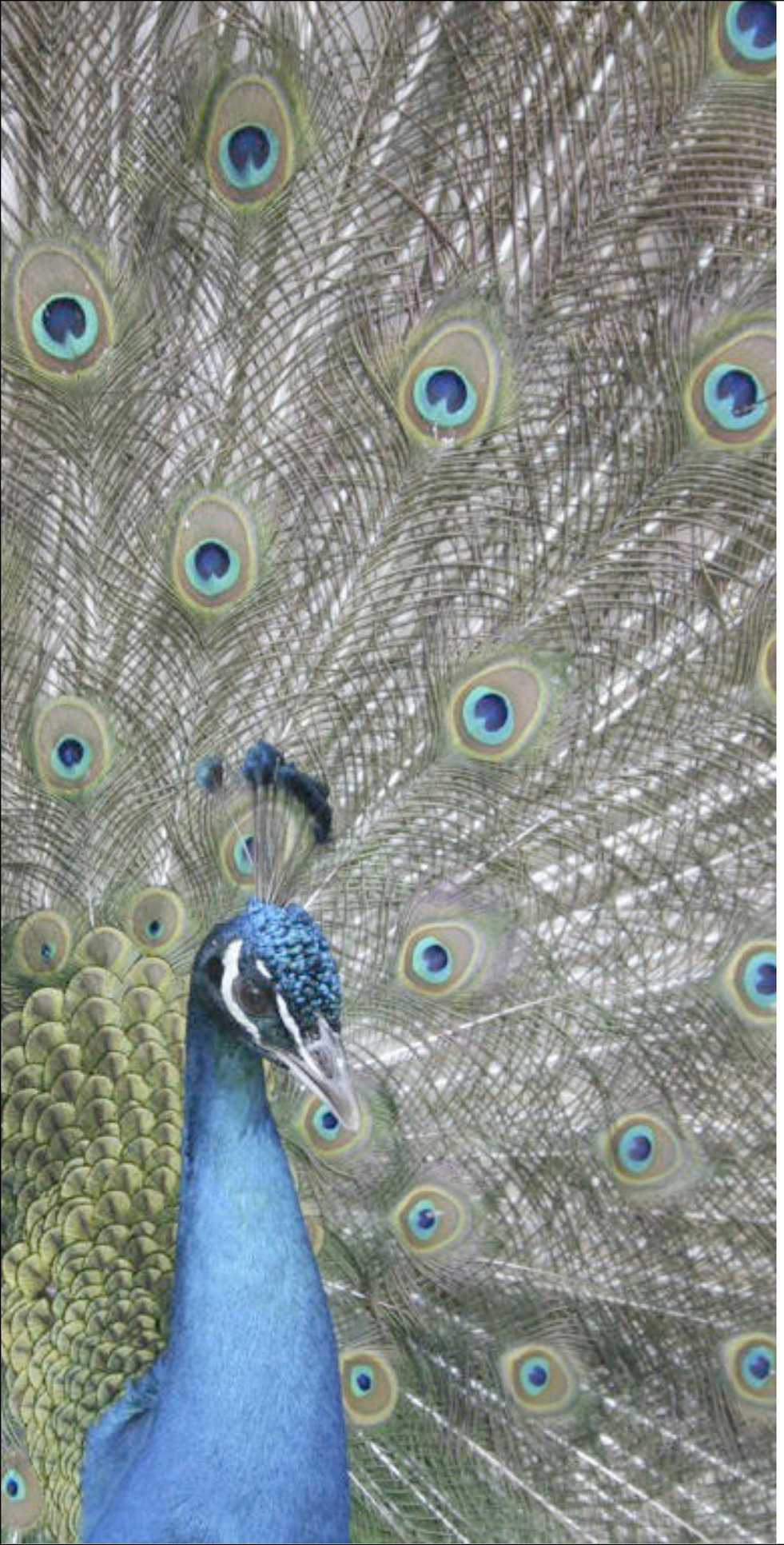


Overview of Mobile Dating

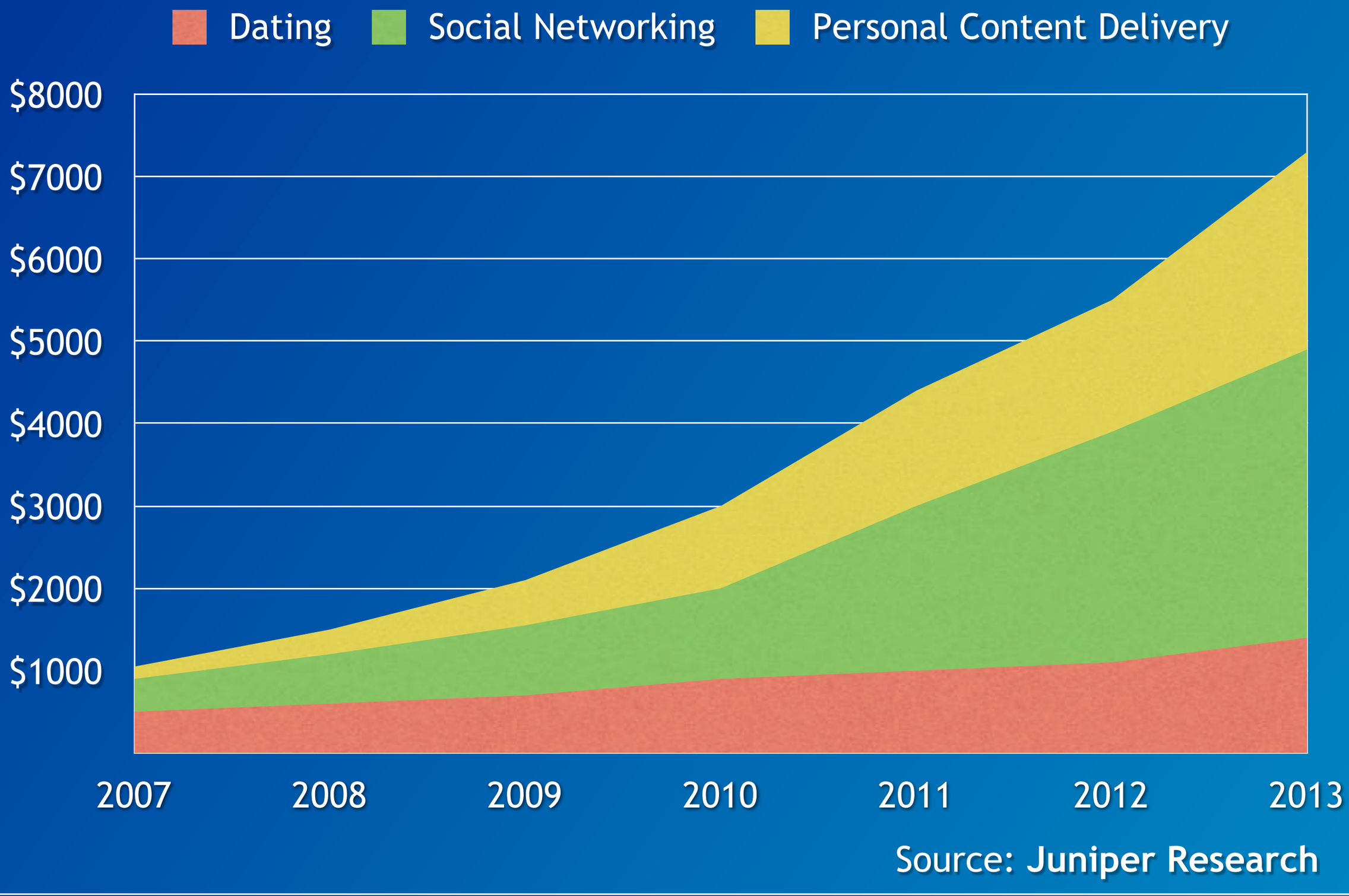
- Market size and potential $$$'s
- How is the iPhone different?
- Top phones in USA and Europe
- Mobile phone usage
- BRIC market size
- Top dating apps ranking
- Jumbuck and SNAP revenues

Courtland Brooks

How big is the market for mobile dating and social networking?

Is it worthwhile creating an app for?

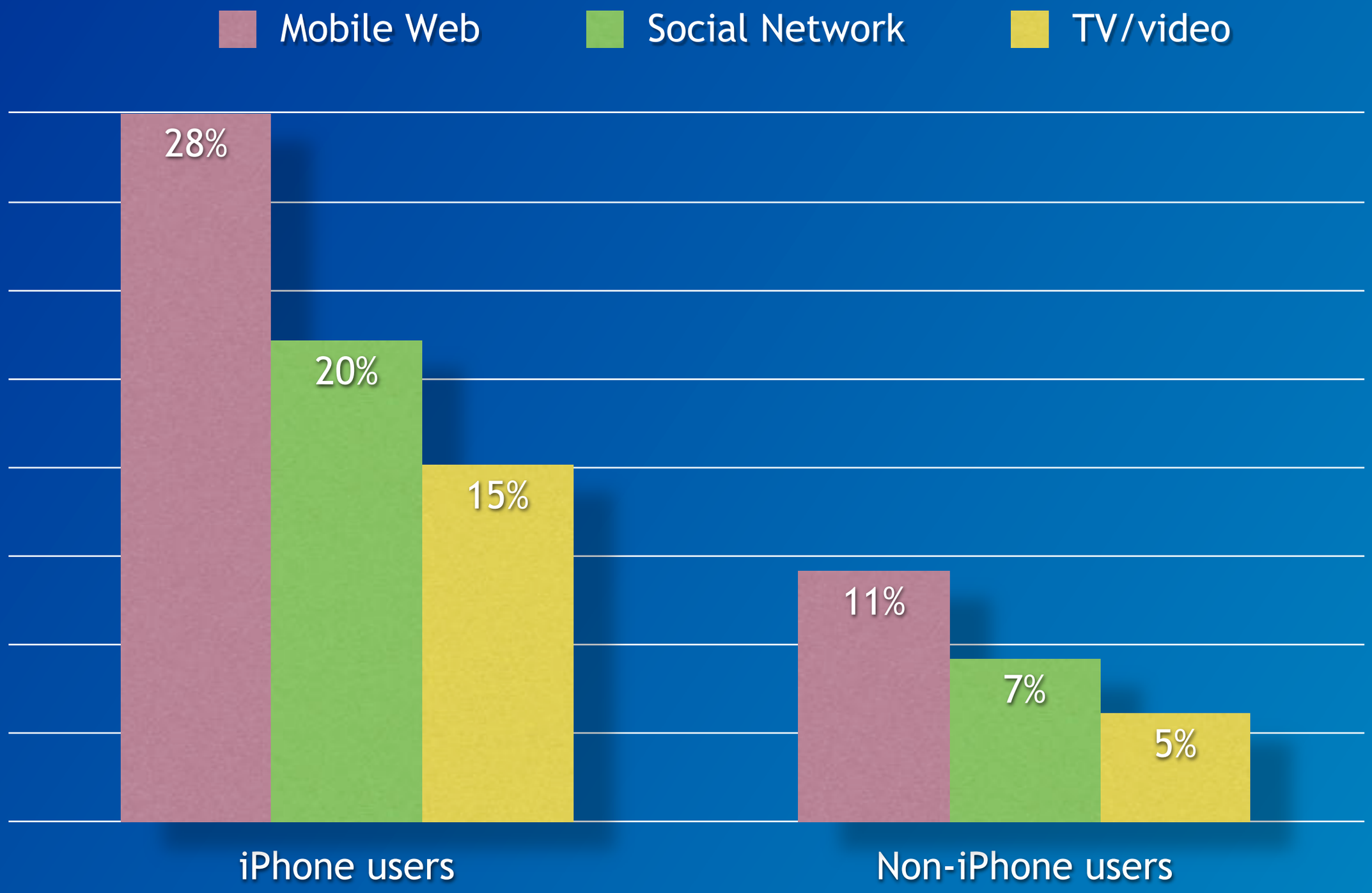
End-User Total Revenues ($m) from Mobile UGC 2007 - 2013



Source: **Juniper Research**

Is it worth offering advertising?

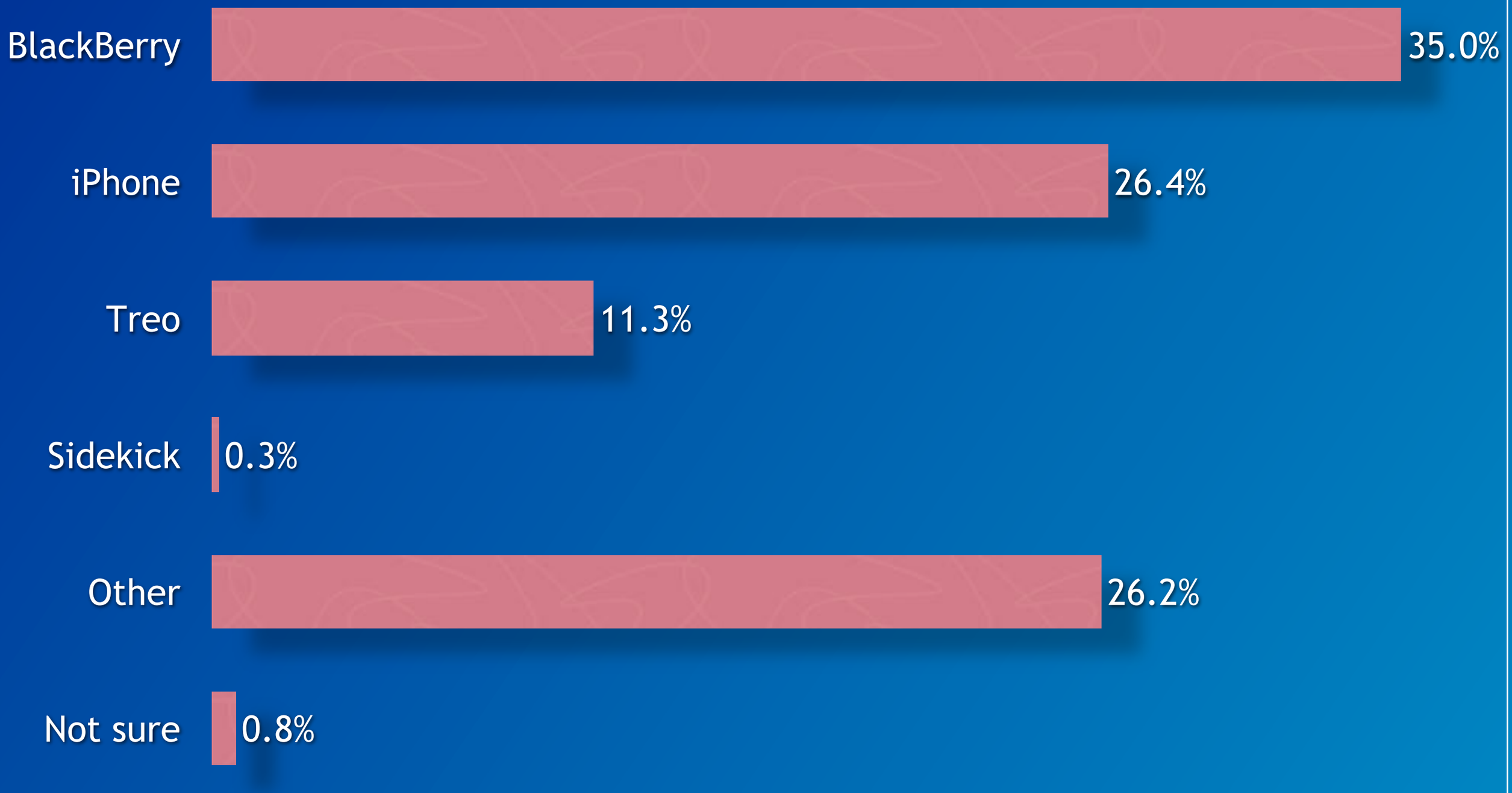
U.S. Mobile Phone Users and iPhone Users Who Recall Viewing Mobile Ads (% of respondents)



Source: **eMarketer, May 2009**

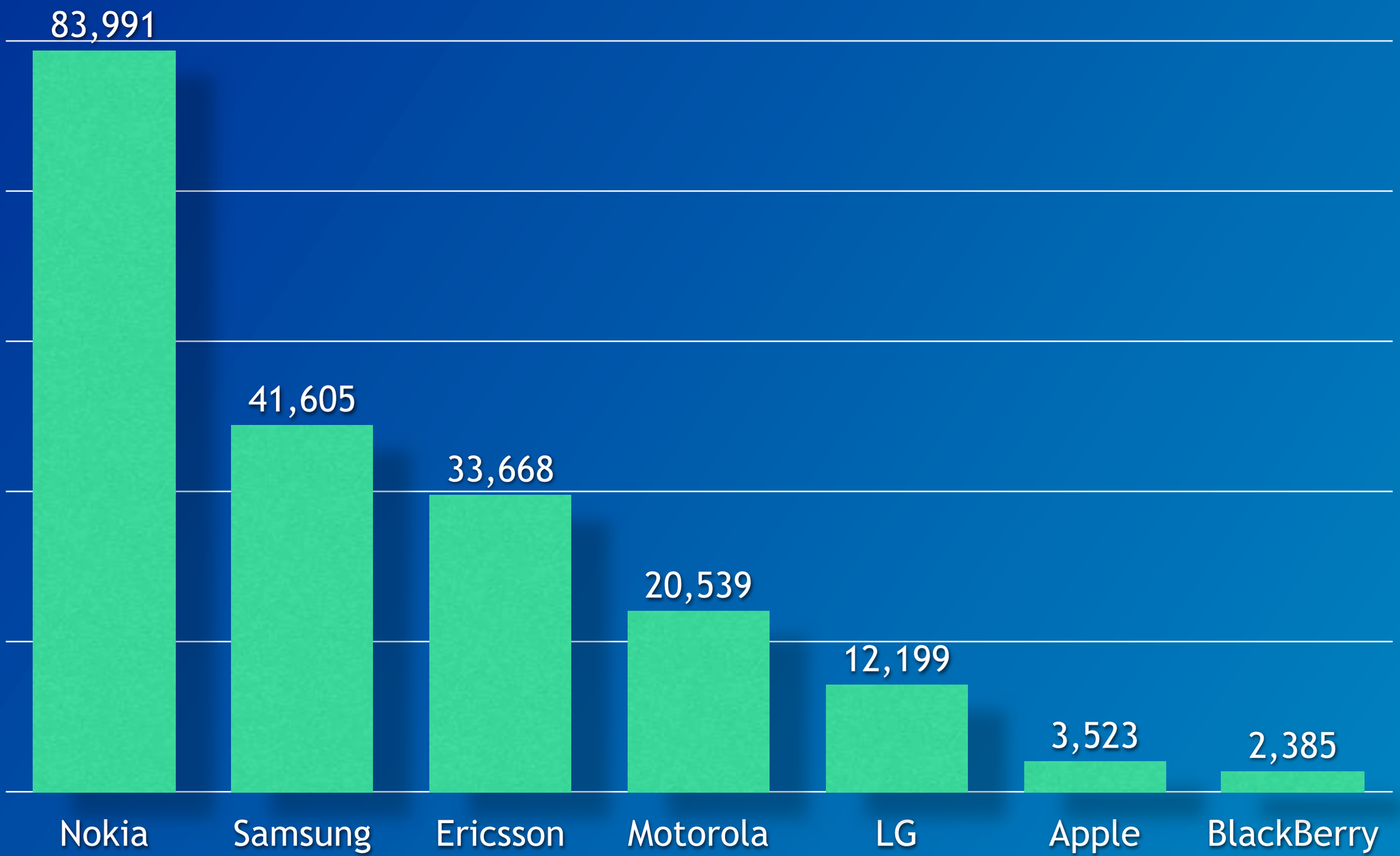
What are the most popular smart phones?

