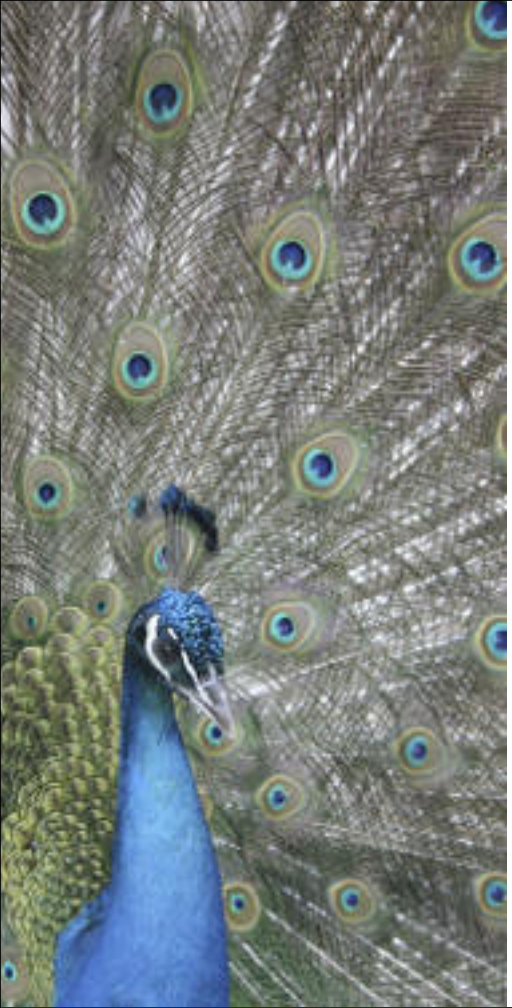

Dating Trendmakers, News and Views 2010

Courtland Brooks

ONLINE PERSONALS WATCH

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

in partnership with: iDate Internet Dating Conference

GameCrush's Crush-O-Matic Blends Chatroulette With Online Gaming

TECH CRUNCH - Jan 12 - GameCrush is launching its own take on the Chatroulette-like experience with Crush-O-Matic. The new service is a random game generator where users click "Go!" and automatically get matched up with another user in a two-way cam-enabled game session. FULL ARTICLE @ TECH CRUNCH

See all posts on GameCrush

Jan 12, 2011 | Permalink | Comments (1) ShareThis

Like

Single Dads Have Little Value In Dating World

THE STAR - Jan 12 - - 70 % of childless Canadian women seeking love on eHarmony decline to be matched with men who have children. "Children add an extra layer of challenge to dating," says Dr. Gian Gonzaga, senior director of research and development for eHarmony Labs. "The concern women have is that they can never be the only person in his life because there is a child who is going to take some of his attention." eHarmony membership data shows 63% decline matches with single moms. FULL ARTICLE @ THE STAR

Mark Brooks: When singles with kids date, they need to fall in love with both the man/woman they're dating AND they're kids. Perhaps eHarmony should profile the kids as well. Its a package deal.

See all posts on eHarmony

Jan 12, 2011 | Permalink | Comments (2) ShareThis

Like

Muslims In France Torn Between Tradition And Modernity Over Relationships



NATIONAL POST - Jan 12 - France's Muslims, regularly accused by the country's right-wing politicians of not adapting to the culture here, are torn between tradition and modernity when it comes to relationships and marriage, according to a new poll. 84% opposed the

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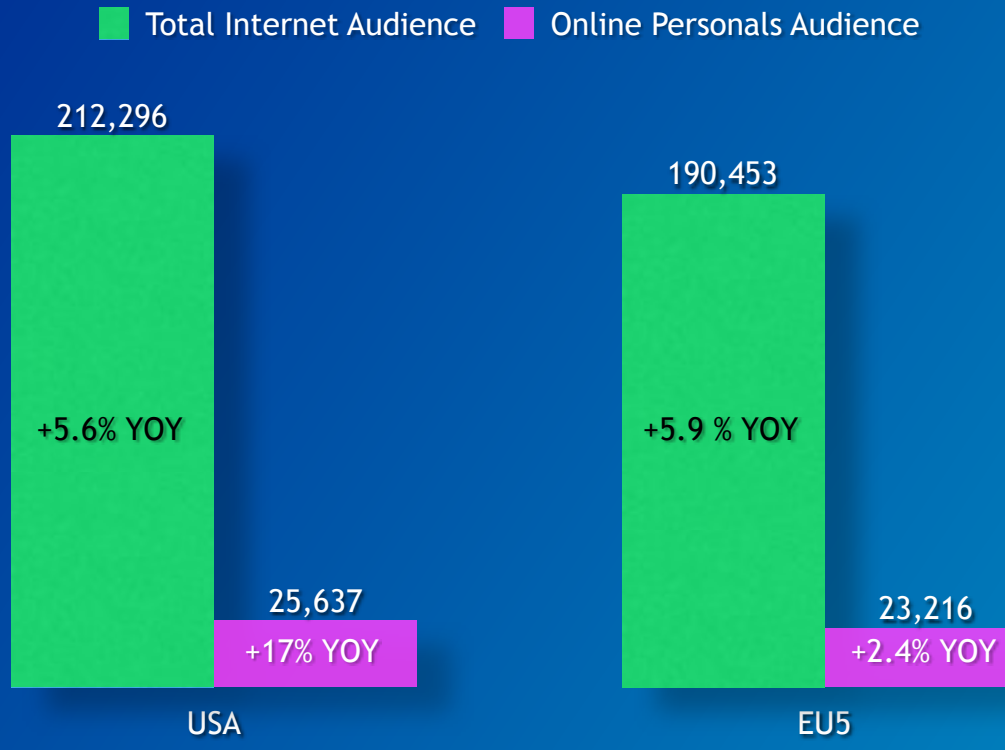
How much of the addressable market are we reaching?

Online Dating Audience in US vs. EU5 (Total unique visitors 000)



Source: **ComScore, Nov '10**

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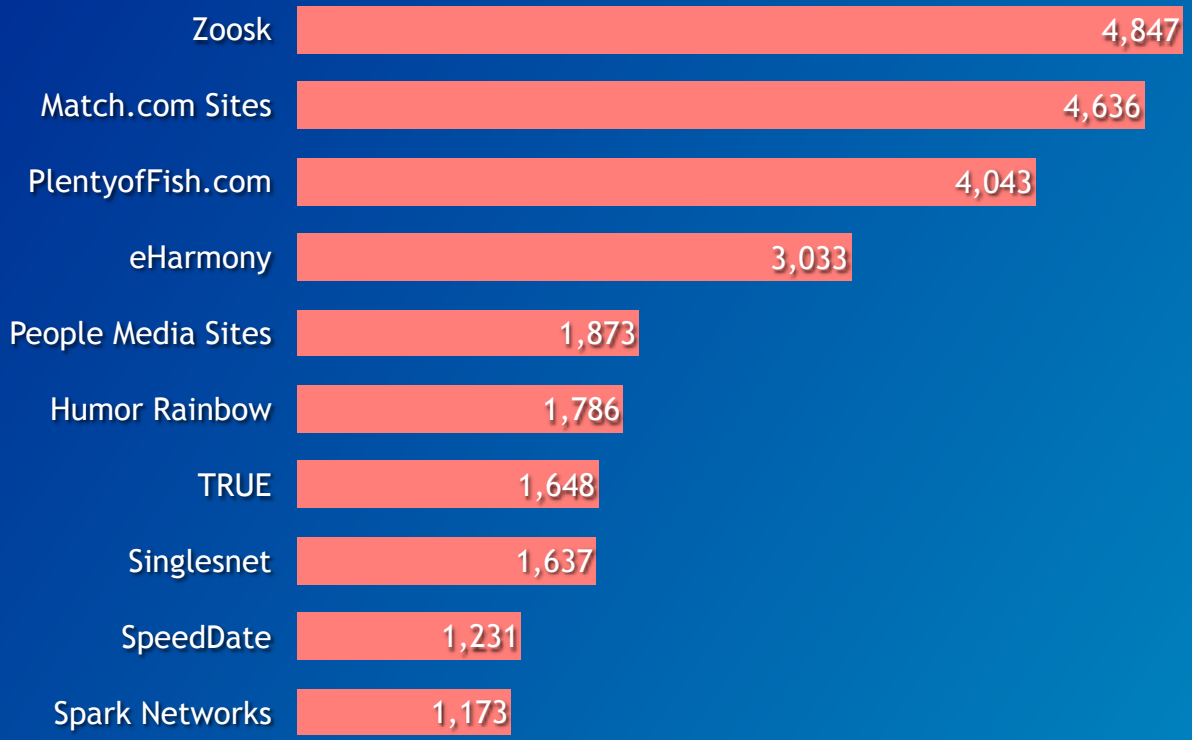
What are the top U.S. dating sites?

