

Courtland Brooks

Mobile Dating Review

- Top usage categories
- Top apps and platforms
- Public company revenues

ONLINE PERSONALS WATCH

illuminating the top dating industry news since 2004

powered by Courtland Brooks

New Branding Rules: Tell Me a Story

OPW – June 18 – If you're not hitting your audience at their hearts, and sexual senses, you're probably not converting users on your dating sites very well. Intel, used the story of wedding photographers in China.



So, Intel, of all companies, is featuring a wedding story? How are you showcasing your success stories on your dating sites? Isn't it worth sending a cameraman to the weddings of some of your users?

See full post at Courtland Brooks Blog

Jun 18, 2011 | Permalink | Comments (0) ShareThis

Like

Last Day to Register Online iDate Los Angeles

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Is it worth creating a mobile dating product?

What should we launch first?

Who has the best app?

Should we add LBS?

Who's making what $$$'s?

How many people are using mobile dating?



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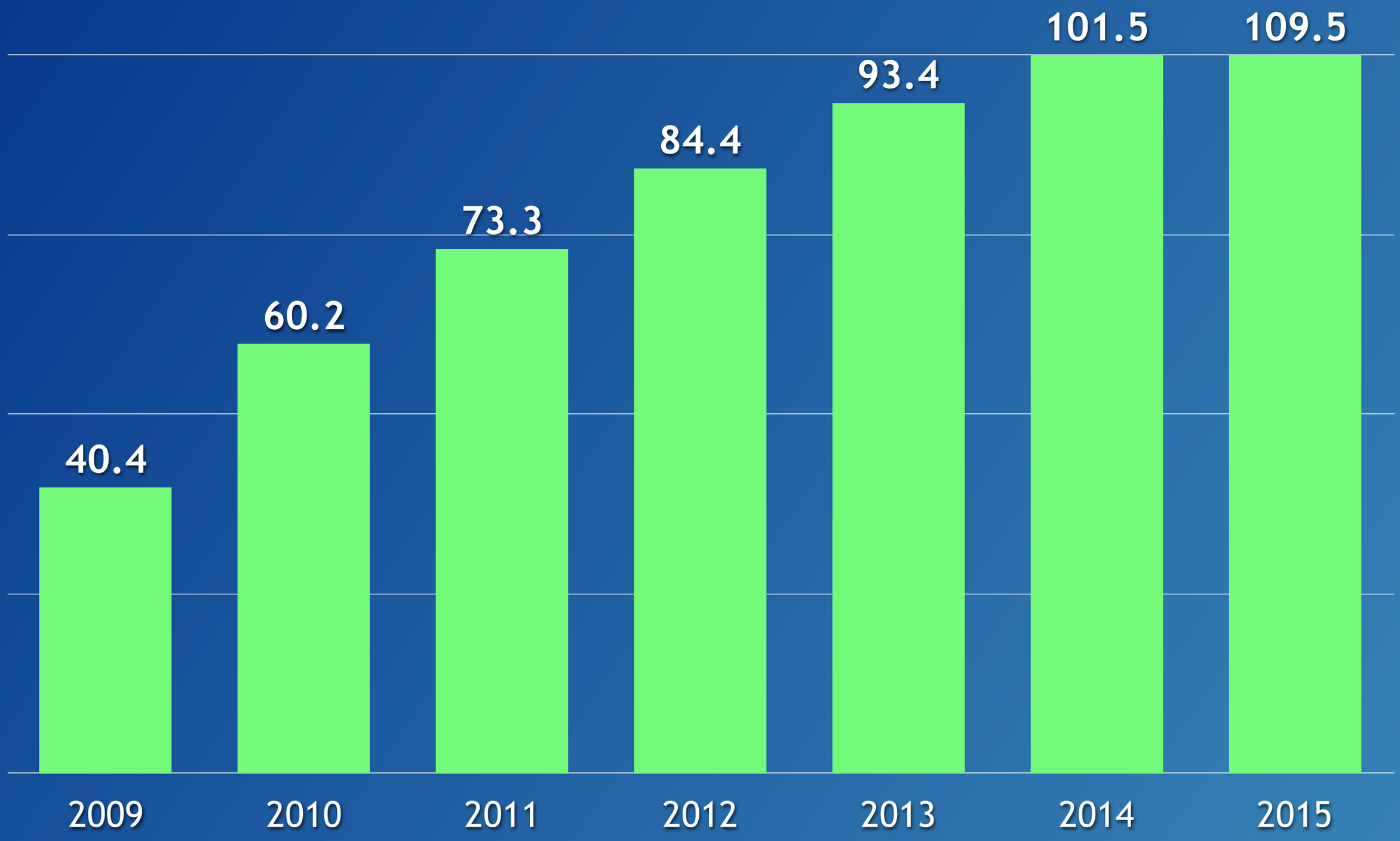
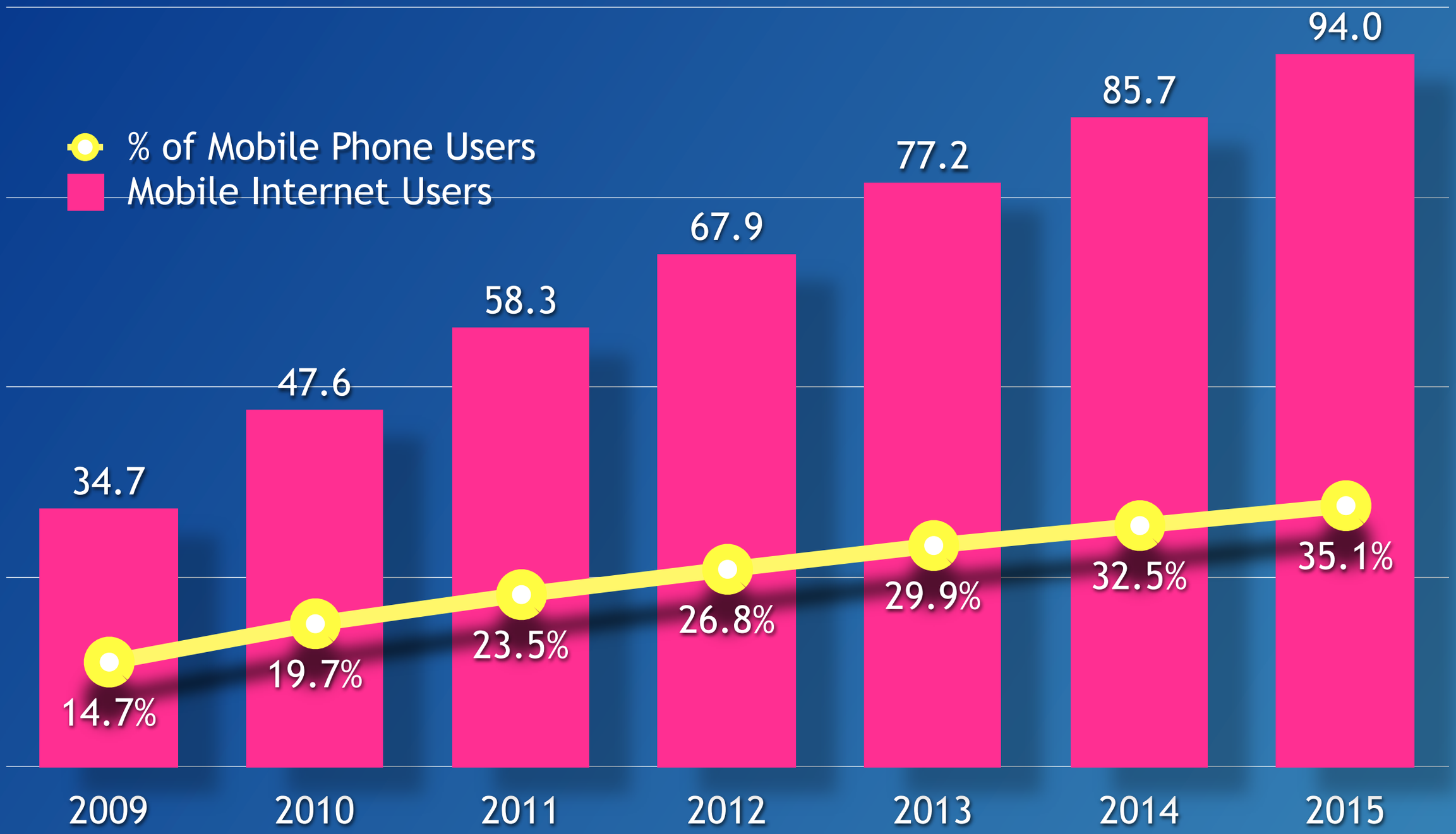
Is it worthwhile creating a mobile dating product?

US Smartphone Users (Millions)



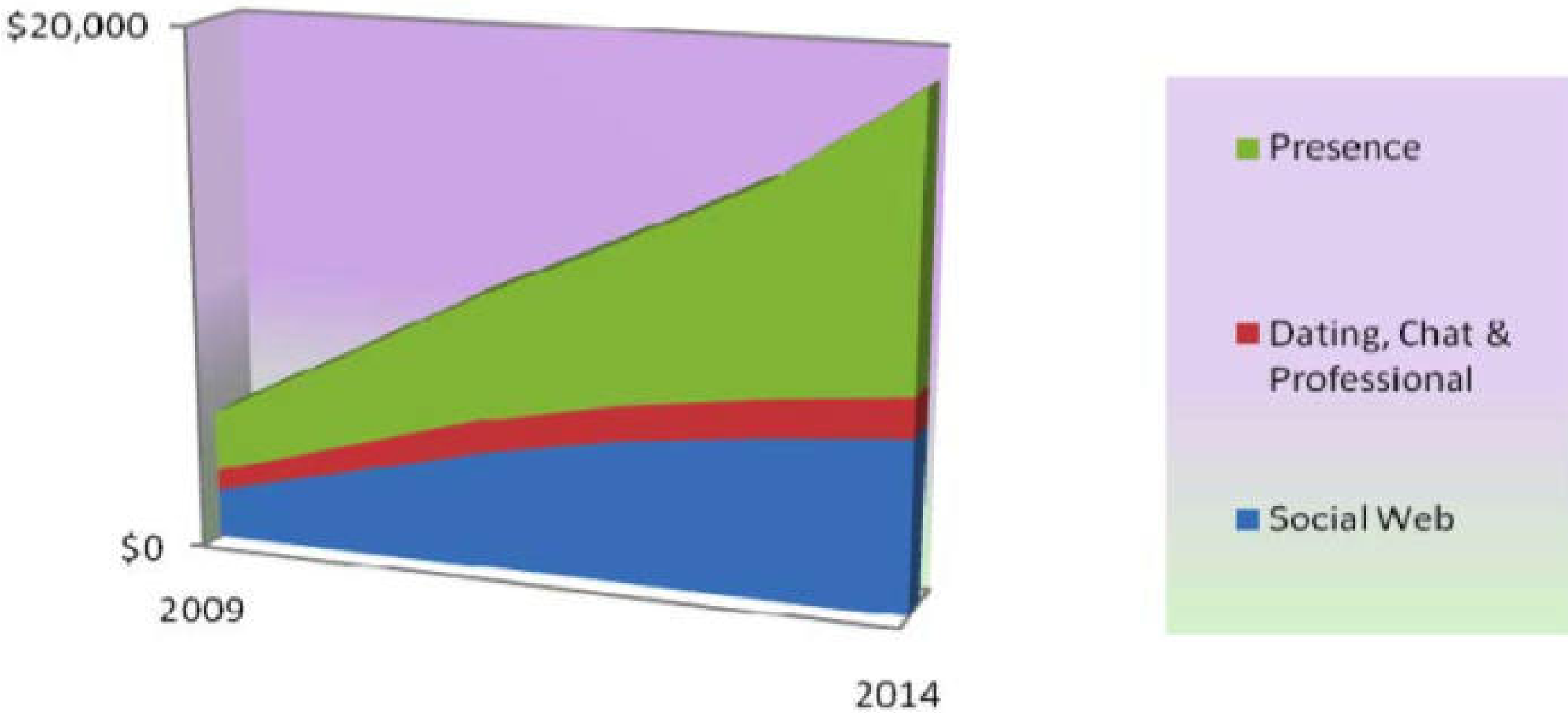
Source: **eMarketer, Dec '10**

Mobile Internet Users & Penetration in EU5 (Millions)



