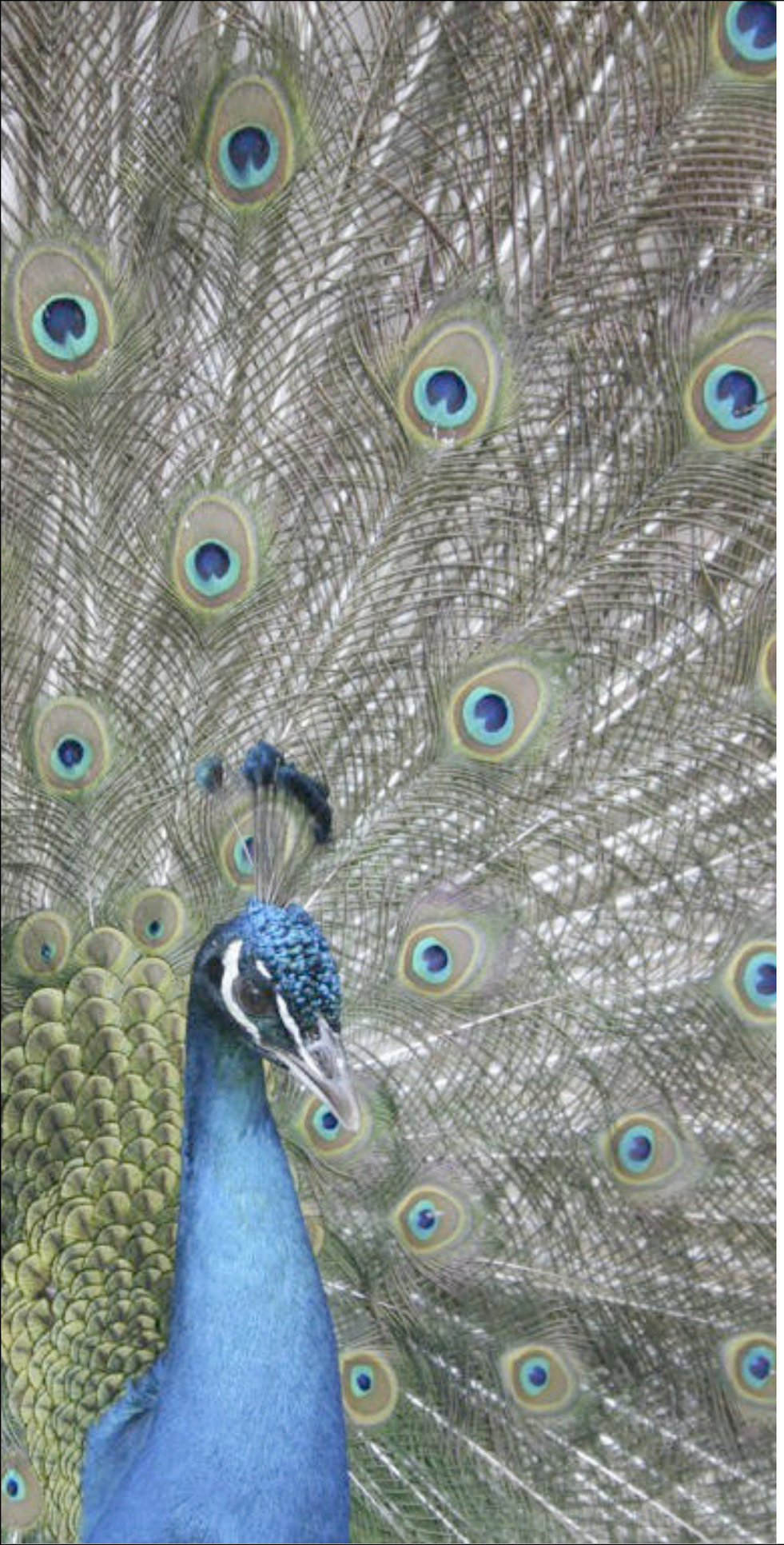

Courtland Brooks

The European Online Dating Industry

September 2011

Courtland Brooks

How hot is online dating in Europe?

How does this compare to North America?

What are the top sites in Europe?

How hot is mobile dating in Europe?

How are the top public companies affecting my valuation?

How do I value my site?

ONLINE PERSONALS WATCH

illuminating the top dating industry news since 2004

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How Has Internet Dating Changed Society?

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

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Last Day to Register Online iDate Los Angeles

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The Daily Deals Observer

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How hot is online dating in Europe?

Online dating is hot in Europe

40% of all singles are on a dating site

Español
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Un vistazo a las más importantes noticias sobre la industria de citas desde 2004
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CLIENTES BRONCE DE COURTLAND

Zonacitas.com: Aumentan Visitas en Primavera

zonacitas.com PORTINOS.COM – 19 de septiembre – Al estudiar la cantidad de visitas recibidas por el portal **Zonacitas.com**, se muestra un importante aumento a partir de septiembre, superando en octubre el millón de visitas, hecho que coincide con el inicio de la primavera. Gabriel Null, gerente de negocios del sitio espera que este año sea superado el número de visitas con un total de 1.4 M visitas en búsqueda de relaciones amistosas o amorosas. Para contribuir con la temporada diversas promociones serán ofrecidas por el portal.

Por Epifanio Blanco
Mira el artículo completo

Todas las noticias de Zonacitas

09/21/2011 | Enlace permanente | Comentarios (0)
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Aplicaciones para la Búsqueda de Parejas

Available on the App Store

Download for Android

BBC MUNDO – 14 de septiembre – Diversas aplicaciones has sido creadas con la finalidad de buscar parejas. La nueva aplicación **Blendr** promete hacer que las redes sociales sean sociales de nuevo. Asimismo, **Skout**, la aplicación más utilizada y disponible en plataformas IOS y Android, asegura a sus usuarios que podrán "ligar, chatear y hasta encontrar una pareja" usando su servicio de localización global GPS. Algunas aplicaciones se dirigen a un público específico, como es el caso de **Grindr** que es para hombres gay. Esta modalidad ha surgido debido al aumento de teléfonos inteligentes con GPS que han hecho de las citas en línea mucho más prácticas e inmediatas.

Por Alex Hudson
Mira el artículo completo

09/15/2011 | Enlace permanente | Comentarios (0)
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uk: 020-8133-1835
mark@courtlandbrooks.com

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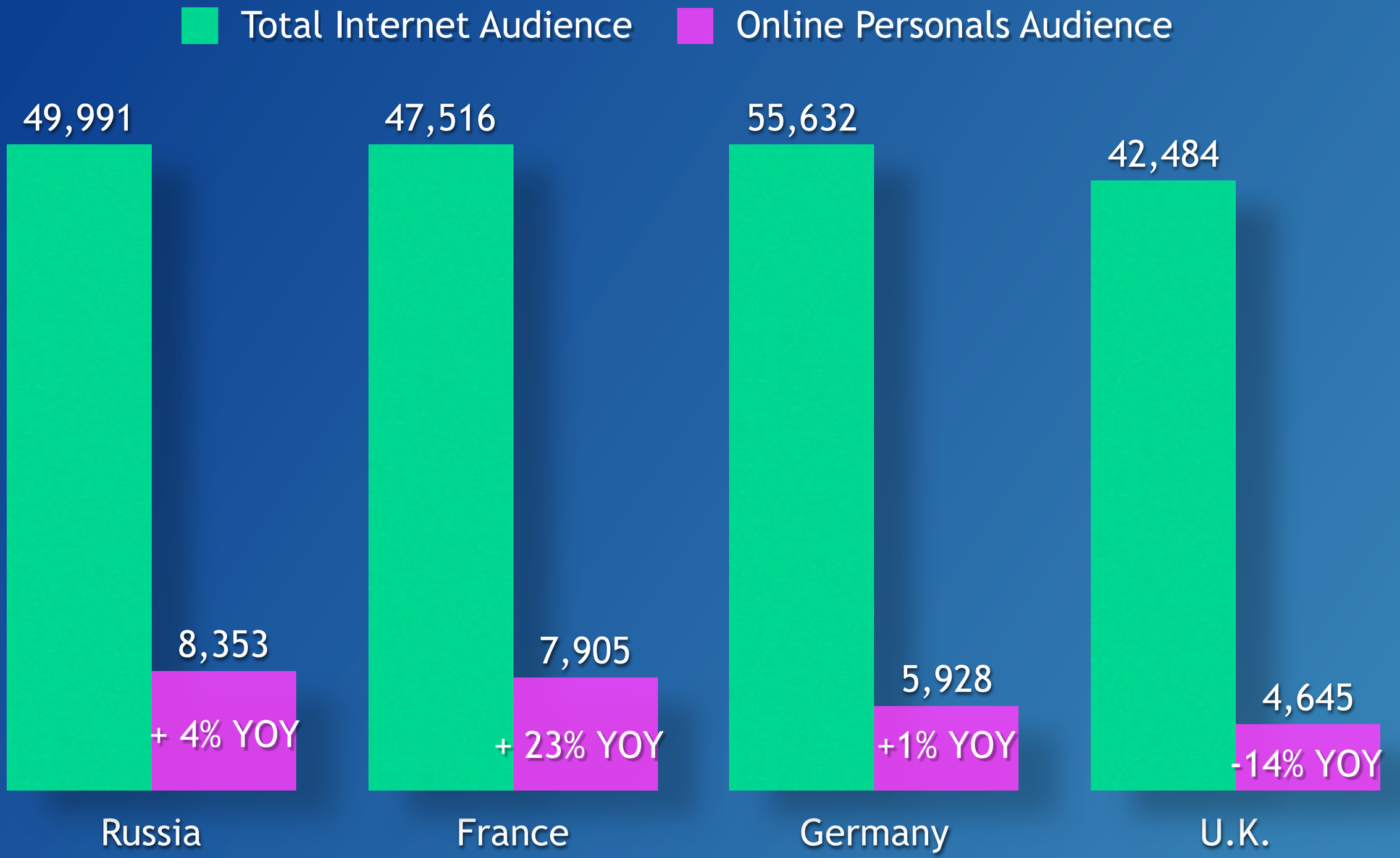
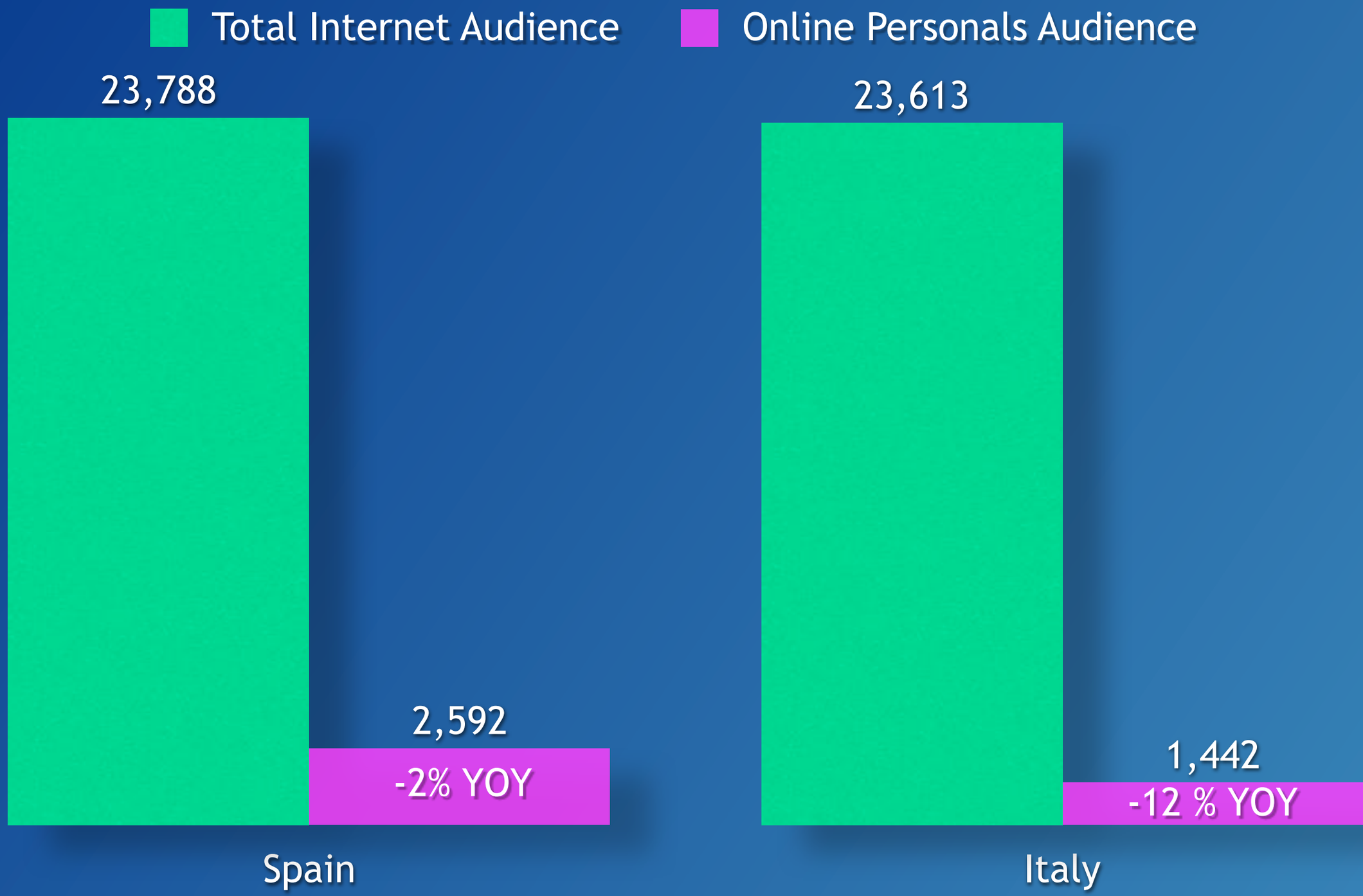
European Online Dating Audience
(Total unique visitors 000 - Aug ’11)



