2011 Year In Review:
The Online Personals Industry

24
January
2012

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WELCOME

CONTACT:
Mark Brooks
mark@courtlandbrooks.com

ONLINE PERSONALS WATCH

illuminating the top dating industry news since 2004

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RESEARCH

onlinepersonalswatch.com

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A Young Woman Scored $1,200/Month In Dinners Using Match.com



BUSINESS INSIDER – Nov 30 – McGonagall started eating out five nights a week using a rotation of different guys she met through Match.com. McGonagall went from easily spending $500 a month on dinners alone to having someone else dole out an average of $60-plus per night.

By Madeleine Scinto

See full article at Business Insider

See all posts on Match.com

Nov 30, 2011 | Permalink | Comments (0) ShareThis

Tweet +1 0 Like

Facebook's New Mobile Channels Are Boosting SNAP's Traffic

TECH CRUNCH – Nov 30 – Facebook launched a new set of social channels for apps to reach mobile users last month, that includes notifications, search, news feed stories and bookmarks in its mobile web and iPhone apps. Snap Interactive said its mobile traffic to that app got a significant boost. The number of average daily logins on its AreYouInterested iPhone app increased by 70% between the 30 days before the October 10th Facebook integration and the 30 days after. Overall, Are You Interested has 7.3M monthly active users and 610K daily active users on Facebook, according to Inside Network's AppData app tracking service.

MARK BROOKS

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Consulting Group

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CEO Interviews

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LinkedIn Profile

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IDEA

Internet Dating Jobs

Internet Dating Science

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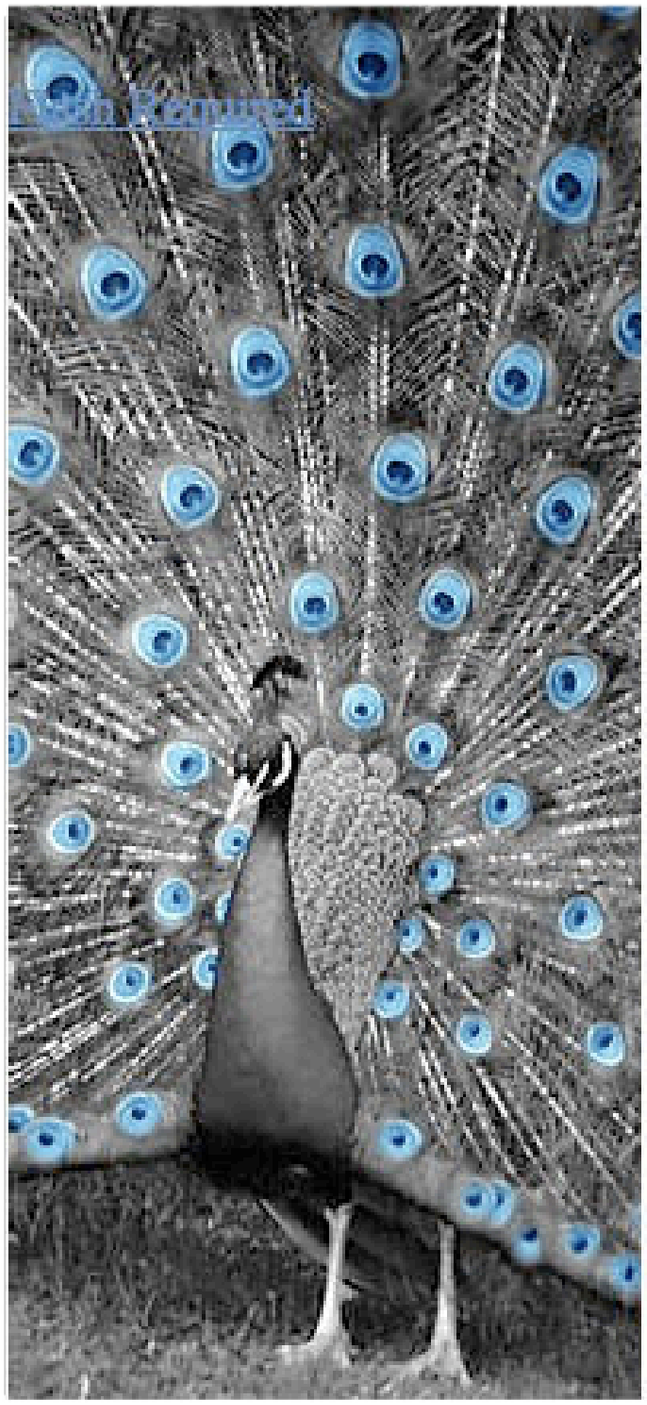

