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

Internet Dating Conference

ONLINE PERSONALS WATCH

internet dating news summaries and internet dating ceo interviews

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10000Bachelors
4MClub
Adam4AdamWatch.com
Adultfindfriends
AfterEllen
AfterElton
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All Billing Solutions
All Gay
All Internet Dating Statistics
All Investment Raises
All Mobile
All Reviews
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All Voice
All Worldwide (non UK/Euro/US)
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aLoveLinksPlus
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

COMPANY INDEX

News Listed By Company

onlinepersonalswatch.com

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Internet Dating Newsflash

Social Networking Newsflash

Mark Brooks

Clients

- White Label Dating
- PlentyofFish
- FriendFinder
- Friendster
- EasyDate
- iovation
- Talkster
- Cupid
- TRUE
- Fling

OPW in the Press

- INC Magazine - Jan ’09
- Tech Crunch - Jan ’09
- Telegraph.co.uk - Jan ’09
- PC World - Sep ’08
- Tech Crunch - Sep ’08
- Star Telegram - June ’08
- Financial Times - May ’08
- New York Times - Apr ’08
- Chicago Tribune - Apr ’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

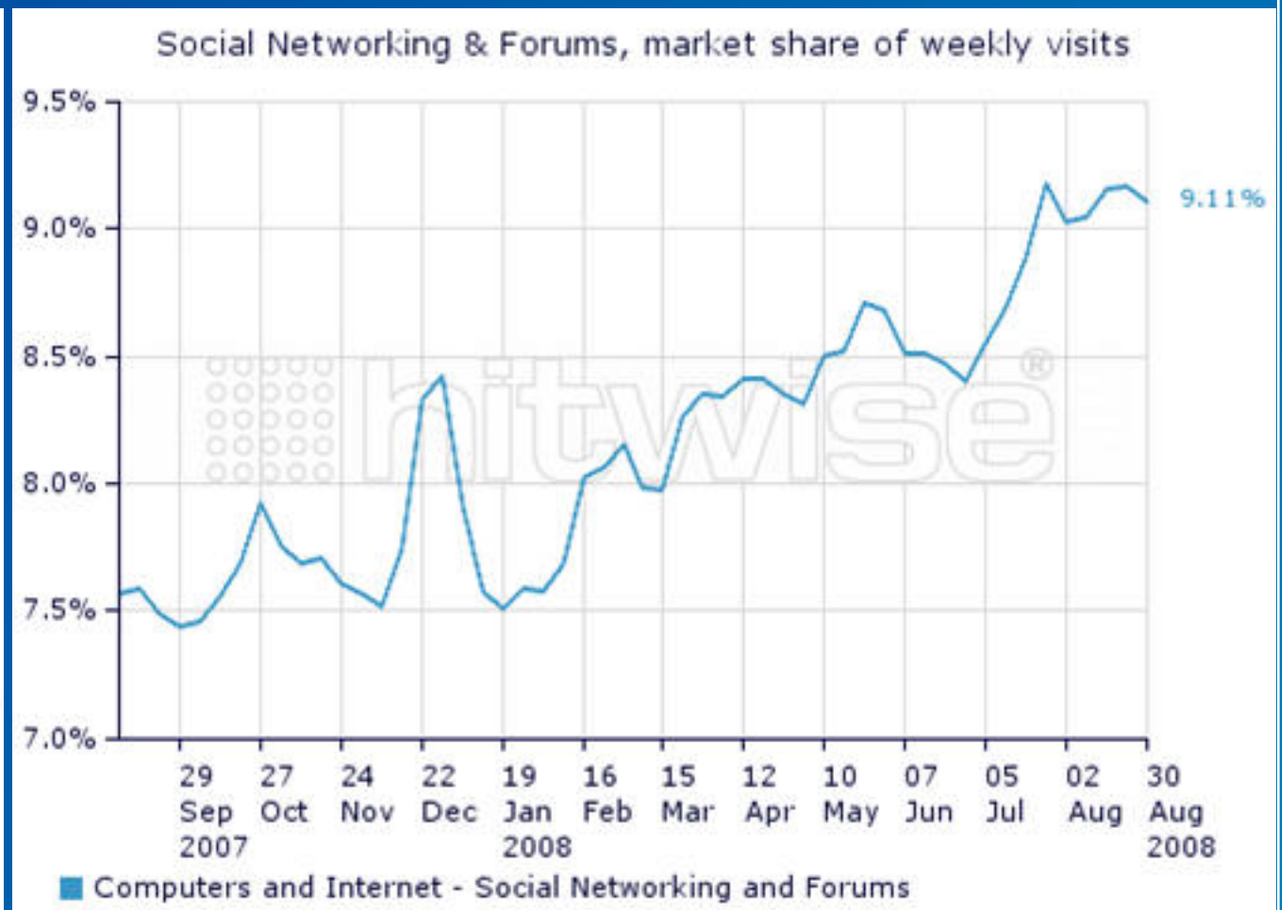
match for their friends and search by inter- online communities. She has interviewed