Source: **ComScore**

European Online Dating Audience
(Total unique visitors 000 - Aug ’11)



Source: **ComScore**

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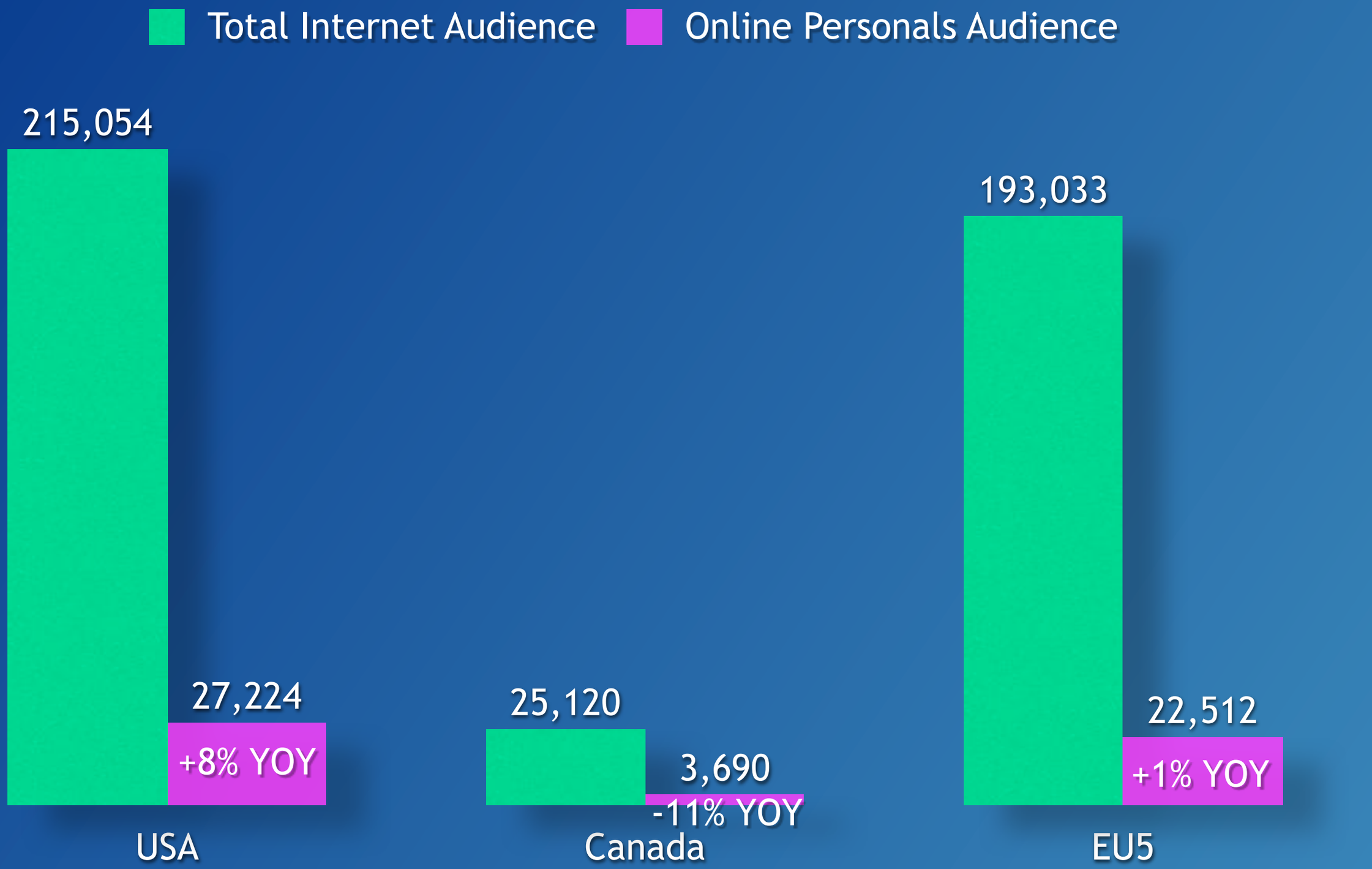
How does this compare to North America?

Online Dating Audience in North America vs. EU5 (Total unique visitors 000 - July '11)



Source: **ComScore**

Per Capita Sales



USA



Europe

Source: **Singleboersen-Vergleich**

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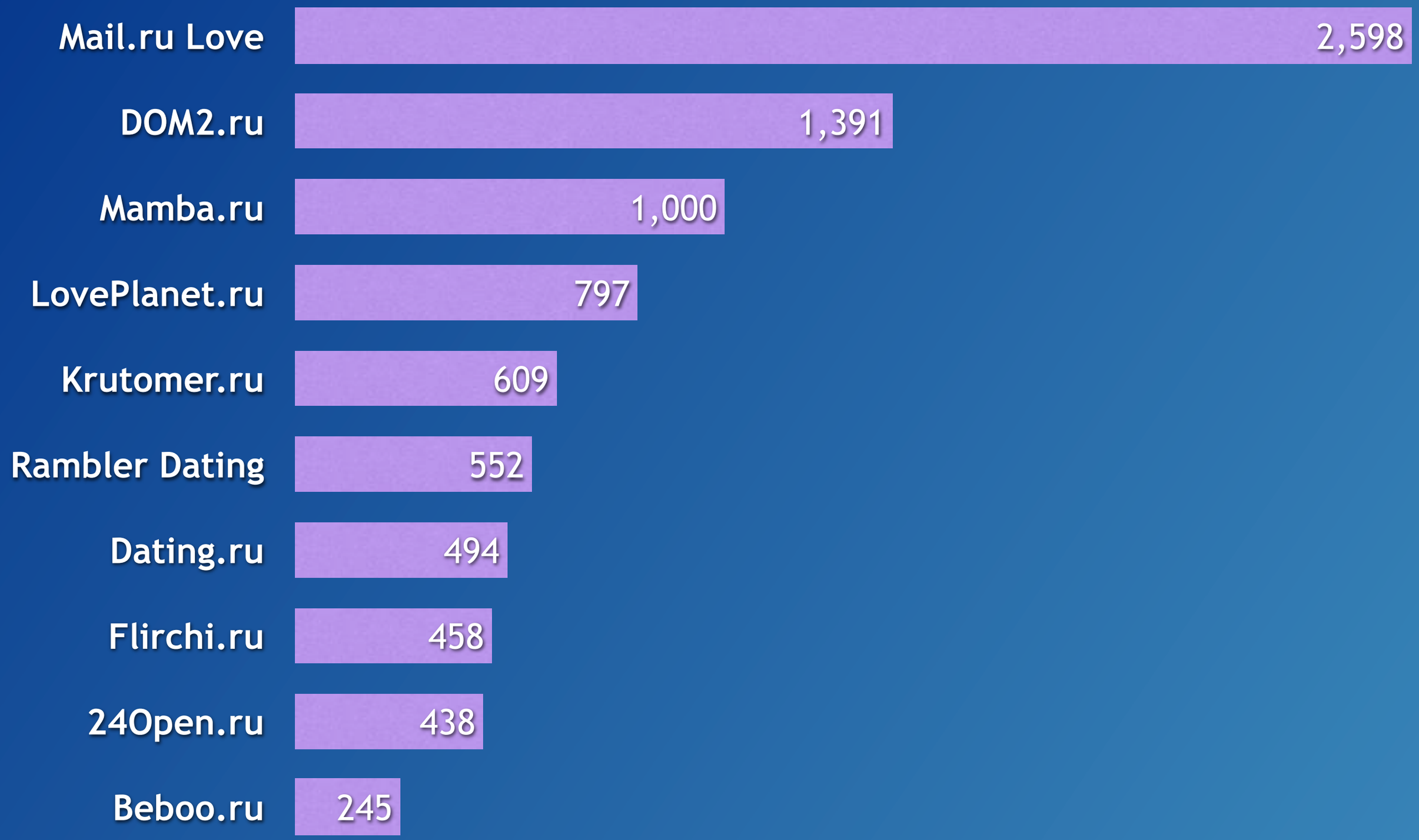
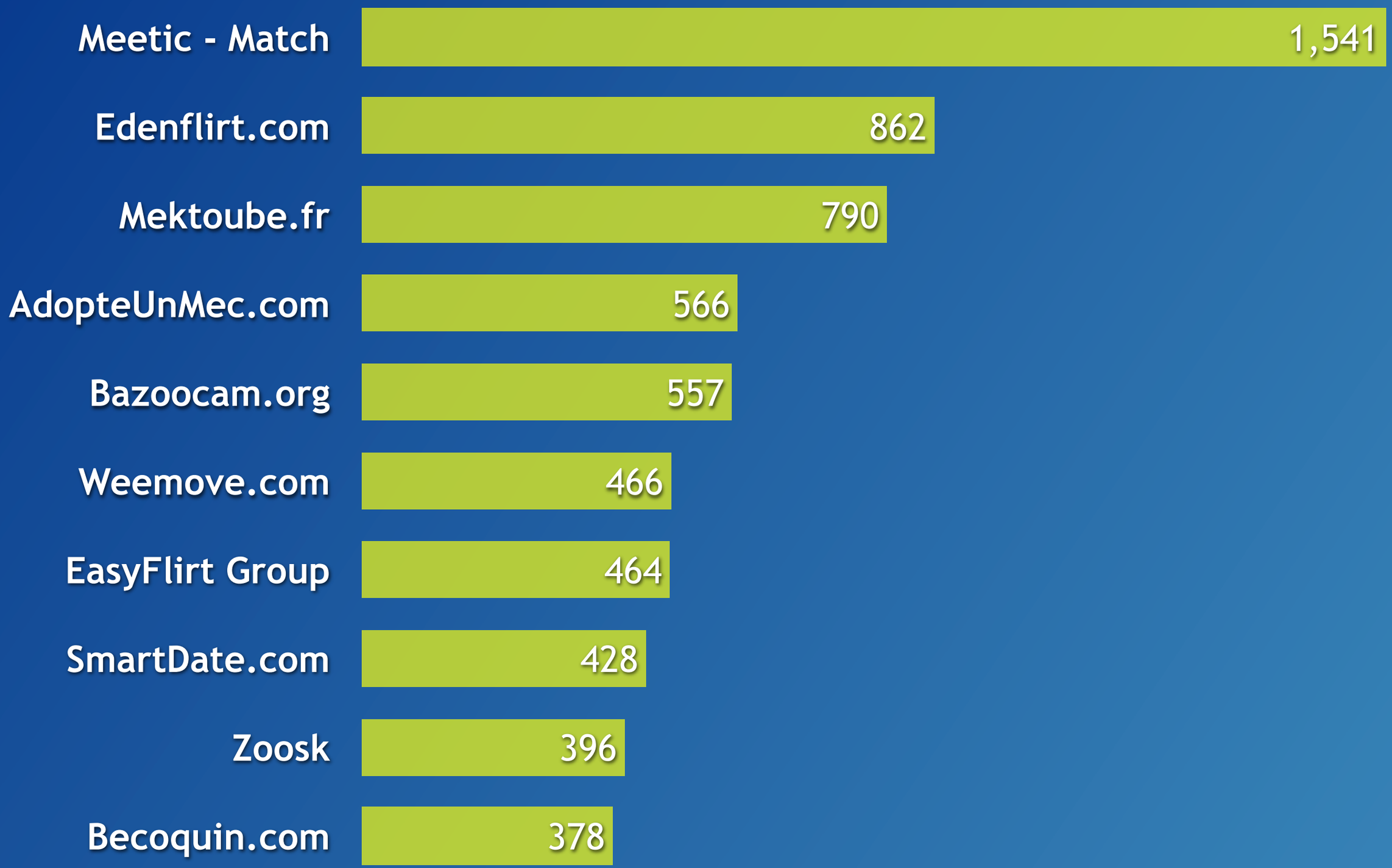
What are the top sites in Europe?

