ONLINE PERSONALS WATCH
Online Personals News and Commentary
in partnership with iDate Internet Dating Conference

European Internet Dating Conference

ONLINE PERSONALS WATCH

internet dating news summaries and internet dating ceo interviews

Company Index

10000Bachelors
4MClub
Adam4AdamWatch.com
Adultfindfriends
AfterEllen
AfterElton
AirTroductions
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All Adult Dating
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All Billing Solutions
All Gay
All Internet Dating Statistics
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America'sOnlineDating
AmericanSinglesWatch.com
Amigos
Amor.com
AnastasiaInternational
AnastasiaWeb
AnimalAttraction
AnotherFriend

CEO INTERVIEWS

See List Of All CEO Interviews

Serious Matchmaking, Inc. - Janis Spindel
Sep '08 - High end matchmaker

Tsavo - Mike Jones
Aug '08 - Mystery startup

Adryenn Ashley
Aug '08 - Book author

SelectAlternatives - Andy Sutcliffe
Aug '08 - Newsweeklies personals product

ScientificMatch - Eric Holzle
Aug '08 - DNA matching

Match.com - Arnaud Jonglez
Aug '08 - French market

Frumster - Ben Rabizadeh
Aug '08 - Jewish dating

CONFERENCES

Matchmakers Conference
Sep 12 - 14, 2008; New York/New Jersey

Internet Dating Conference
Sep 22 - 23, 2008; London

Internet Dating Conference

MARK BROOKS

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Consulting

In The Press

Weight Loss War

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Mark Brooks

Clients

- White Label Dating
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- FriendFinder
- Friendster
- OmniDate
- EasyDate
- iovation
- Cupid
- TRUE
- Fling

OPW in the Press

- Christian Science Monitor - July ’08
- Consumer Affairs - July ’08
- ‘Singles’ Documentary - June ’08
- Financial Times - May ’08
- New York Times - April ’08
- TechCrunch - April ’08
- Chicago Tribune - April ’08
- SF Chronicle - Feb ’08
- Miami Herald - Feb ’08
- San Francisco Chronicle - Feb ‘08

Internet Dating
vs
Social Networking



LIZ HAFALIA / *The Chronicle*

Friendster founder John Abrams (right) shows his connection to co-workers Steve Kingsley-Jones (center) and Mark Brooks.

Bound together

Popular startup dot-com connects users to thousands of friends of friends of friends of friends

By Vanessa Hua

match for their friends and search by inter-

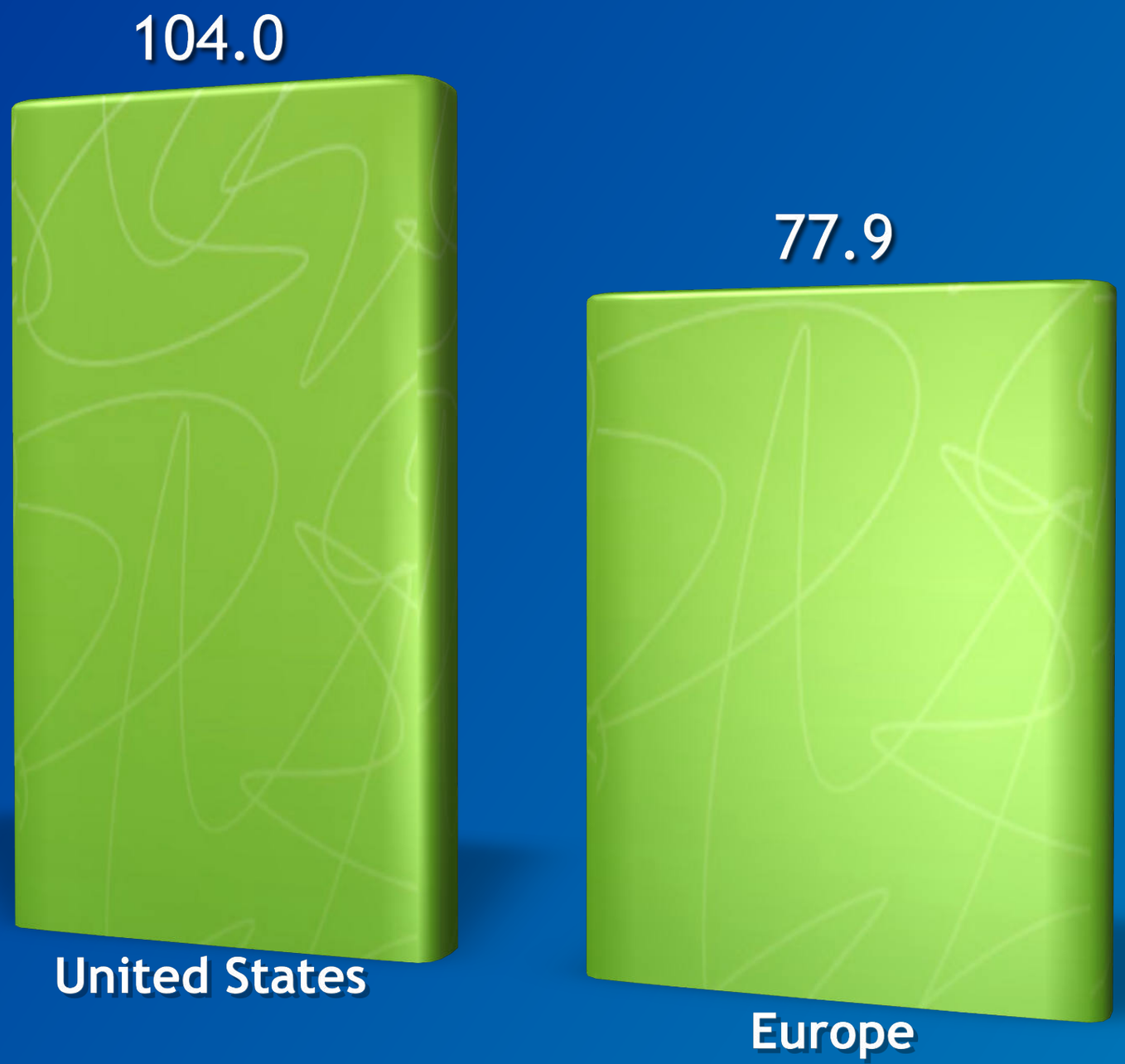
online communities. She has interviewed

Number Of People Who Visited Dating Sites In Feb ’08 (million)



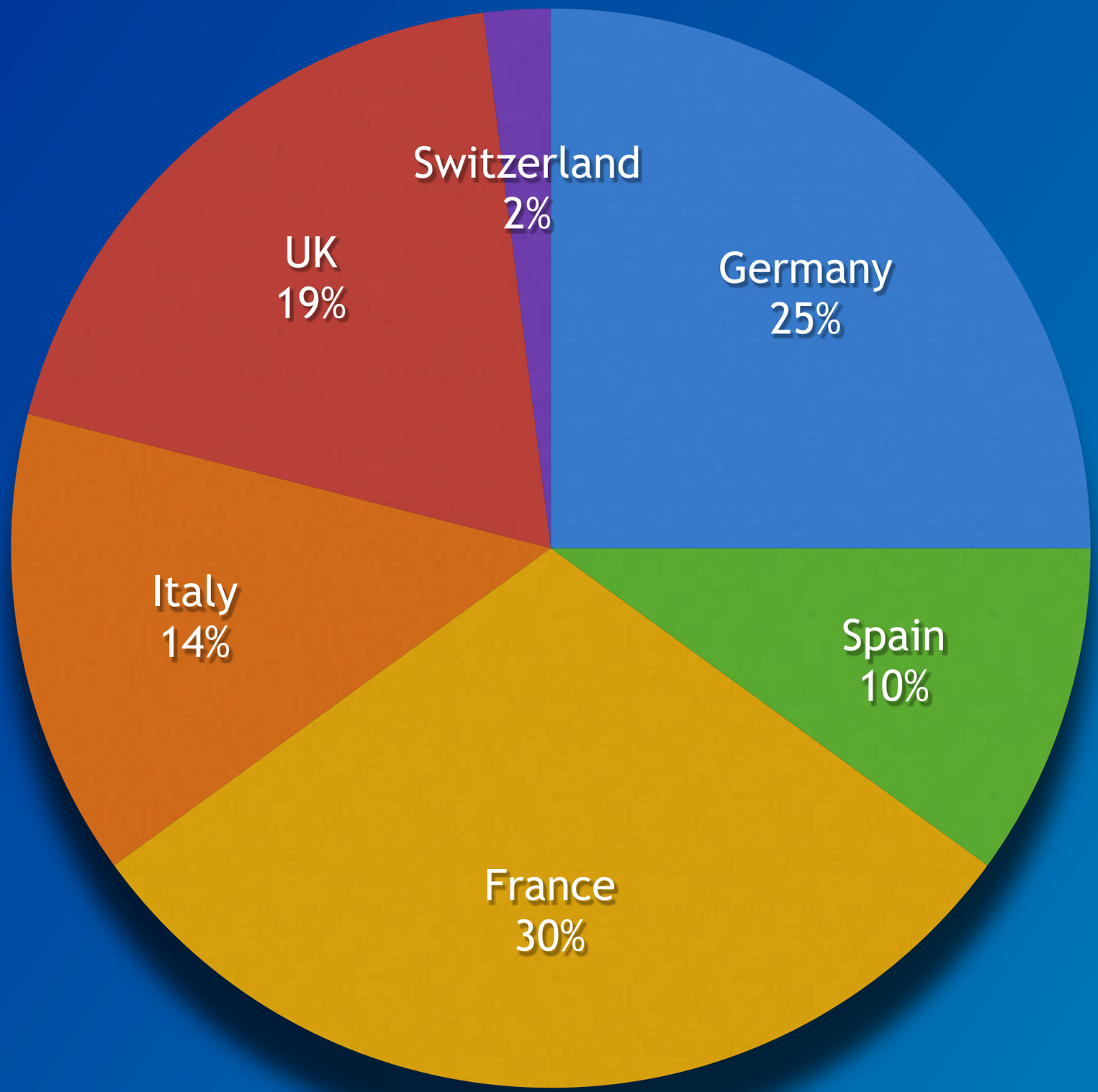
Source: **Nielsen Online - February 2008**

Number Of People Who Visited SNS In Feb ’08 (million)



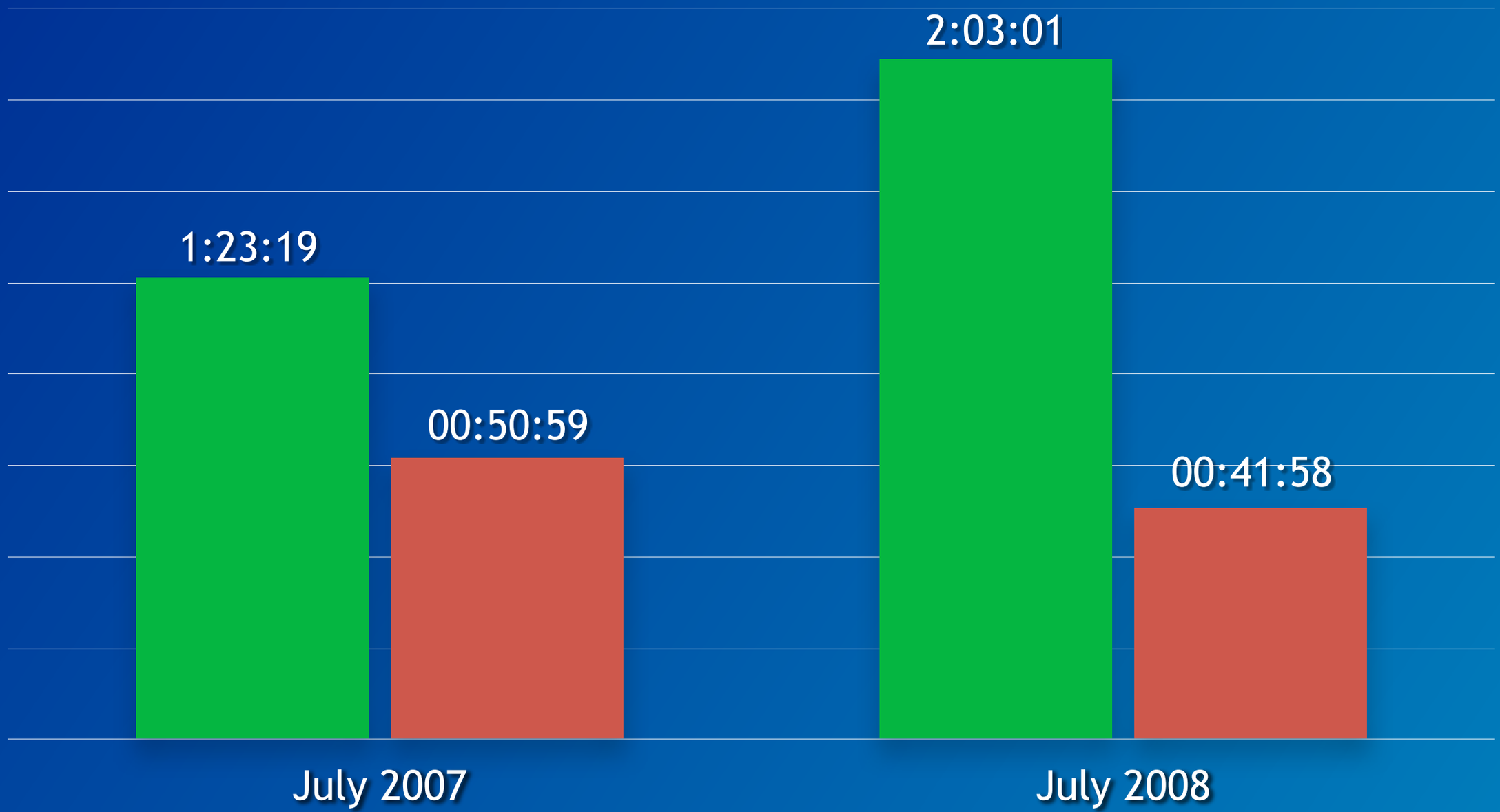
Source: **Nielsen Online - February 2008**