Market Share of U.K. Weekly Visits

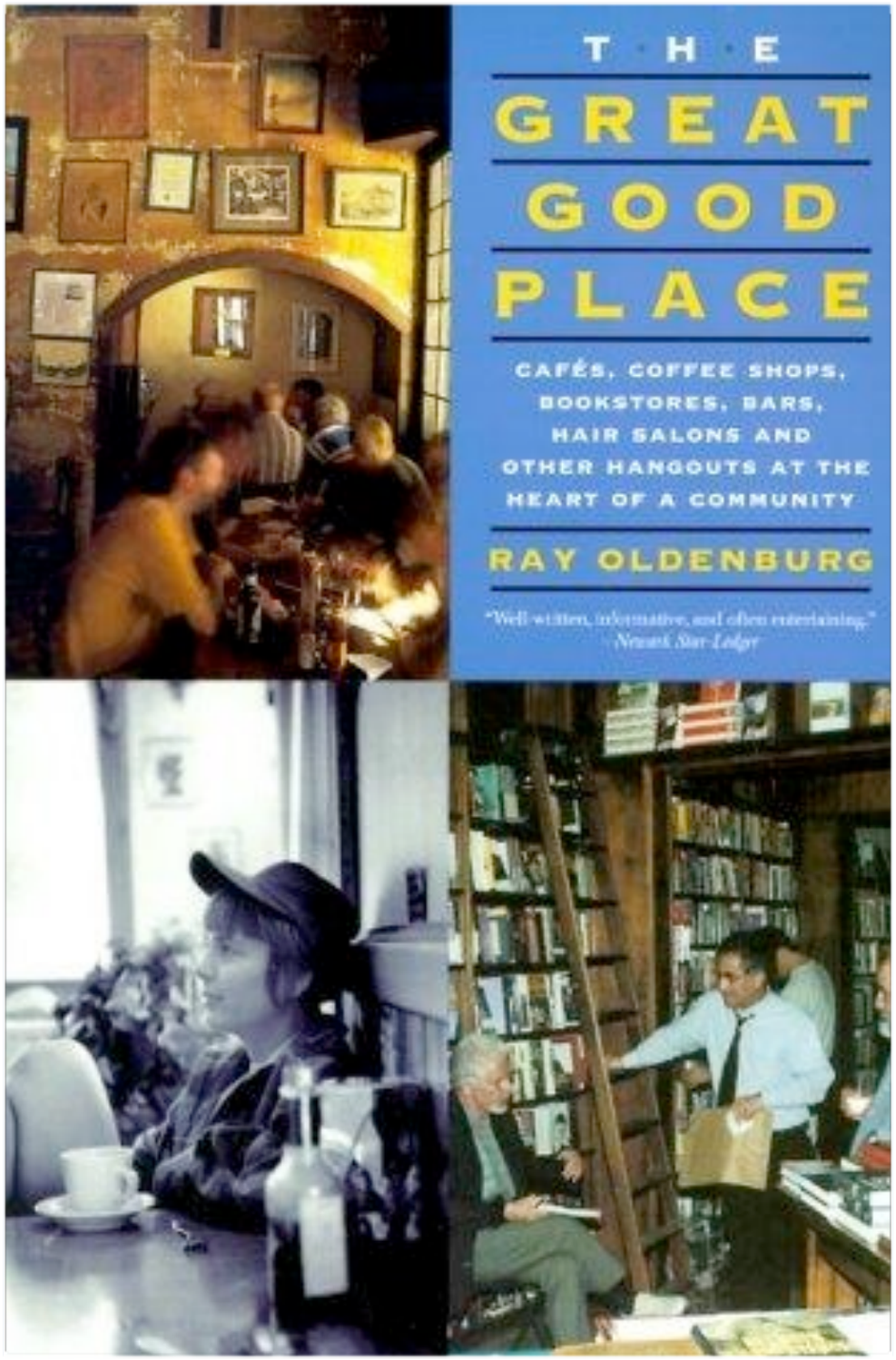
Online Dating 0.55%



Social Networking - 9%



Source: **Hitwise Sep 2008**


THE
GREAT
GOOD
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

Internet Dating Leaders

?