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



Source: **comScore - Nov '10**

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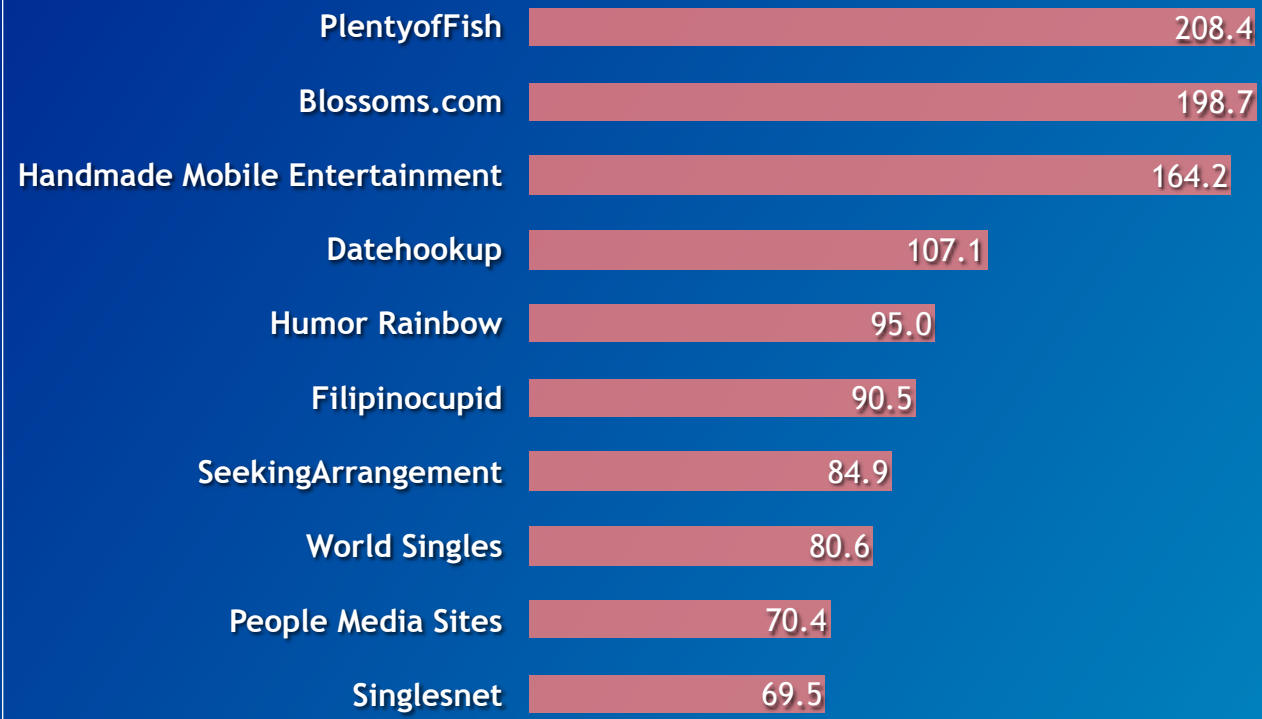
Which sites are the most engaging?

Top 10 U.S. Dating Sites By Average Minutes Per Visitor (per month)



Source: **comScore - Nov '10**

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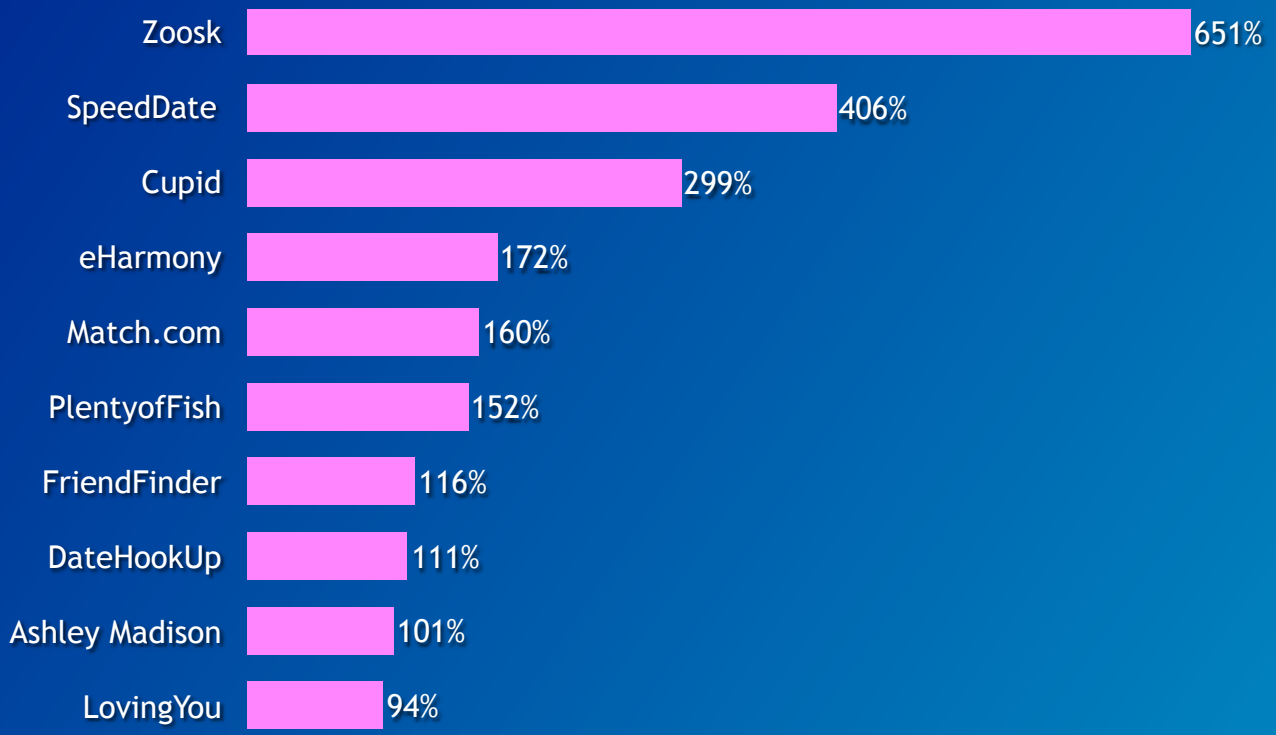
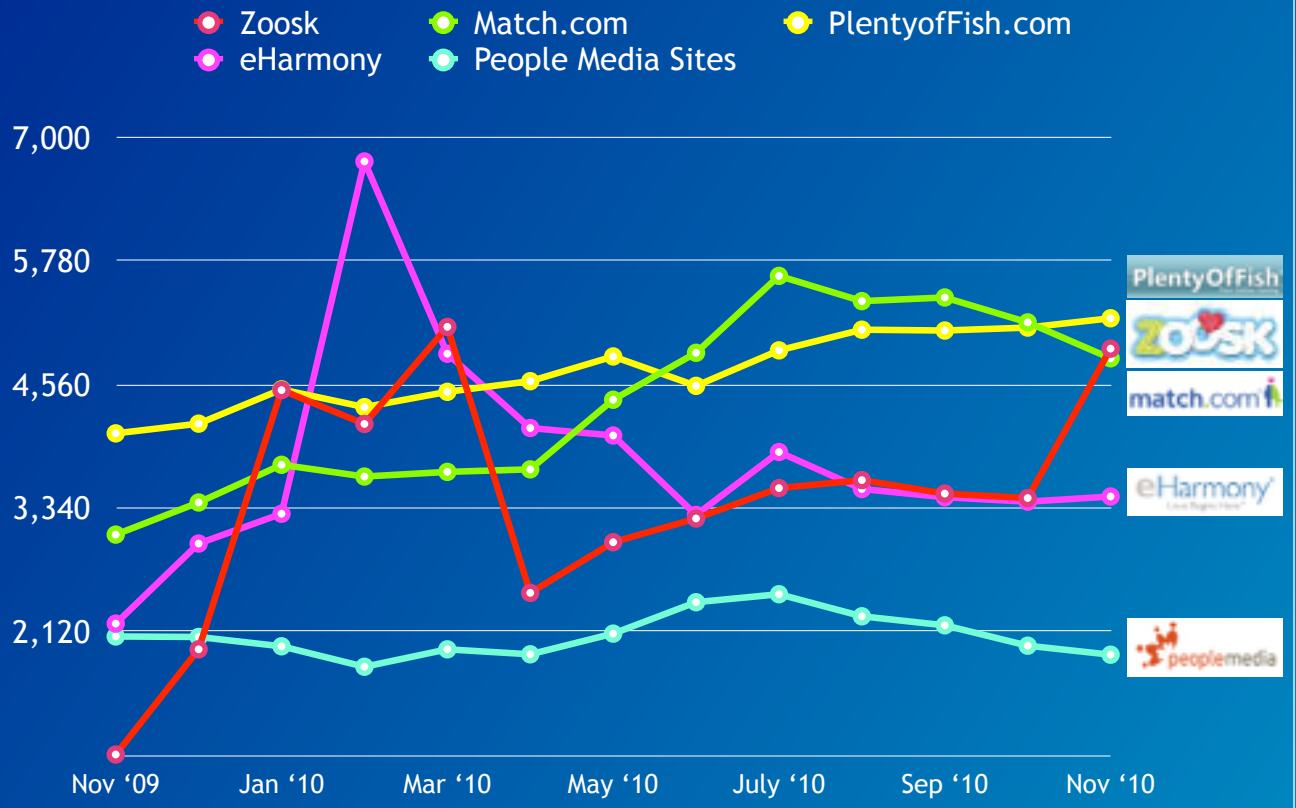
Who are the movers and shakers?