25m Euro iDating Users



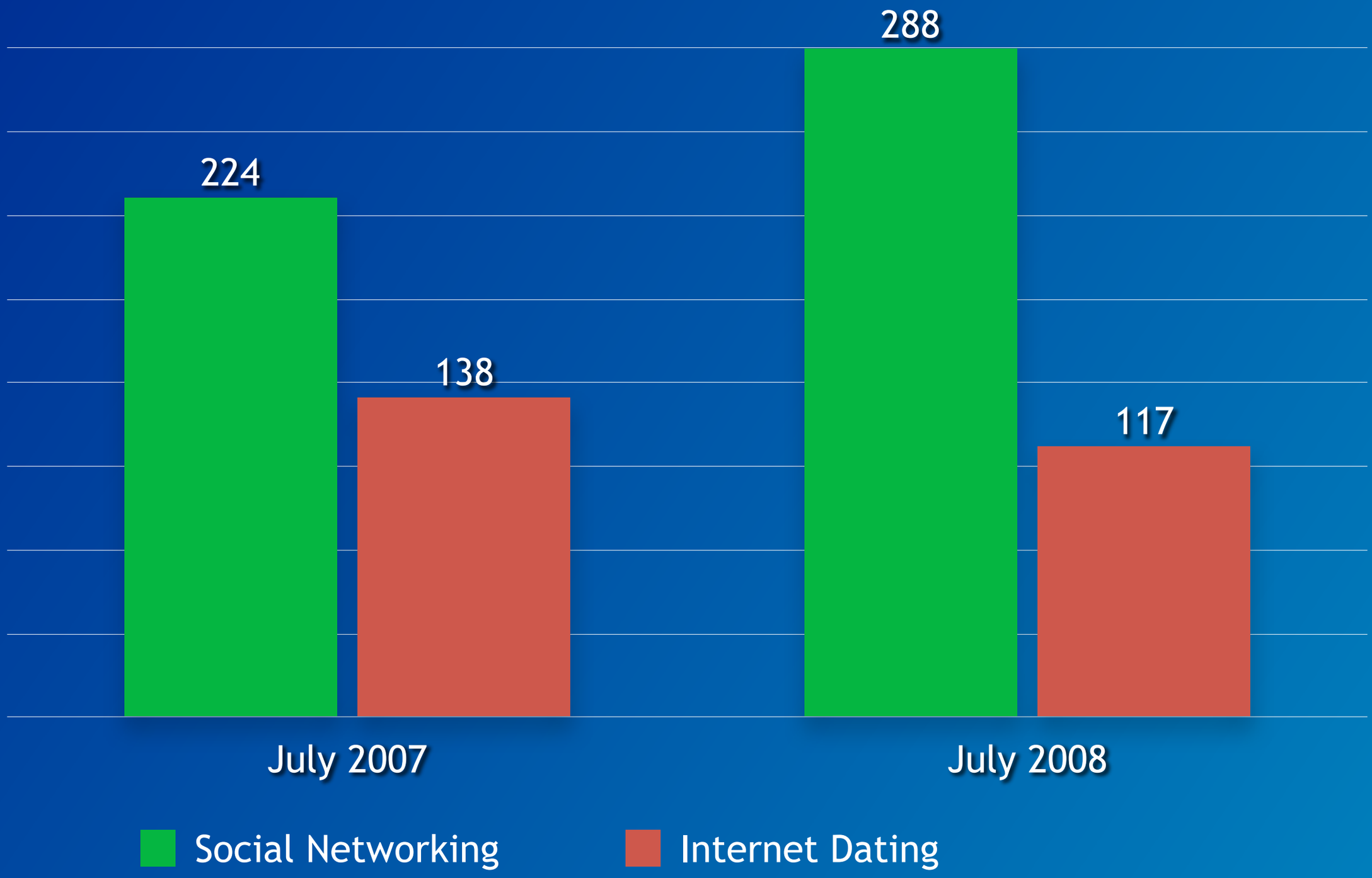
Source: **Nielsen Online, July 2008**

EU Average Usage - Time per User



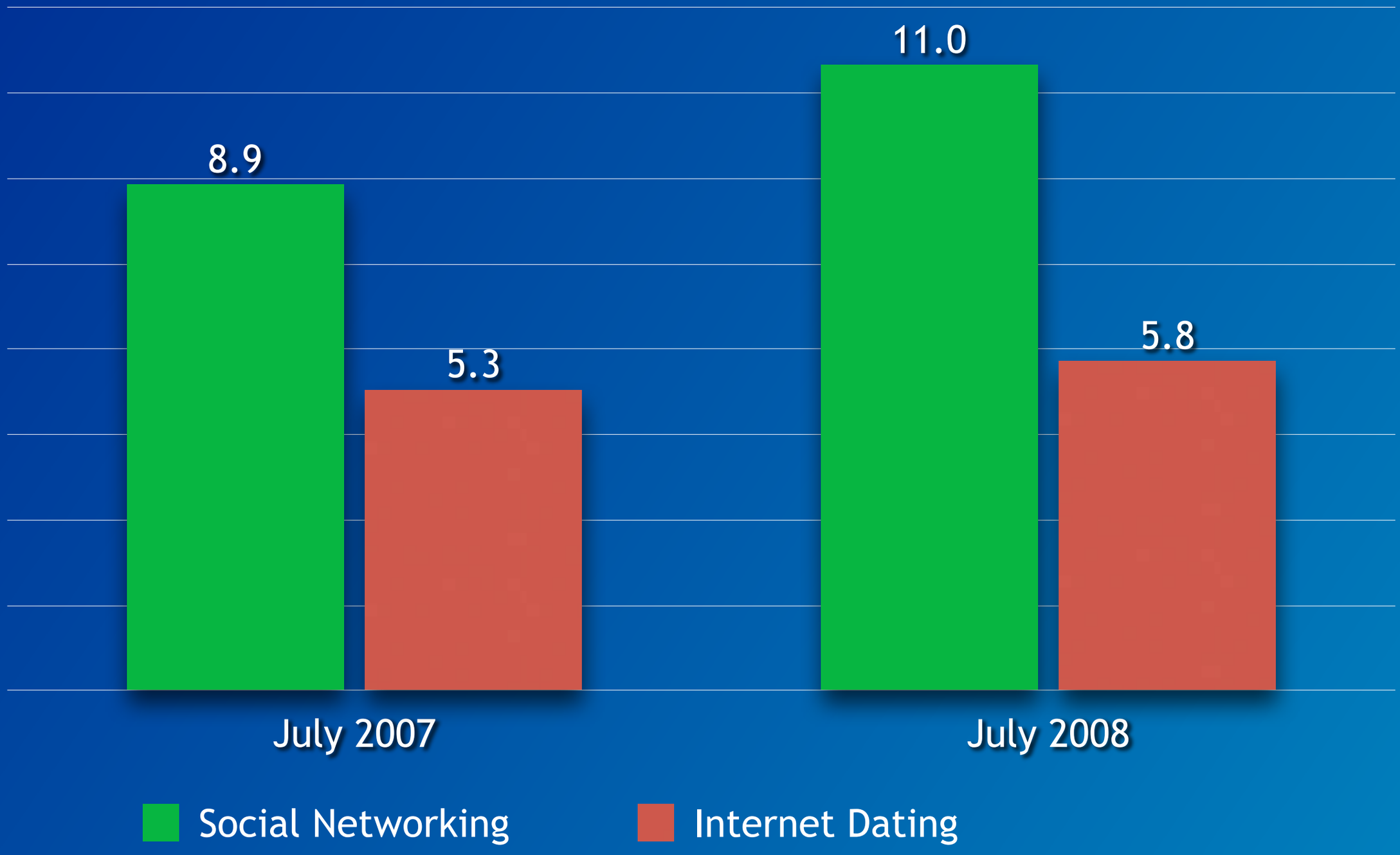
Source: **Nielsen Online, July 2008**

EU Average Usage - Pages per User



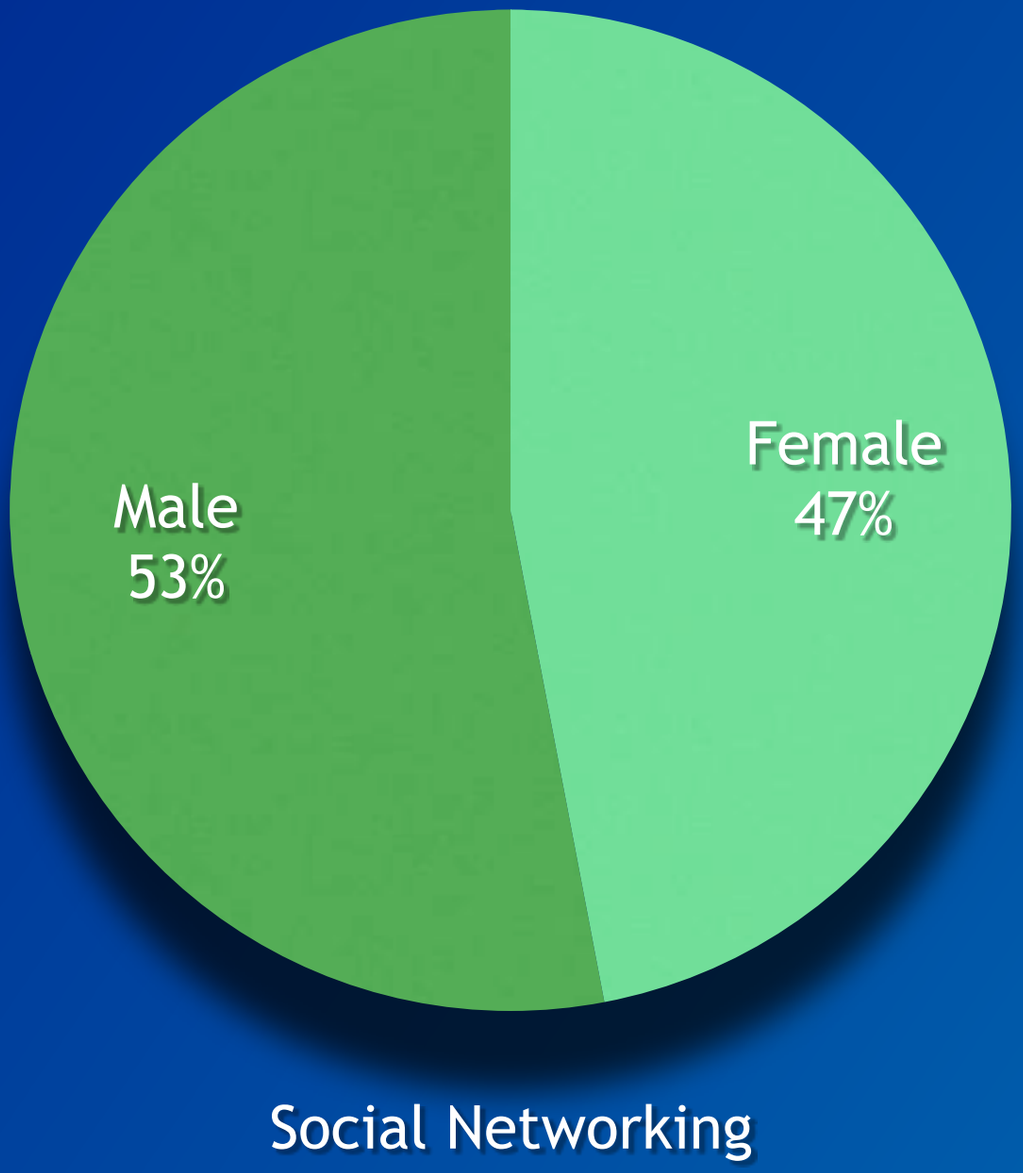
Source: **Nielsen Online, July 2008**

EU Average Usage - Sessions per User

