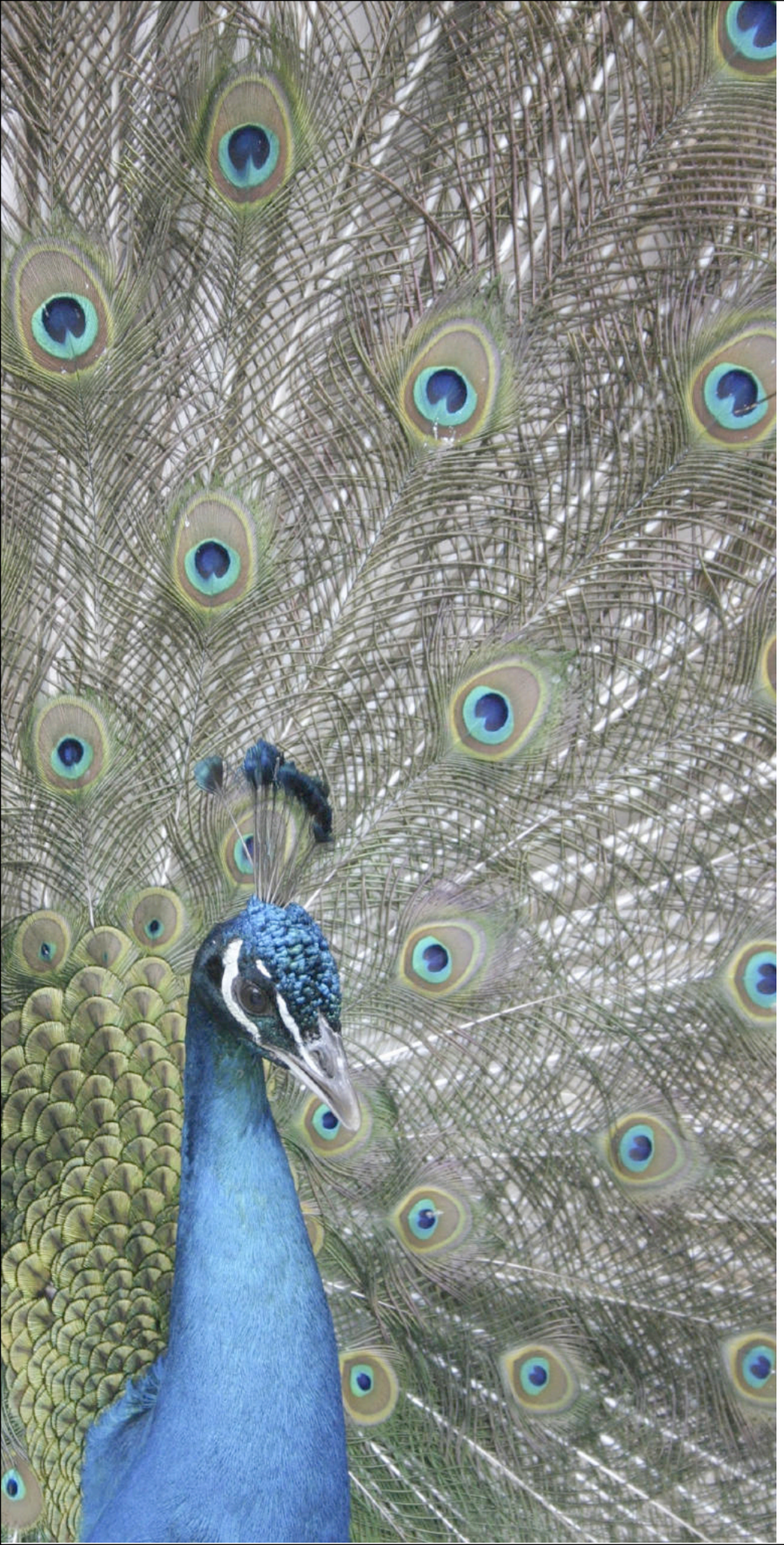

Overview of the European Online Dating Industry

Courtland Brooks

ONLINE PERSONALS WATCH

no ads, no fluff, just raw news summaries, official rankings and ceo interviews

Tanya Fathers As CEO Of DatingFactory

PRESS RELEASE - Sep 21 - Caerus Ag announced today the appointment of Tanya Fathers as the CEO of **DatingFactory**, Caerus's white labeling division. In 2002 Tanya relocated to the UK to take up the position of Financial director for WDP. In this position she re-organised and improved all aspects of financial control within the company and in 2007 was promoted to the position of CEO and Managing Director of the Datech (World Dating Partners) group. **FULL ARTICLE @ PR.COM**

Sep 22, 2009 | **Permalink** | **Comments (0)** **ShareThis**

Sam Yagan, CEO Of OkCupid



OPW INTERVIEW - Sep 21 - Sam Yagan is CEO/Founder of OkCupid.com. Here's the story of how he started **OkCupid**, and **CrazyBlindDate.com**. - Mark Brooks

Listen to the interview

Sam, you have a history of starting renegade companies. What services that you've created in the past are you most proud of?

I started 3 companies in the last 10 years. In each case, I was passionate about bringing a community of people around free products or online services and in particular, products and services which had traditionally been paid for by consumers.

My first company was called SparkNotes and we took the idea of Cliff's Notes as a line of study guides which have been around for 50 years. My partners and I started SparkNotes back in 1999. We grew it to be the largest brand of study guides on the web. We ended up selling the company to Barnes & Noble and they built it into the largest offline series of study guides as well.

After SparkNotes I teamed up with another friend of mine who had started a company called eDonkey, which was a peer to peer file sharing application, which we grew into the largest file sharing network in the world.

We ran this company until 2006 and while it was winding down I got back together with my co-founders from SparkNotes and we decided to start **OkCupid**. We believed that the Match.com business model was not right. They did not really think about modeling online dating to offline dating.

SEARCH

onlinepersonalswatch.com

OPW Search

News Listed By Company

eHarmony News

Match News

Meetic News

PlentyofFish News

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MARK BROOKS

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Consulting

Contact Mark

In The Press

TechCrunch Posts

Internet Dating Executive Alliance

Industry Analysis

News Video Blog

HOT STORIES

Top iDating News

CEO INTERVIEWS

List of All Executive Interviews

OkCupid - Sam Yagan
Sep '09 - Founding story

6rounds - Ilan Leibovich
Aug '09 - Video dating

Jumbuck - Ted Verani
Aug '09 - Mobile dating

Shaadi - Anupam G. Mittal
Aug '09 - Matrimonial service

People Media - Josh Meyers
July '09 - Niche online dating

SOCIAL NETWORKING WATCH

no ads, no fluff, just daily social networking news summaries and ceo interviews

Facebook Shuts Down Beacon



TELEGRAPH.CO.UK - Sep 21 - **Facebook** will close its controversial advertising service, Beacon. The move comes more than a year after a group of Facebook users filed a class-action lawsuit against Facebook. Users complained that they hadn't received enough information about the service, and claimed that it invaded their privacy. Facebook was forced to make the service opt-in only, and issued a grovelling apology. **FULL ARTICLE @ TELEGRAPH.CO.UK**

See all posts on Facebook

Sep 21, 2009 | **Permalink** | **Comments (0)** **ShareThis**

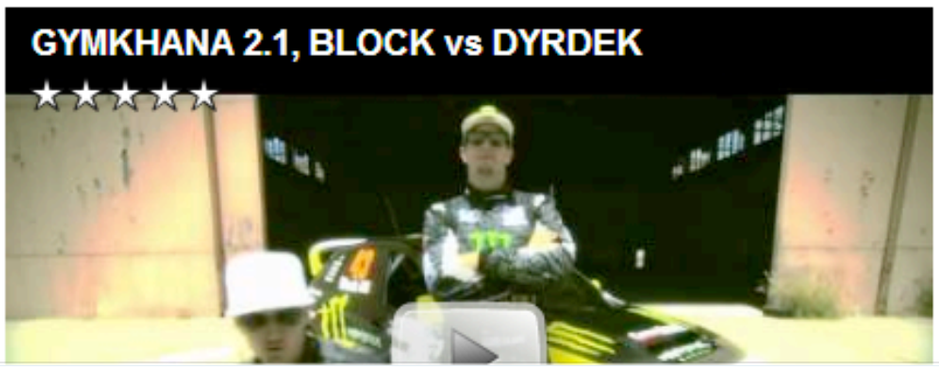
Last.fm And MySpace Blocked In Turkey?

MASHABLE -- Sep 20 -- **Last.fm** and **MySpace** are the latest sites to be added to Turkey's block list. Web users in Turkey are already prevented from accessing **YouTube** and **Facebook**. Access to MySpace and Last.fm is banned by a Turkish court...this ban may be a consequence of a case filed by Turkish Union of Music Producers (MÜYAP) in order to protect music rights. Turkey has 7th largest and most engaged online audience in Europe with its 27M Internet users. **FULL ARTICLE @ MASHABLE**

See all posts on MySpace **See all posts on YouTube**
See all posts on Last.fm **See all posts on Facebook**

