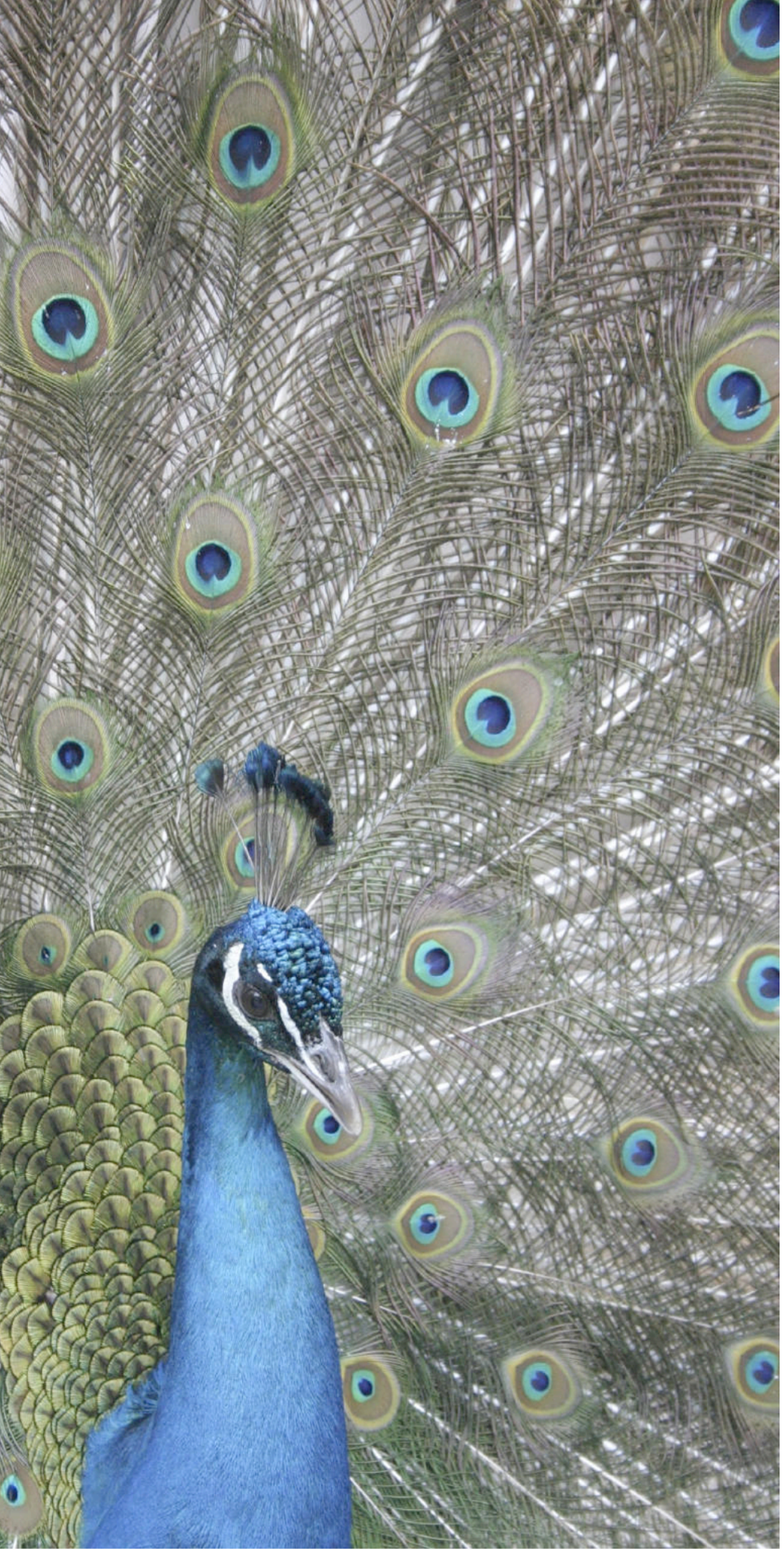

Overview of the European Online Dating Industry

Courtland Brooks

ONLINE PERSONALS WATCH

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

in partnership with iDate Internet Dating Conference

Modern Lovebirds Meet With A Tweet

OTTAWA CITIZEN - Sep 6 - Despite the limitations of its 140-character messages, love is blooming on Twitter. "The nice thing about **Twitter**, unlike Internet dating, is that you're actually talking and you see that person doing their normal-day life," said Erin, known as @lilchik in the Twitterverse. You can see if a potential partner is an early bird or night owl, if they prefer to stay in or go out. **FULL ARTICLE @ OTTAWA CITIZEN**

Sep 06, 2010 | **Permalink** | **Comments (0)** **ShareThis**

Like

Those With Goals Are Turning To Coaching Professionals

LOS ANGELES TIMES - Sep 4 - "There are fewer generalists and more specialists in everything," says Evan Marc Katz, a dating coach in Los Angeles. The **International Coach Federation** says there are 16,000 coaches worldwide and hundreds of schools offering training in such fields as health, relationships, business, parenting and divorce, etc. The cost of hiring a coach ranges from less than $50 an hour to more than $200. **FULL ARTICLE @ MERCURY NEWS**

Sep 06, 2010 | **Permalink** | **Comments (0)** **ShareThis**

Like

Craigslist Blocks Access To 'Adult Services' Pages

NY TIMES - Sep 4 - **Craigslist**, the popular Web site for classified ads, has blocked access to its "adult services" section and replaced the link with a black label showing the word "censored." Law-enforcement say the adult ads helped facilitate prostitution. Ads cost $10 to post and $5 to repost, and are expected to bring in $45M revenue this year. **FULL ARTICLE @ NY TIMES**

Mark Brooks: Craigslist needs to decide...does it support prostitution or not. It is profiteering from prostitution. As are other adult dating services. Just how alturistic do Craig and Jim want to get? Running events to educate and encourage the formation of charitable groups is great. But their yin, to that yang, is meandering them into the solacious fields of prostitution. When you do adult dating, you also do prostitution and all that that world plunders.

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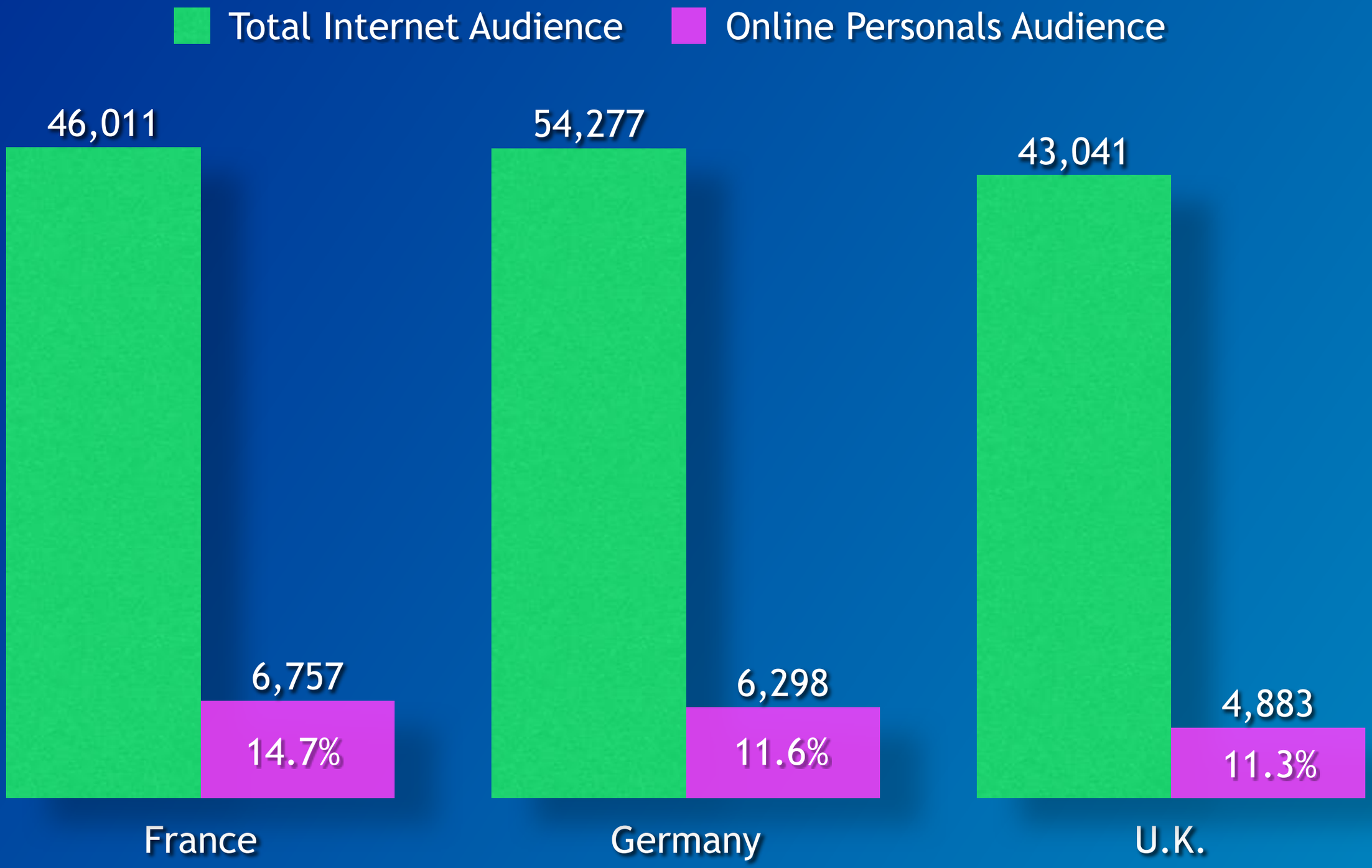
IEEE Spectrum - Aug '10