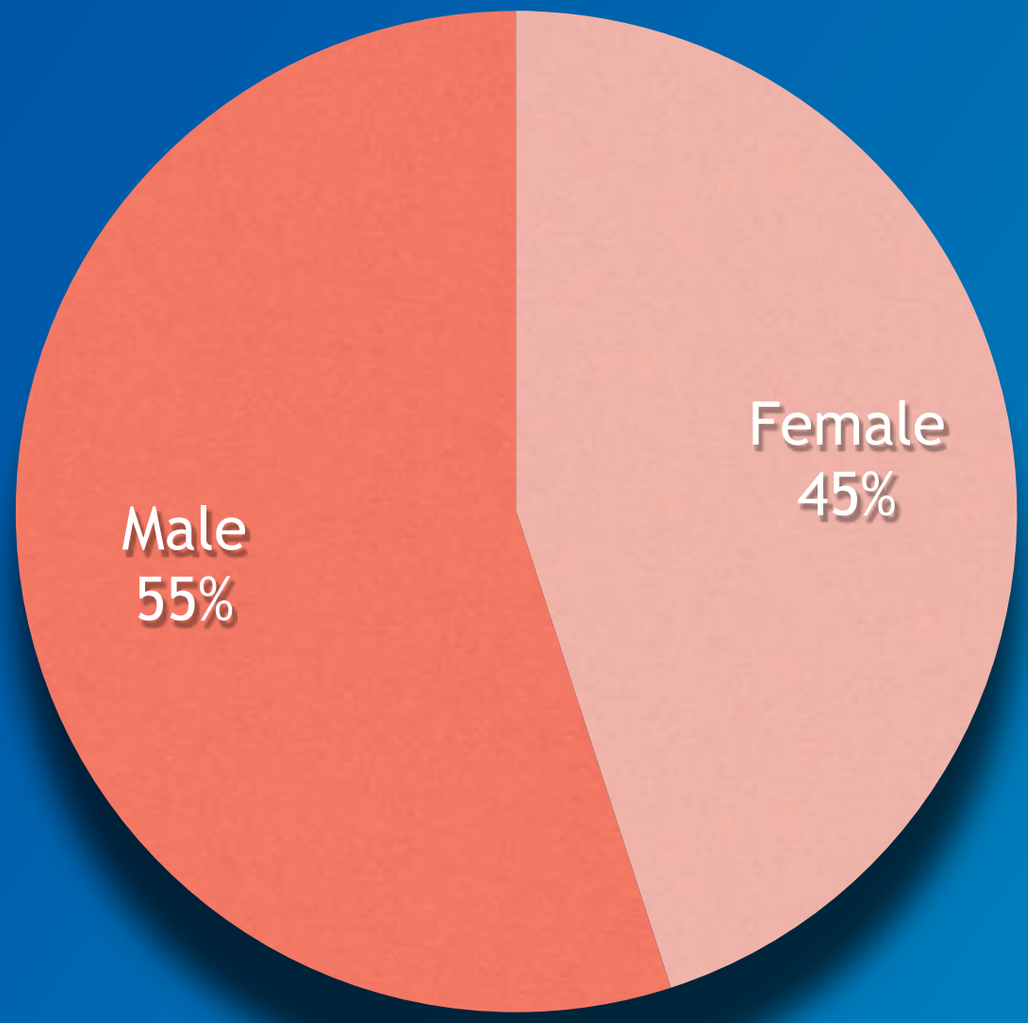


Source: **Nielsen Online, July 2008**

EU Demographic Profile - Gender



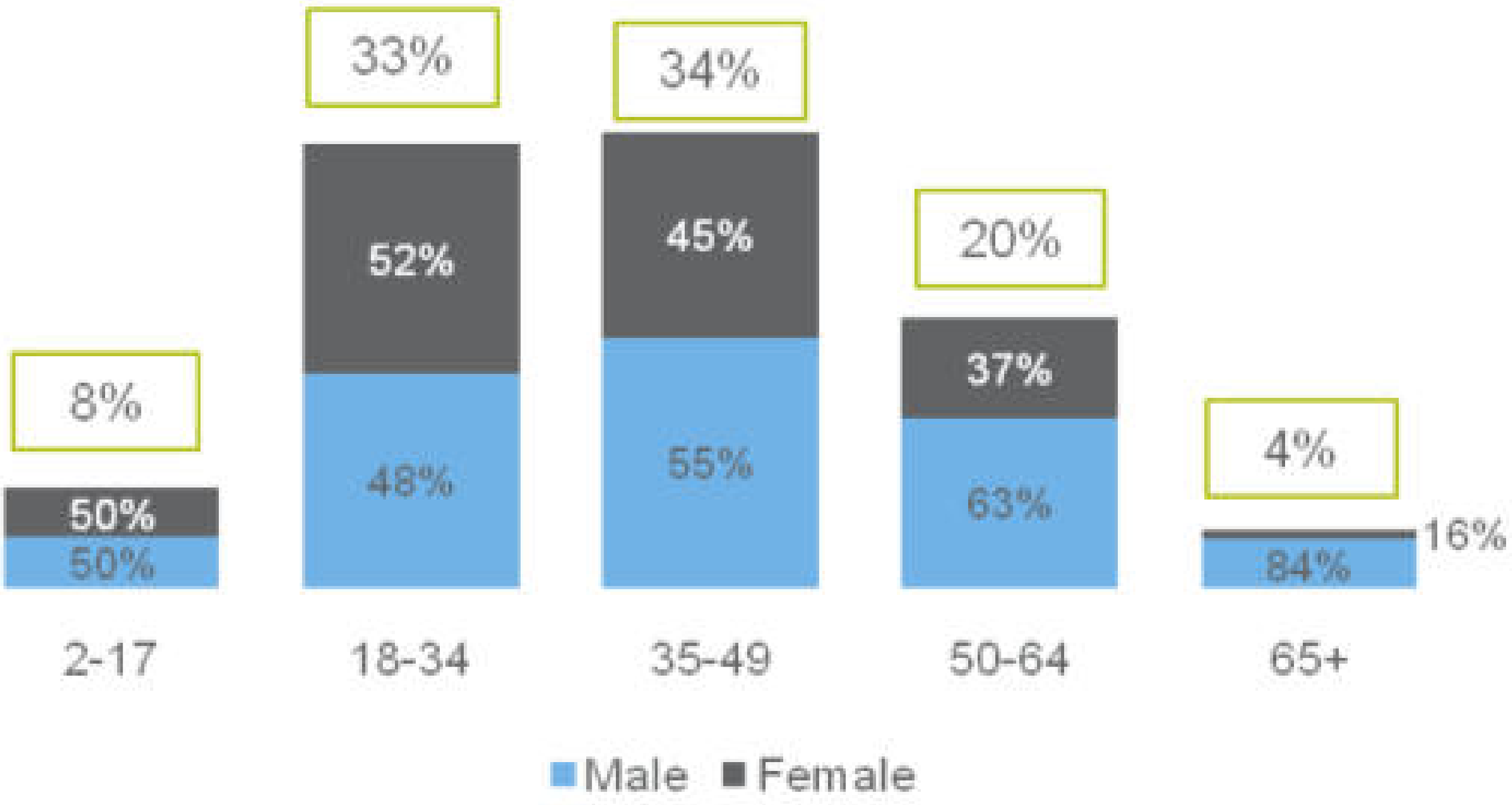
Social Networking



Internet Dating

Source: **Nielsen Online, July 2008**

Internet Dating

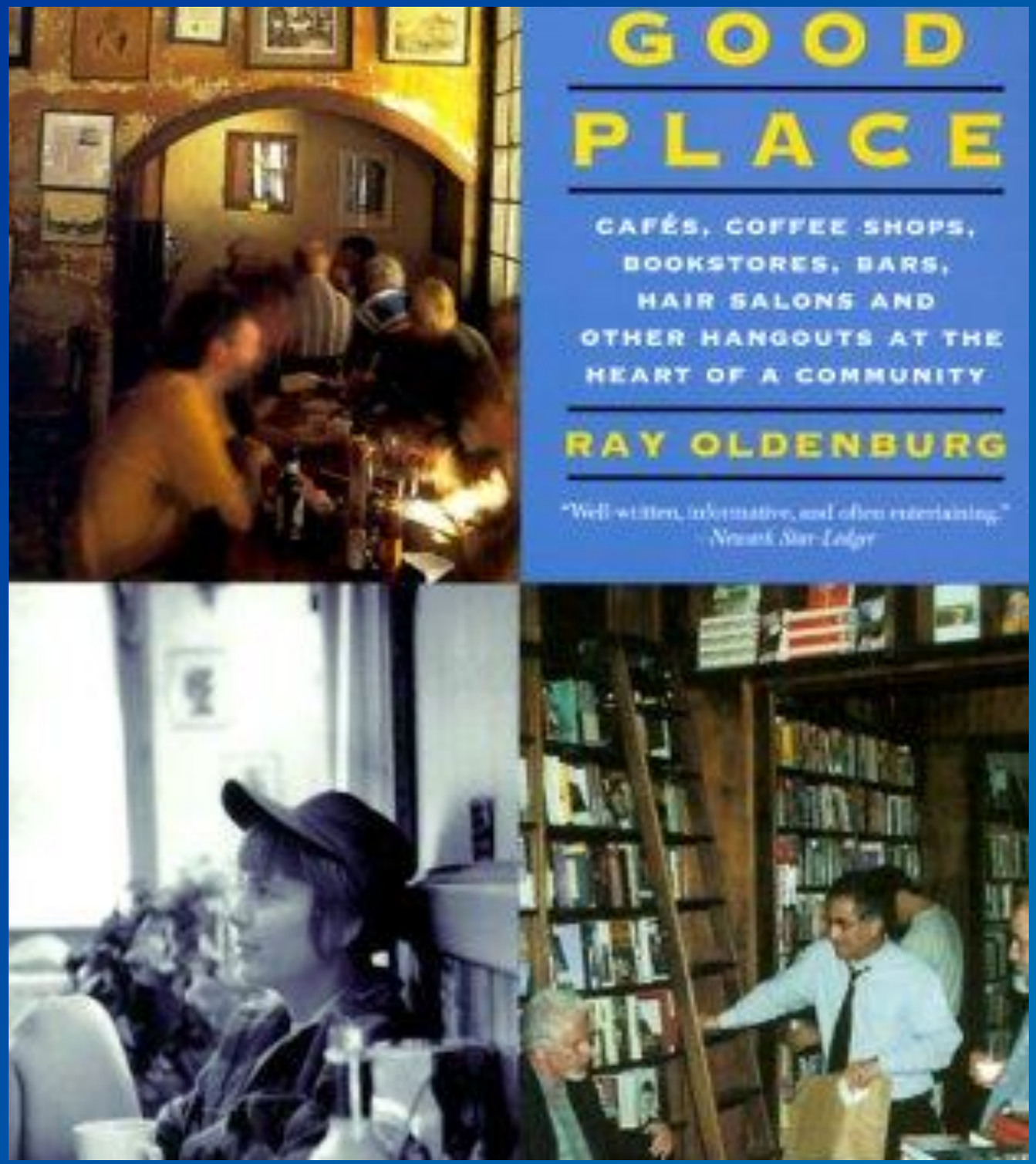


Source: **Nielsen Online, July 2008**

N Of People Who Visited Dating Sites In Feb '08 - EU (million)