Top 10 US Fastest Growing Dating Sites
(% Growth YOY - Nov '09 vs Nov '10)



Source: **comScore - Nov '10**

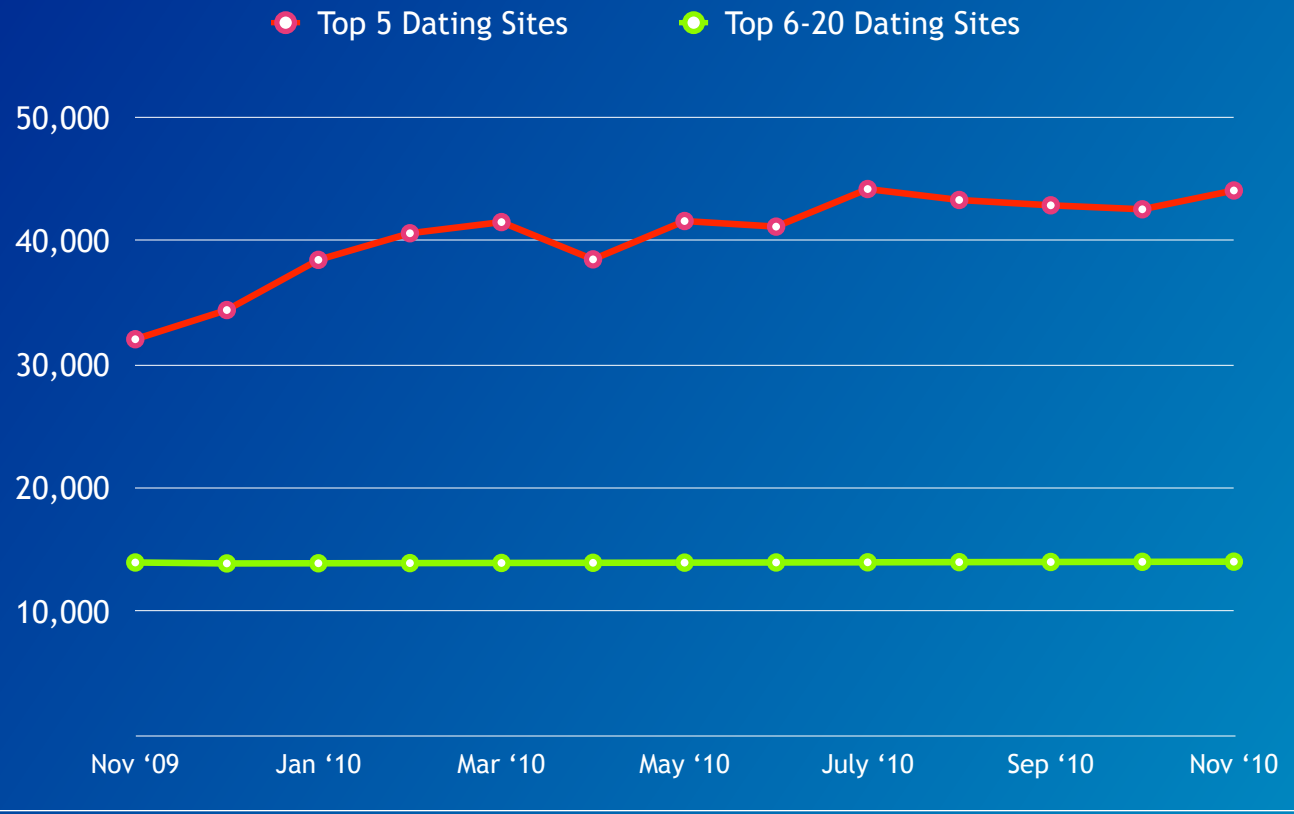
Top 5 North American Dating Sites - ComScore Unique Visitors (000)






What does Pareto have to say?

U.S. Unique Visits to Top 5 Dating Sites vs Top 6-20 (000)



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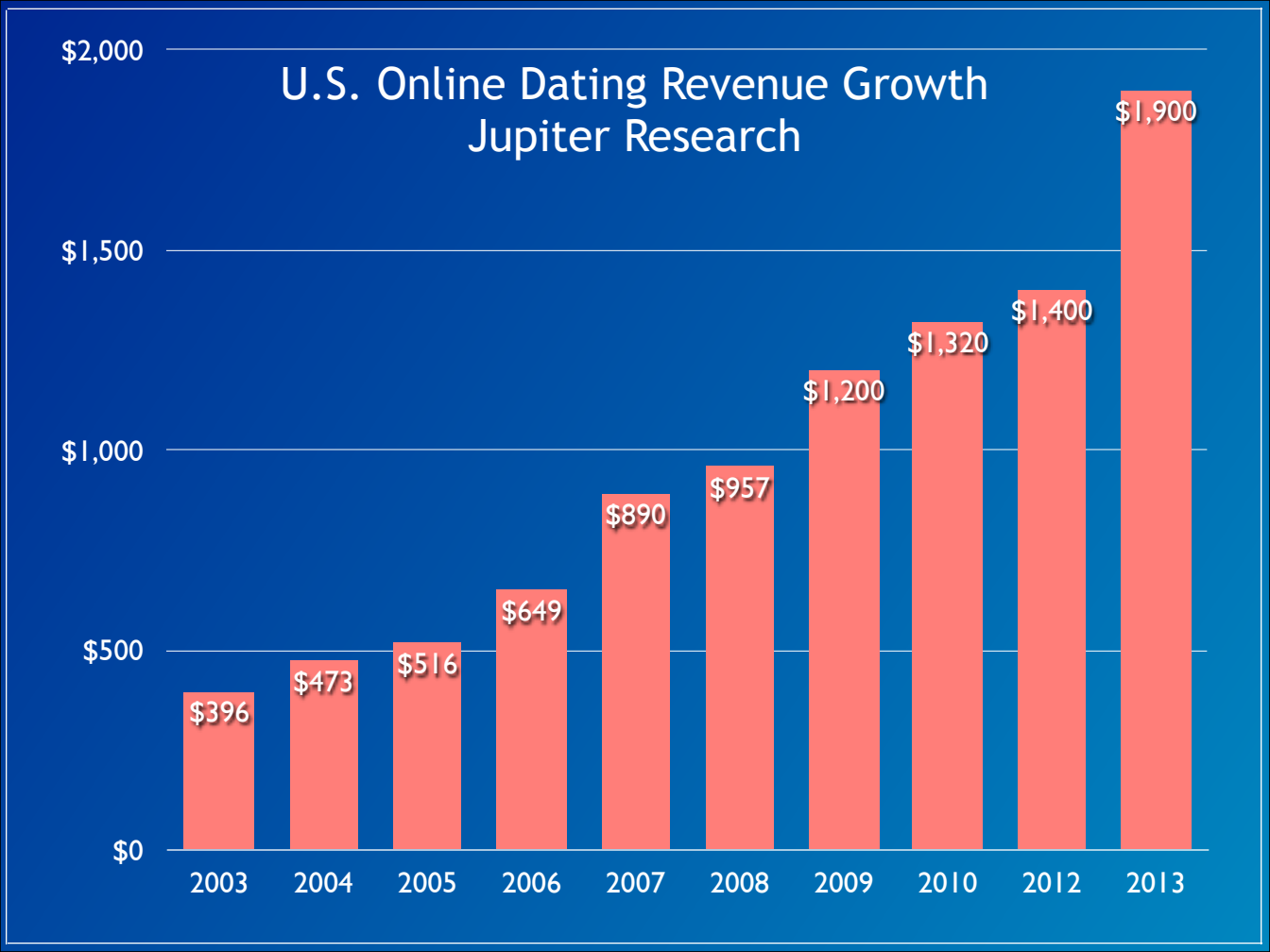
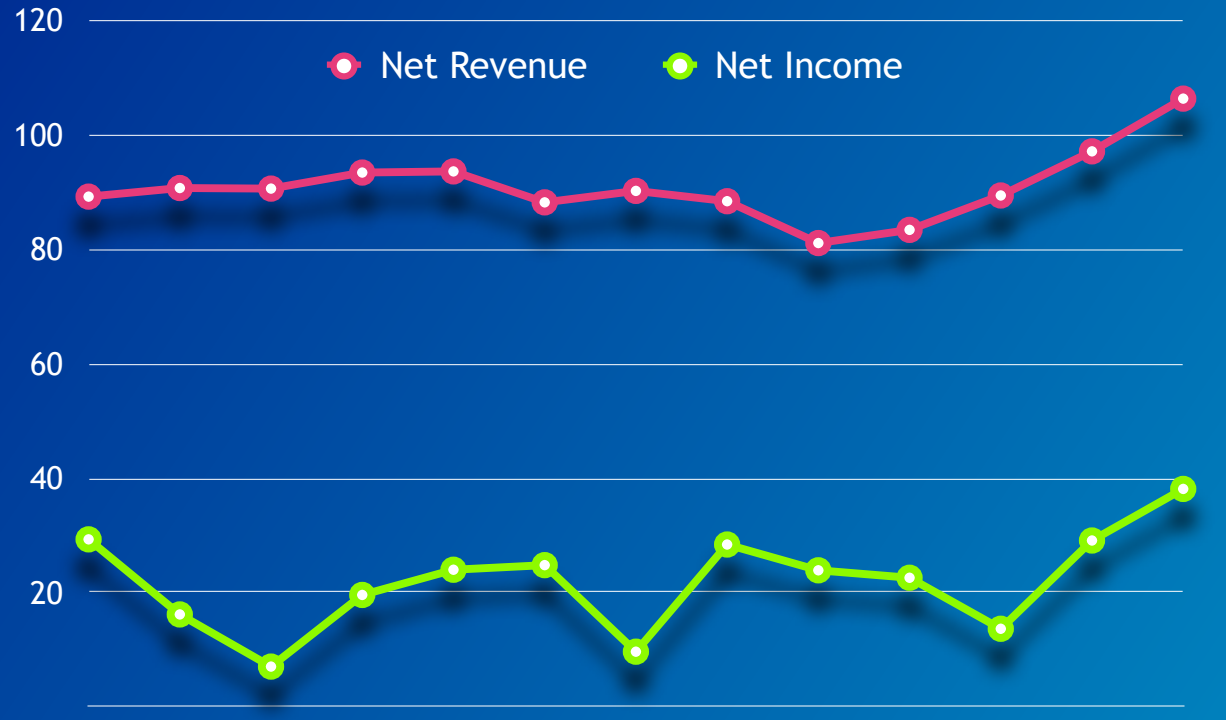
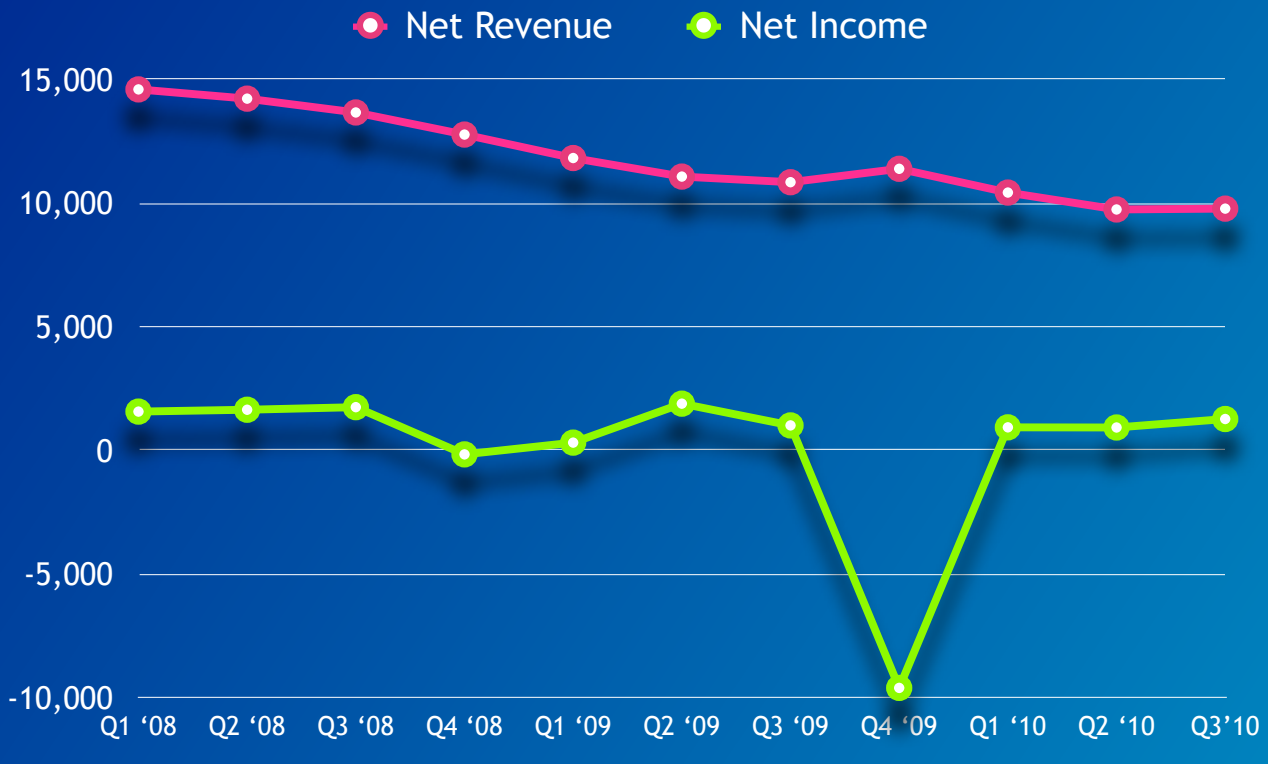
Show me the money!