Sep 21, 2009 | **Permalink** | **Comments (0)** **ShareThis**

The Top Viral Video Ad Campaign For The Week Of Sep 7, 2009



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socialnetworkingwatch.com

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Top Social Networking News

CEO INTERVIEWS

All Executive Interviews

Clara Shih - Author of The Facebook Era
Sep '09 - Book author

6rounds - Ilan Leibovich
Aug '09 - Video chat

Blackbox Republic - Sam Lawrence
Aug '09 - SN for sex-positive people

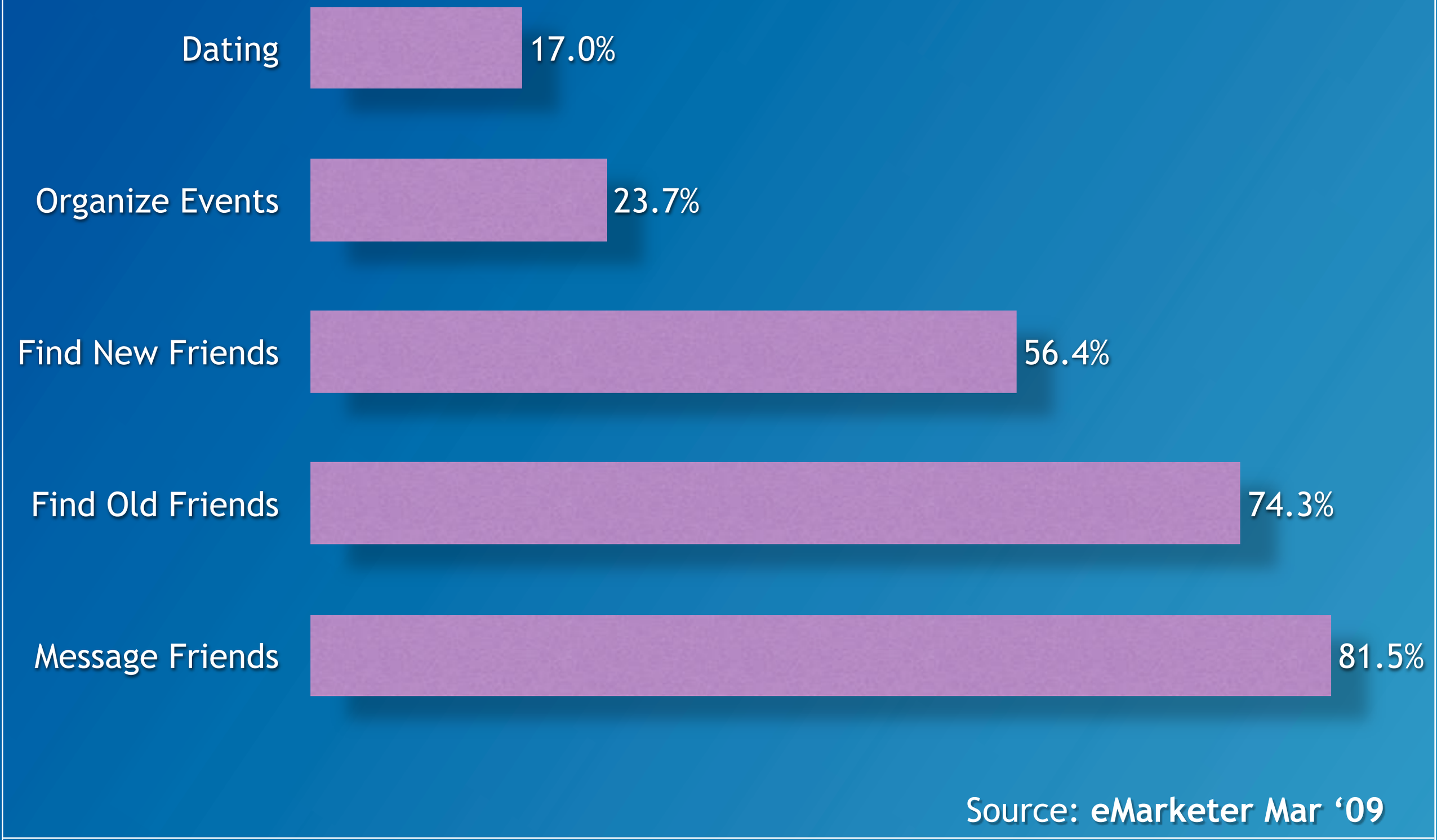
Tagged - Steve Sarner and Louis Willacy
July '09 - 3rd largest SN

appssavvy - Chris Cunningham
May '09 - Social ad firm

SITE SPONSORS

Courtland Brooks

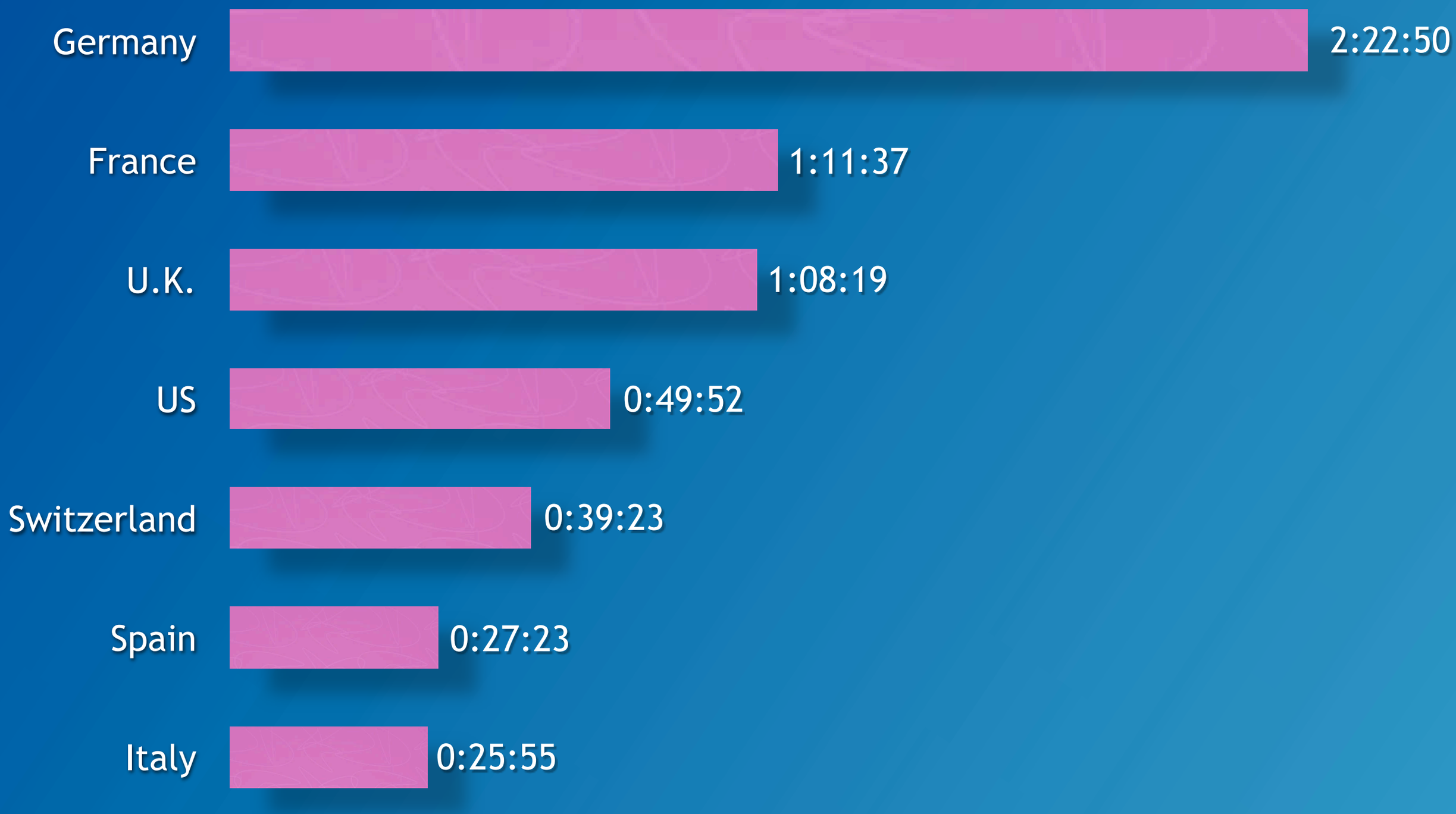
Worldwide SNS Activities
(% of respondents)



Source: **eMarketer Mar '09**

Which European country has the most avid internet dating users?

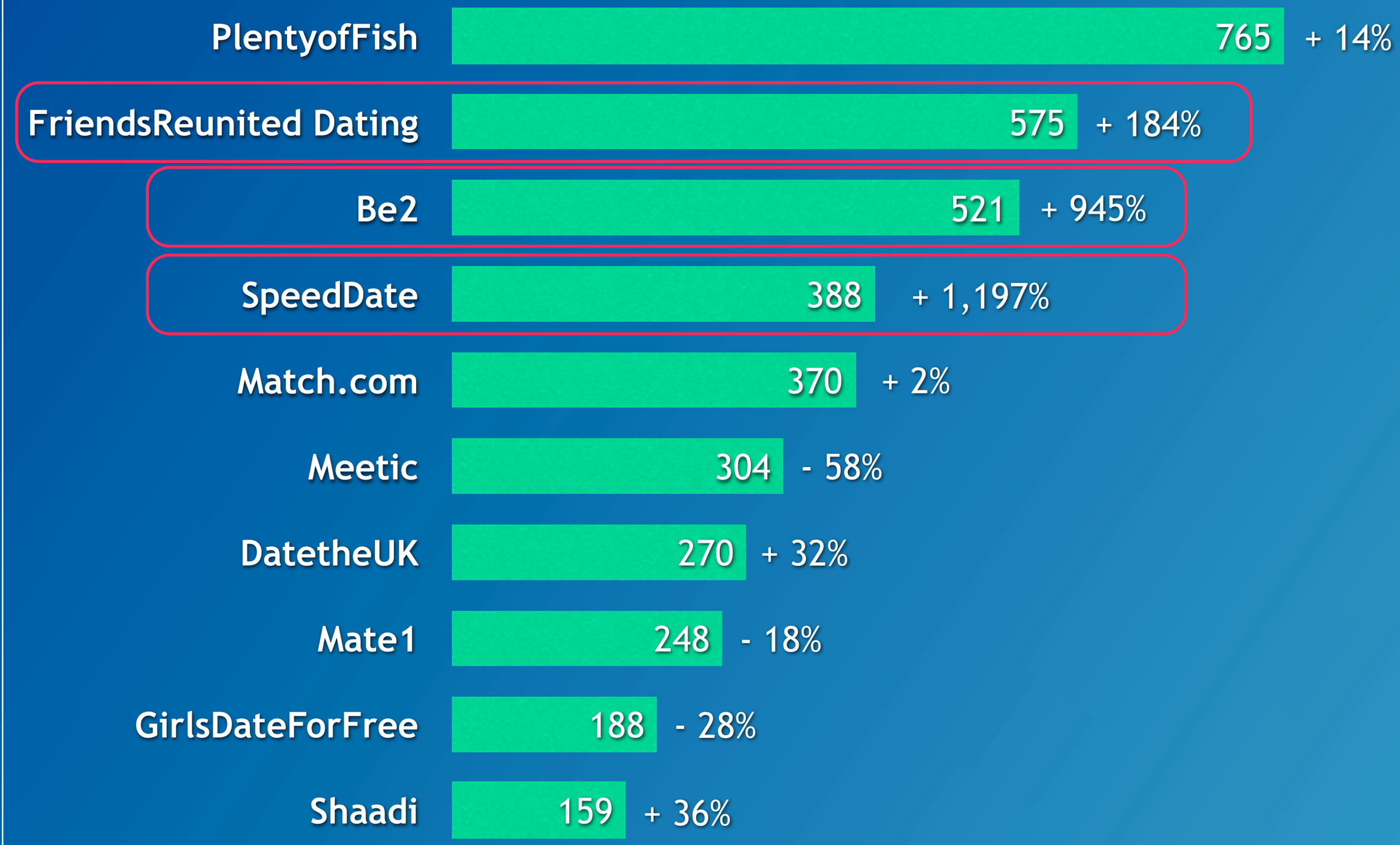
Average Time Spent On Dating Sites Per Person in August 2009



Source: **Nielsen Online Aug ‘09**

What are the top U.K. dating sites and which of them are growing the fastest?