Source: **Nielsen Online - February 2008**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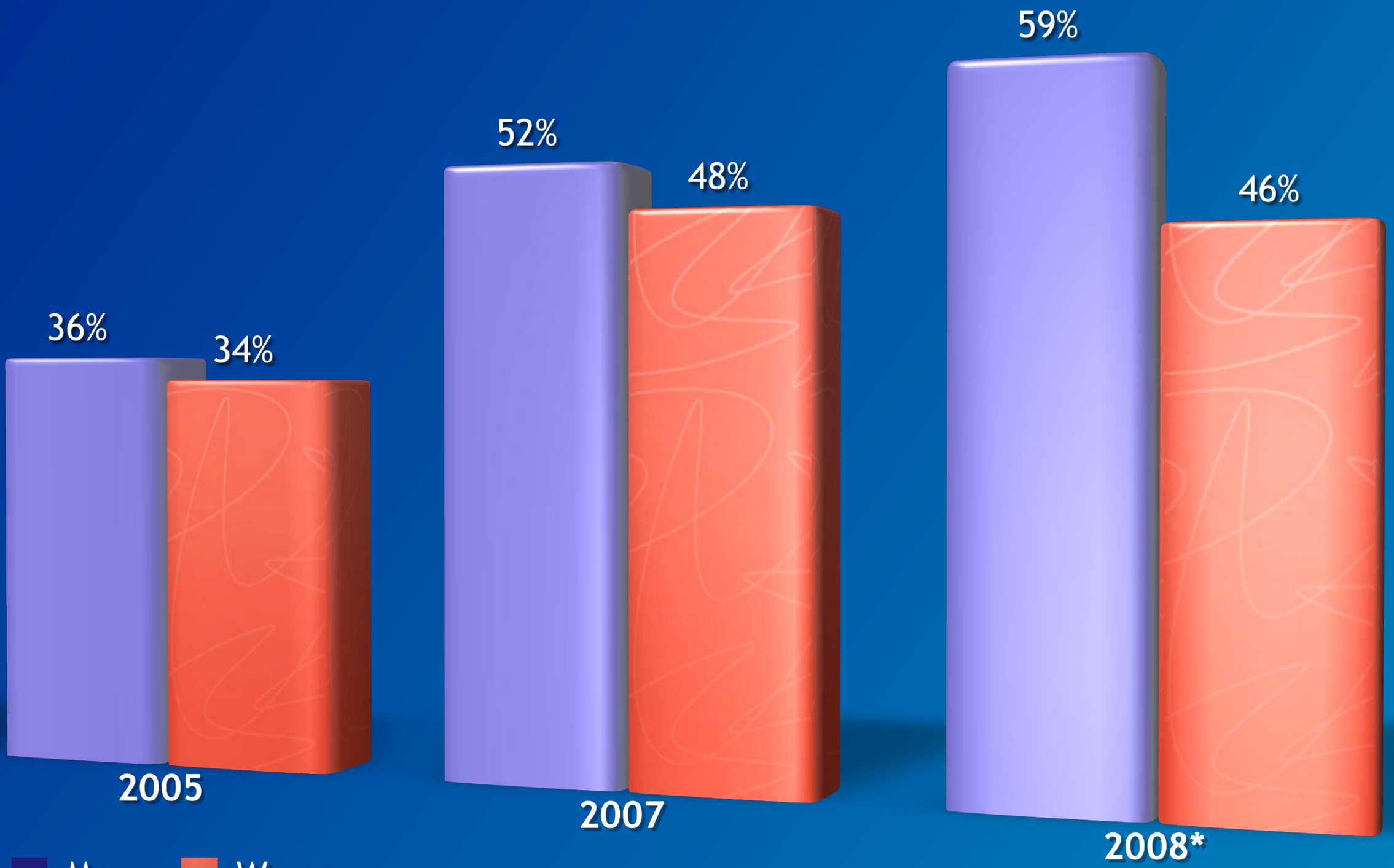
PLACE
CAFÉS, COFFEE SHOPS,
BOOKSTORES, BARS,
HAIR SALONS AND
OTHER HANGOUTS AT THE
HEART OF A COMMUNITY
RAY OLDENBURG
"Well-written, informative, and often entertaining."
Newark Star-Ledger

% British Singles Using Internet To Find Dates

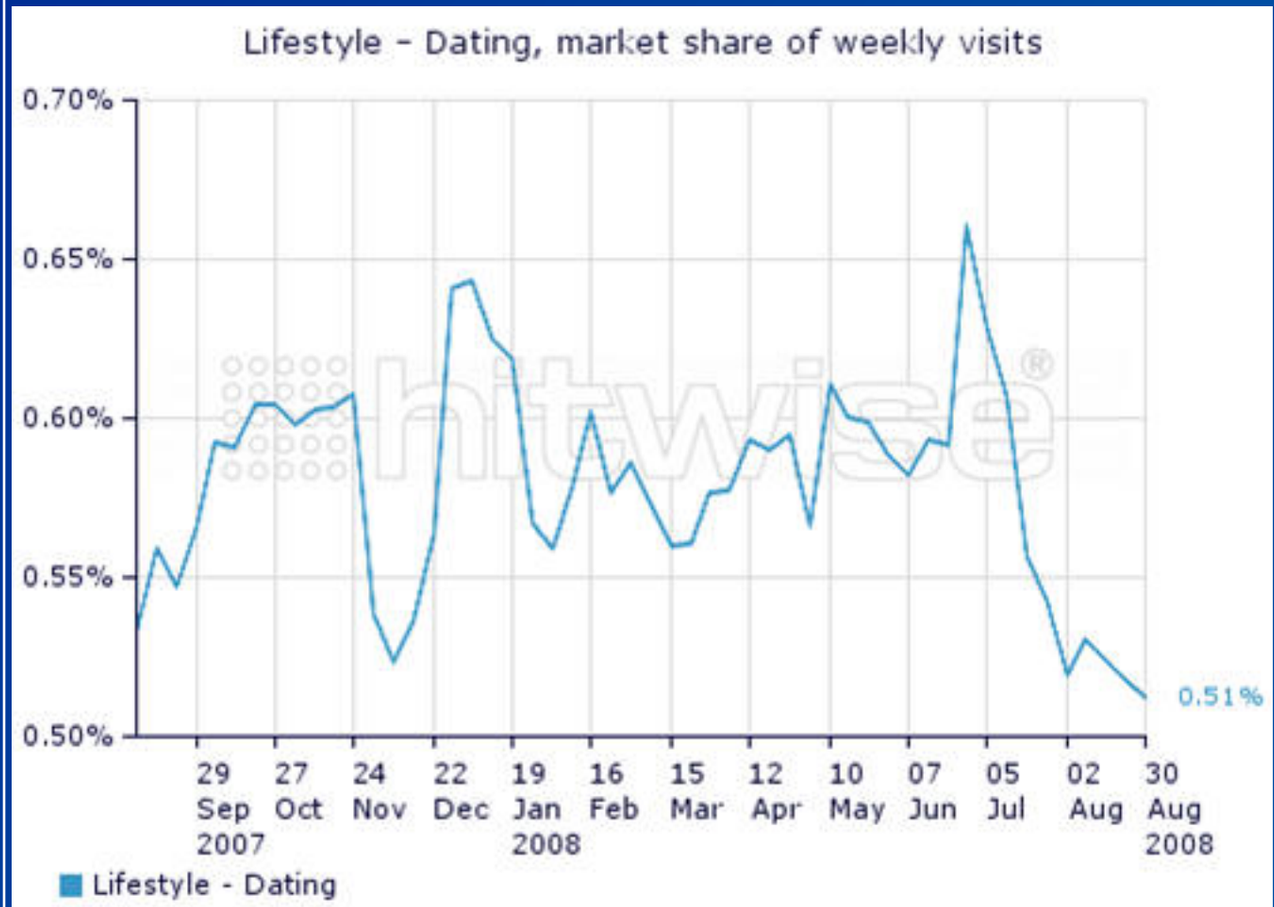


* Intend to use

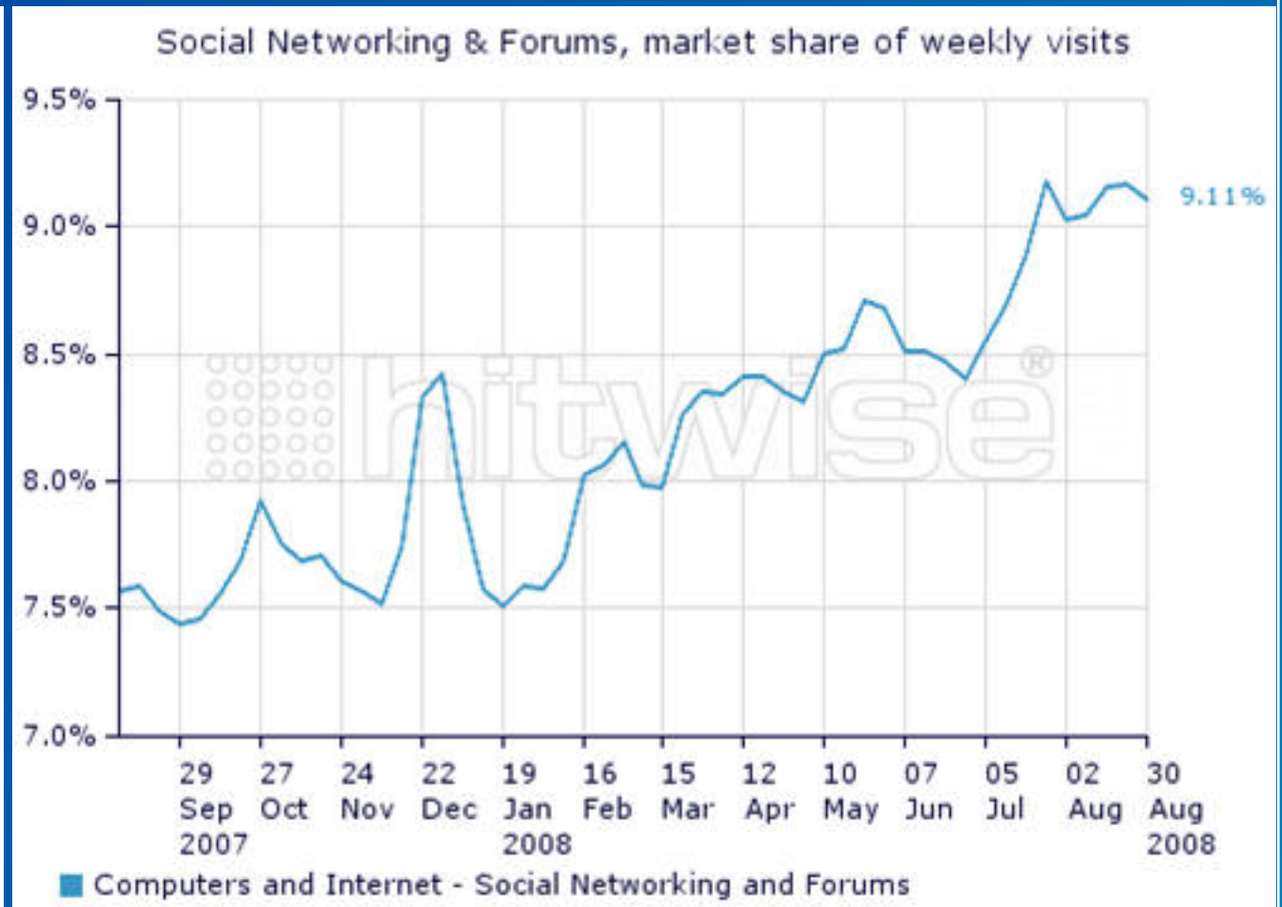
Source: **Parship - January 2008**

Market Share of U.K. Weekly Visits

Online Dating 0.55%

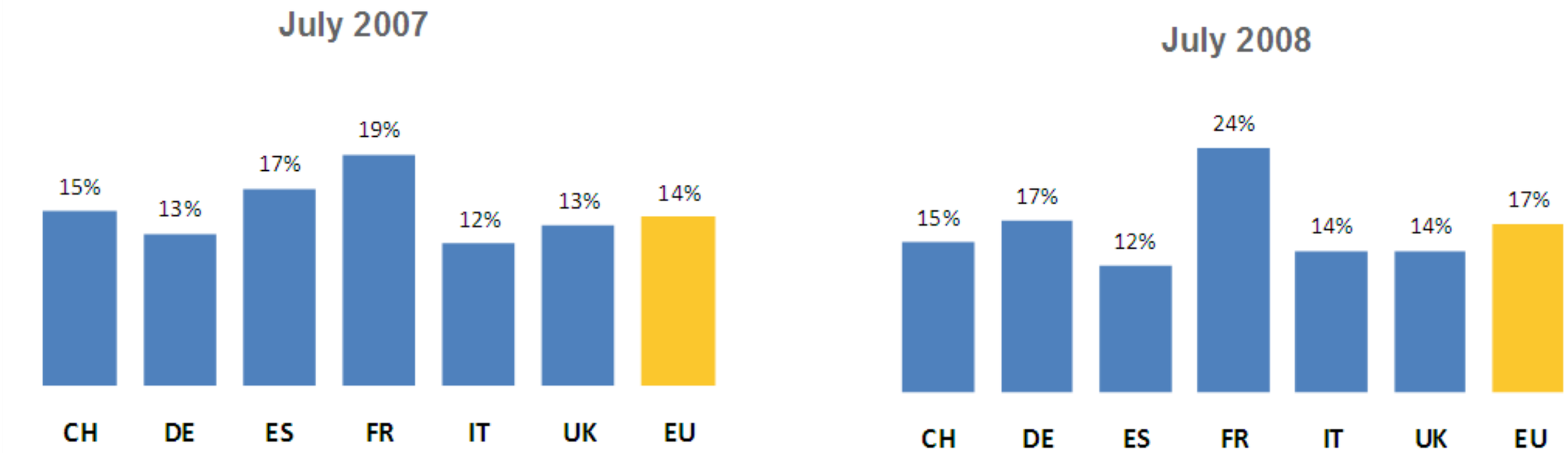


Social Networking - 9%



Source: **Hitwise Sep 2008**

17% EU Market Penetration



Higher Market Penetration across Europe for Personal Sites between Jul07 and Jul08