U.S. Online Dating Revenue Growth
Jupiter Research
$2,000
$1,500
$1,000
$500
$0
$396
$473
$516
$649
$890
$957
$1,200
$1,320
$1,400
$1,900
2003
2004
2005
2006
2007
2008
2009
2010
2012
2013

Match.com Net Revenue vs. Net Income
$(Million)

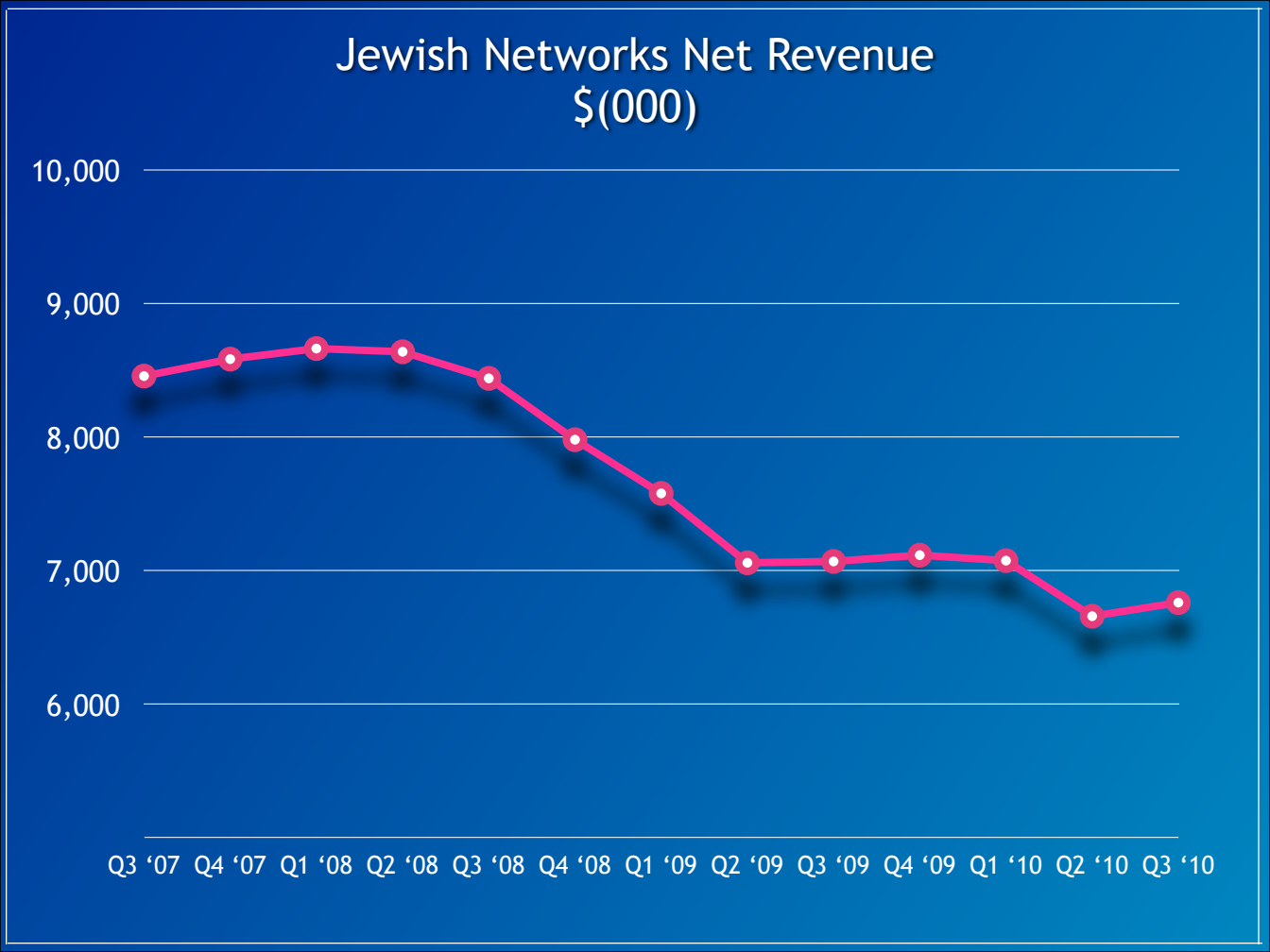


Spark Networks* Net Revenue vs. Net Income
$(000)