U.S. Smartphone Users



Source: **eMarketer, Mar '09**

Total Installed Base in Europe*
(000)

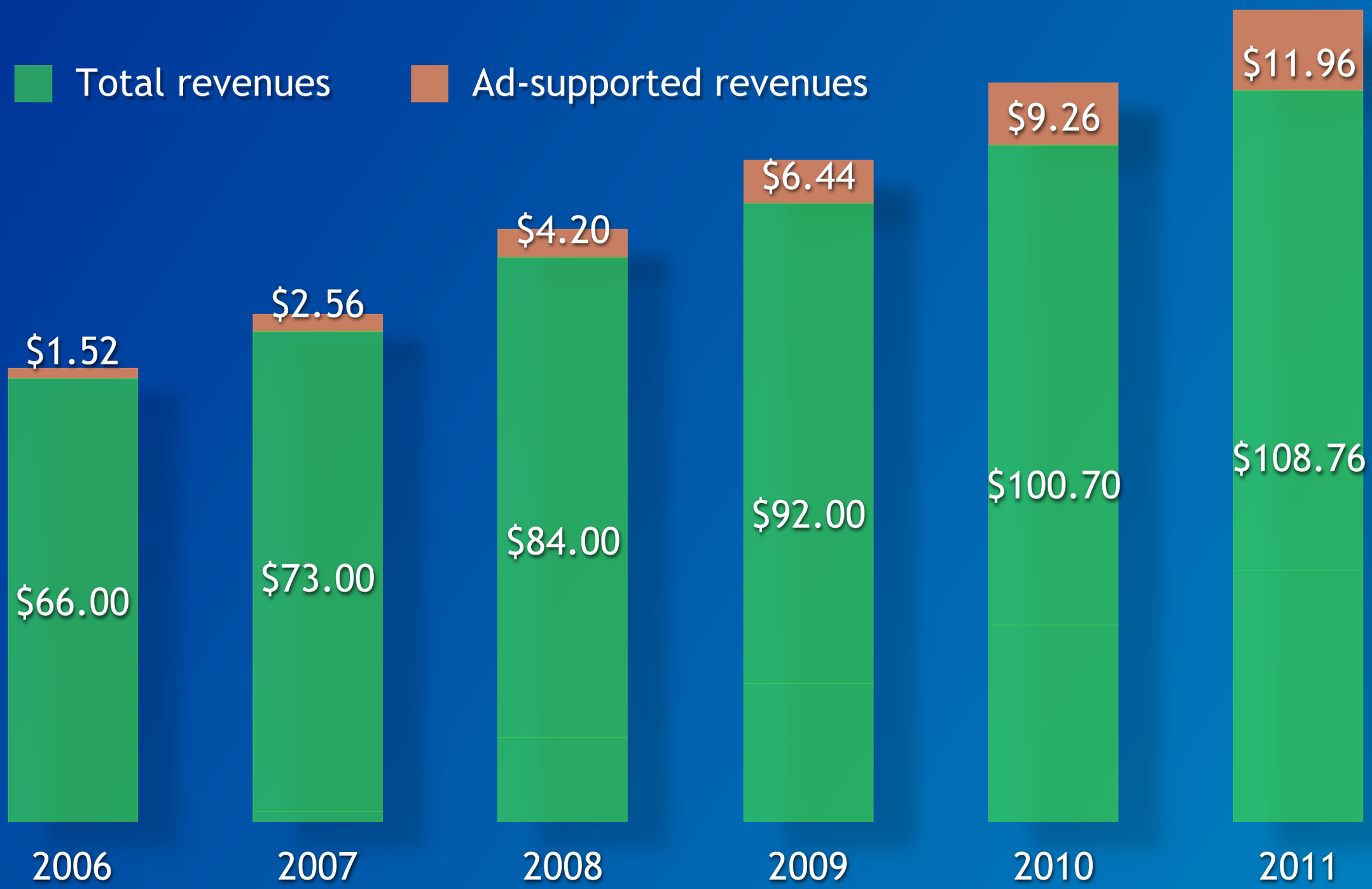


*France, Germany, Italy, Spain and U.K.

Source: **Comscore, Mar '09**

What are the worldwide revenues for mobile messaging?

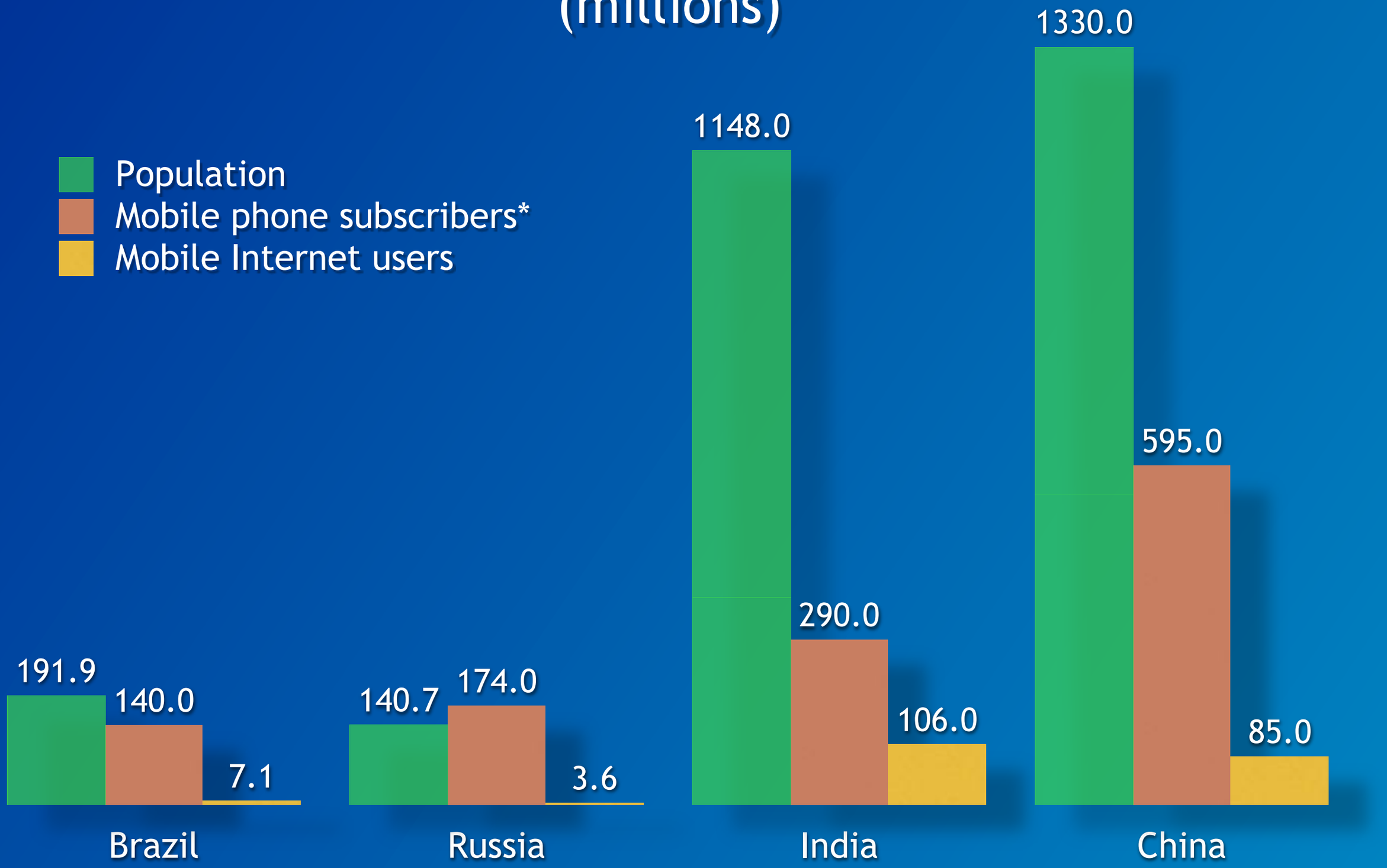
Mobile Messaging Revenues Worldwide ($ billions)



Source: **eMarketer**

What’s the BRIC market size?

Mobile Usage Metrics for BRIC, 2008 (millions)

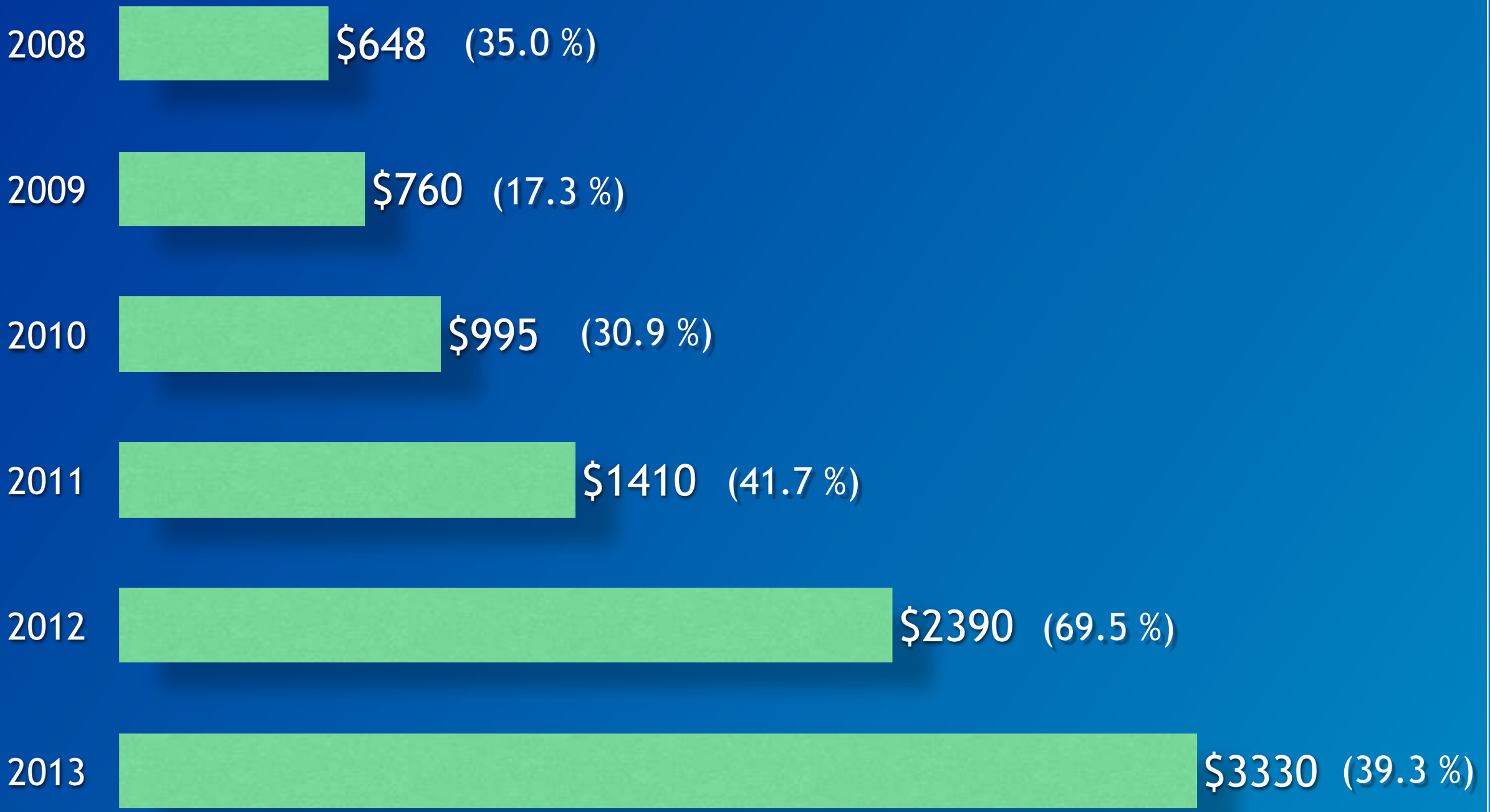


* active SIM cards

Source: **eMarketer**

How much is being spent on mobile advertising in the USA?

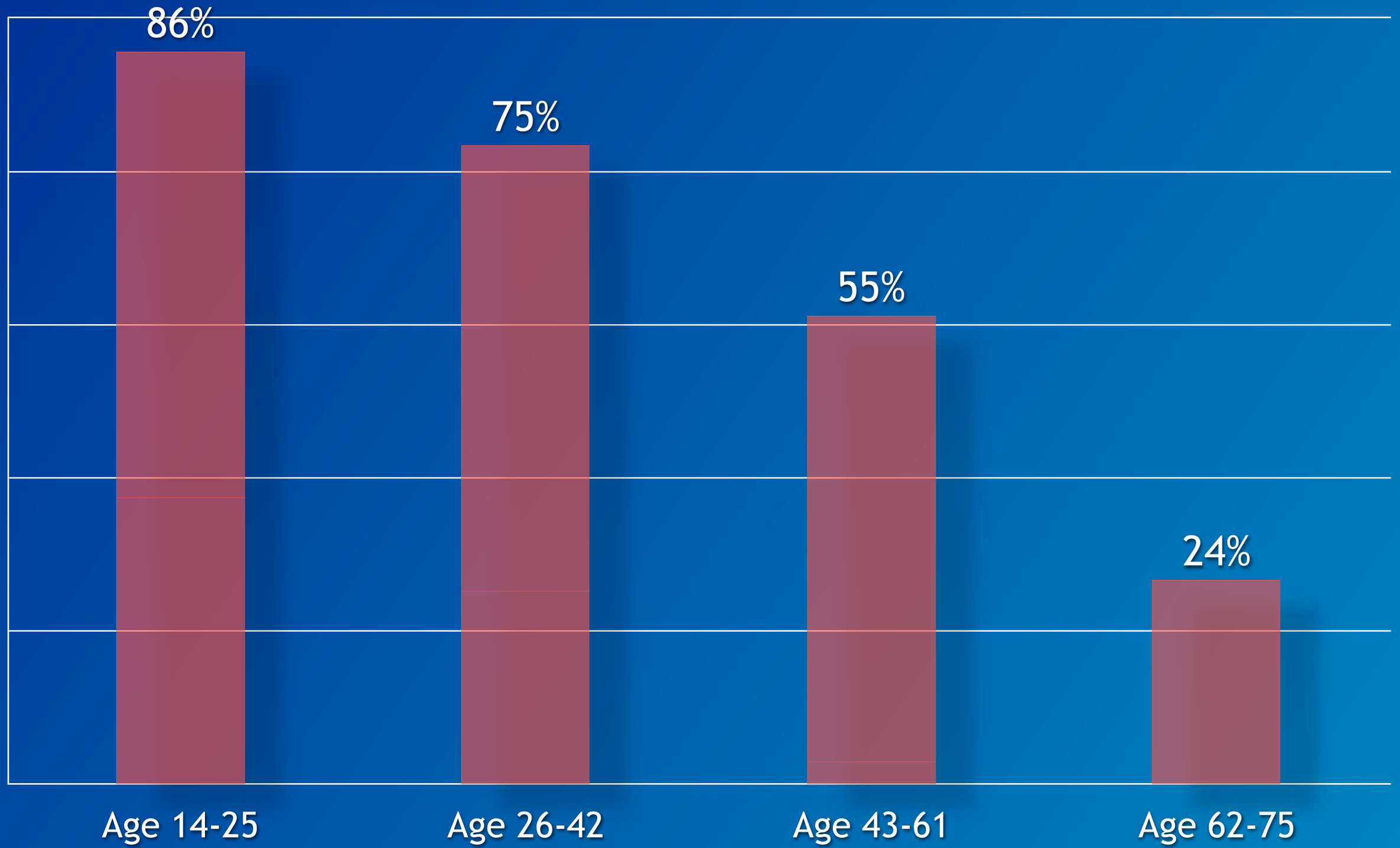
U.S. Mobile Advertising Spending (millions and % change)



Source: **eMarketer, Feb '09**

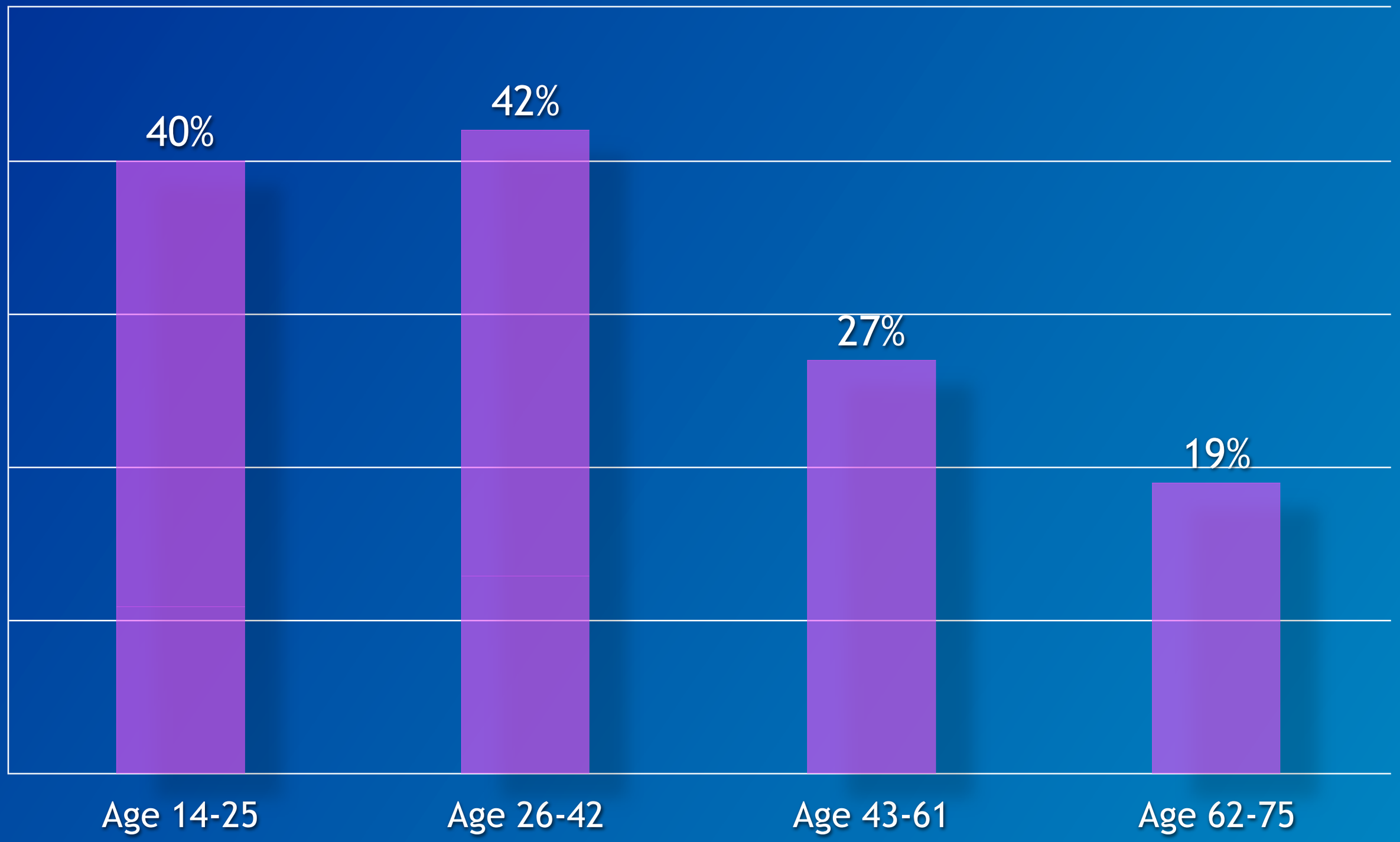
What are people doing with their mobile phones?