eHarmony

meetic.com

YAHOO! PERSONALS

Plentyoffish

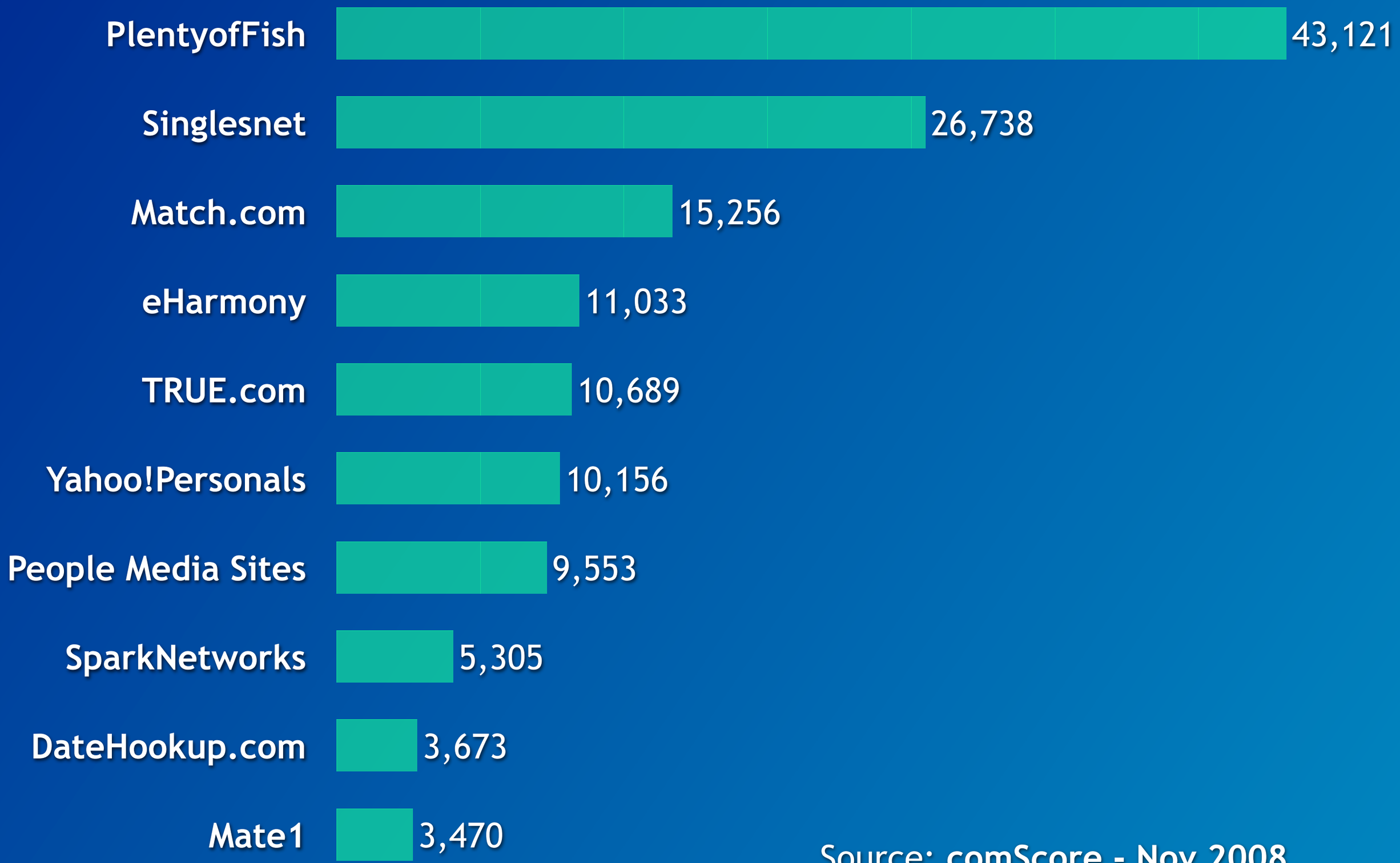
match.com

AmericanSingles®

singlesnet.com
online dating made easy

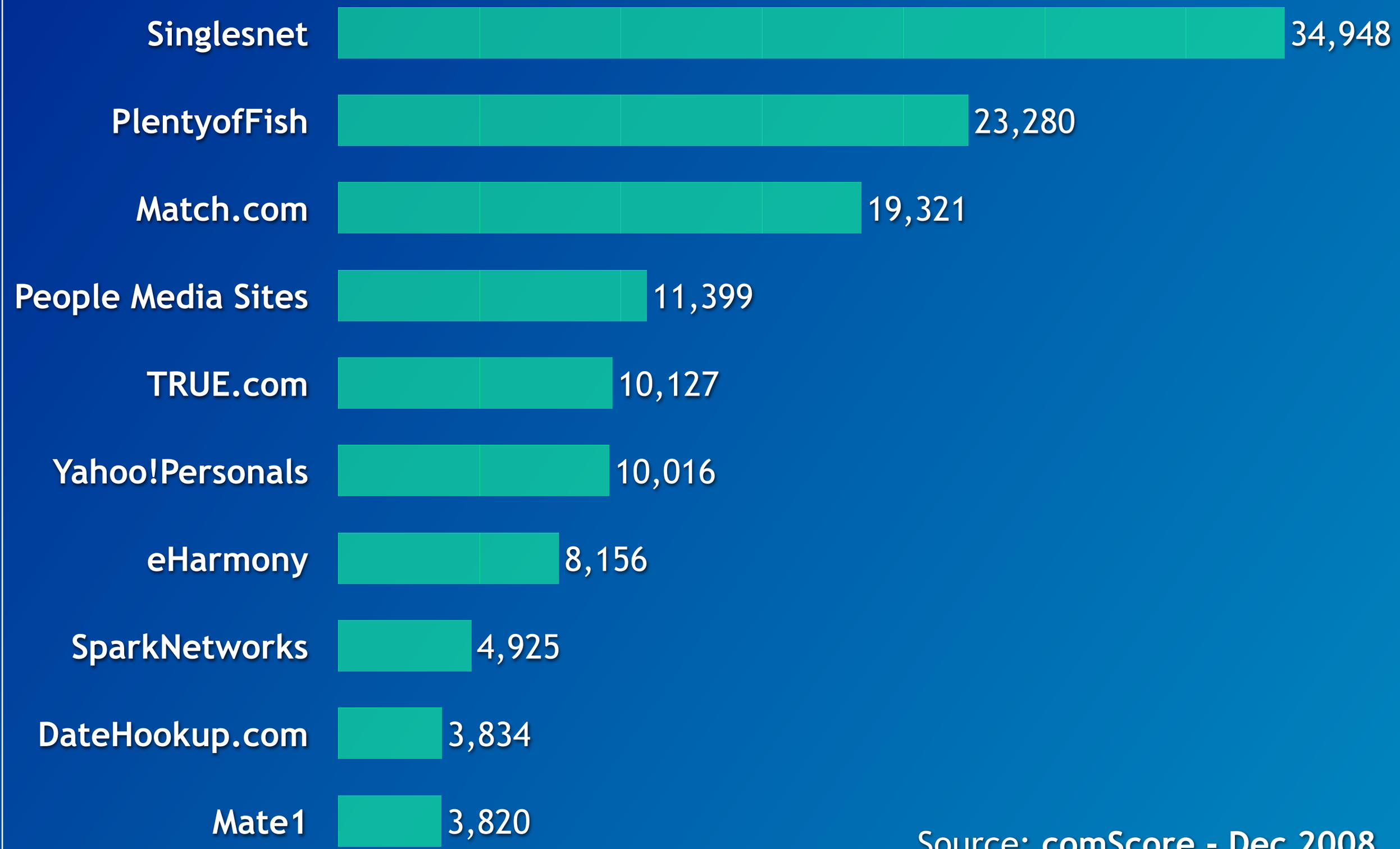
lavalife®
Where singles click.®

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



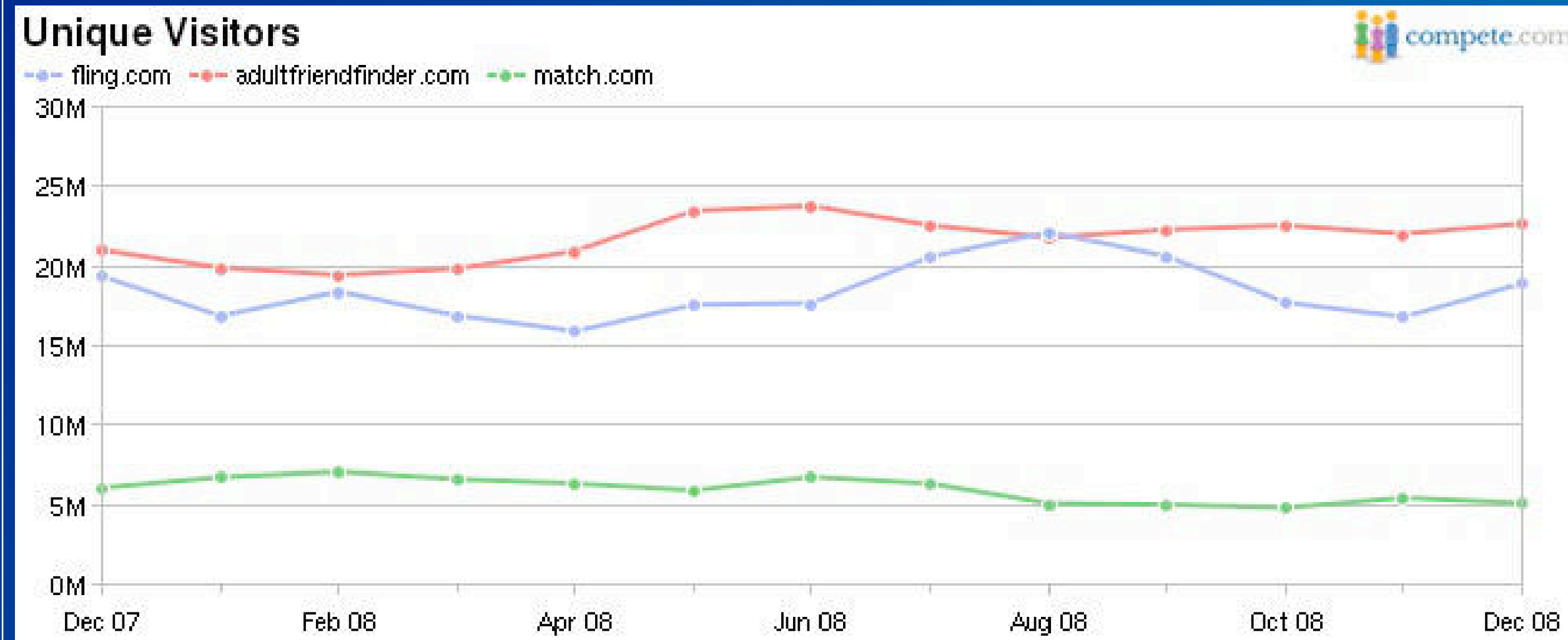
Source: **comScore - Nov 2008**

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