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



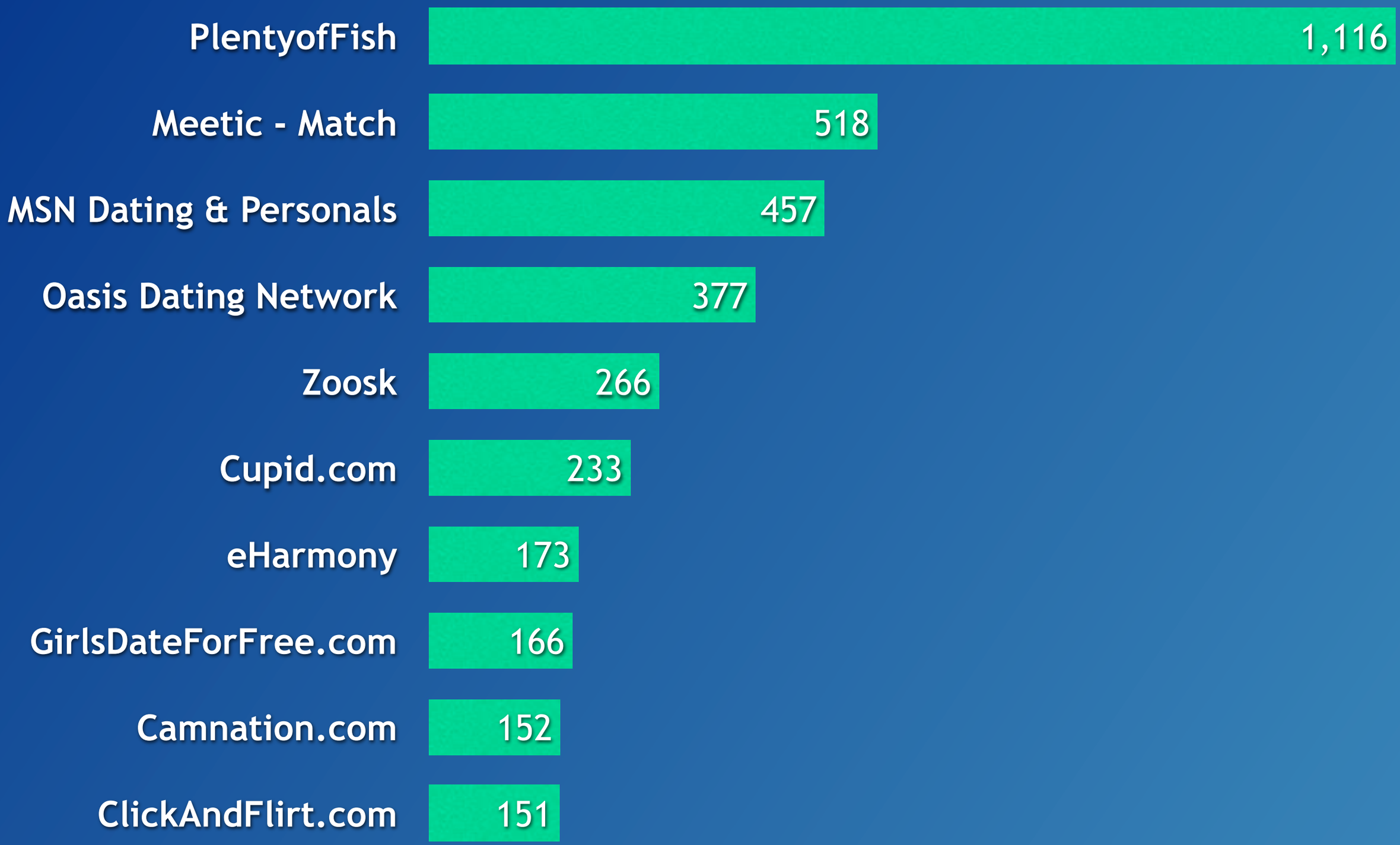
Source: **comScore - Aug 2011**

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



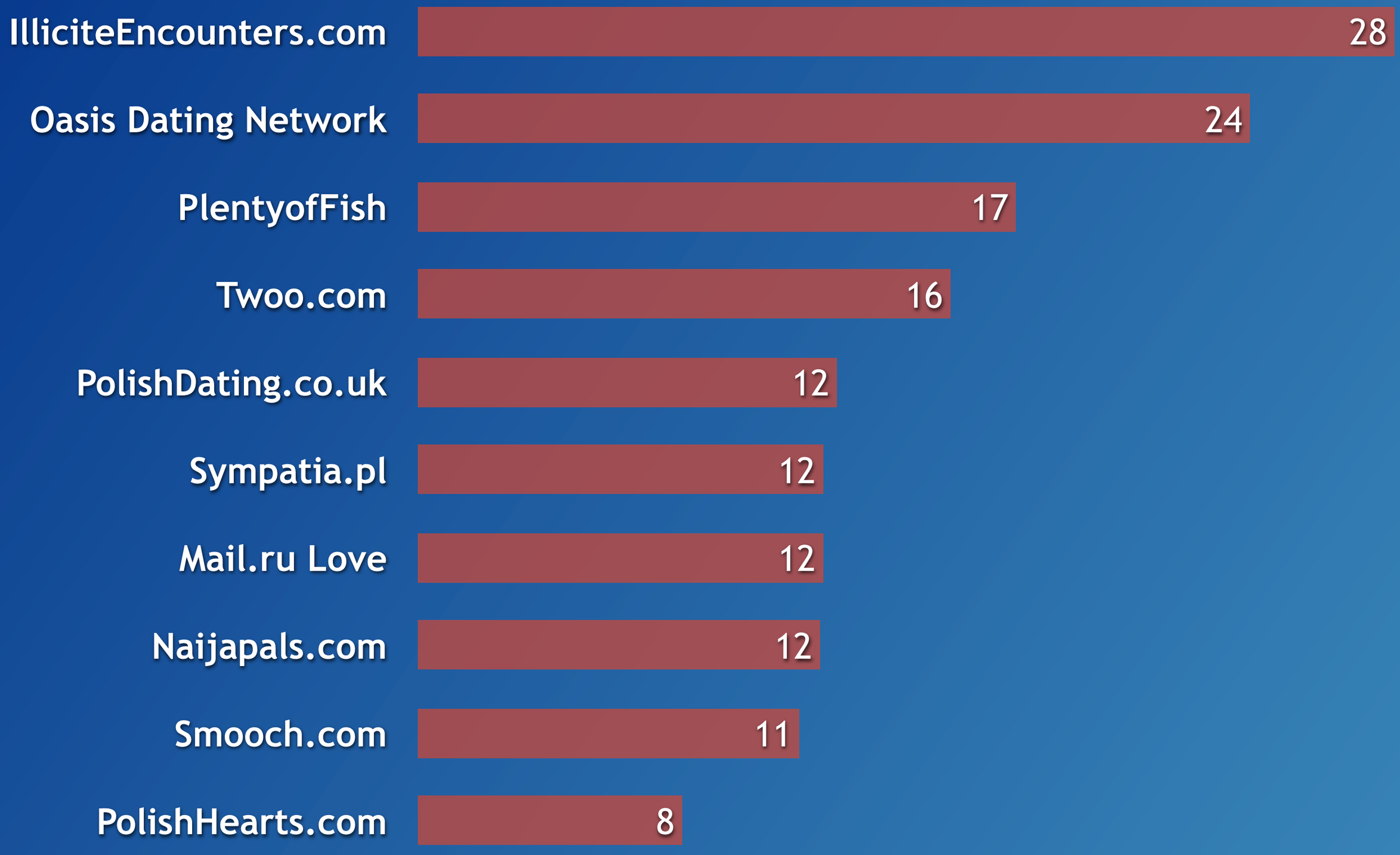
Source: **comScore - Aug 2011**

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



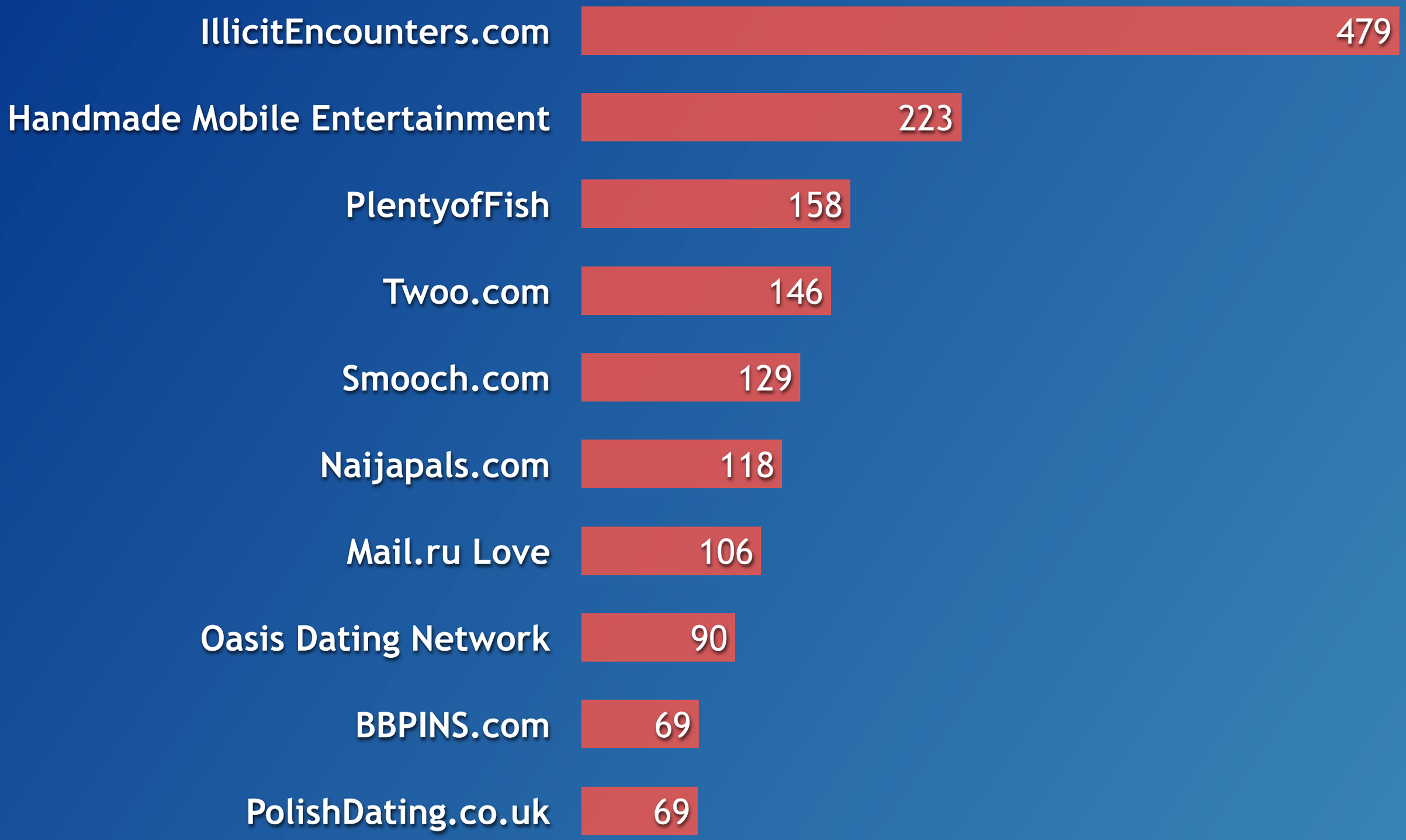
Source: comScore - Aug 2011

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