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- ABOUT
- TEAM
- MARK BROOKS
- SERVICES & PRICE
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- TESTIMONIALS
- IN THE PRESS
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Courtland Brooks exclusively serves Internet Dating services, and companies that want to talk to them.

Media Relations
We provide media relations services to help you shape your messaging and deliver compelling stories for maximum impact and credibility with the press. We help the press discover your story, monitor your reputation and amplify and quantify your press hits. Good PR is what builds brands, advertising maintains them.

Business Development
We guide your business development strategy so you identify sustainable revenue channels and we help you find and negotiate good deals with the right partners.

Product and Marketing Strategy
We help get product and marketing strategy right first time, so you make efficient ad spends, generate word-of-mouth exposure and build long term user trust and reputation.

INTERNET DATING INVESTMENTS

news for investors in internet dating companies

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INTERNET DATING AFFILIATES

news, tips and payouts for internet dating affiliates

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INTERNET DATING SCIENCE

illuminating science for internet dating site designers

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INTERNET DATING NEWSWIRE

real news, really early

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120 Million



22 Million



30 Million



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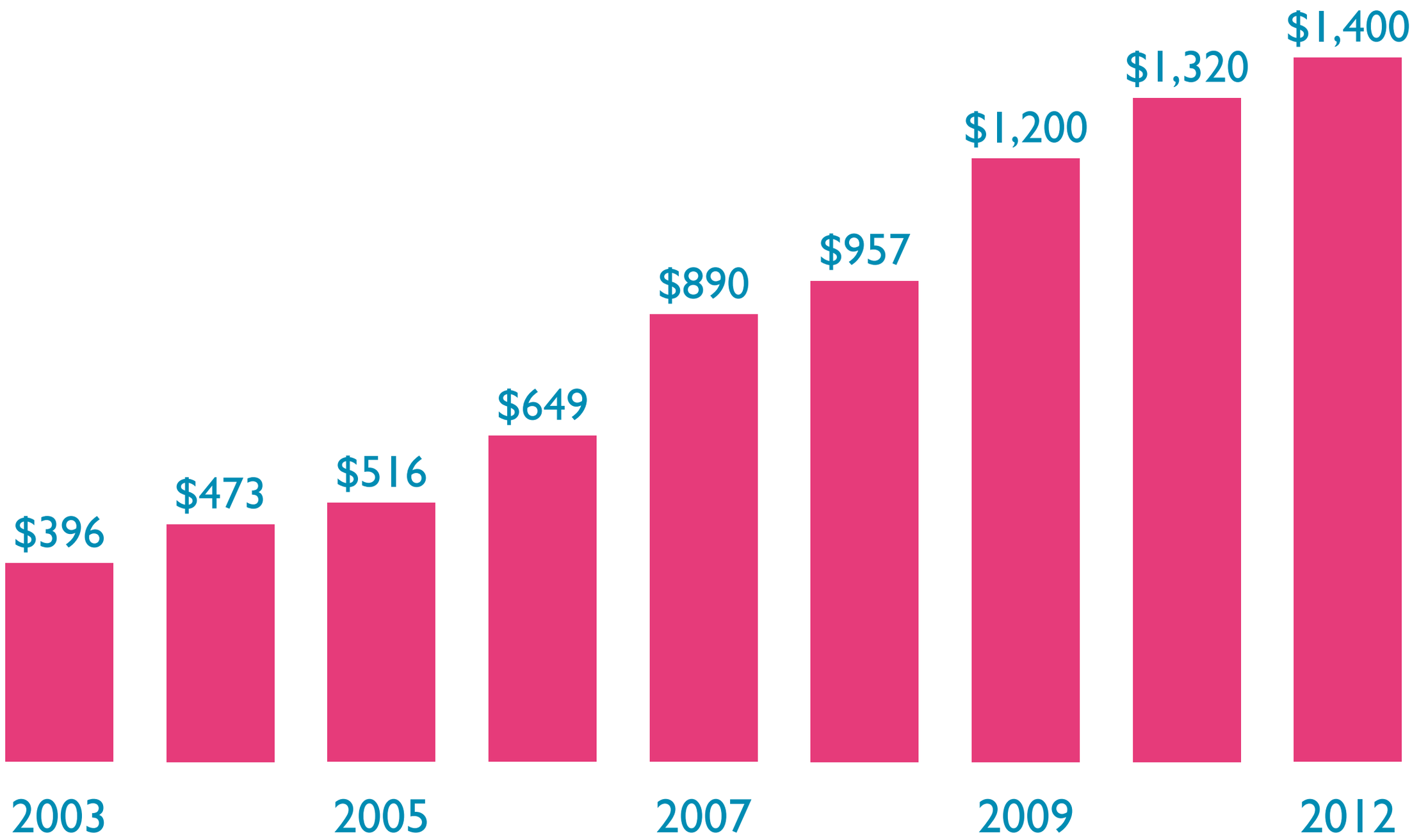
US Online Dating Revenue Growth (Million)