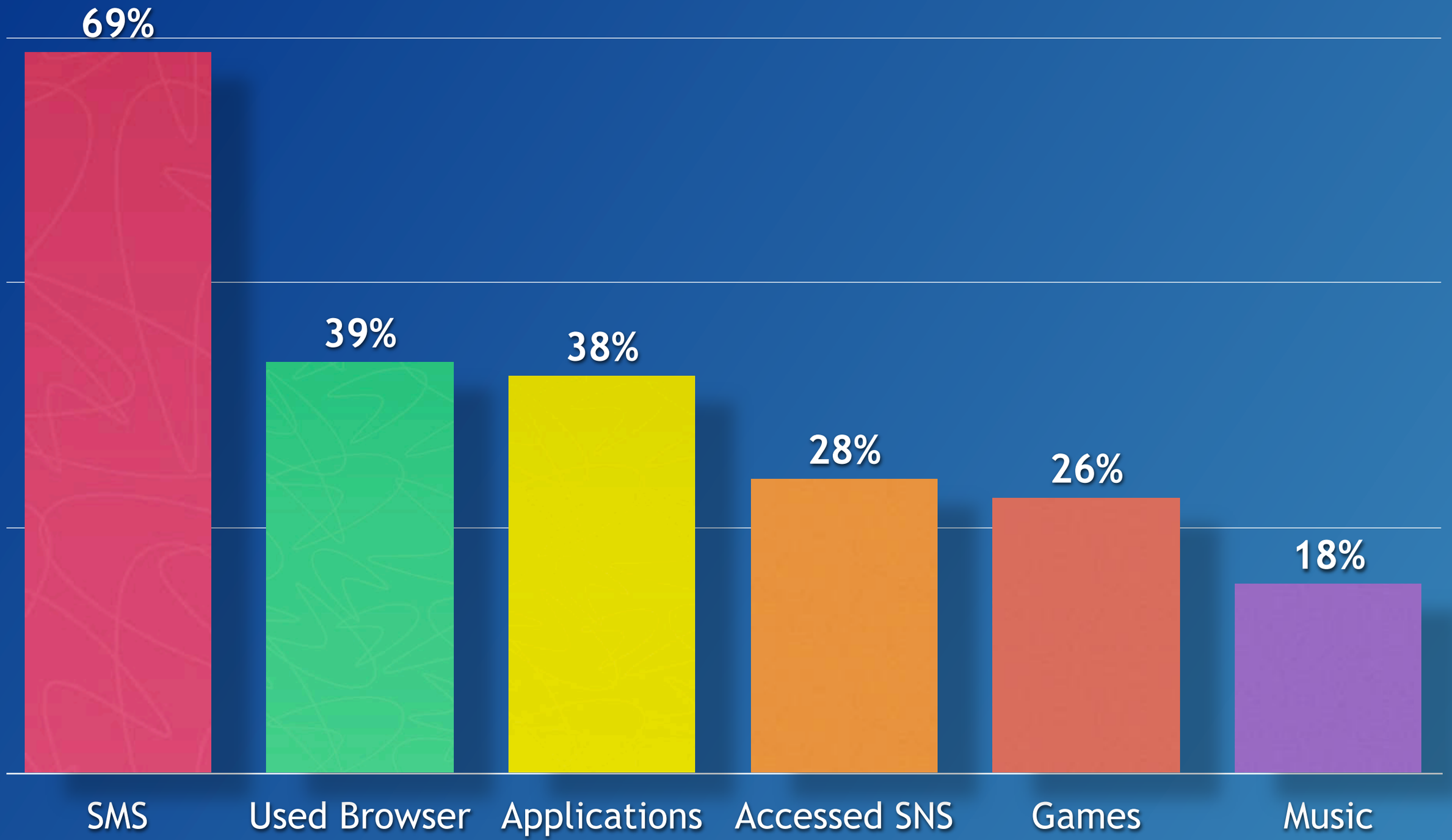
Source: **eMarketer, Dec '10**

Global Web 2.0 Mobile Market Value ($ Million)



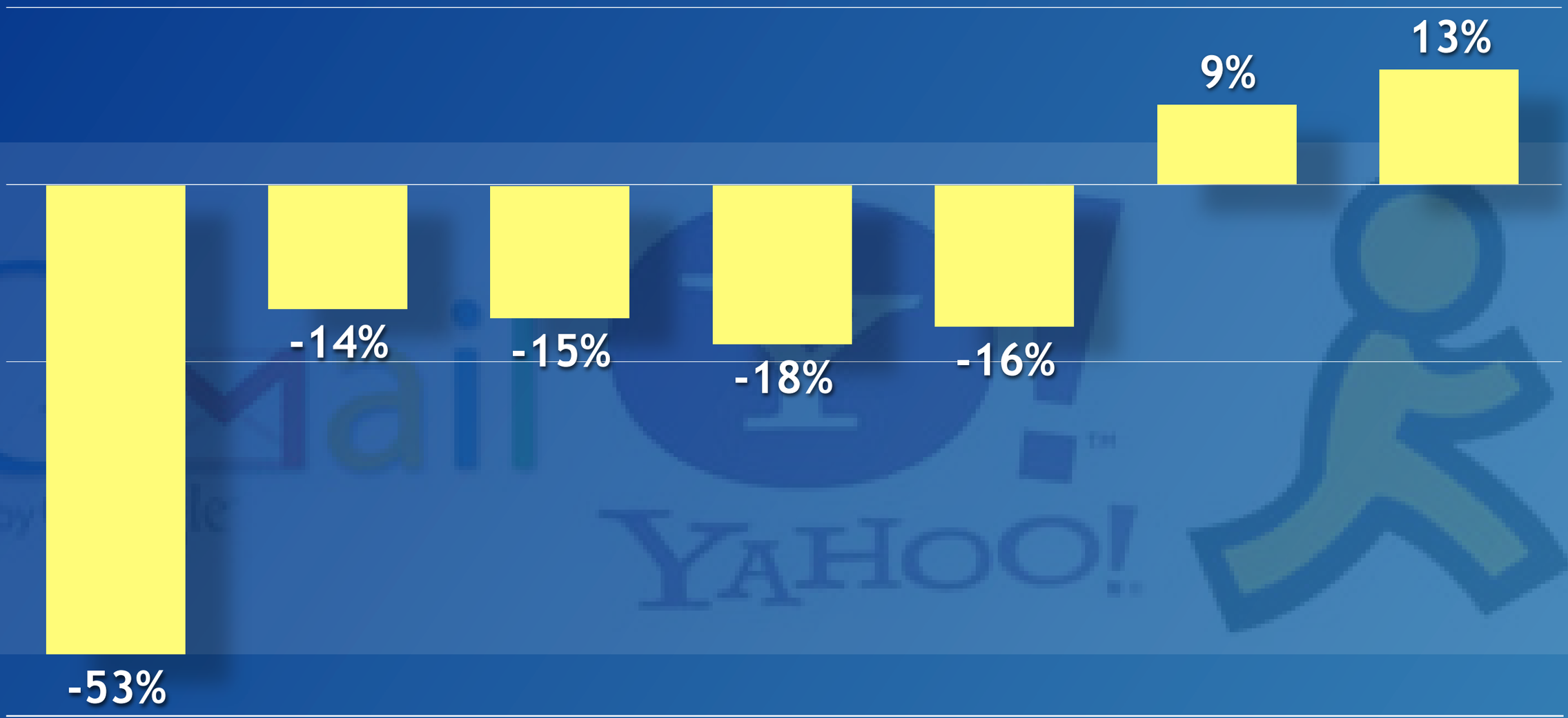
Source: **Juniper Research**

How People In The USA Use Their Mobile Phones



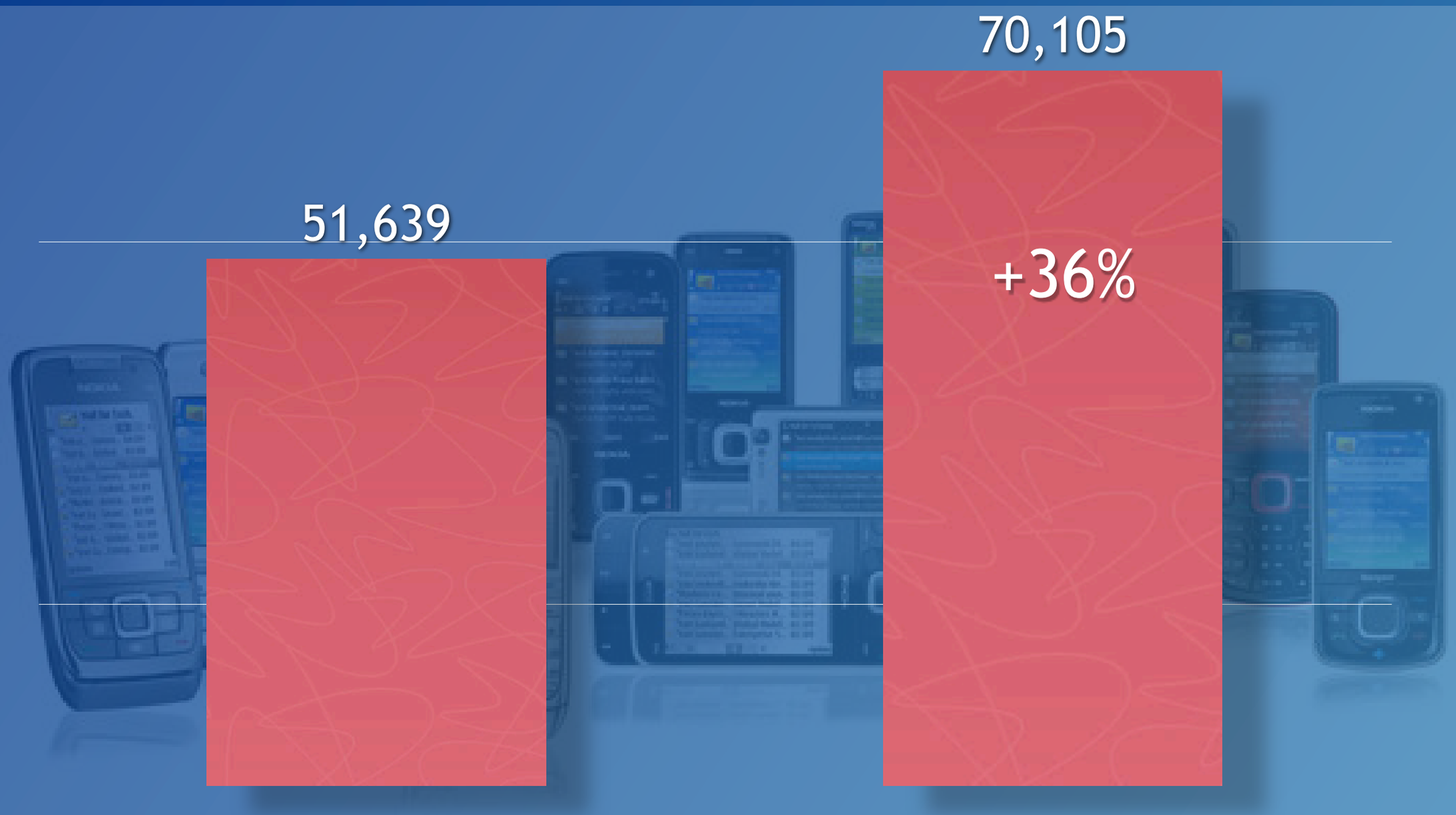
Source: **ComScore MobiLens, April 2011**

Web-based Email Usage



Source: **ComScore MobiLens, November 2010**

Number Of People Accessing Email Monthly (000s)