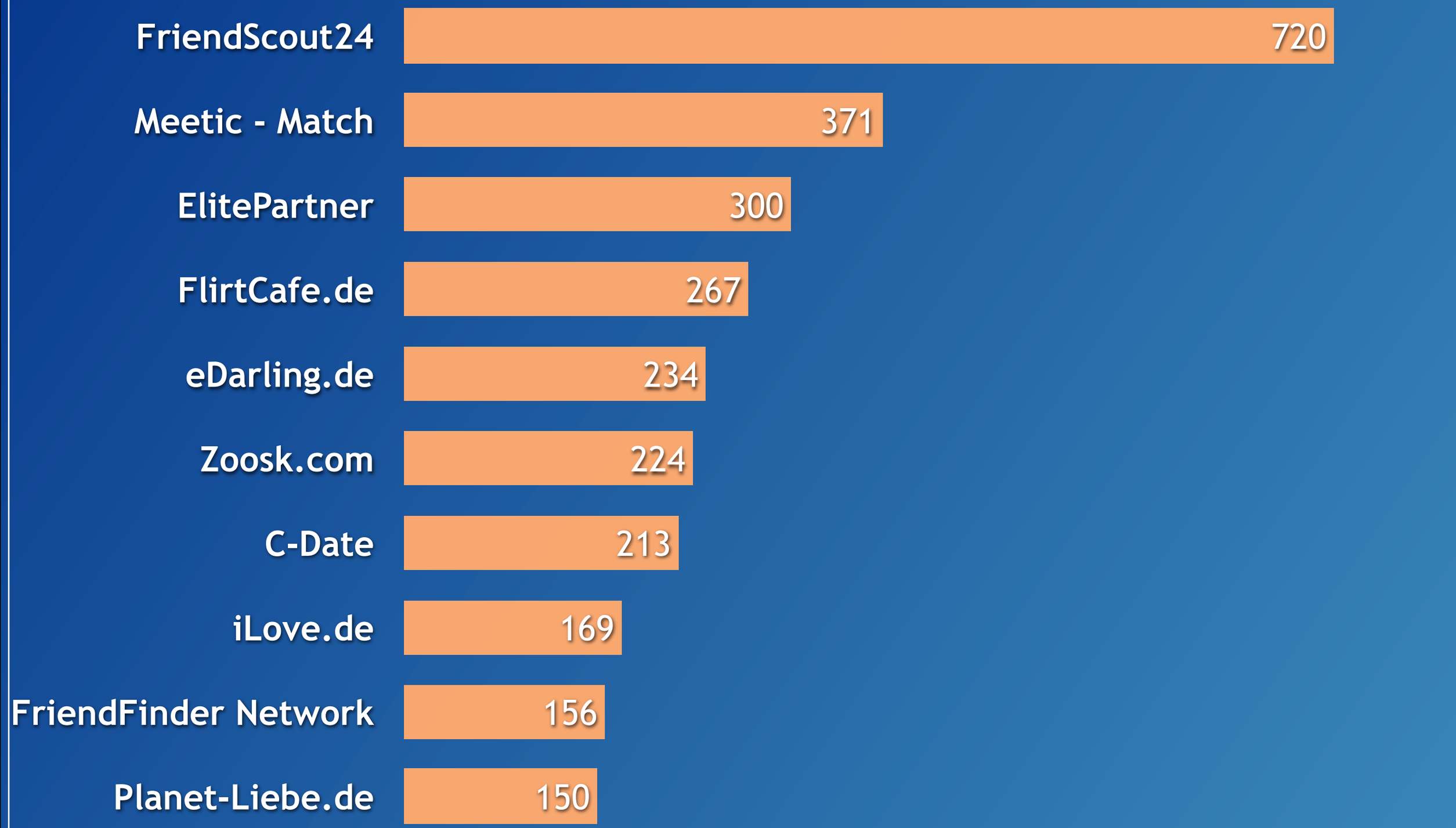
Source: **comScore - Aug 2011**

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



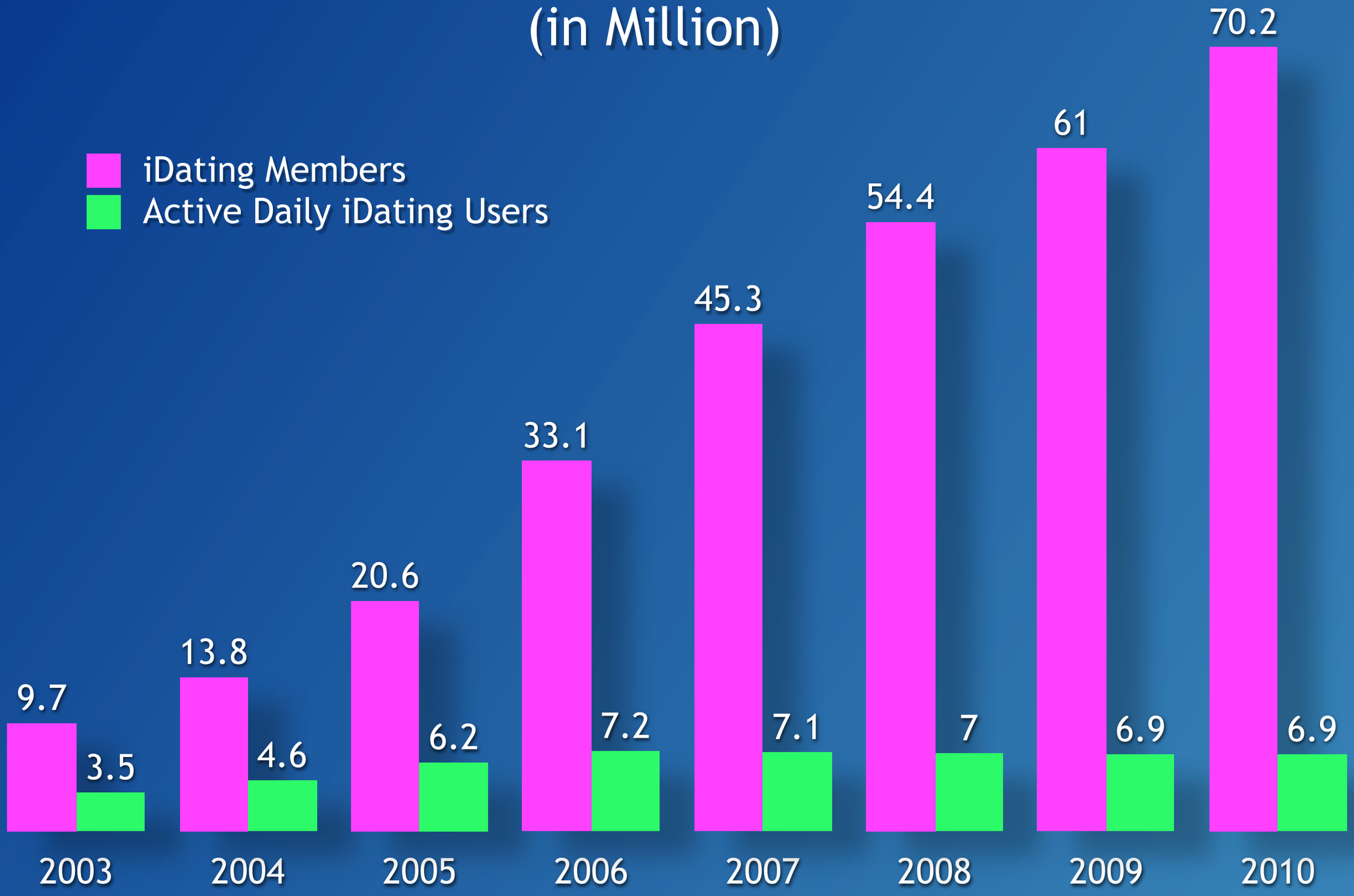
Source: **comScore - Aug 2011**

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



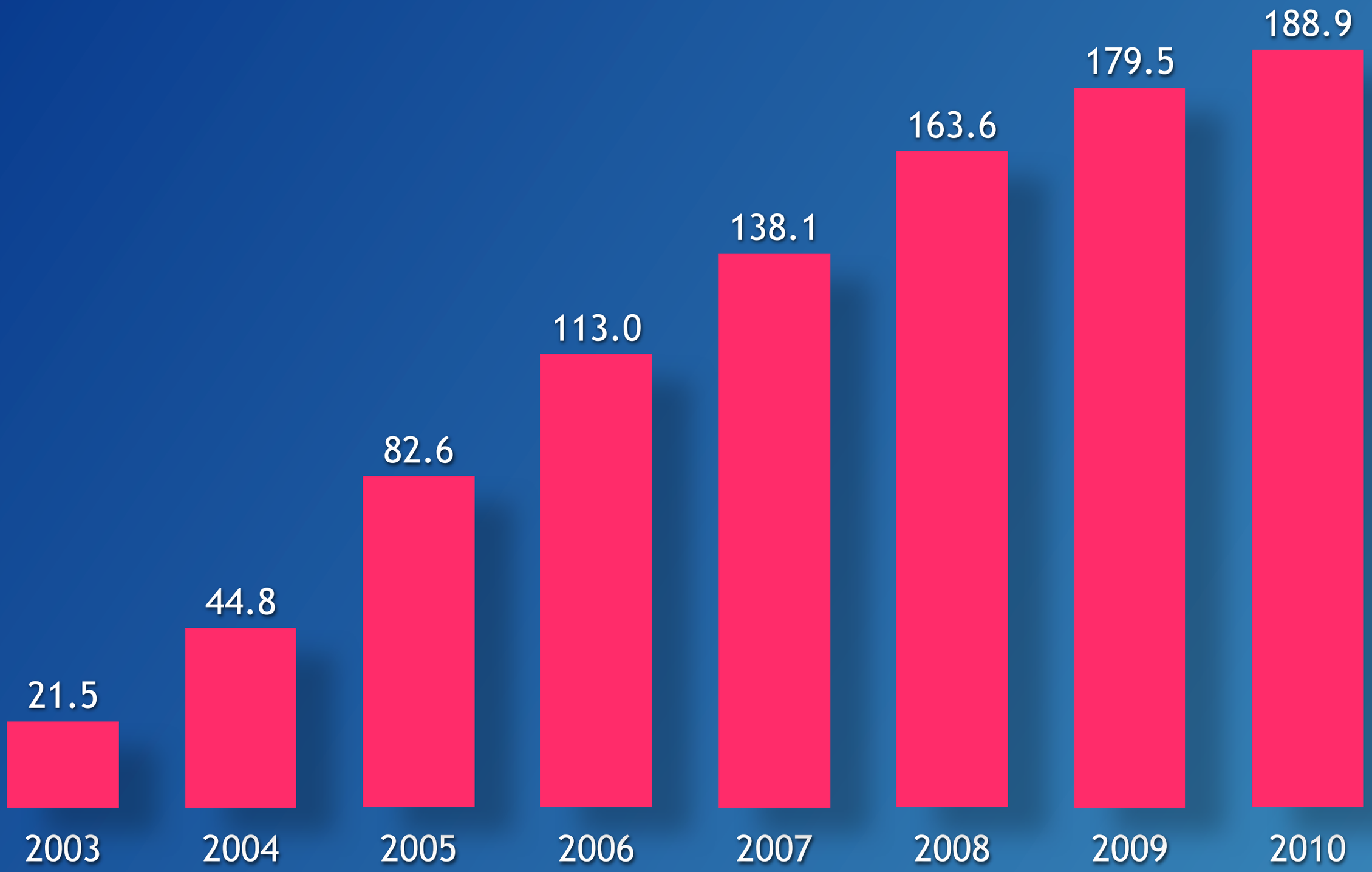
Source: **comScore - Aug 2011**

Number Of Online Dating Members In Germany (in Million)