Source: **comScore - Dec 2008**

Casual Dating

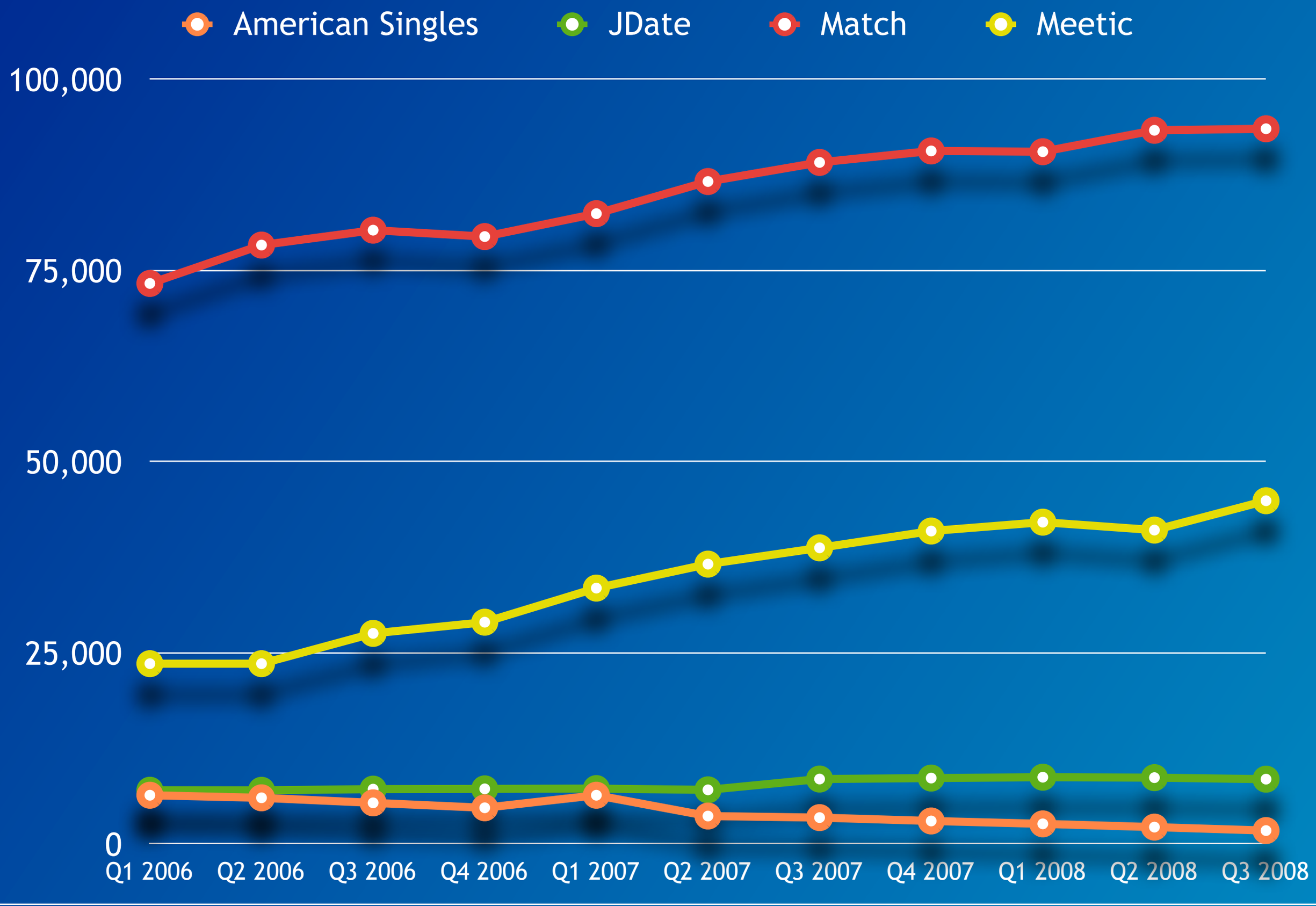


Use This Data: Embed Graph | Export CSV | Show Permalink

Date: 12/2008	People	Month Δ	Year Δ
fling.com	18,827,298	12.5% ↑	-2.4% ↓
adultfriendfinder.com	22,591,239	2.9% ↑	7.9% ↑
match.com	5,028,584	-6.5% ↓	-16.2% ↓

Source: **Compete - Jan 2009**

Industry Leaders Quarterly Revenue (000)