Jupiter Research

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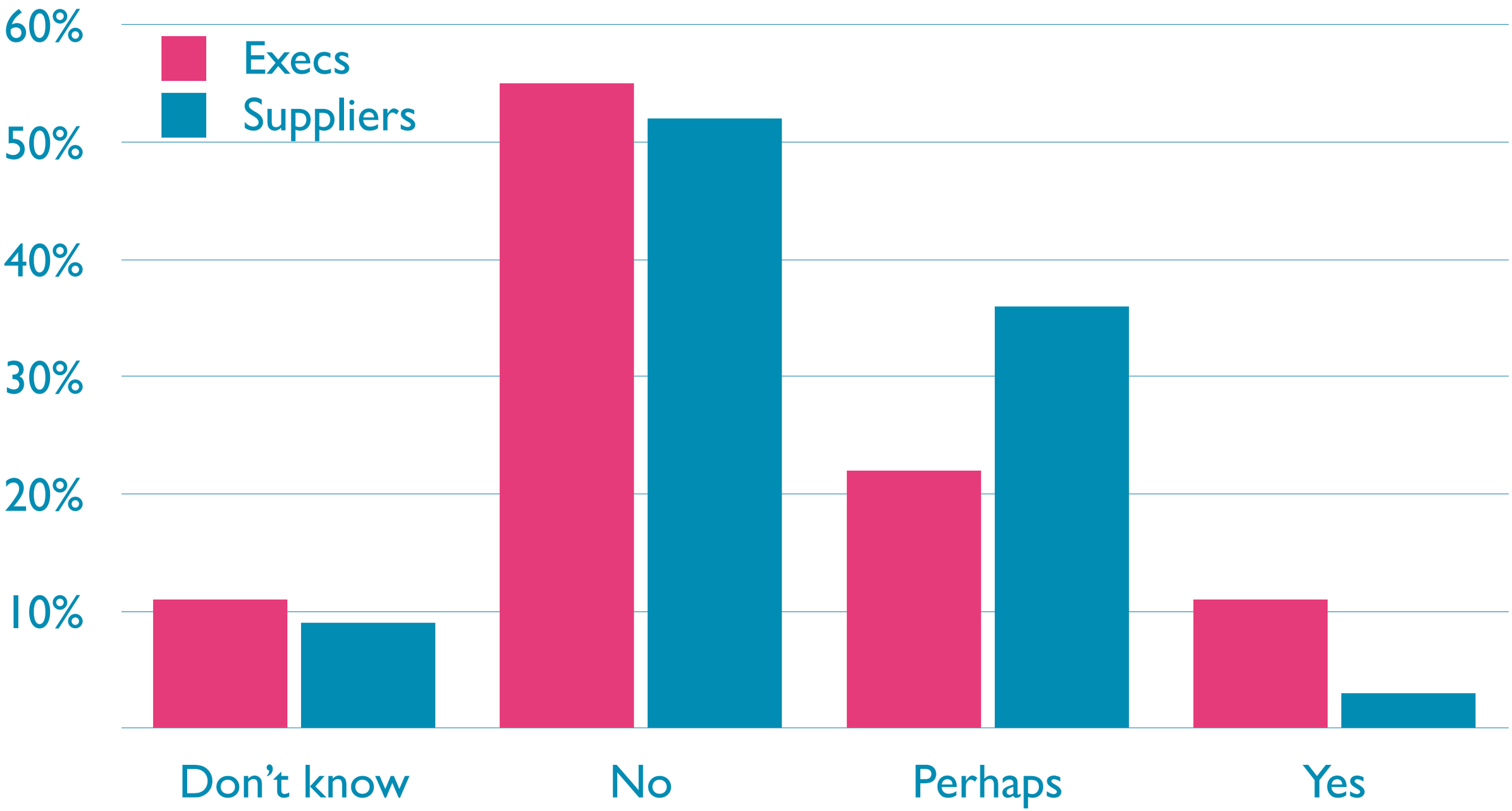
How Badly Is The Economy Affecting Sales?