Source: **ComScore MobiLens, June 2011**

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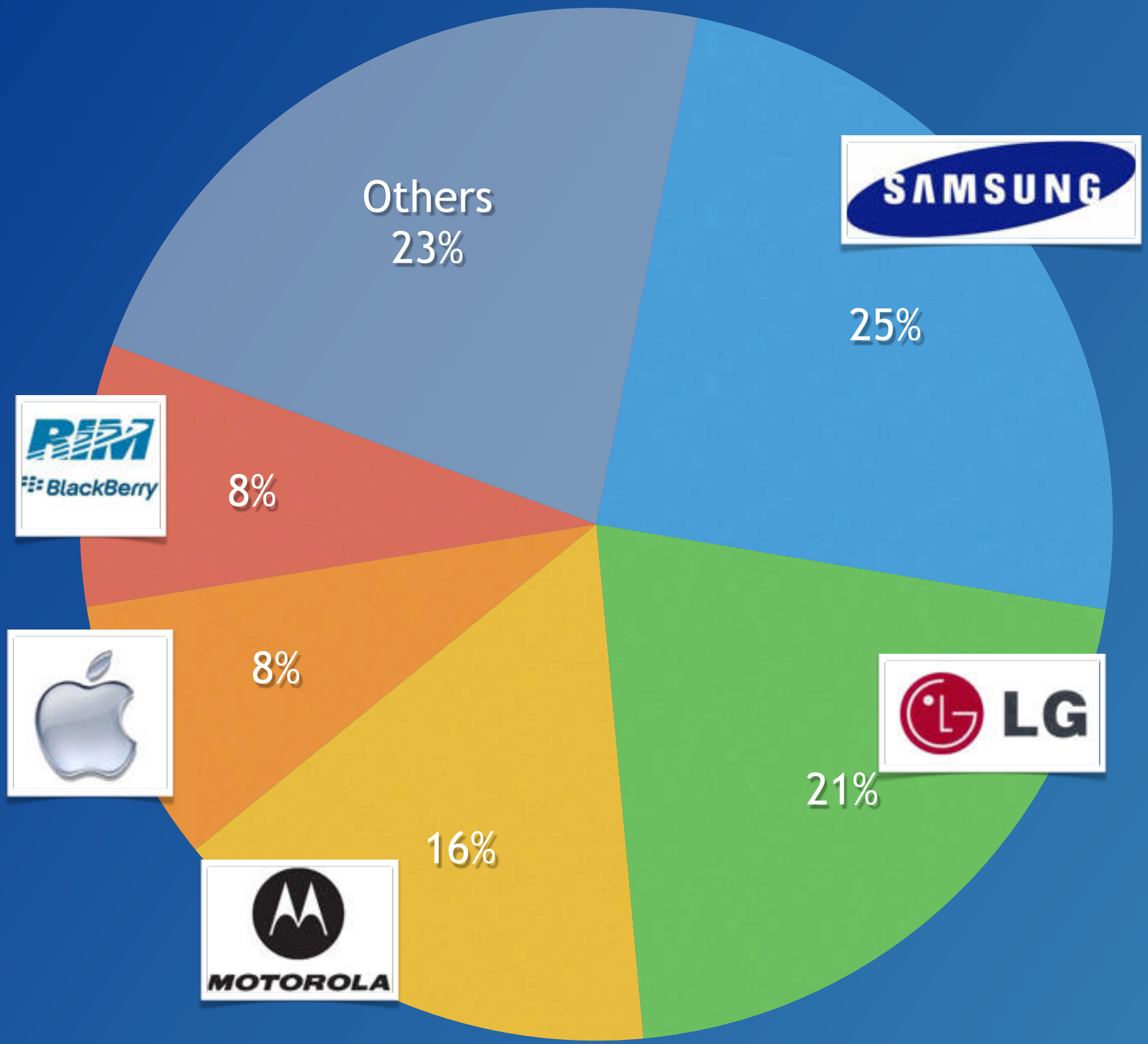
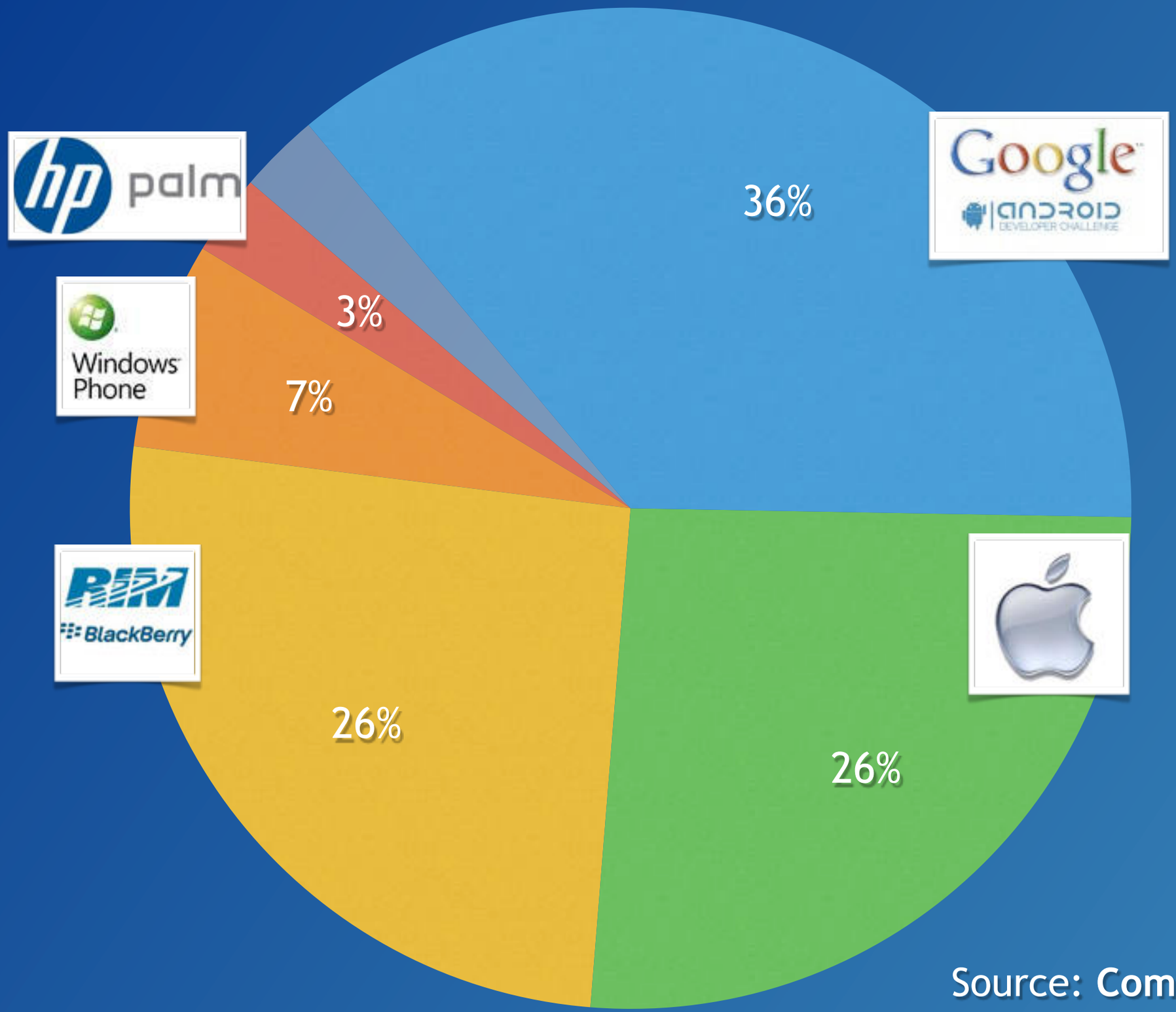
What should I launch first?

Top Mobile Device Manufacturers



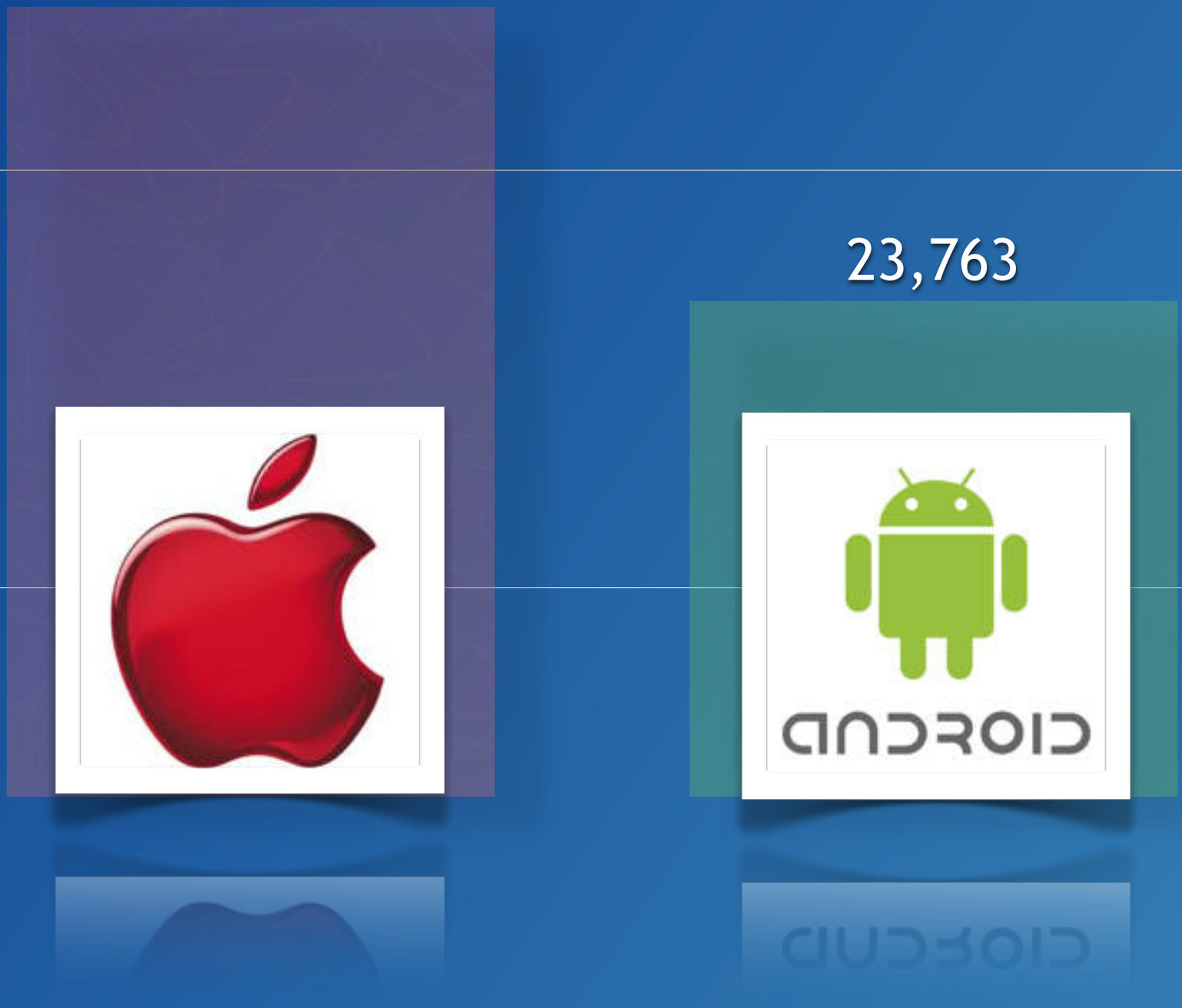
Source: **ComScore MobiLens, April 2011**

Top Smartphone Platforms



Source: ComScore MobiLens, April 2011

Apple iOS vs Android OS Users (000s)



Source: **ComScore MobiLens, June 2011**

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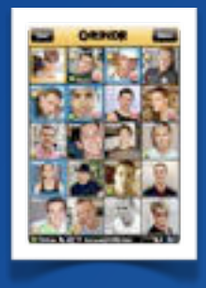
Who has the best idating apps?


PlentyOfFish
The World's Largest Online Dating Site!

