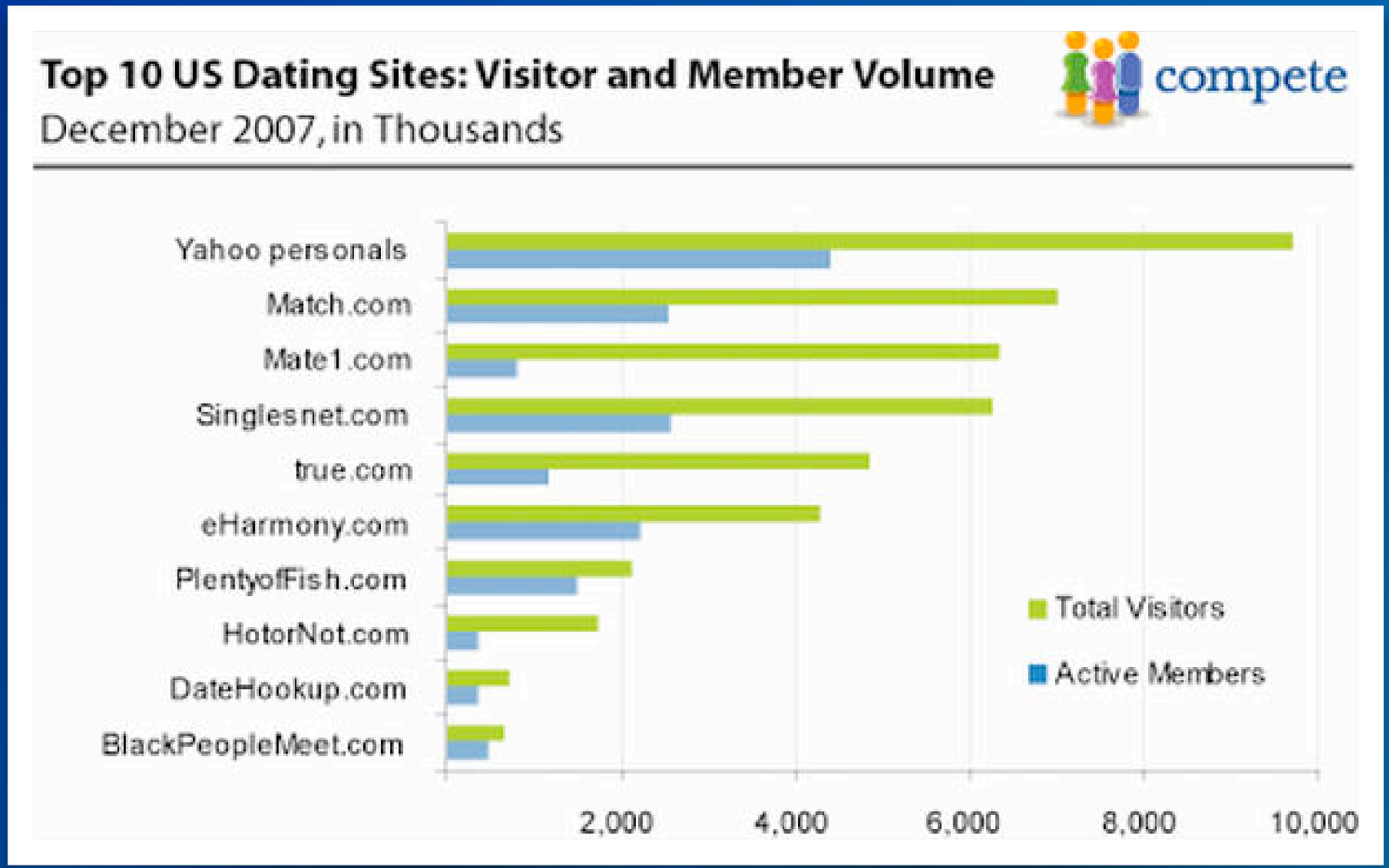
Source: **Hitwise**

U.S. Average Monthly Time Spent (hours) (Oct 2007)