match.com
マッチ・ドットコム

サービスのご案内 | サイトマップ

ギネスブック公認 世界最大の恋愛マッチングサイト

世界で1500万、日本では84万の会員が利用しています。



運命の人は
待っているより、
マッチ・ドットコム



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



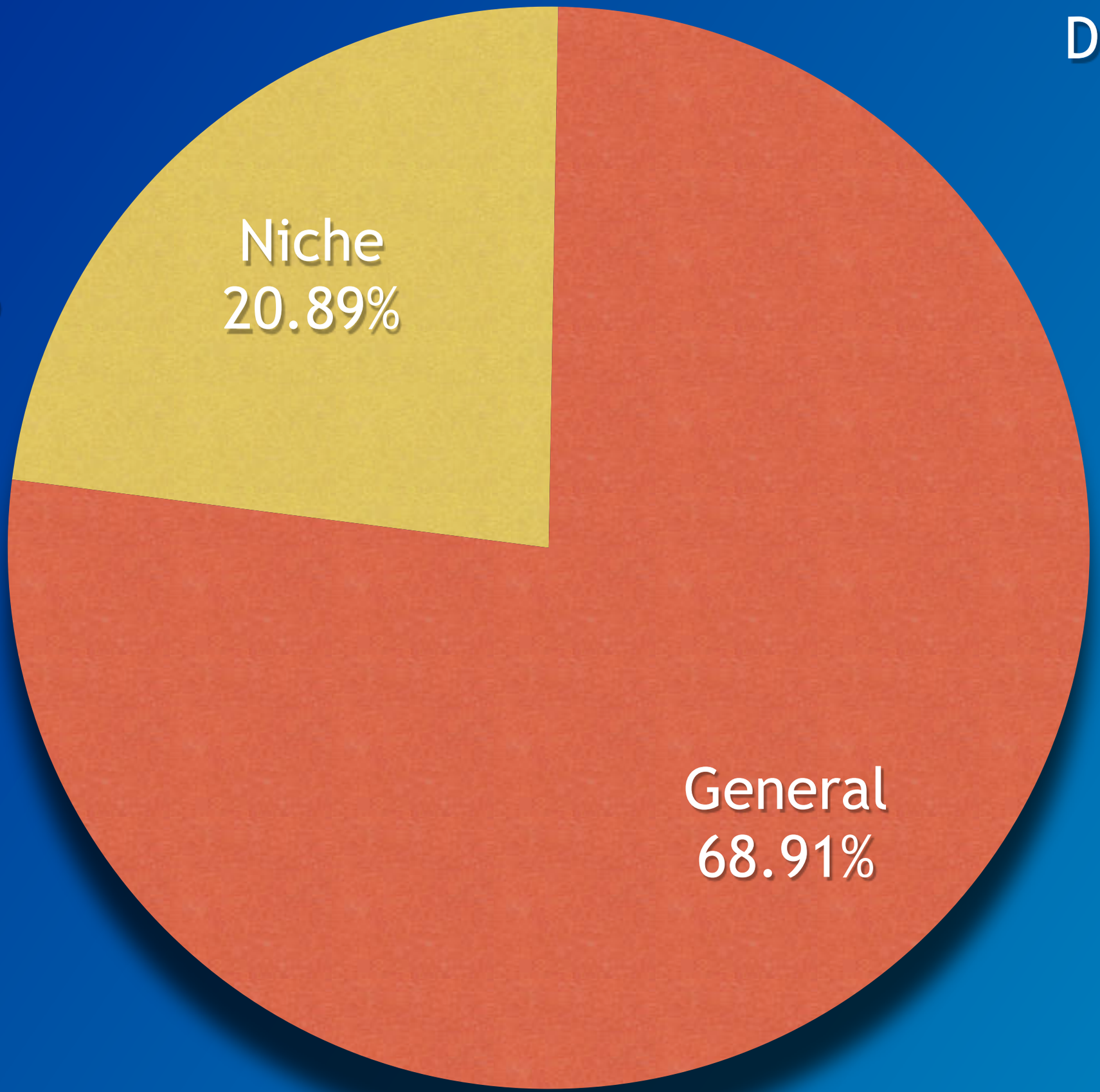
GW特集2008
王子様を
研究しよう

Trends

?