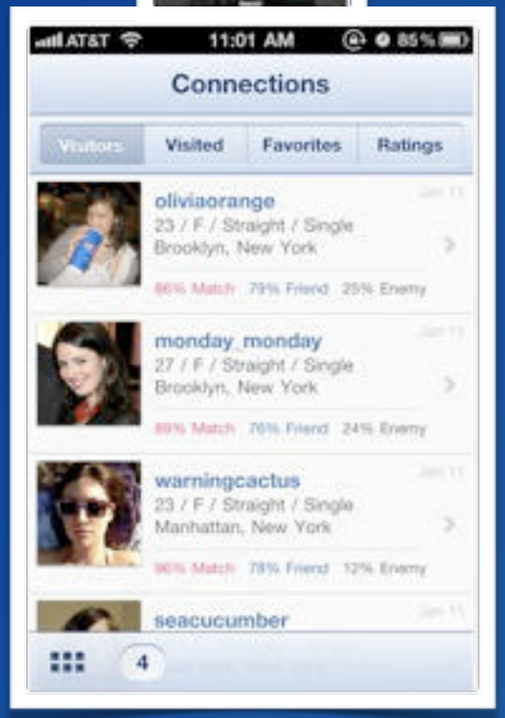


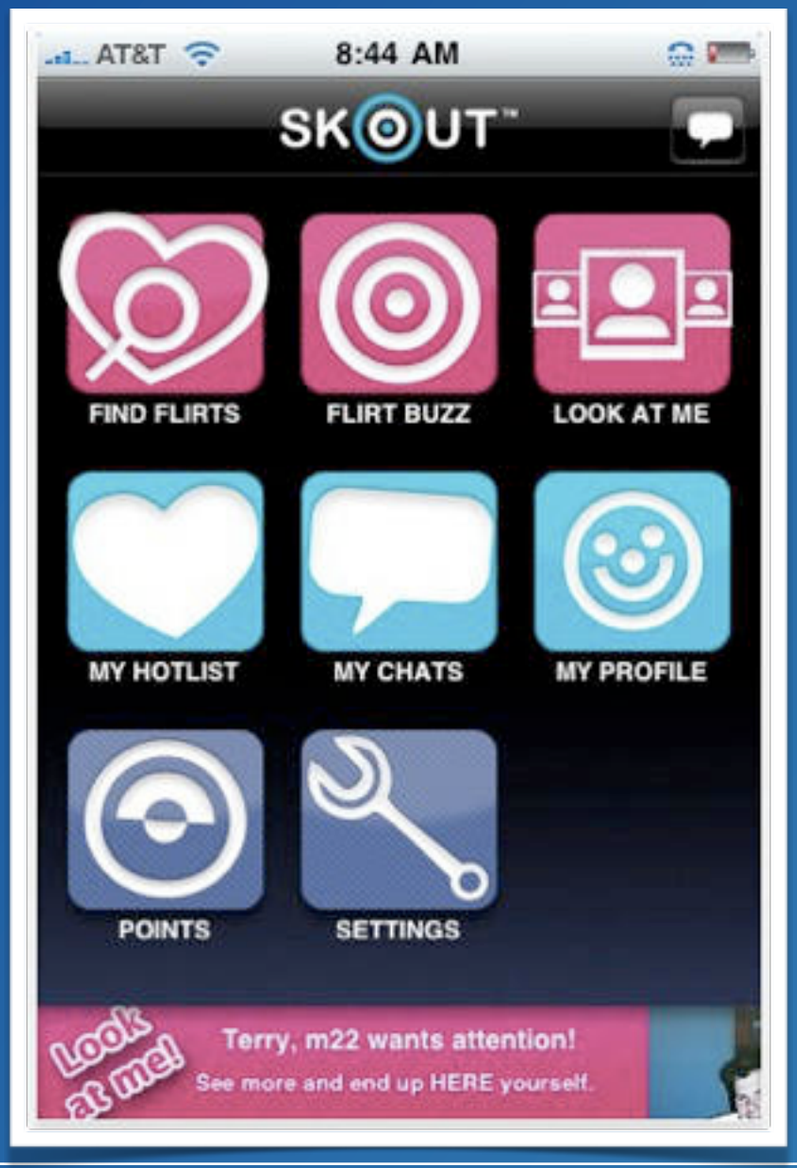




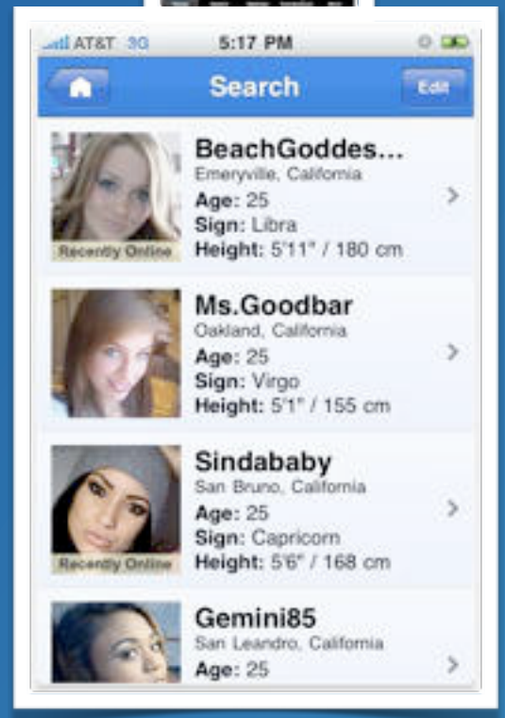





AT&T
11:01 AM
85%
Connections
Visitors
Visited
Favorites
Ratings
oliviaorange
23 / F / Straight / Single
Brooklyn, New York
86% Match 79% Friend 25% Enemy
monday_monday
27 / F / Straight / Single
Brooklyn, New York
89% Match 76% Friend 24% Enemy
warningcactus
23 / F / Straight / Single
Manhattan, New York
96% Match 78% Friend 12% Enemy
seacucumber
4


AT&T
8:44 AM
SKOUT
FIND FLIRTS
FLIRT BUZZ
LOOK AT ME
MY HOTLIST
MY CHATS
MY PROFILE
POINTS
SETTINGS
Look at me!
Terry, m22 wants attention!
See more and end up HERE yourself.




AT&T 3G
5:17 PM
Search
Edit
BeachGoddes...
Emeryville, California
Age: 25
Sign: Libra
Height: 5'11" / 180 cm
Recently Online
Ms.Goodbar
Oakland, California
Age: 25
Sign: Virgo
Height: 5'1" / 155 cm
Sindababy
San Bruno, California
Age: 25
Sign: Capricorn
Height: 5'6" / 168 cm
Recently Online
Gemini85
San Leandro, California
Age: 25



WhoIsNear





eHarmony





Skout





Dating DNA





Match.com





SpeedDate





Grindr





SinglesAroundMe



ROGERS 3G 6:01 PM

SinglesAroundMe

See where singles are right now



Warming Up...

© 2010 SinglesAroundMe

Patent Pending

ROGERS 3G 5:33 PM

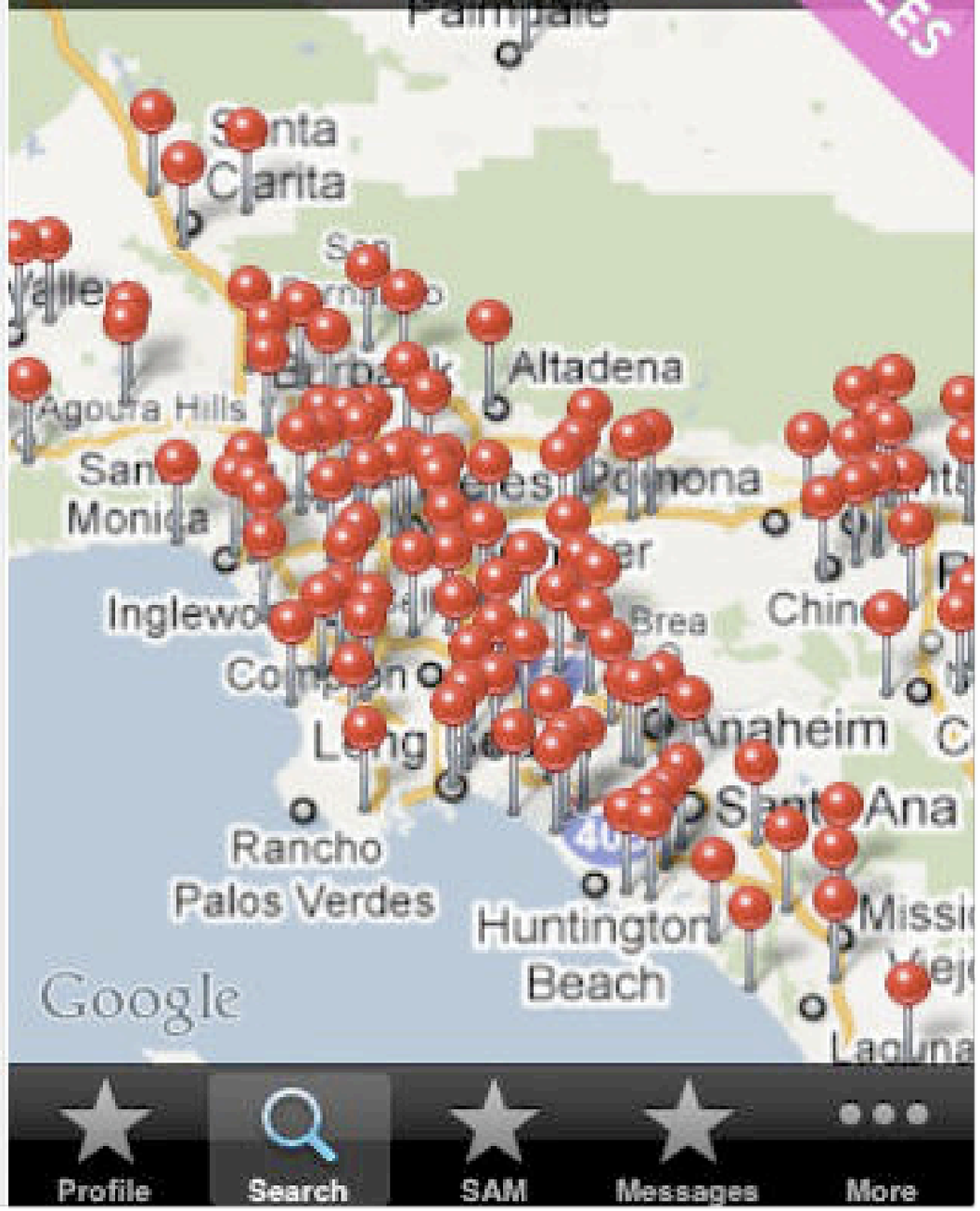
Refine

Destination Sea...

See All

Found 135 users within 100 KM (62.13 M...

LOS ANGELES



Profile | Search | SAM | Messages | More

Xtra

GRINDR

Menu

Justin

Lance

Derek

Gilbert

Kyle

Jeremy

Lee

John

Eric

Adam

Franco

Gennaro

Felipe

Dale

Chris

Matt

Clive

Rodrigo

Anthony

Online All Accuracy+-350 feet Scott 6 5

Back

David

Chat

Online
463 feet away
29 years old
5'10
165 lbs
White
Currently
Single
Looking for
Chat, Dates, Friends
Networking, Relationship

Chat

Athletic guy
looking for friends

What's up guys. I just moved here. Looking for new buddies to hang with. Maybe grab dinner and see a movie. Need a workout partner too. Hit me up.

facebook.com/grindr

Favorite

Block

Report

Carrier 9:35 AM

Chat

Online Now

Rach The , 21, ~61 mi

Adam Davi, 31, ~2 mi

blankey, 29, ~4 mi

Mark, 35, ~4 mi

Kevin, 31, ~4 mi

Donna Mar, 30, ~4 mi

Aaron Har, 28, ~5 mi

Grenville, 31, ~5 mi

Shelleu, 39, ~7 mi

Andyb, 35, ~7 mi

Oioi savy, 23, ~8 mi

David, 27, ~9 mi

Scott, 35, ~12 mi

xxsoniaxx, 19, ~13 mi

Jenna, 29, ~14 mi

teresa, 43, ~58 mi

Andrew Mi, 25, ~18 mi

Paul, 38, ~19 mi

Andy, 42, ~21 mi

Snaffers, 41, ~21 mi

Check-Ins | Chat | My Friends | Messages | More

Carrier 9:35 AM

Map

who is near

Check In!