% of U.S. Mobile Phone Users Sending SMS



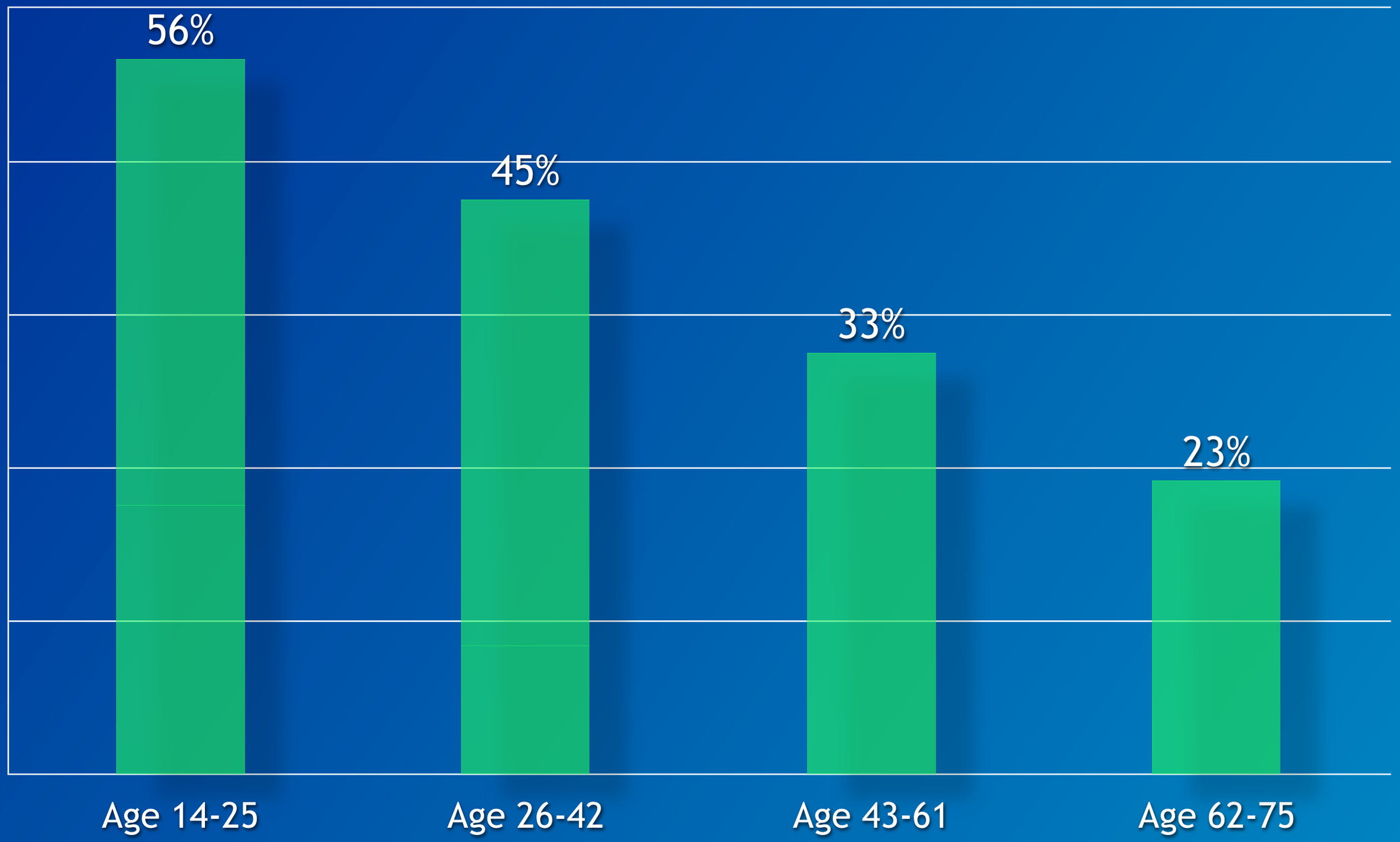
Source: **eMarketer, Sep-Oct '08**

% of U.S. Mobile Phone Users Sending e-mails



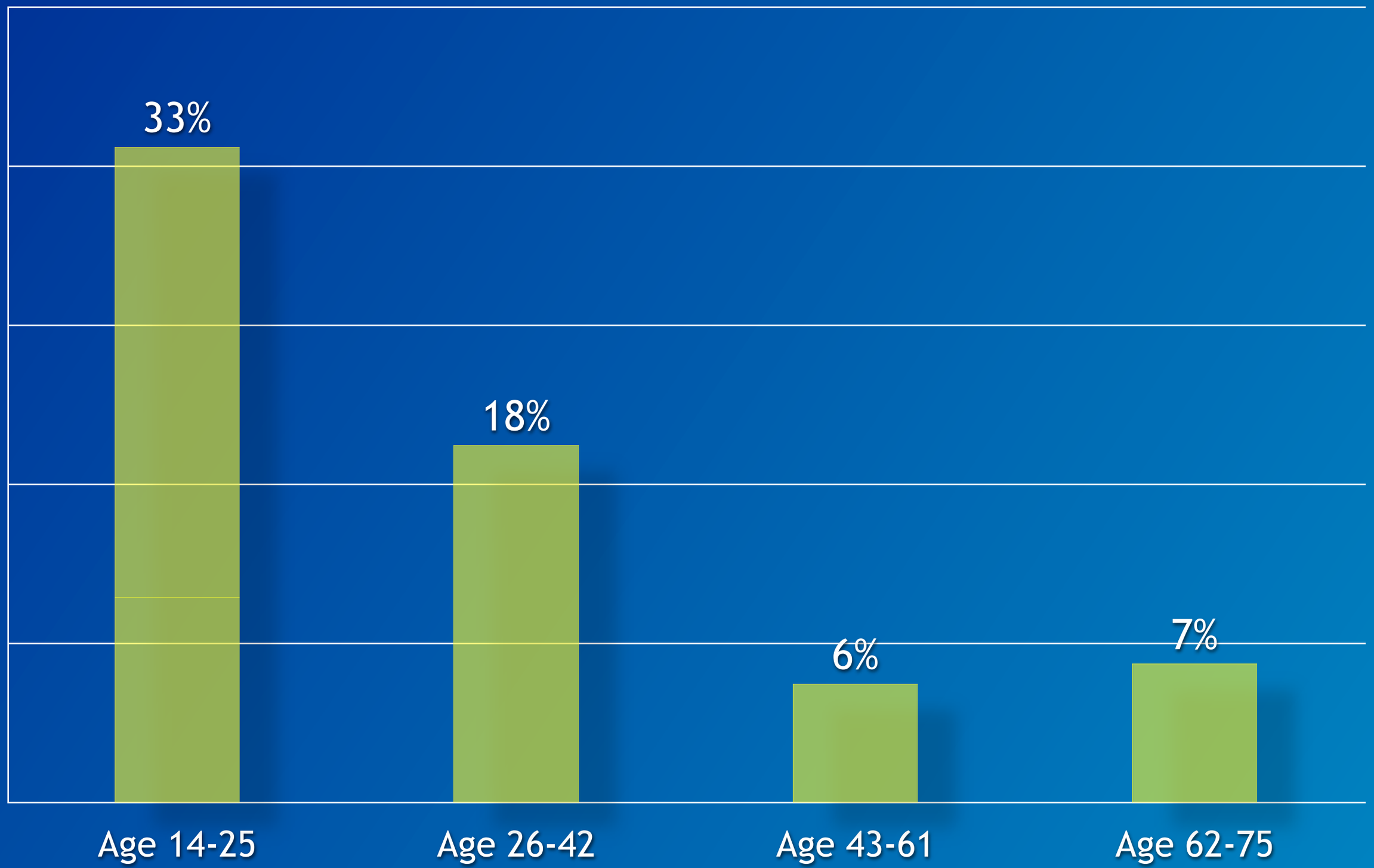
Source: **eMarketer, Sep-Oct '08**

% of U.S. Mobile Phone Users Using Video Camera



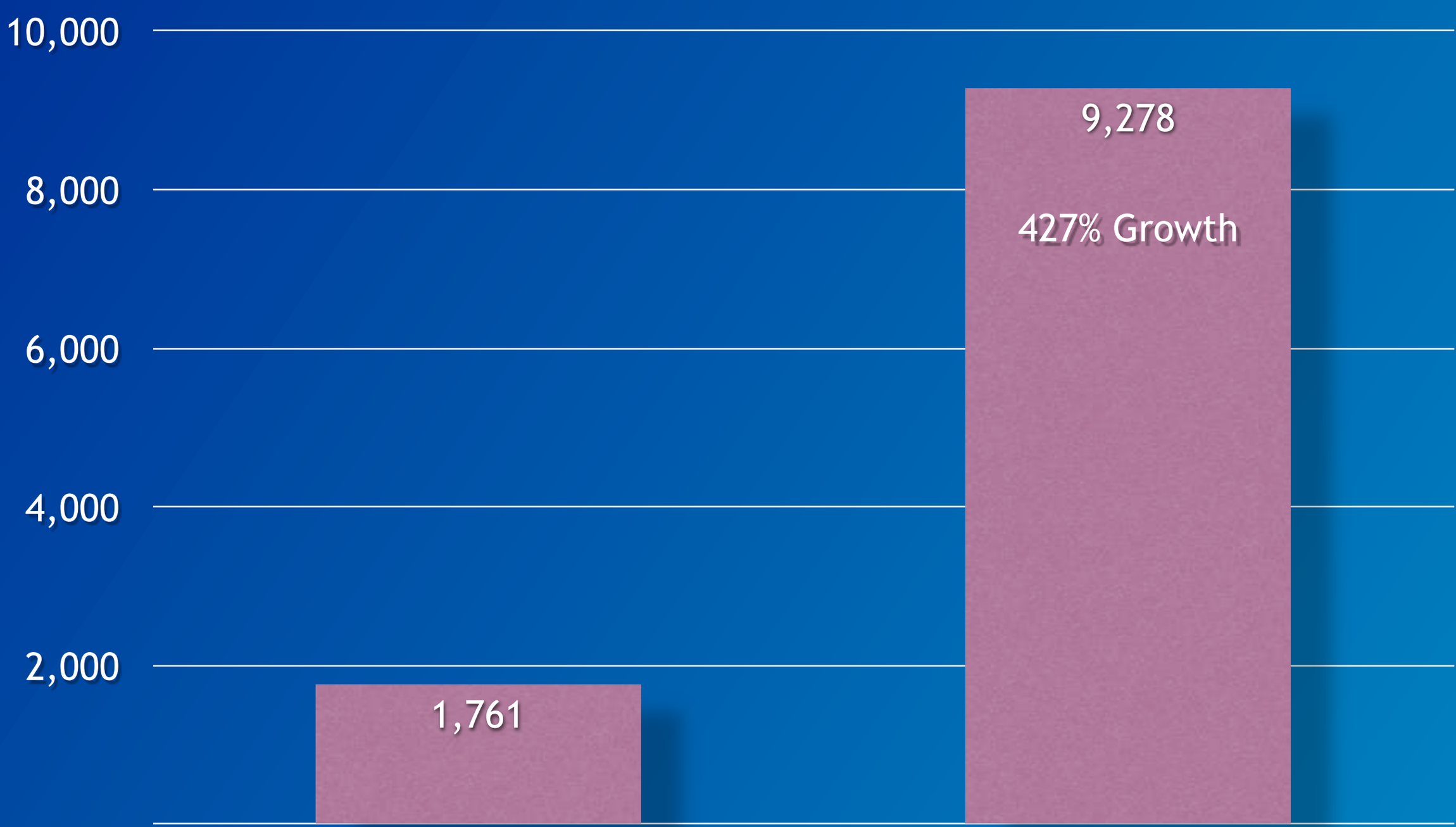
Source: **eMarketer, Sep-Oct '08**

% of U.S. Mobile Phone Users Updating SNS



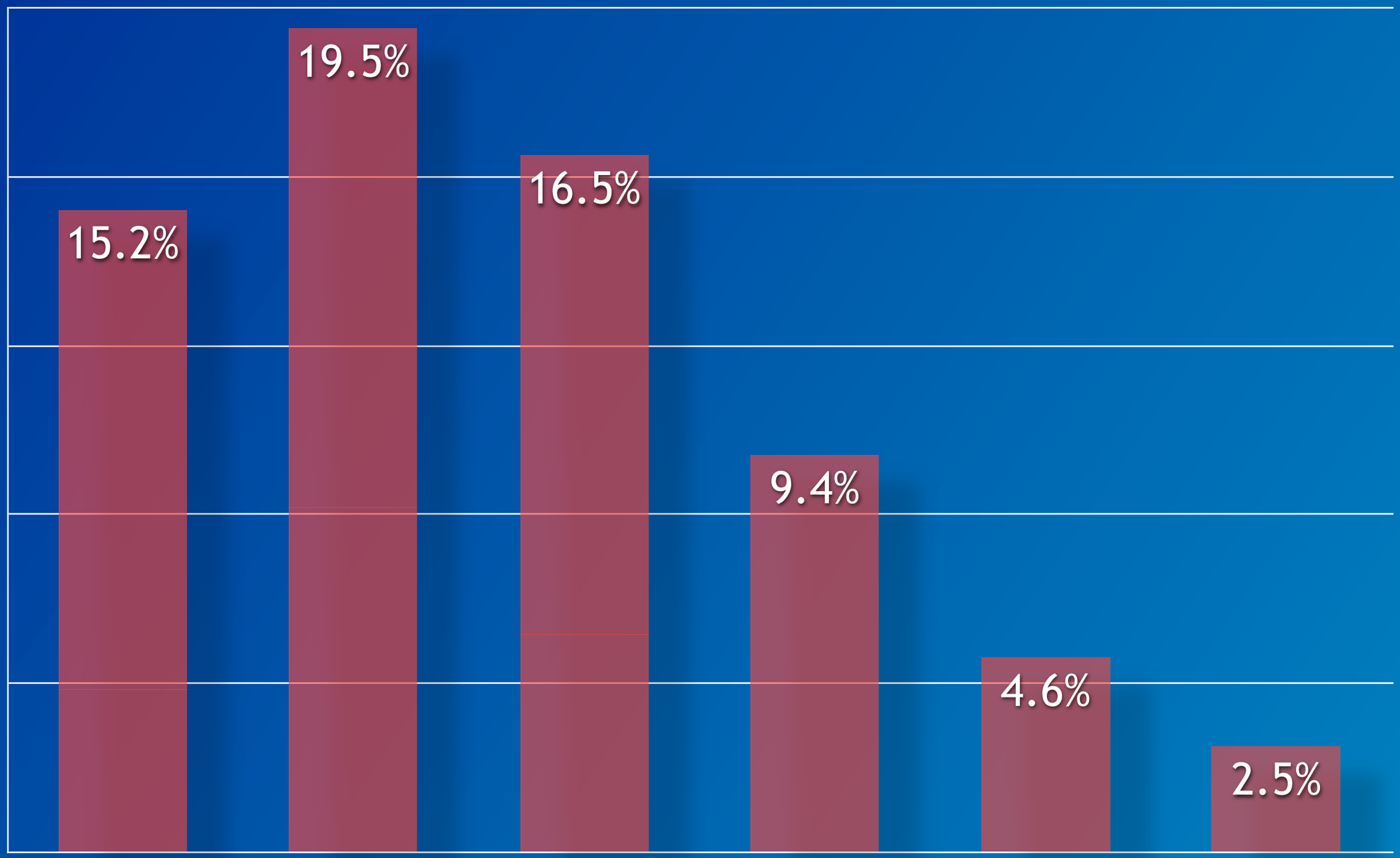
Source: **eMarketer, Sep-Oct '08**

U.S. Daily Mobile Web Access to Social Networks or Blogs
Unique users (000)



Source: **Comscore, Feb '09**

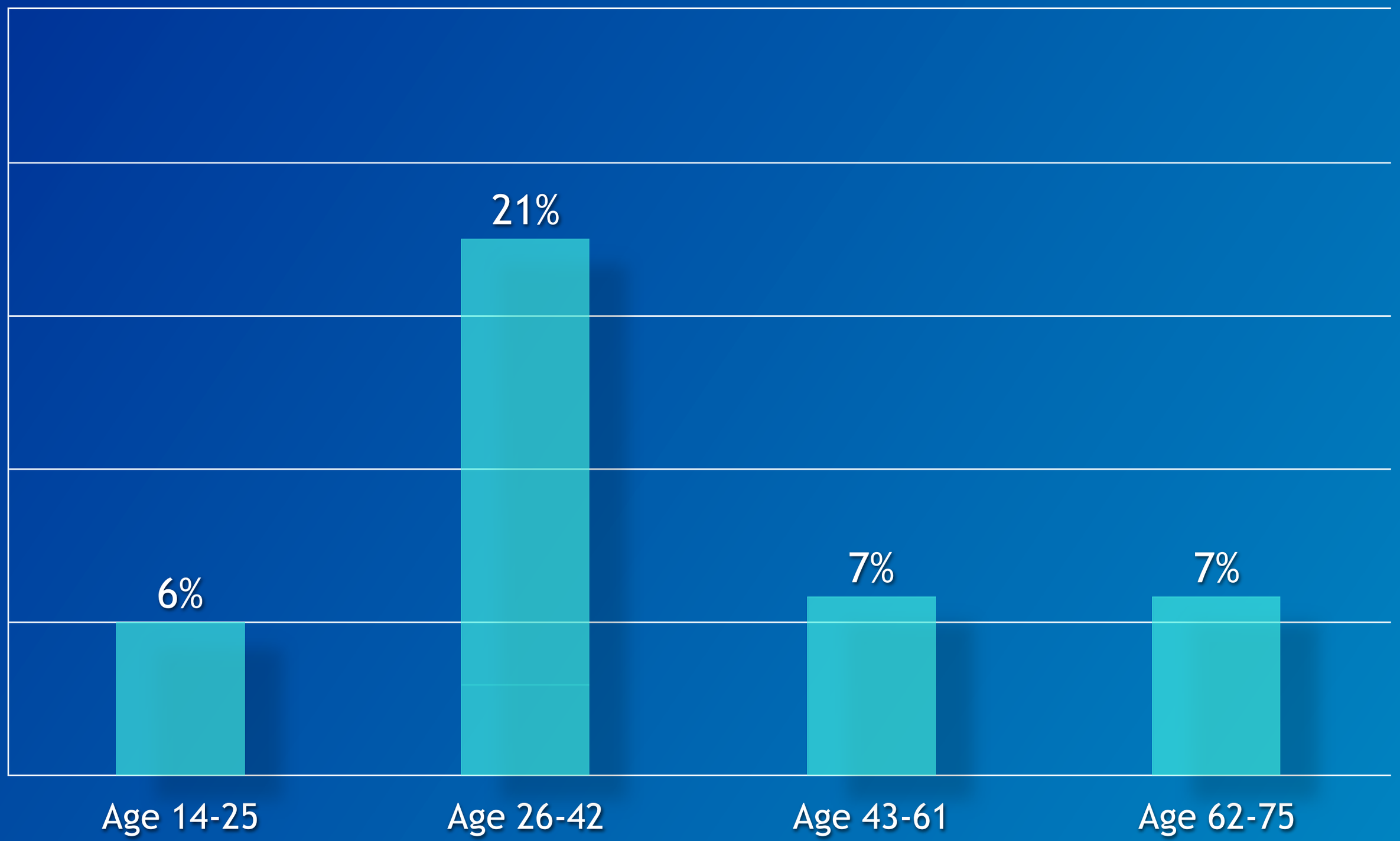
% of European* Mobile Users Who Accessed Social Networks



France, Germany, Italy, Spain and U.K.