Source: **Nielsen Online, July 2008**

Internet Dating Leaders



eHarmony

meetic.com

YAHOO! PERSONALS

Plentyoffish

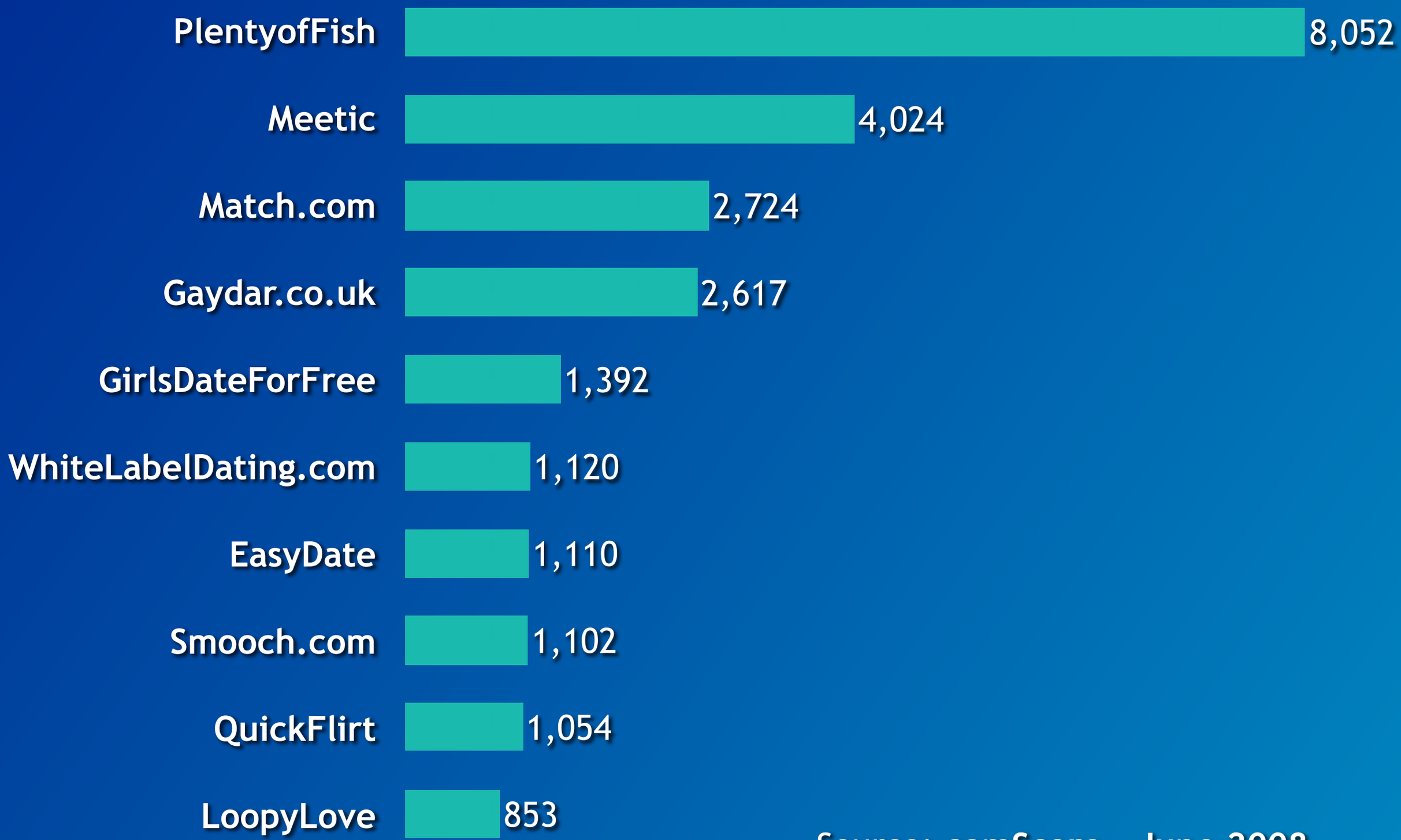
match.com

AmericanSingles

singlesnet.com
online dating made easy

lavalife
Where singles click.

Top 10 U.K. Dating Sites By Total Visits (000)



Source: **comScore - June 2008**

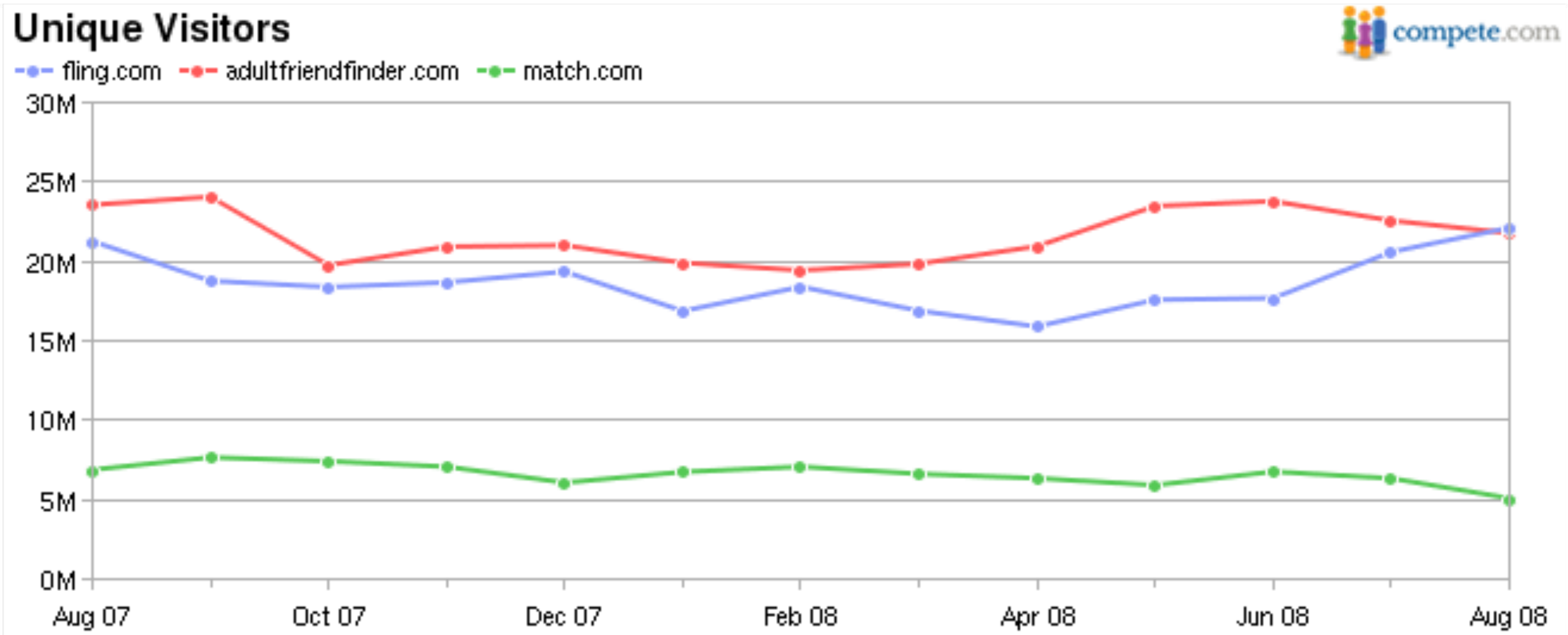
Rank	Website - [Show domain]	Related	Market Share
1.	Plentyoffish.com		12.45%
2.	DatingDirect.com		8.47%
3.	Gaydar		8.36%
4.	Match.com		6.01%
5.	Friends Reunited Dating		4.34%
6.	GirlsDateForFree		3.13%
7.	Quickflirt.com		2.69%
8.	Loopylove		2.54%
9.	Smooch.com		1.94%
10.	Fitlads		1.81%
11.	BeNaughty.com		1.76%
12.	Person.com		1.70%
13.	Telegraph Kindredspirits		1.56%
14.	FreeDating.co.uk		1.46%
15.	orange.datingdirect.com		1.32%
16.	passion.com		1.27%
17.	Sex in the UK		1.17%
18.	iSingles		0.95%
19.	Recon.com		0.86%
20.	Mate 1		0.85%

Top 10 North American Dating Sites By Total Member Visits (000)



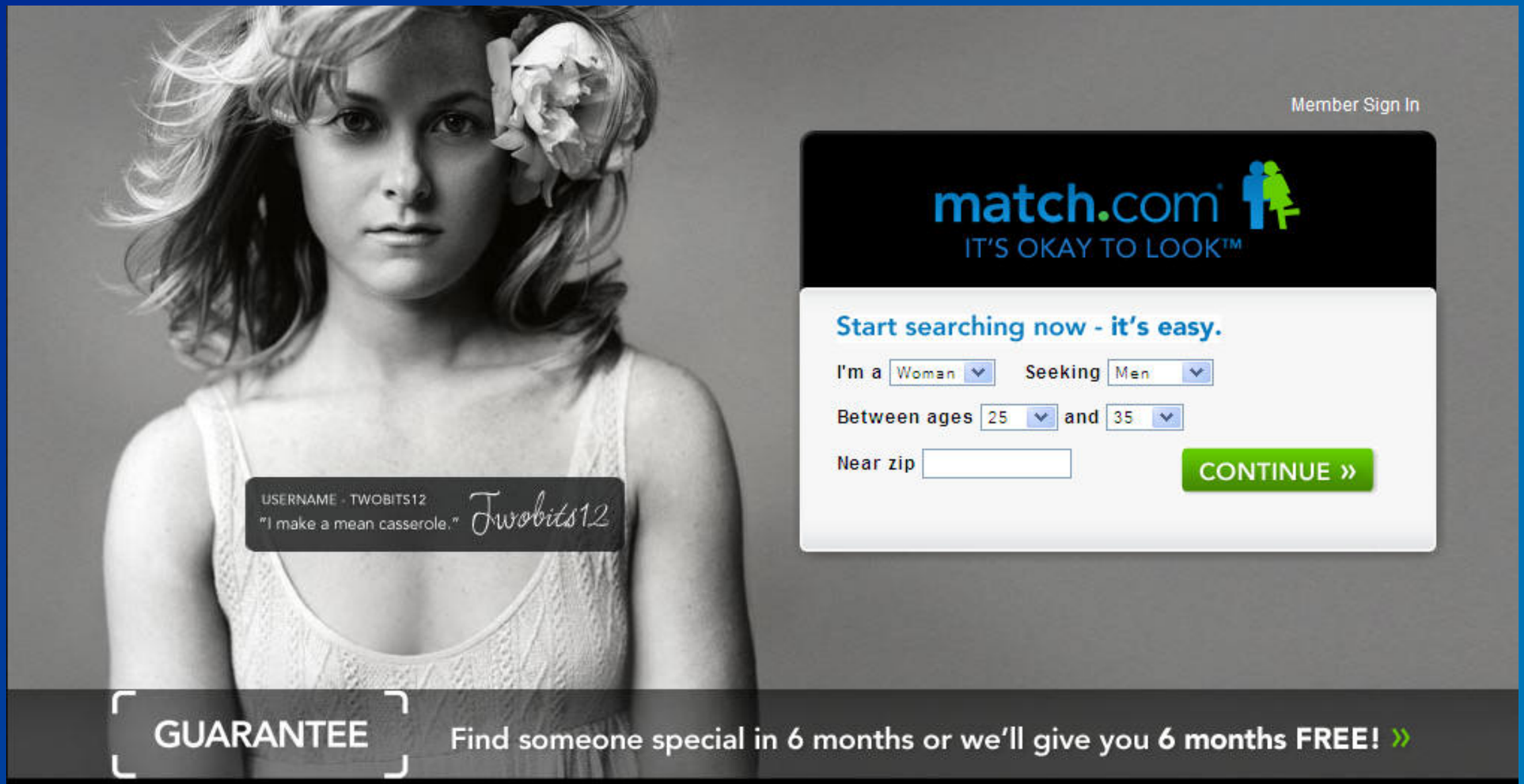
Source: **comScore - June 2008**

Casual Dating



Date: 08/2008	People	Month Δ	Year Δ
fling.com	22,043,909	7.4%	4.0%
adultfriendfinder.com	21,711,890	-3.5%	-7.6%
match.com	5,018,372	-20.0%	-26.4%