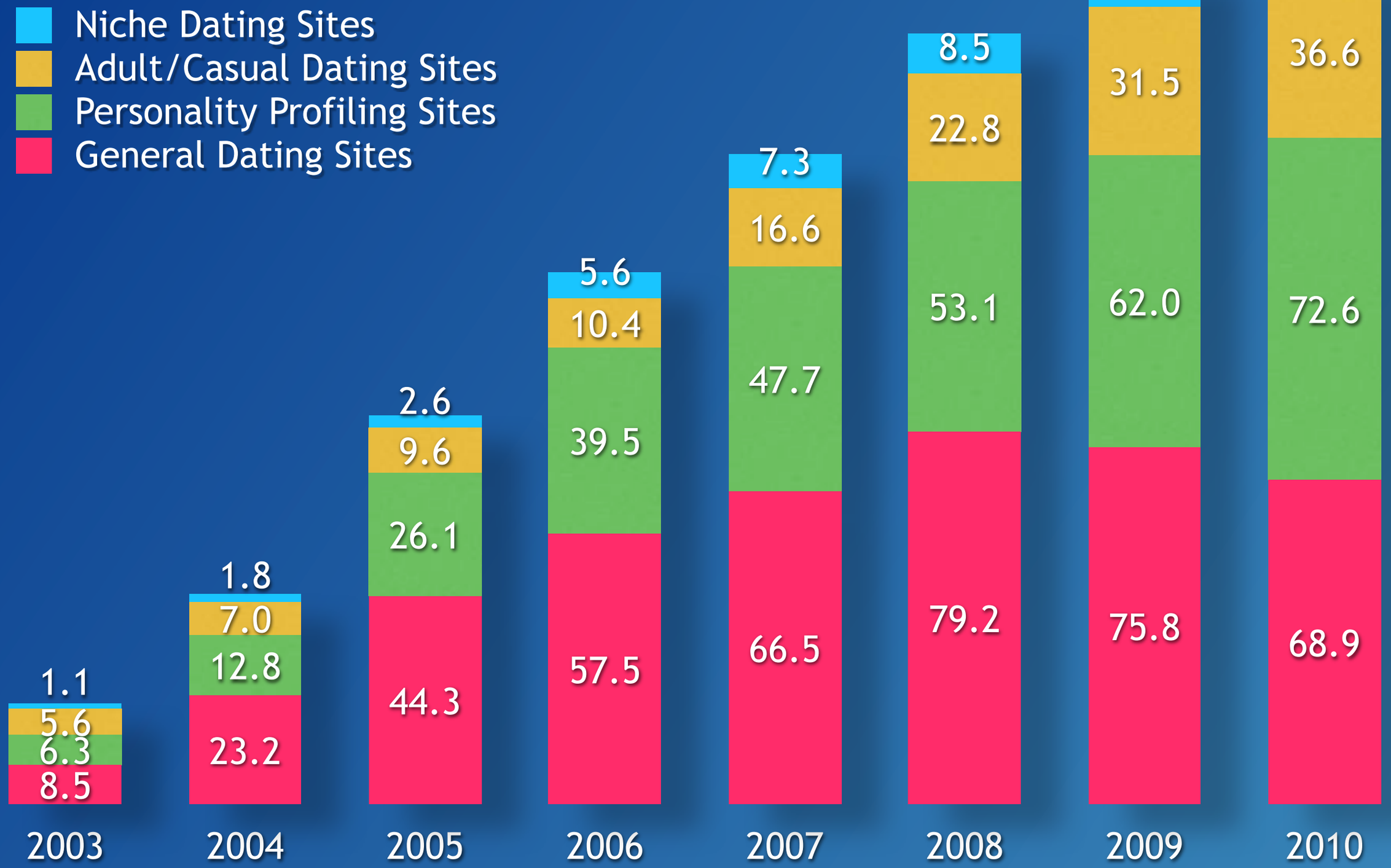
Source: **Singleborsen-Vergleich**

Online Dating Revenue in Germany (EUR Million)



Source: **SingleBoersen-Vergleich**

Online Dating Revenue in Germany Per Segment (EUR Million)



Source: **SingleBorsen - Vergleich**

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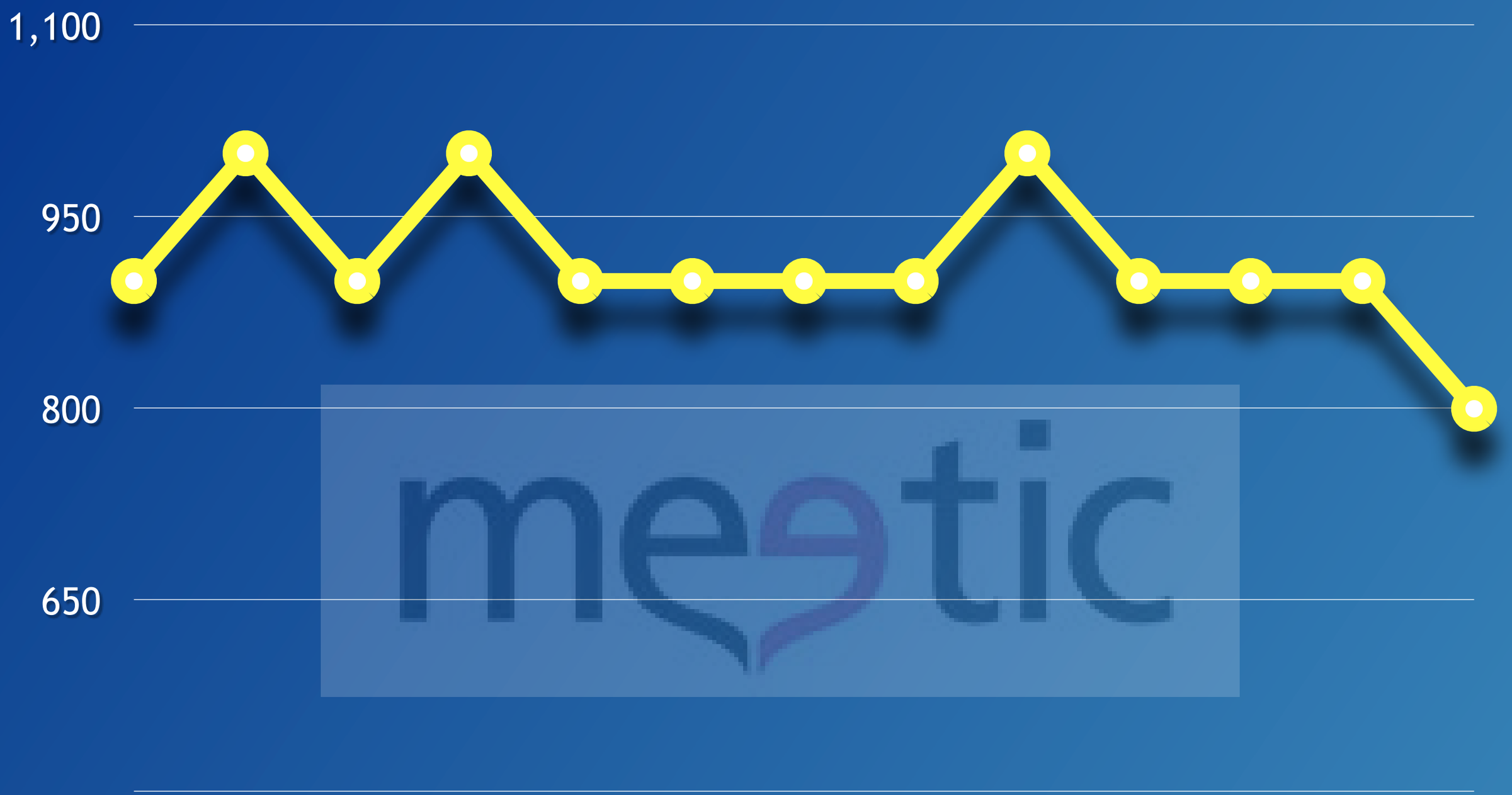
How hot is mobile dating in Europe?

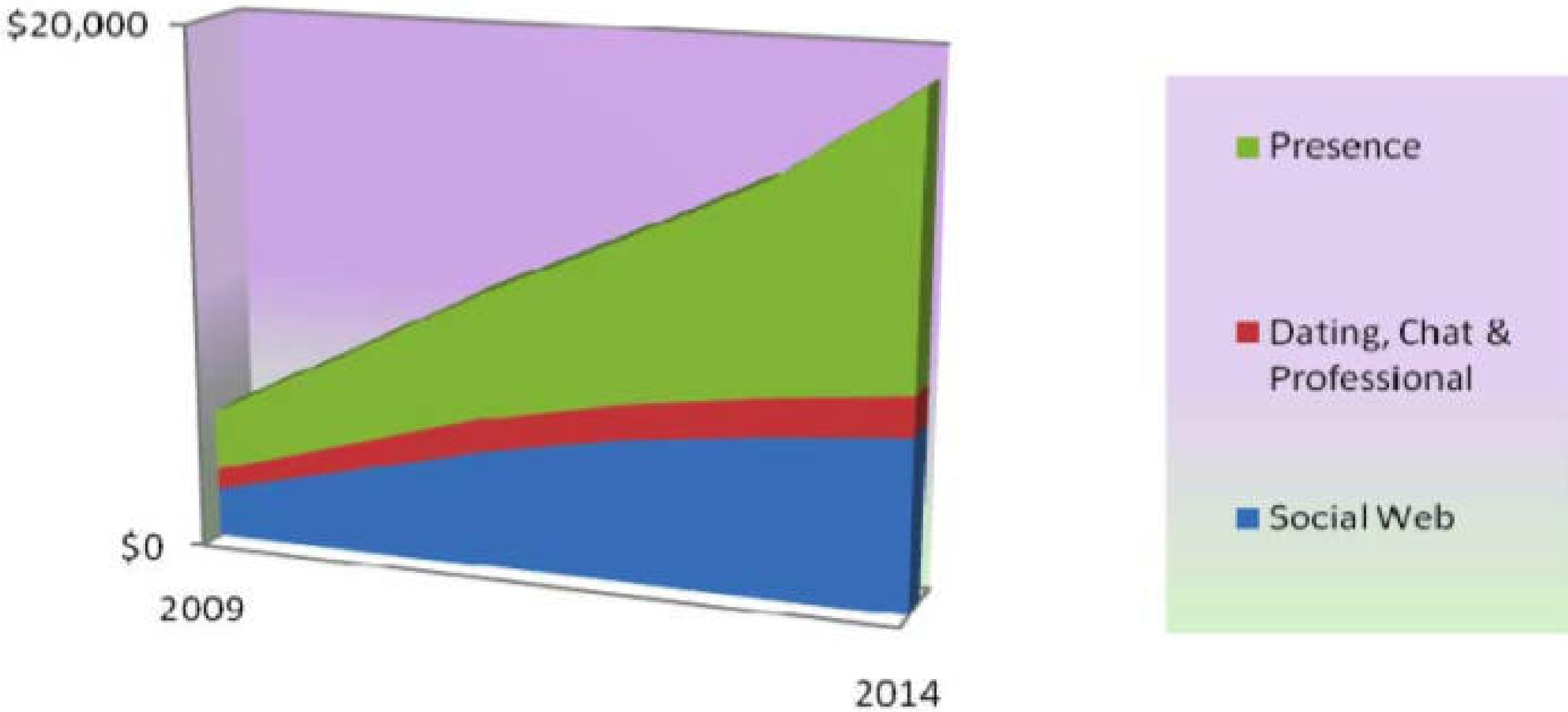


Meetic Mobile Revenue (EUR 000)



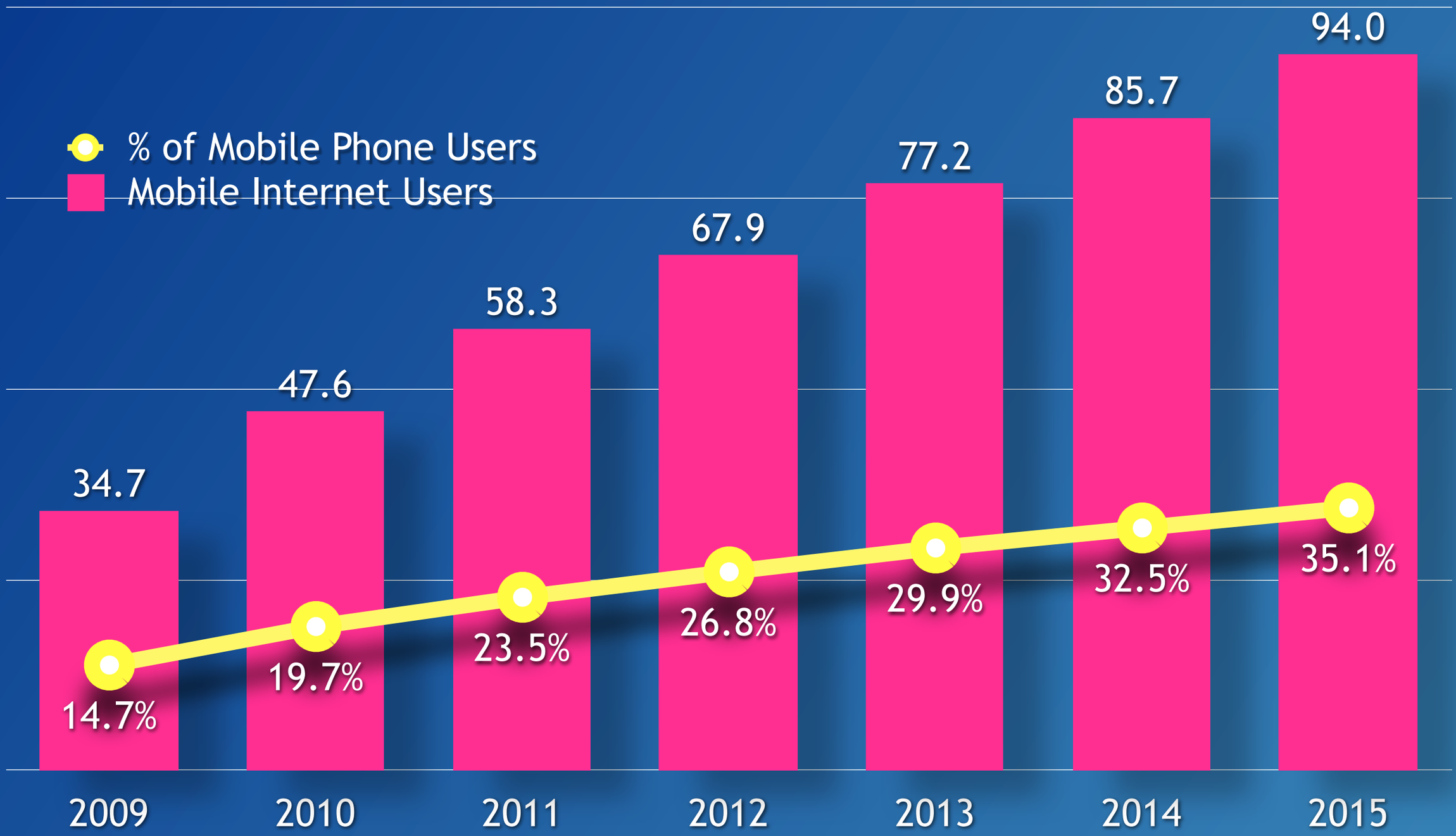
Source: **Meetic, June ’11**

Global Web 2.0 Mobile Market Value ($ Million)