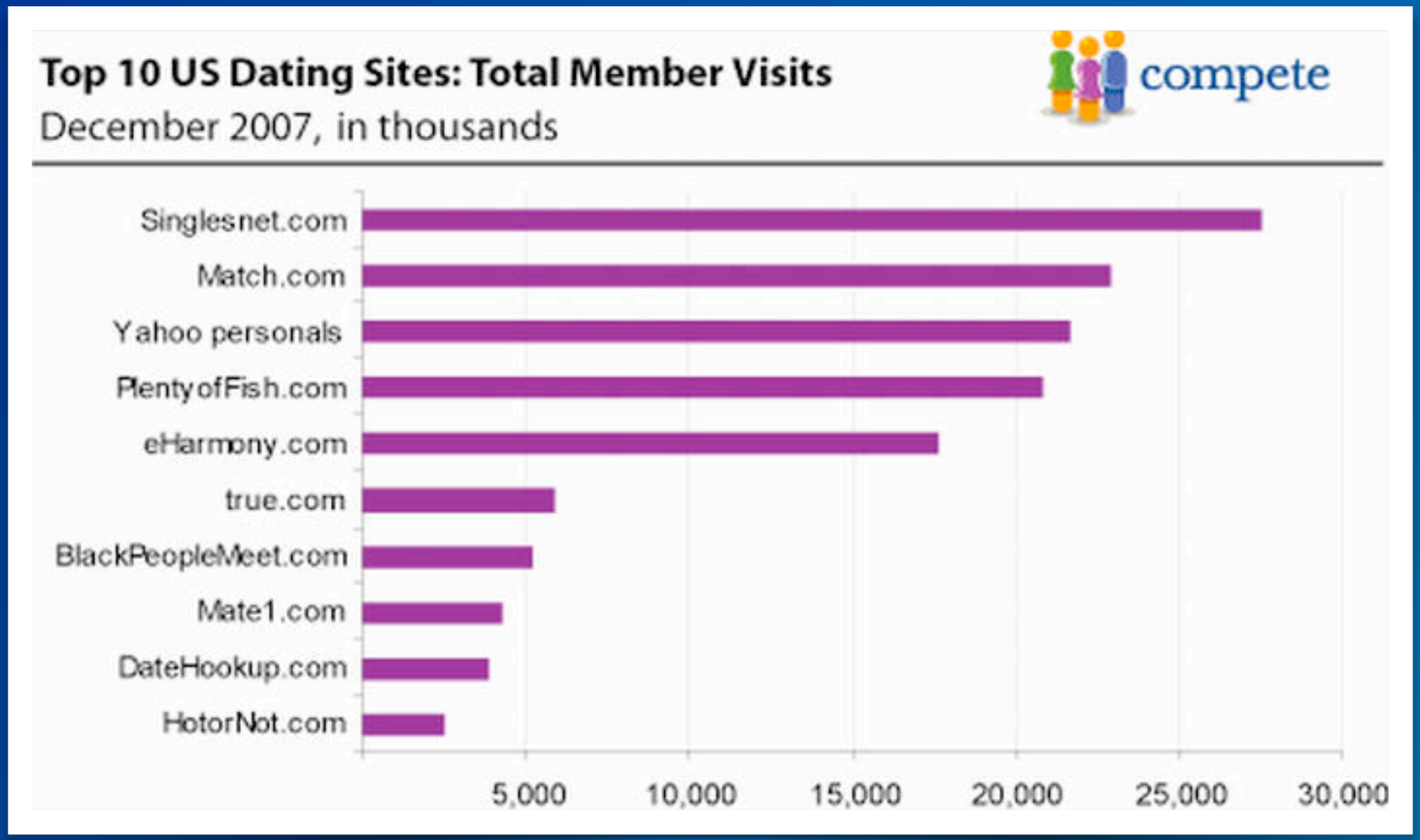
Source: **Compete**

Top 10 US Dating Sites: Visitors and Member Volume



Source: **Compete**

Top 10 US Dating Sites: Total Member Visits



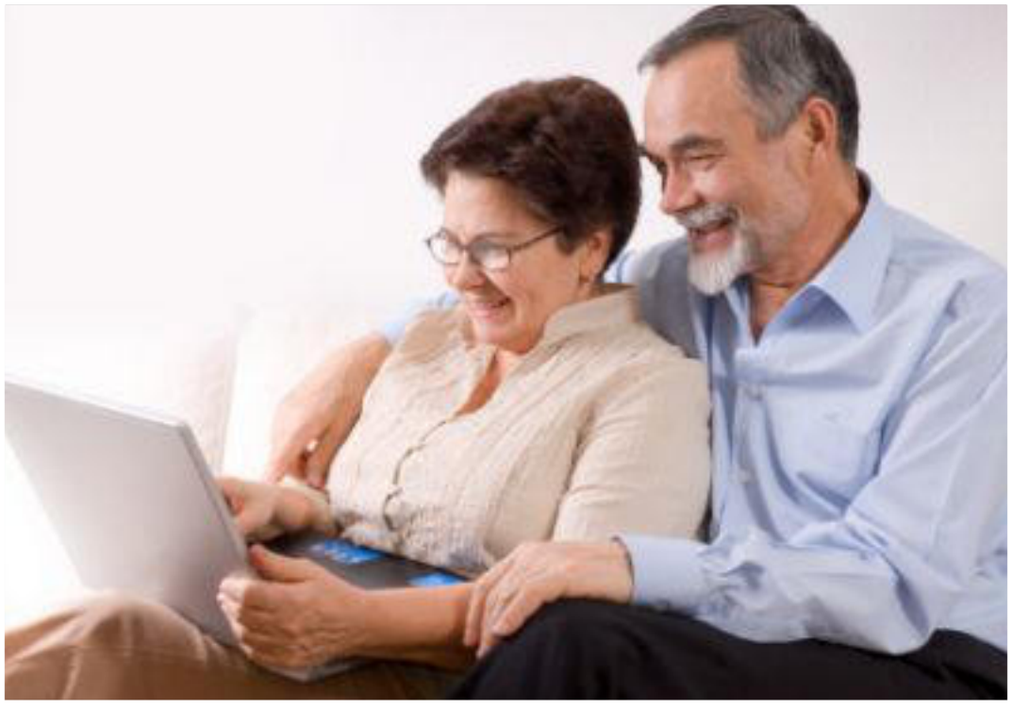
Source: **Compete**

News



5. NJ Passes Internet Dating Safety Act

News



4. Chasing The ($$$’s) Baby Boomers

News



3. The Rise of The Fish

News



2. Penthouse Buys FriendFinder

News



1. Match Takes Its Gloves Off

Innovations



5. Build Your Own Dating Site

Innovations



4. Make The SNS Connection

Innovations



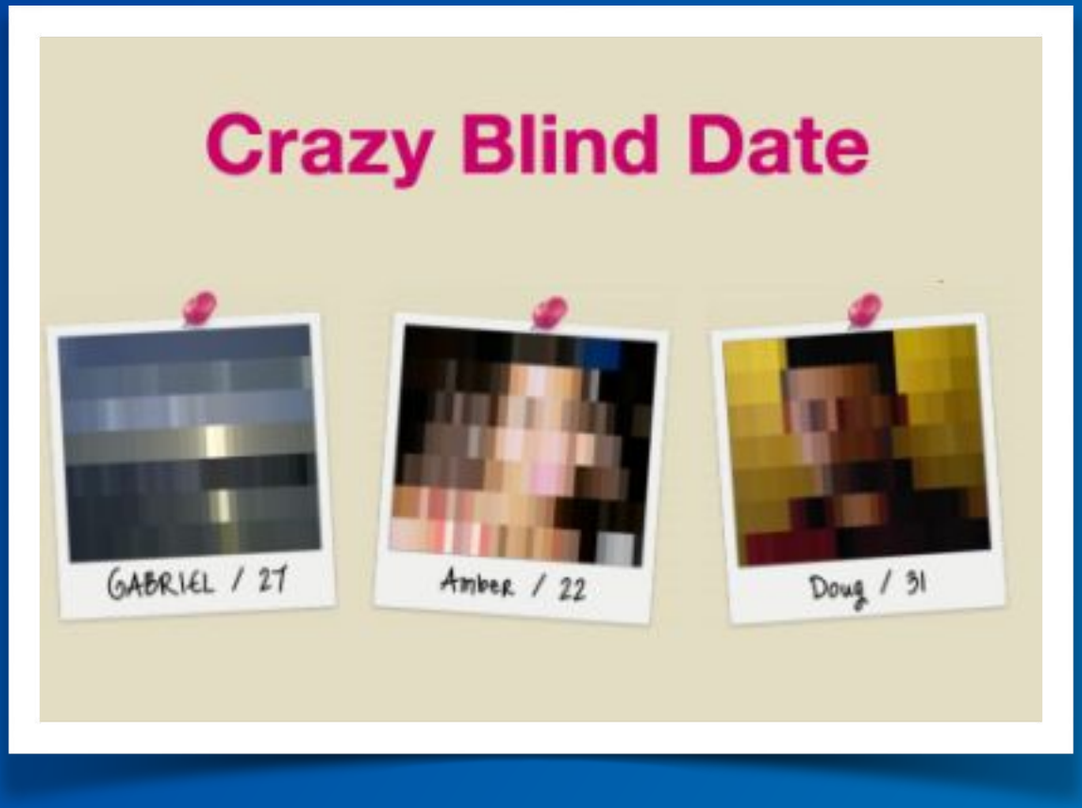
3. Online Speed Dating

Innovations



2. Reputation Management a.k.a. Kicking Scammers Out

Innovations



1. CrazyBlindDate.com

Statistics