Source: **Comscore, Mar '09**

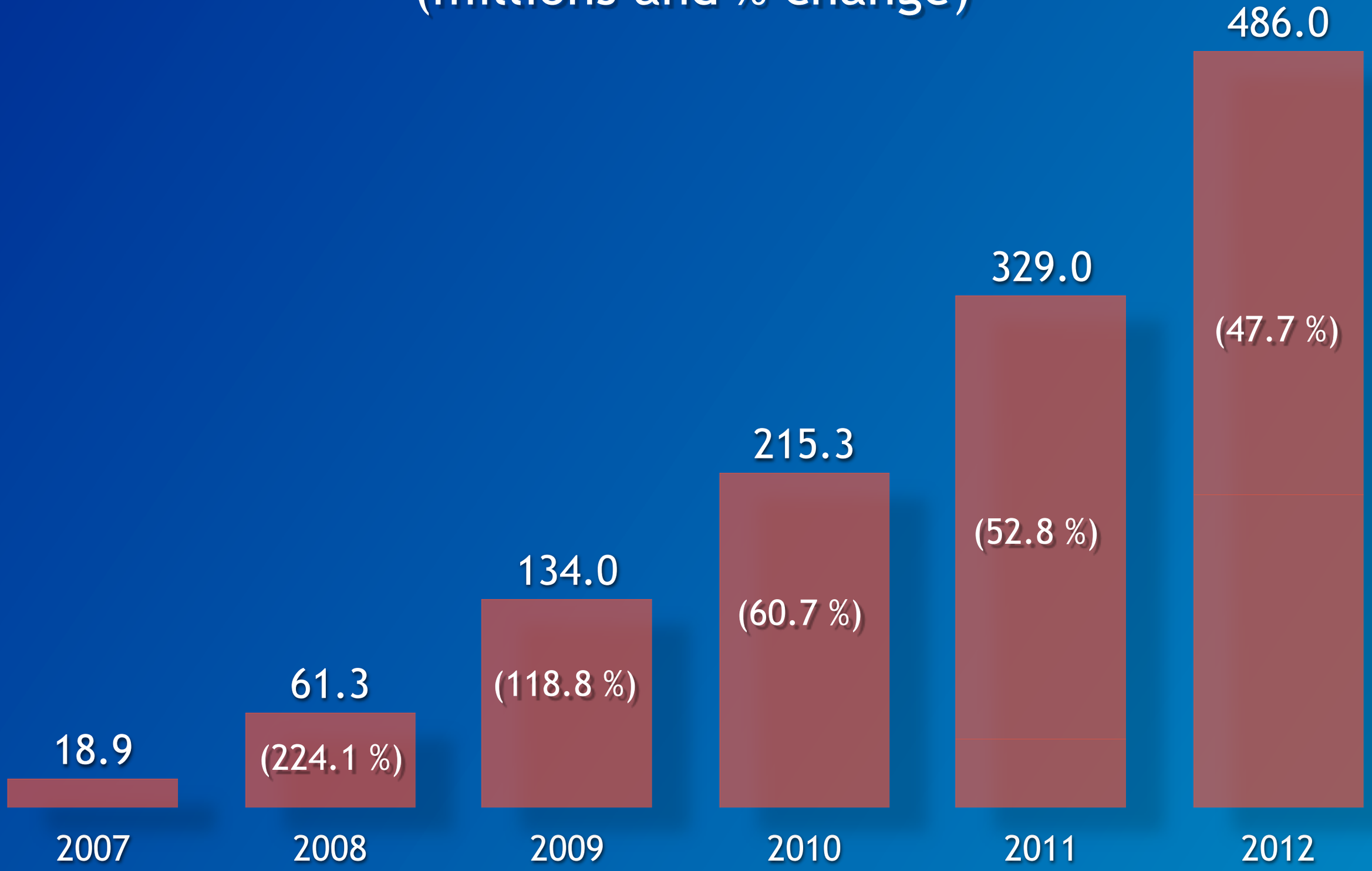
% of U.S. Mobile Phone Users Using GPS



Source: **eMarketer, Sep-Oct '08**

How popular are location based services?

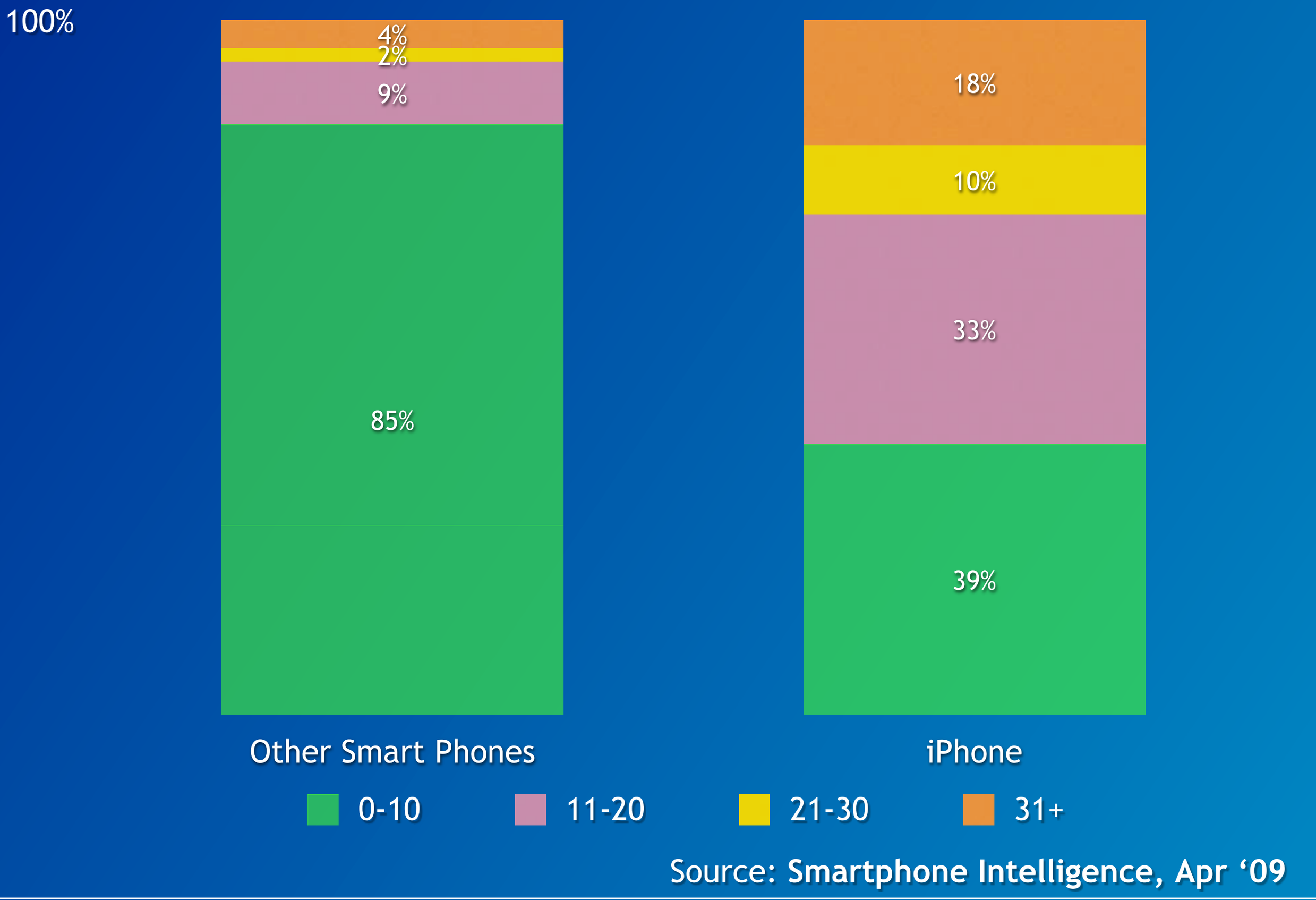
Mobile Location-Based Services Users Worldwide (millions and % change)



Source: **eMarketer, Sep '08**

How active are iPhone users vs other smart phone users?

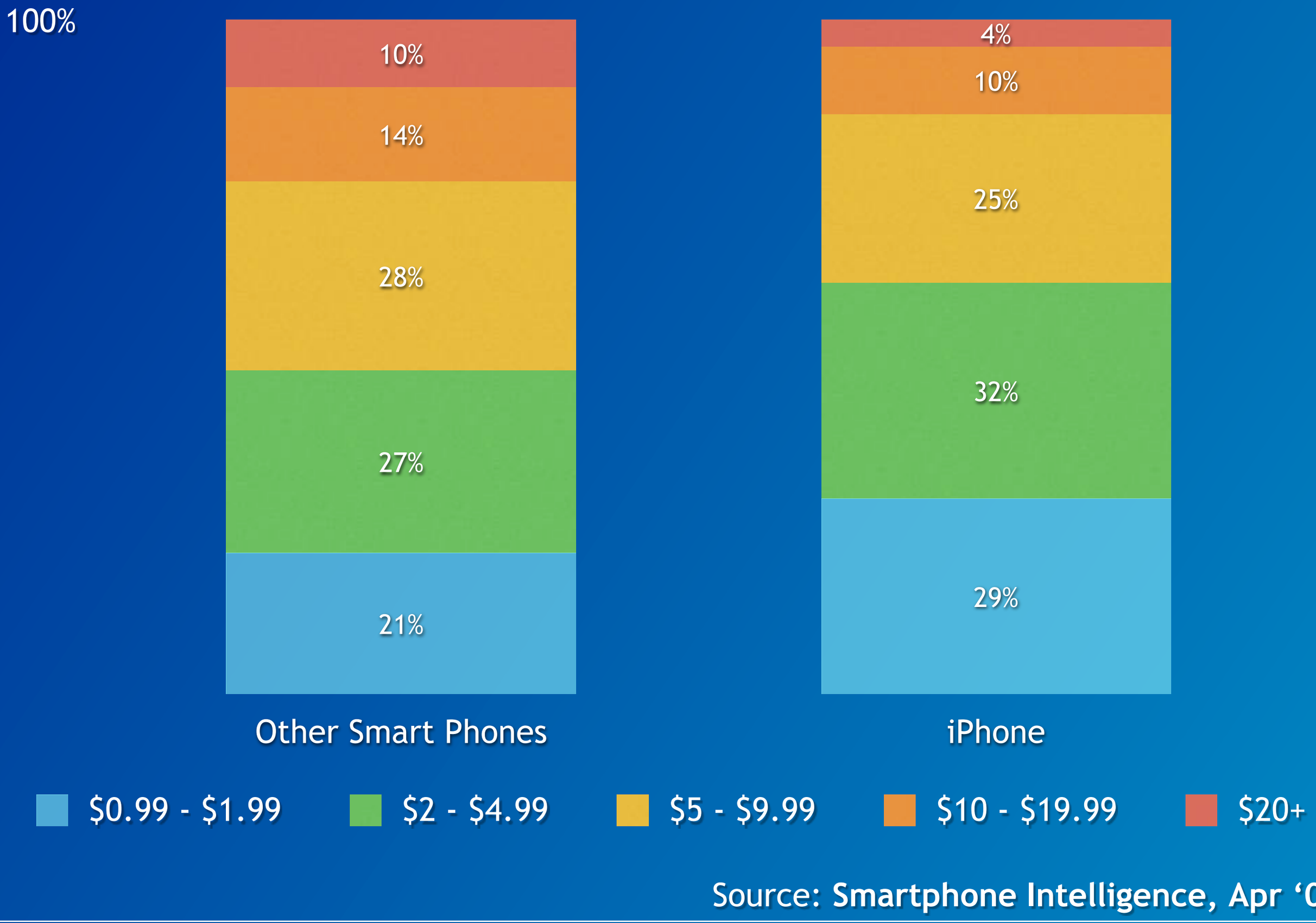
Number of Apps Added to Device by Owners



Source: **Smartphone Intelligence, Apr '09**

How much are iPhone users willing to spend vs other smart phone?

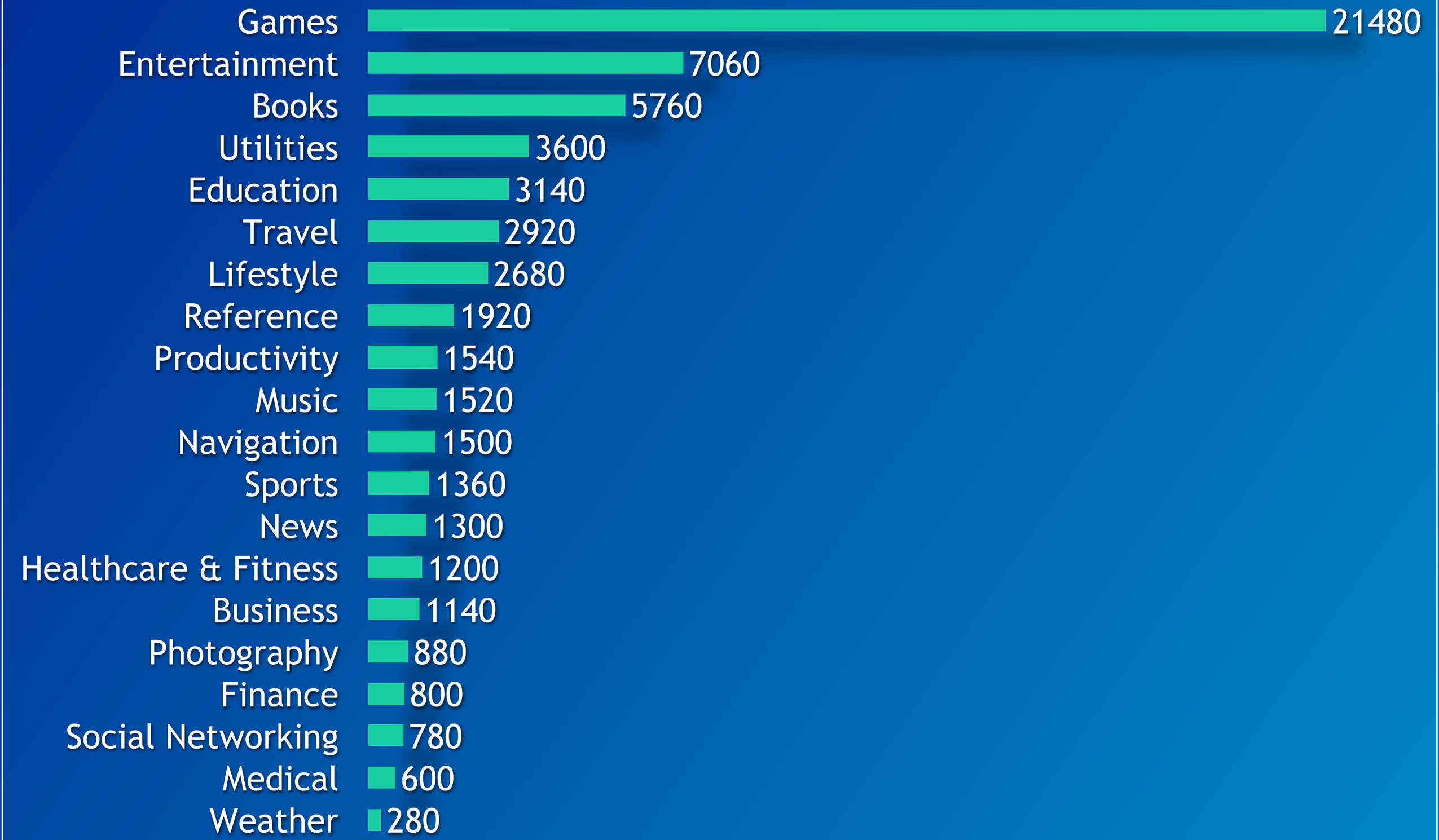
Most Spent On A Single App For Smartphone



Source: **Smartphone Intelligence, Apr '09**

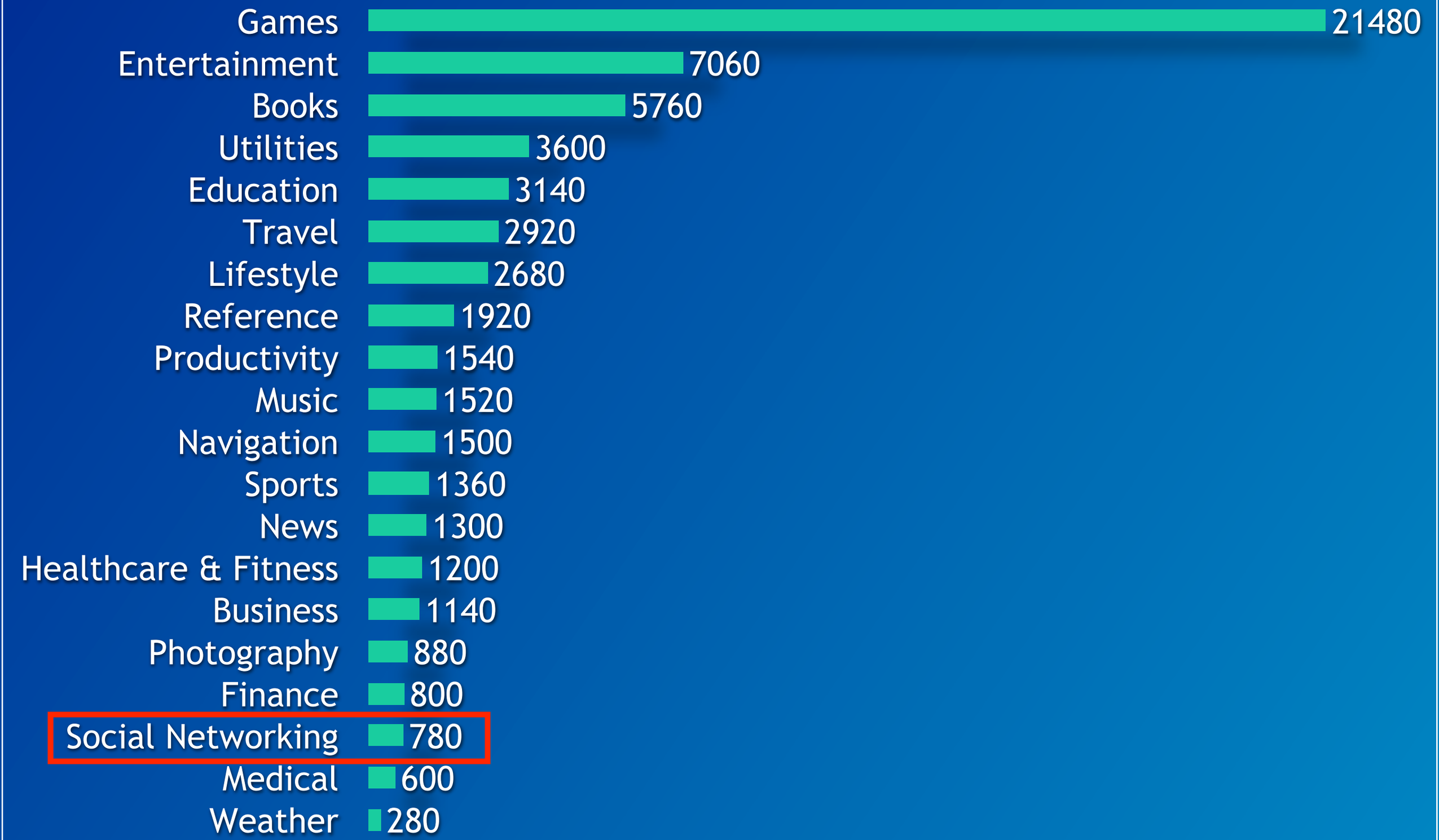
How many apps are in the app store?