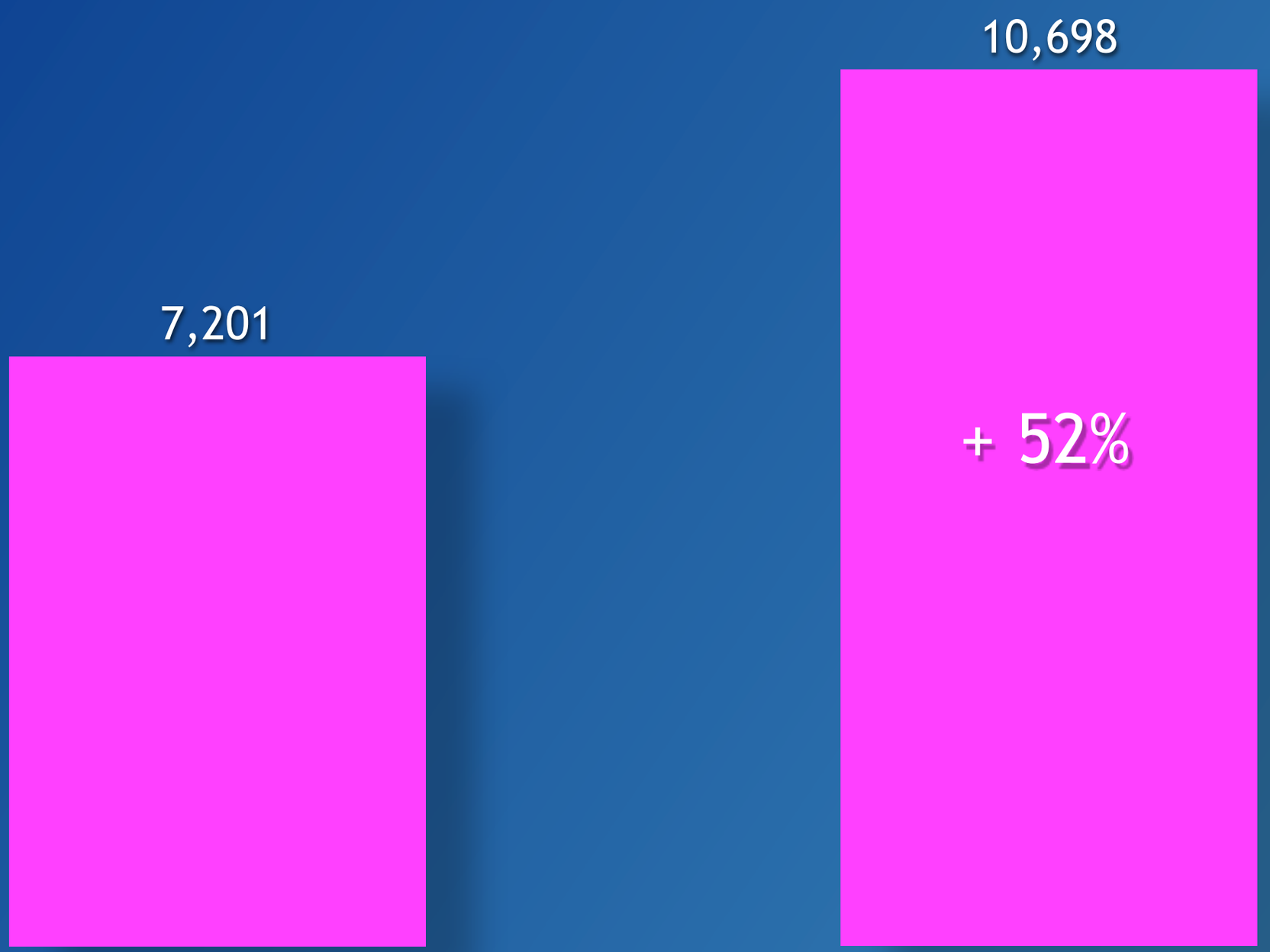
Source: **Juniper Research**

Mobile Internet Users & Penetration in EU5 (Millions)



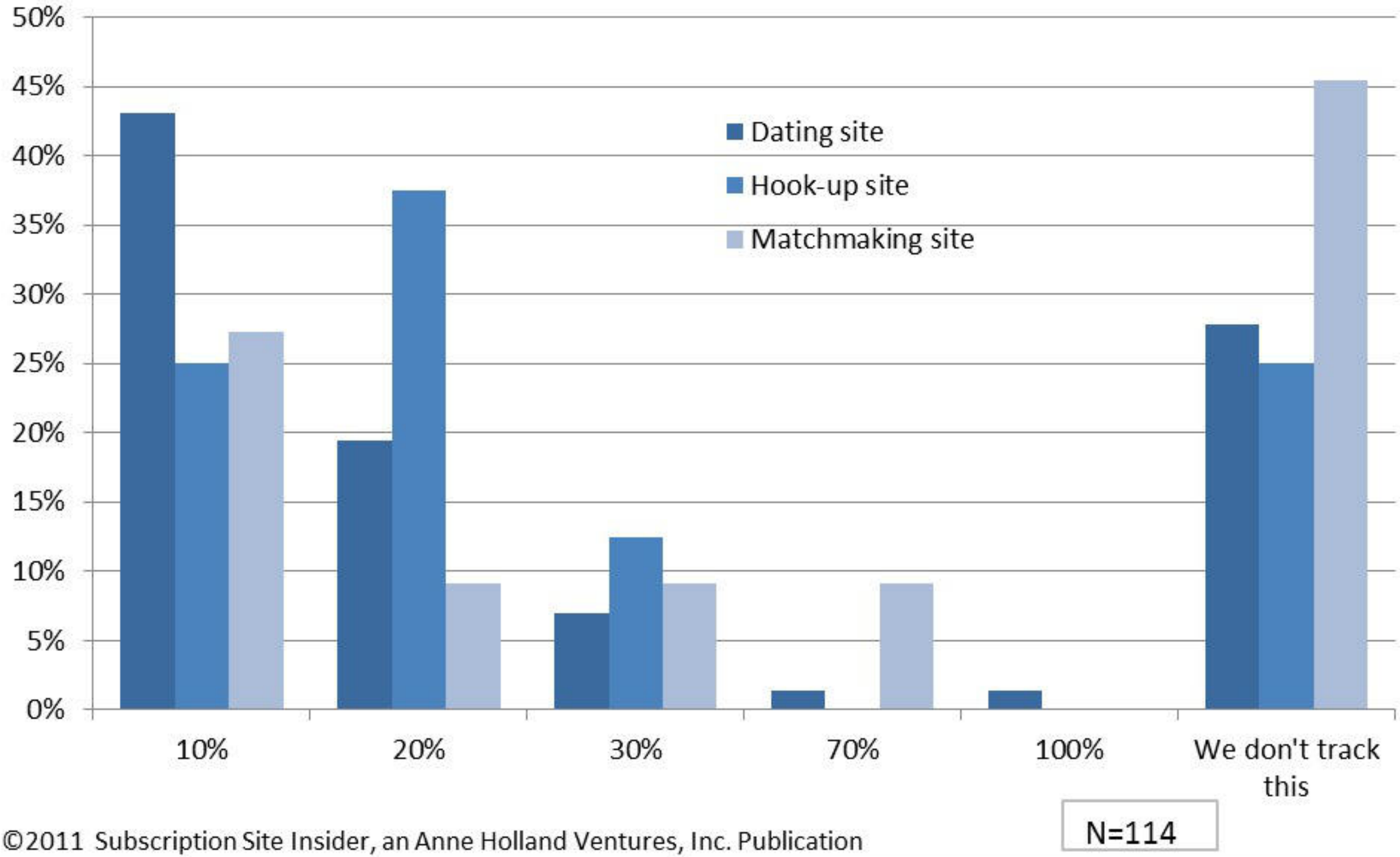
Source: **eMarketer, Dec '10**

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



Source: **ComScore MobiLens**

What Percent Of Your Users Use Mobile?



N=114

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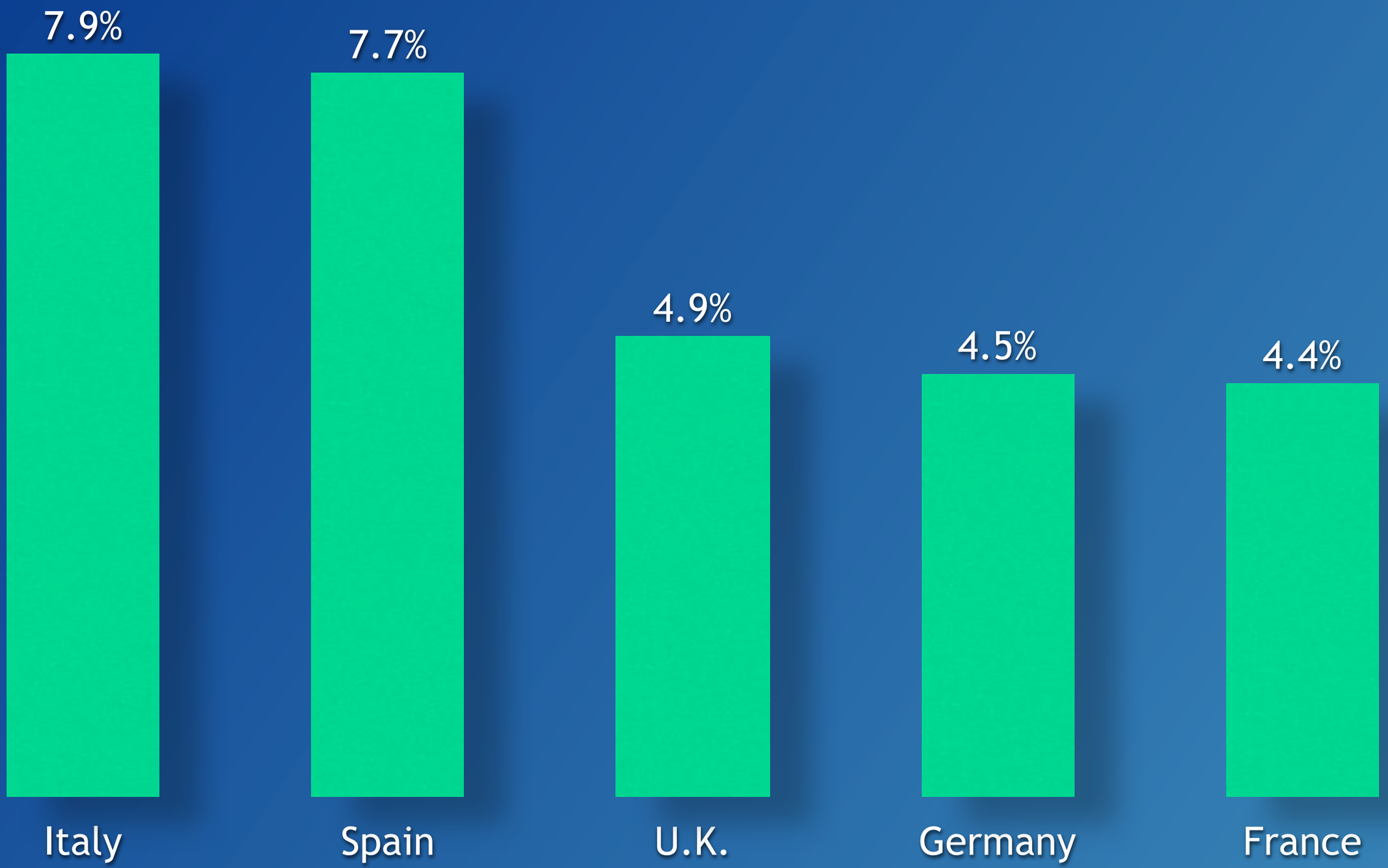
% Of Mobile Audience Who Accessed Dating Site Ever In Month From Mobile Device (July 2011)



Source: **ComScore MobiLens**

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How are the top public companies affecting my valuation?