ABC News - July '10

WSJ - July '10

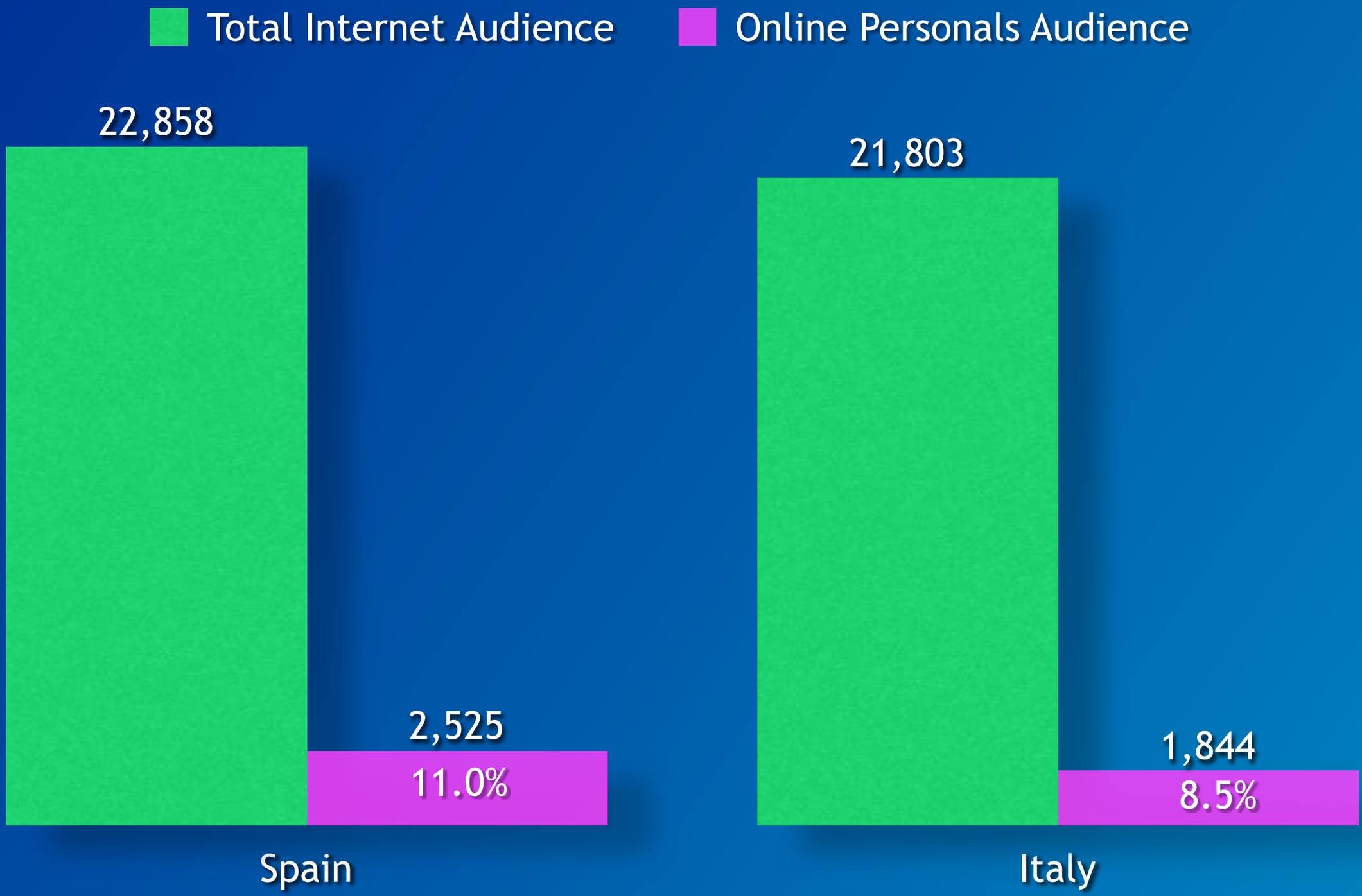
How much of the addressable market are we reaching?

European Online Dating Audience
(Total unique visitors 000 - June ’10)



Source: **ComScore**

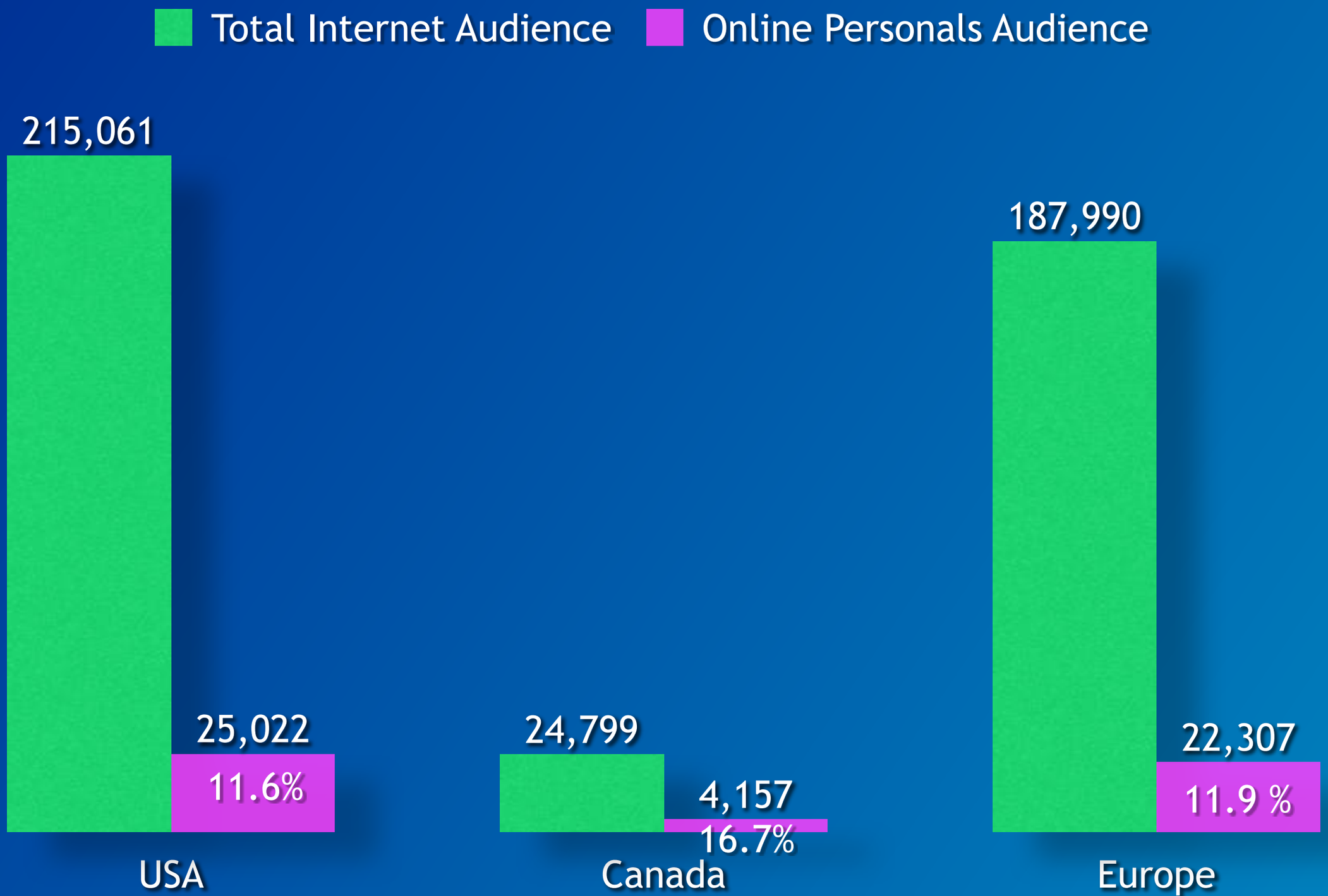
European Online Dating Audience
(Total unique visitors 000 - June ’10)



Source: **ComScore**

How does it compare to North America?

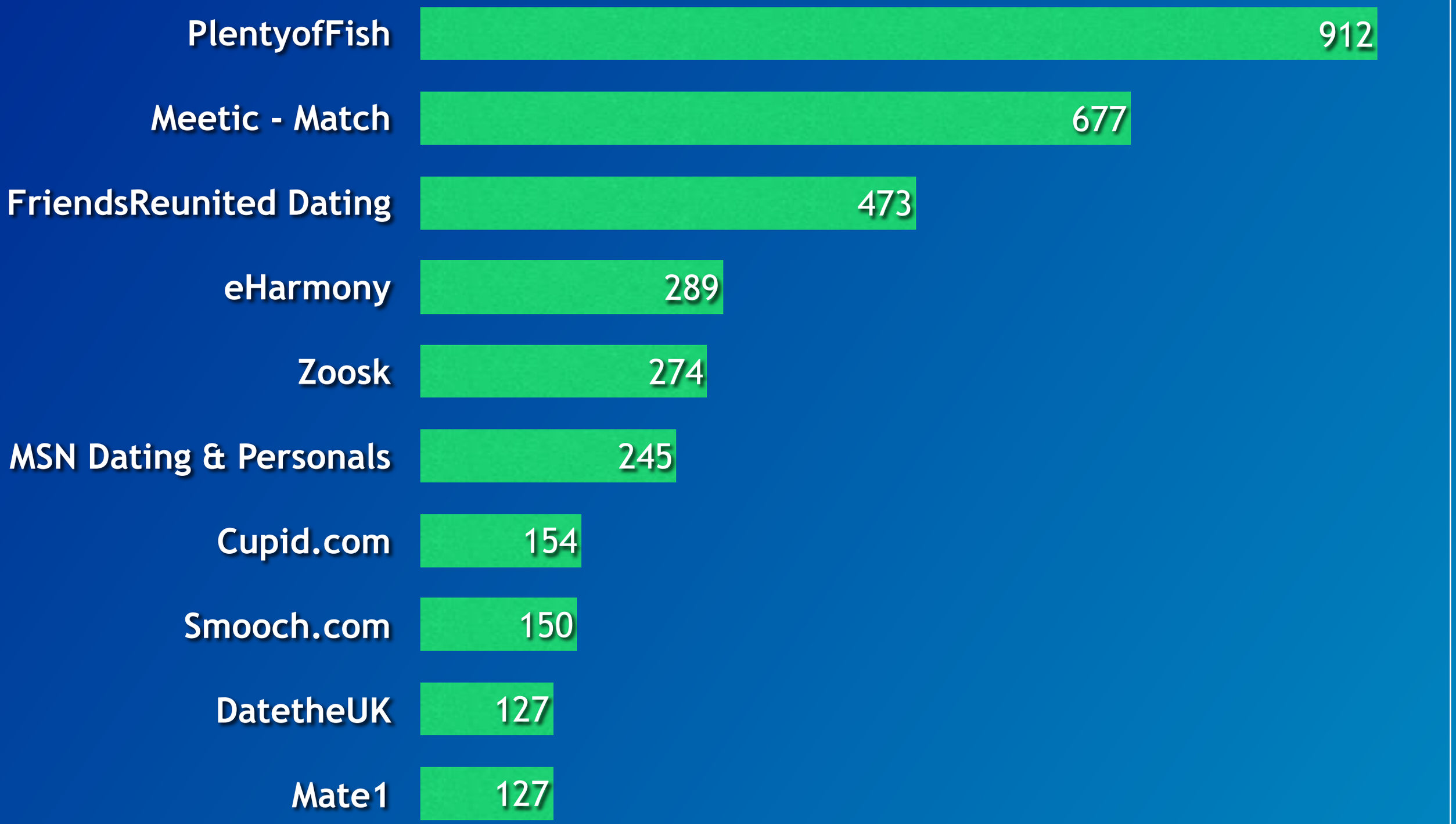
Online Dating Audience in North America vs. Europe (Total unique visitors 000 - June ’10)



Source: **ComScore**

What are the top U.K. dating sites?