Number of iPhone App by Categories



Source: **iTunes, June '09**

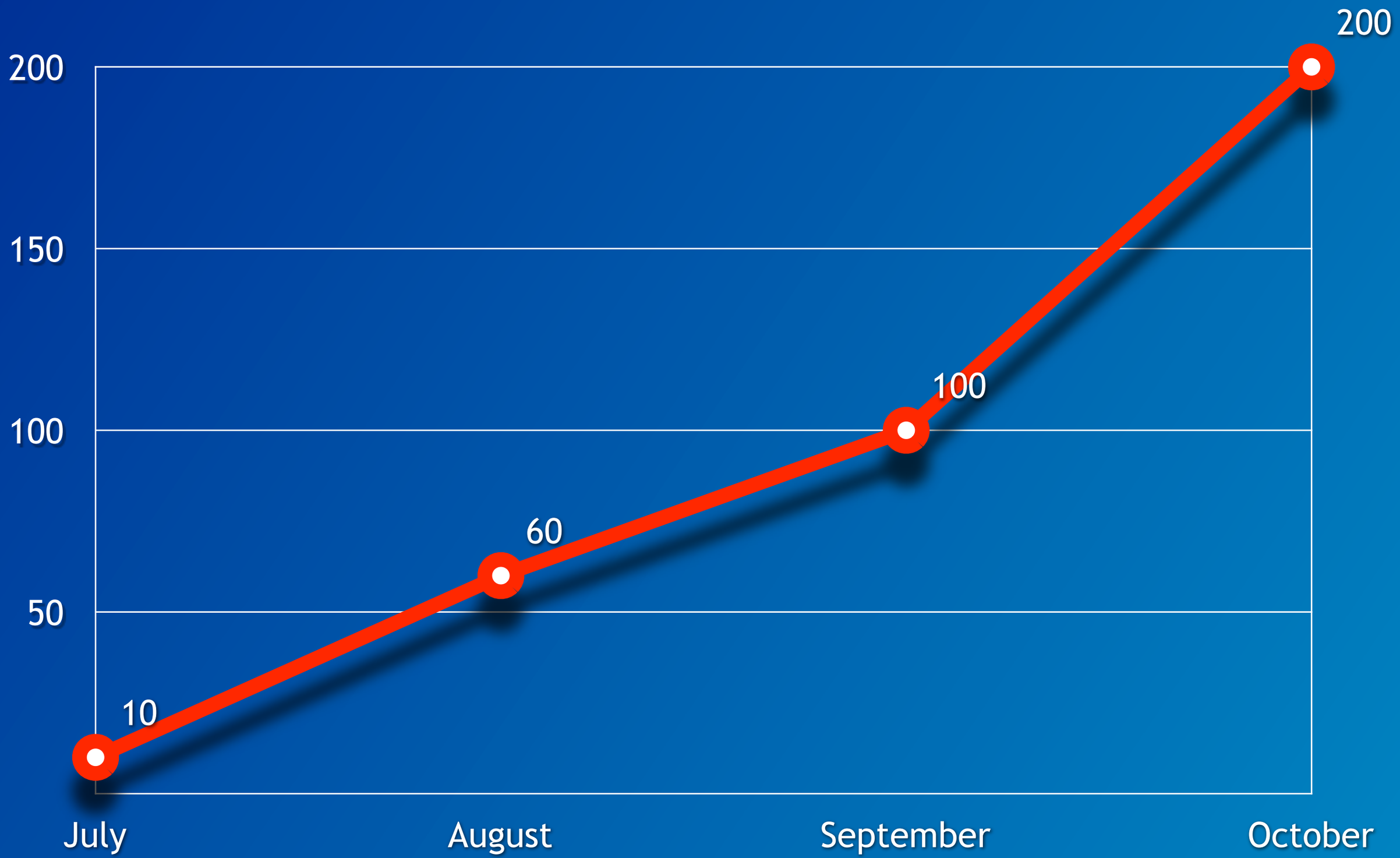
Number of iPhone App by Categories



Source: **iTunes, June '09**

How many iPhone apps are being downloaded?

iPhone App Store Downloads, 2008 (millions)



Source: **eMarketer, May 2009**

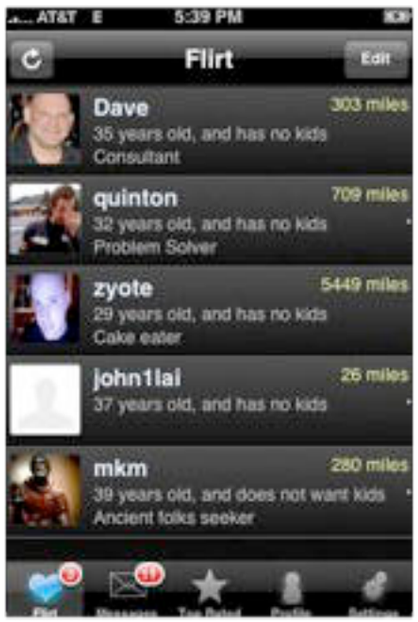
What are the top dating apps?



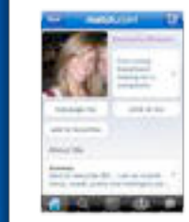




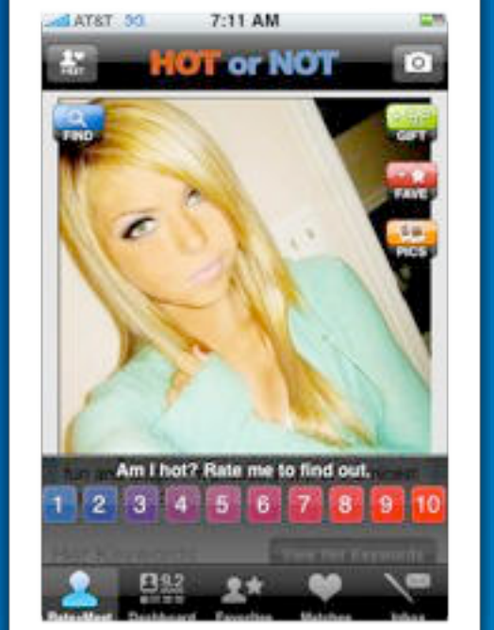



AT&T E 5:39 PM
Flirt
Edit
Dave
303 miles
35 years old, and has no kids
Consultant
quinton
709 miles
32 years old, and has no kids
Problem Solver
zyote
5449 miles
29 years old, and has no kids
Cake eater
john1lai
26 miles
37 years old, and has no kids
mkm
280 miles
39 years old, and does not want kids
Ancient folks seeker


AT&T
12:03 AM
SpeedDate






AT&T 7:11 AM
HOT or NOT
FIND
GIFT
FAVE
PICS
Am I hot? Rate me to find out.
1 2 3 4 5 6 7 8 9 10



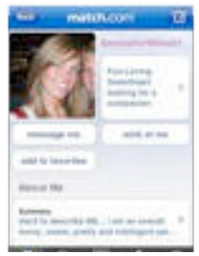








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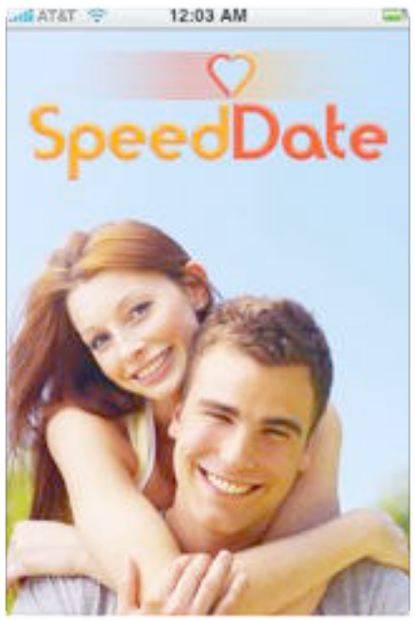
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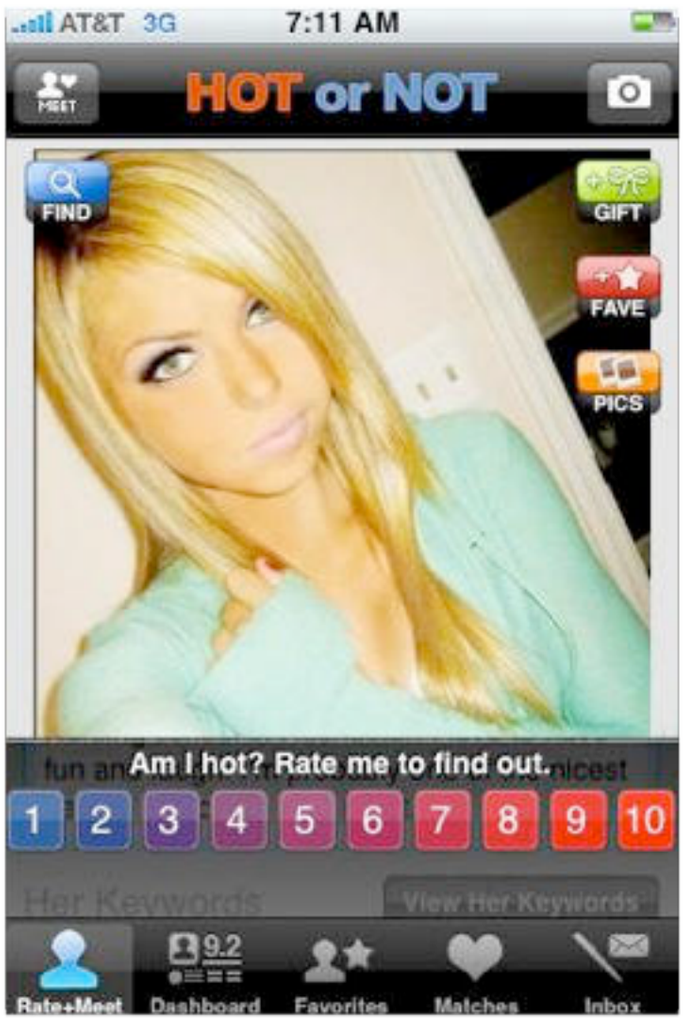
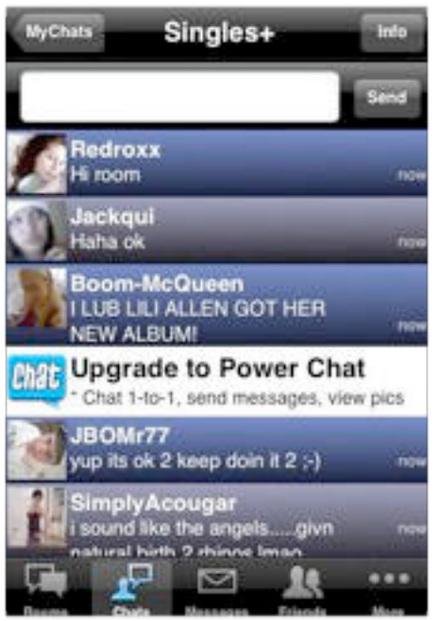

AT&T 3G
7:11 AM
MEET
HOT or NOT
FIND
GIFT
FAVE
PICS
Am I hot? Rate me to find out.
1 2 3 4 5 6 7 8 9 10
View Her Keywords
9.2
Rate+Meet
Dashboard
Favorites
Matches
Inbox


MyChats
Singles+
Info
Send
Redroxx
Hi room
Jackqui
Haha ok
Boom-McQueen
I LUB LILI ALLEN GOT HER NEW ALBUM!
Upgrade to Power Chat
* Chat 1-to-1, send messages, view pics
JBOMr77
yup its ok 2 keep doin it 2 ;-)
SimplyAcougar
i sound like the angels.....givn


SpeedDate














AT&T 3G
7:11 AM
HOT or NOT
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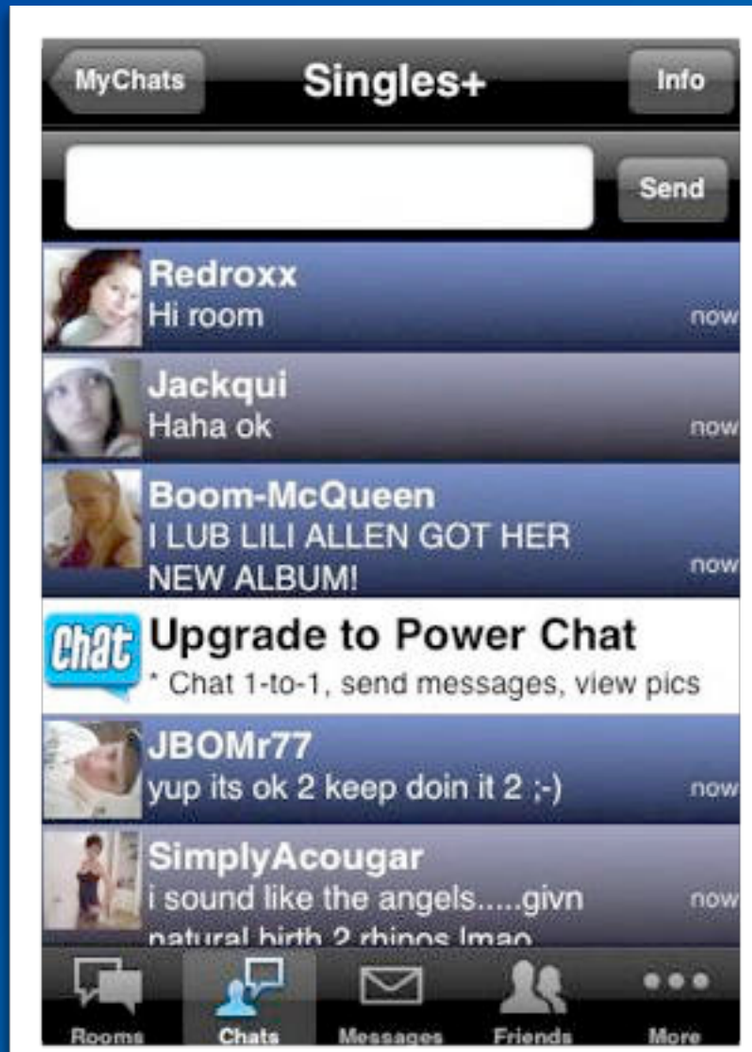
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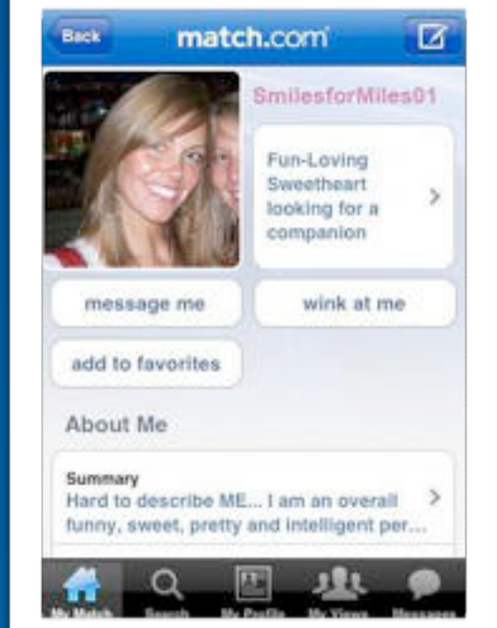
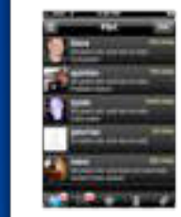
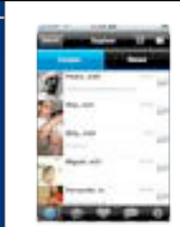
Rooms
Chats
Messages
Friends
More


Back
match.com
SmilesforMiles01
Fun-Loving Sweetheart looking for a companion
message me
wink at me
add to favorites
About Me
Summary
Hard to describe ME... I am an overall funny, sweet, pretty and intelligent per...

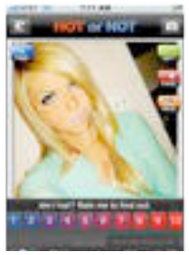

SpeedDate



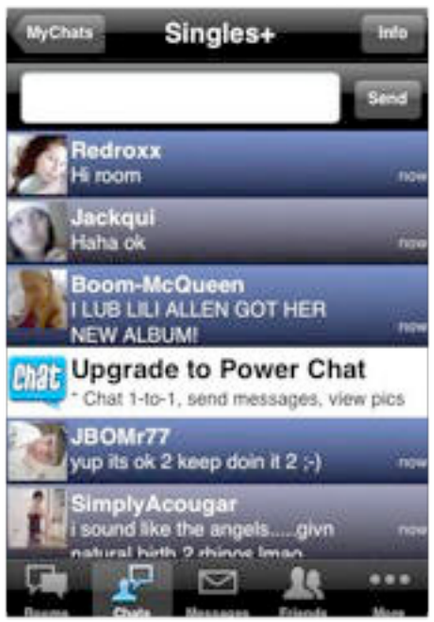







HOT or NOT




MyChats
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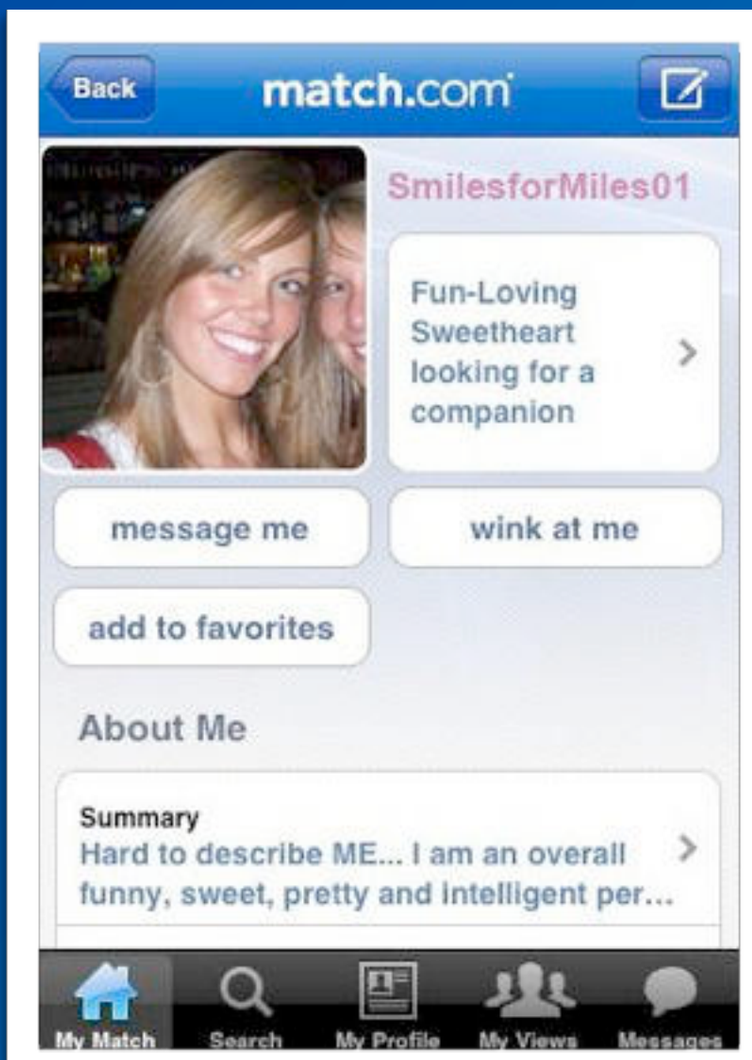
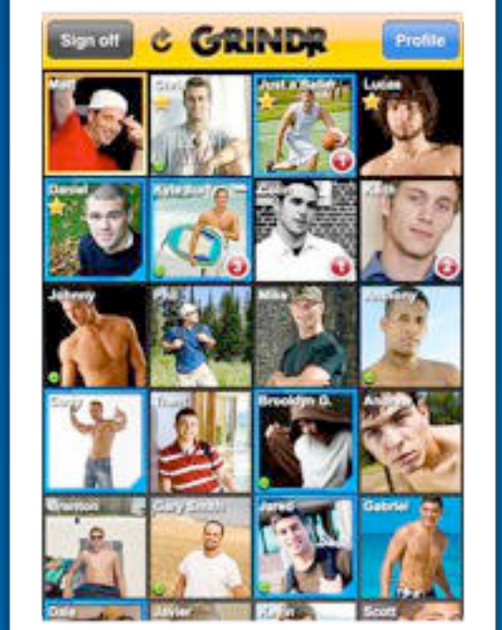