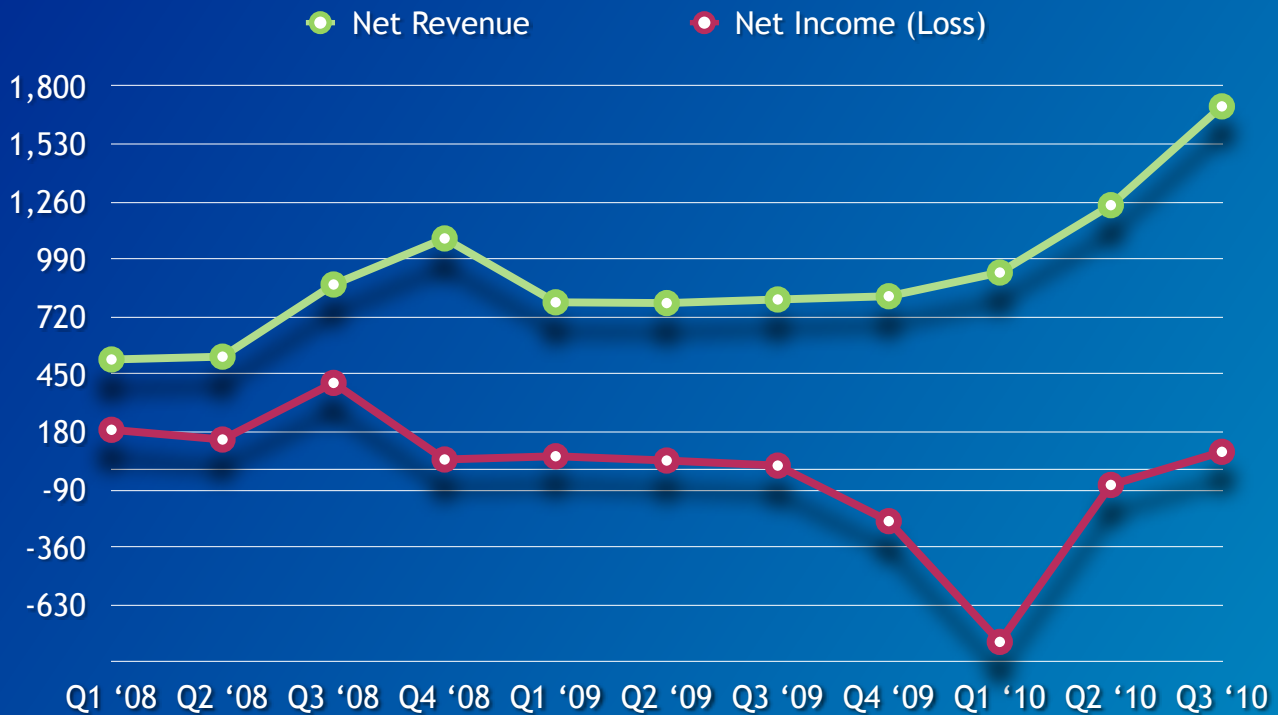


* Online Segment (Jewish, Affinity, General Networks)

Jewish Networks Net Revenue
$(000)



SNAP Interactive Revenue vs Net Income ($ 000)



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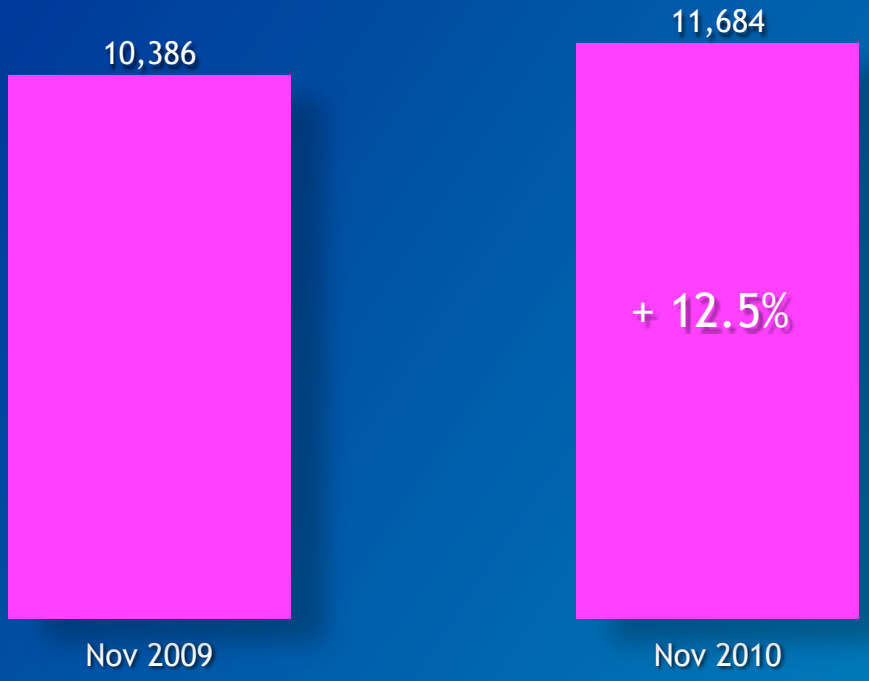
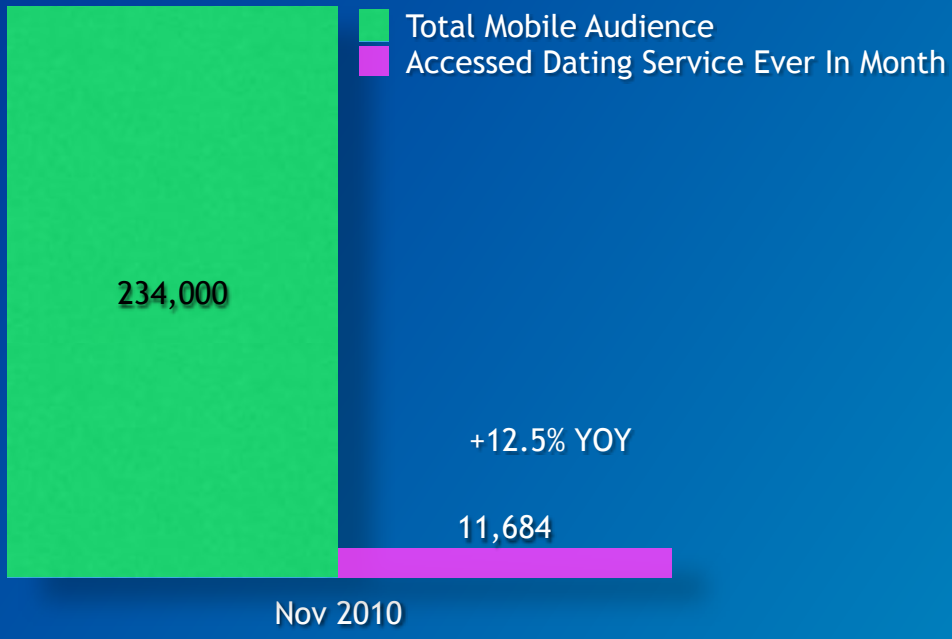
How hot is mobile this year (again, yawn)?

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



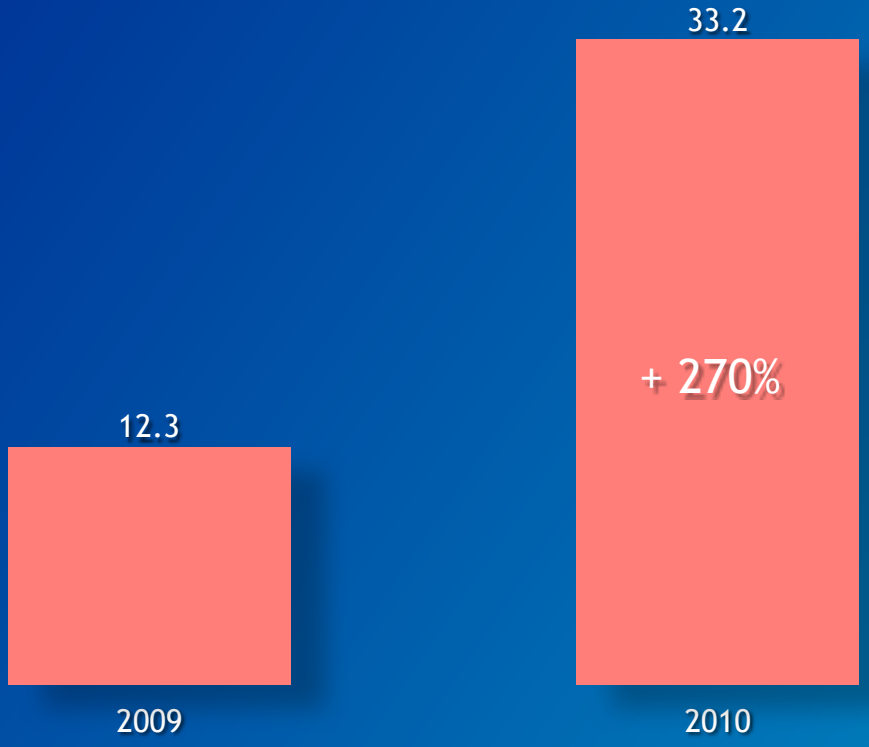
Source: **ComScore MobiLens, Nov '10**

Mobile Dating Audience in US (Target Audience 000)