5. Women Would Rather Give Up Sex Than Their Mobile Phone

Statistics



4. The Rich Are Online Longer, Use IM and Like to Blog

Statistics



3. Demi Moore Effect

Statistics



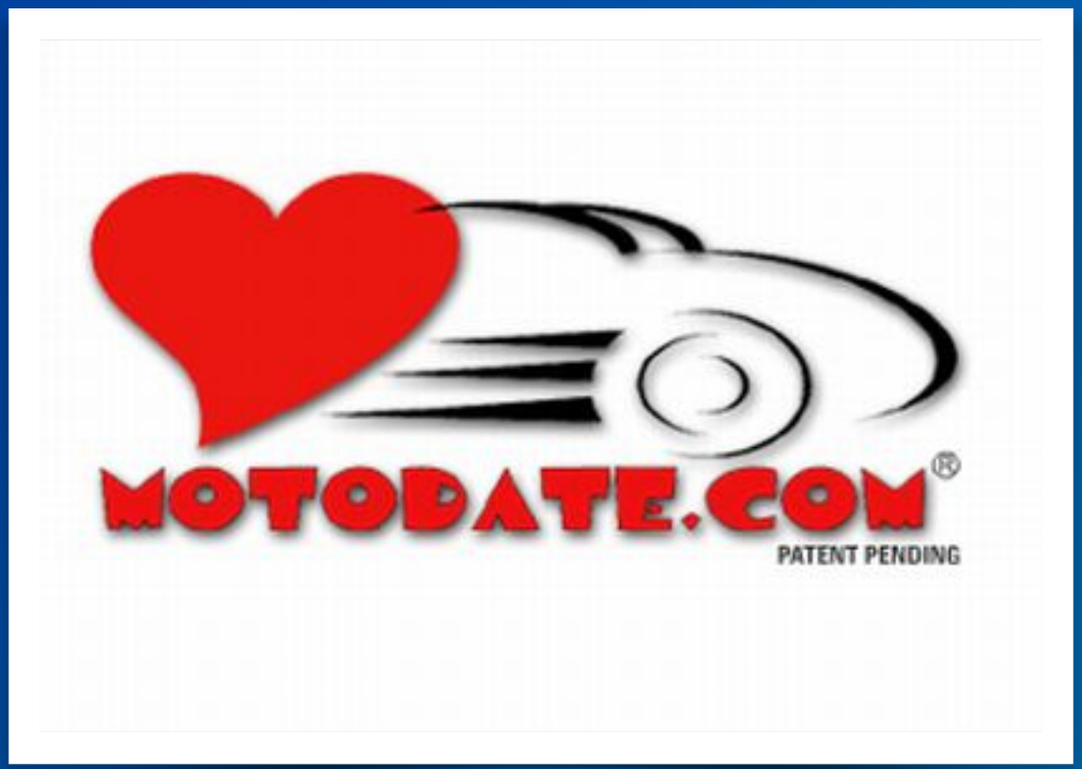
2. Dating Ad Spends

Statistics



1. Jupiter Predicts Growth

Weird & Wacky



5. Motodate.com - Meet While in Traffic

Weird & Wacky



4. SexSearch Offers Charlie Sheen a Lifetime Membership

Weird & Wacky



3. National Break-Up Season

Weird & Wacky



2. PoisonPen.com - “When you care enough to send the very worst”

Weird & Wacky



1. PoorMatch.com

$$$



5. Improve Customer Service Response Time

$$$



4. Give Your Members A Voice

$$$



3. Userplane Money

$$$



2. Lead Generation For Matchmakers

$$$



1. Offer More Payment Choices



Courtland Brooks

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Overview

Courtland Brooks is a boutique consultancy which exclusively serves Internet Dating and Social Networking companies.

- We provide **Media Relations** services to help companies shape their messaging and deliver compelling stories for maximum impact with the press.

- We guide our clients **Business Development** strategy so they can identify sustainable revenue channels and the right deals with the right partners.

- We help get **Marketing Strategy** right first time, so our clients make efficient ad spends, generate word-of-mouth exposure and build long term user trust and reputation.

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