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How much of the addressable market are we reaching?

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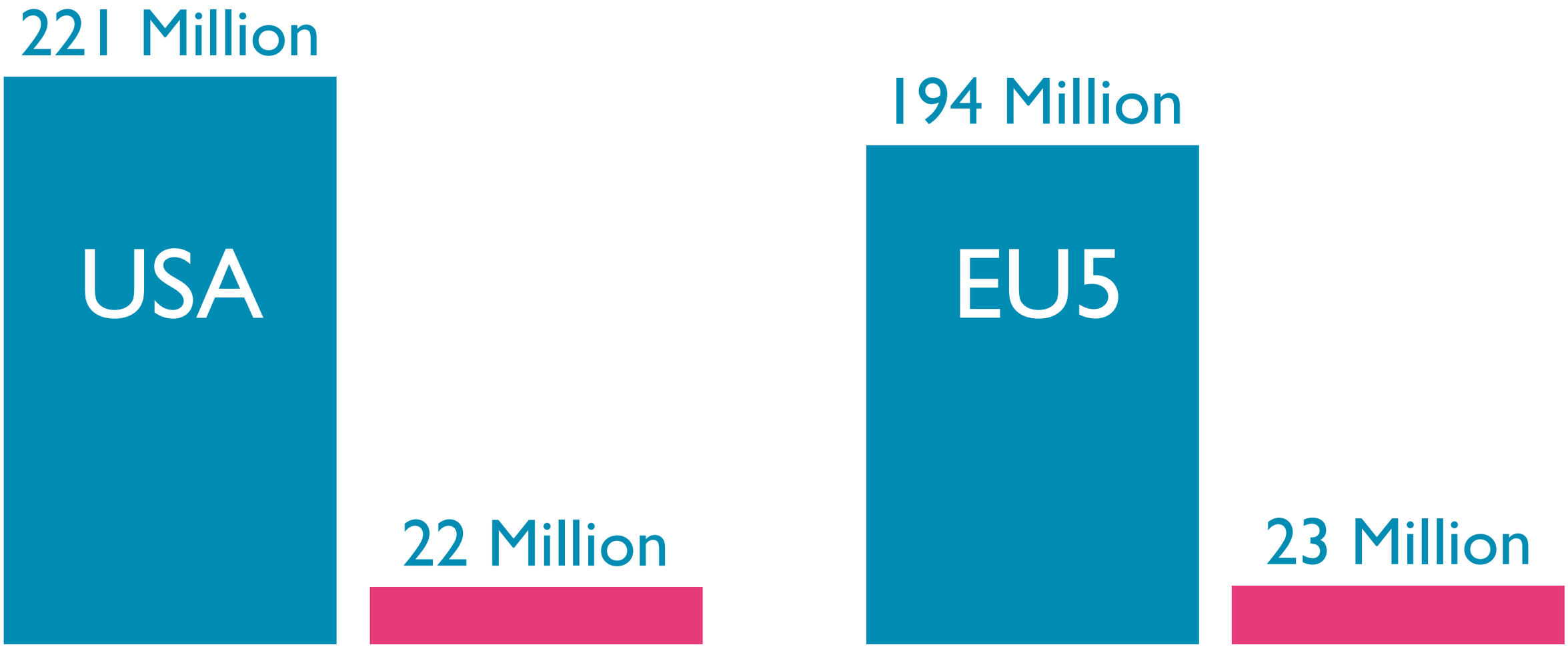
Online Dating Audience (unique visitors)