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



Source: **comScore - July 2009**

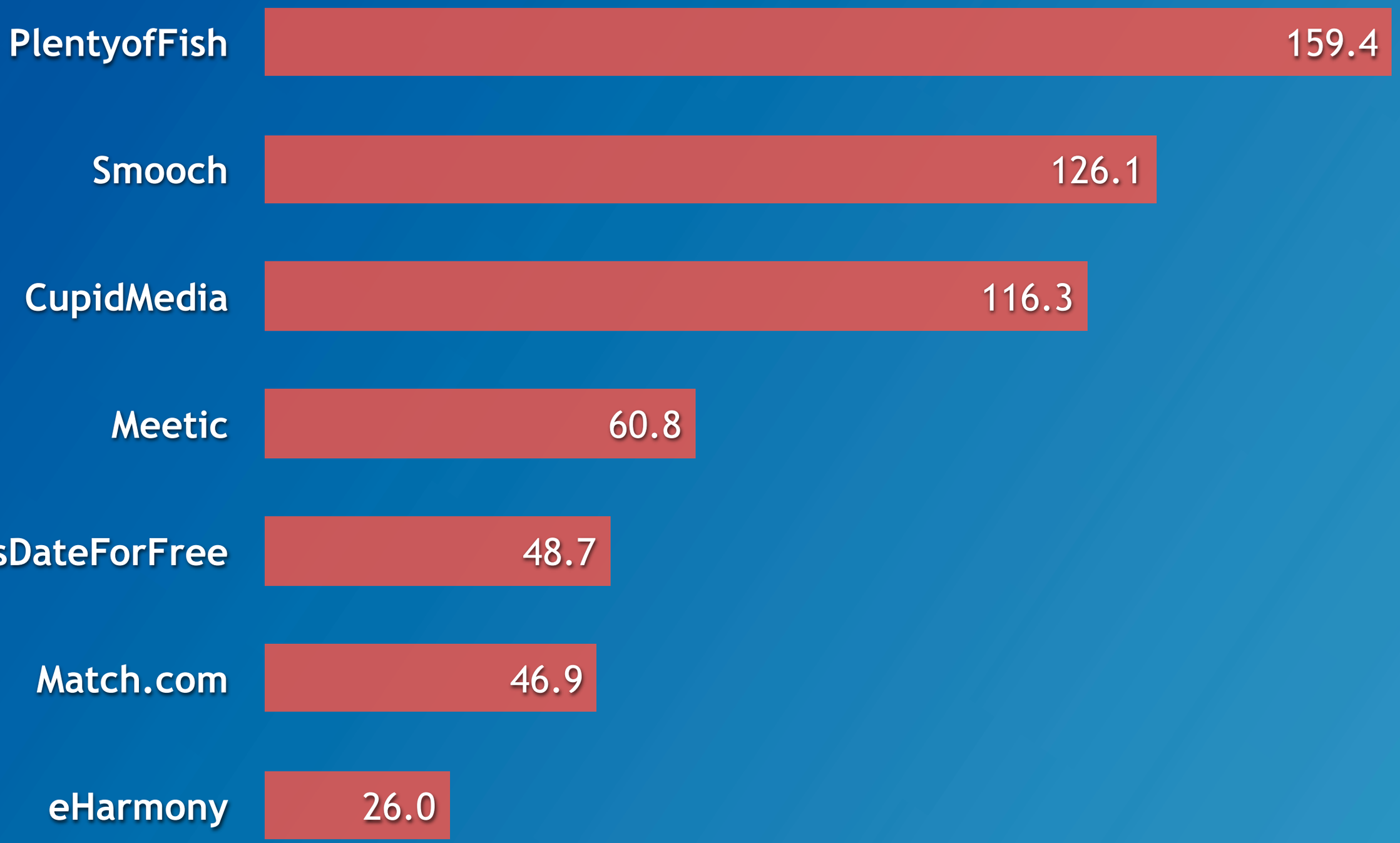
Which U.K. dating sites have the highest engagement?

Top 7 U.K. Dating Sites By Number Of Visits Per Visitor



Source: **comScore - July 2009**

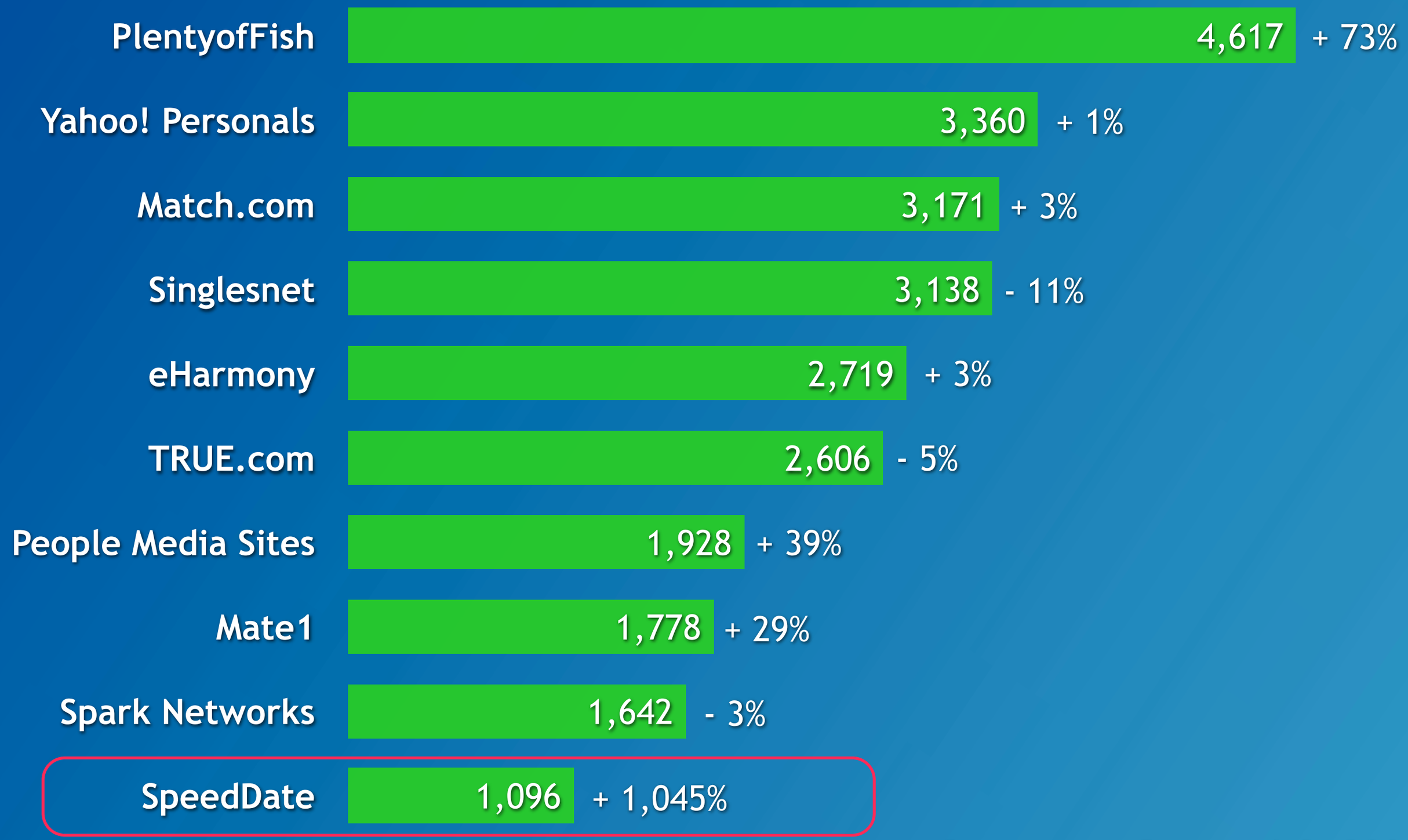
Top 7 U.K. Dating Sites By Average Minutes Per Visitor



Source: **comScore - July 2009**

Which are the top North American dating sites and which of them are growing the fastest?

Top 10 North America Dating Sites By Total Unique Visitors (000)



Source: **comScore - July 2009**

How much of the addressable market are we reaching?

U.K. Total Unique Visitors (000)

Total Internet Audience
Personals Sites Audience

Source: **Comscore July ‘09**

U.K. vs USA and Canada, Where is the iDating market penetration the greatest?

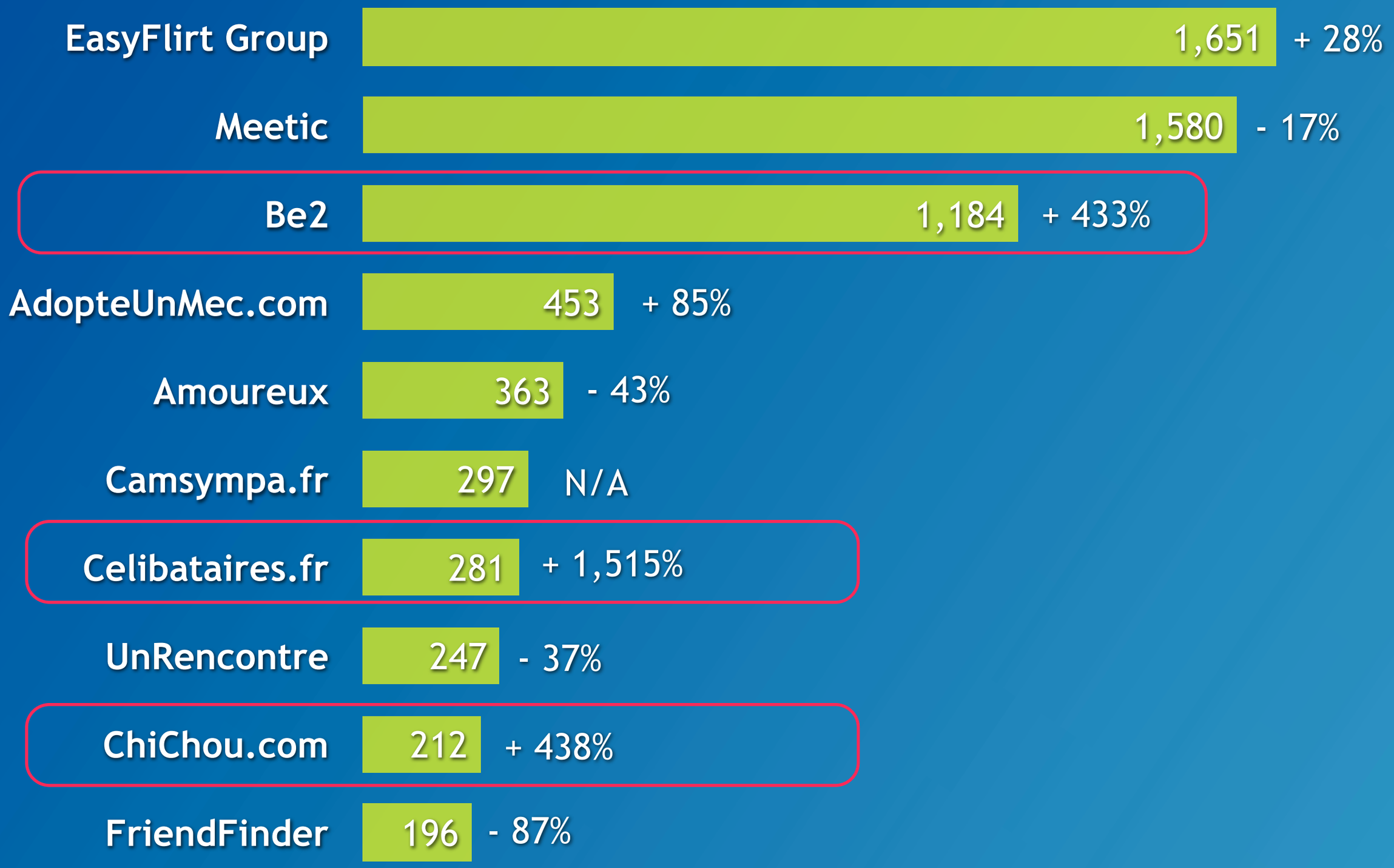
North America Total Unique Visitors (000)

Total Internet Audience
Personals Sites Audience

Source: **Comscore July '09**

What are the top dating sites in France?