Back
match.com
SmilesforMiles01
Fun-Loving Sweetheart looking for a companion
message me
wink at me
add to favorites
About Me
Summary
Hard to describe ME... I am an overall funny, sweet, pretty and intelligent per...
My Match
Search
My Profile
My Views
Messages


Sign off
GRINDR
Profile


Singles+
Upgrade to Power Chat




SpeedDate

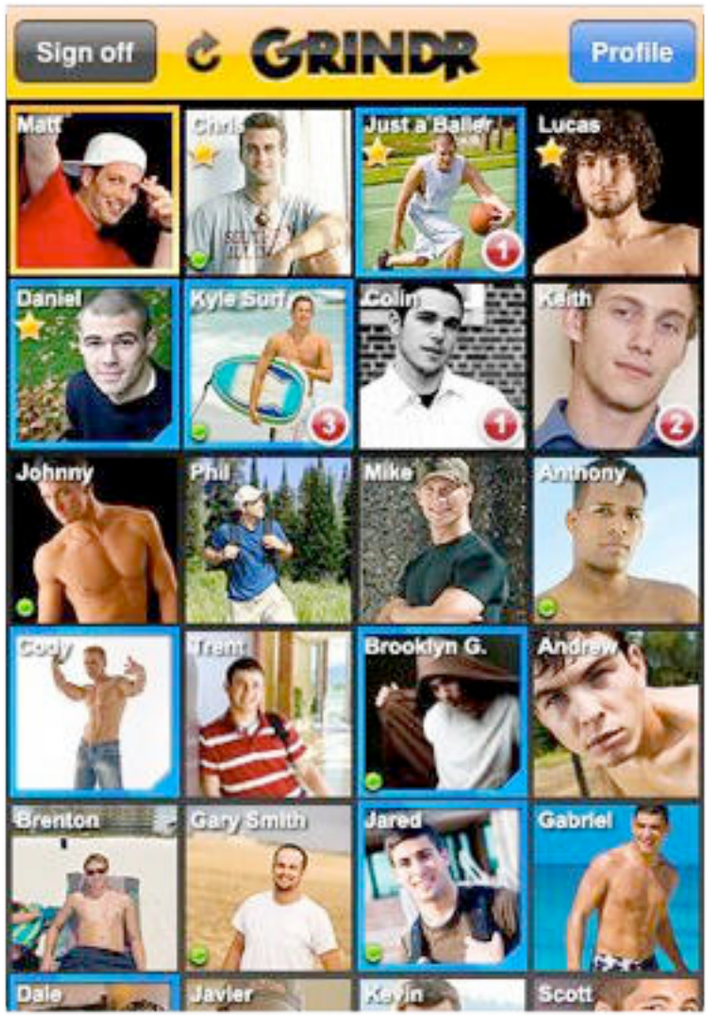


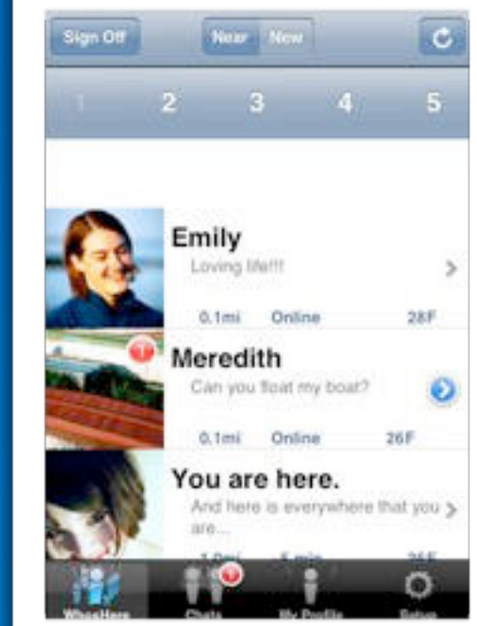


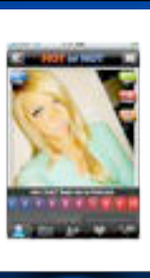


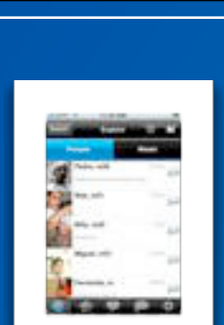


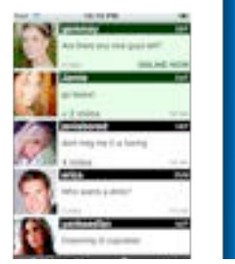
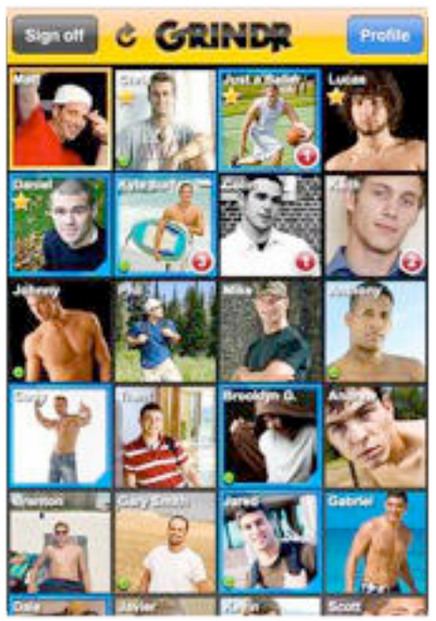
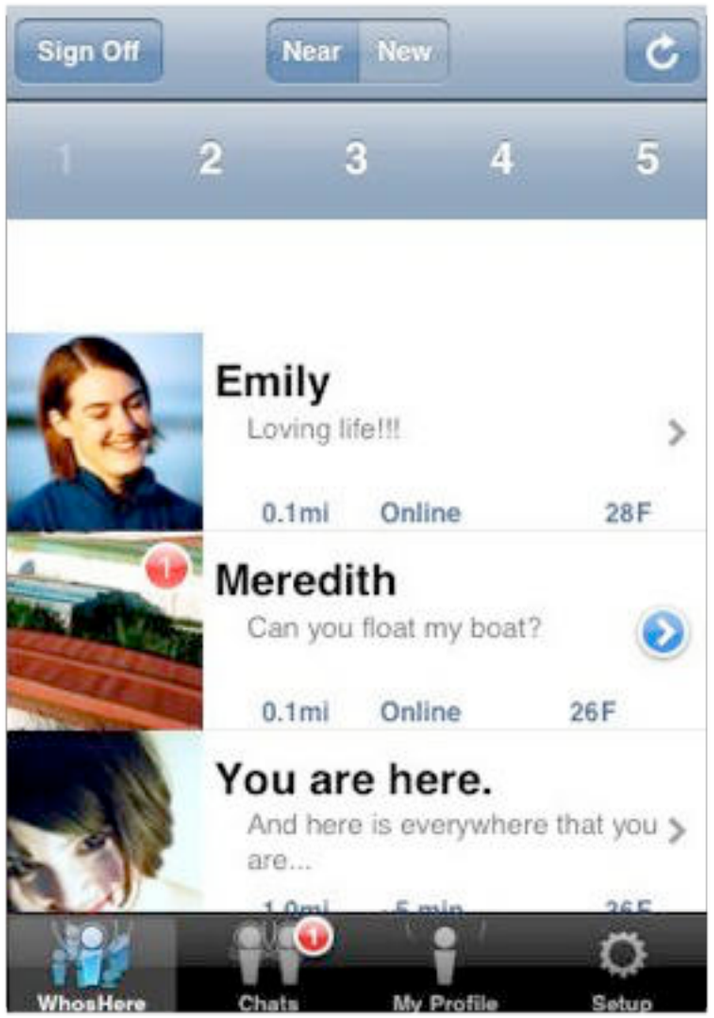

Back
match.com
SmilesforMiles01
Fun-Loving Sweetheart looking for a companion
message me
wink at me
add to favorites
About Me
Summary
Hard to describe ME... I am an overall funny, sweet, pretty and intelligent per...


Sign off
GRINDR
Profile
Matt
Just a Baller
Lucas
Daniel
Kyle Surf
Colin
Keith
Johnny
Phil
Mike
Anthony
Cody
Trent
Brooklyn G.
Andrew
Brenton
Gary Smith
Jared
Gabriel
Dale
Javier
Kevin
Scott


Sign Off
Near
Now
1
2
3
4
5
Emily
Loving life!!!
0.1mi
Online
28F
Meredith
Can you float my boat?
0.1mi
Online
26F
You are here.
And here is everywhere that you are...





Sign off
GRINDR
Profile

Sign Off
Near
New
1
2
3
4
5
Emily
Loving life!!!
0.1mi
Online
28F
Meredith
Can you float my boat?
0.1mi
Online
26F
You are here.
And here is everywhere that you are...
WhosHere
Chats
My Profile
Setup

AT&T
11:32 PM
Settings
788 Matches
7.6
jennifer
ONLINE
GOOD
Bisexual Woman
San Diego, CA USA (.2 miles)
25 - 5'3" - 108 lbs - Slender
6.5
Asha
HIT OR MISS
Straight Woman
San Diego, CA USA (3.1 miles)
19 - 5'2" - 138 lbs - About Average
2.0
Sher
ONLINE
POOR
Straight Woman
San Diego, CA USA (2.2 miles)
30 - 5'2" - 108 lbs - Slender
8.2
adriana
EXCELLENT
Straight Woman
San Diego, CA USA (2.2 miles)
29 - 5'6" - 128 lbs - Slender
7.5
Michelle
GOOD
Straight Woman


GRINDR



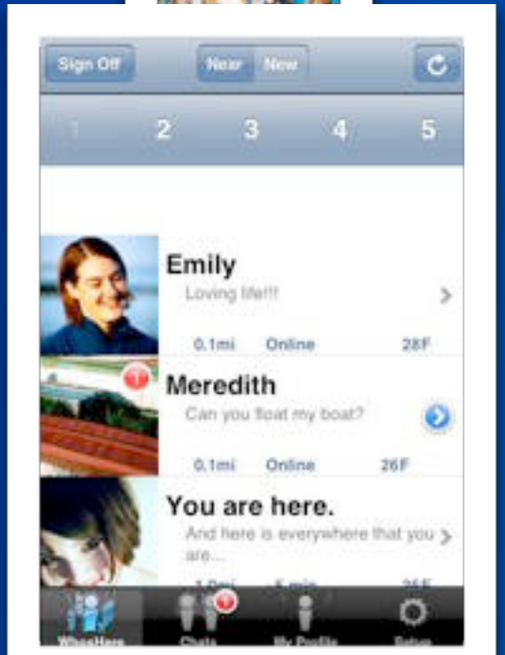





SpeedDate






Sign Off
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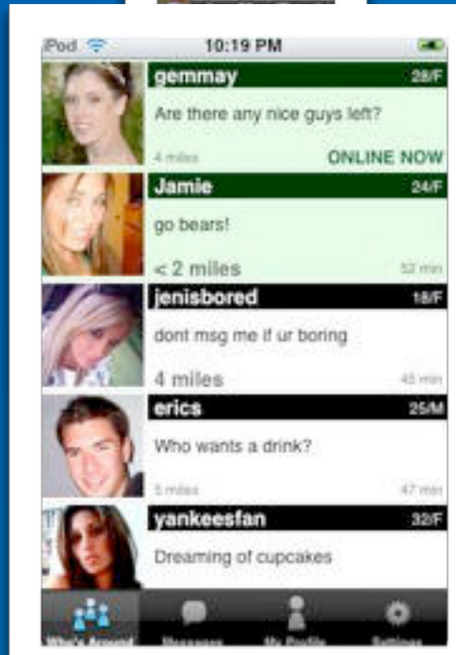
0.1mi
Online
28F
Meredith
Can you float my boat?
0.1mi
Online
26F
You are here.
And here is everywhere that you are...


AT&T
11:32 PM
Settings
788 Matches
7.6
jennifer
ONLINE
GOOD
Bisexual Woman
San Diego, CA USA (.2 miles)
25 - 5'3" - 108 lbs - Slender
6.5
Asha
HIT OR MISS
Straight Woman
San Diego, CA USA (3.1 miles)
19 - 5'2" - 138 lbs - About Average
2.0
Sher
ONLINE
POOR
Straight Woman
San Diego, CA USA (2.2 miles)
30 - 5'2" - 108 lbs - Slender
8.2
adriana
EXCELLENT
Straight Woman
San Diego, CA USA (2.2 miles)
29 - 5'6" - 128 lbs - Slender
7.5
Michelle
GOOD
Straight Woman
788 Matches
1076 Friends
Email
Score Key
Help


iPod
10:19 PM
gemmay
28/F
Are there any nice guys left?
ONLINE NOW
Jamie
24/F
go bears!
< 2 miles
jenisbored
18/F
dont msg me if ur boring
4 miles
erics
25/M
Who wants a drink?
yankeesfan
32/F
Dreaming of cupcakes



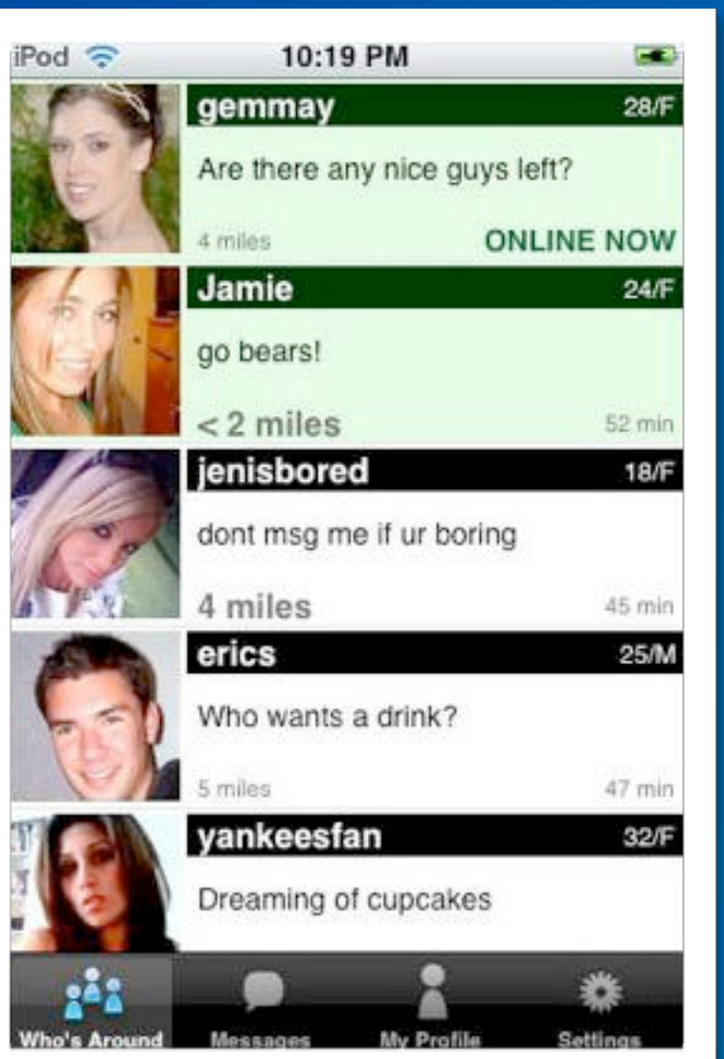


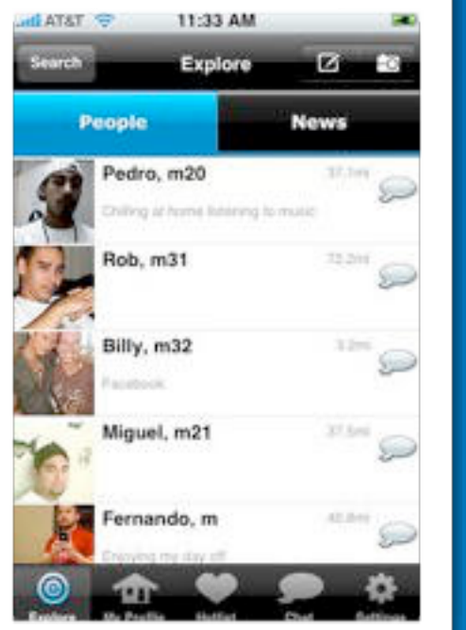




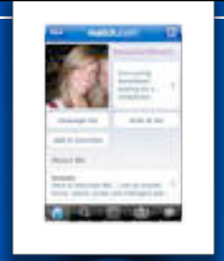



AT&T
11:32 PM
Settings
788 Matches
7.6 jennifer ONLINE
GOOD Bisexual Woman
San Diego, CA USA (.2 miles)
25 - 5'3" - 108 lbs - Slender
6.5 Asha
HIT OR MISS Straight Woman
San Diego, CA USA (3.1 miles)
19 - 5'2" - 138 lbs - About Average
2.0 Sher ONLINE
POOR Straight Woman
San Diego, CA USA (2.2 miles)
30 - 5'2" - 108 lbs - Slender
8.2 adriana
EXCELLENT Straight Woman
San Diego, CA USA (2.2 miles)
29 - 5'6" - 128 lbs - Slender
7.5 Michelle
GOOD Straight Woman

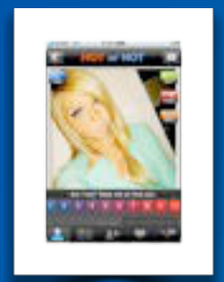

iPod
10:19 PM
gemmay 28/F
Are there any nice guys left?
4 miles
ONLINE NOW
Jamie 24/F
go bears!
< 2 miles
52 min
jenisbored 18/F
dont msg me if ur boring
4 miles
45 min
erics 25/M
Who wants a drink?
5 miles
47 min
yankeesfan 32/F
Dreaming of cupcakes
Who's Around
Messages
My Profile
Settings