Nearby | Friends | Global

Dave P., 47 M 1:11 PM
Home
Checked in!
Carbondale, Illinois

Paula D., 44 F 1:09 PM
Home
Checked in!
Bogata, Texas

Sophia N., 28 F 1:08 PM
Home
Checked in!
Perris, California

Antonio K., 37 M 1:08 PM
Home
read to go to work
Brisbane, Queensland

Katrina T., 26 F 1:06 PM
Home

Check-Ins | Chat | My Friends (14) | Messages | More

AT&T 8:40 AM

Find Flirts

Look at me! Terry, m22 wants attention!
See more and end up HERE yourself.

angelickriver | Anjali* | Someone | JANELLY's
letishea | d" | Nisha Tiffanie | Tiana
Claudia | Ana | MeL | Laura
Destiny | Kat | heee Brianna... | Emily

Search | Who Checked You Out? | Wink Bomb | List View

AT&T 8:44 AM

SKOUT™

FIND FLIRTS | FLIRT BUZZ | LOOK AT ME
MY HOTLIST | MY CHATS | MY PROFILE
POINTS | SETTINGS

Look at me! Terry, m22 wants attention!
See more and end up HERE yourself.

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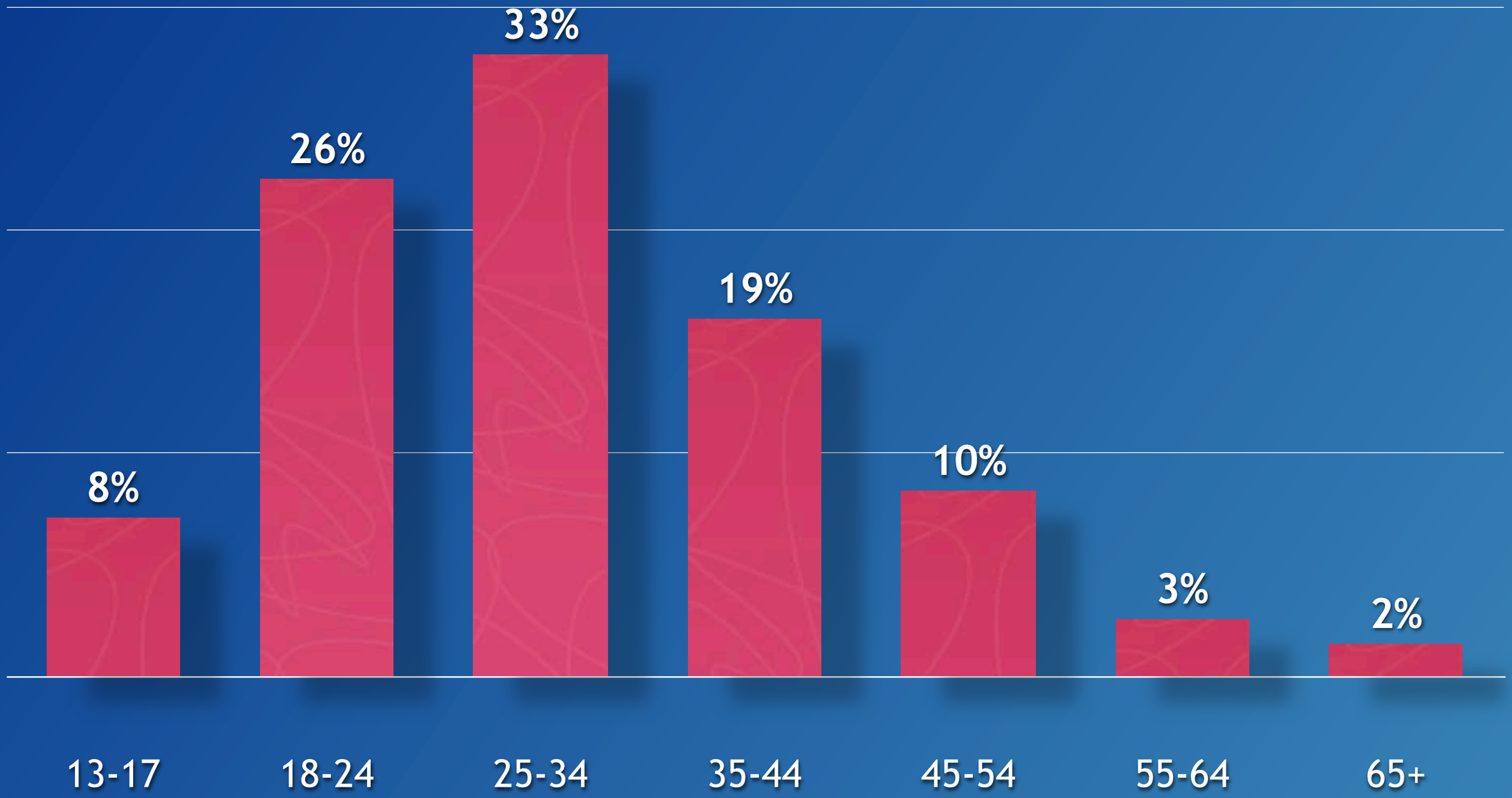
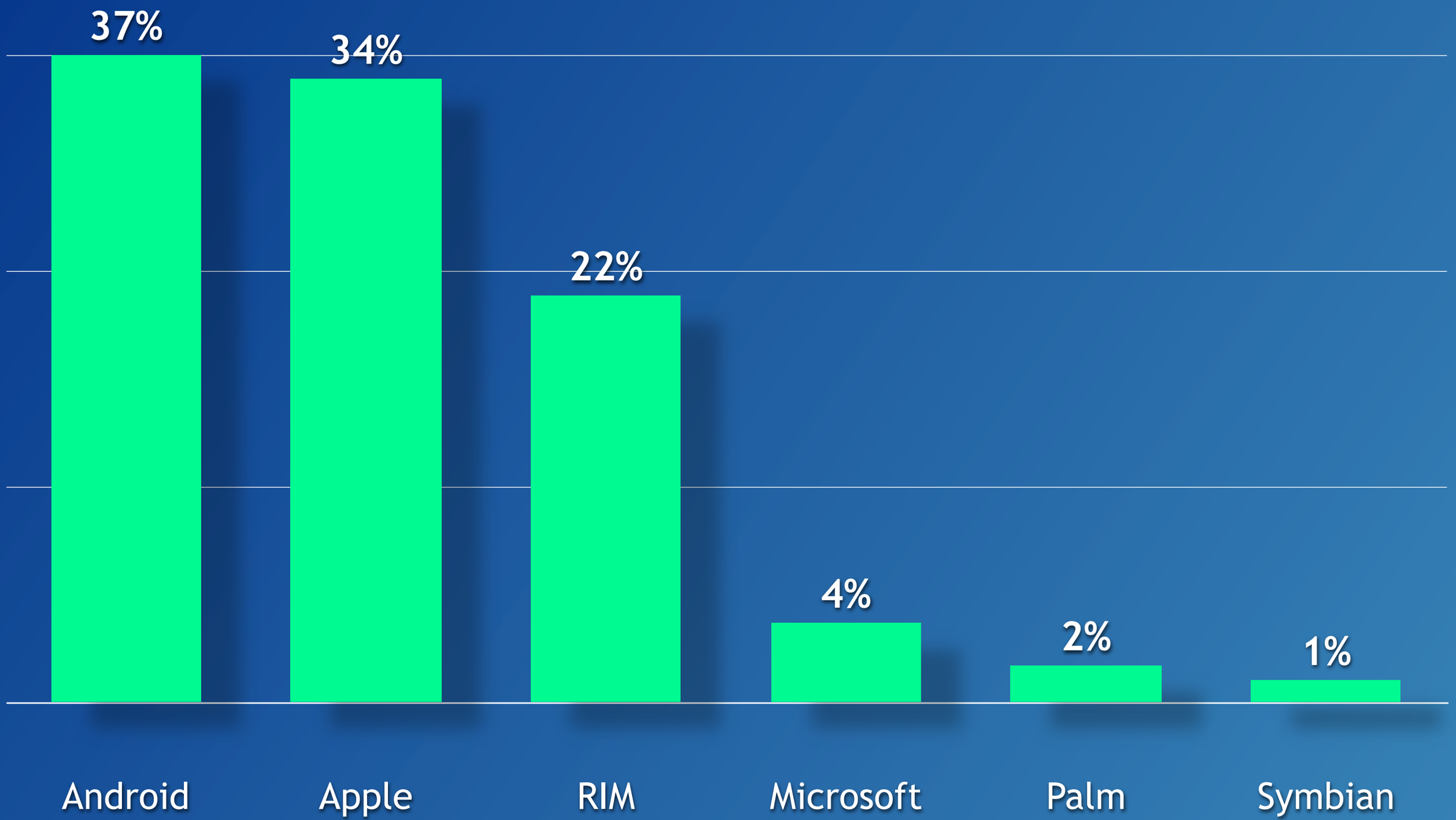
Should we add LBS?

Check-In Service Users



Source: **ComScore MobiLens, March 2011**

Check-In Service Users, by Smartphone Platform



Source: **ComScore MobiLens, March 2011**

ATT 3G 4:20 AM

match.com

Summary | Newsfeed

DailyMatches (7)



Rate Them Now

Emails (20) 2 New >



gdpinnyc
January 17, 2011
Re: Hey There

Home | Search | Matches | Connections | More

ATT 3G 4:20 AM

Search Filter

Default | Newest | Age | More



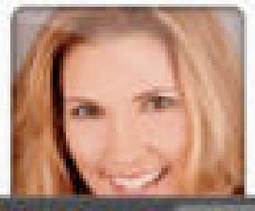
katescarlet6
28, Manhattan, NY
Active over 3 weeks
The world is beautiful in so...



virgodoc96
39, New York, NY
Active within 24 hours
Smart, sexy, physician seek...



mco55
31, Yonkers, NY
Active within 2 weeks
Down to earth



gdpinnyc
37, Astoria, NY
Active within 3 weeks

Home | Search | Matches | Connections | More

AT&T 1:43 PM

eHarmony Login

Get Started on eHarmony

My name is Mary

I'm a

man woman

I'm interested in meeting a

man woman

Continue

AT&T 1:43 PM

Chapters Important Qualit... Logout

Relationship Questionnaire

Chapter 2.

Important Qualities in a Relationship

Everyone has different idea of what's important in a relationship. What's important to you?

Continue...