Total Internet

Online Personals



comScore, Oct '11

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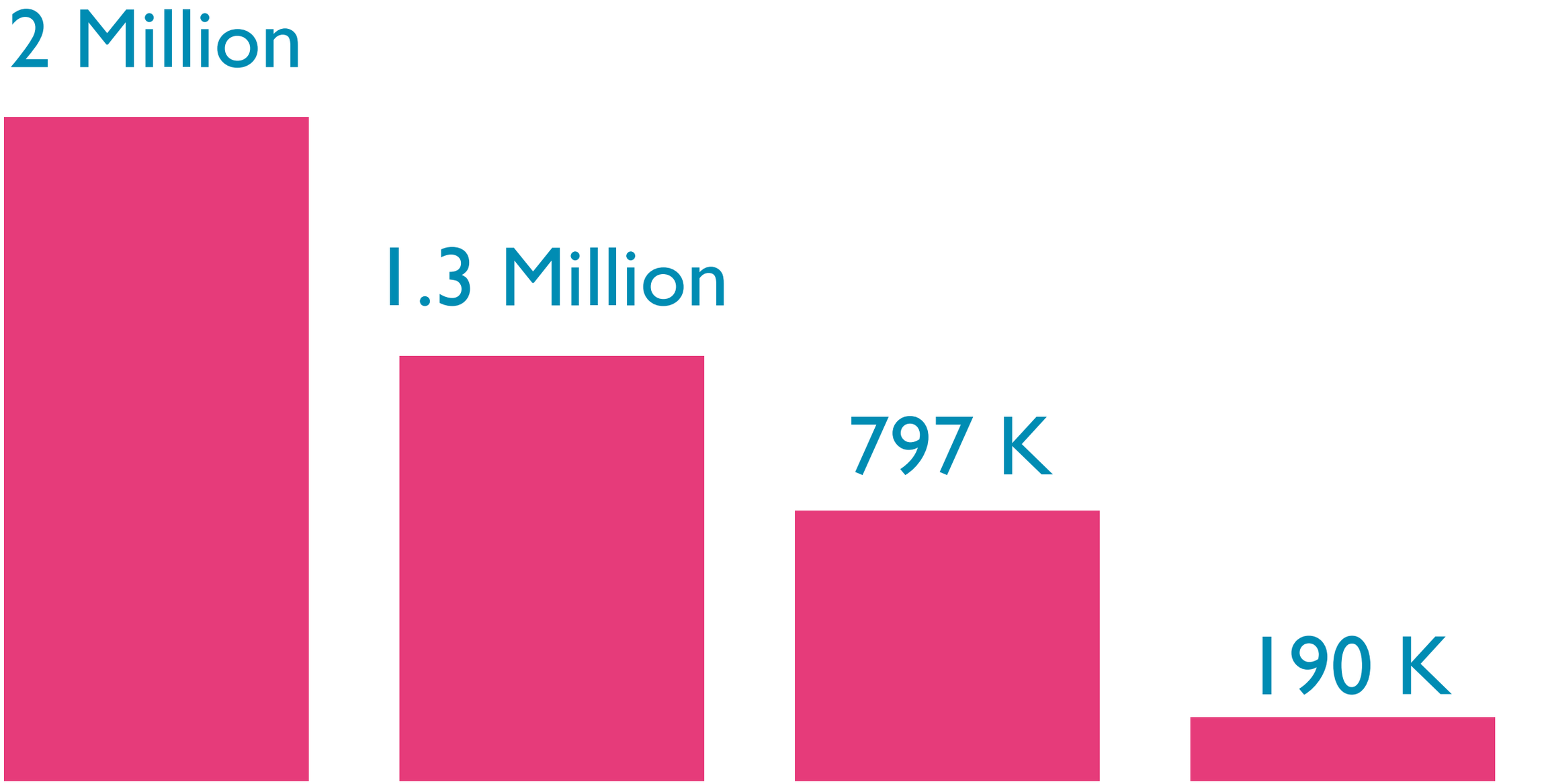
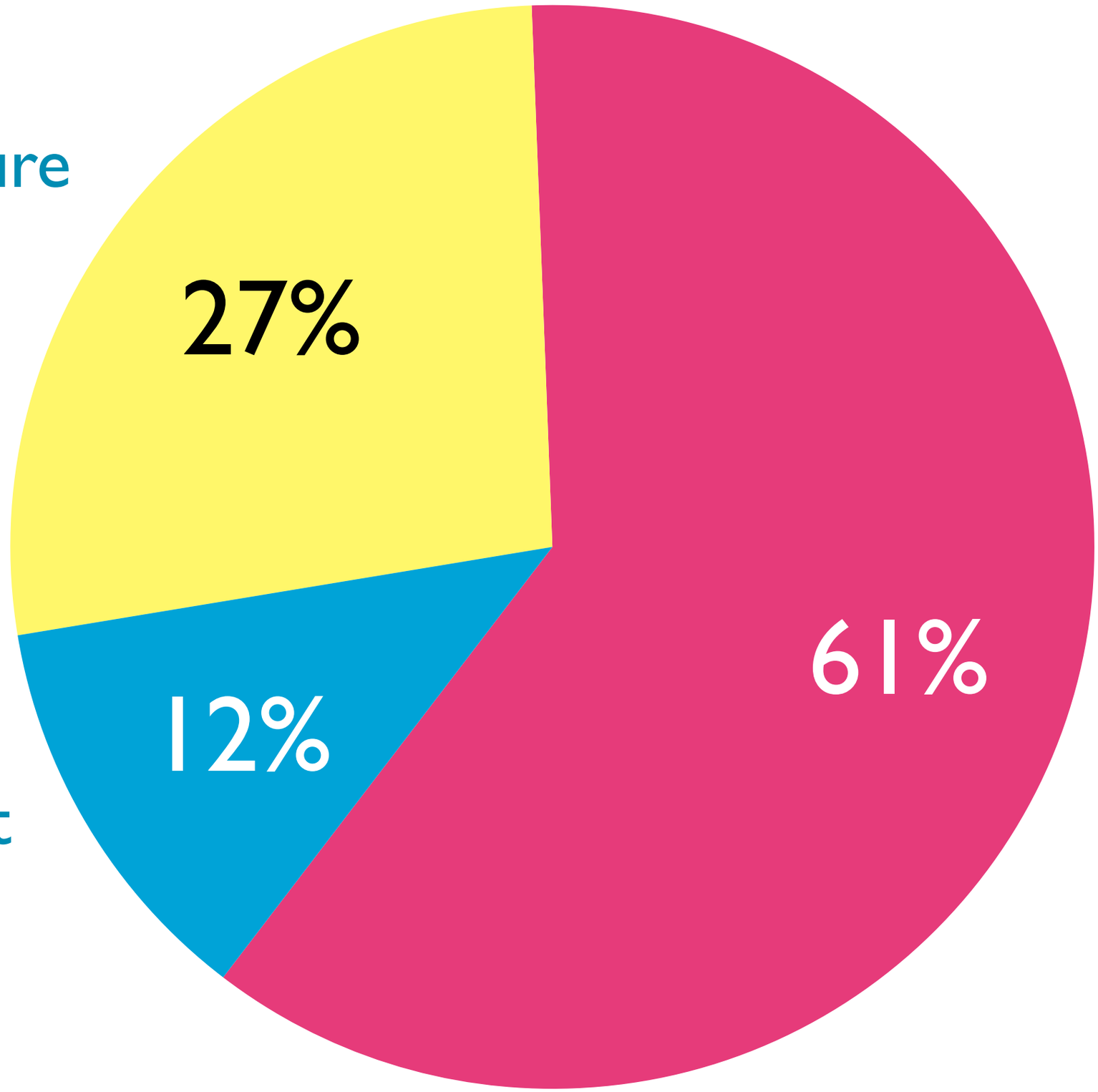
Paying Members



Do you want to get married?