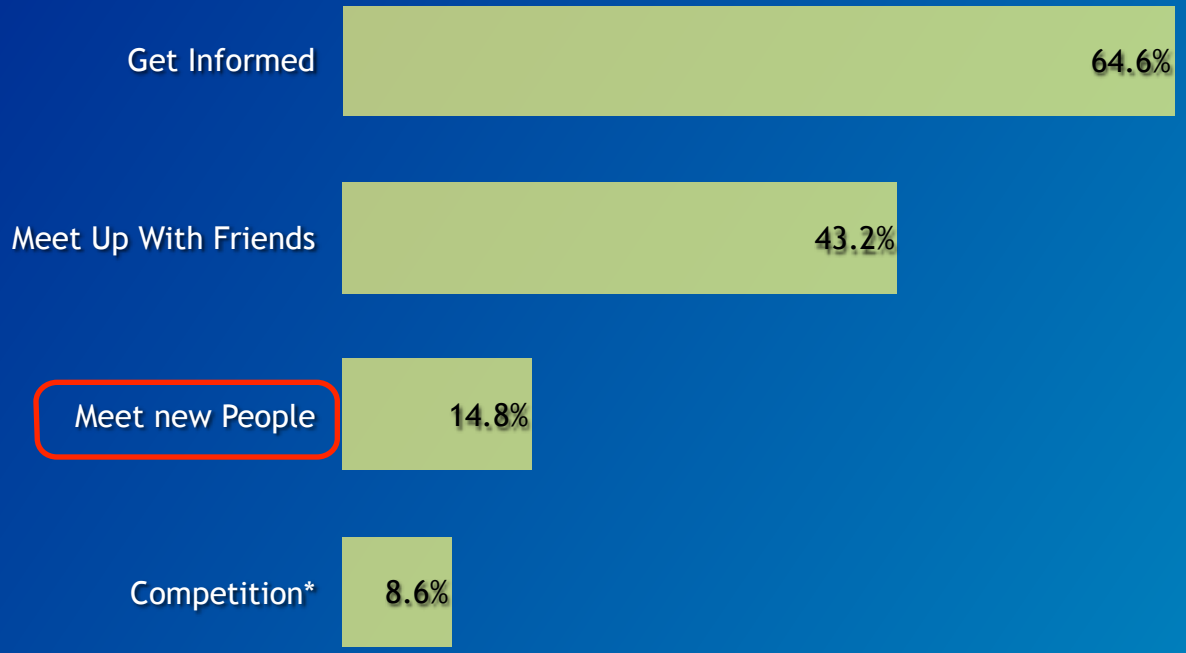
Source: **ComScore, Nov '10**

US Location Based Services Users (Millions)



Source: **SNL Kagan "Economics of LB services report"**

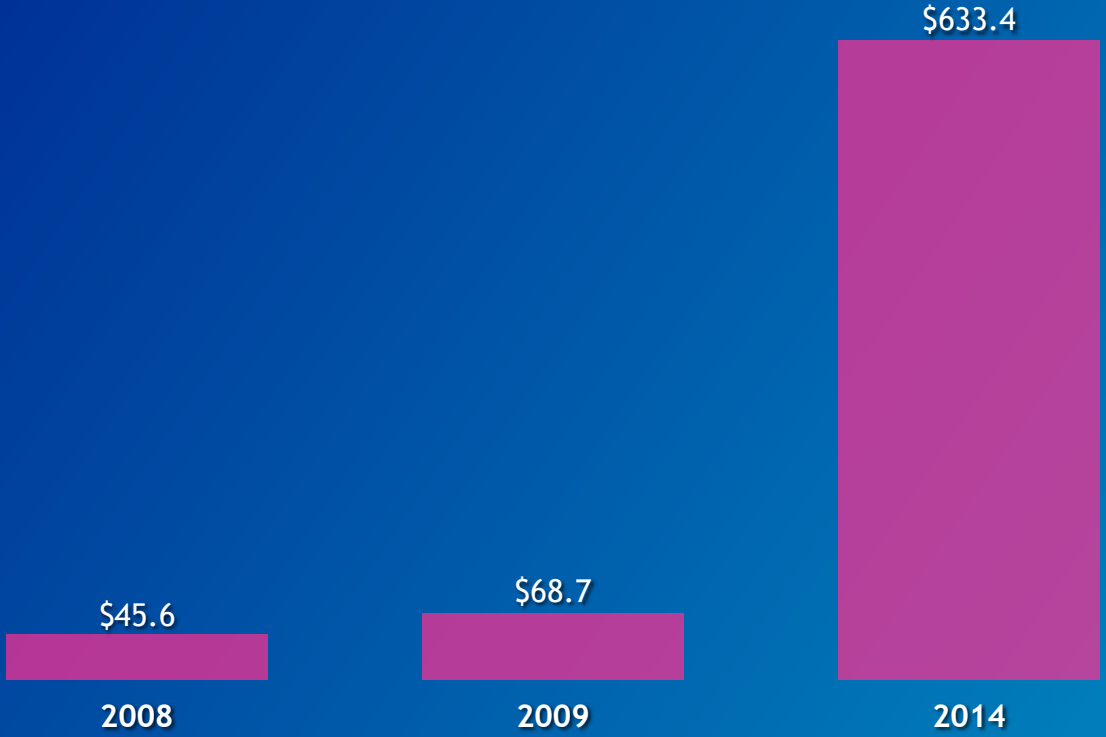
Reason For Using Geo Location Based Services
(% of US Mobile Internet Device Owners)



* e.g. for badges, location “mayor”

Source: **eMarketer - June 2010**

Mobile Payment Transaction Volume Worldwide (billions)



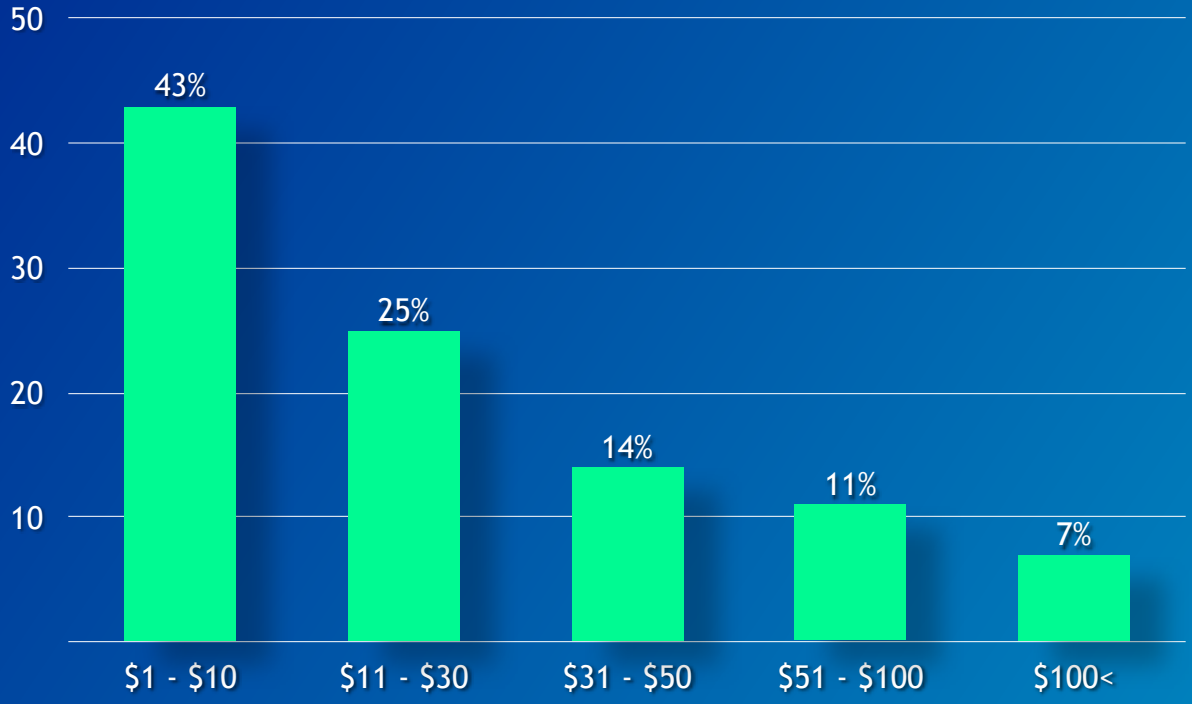
Source: **eMarketer - Dec '10**





How much are people spending for online content?

How Much Do Internet Users Pay For Online Content? (% of Internet Users)



Source: **Pew Research**







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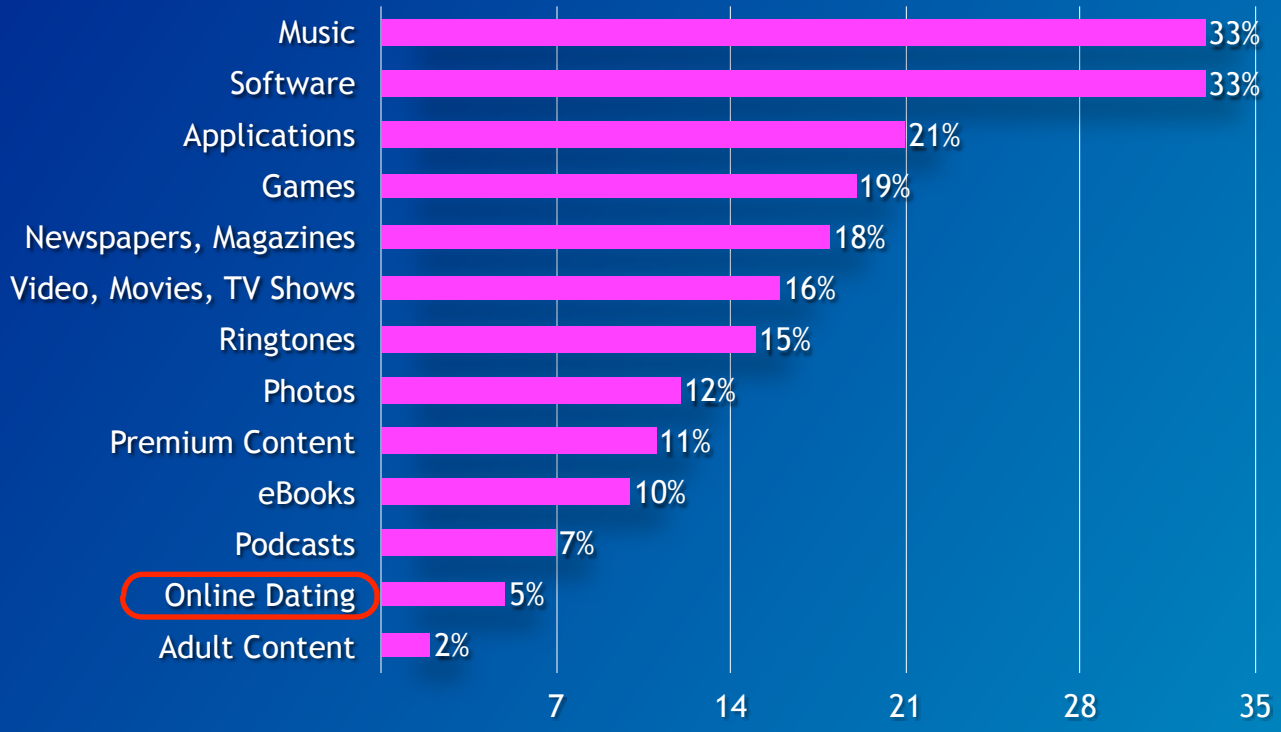
How hot is internet dating?