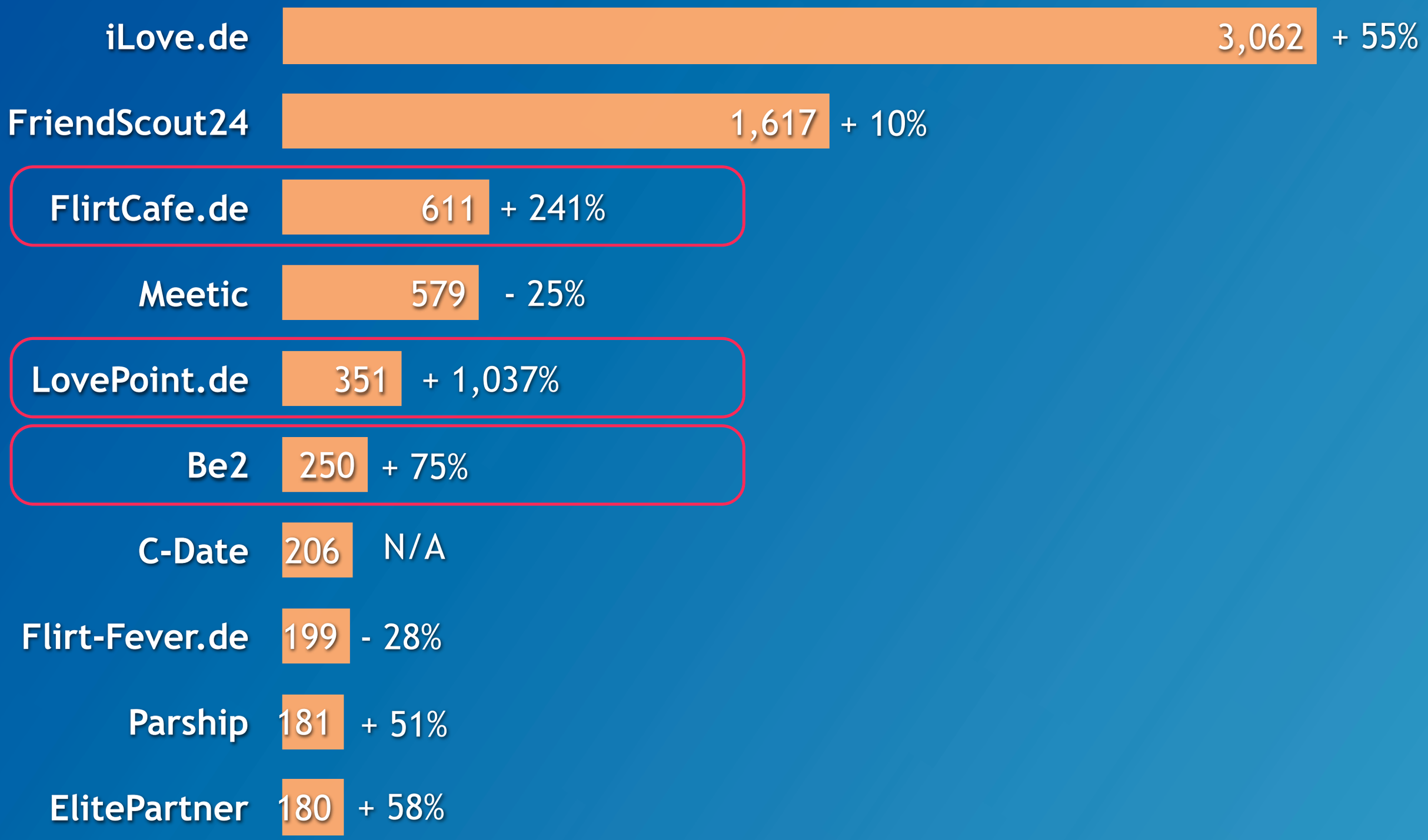
Top 10 French Dating Sites By Total Unique Visitors (000)



Source: **comScore - July 2009**

What are the top dating sites in Germany?

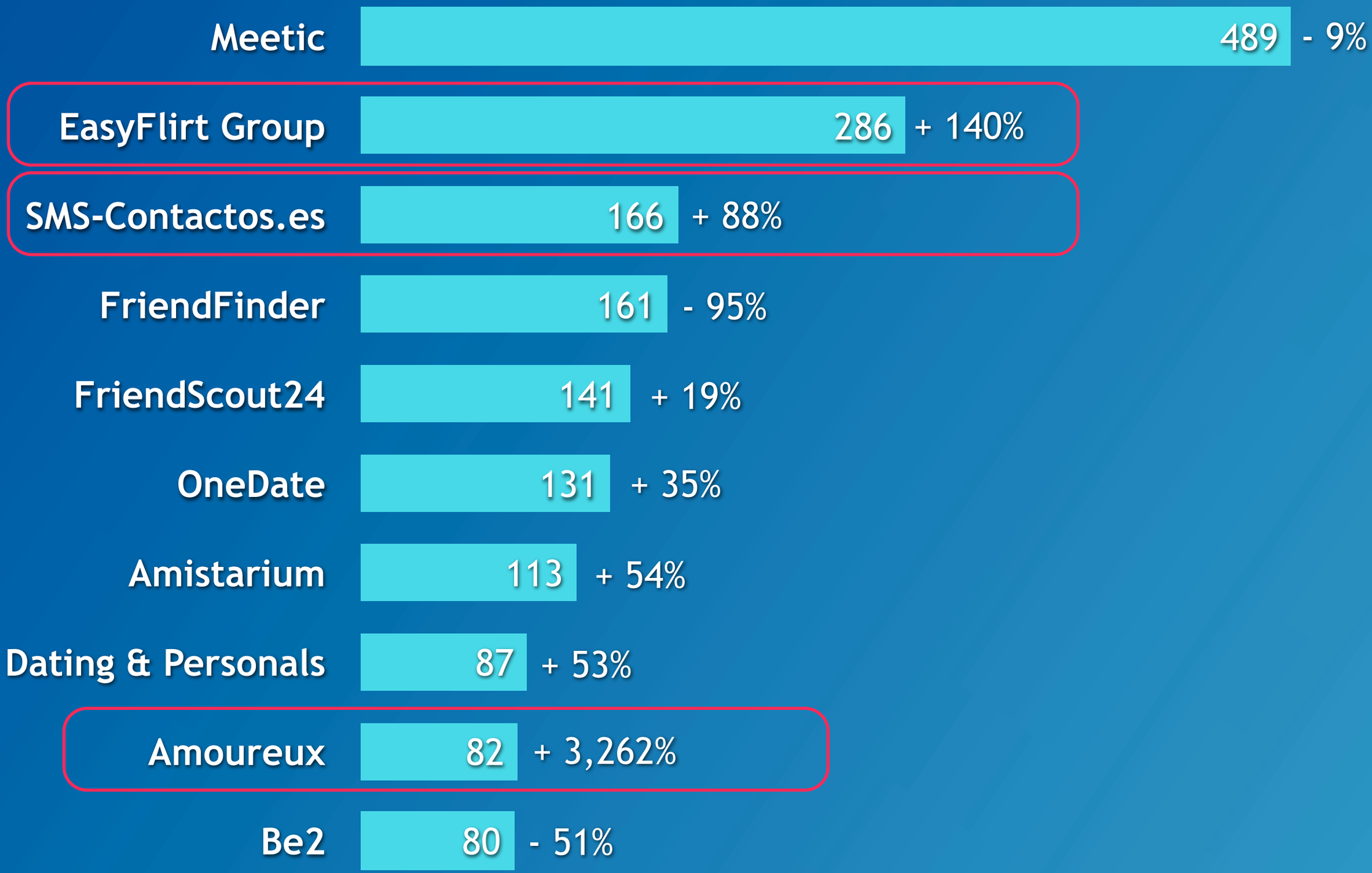
Top 10 German Dating Sites By Total Unique Visitors (000)



Source: **comScore - July 2009**

What are the top dating sites in Spain?

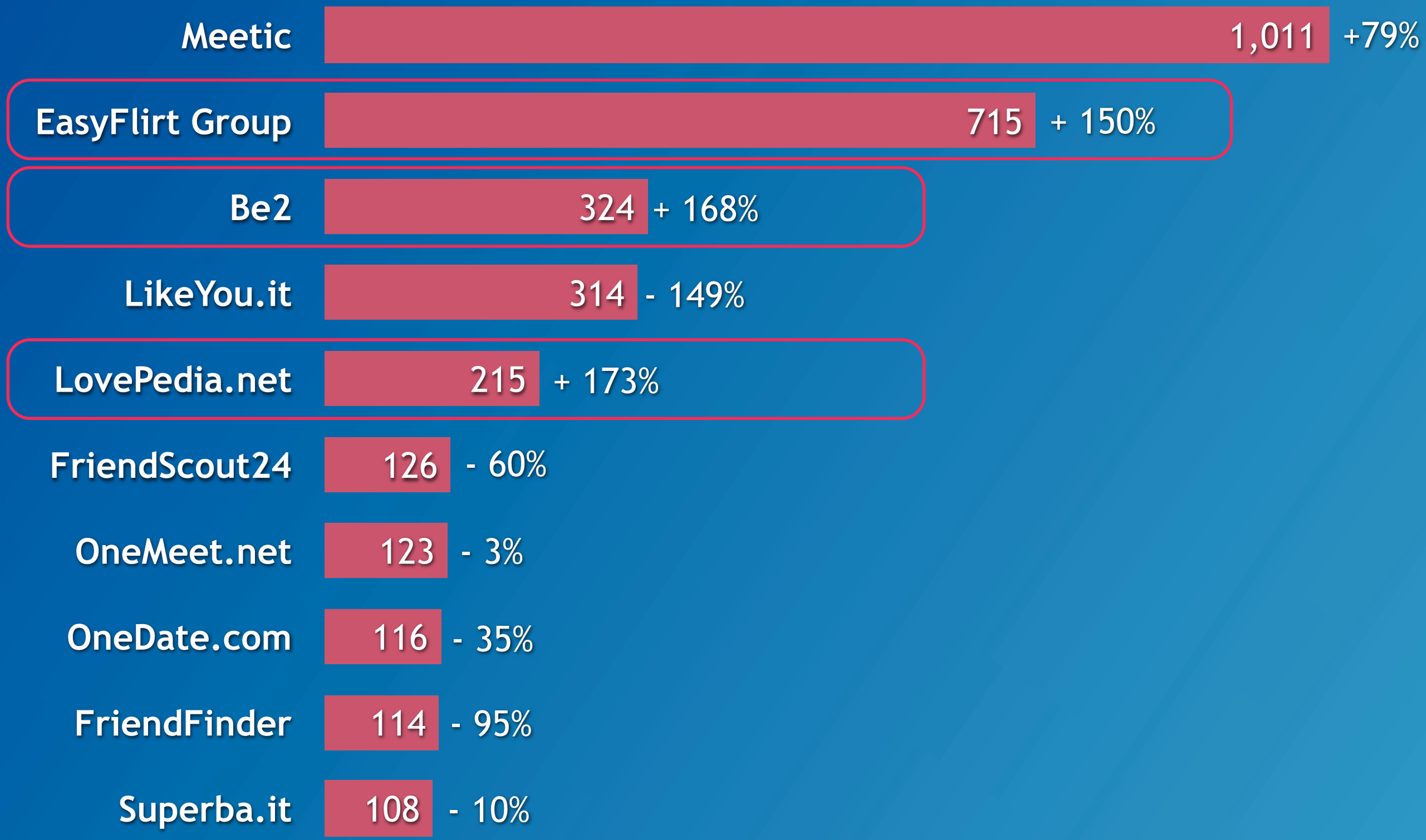
Top 10 Spanish Dating Sites By Total Unique Visitors (000)



Source: **comScore - July 2009**

What are the top dating sites in Italy?