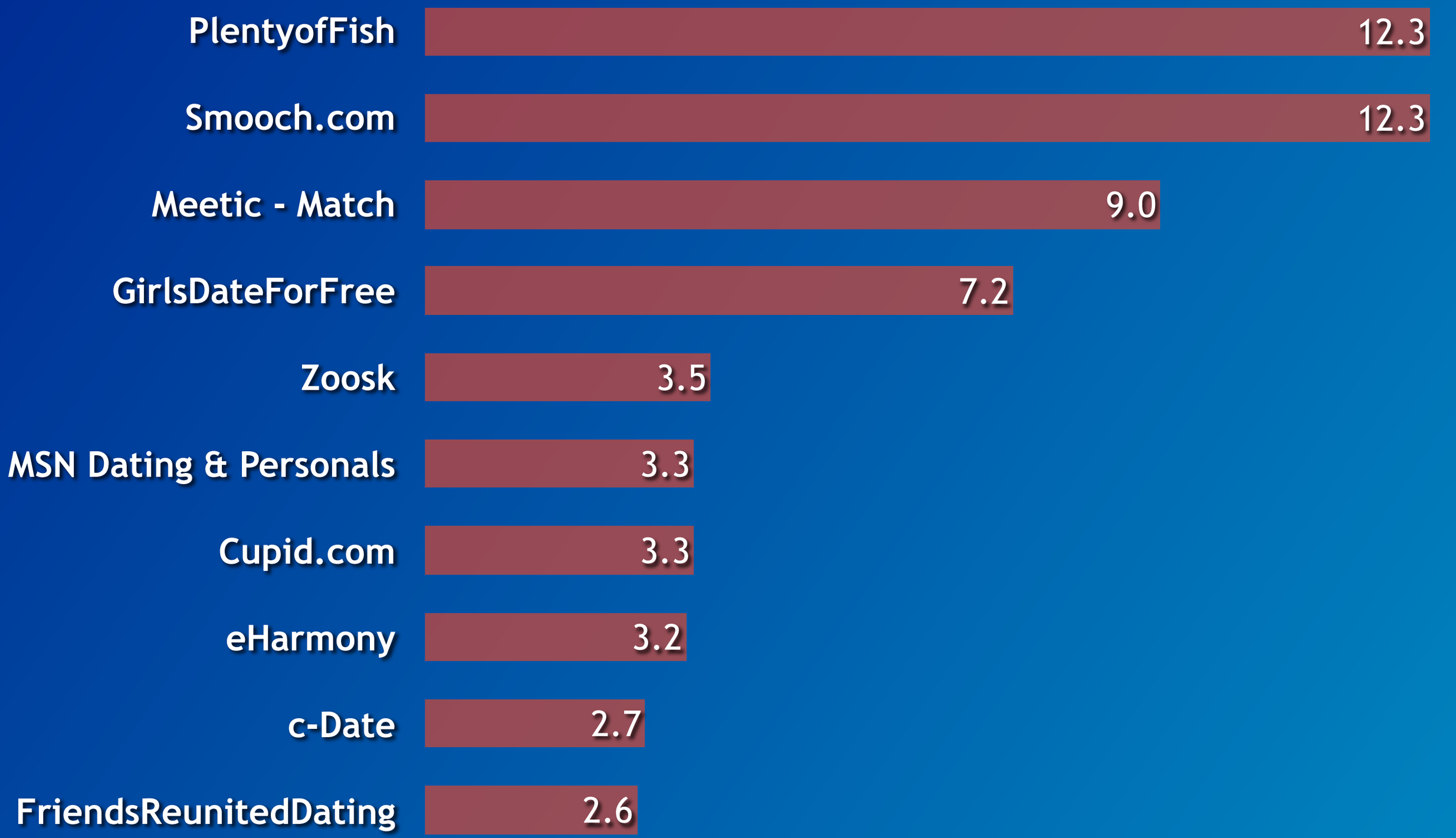
Top 10 U.K. Dating Sites By Total Unique Visitors (000)



Source: **comScore - June 2010**

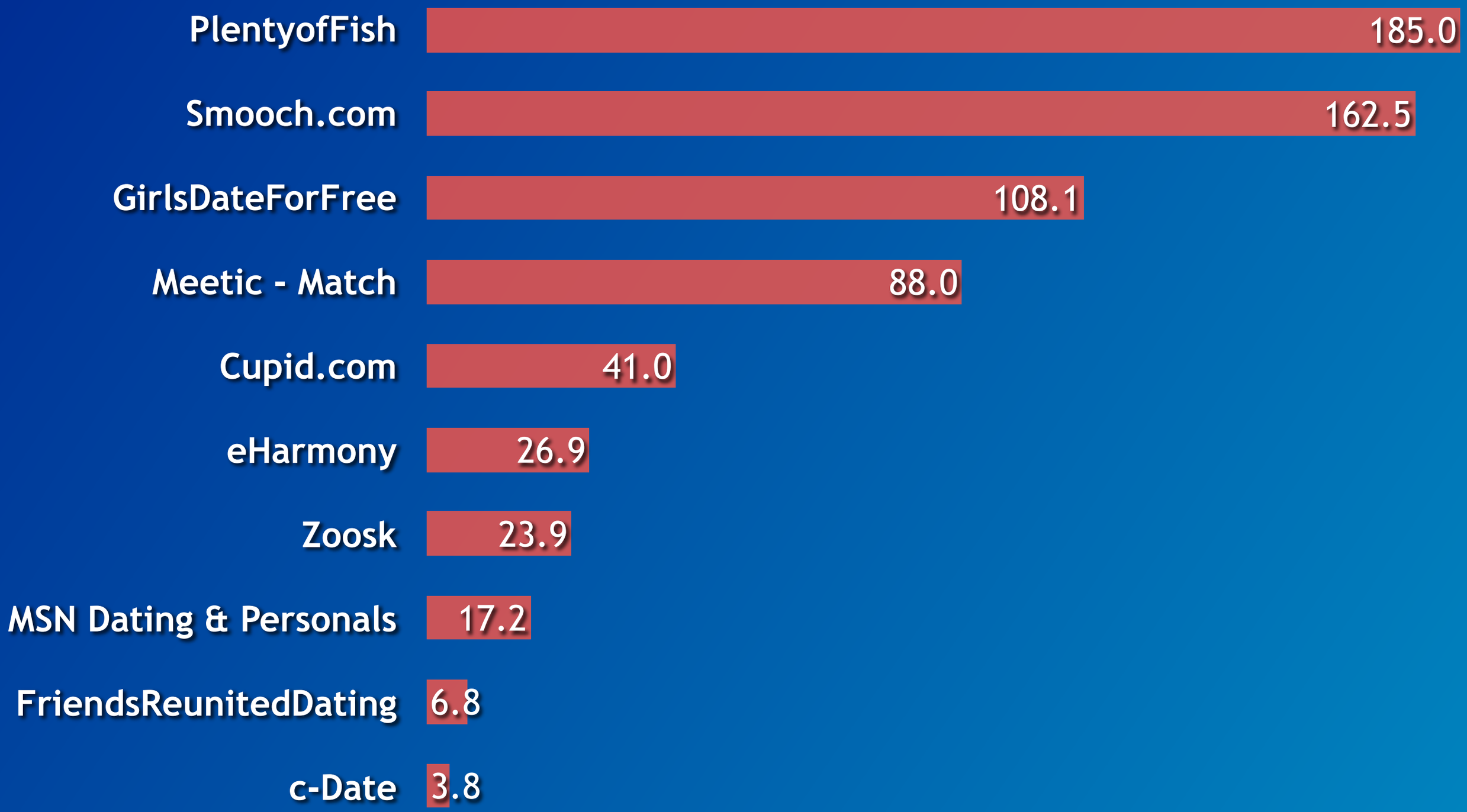
Which U.K. dating sites have the highest engagement?

Top 10 U.K. Dating Sites By Number Of Visits Per Visitor



Source: comScore - July 2010

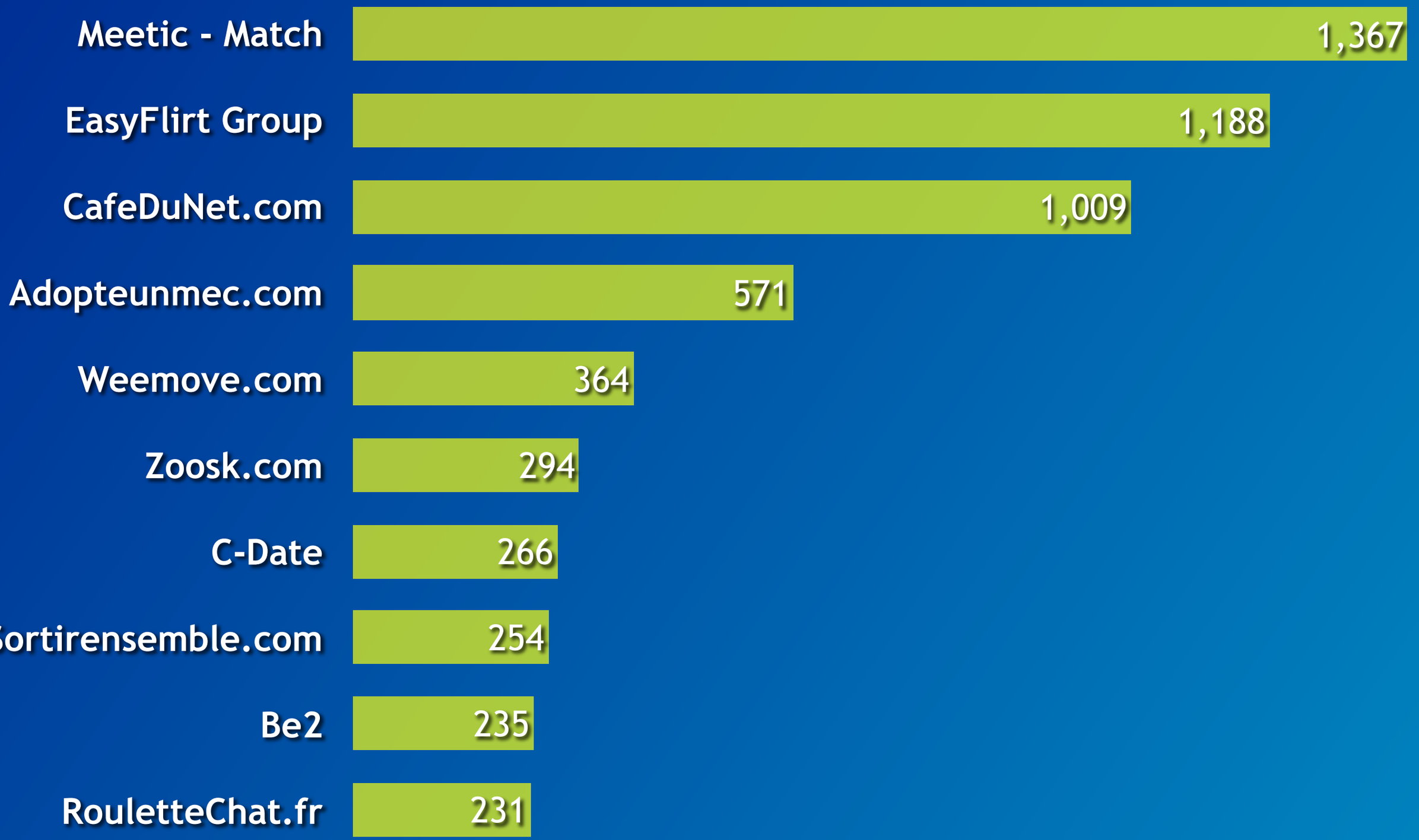
Top 10 U.K. Dating Sites By Average Minutes Per Visitor



Source: **comScore - July 2010**

What are the top dating sites in France?