Source: **Compete - Aug 2008**



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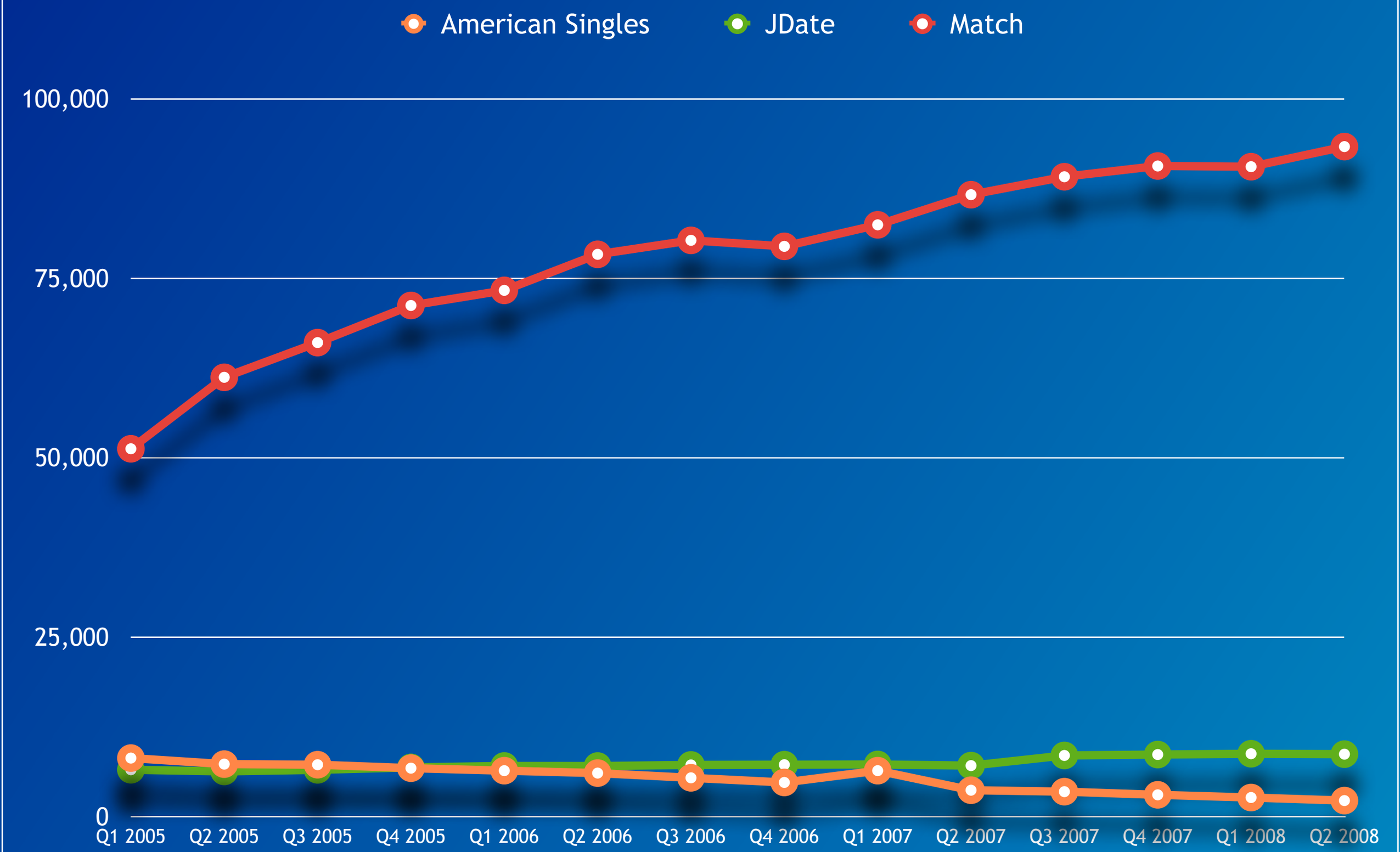
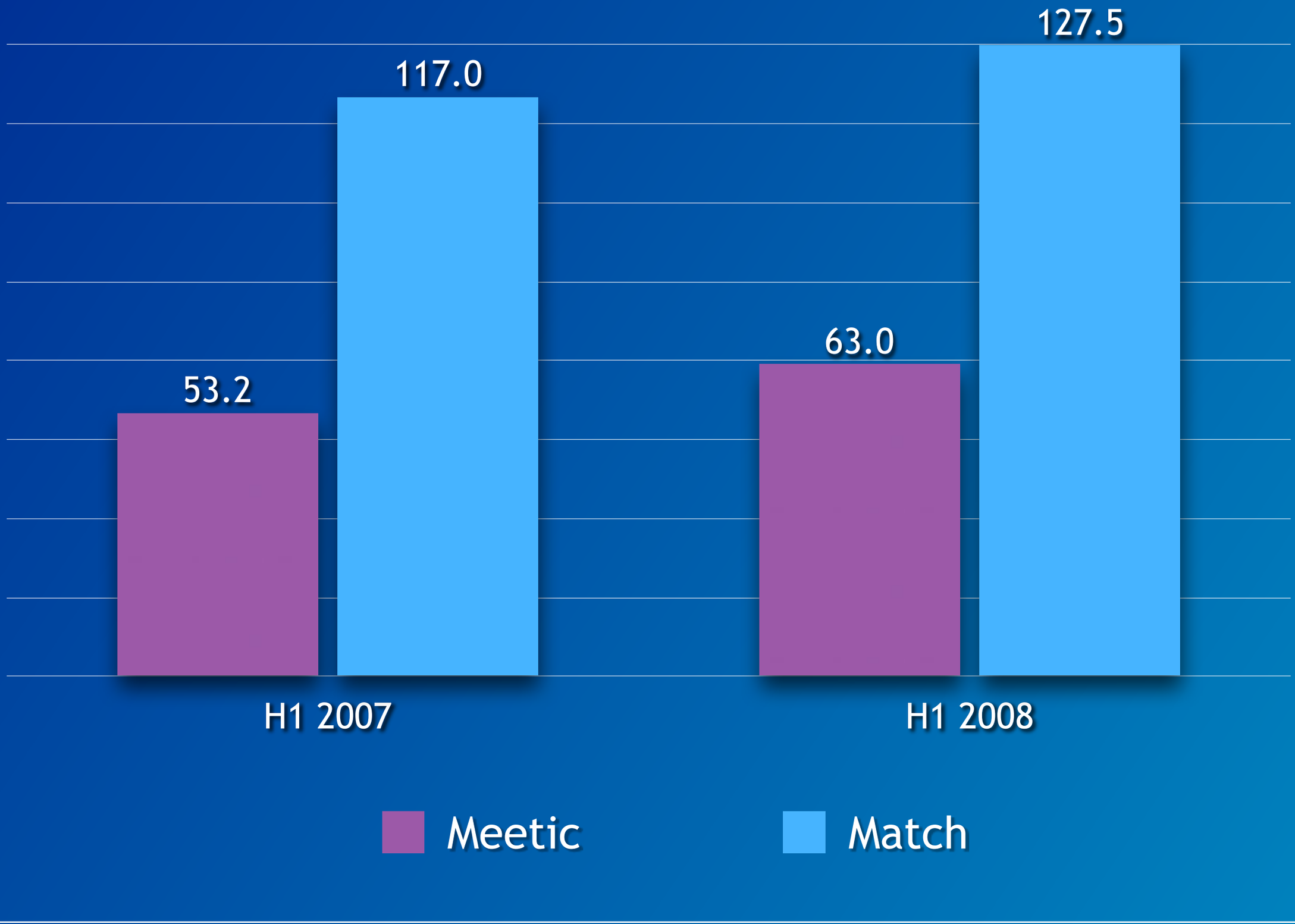
ONLINE DATING AT MATCH.COM

Every year, hundreds of thousands of people find love on Match.com. Match.com pioneered the Internet dating industry, launching in 1995 what is

Industry Leaders Quarterly Revenue (000)



Revenue For The First Half of 2007 and 2008 (million EUR)



match.com
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初めての方 | 会員の方

ご希望のユーザー名:

パスワード:

メールアドレス:
（パソコン用）

生年月日: 年 月 日

私は: 男性 女性

希望の相手は: 男性 女性

国: 日本

都道府県: 選択してください

あなたの希望に合う会員を紹介するメール、およびmatch.comからのお知らせのメールを受信する（推奨）

私はmatch.comのプライバシーポリシーおよび利用規約を読み、これを承諾します。また、私は18歳以上で独身です。

ユーザー登録（無料）

海外では

日本国内でも



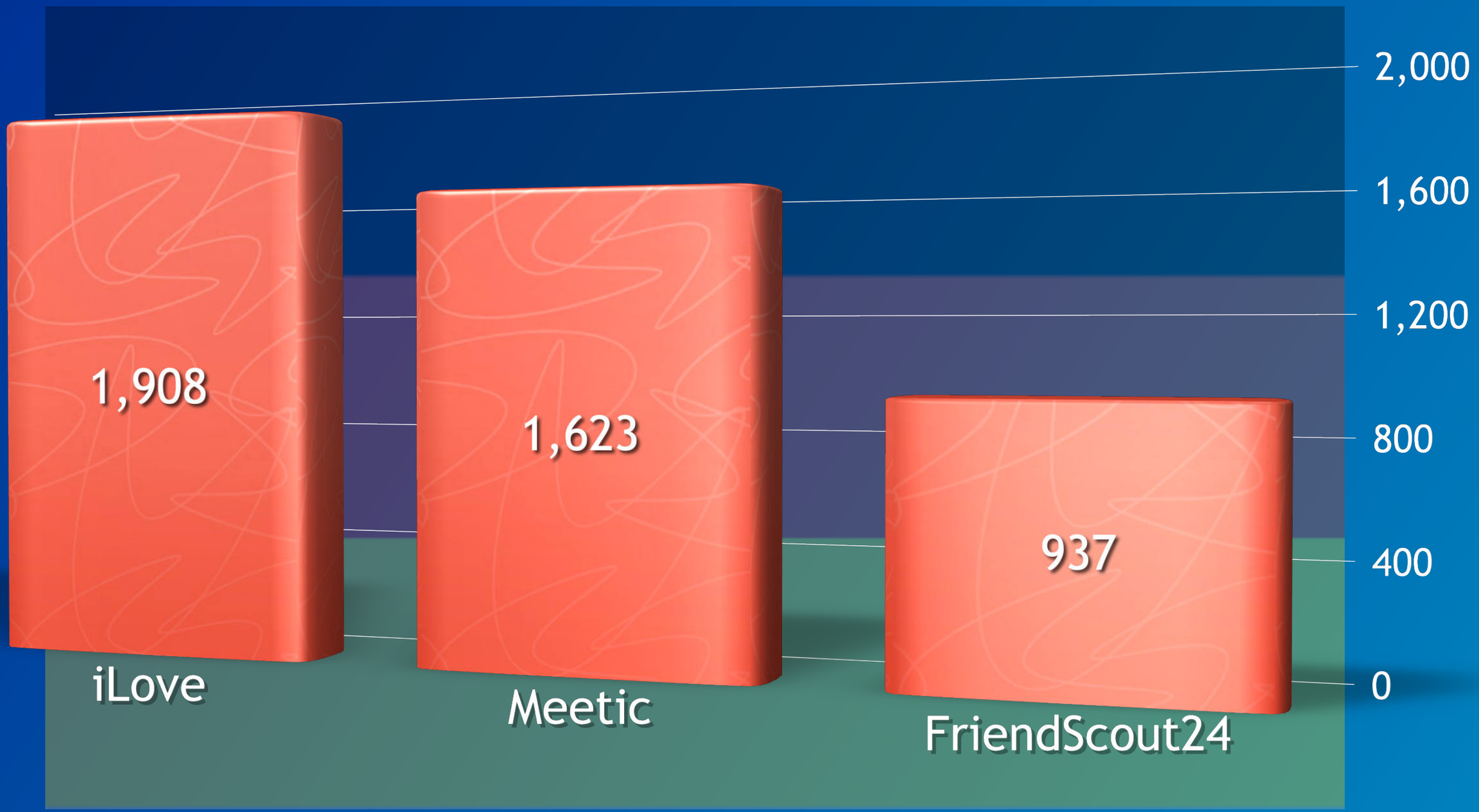
GW特集2008
王子様を
研究しよう

Top 3 Internet Dating Sites By Unique Audience - France (000s)