Top 10 Italian Dating Sites By Total Unique Visitors (000)



Source: **comScore - July 2009**

Market Share of U.K. Visits



Monthly market share in 'All Categories', measured by visits, based on UK usage.

Created: 16/09/2009. © Copyright 1998-2009 Hitwise Pty. Ltd.

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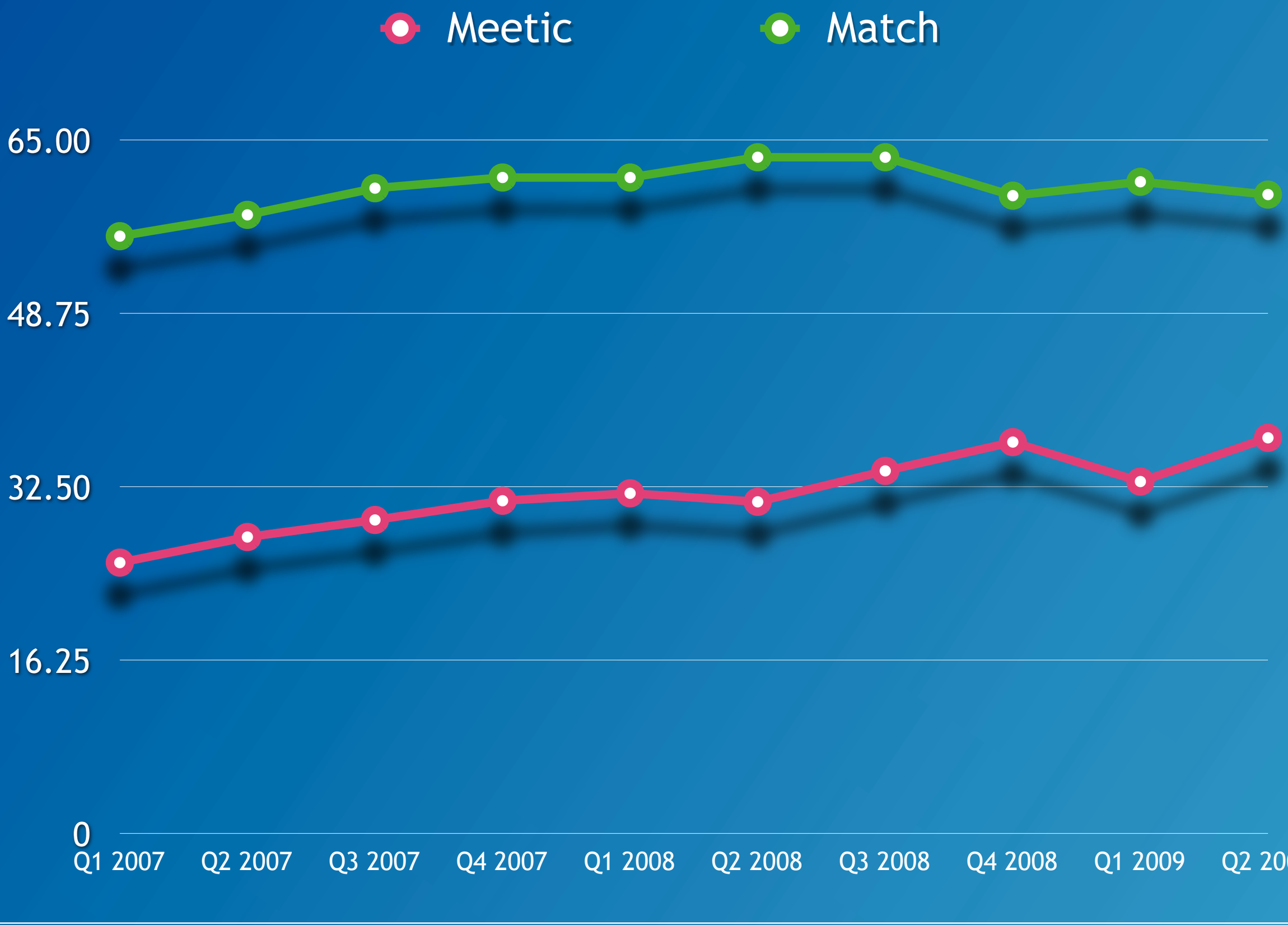
Industry Leaders Quarterly Revenue (Million EUR)



What is the top news?

meetic.fr
vous allez aimer

match.com®

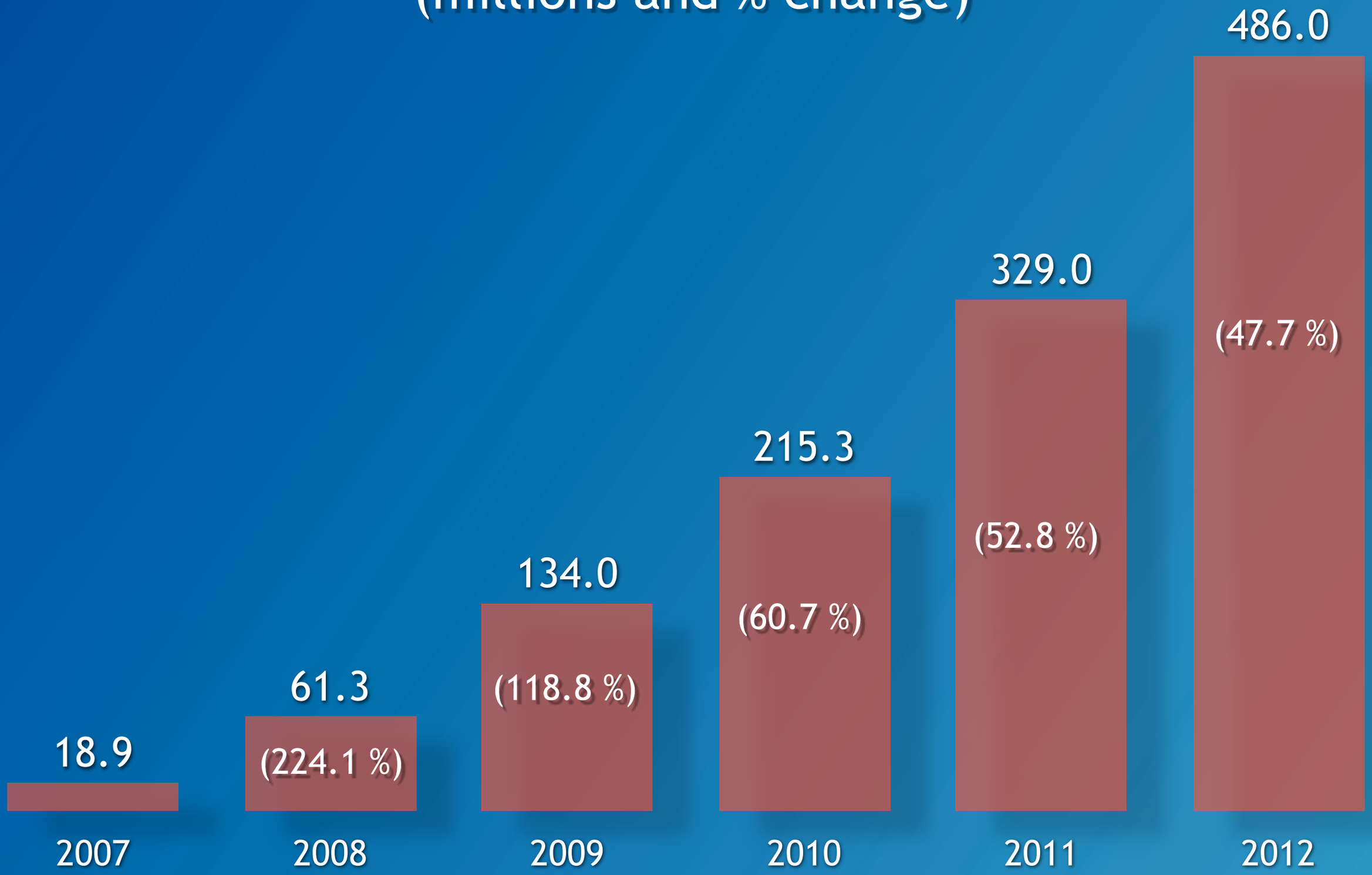
Feb 19th - Meetic and Match.com announced European Partnership



Aug 6th - DC Thomson acquired
Friends Reunited from ITV for £25 Million

How popular are location based services?