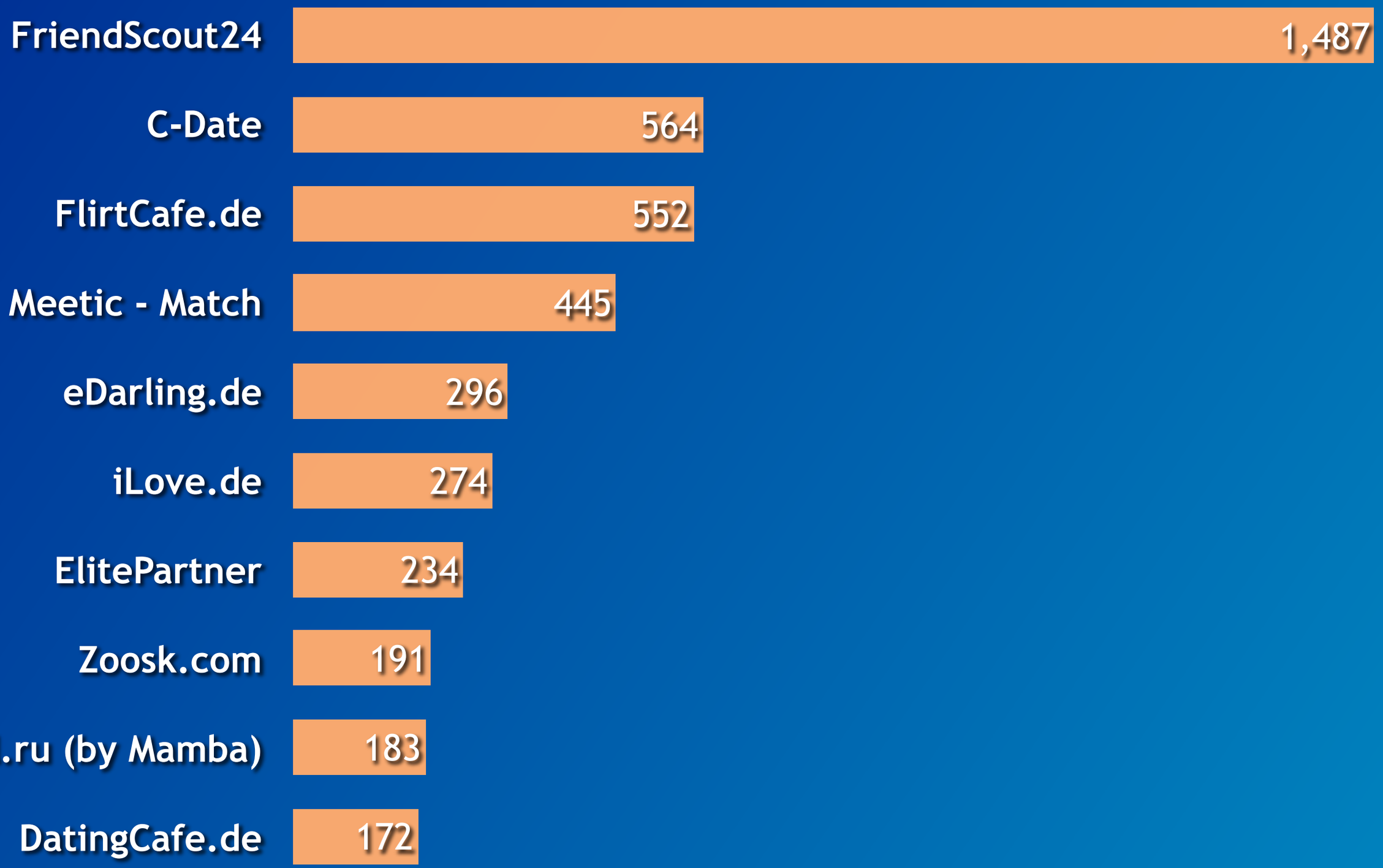
Top 10 French Dating Sites By Total Unique Visitors (000)



Source: **comScore - June 2010**

What are the top dating sites in Germany?

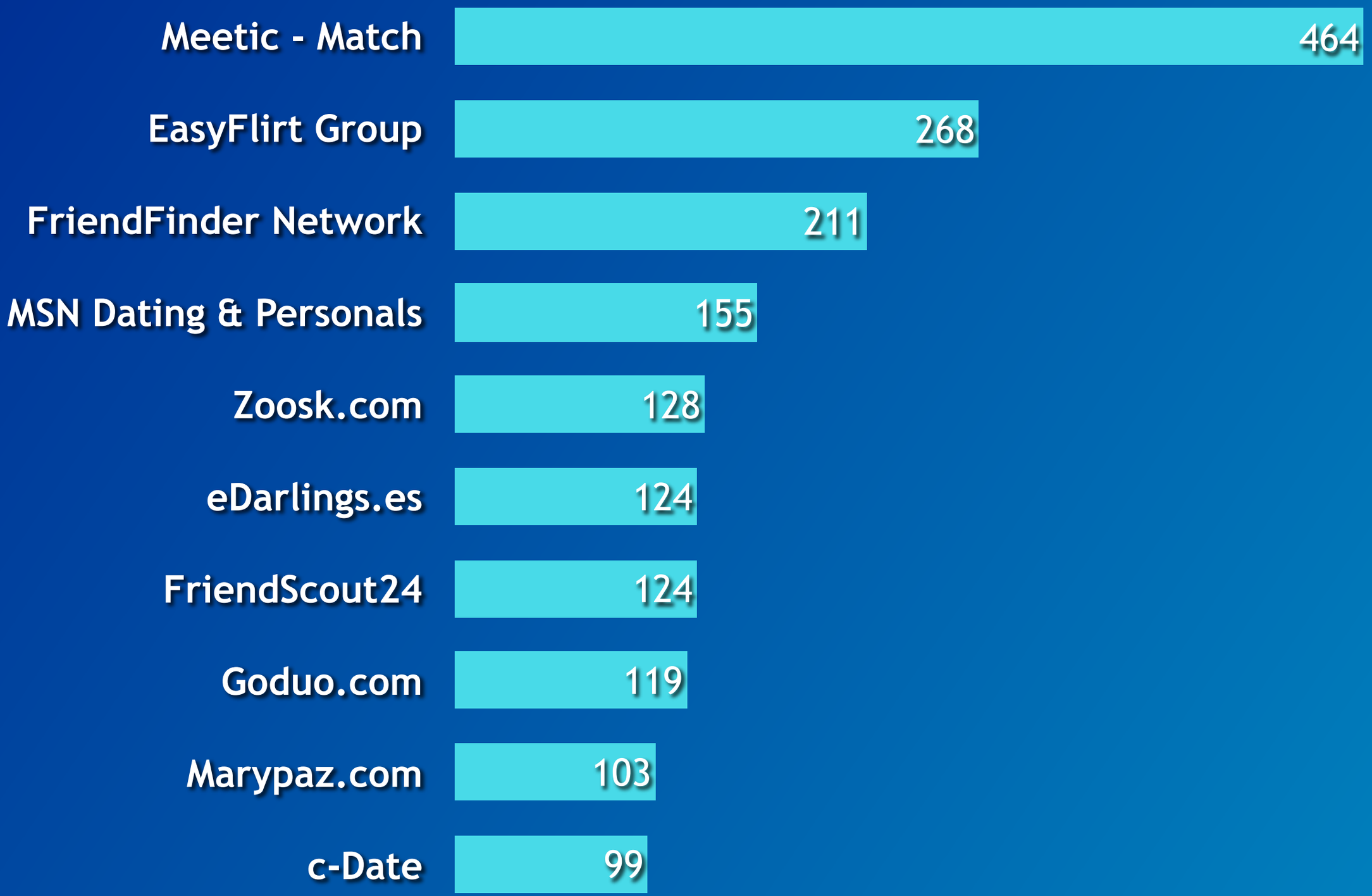
Top 10 German Dating Sites By Total Unique Visitors (000)



Source: **comScore - June 2010**

What are the top dating sites in Spain?

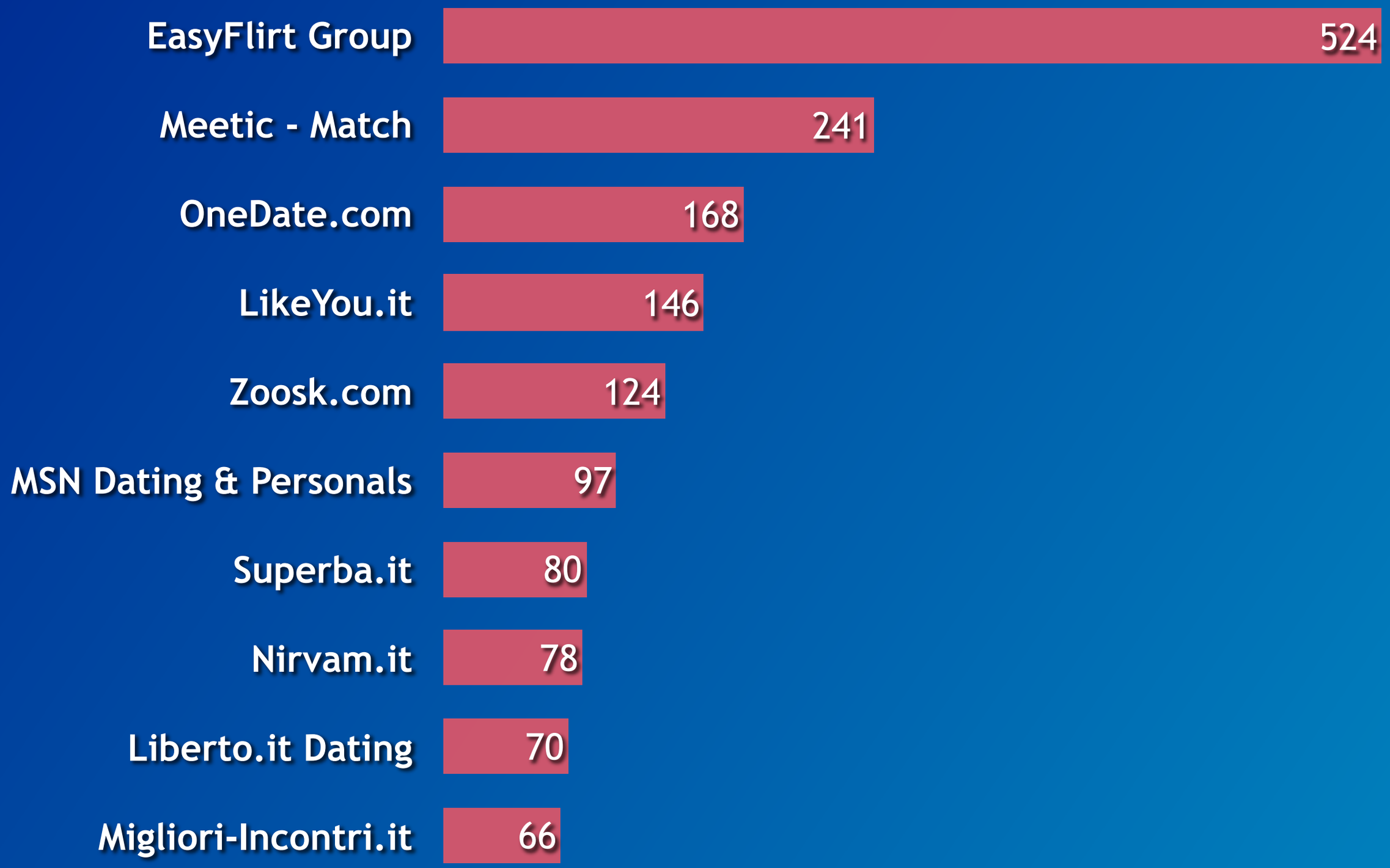
Top 10 Spanish Dating Sites By Total Unique Visitors (000)