Jiayuan

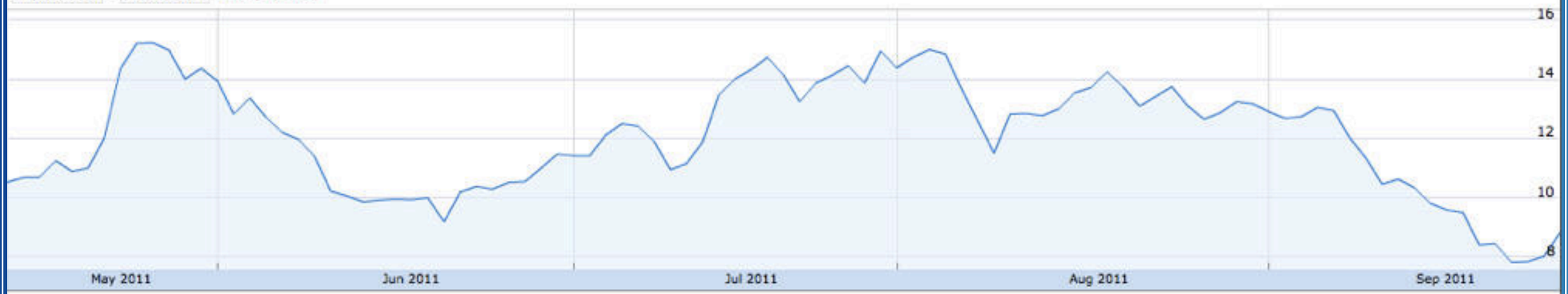
8.83 **+0.80 (9.96%)**
Sep 27 - Close
NASDAQ real-time data - Disclaimer
Currency in USD

Range	8.11 - 8.98	Mkt cap	418.22M	Shares	47.36M
52 week	7.50 - 16.12	P/E	-	Beta	-
Open	8.36	Div/yield	-	Inst. own	10%
Vol / Avg.	315,287.00/201,577.00	EPS	-		

Dow Jones	11,190.69	1.33%
Nasdaq	2,546.83	1.20%
Services		1.11%
DATE	8.83	9.96%

Compare: Add ☐ Dow Jones ☐ Nasdaq ☐ MLOFF ☐ LOV ☐ MTXS ☐ 2417 ☐ 2128 ☐ 4696 ☐ 3607

Zoom: 1d 5d 1m 3m 6m YTD 1y 5y 10y All
May 12, 2011 - Sep 27, 2011 -1.69 (-16.06%)



FriendFinder

2.09 **-0.08 (-3.69%)**

Sep 27 - Close
NASDAQ real-time data - Disclaimer
Currency in USD

Range	2.05 - 2.25	Mkt cap	58.45M	Shares	27.97M
52 week	1.90 - 10.01	P/E	-	Beta	-
Open	2.19	Div/yield	-	Inst. own	-
Vol / Avg.	73,540.00/112,691.00	EPS	-		

Compare: Add Dow Jones Nasdaq FFN

Zoom: 1d 5d 1m 3m 6m YTD 1y 5y 10y All

May 12, 2011 - Sep 27, 2011 -5.76 (-73.38%)



Spark Networks

3.00 0.00 (0.00%)

Sep 27 - Close

AMEX data delayed by 15 mins - Disclaimer

Currency in USD

Range	3.00 - 3.00	Mkt cap	61.78M	Shares	20.59M
52 week	2.85 - 3.80	P/E	38.93	Beta	0.33
Open	3.00	Div/yield	-	Inst. own	57%
Vol / Avg.	2,700.00/5,820.00	EPS	0.08		

Compare: Add ☐ Dow Jones ☐ MTXS ☐ DATE ☐ 2418 ☐ 3607 ☐ 2128 ☐ 4331 ☐ 2196 ☐ MLOFF

Zoom: 1d 5d 1m 3m 6m YTD 1y 5y 10y All

Jan 08, 2010 - Sep 22, 2011 +0 (0%)



Cupid

224.25 **+0.25 (0.11%)**

Sep 27 - Close

LON data delayed by 15 mins - Disclaimer

Currency in GBX unless noted

Range	220.00 - 232.75	Mkt cap	181.14M*	Shares	807,762.00
52 week	186.05 - 260.00	P/E	35.53	Beta	-
Open	228.00	Div/yield	-/0.22	Inst. own	-
Vol.	55,364.00	EPS	0.06*		*GBP

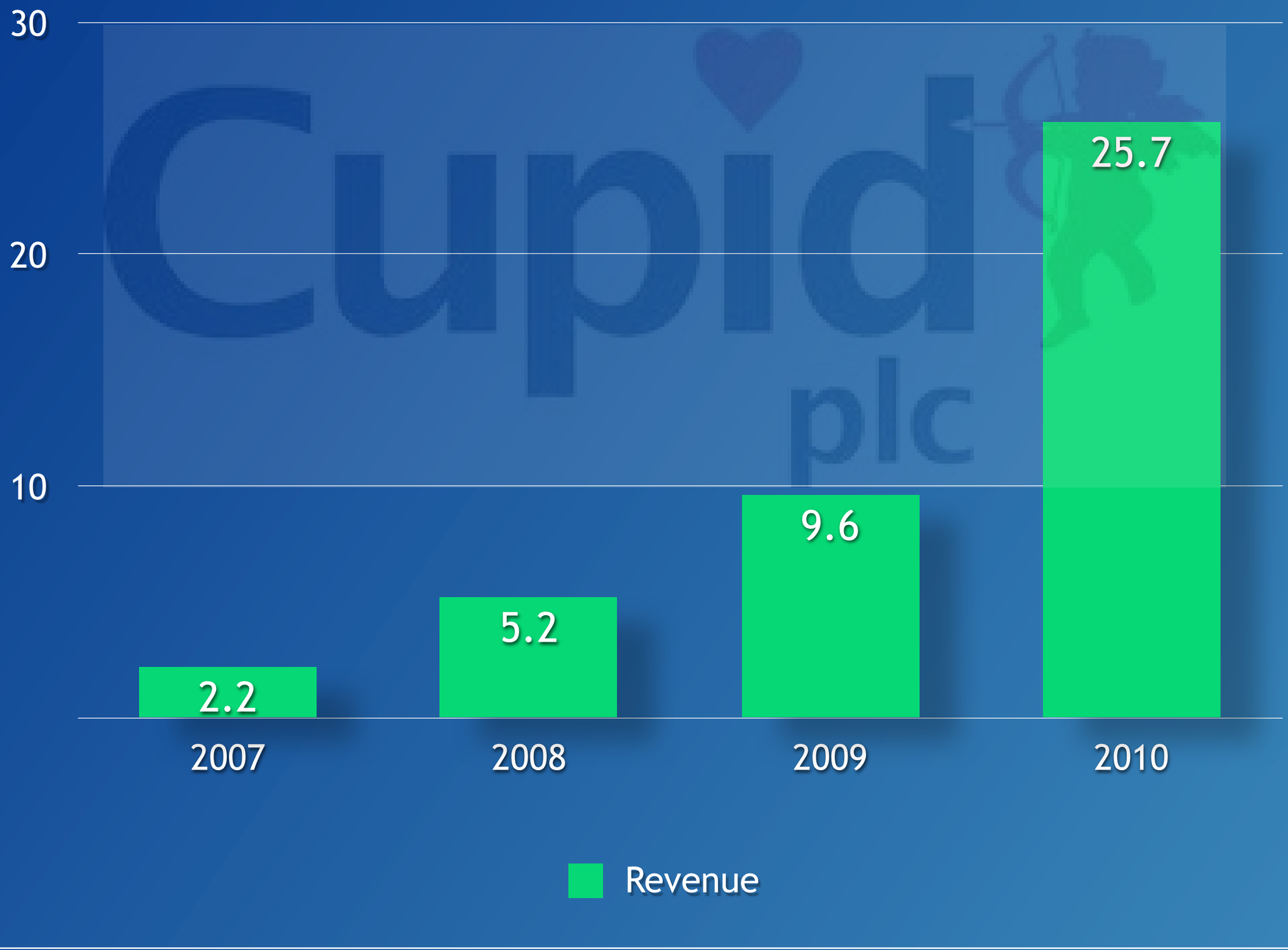
Compare: Add FTSE 100 YELL ATWOQ 509069 MLSMG SKBY DEXO TLVA more »

Zoom: 1d 5d 1m 3m 6m YTD 1y 5y 10y All

Jan 04, 2011 - Sep 27, 2011 +114.25 (103.86%)



Cupid Plc Annual Revenue (£ million)





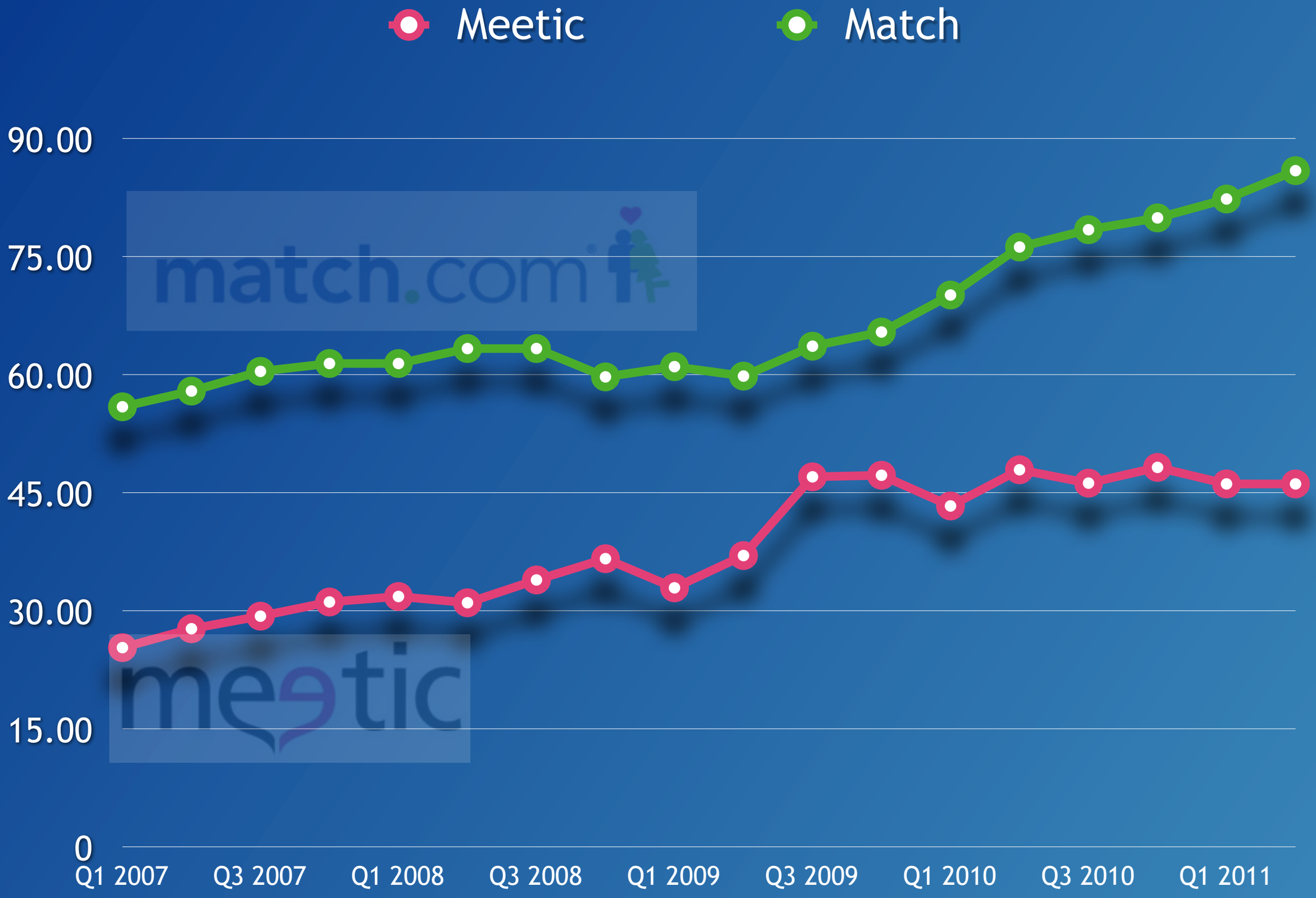
Jun 2011 - Cupid - Buy 75% in Online Liebe and Women Web

Aug 2011 - Buy 25% in Online Liebe and Women Web



Aug 2011 - IAC (Match.com) Wins Control Of Meetic

Industry Leaders Quarterly Revenue (Million EUR)



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How do I value my site?