What Users Pay For?
(% of Survey Respondents Users)



Source: **Pew Internet Survey, Dec '10**



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Who pays for online dating?

Demographics	% of Internet Users Who Purchased Online Content Type	
	Online Dating	Adult Content
Total Internet Users	5%	2%
Gender		
Male	4	4
Female	5	0
Race		
White	5	2
Non-whites	2	2
Age		
18 - 29	1	0
30 - 49	6	4
50 - 64	7	3
65+	2	1
Education		
High school or some hight school	4	1
Some college	4	4
College graduate or more	6	2
Household income		
<$30,000	4	3
$30,000 - $49,999	2	1
$50,000 - $74,999	7	2
$75,000+	5	1

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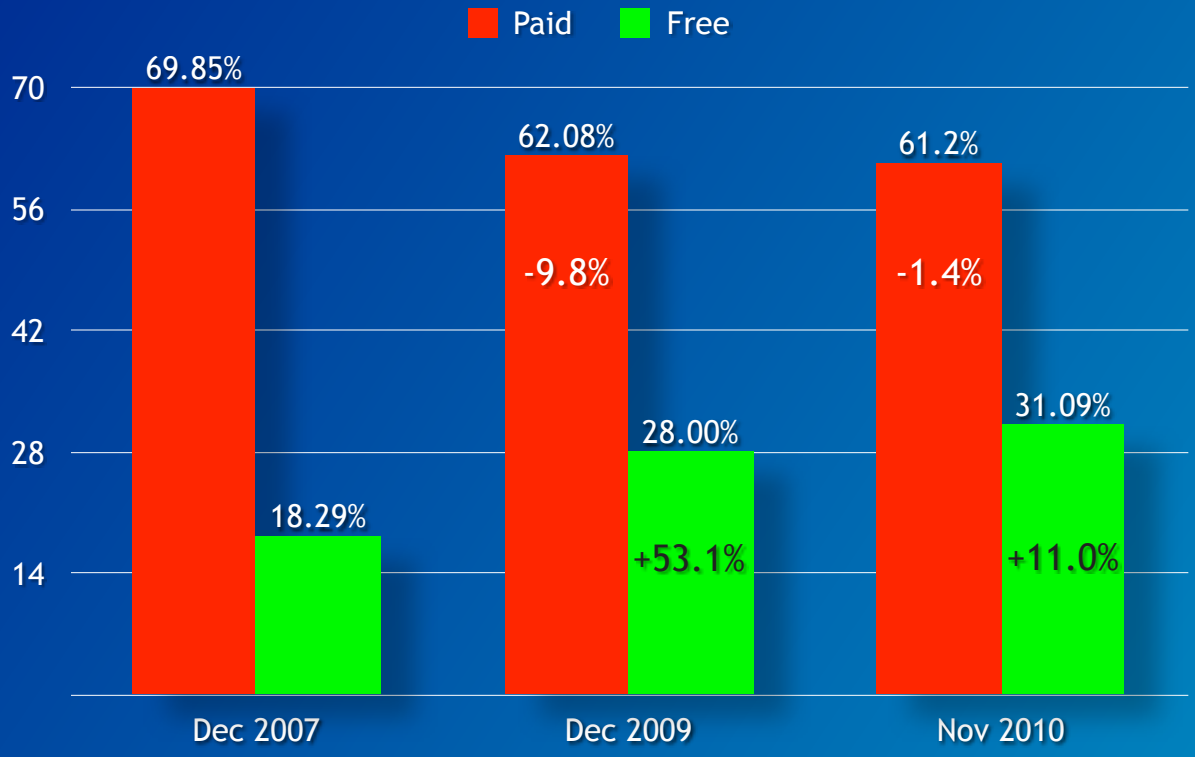
Hypothesis 1

Free dating sites are gobbling up market share from paid dating sites

Market Share Of Free Dating Sites vs. Paid Daiting Sites (% of Market Share)



Source: **Hitwise**

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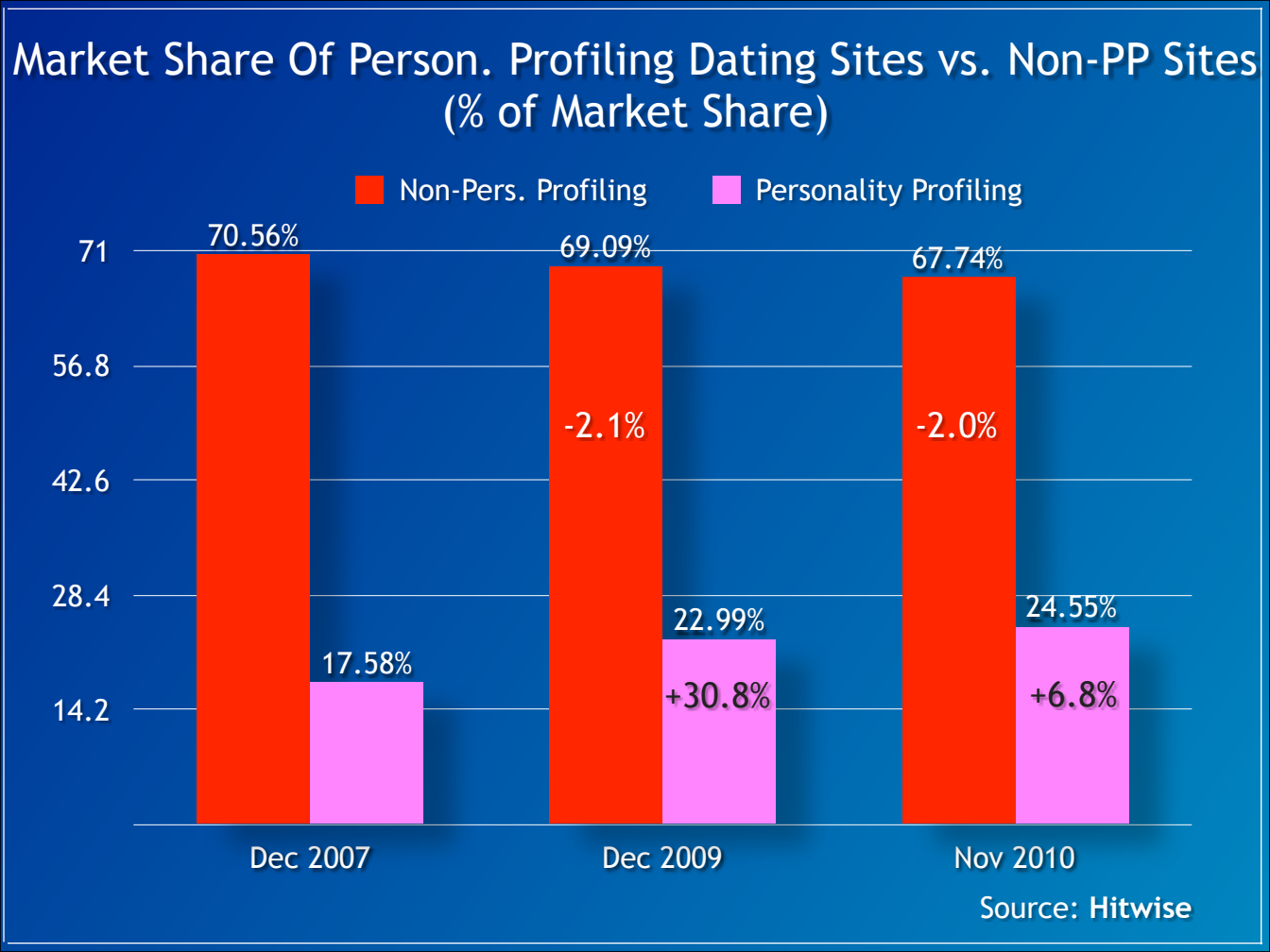
Hypothesis 2

Personality profiling sites are growing faster than shrink-free sites

Market Share Of Person. Profiling Dating Sites vs. Non-PP Sites (% of Market Share)