AT&T
11:33 AM
Search
Explore
People
News
Pedro, m20
Rob, m31
Billy, m32
Miguel, m21
Fernando, m












iPod
10:19 PM
gemmay
28/F
Are there any nice guys left?
4 miles
ONLINE NOW
Jamie
24/F
go bears!
< 2 miles
52 min
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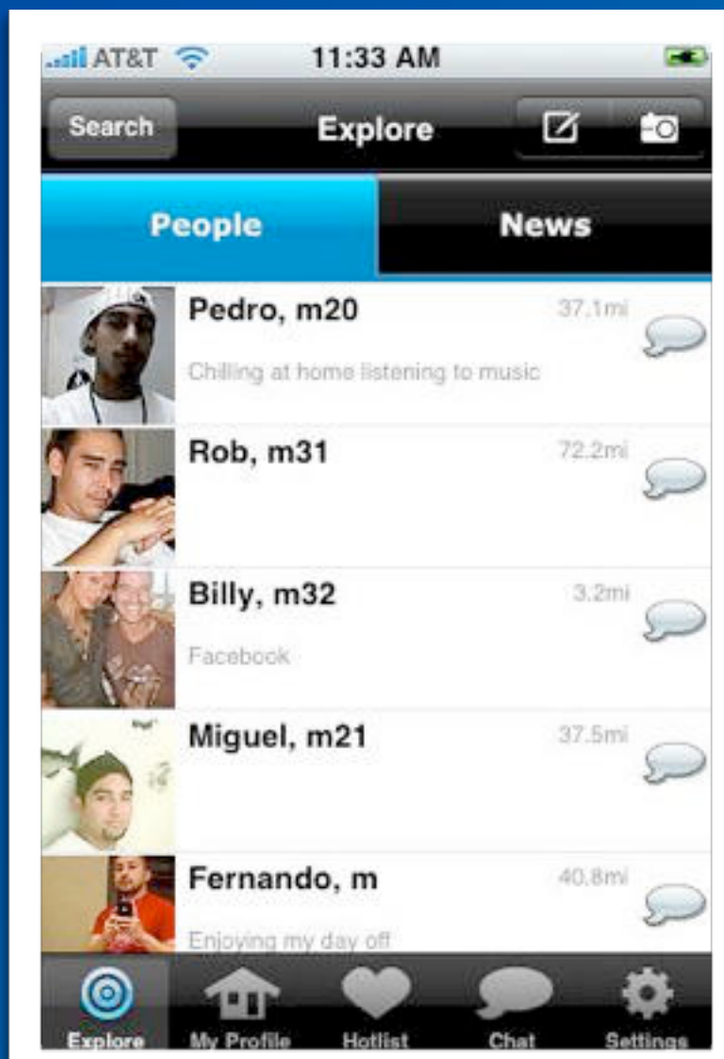
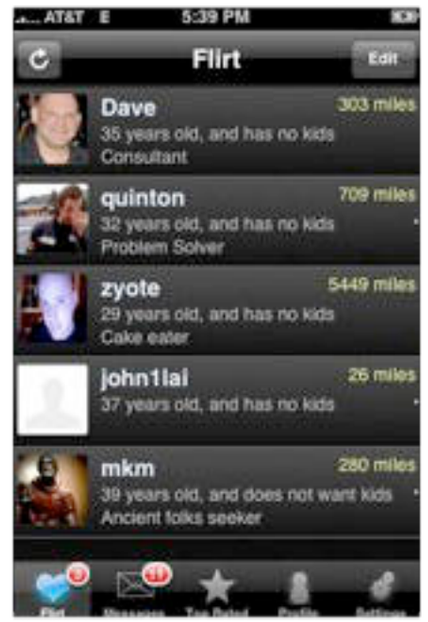
18/F
dont msg me if ur boring
4 miles
45 min
erics
25/M
Who wants a drink?
5 miles
47 min
yankeesfan
32/F
Dreaming of cupcakes


AT&T
11:33 AM
Search
Explore
People
News
Pedro, m20
37.1mi
Chilling at home listening to music
Rob, m31
72.2mi
Billy, m32
3.2mi
Facebook
Miguel, m21
37.5mi
Fernando, m
40.8mi
Enjoying my day off
Explore
My Profile
Hotlist
Chat
Settings


SpeedDate


AT&T
5:39 PM
Flirt
Edit
Dave
303 miles
35 years old, and has no kids
Consultant
quinton
709 miles
32 years old, and has no kids
Problem Solver
zyote
5449 miles
29 years old, and has no kids
Cake eater
john1lal
26 miles
37 years old, and has no kids
mkm
280 miles
39 years old, and does not want kids
Ancient folks seeker







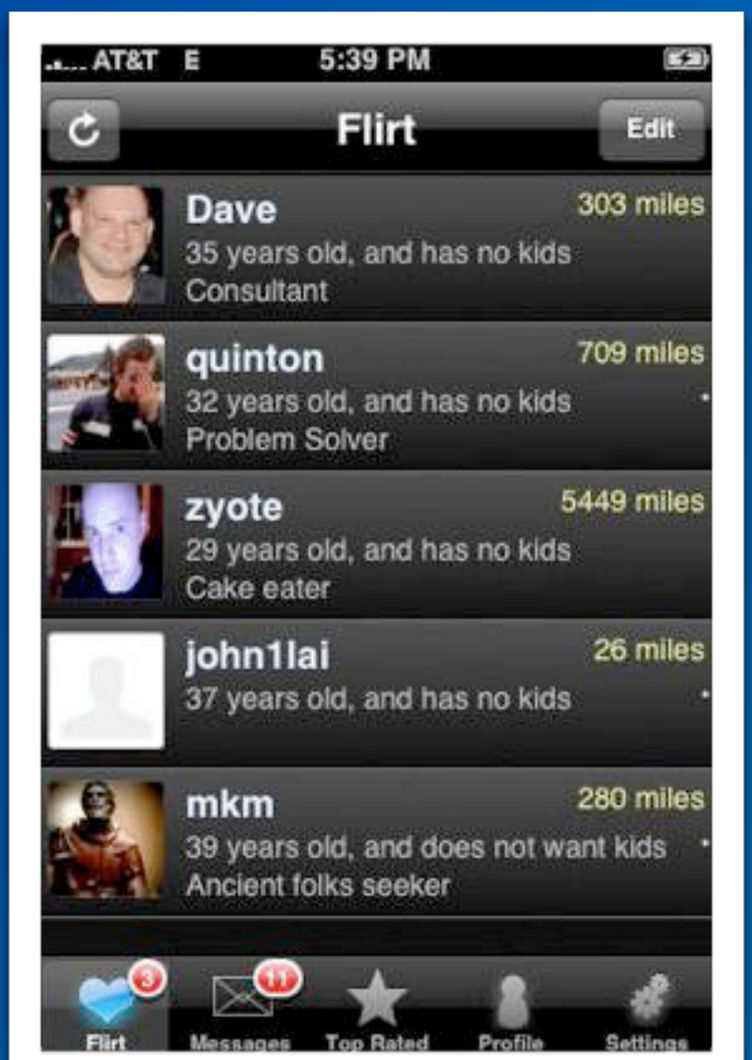






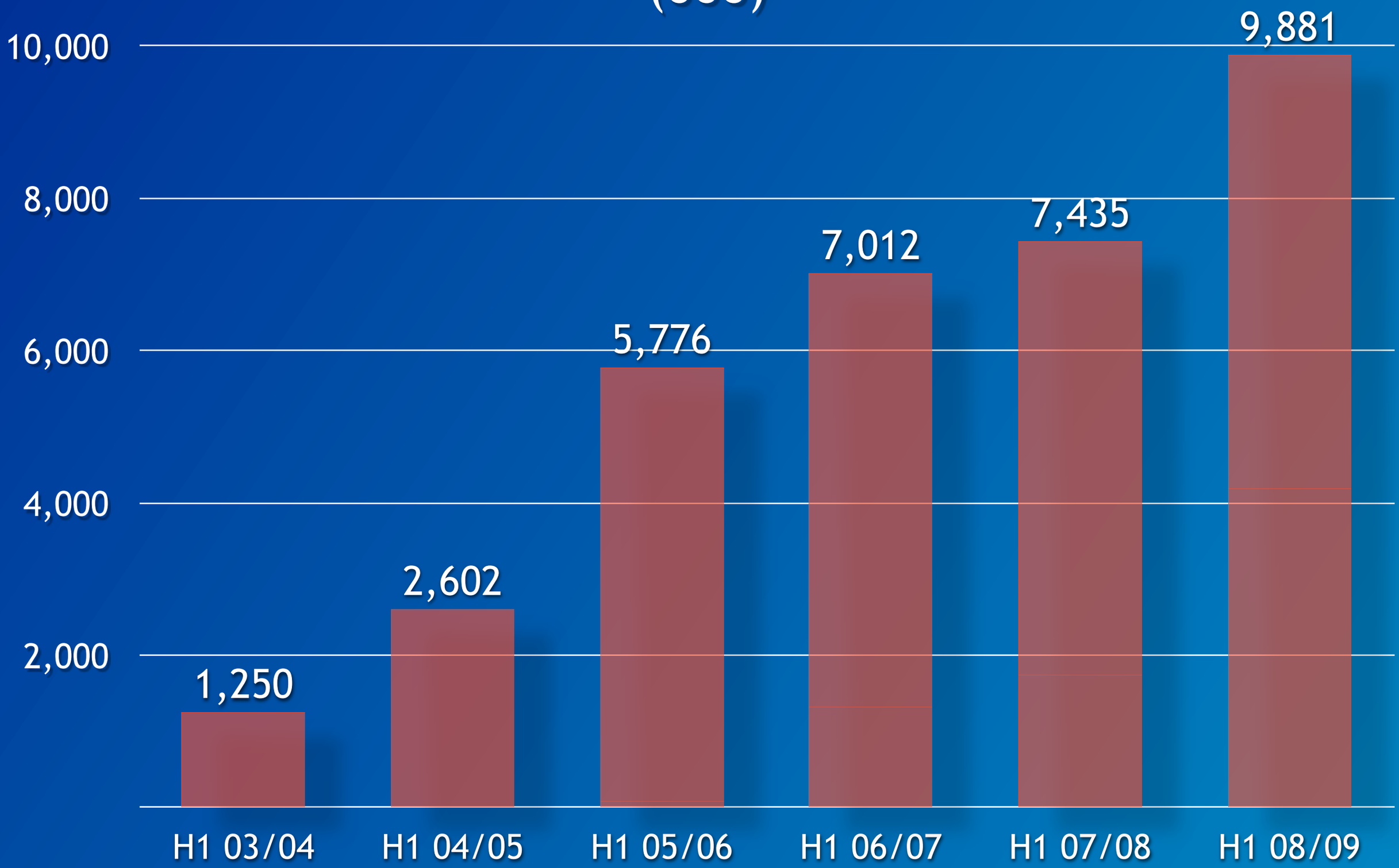



AT&T
11:33 AM
Search
Explore
People
News
Pedro, m20
Rob, m31
Billy, m32
Miguel, m21
Fernando, m


AT&T E
5:39 PM
Flirt
Edit
Dave
303 miles
35 years old, and has no kids
Consultant
quinton
709 miles
32 years old, and has no kids
Problem Solver
zyote
5449 miles
29 years old, and has no kids
Cake eater
john1lai
26 miles
37 years old, and has no kids
mkm
280 miles
39 years old, and does not want kids
Ancient folks seeker
Flirt
Messages
Top Rated
Profile
Settings


AT&T
12:03 AM
SpeedDate

Jumbuck Entertainment Sales Revenue (000)

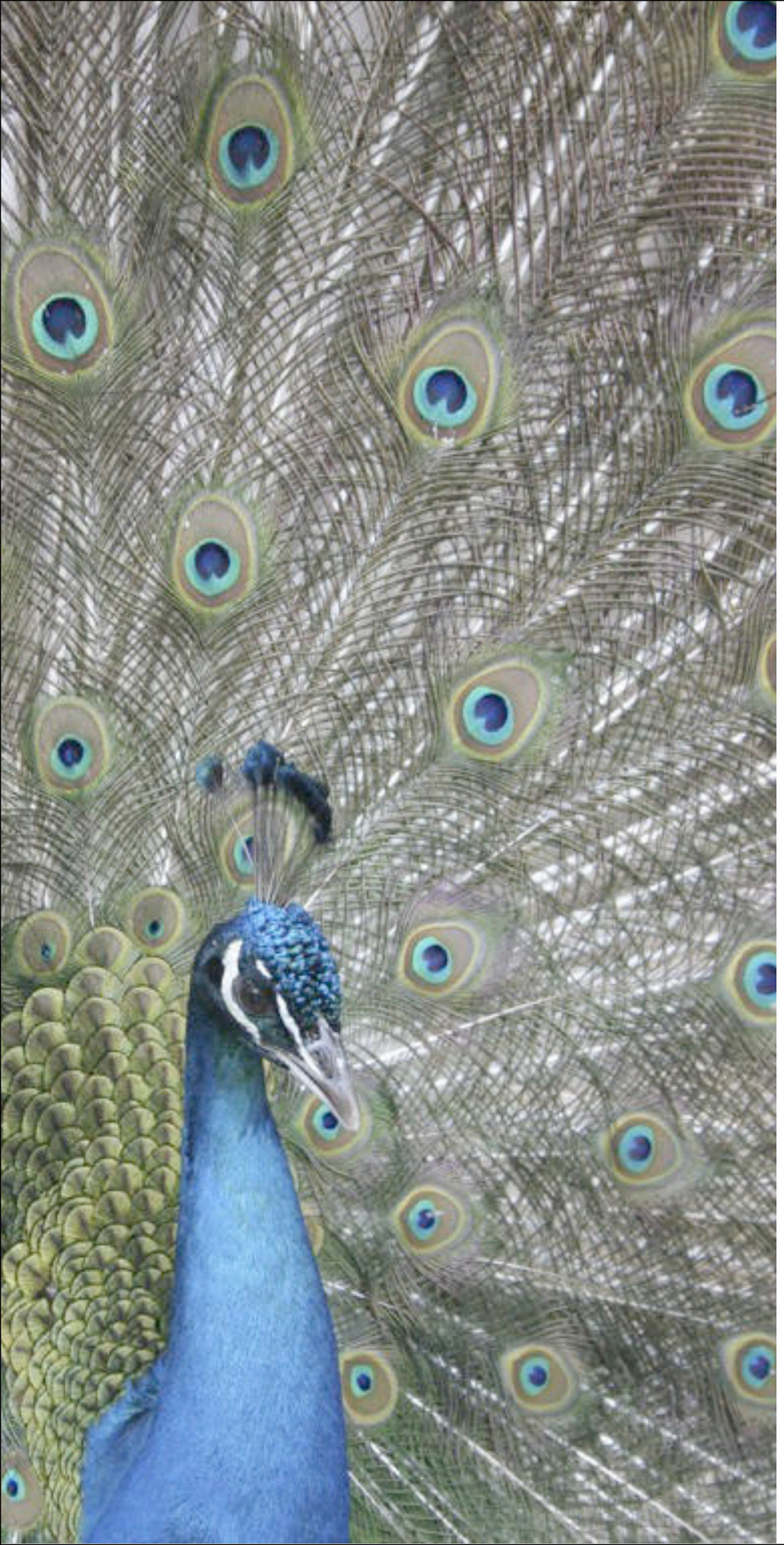


Source: **Jumbuck, Mar '09**

SNAP Interactive Revenue (000)