Carrier 12:13 PM

SpeedDate

NOTIFICATIONS 37

Carrier 12:13 PM

Back SpeedDate My Chats

START CHAT 4 WINK

Butterfly, 23 (7 miles)

About Me

NOTIFICATIONS 37

AT&T 3:37 PM 100%

1378 Friends

Chad

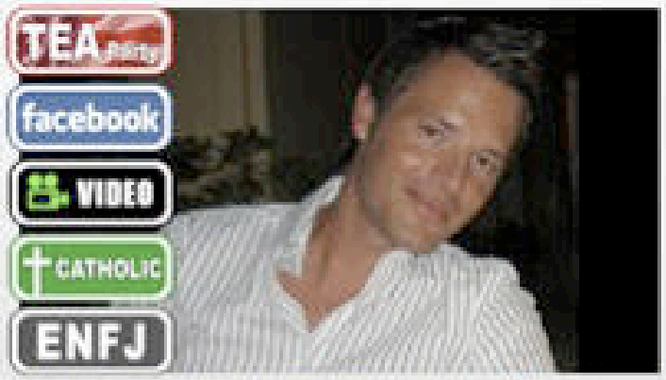
7.4
Out of 10
GOOD

Chad

530-363-282

★★★

TEA Party
facebook
VIDEO
CATHOLIC
ENFJ





How We Match

Notes

Email

Delete

Threshold: 6.0

San Diego, CA USA (4.8 miles away) Map ONLINE
Straight Man - Divorced
32 - White / Caucasian - 5'9" - 168 lbs - Athletic & Toned
Children: Yes, but rarely living with me
Executive, Management
Joined: 82 days ago - Last Login: Today
MORE

894 Matches | 1419 Friends | Email 2 | Chat 9 | More

AT&T 2:18 PM 55%

Exit

Score Key



Score: Dating Potential

Unknown:	SCORE	5.0 to 5.9:	HIT OR MISS
0.0 - 0.9:	POOR	6.0 to 6.9:	HIT OR MISS
1.0 to 1.9:	POOR	7.0 to 7.4:	GOOD
2.0 to 2.9:	POOR	7.5 to 7.9:	VERY GOOD
3.0 to 3.9:	POOR	8.0 to 8.9:	EXCELLENT
4.0 to 4.9:	POOR	8.0 to 10:	EXCELLENT

669 Matches | 1378 Friends | Email 2 | Chat 24 | More

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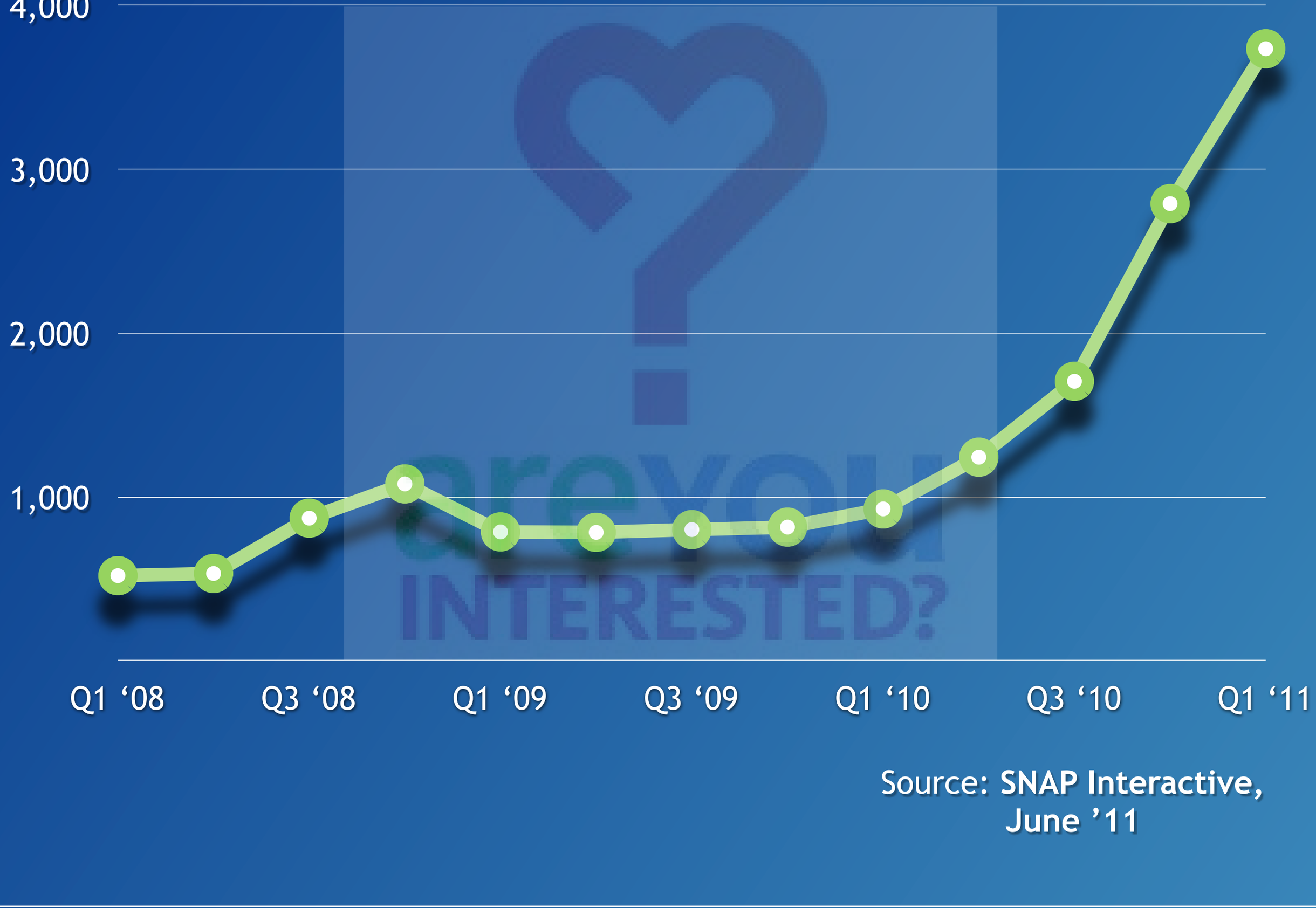
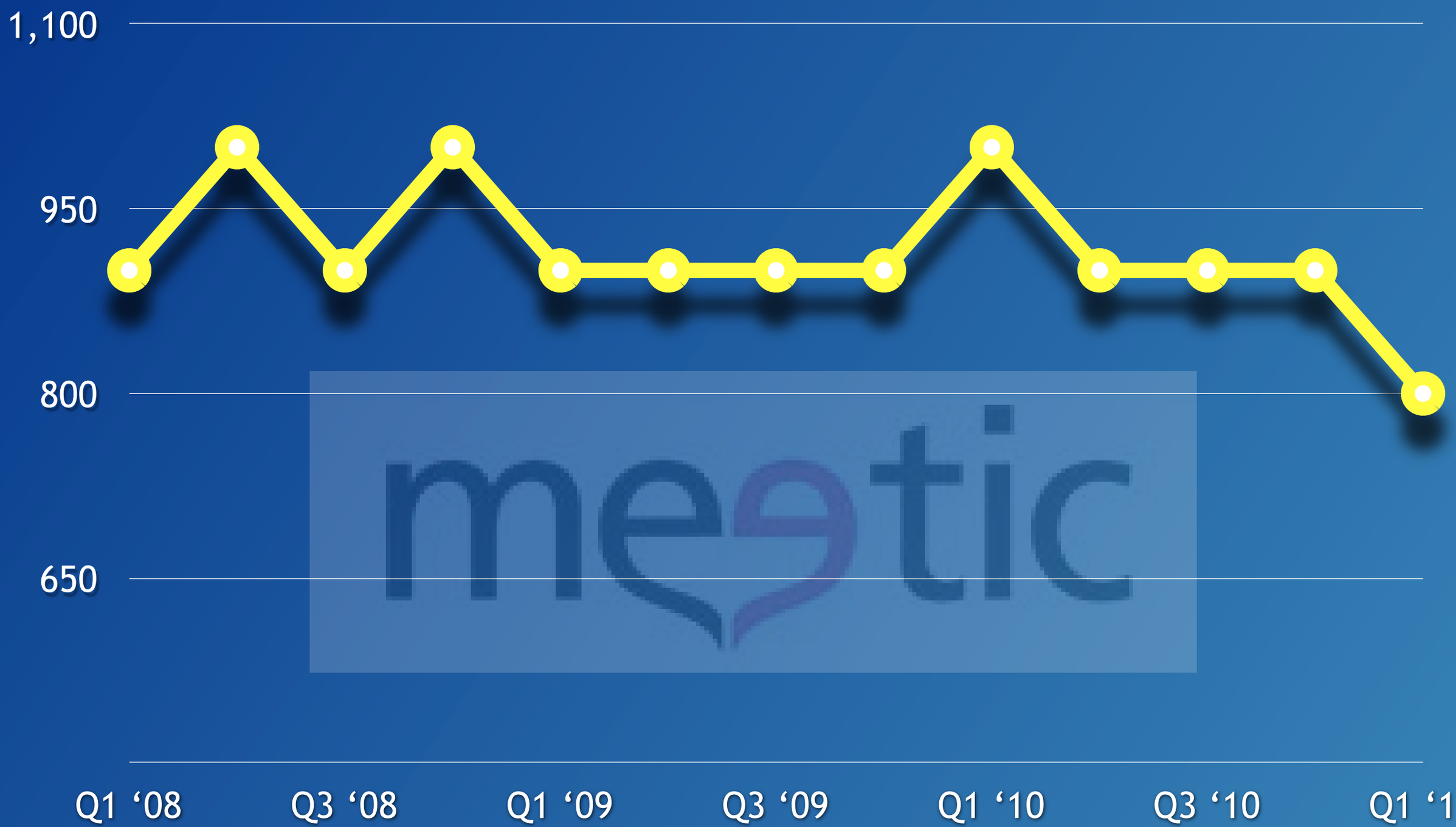
Who's making what $$$'s?

SNAP Interactive Revenue ($ 000)



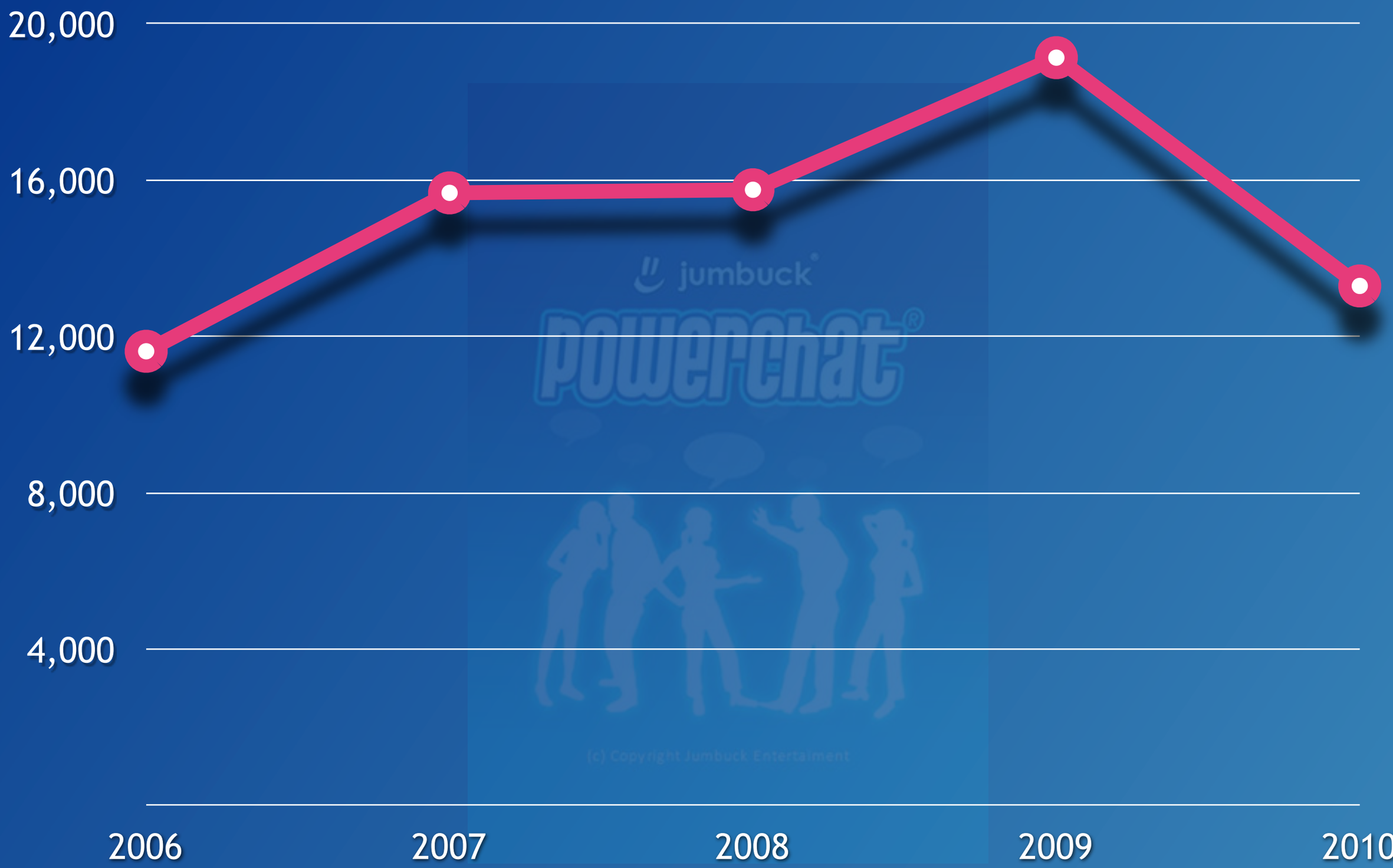
Source: **SNAP Interactive, June ’11**

Meetic Mobile Revenue (EUR 000)