Pew Research

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Current Marital Status In USA

Married
Divorced
Widowed
Never Married



1960 1970 1980 1990 2000 2010

Pew Research

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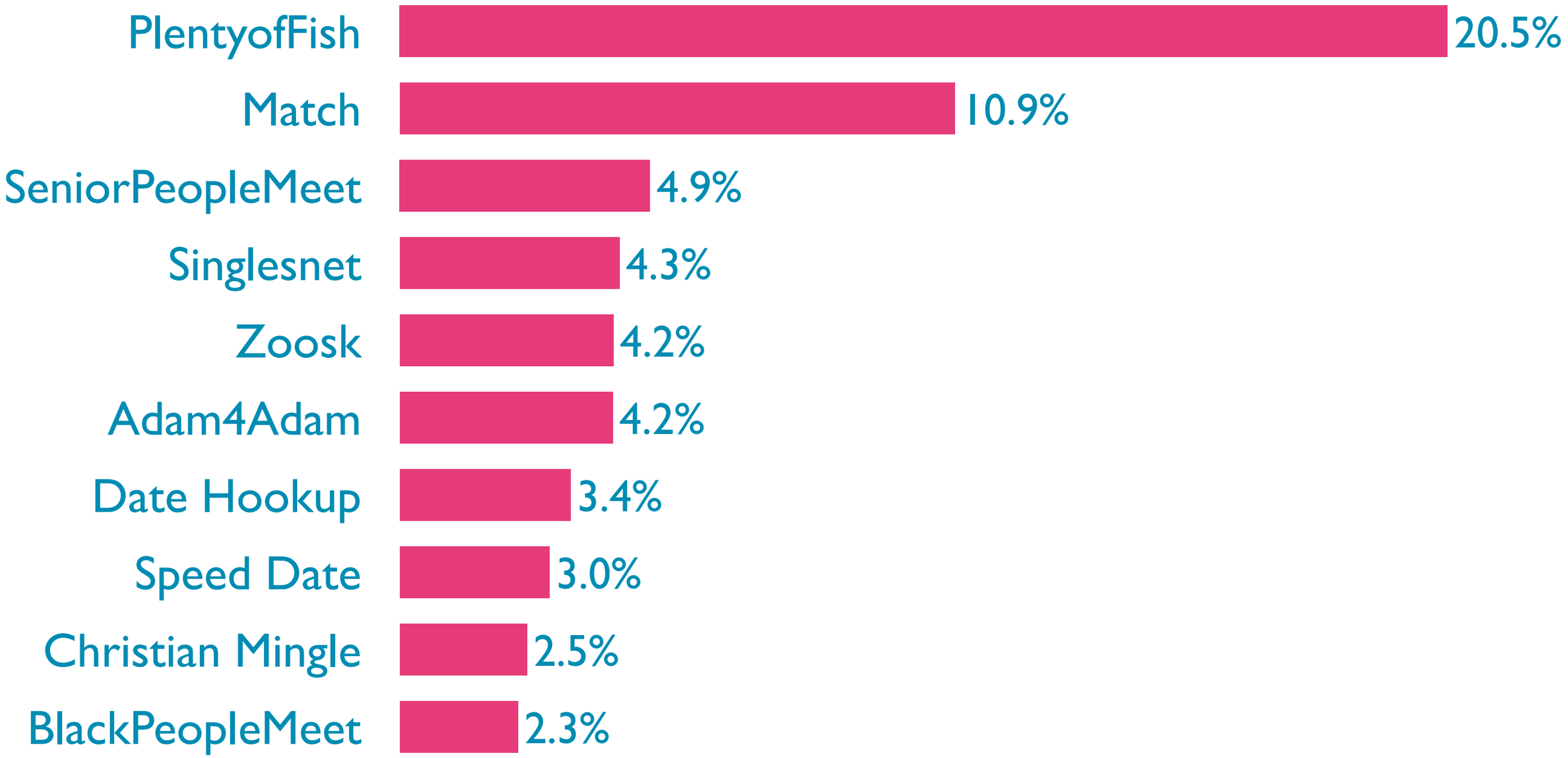
Top US Dating Sites
(% of market share)