Source: **comScore - June 2010**

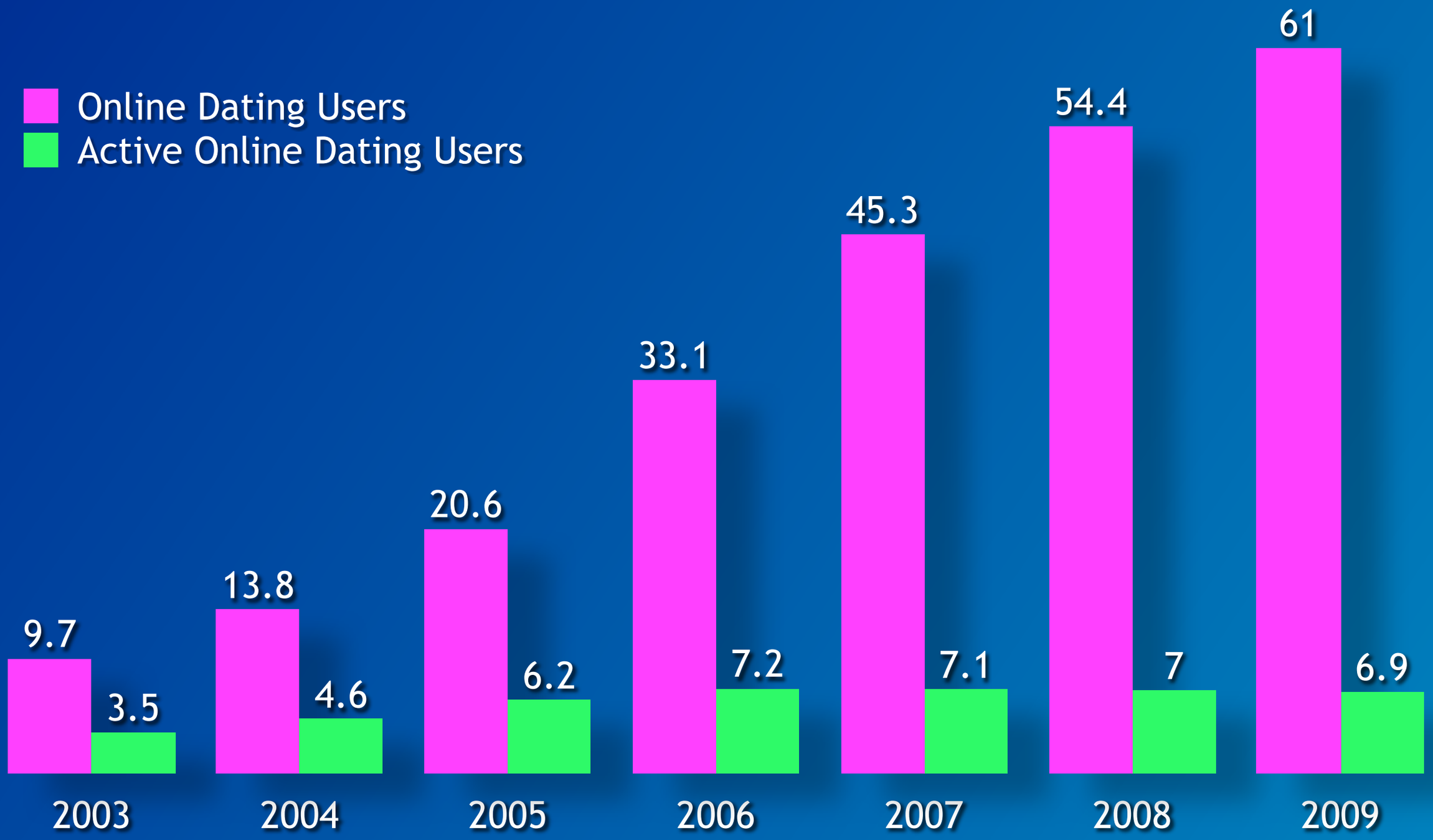
What are the top dating sites in Italy?

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



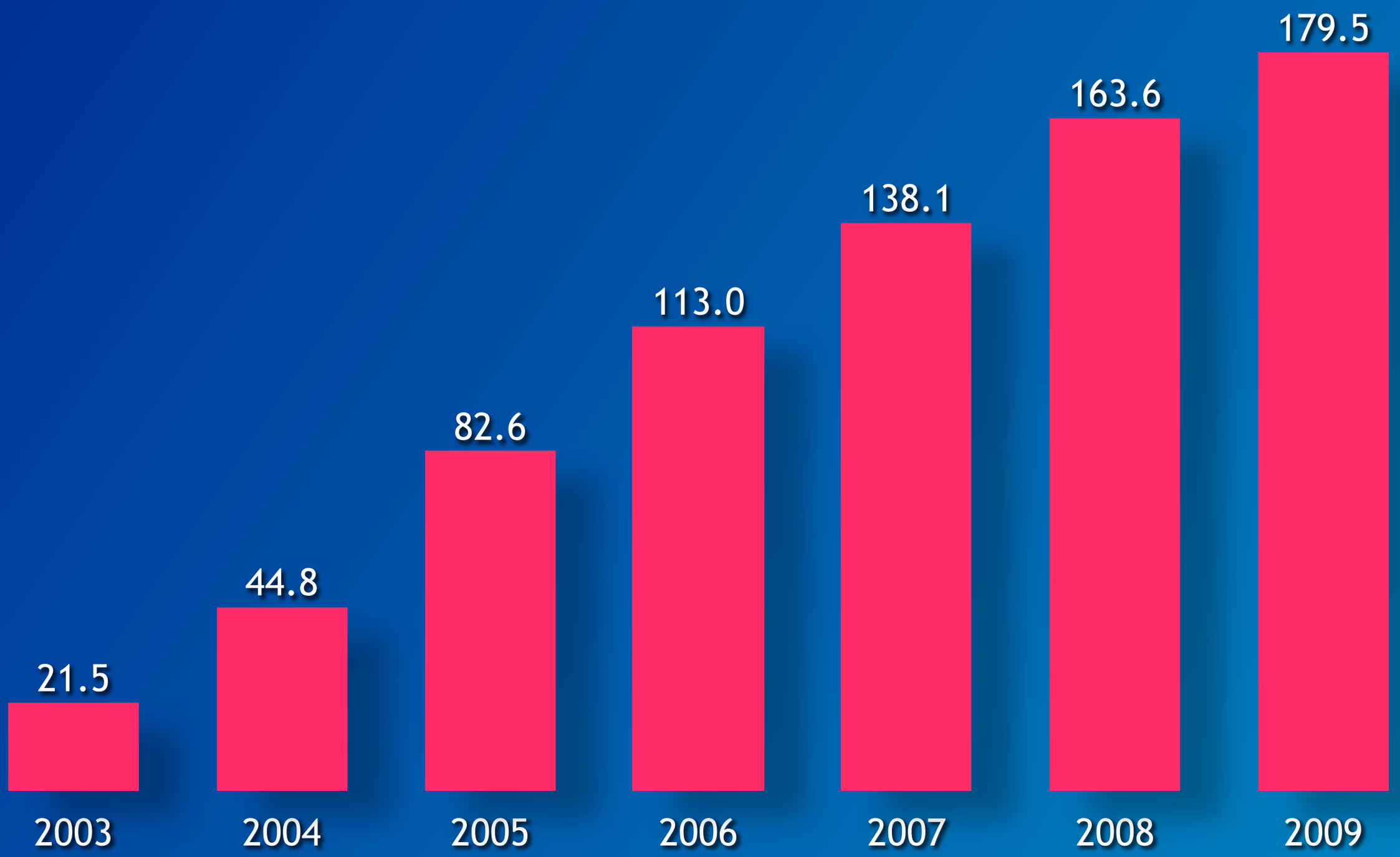
Source: **comScore - June 2010**

Number Of Online Dating Members In Germany (in Million)



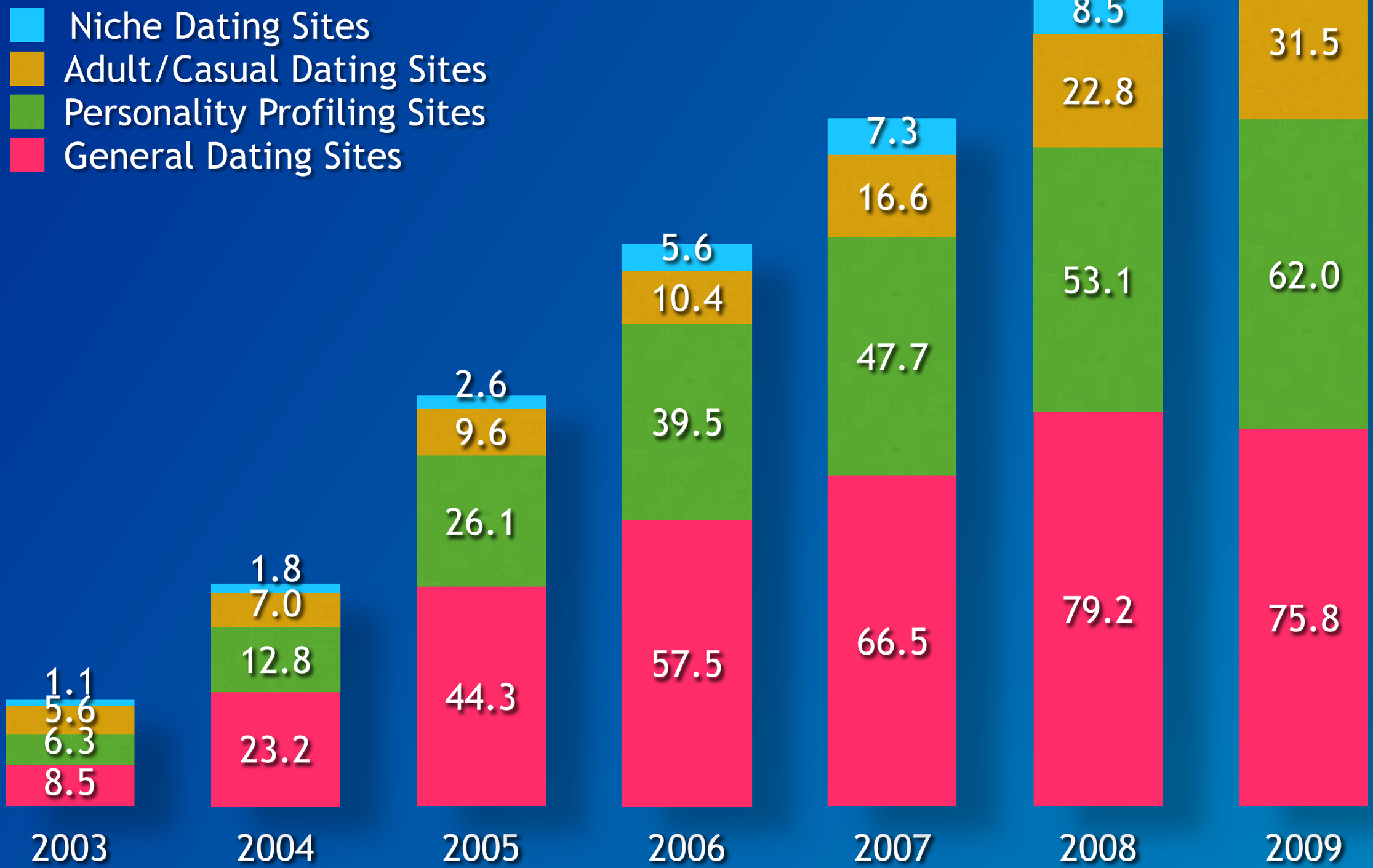
Source: **Singleborsen-Vergleich**

Online Dating Revenue in Germany (EUR Million)