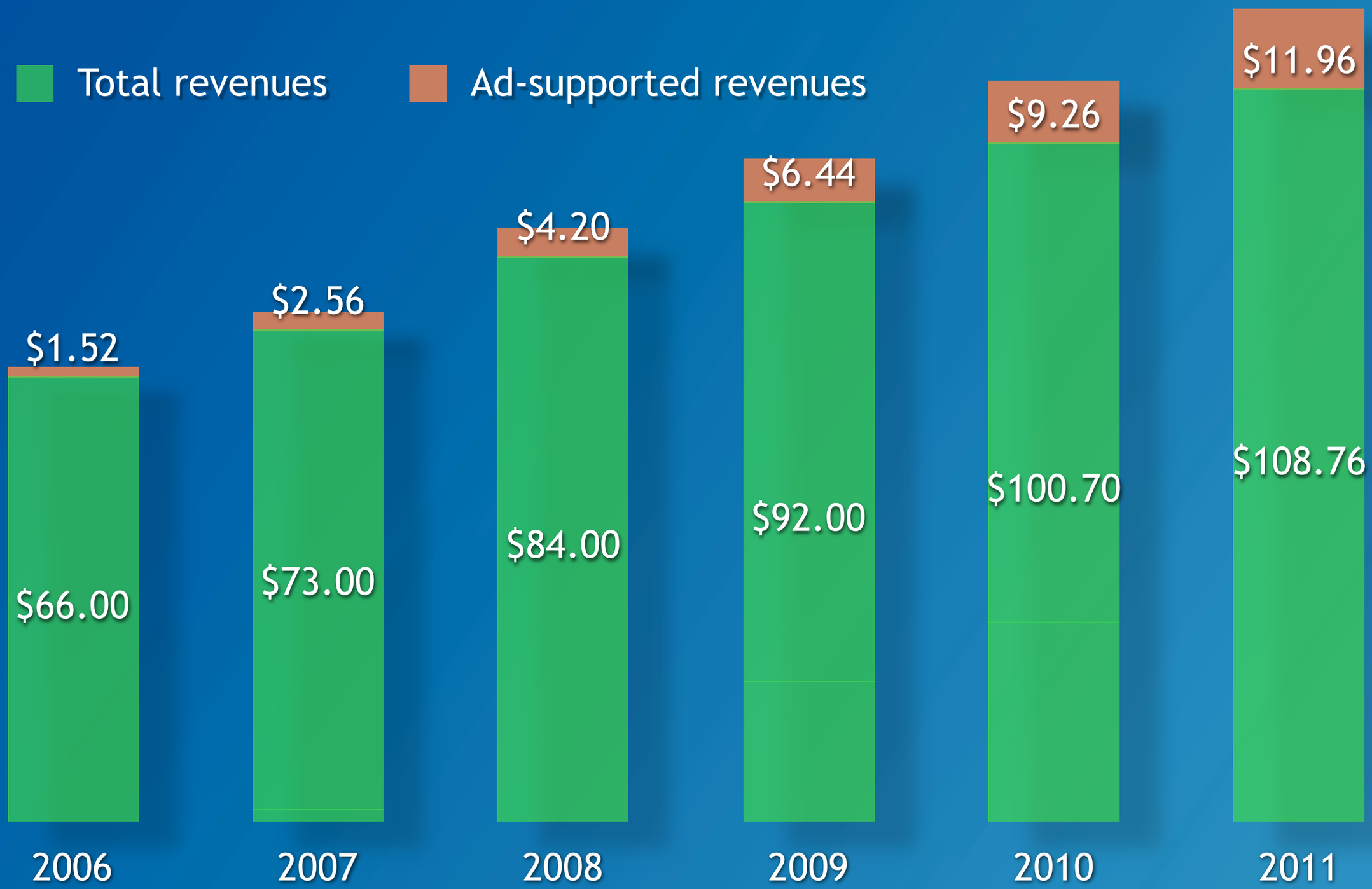
Mobile Location-Based Services Users Worldwide (millions and % change)



Source: **eMarketer, Sep '08**

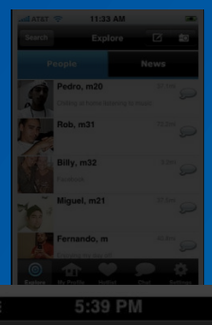
What are the worldwide revenues for mobile messaging?

Mobile Messaging Revenues Worldwide ($ billions)



Source: **eMarketer**

What are the top iphone dating apps?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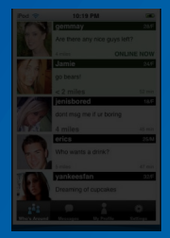
Explore
People
News
Pedro, m20
Rob, m31
Billy, m32
Miguel, m21
Fernando, m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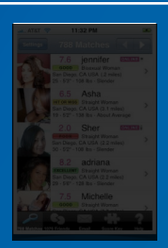
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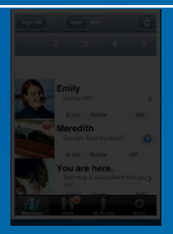
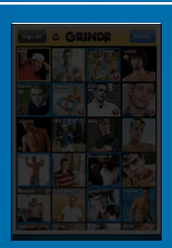
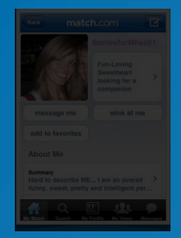
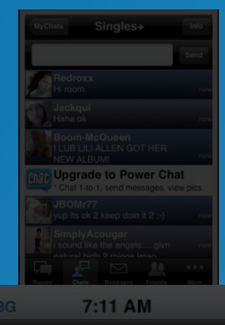
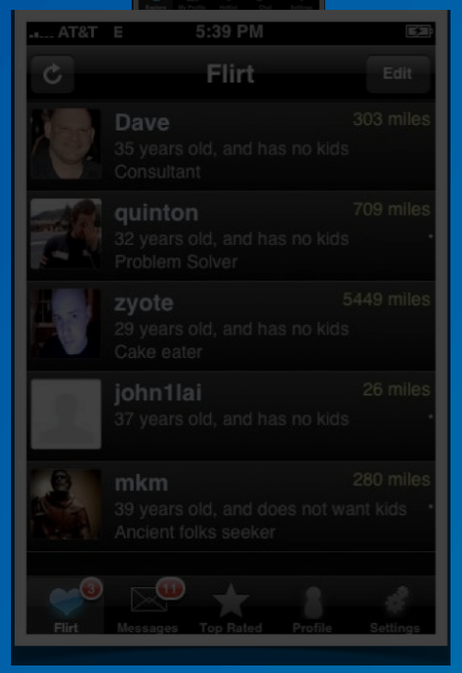
jennifer
Asha
Sher
adriana
Michelle


Emily
Meredith
You are here.


GRINDR


match.com
message me
wink at me
add to favorites
About Me
Summary


Singles+
Redroxx
Jackqui
Boom-McQueen
Upgrade to Power Chat
JBOM77
SimplyAcougar


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
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mkm
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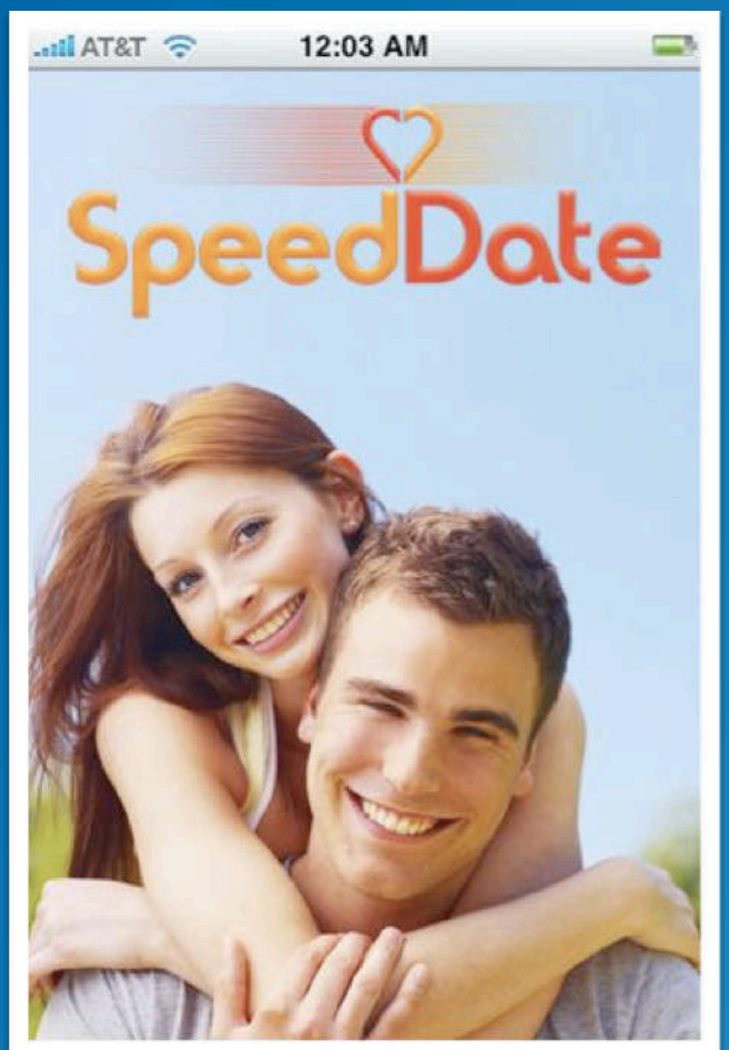
Ancient folks seeker
Flirt
Messages
Top Rated
Profile
Settings