Source: **SNAP Interactive, June '09**

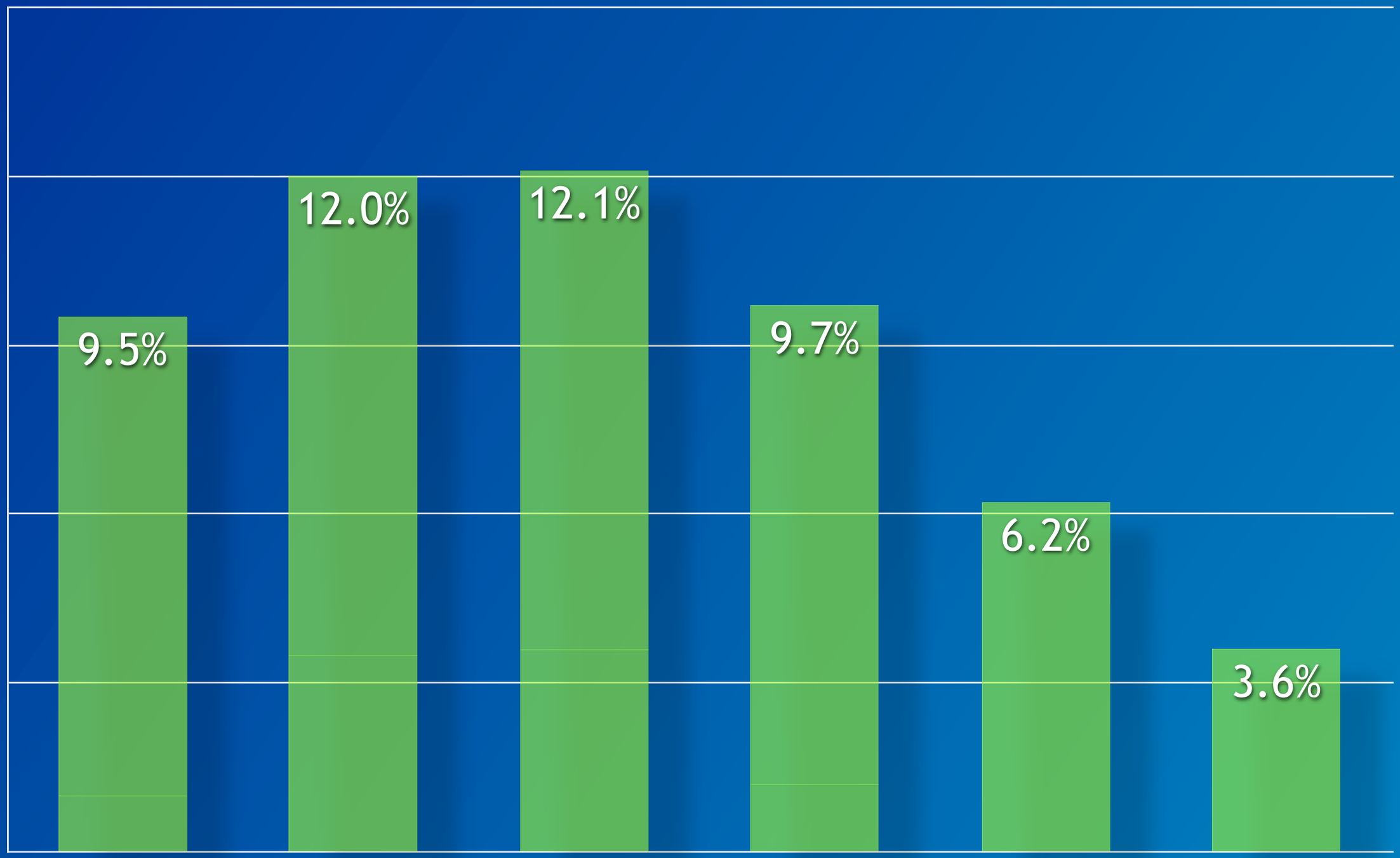


Mark Brooks

pingmark.com

Courtland Brooks

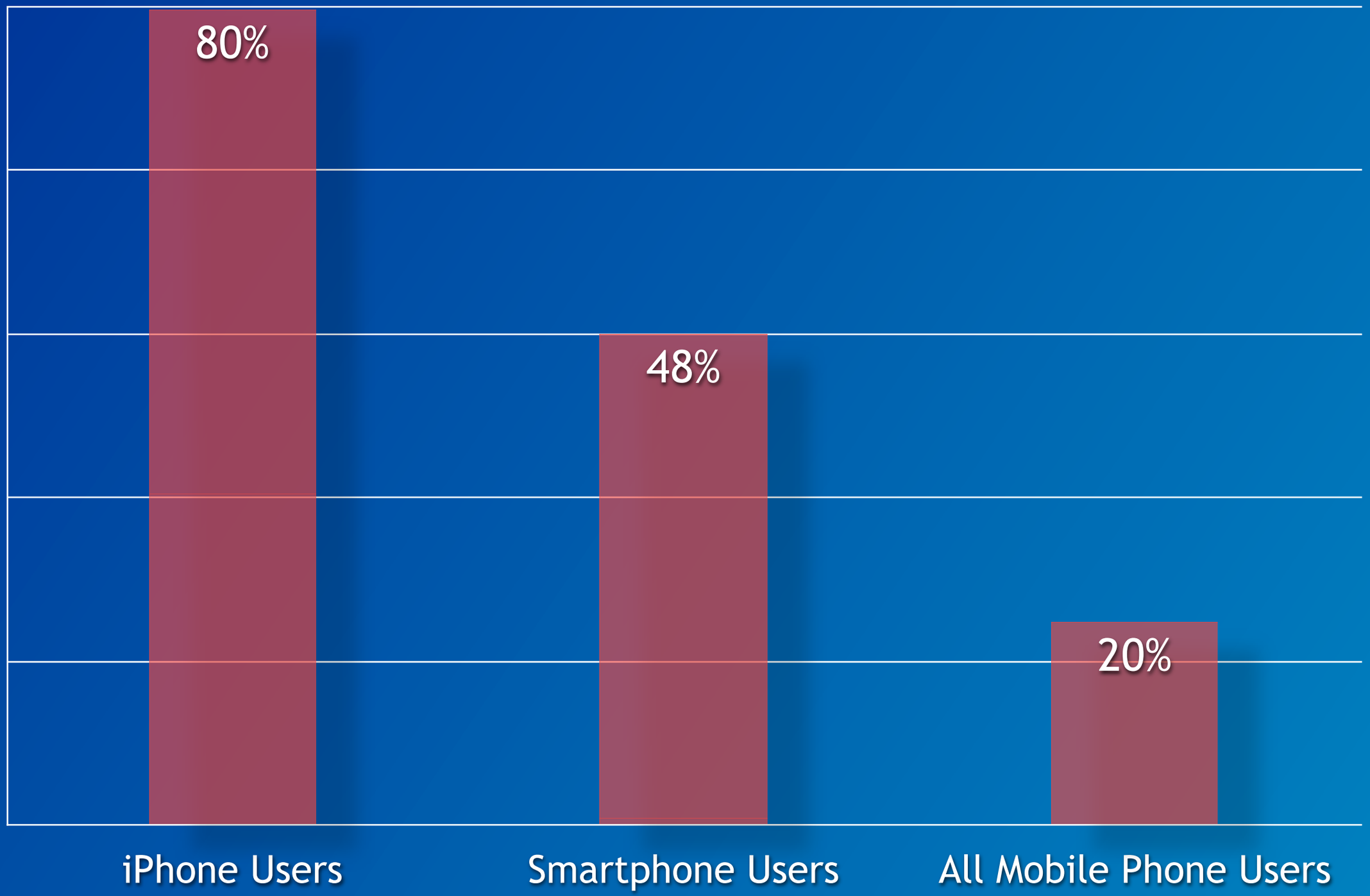
% of European* Mobile Users Who Searched the Web



France, Germany, Italy, Spain and U.K.

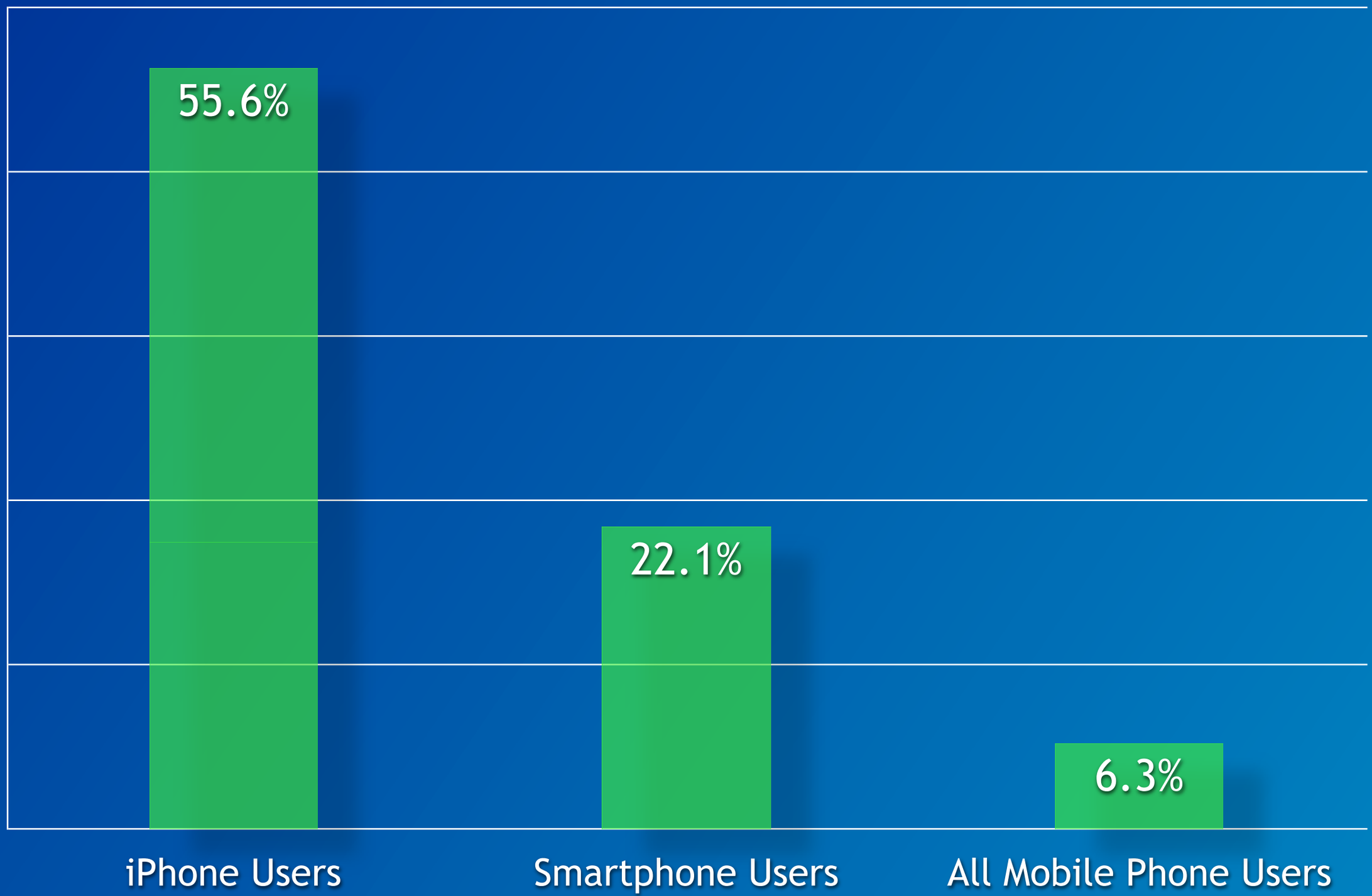
Source: **Comscore, Mar '09**

% of U.K. Mobile Users Who Accessed News/Info via Browser



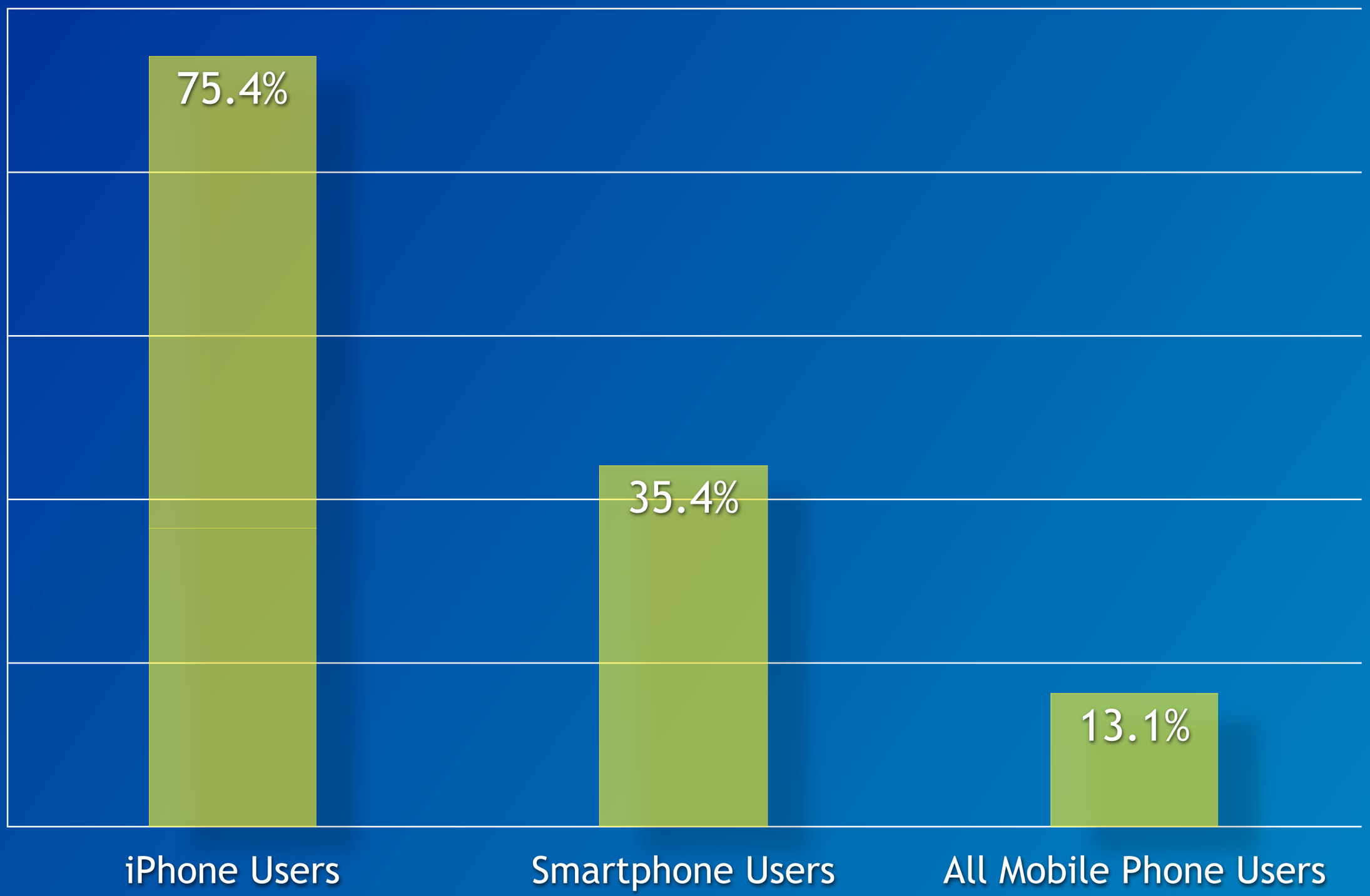
Source: **Comscore, Jan '09**

% of U.K. Mobile Users Who Accessed News/Info via Apps



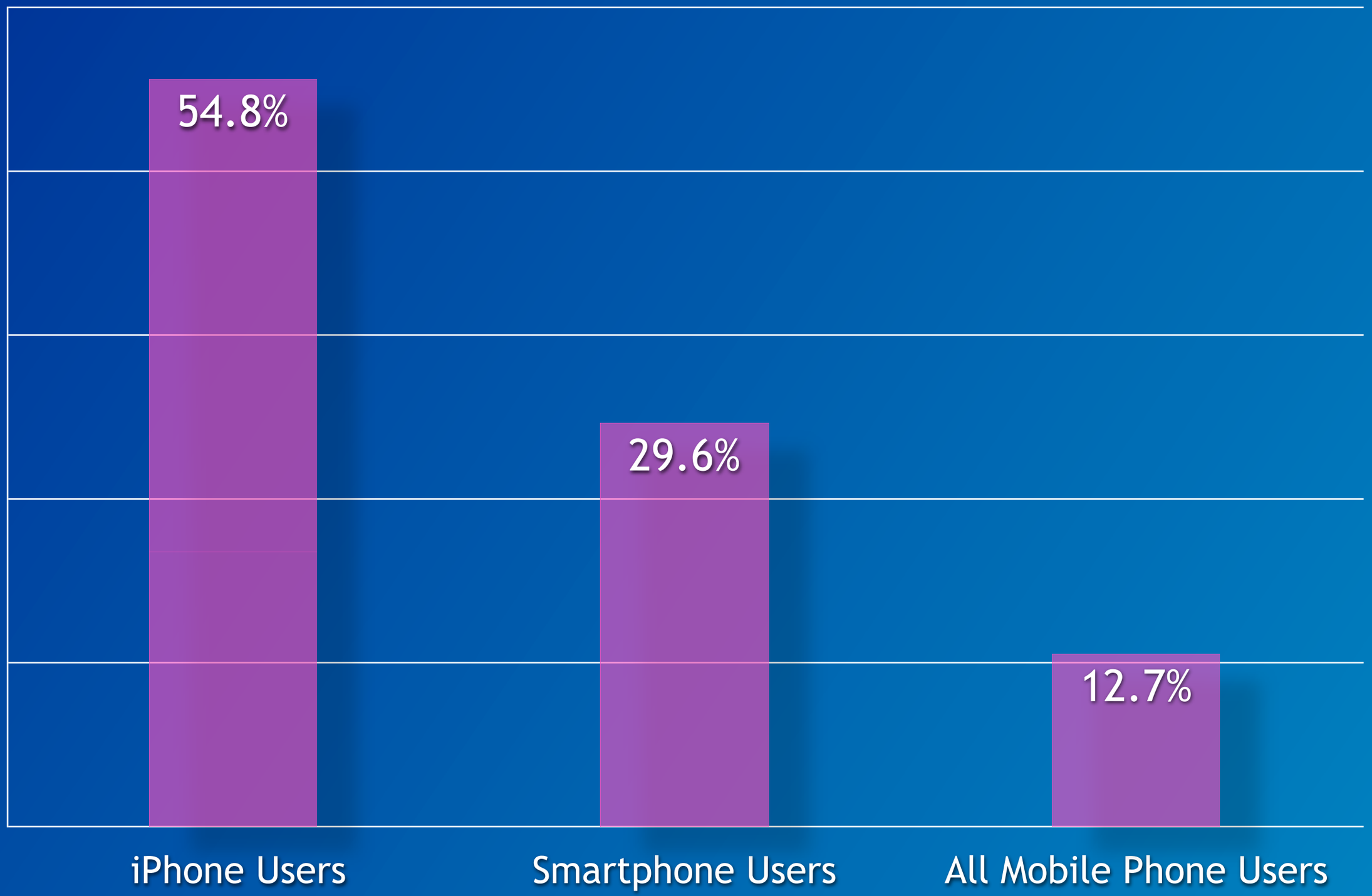
Source: **Comscore, Jan '09**

% of U.K. Mobile Users Who Accessed e-mail



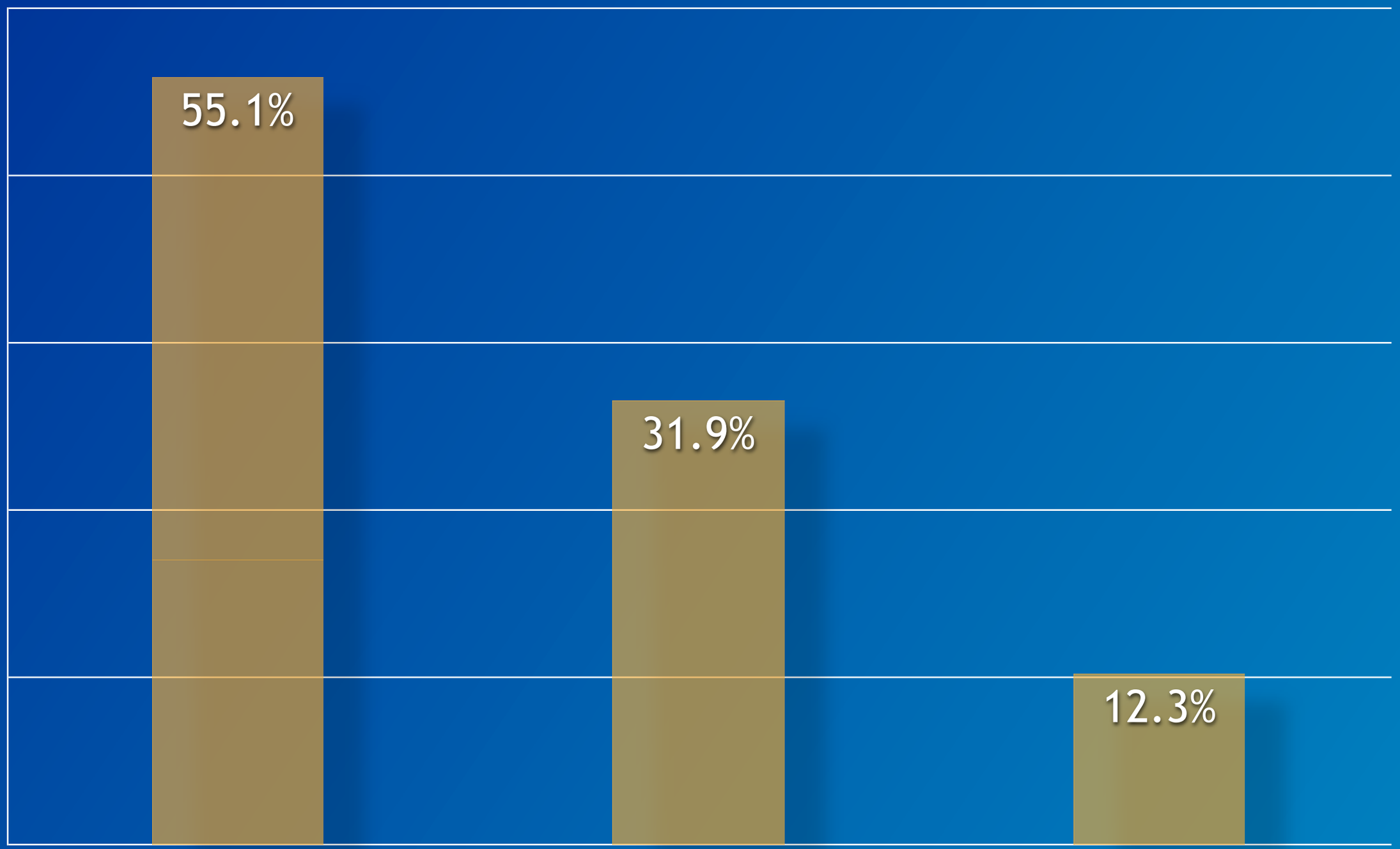
Source: **Comscore, Jan '09**

% of U.K. Mobile Users Who Accessed Social Networks



Source: **Comscore, Jan '09**

% of U.K. Mobile Users Who Used Web Search



Source: **Comscore, Jan '09**