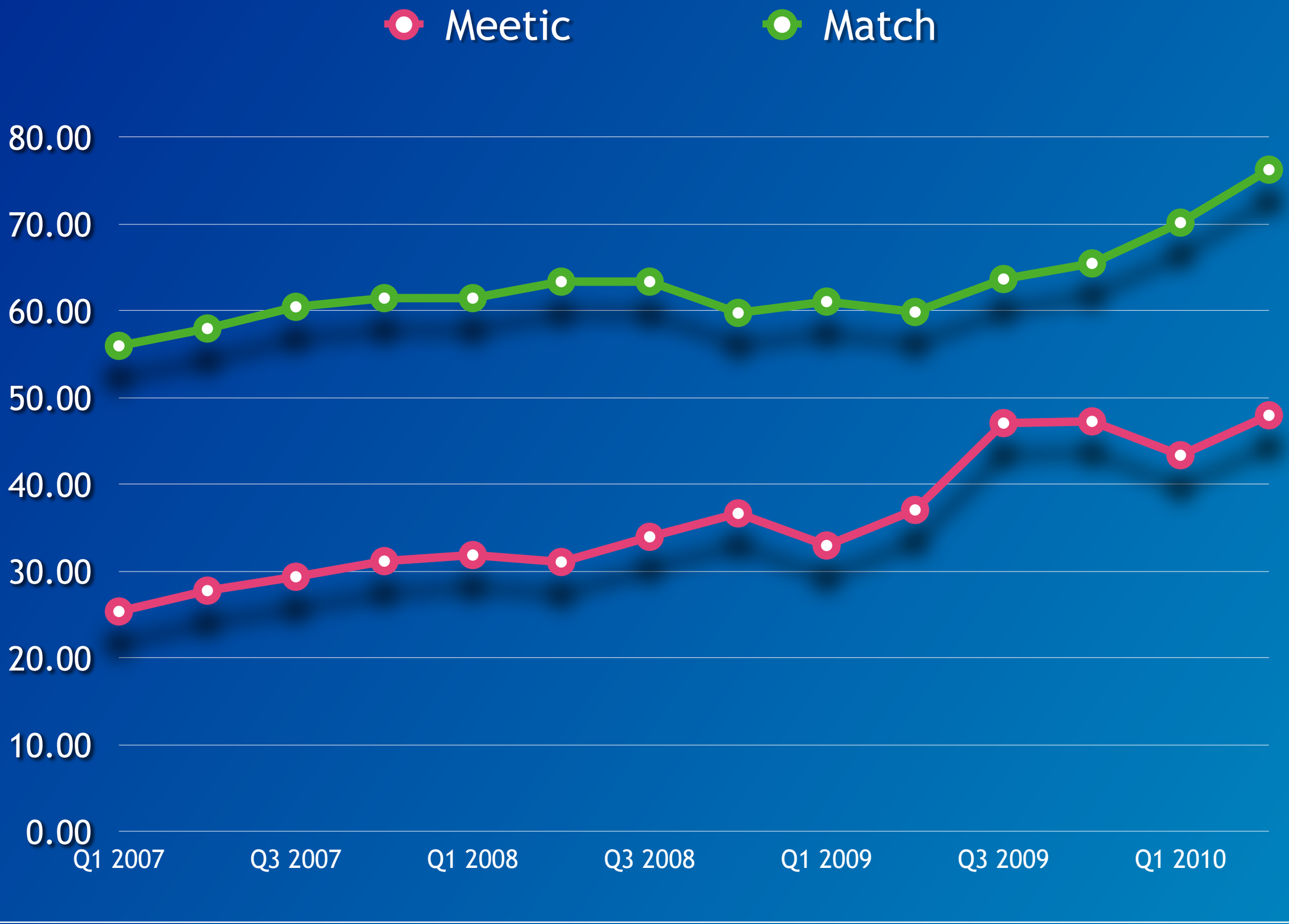
Source: **SingleBorsen-Vergleich**

Online Dating Revenue in Germany Per Segment (EUR Million)

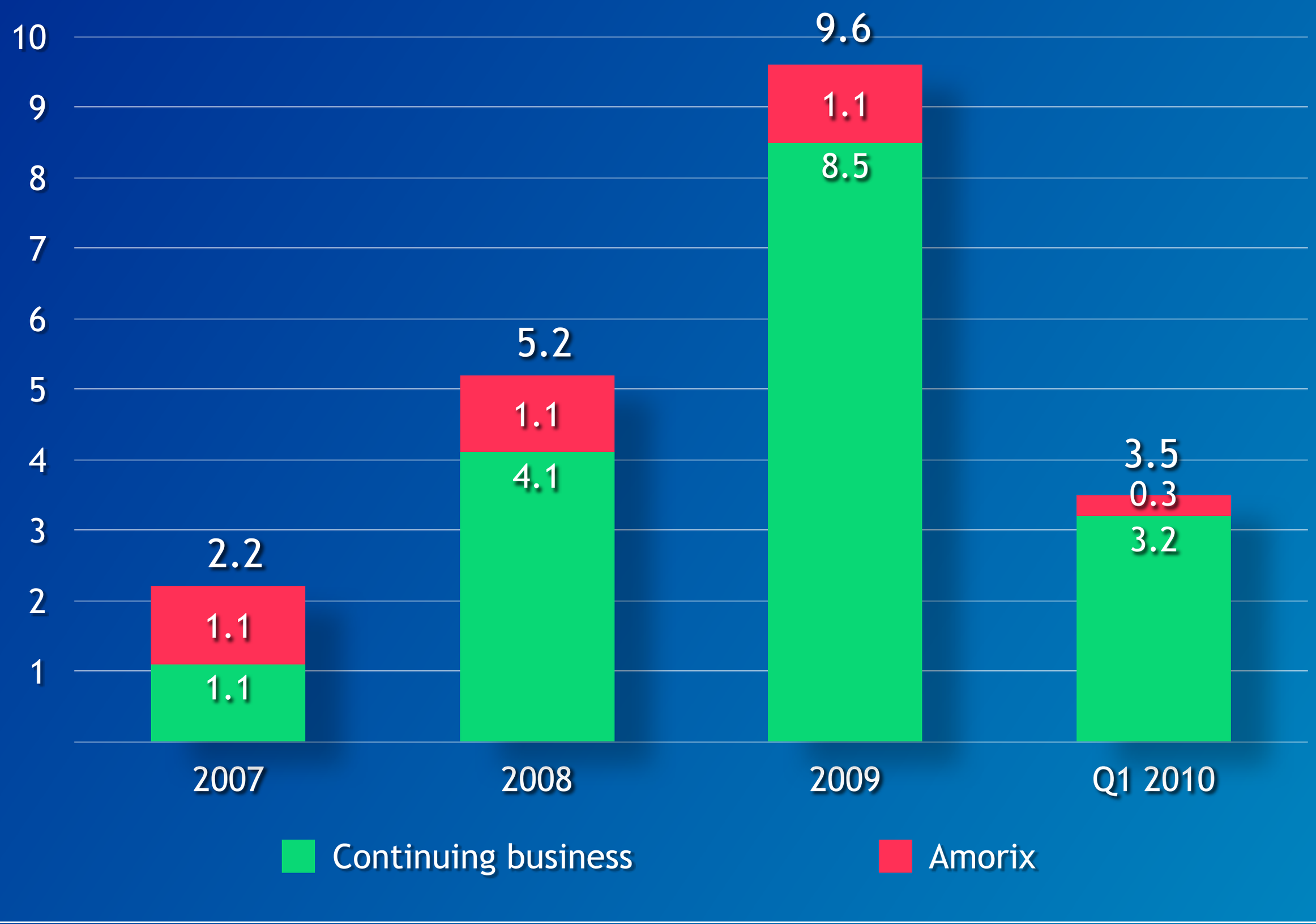


Source: **SingleBorsen - Vergleich**

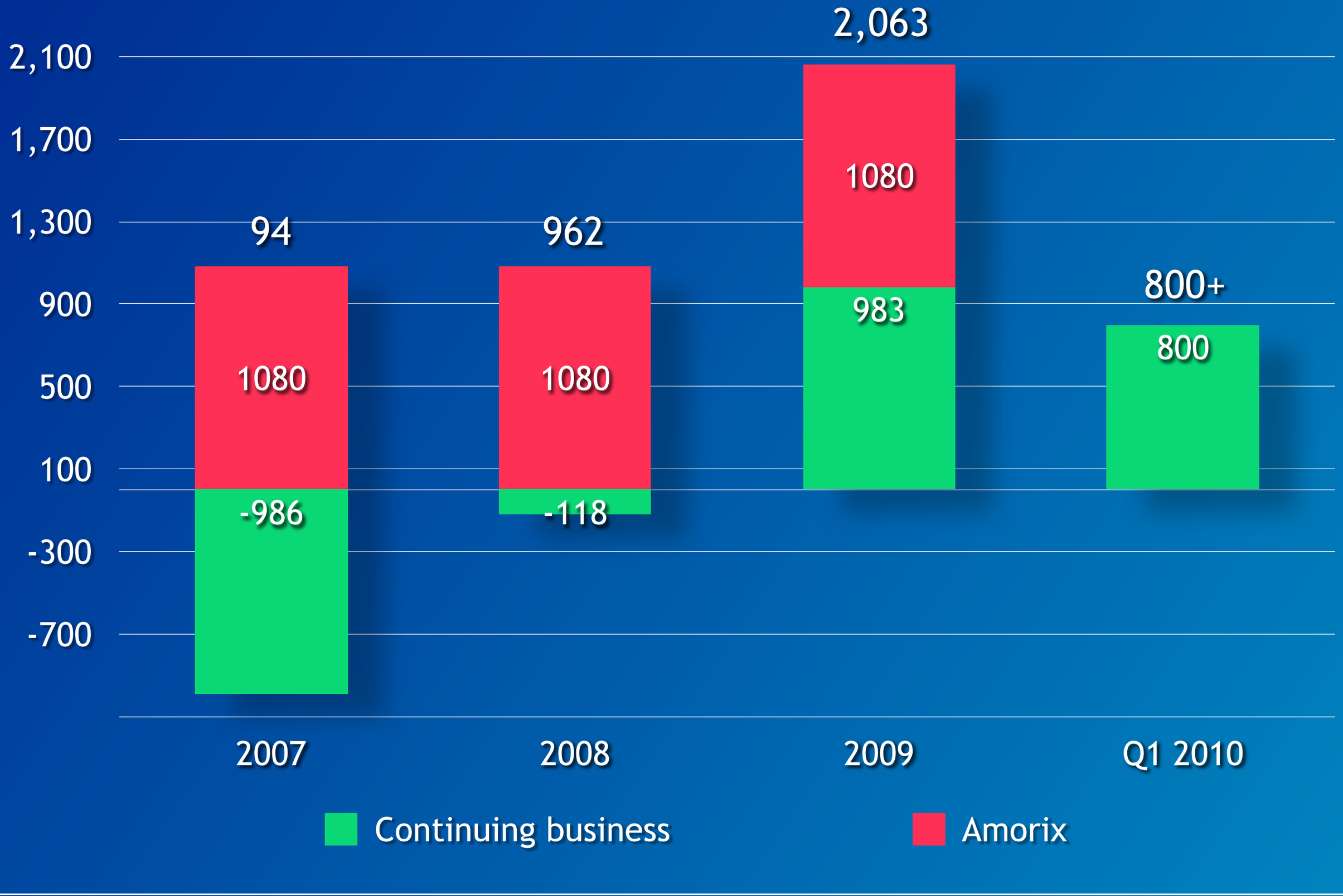
Industry Leaders Quarterly Revenue (Million EUR)



EasyDate Revenue (£ million)