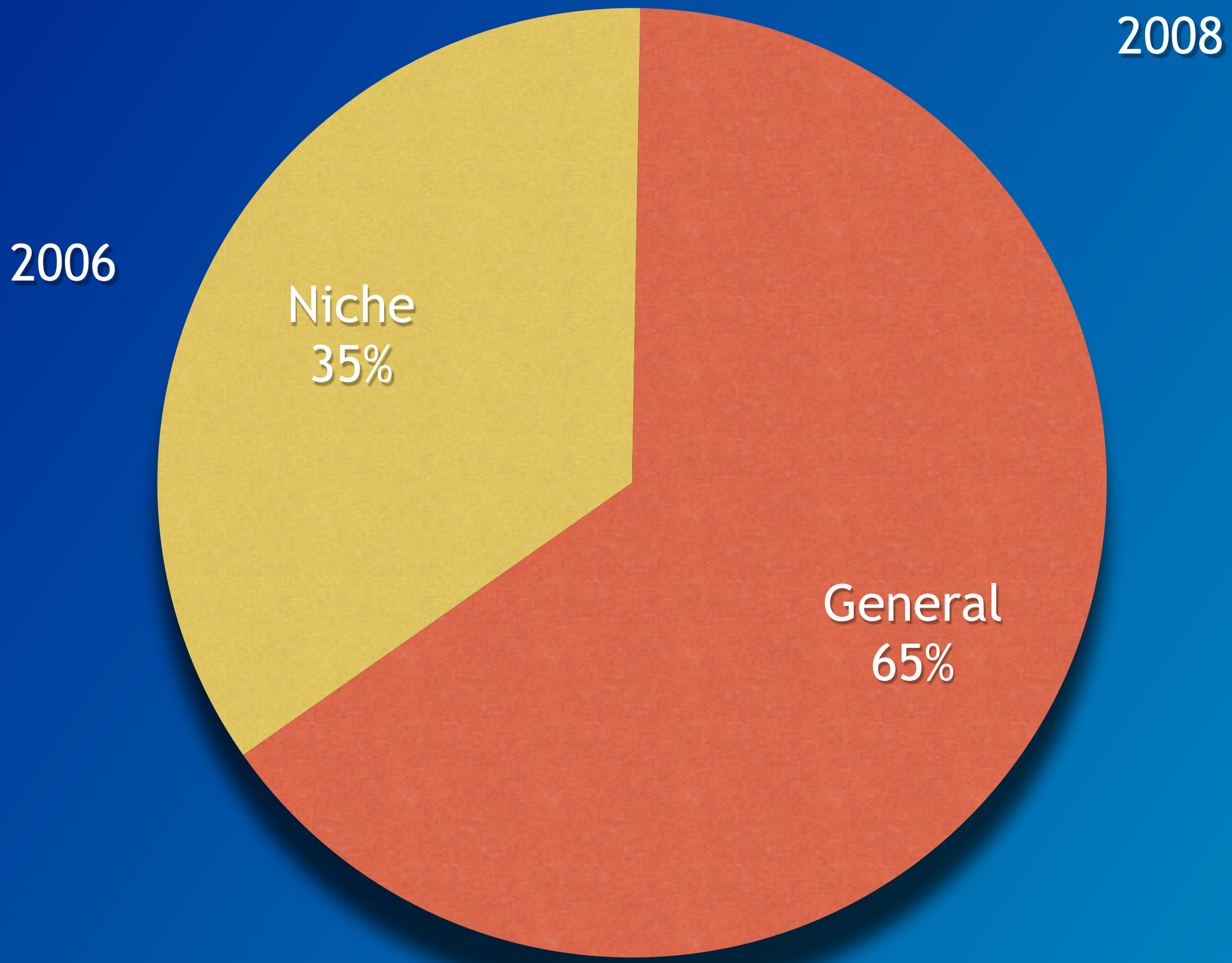
Dec ‘06

Dec ‘08



More Niche Sites

Source: **Hitwise**

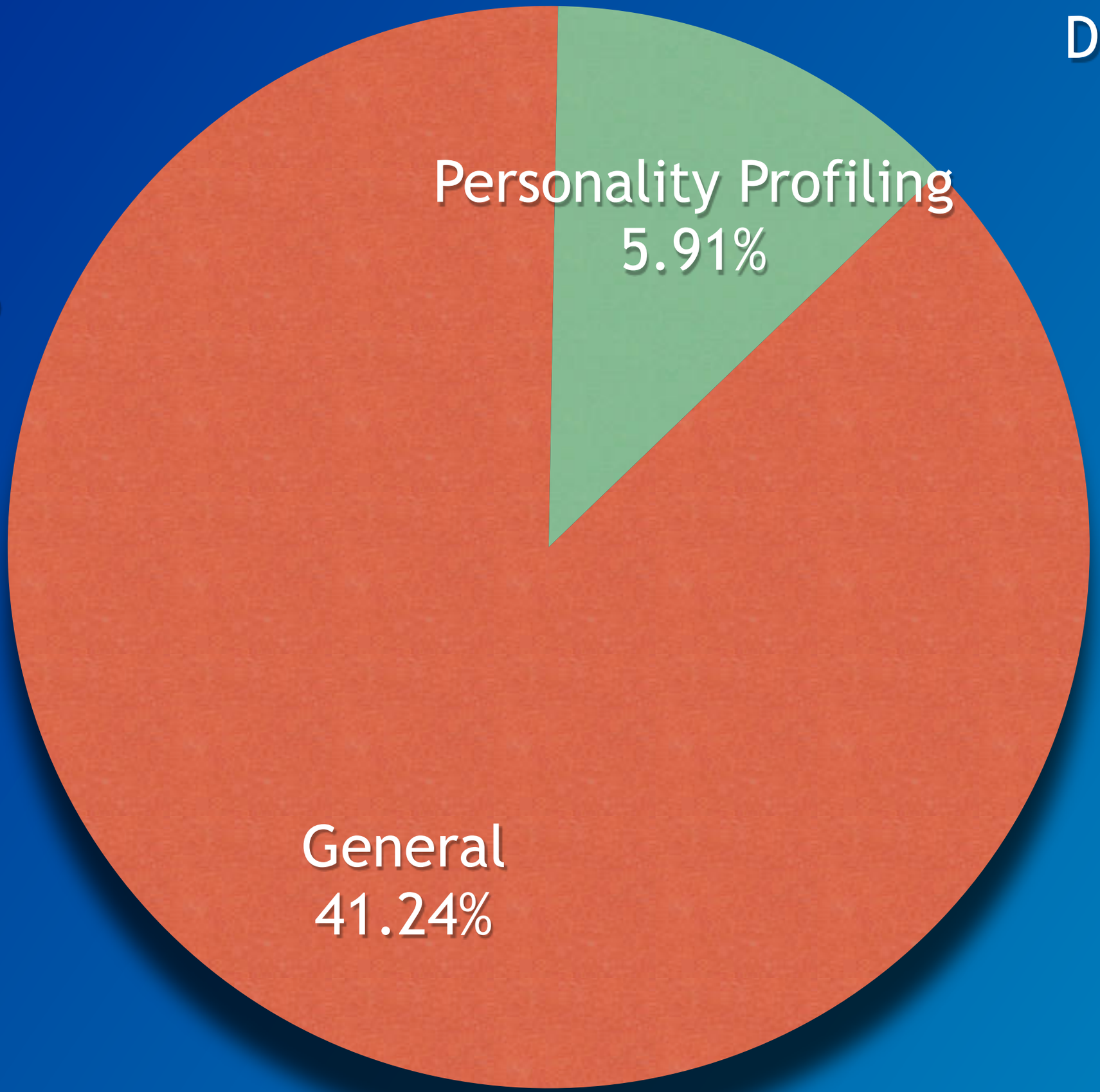


More Niche Sites

Source: **Hitwise**

Dec ‘06

Dec ‘08



Personality Profiling Growing

Source: **Hitwise**

Mr Frind


23 SMART TIPS FOR TOUGH TIMES
from the founders of Whole Foods, Method, Life Is Good, Home Depot, Zappos, Jenny Craig, Kinko's
and more, page 73
Inc.
The Handbook of the American Entrepreneur
Special Financial Guide
Angel Investors 2009
PAGE 85
And the
Money Comes Rolling In
Markus Frind works one hour a day and makes $10 million a year. How does he do it? He keeps things simple.
PAGE 62