Source: **Meetic, June ’11**

Jumbuck Entertainment Sales Revenue ($ 000)



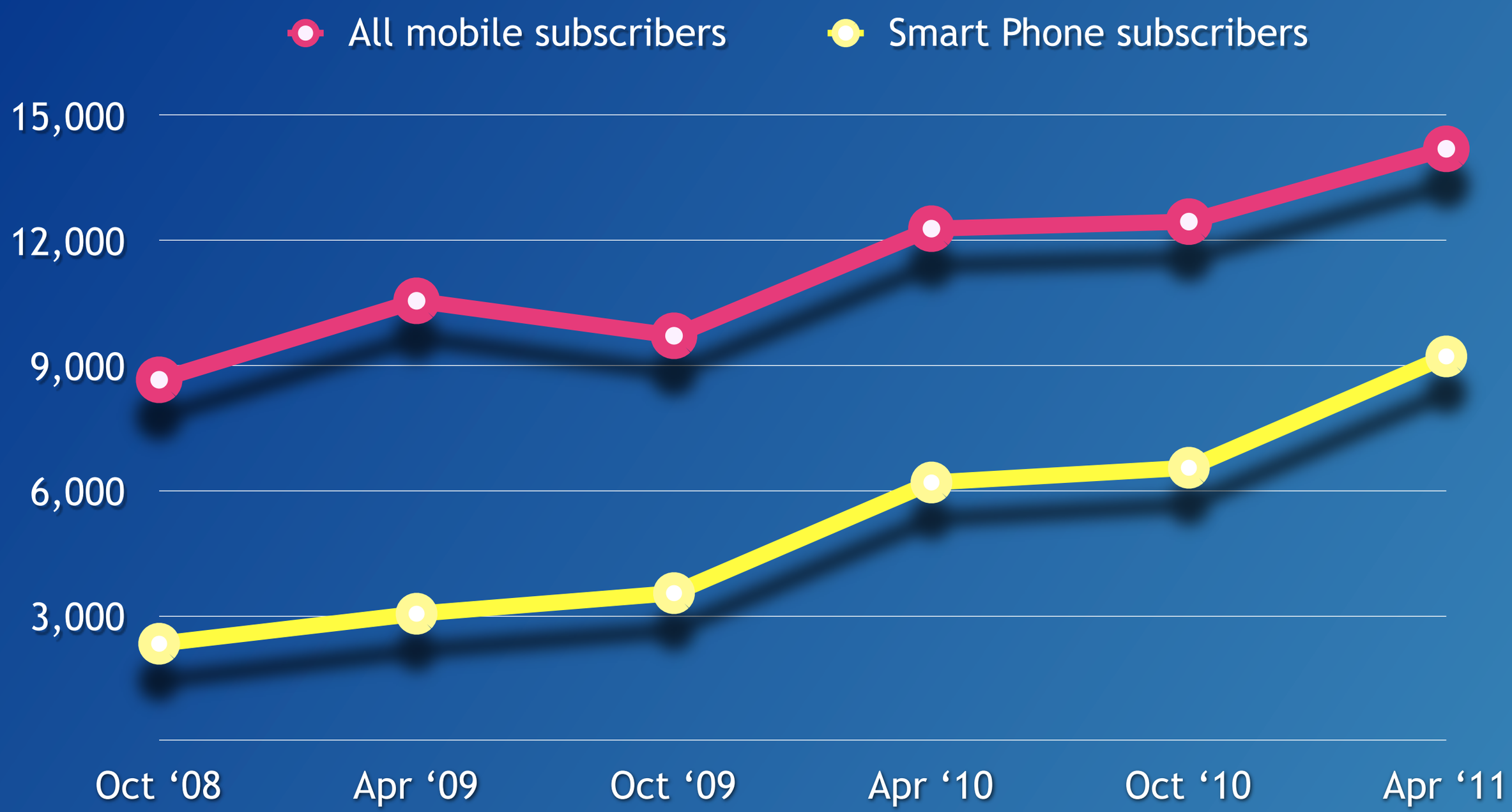
Source: **Jumbuck, June '11**

jumbuck
POWERCHAT
(c) Copyright Jumbuck Entertainment

Courtland Brooks

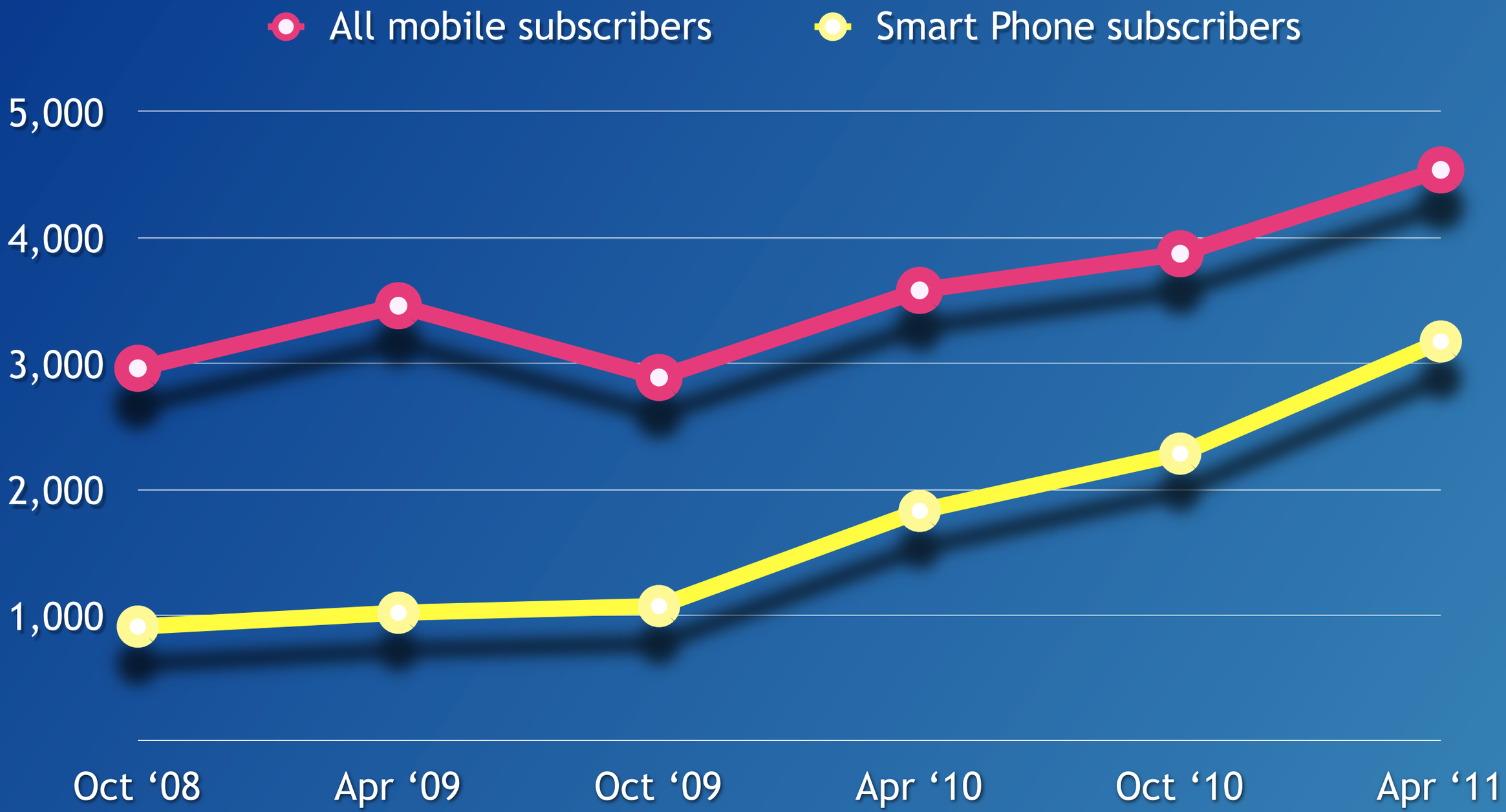
How many people are using mobile dating?

US Mobile Internet Daters (000s)



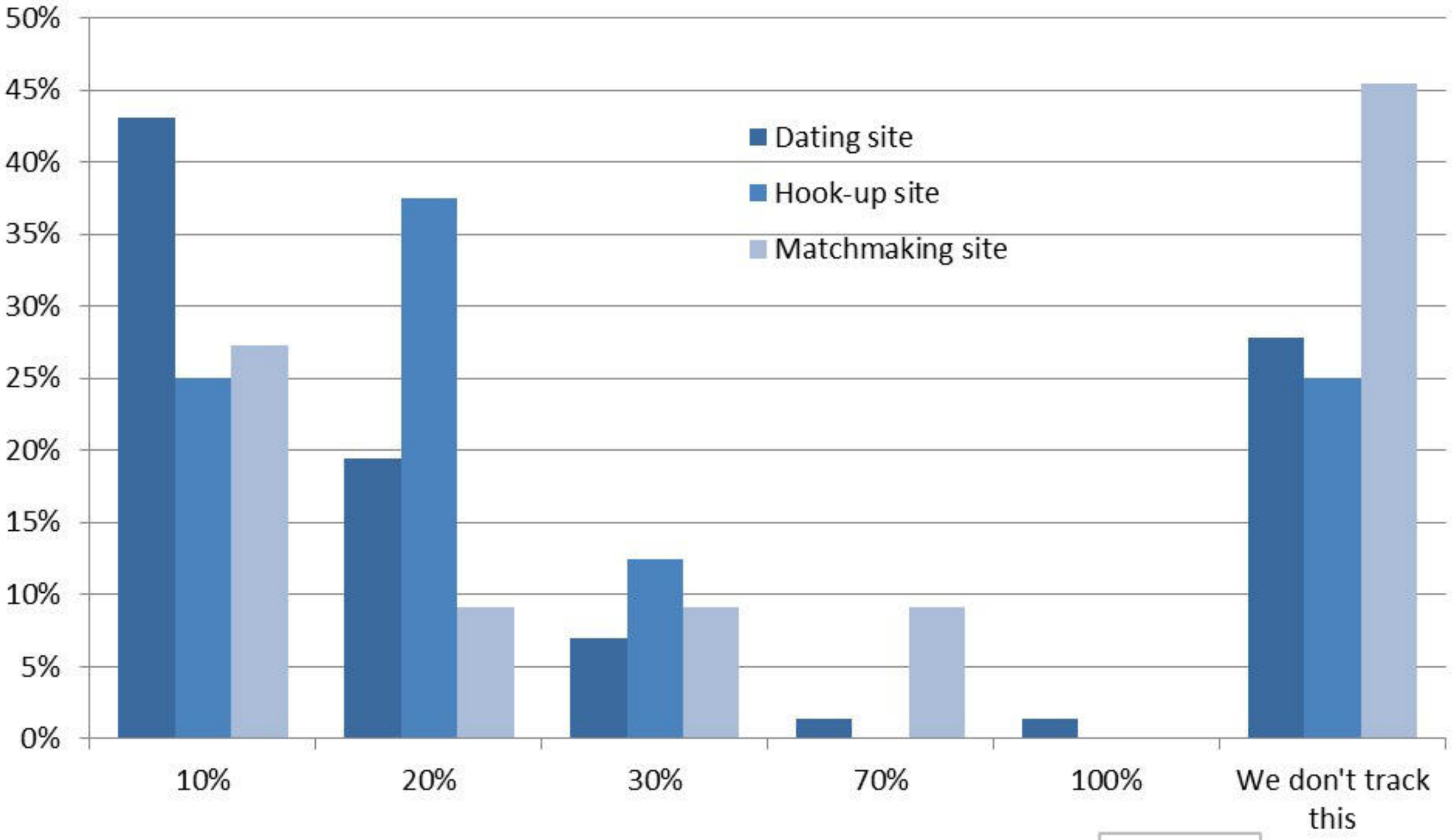
Source: **ComsCore MobiLens, May '10**

US Mobile Internet Dating Power Users (000s)



Source: **ComsCore MobiLens, May ’10**

What Percent Of Your Users Use Mobile?