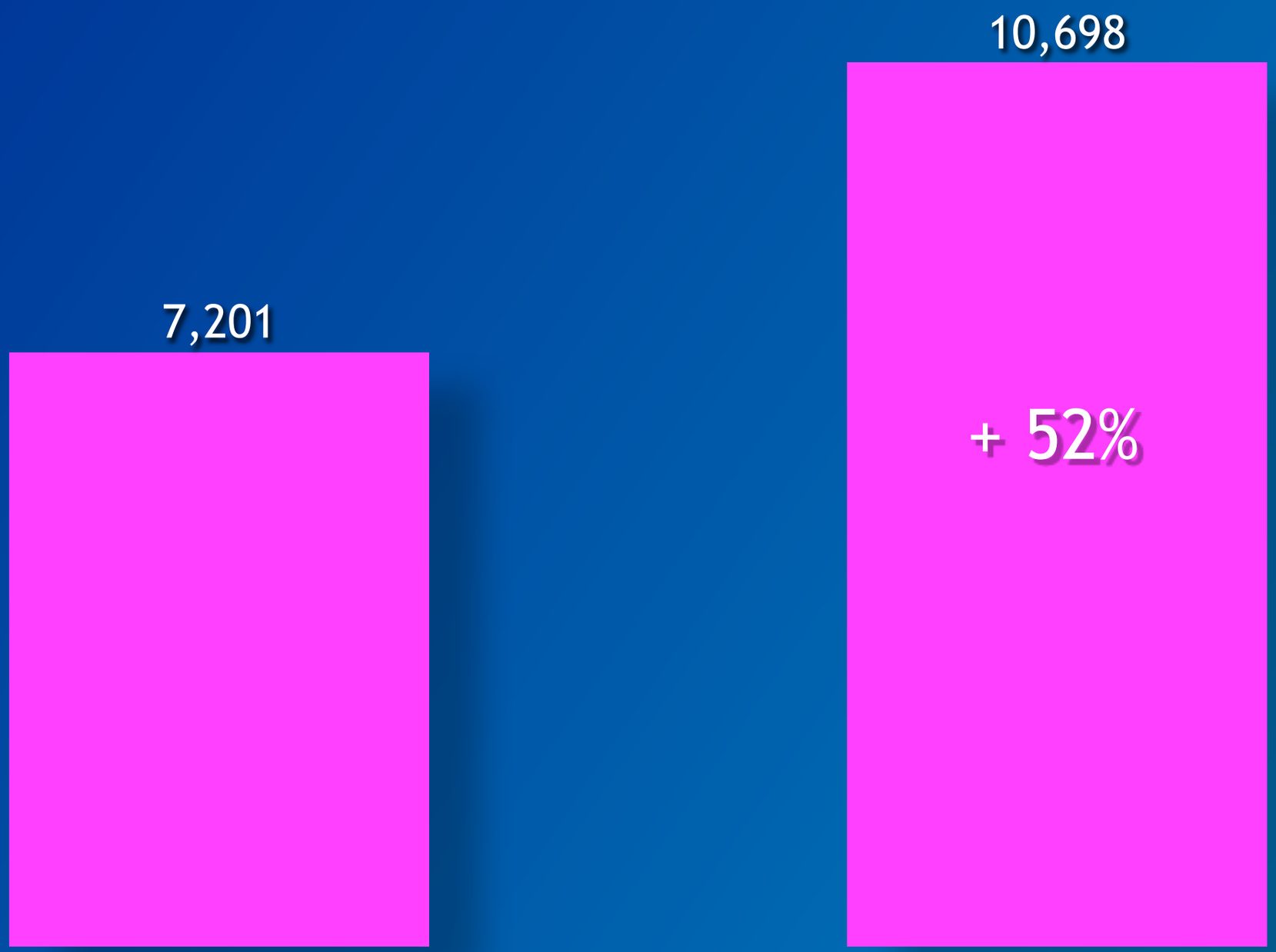


EasyDate Profit Before Tax
(£' 000s)



How hot is mobile dating in Europe?

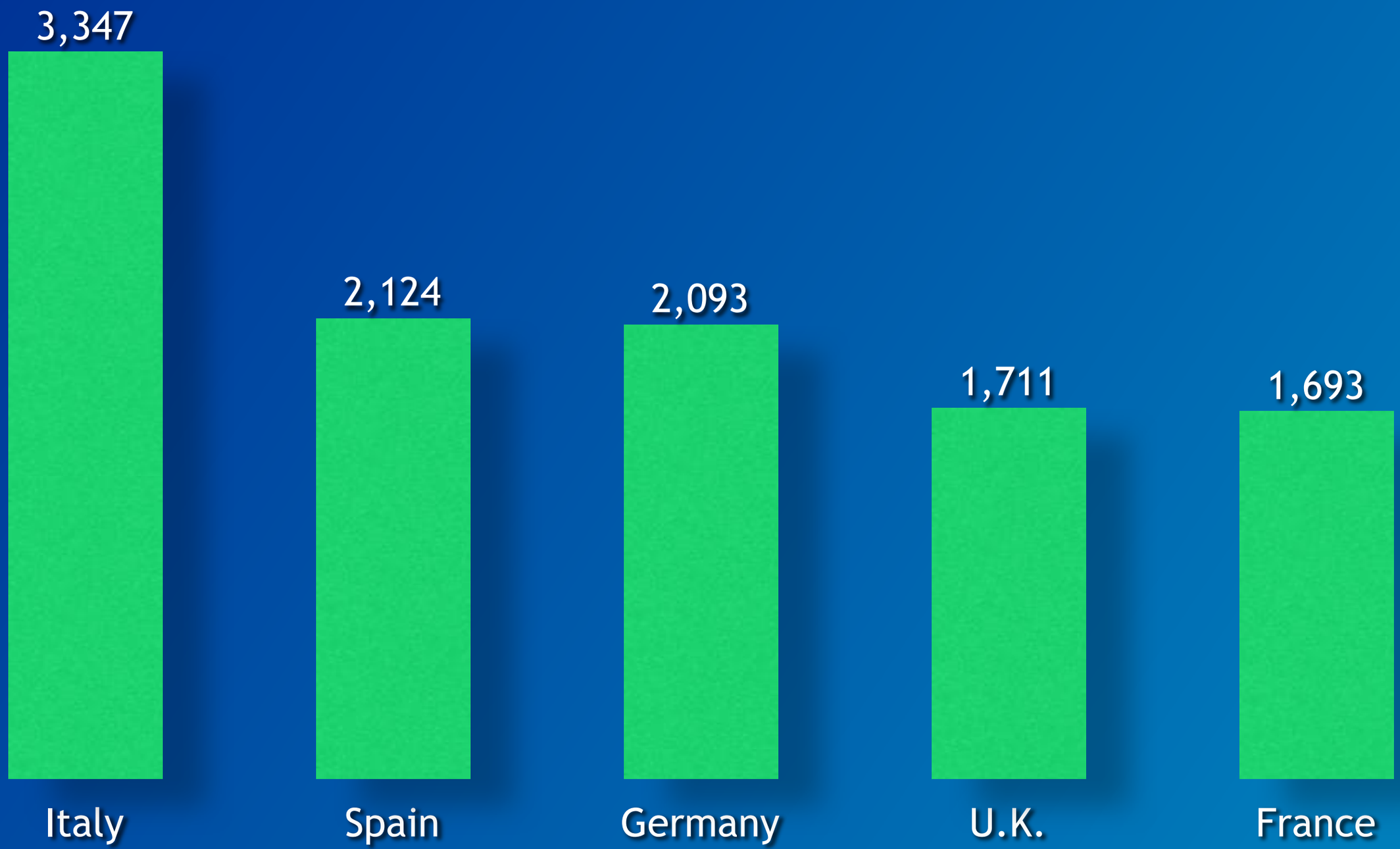
Mobile Subscribers Who Accessed Dating Site On Mobile Phone in EU5 (unique visitors 000)



Source: **ComScore MobiLens**

Which country has the most mobile daters?

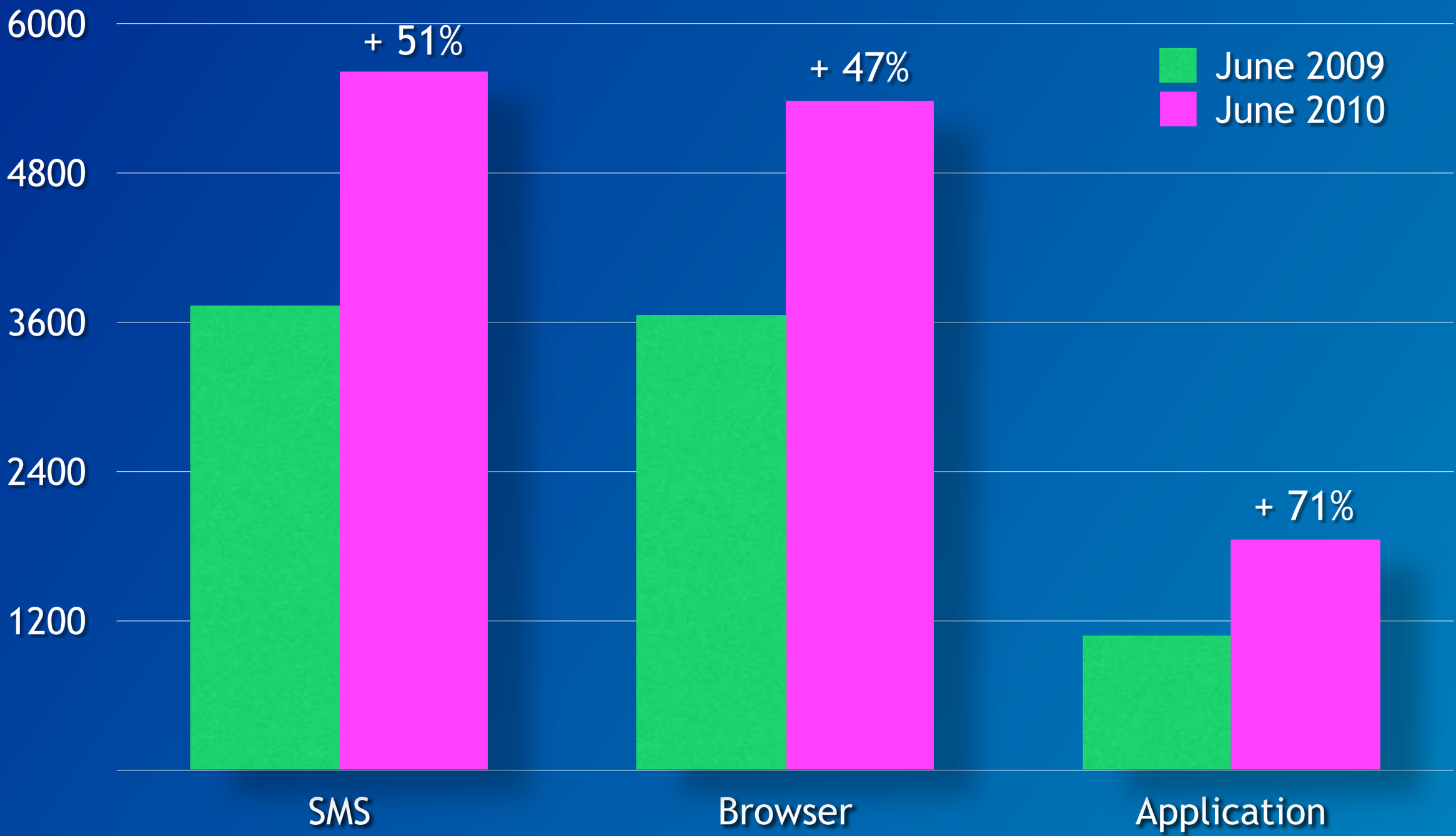
Mobile Subscribers Who Accessed Dating Sites On Mobile Phones in June ’10 (unique visitors 000)