Dec ‘06

Dec ‘08

Free
8%

Paid
82%

More Niche Sites

Source: **Hitwise**

Free Money

$10,962,000

PlentyofFish

$1,476,000

DateHookup

$1,170,000

Woome

$540,000

Mingle2

$342,000

Webdate

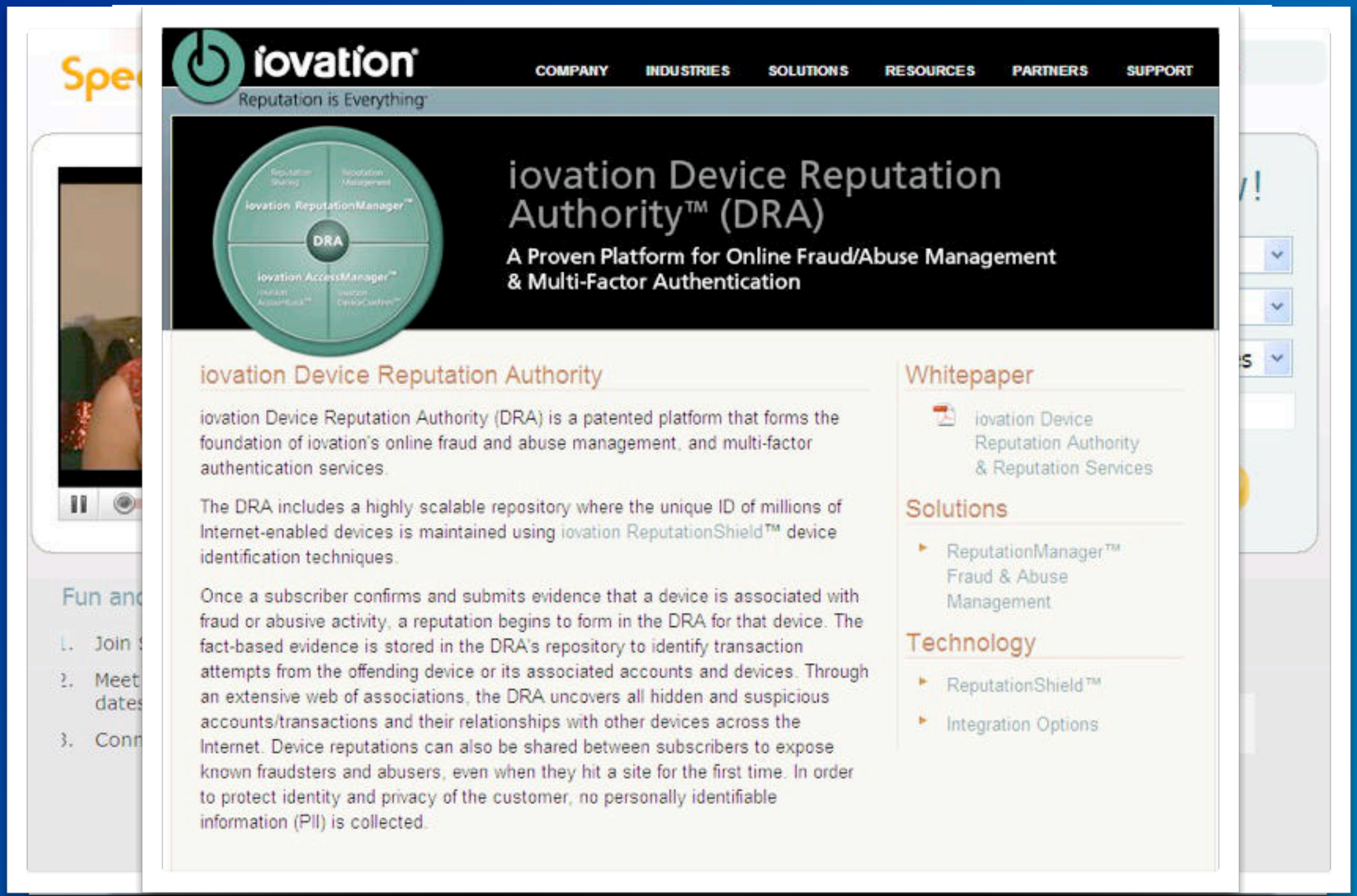


Top News



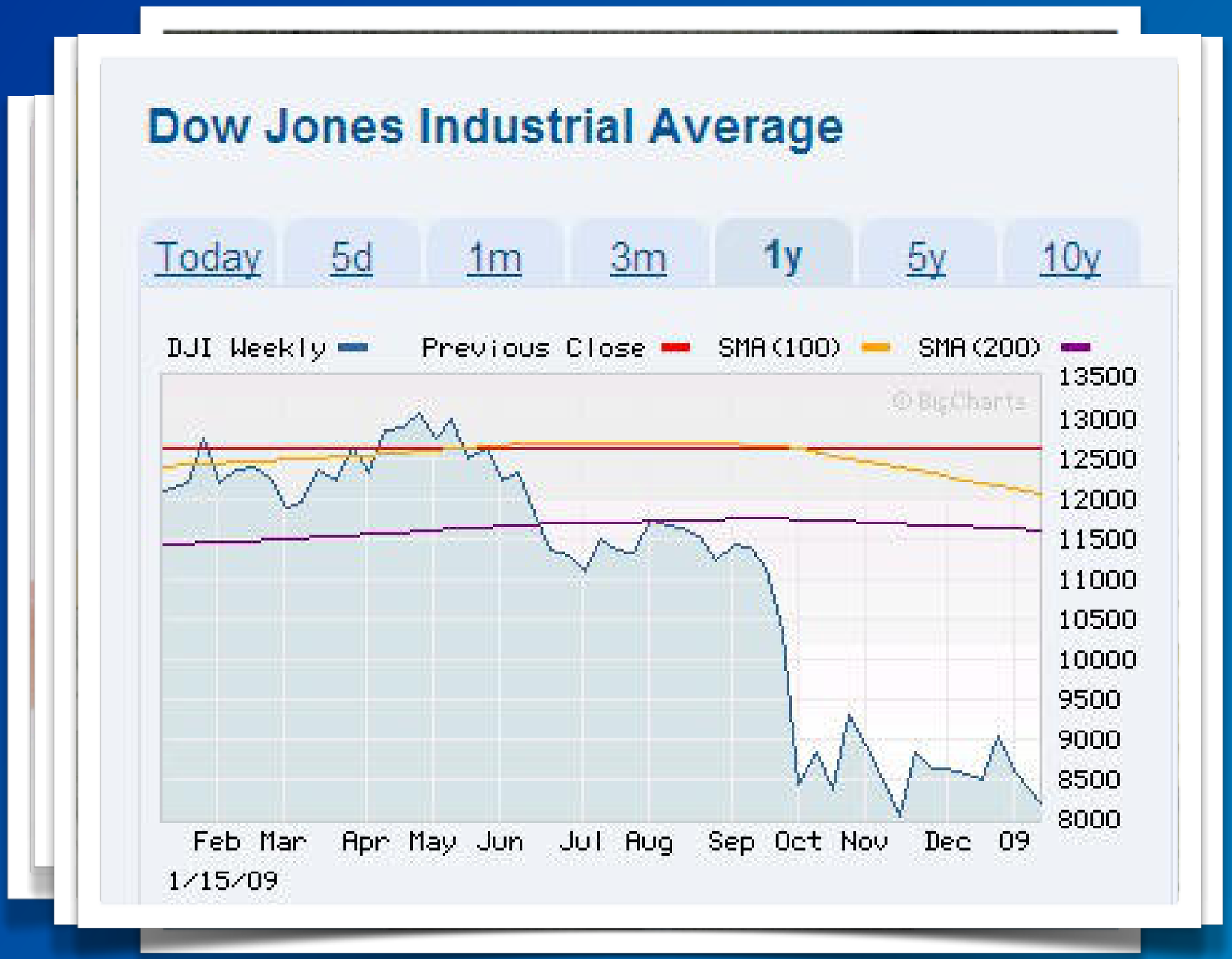
Cupid [illegible] $100 Million

Funding


iovation
Reputation is Everything
COMPANY
INDUSTRIES
SOLUTIONS
RESOURCES
PARTNERS
SUPPORT
iovation ReputationManager™
DRA
iovation AccessManager™
iovation Device Reputation Authority™ (DRA)
A Proven Platform for Online Fraud/Abuse Management & Multi-Factor Authentication
iovation Device Reputation Authority
iovation Device Reputation Authority (DRA) is a patented platform that forms the foundation of iovation's online fraud and abuse management, and multi-factor authentication services.
The DRA includes a highly scalable repository where the unique ID of millions of Internet-enabled devices is maintained using iovation ReputationShield™ device identification techniques.
Once a subscriber confirms and submits evidence that a device is associated with fraud or abusive activity, a reputation begins to form in the DRA for that device. The fact-based evidence is stored in the DRA's repository to identify transaction attempts from the offending device or its associated accounts and devices. Through an extensive web of associations, the DRA uncovers all hidden and suspicious accounts/transactions and their relationships with other devices across the Internet. Device reputations can also be shared between subscribers to expose known fraudsters and abusers, even when they hit a site for the first time. In order to protect identity and privacy of the customer, no personally identifiable information (PII) is collected.
Whitepaper
iovation Device Reputation Authority & Reputation Services
Solutions
ReputationManager™ Fraud & Abuse Management
Technology
ReputationShield™
Integration Options

$$$

Did You Know



Scam Of Victims Swindled Out Of $7.1m
58% Of Employees Underpaid By $7.1m
Workforce Underpaid By $7.1m
Workforce Underpaid By $7.1m
Workforce