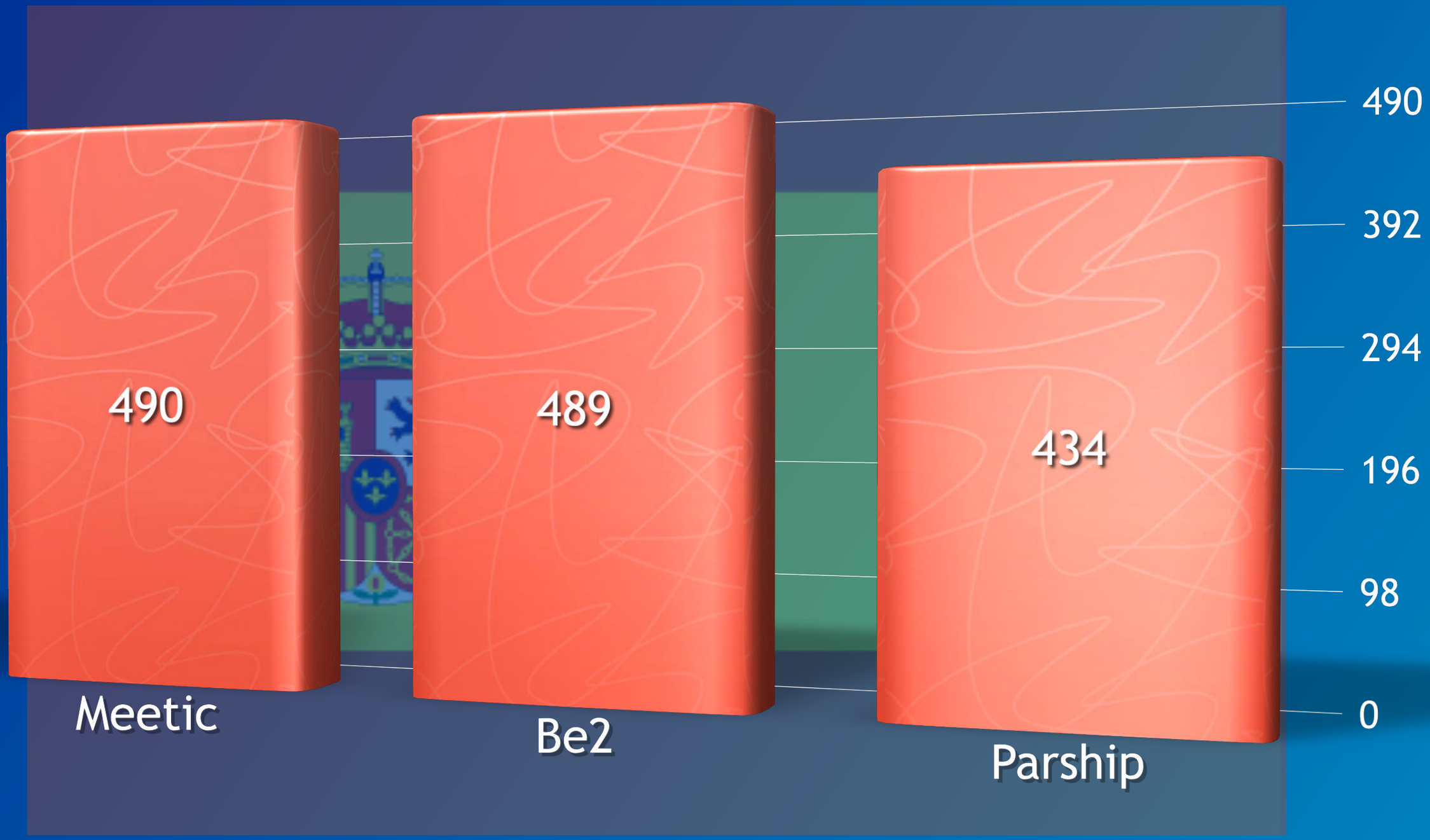
Source: **Nielsen Online, July 2008**

Top 3 Internet Dating Sites By Unique Audience - Germany (000s)



Source: **Nielsen Online, July 2008**

Top 3 Internet Dating Sites By Unique Audience - Spain (000s)



Source: **Nielsen Online, July 2008**

Did You Know



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

Did You Know



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

Did You Know



3. Demi Moore Effect

Did You Know



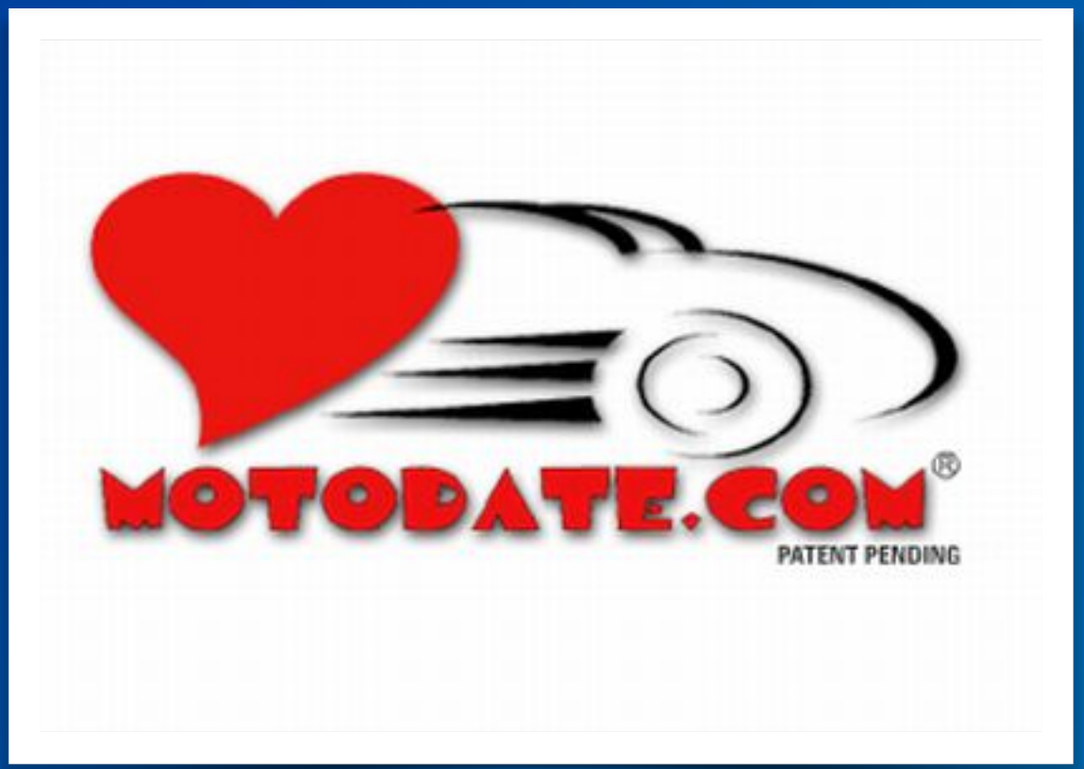
2. Dating Ad Spends

Did You Know



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

Matchmaking (inspiration)

Price

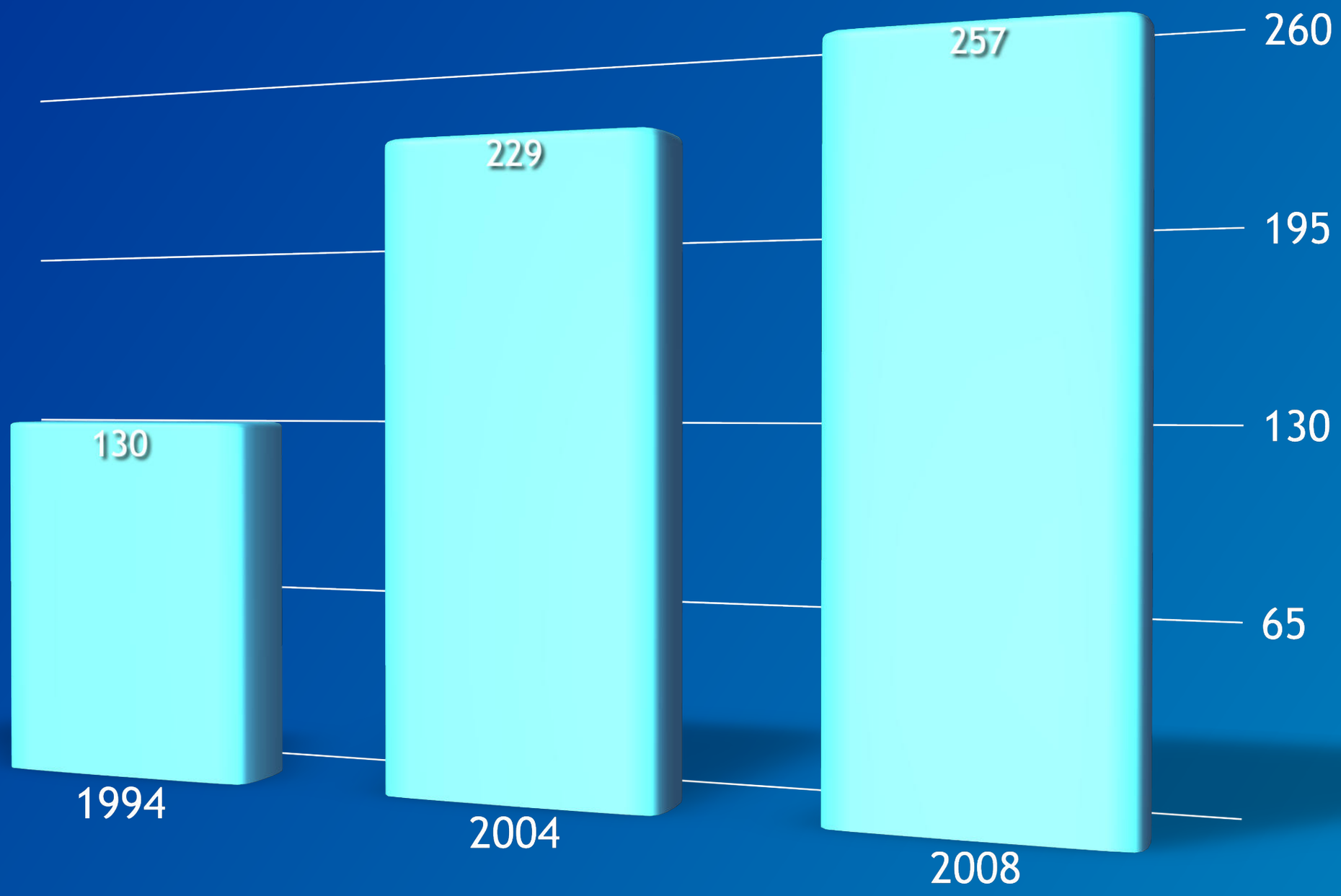
Matchmaking

Online Dating

Service



Matchmaking Revenue ($mil)



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Strengths

Charisma

Weaknesses

Internet Marketing

Opportunities

Public Fascination With Matchmaking

Threats

Negative PR

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Web

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tablefor**six**.com Find That Special Someone In Time For The Holidays. FREE Consultation

Tip: Save time by hitting the return key instead of clicking on "search"

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How to Join - www.tableforsix.com/join.php
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More results from www.tableforsix.com »

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Come to Citysearch to get information, directions, and reviews on **Table for Six** Total Adventures & Matchmaking Service and other Social Services, **...**
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table_for_**six**_total_adventures_matchmaking_service.html - 73k -
Cached - Similar pages - Note this

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Table For Six™ Total Adventures is one of the best singles services in the San Francisco Bay Area for upscale city folk who enjoy good food and wine, **...**
www.bestofsanfrancisco.net/**table**for**six**review.htm - 16k - Cached - Similar pages - Note this

.....::**Table For Six**::.....
tablefor**six**.net/ - 15k - Cached - Similar pages - Note this

table for six
www.**table**for**six**.com.br/index.html - 4k - Cached - Similar pages - Note this