Source: **ComScore MobiLens**

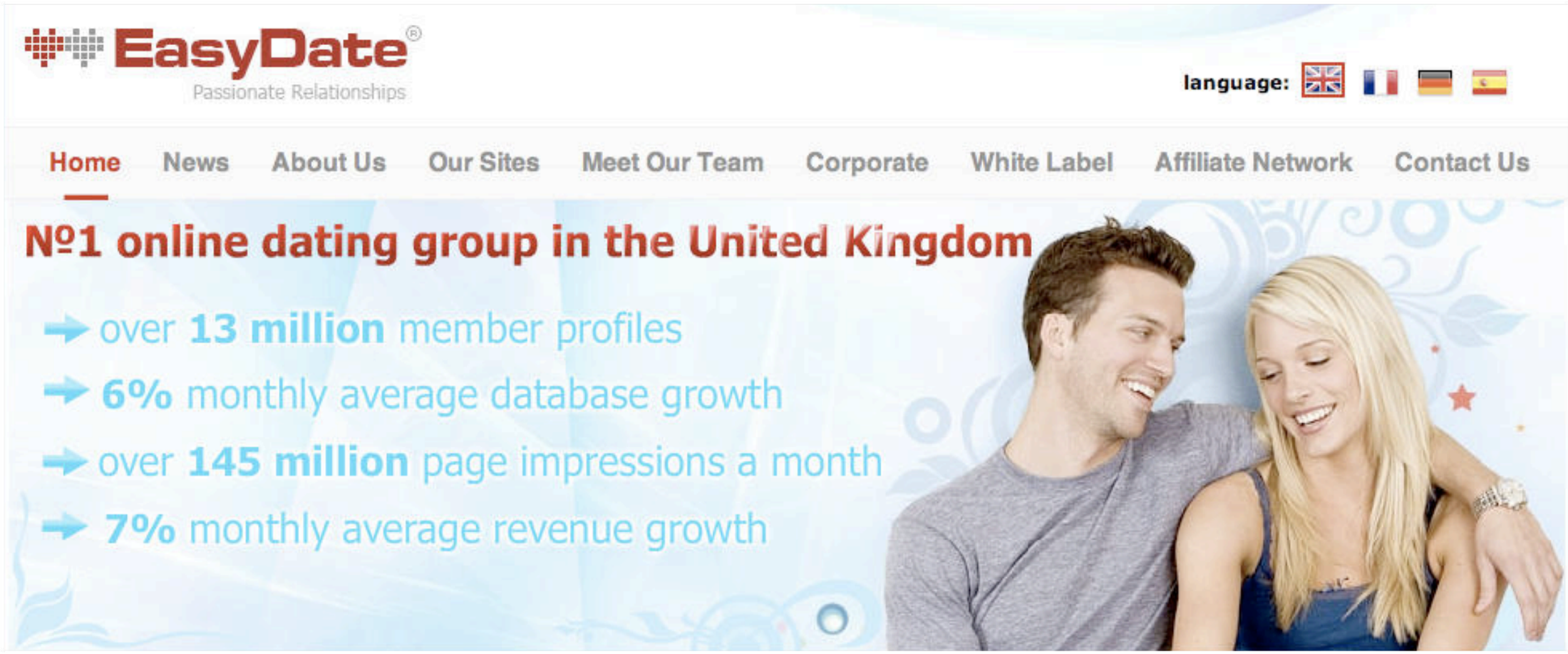
What is the most popular method of accessing mobile dating sites?

Dating Site Access Methods in EU5
(mobile subscribers 000)



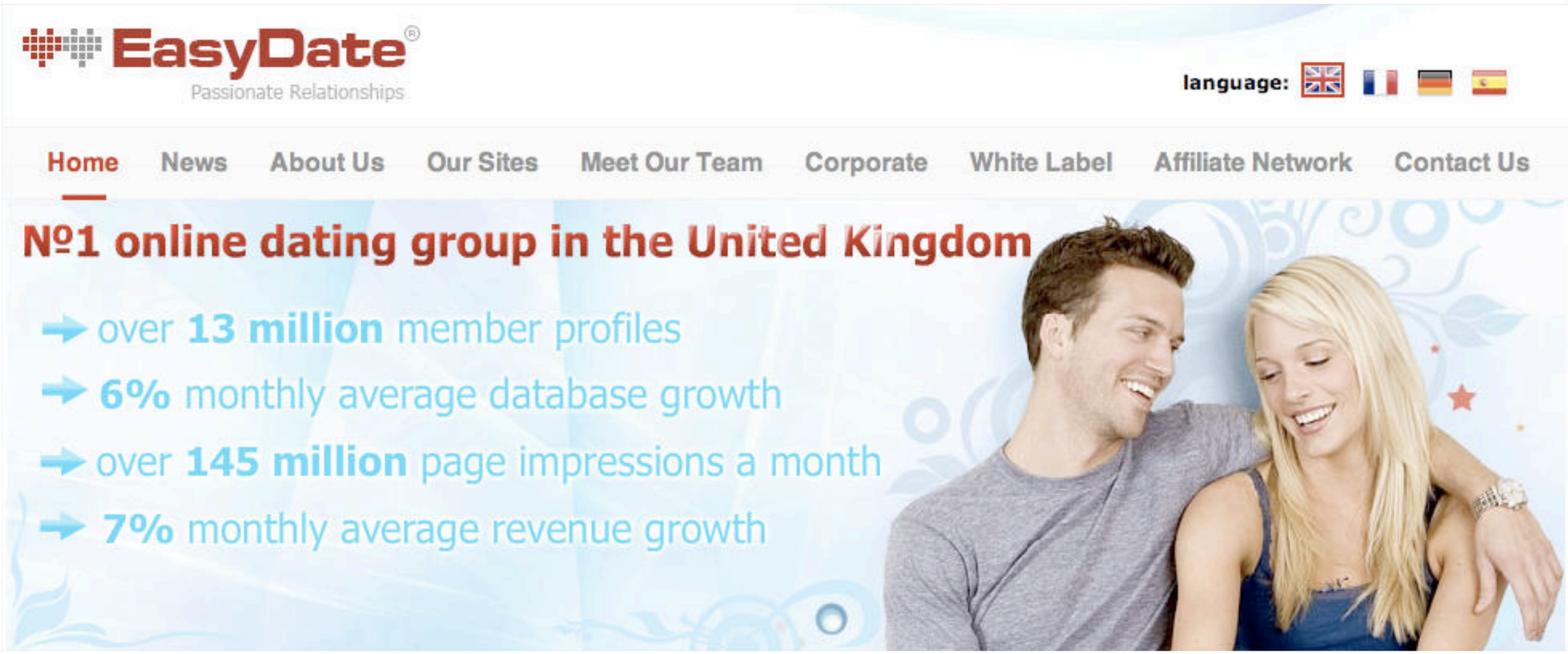
Source: **ComScore MobiLens**

What is the top news?





Feb 2010 - EasyDate Partners with DatingFactory



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Apr 2010 - EasyDate Has Acquired Allegran



June 2010 - EasyDate Goes Public



Mar 2010 - eHarmony Invested In eDarling.de

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Password

Password Confirmation

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"Meeting friends of friends? That's how I flirt on Facebook so let's see"
Sam, London, 29

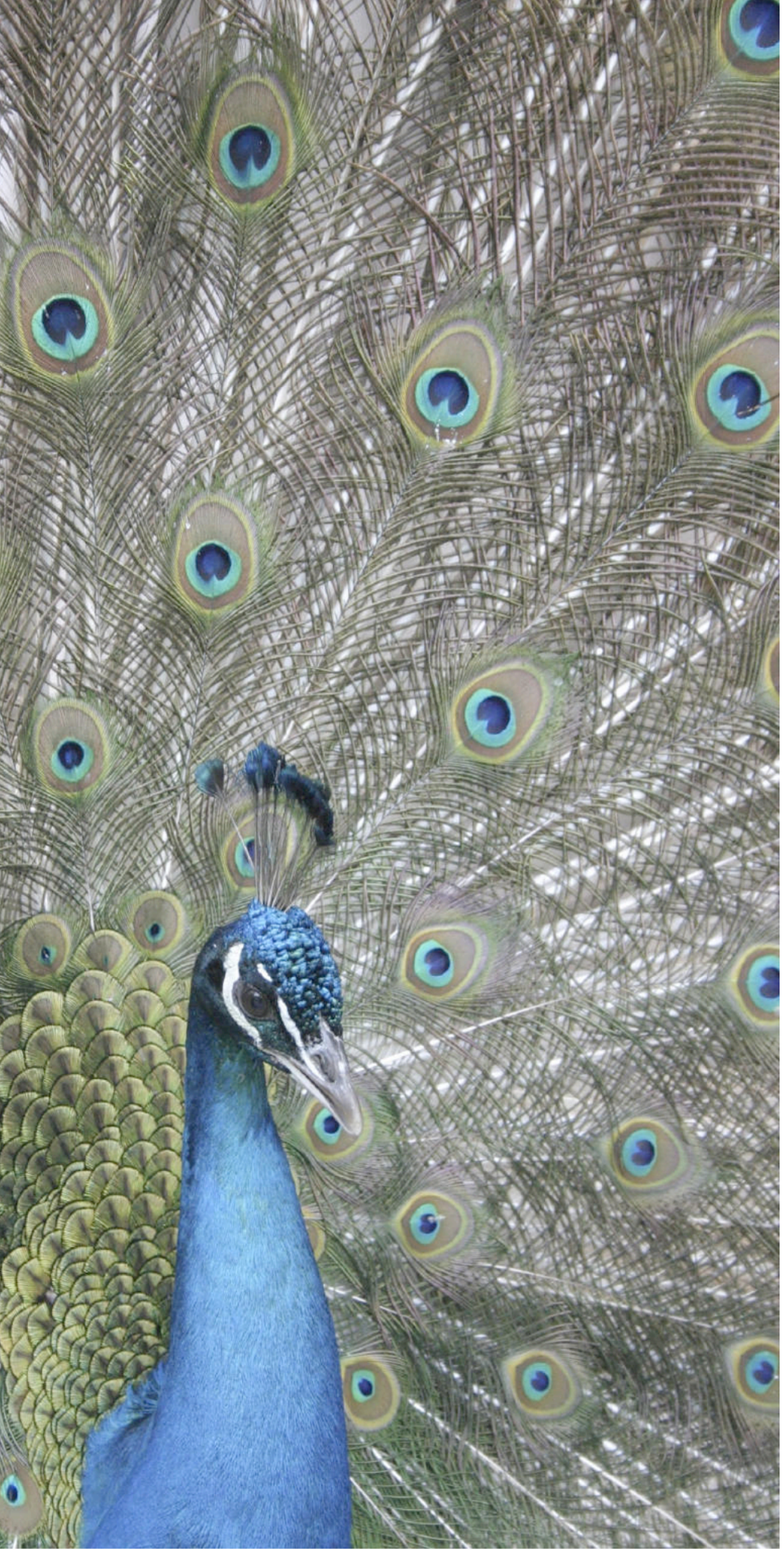
Mar 2010 - SmartDate Secures € 2 Million







Feb 2010 - Match.com Partners With Neu.de



Mark Brooks

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Courtland Brooks