AT&T
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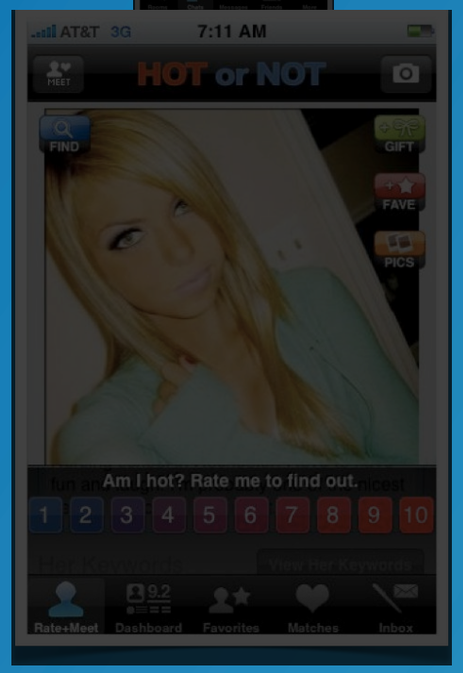
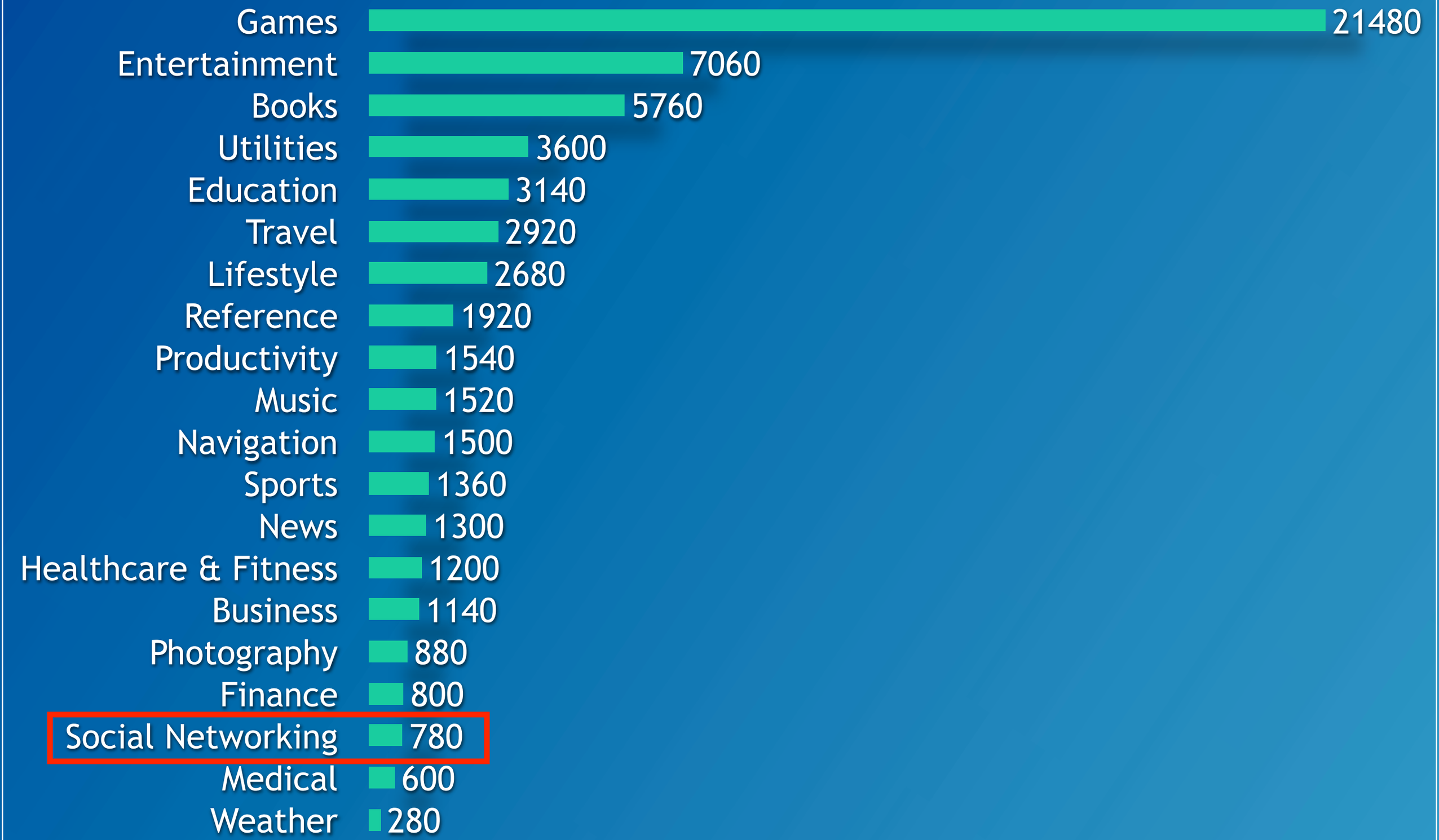
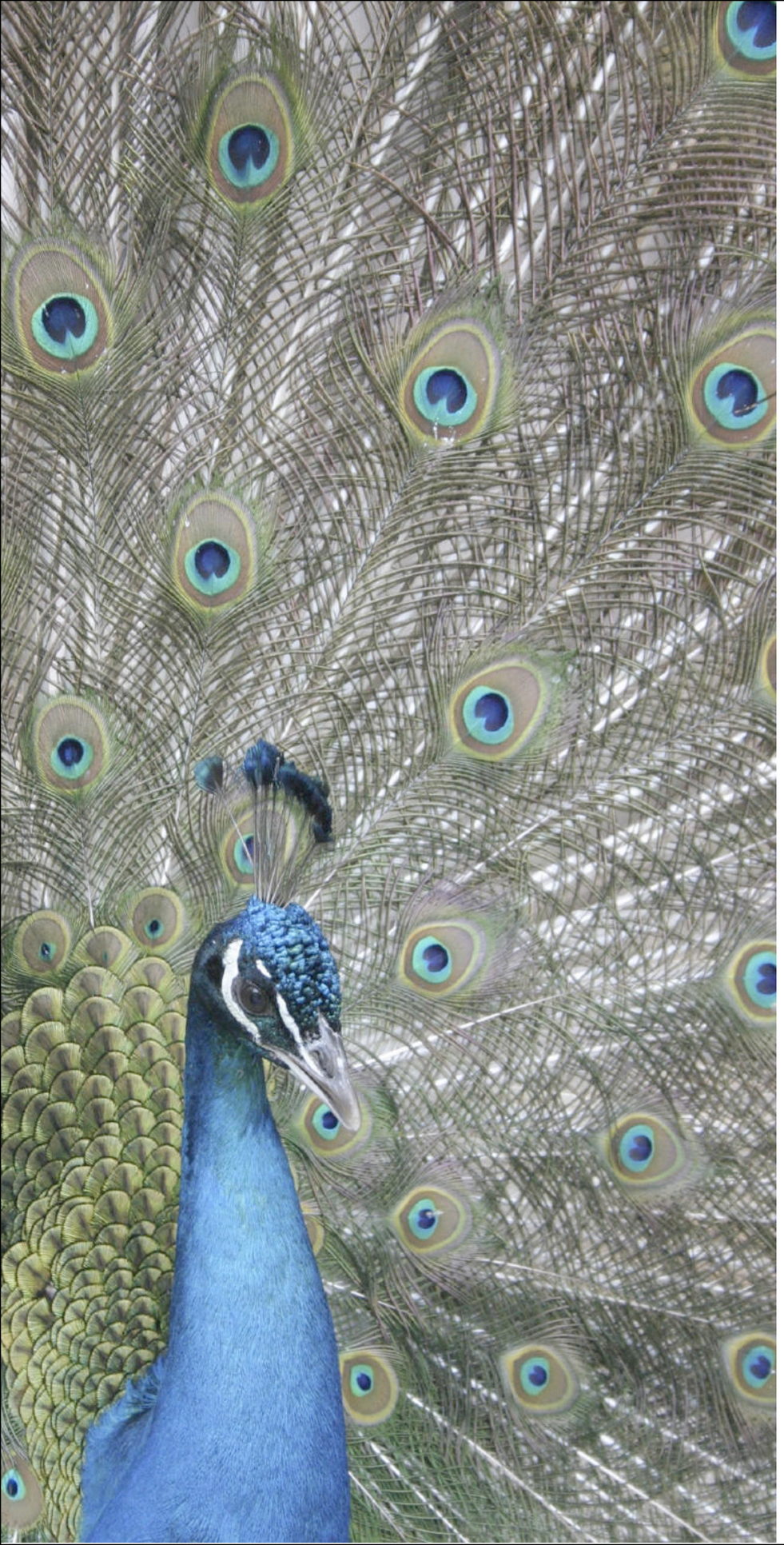
SpeedDate


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
Rate+Meet
Dashboard
Favorites
Matches
Inbox