Page 1	6	1
Page 2	2	0
Page 3	3	0

Future Think

Innovations



5. Build Your Own Dating Site

Innovations



4. Make The SNS Connection

Innovations



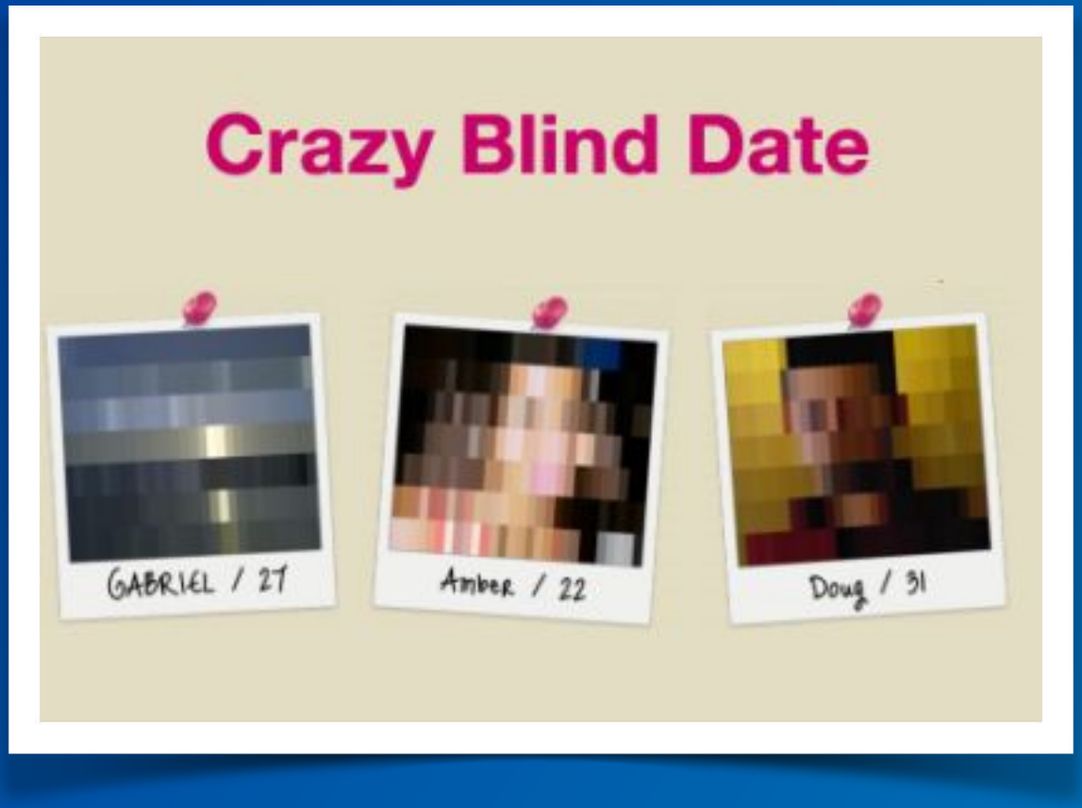
3. Online Speed Dating

Innovations

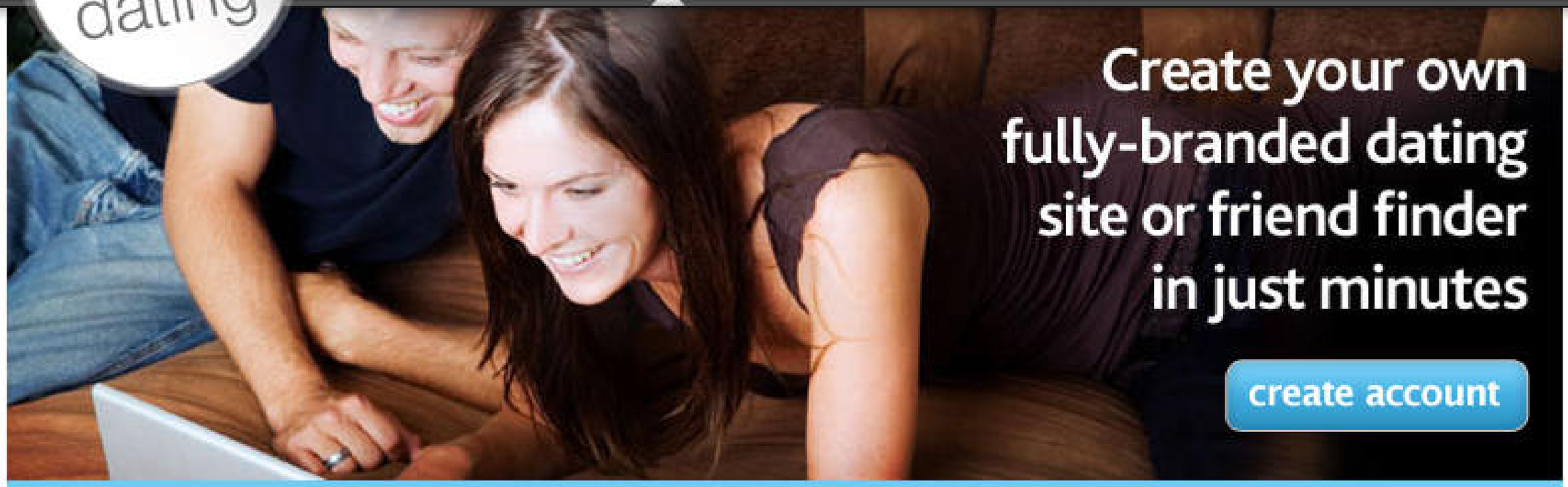


2. Reputation Management a.k.a. Kicking Scammers Out

Innovations



1. CrazyBlindDate.com



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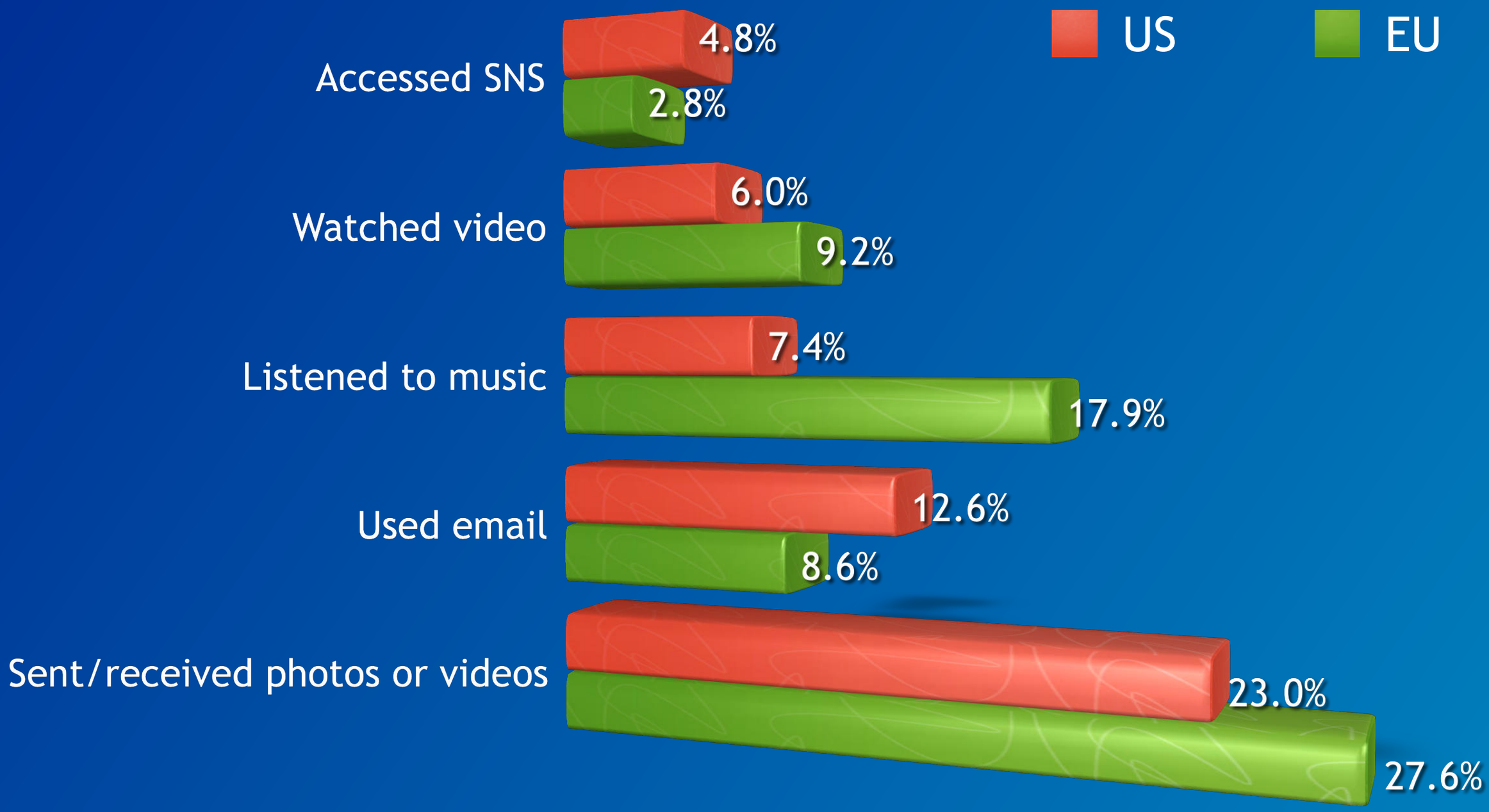


Source: **M:Metrics Benchmark Survey: March 2008**


C

Quick Tips



This is Bob’s online dating photo...



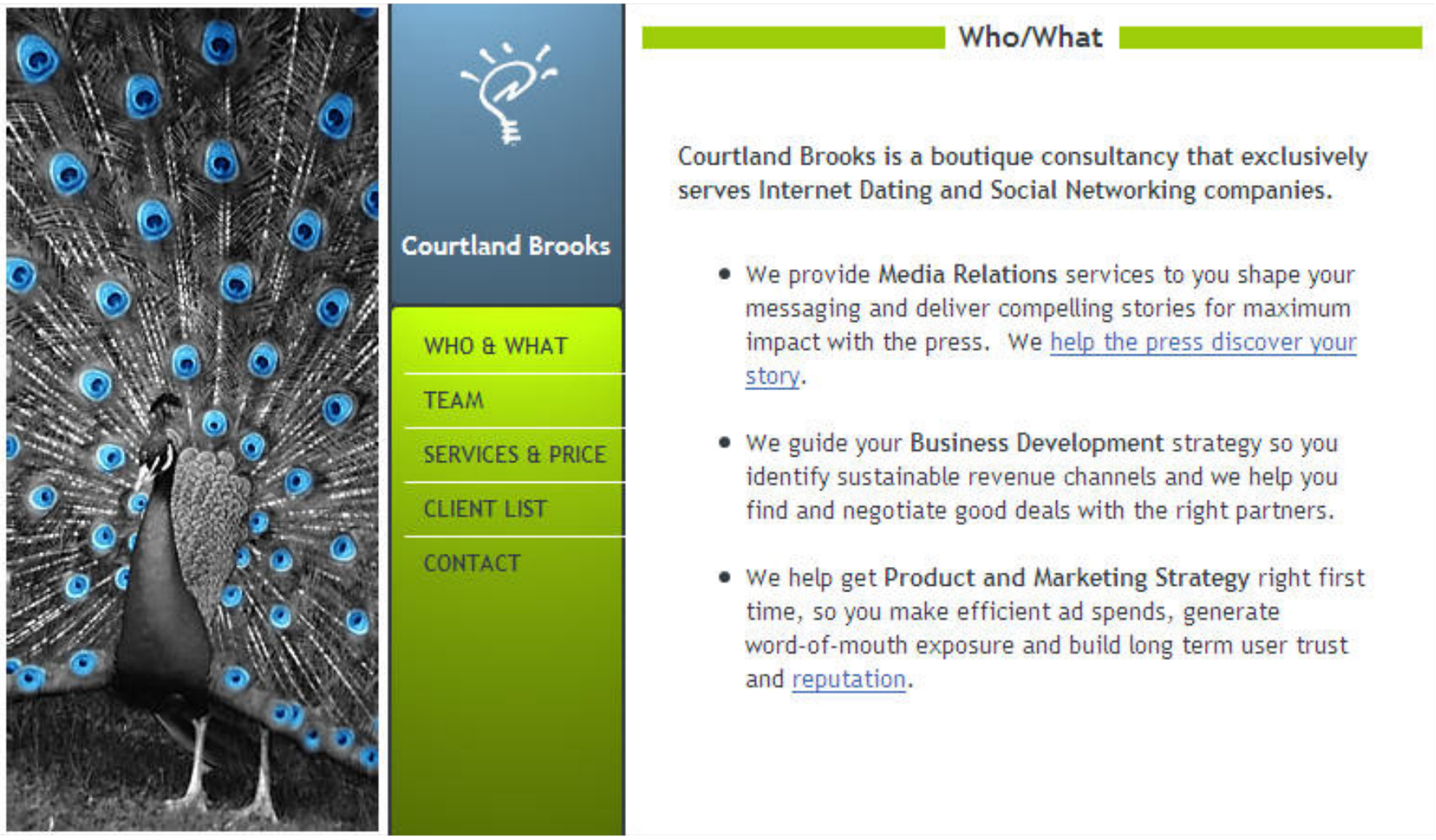
iovation

Success Blog

Meet Local Media

del.icio.us/mcbrooks71 ‘pressrelease’

Courtland Brooks .com



Mark@CourtlandBrooks.com