Weird & Wacky

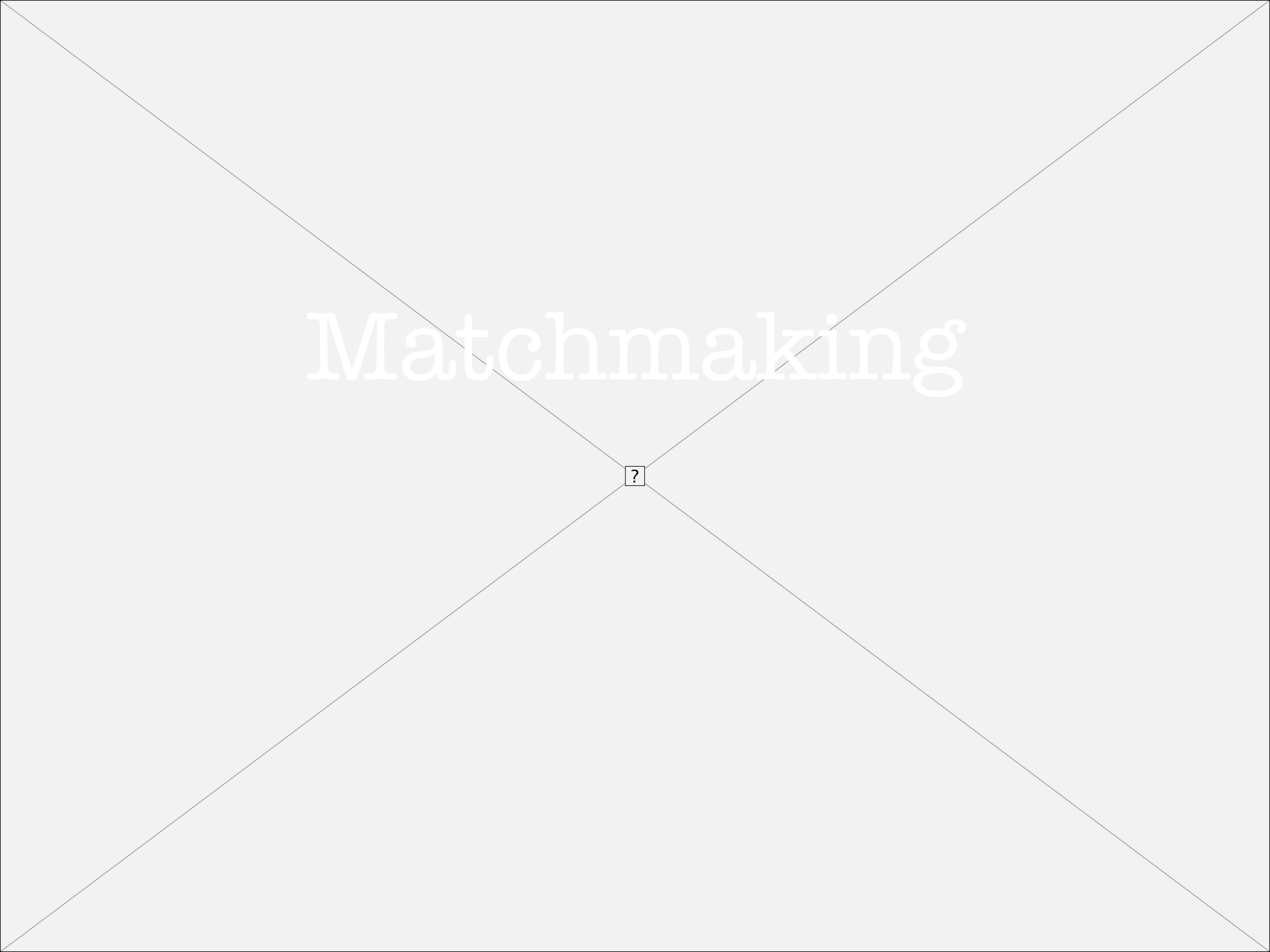


36% Of Women Would End A Relationship

Tired Of Dating Zero 2.0 Dates Hero

Over An 'Inadequate' Christmas Gift

Matchmaking



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The Dating Experts

THE Right ONE®
The Relationship Experts



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SERIOUS MATCHMAKING INC.

SELECTIVE SEARCH
Date Selectively

Great Expectations.

orlythematchmaker.com

KELLEHER & ASSOCIATES
EXQUISITE MATCHMAKING SINCE 1986

Price

Matchmaking

Online Dating

Service



Matchmaking Revenue ($mil)

130

229

257

300

225

150

75

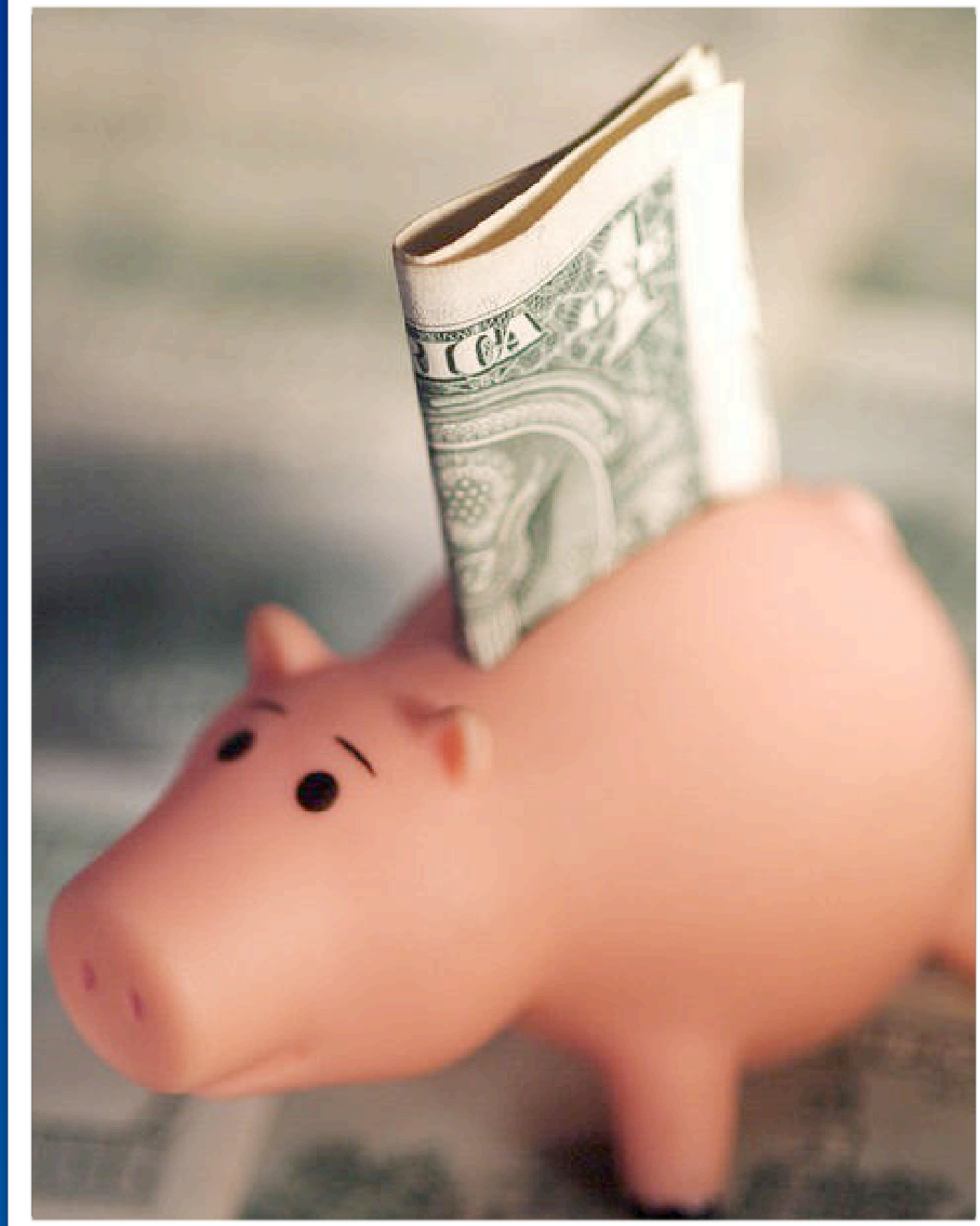
1994

2004

2008

MarketData Enterprises

www.marketdataenterprises.com



Future Think


C
1
4

Courtland Brooks .com



Mark@CourtlandBrooks.com