Source: **Hitwise**

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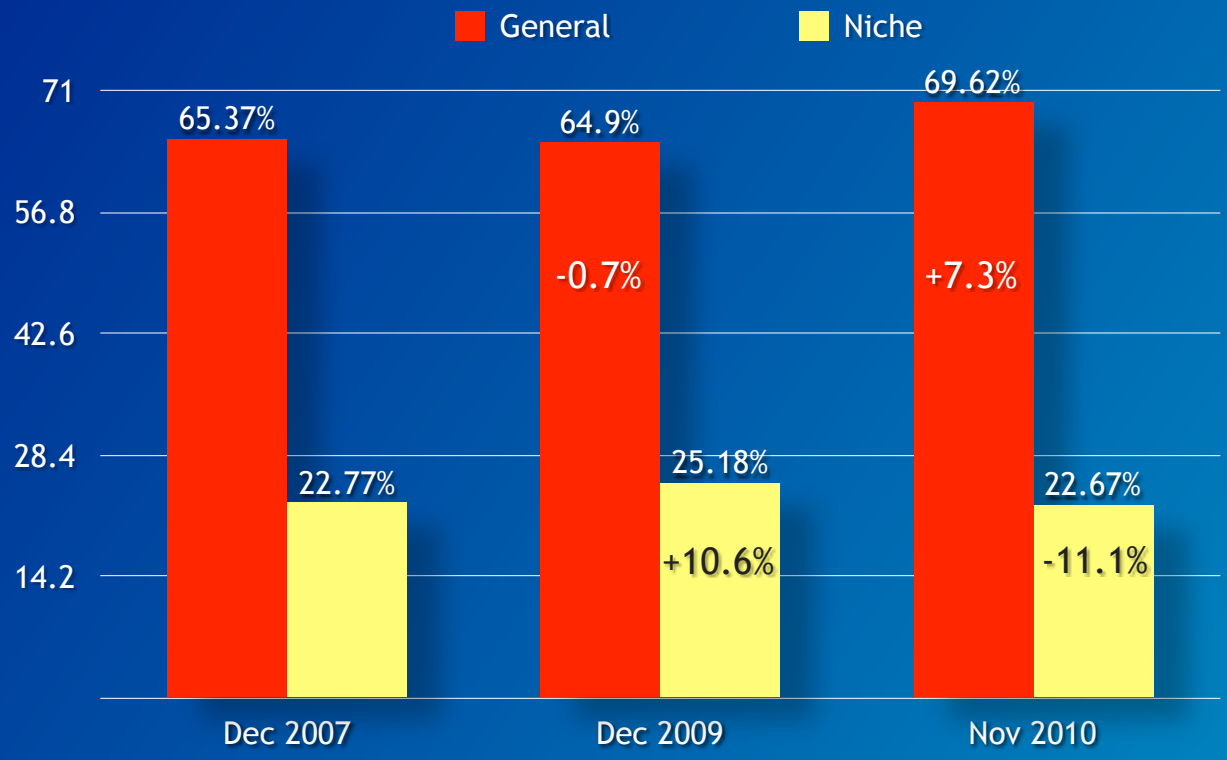
Hypothesis 3

Niche dating growing faster than general dating sites

Market Share Of General Dating Sites vs. Niche Dating Sites (% of Market Share)



Source: **Hitwise**

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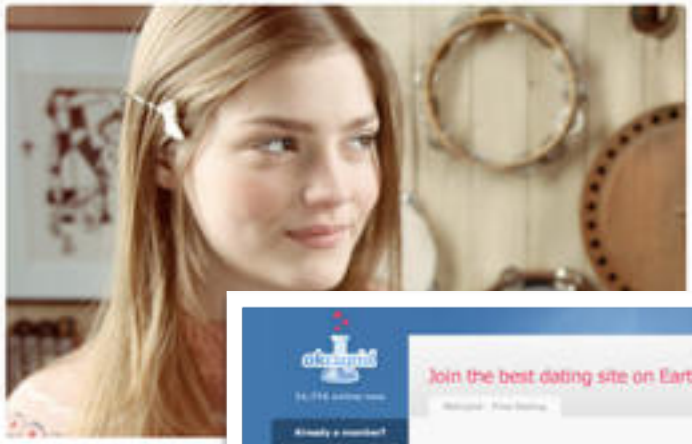
Top News in 2010



match.com
START YOUR LOVE STORY

Register for free to meet new people today!

I am

Aged between

and

At match w
160 memb
Star

Join the best dating site on Earth

Welcome to OkCupid!

Gender

Orientation

Status

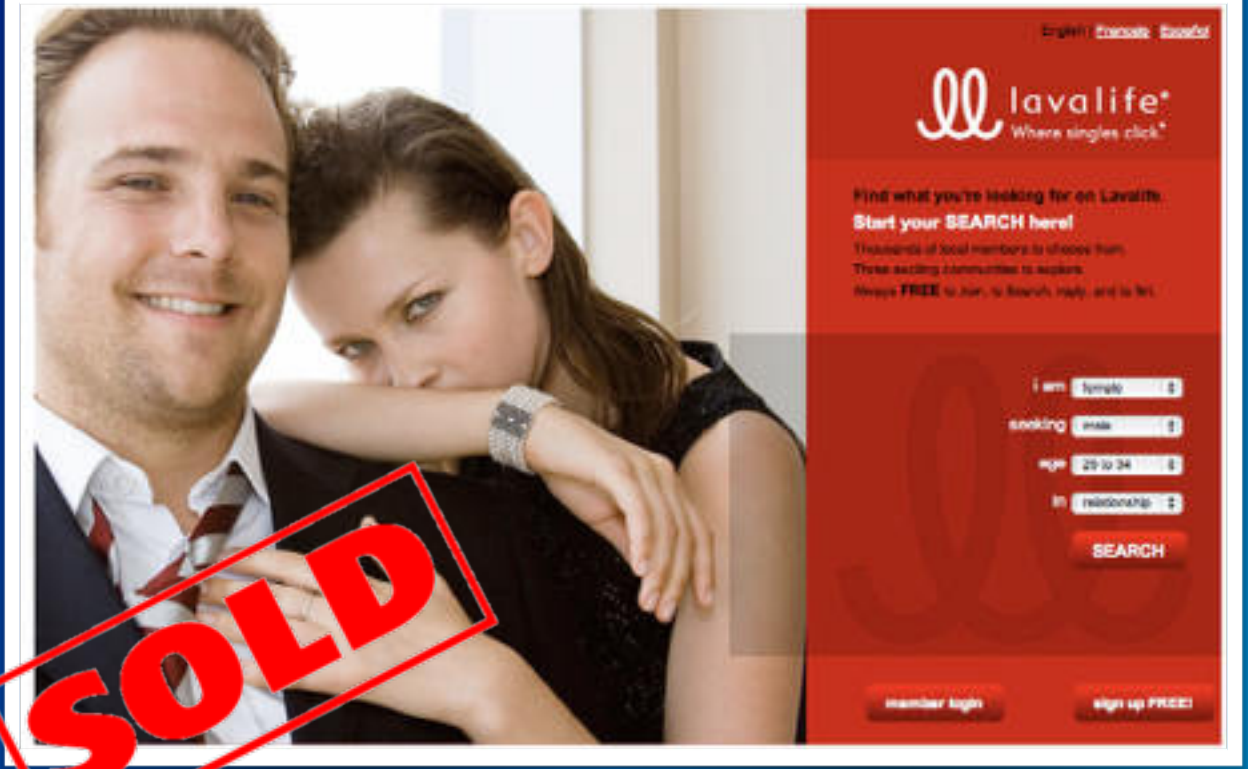
Feb 2 - IAC's Match Acquires OKCupid For $50 Million



May 2010 - Match.com's Face Site Down To Earth Redirects

Jan 2010 - May 2010 - Match.com Partners With Yahoo! Site

singlesnet



Dec 2010 - Lavalife Sold To First Media Group



Sep 2010 - Markus Frind Is Introducing eVow



Nov 2010 - HowAboutWe Secures $3.1 Million

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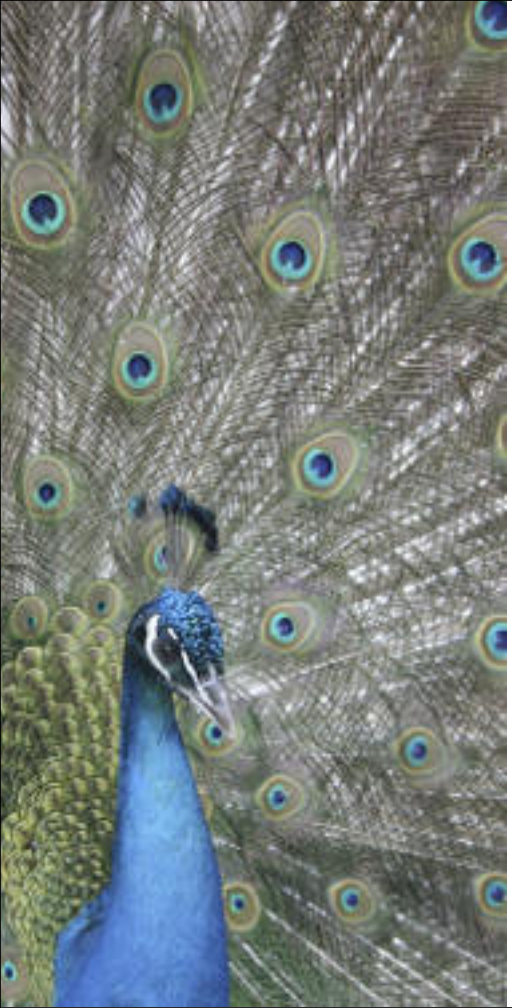
How has internet dating changed society?




Internet Dating Science .com



Mark Brooks

pingmark.com

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Top 5 US Dating Sites - ComScore
Unique Visitors (000)