Number of iPhone App by Categories



Source: **iTunes, June '09**

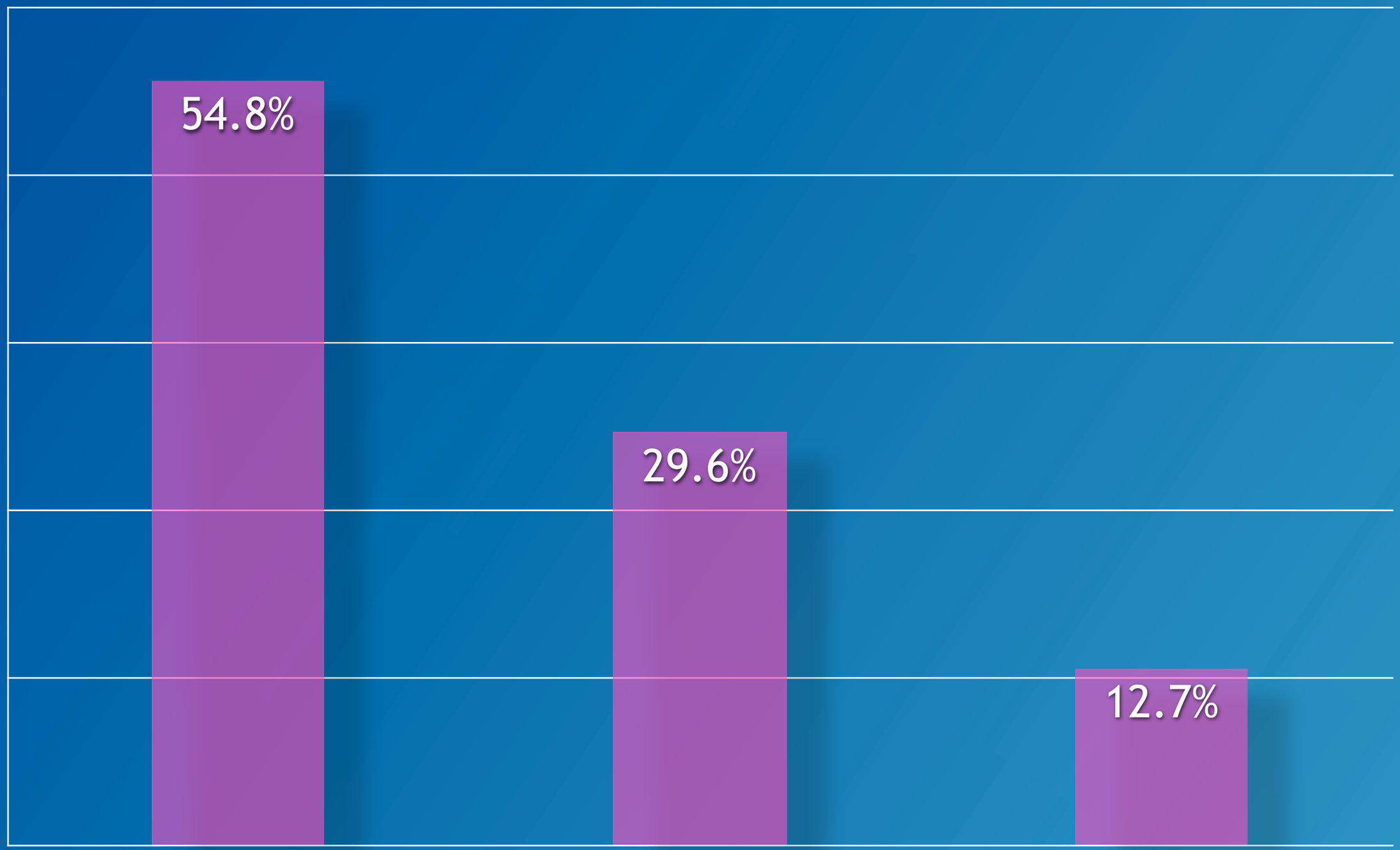


Mark Brooks

pingmark.com

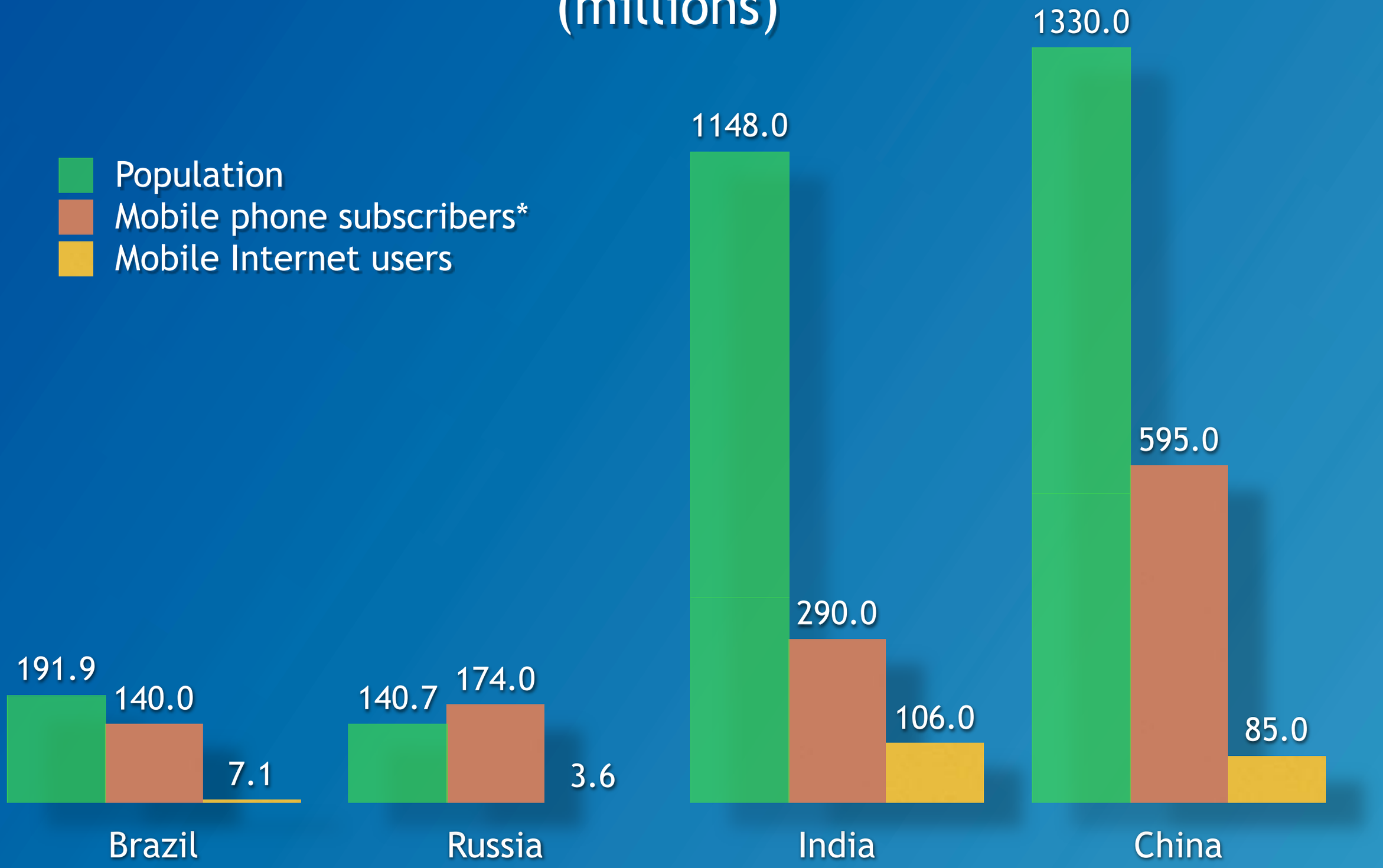
Courtland Brooks

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



Source: **Comscore, Jan '09**

Mobile Usage Metrics for BRIC, 2008 (millions)

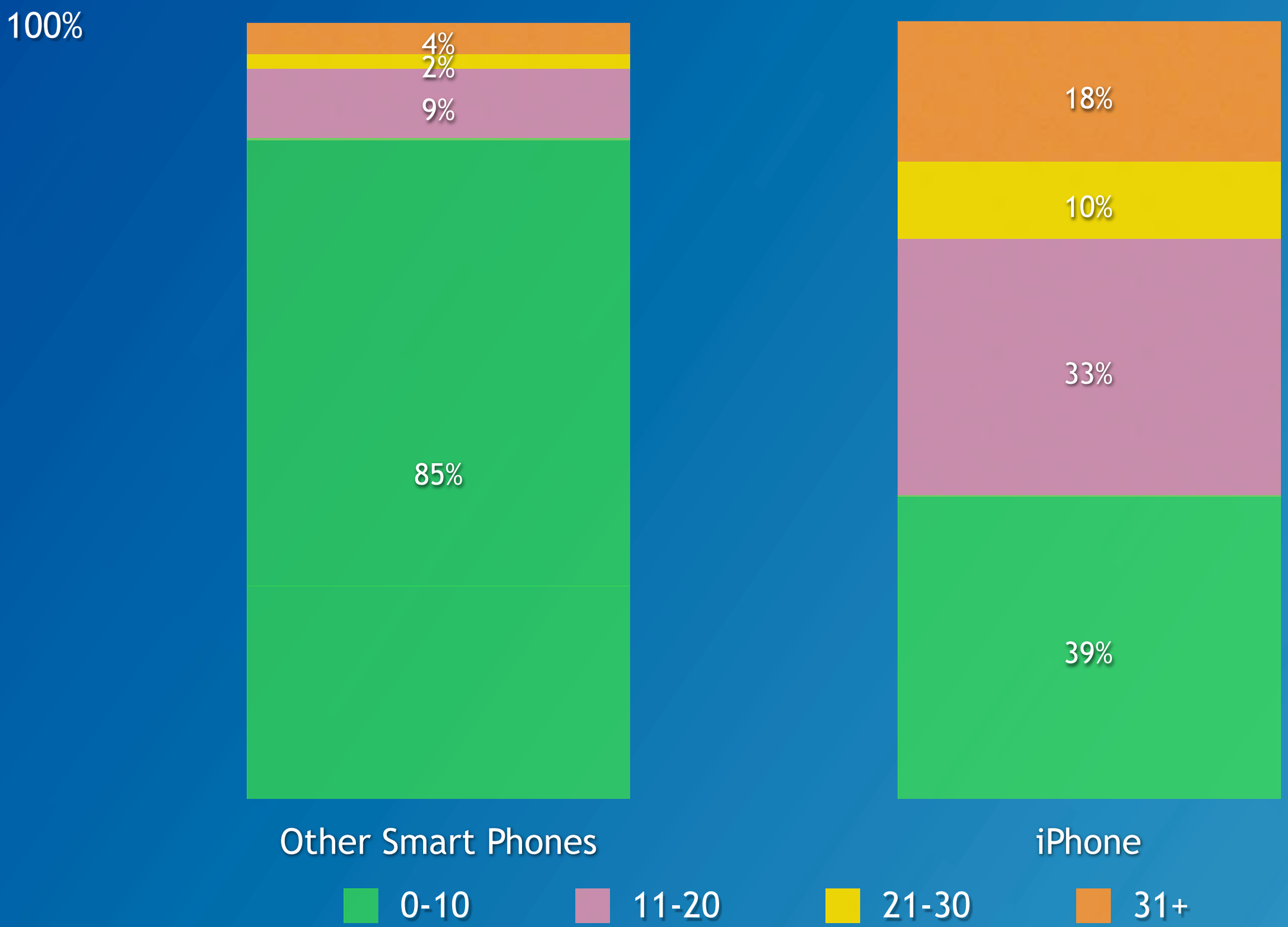


* active SIM cards

Source: **eMarketer**

How active are iPhone users vs other smart phone users?

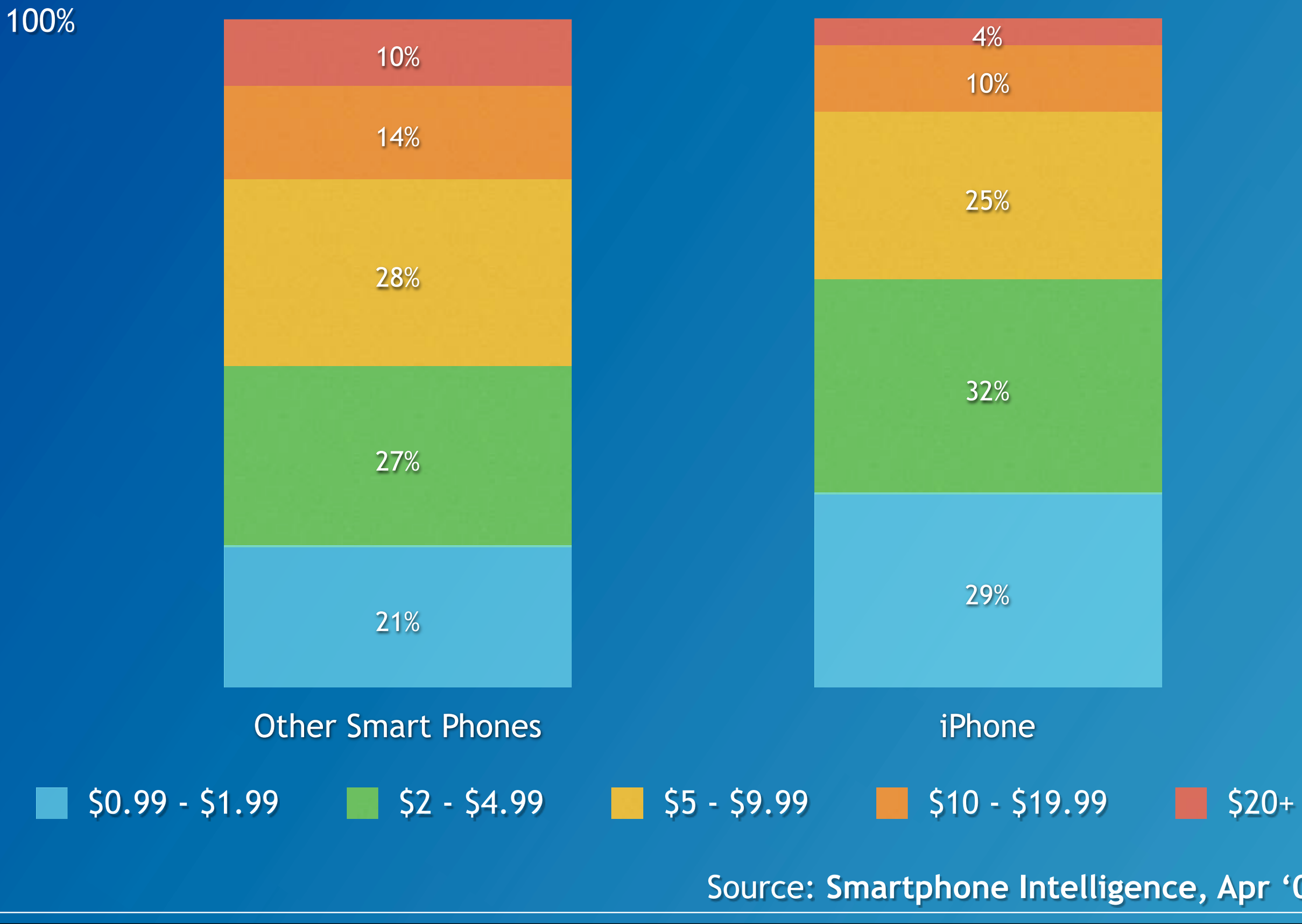
Number of Apps Added to Device by Owners



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**