N=114

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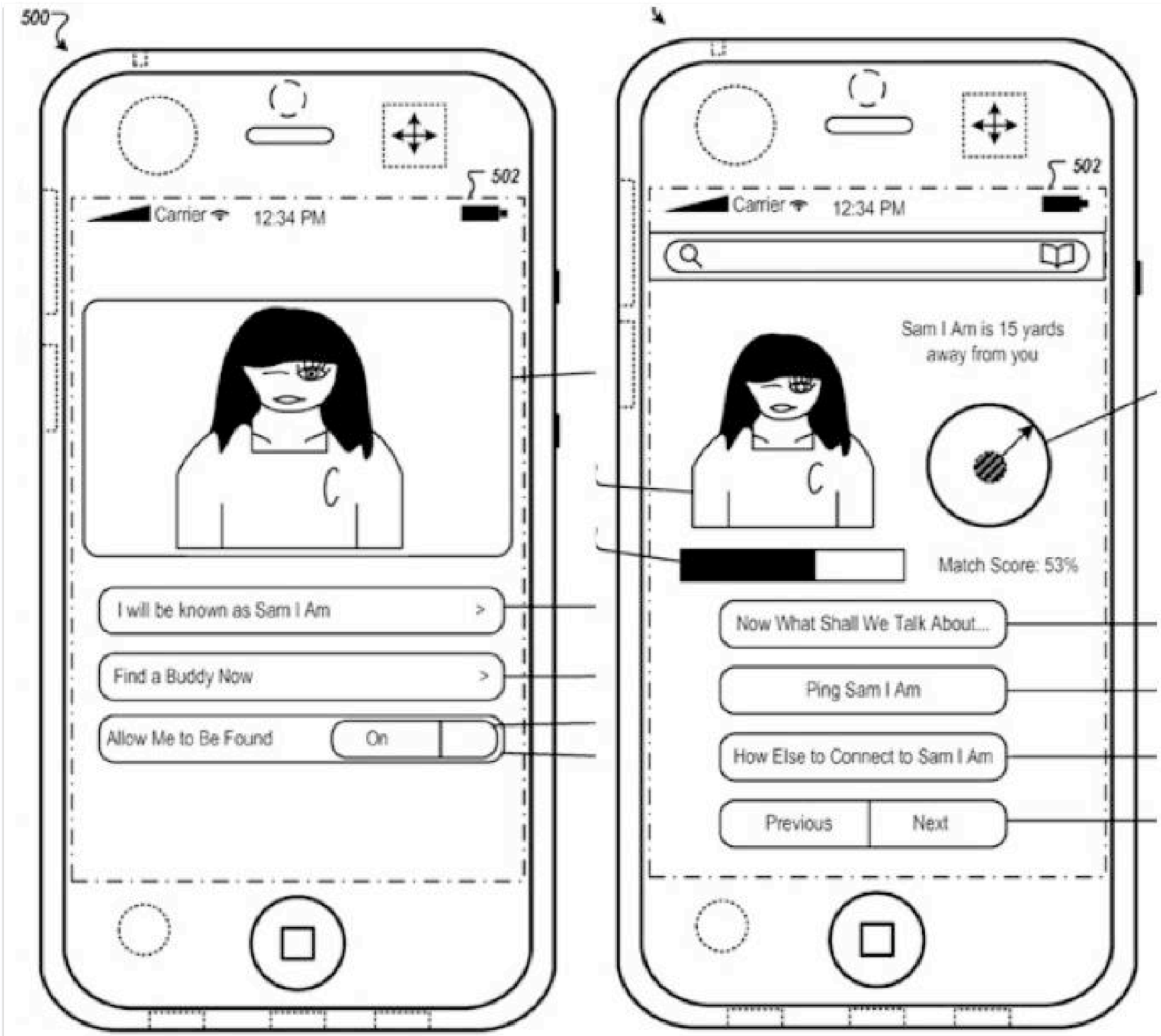
500
502
Carrier
12:34 PM
I will be known as Sam I Am
Find a Buddy Now
Allow Me to Be Found
On
502
Carrier
12:34 PM
Sam I Am is 15 yards away from you
Match Score: 53%
Now What Shall We Talk About...
Ping Sam I Am
How Else to Connect to Sam I Am
Previous
Next

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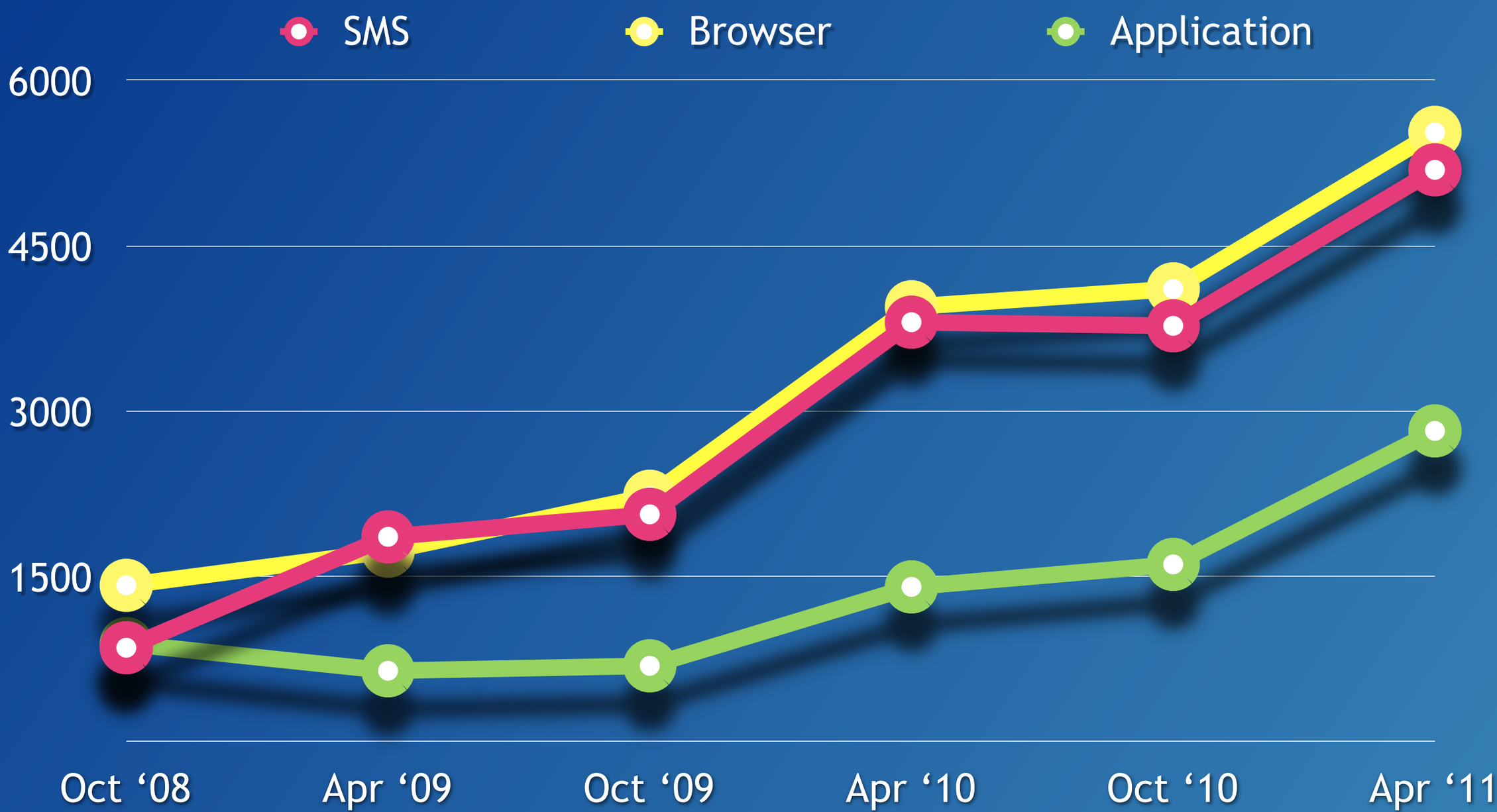
Mark Brooks

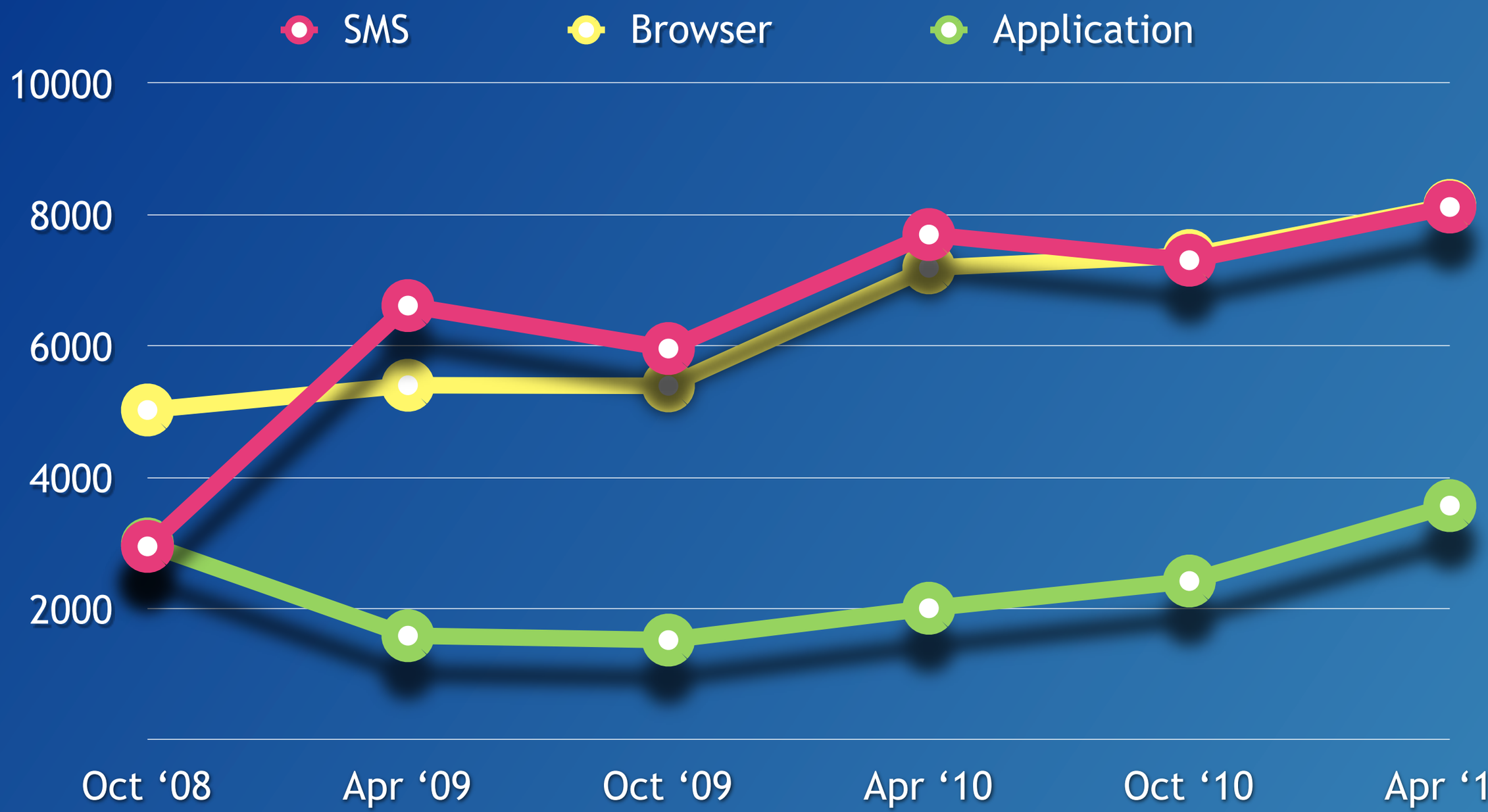
mark@courtlandbrooks.com

Smartphone Users Way of Accessing mDating Sites (000s)



Source: **ComScore MobileLens, June 2011**

Way of Accessing Mobile Dating Sites (000s)



Source: **ComScore MobiLens, June 2011**