Domain / Brand

+

SEO Traffic Capability

+

Staff

+

Site Build & IP

+

Members & Loss of Members

OK Cupid

Revenue $4.7m
Sold for $50m+

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How hot is online dating in Europe?

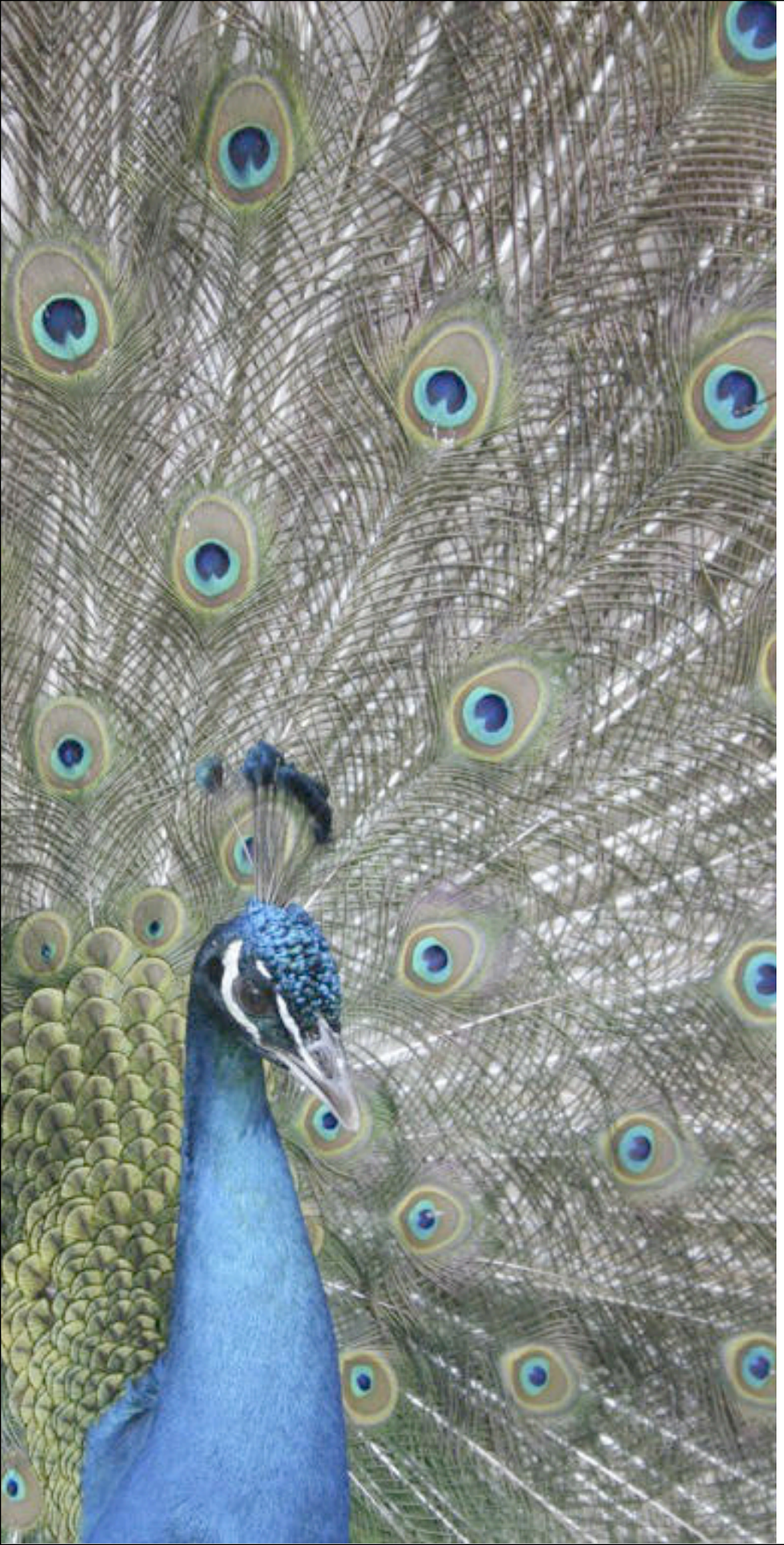
How does this compare to North America?

What are the top sites in Europe?

How hot is mobile dating in Europe?

How are the top public companies affecting my valuation?

How do I value my site?



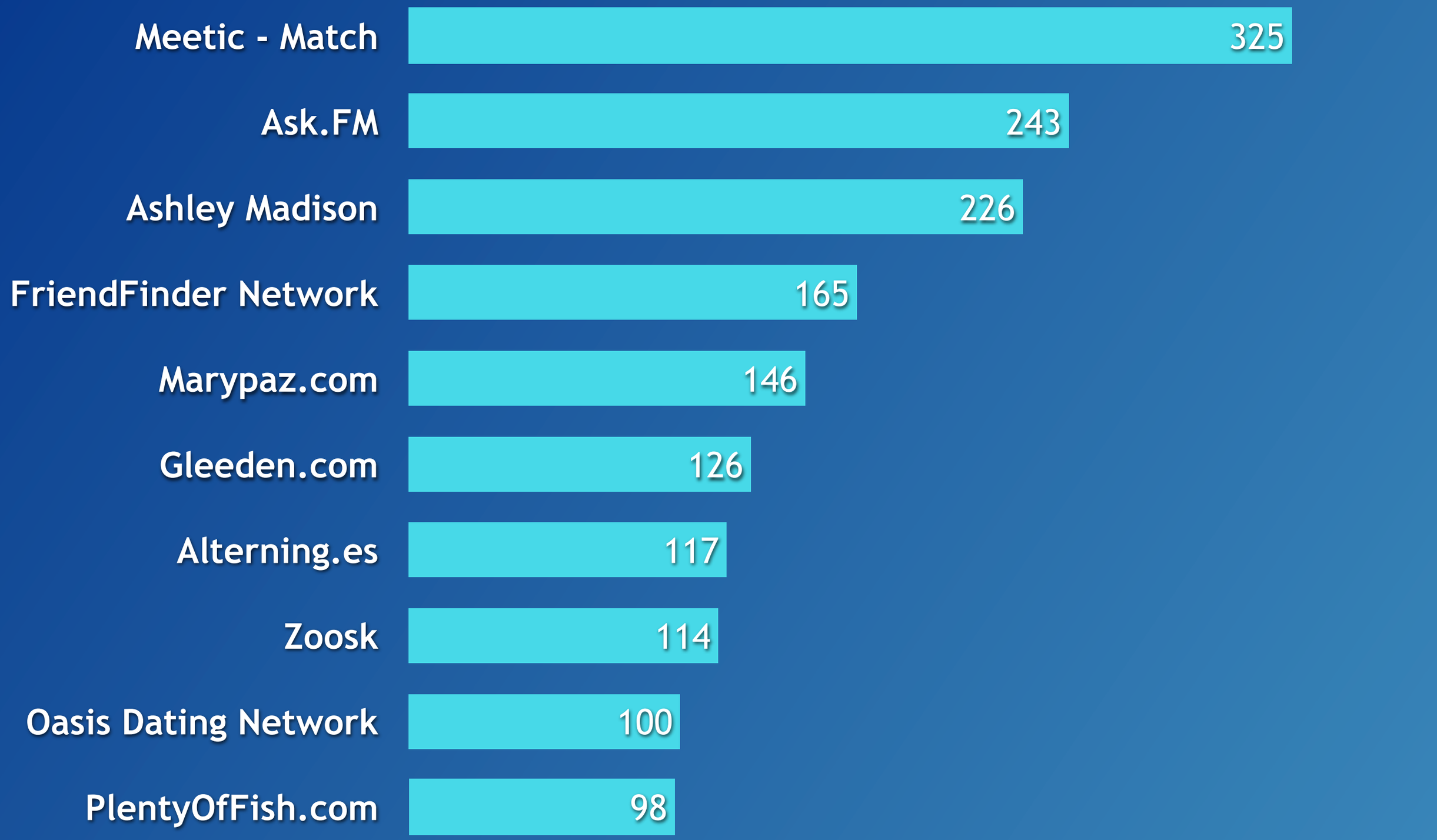
Courtland Brooks

Mark Brooks

courtlandbrooks.com

What are the top dating sites in Spain?

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

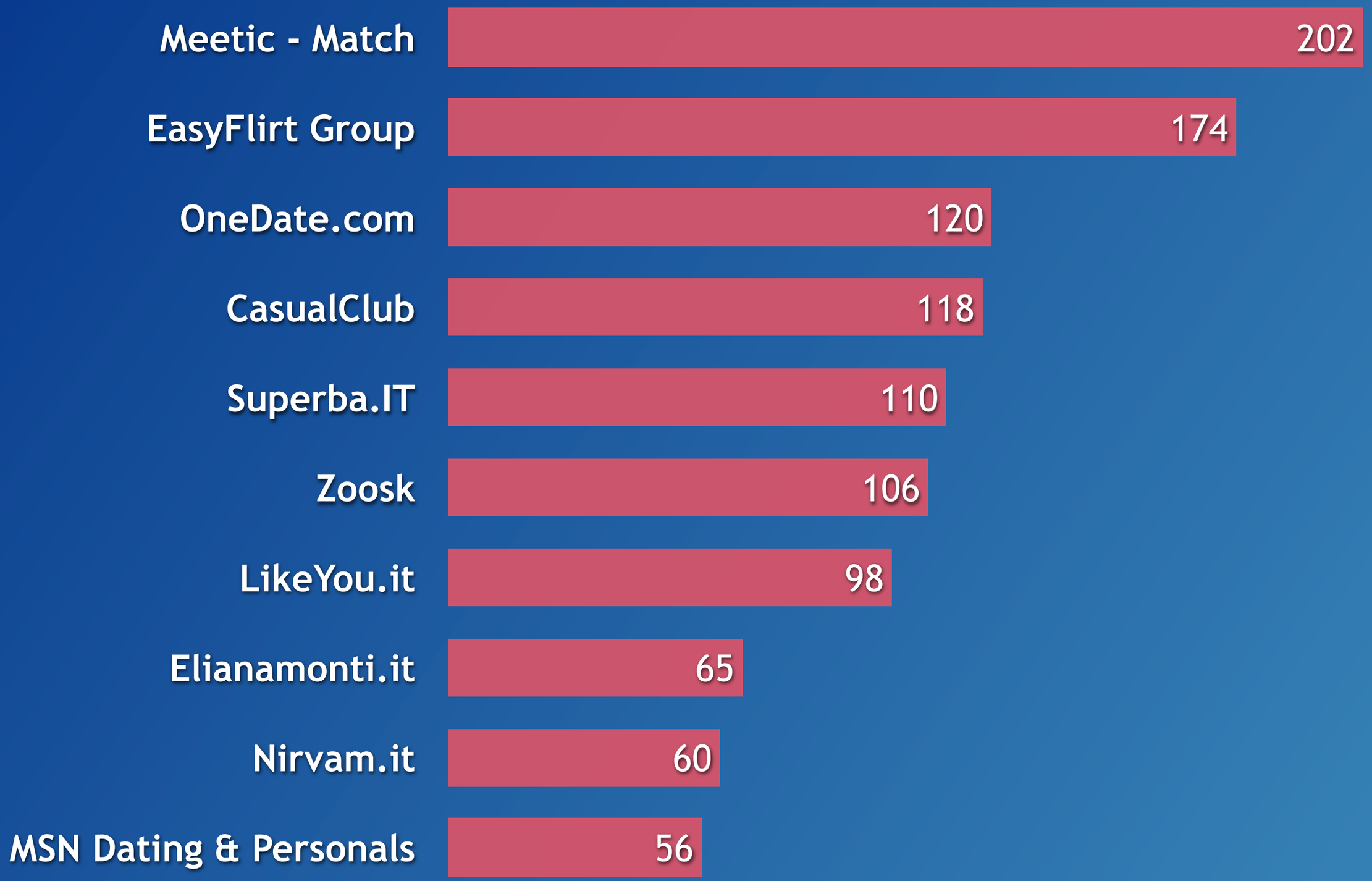


Source: **comScore - Aug 2011**


¿Qué tienen estas "realezas" en común?
Deberían haber utilizado
ASHLEY MADISON®.COM

What are the top dating sites in Italy?

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



Source: **comScore - Aug 2011**