Experian Hitwise, Nov '11

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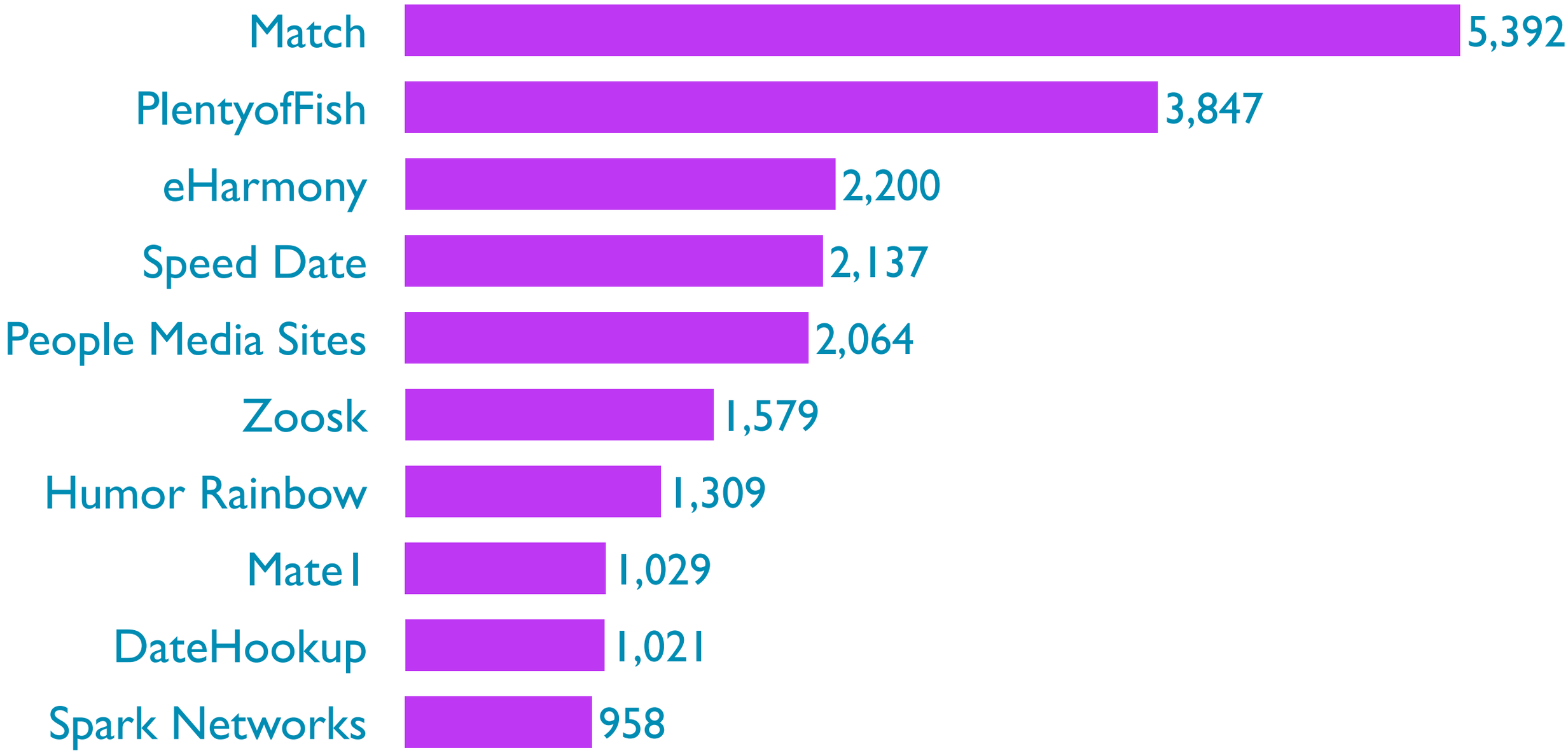
Top US Dating Sites
(total uniques 000)



comScore, Oct '11

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Hypothesis 1

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

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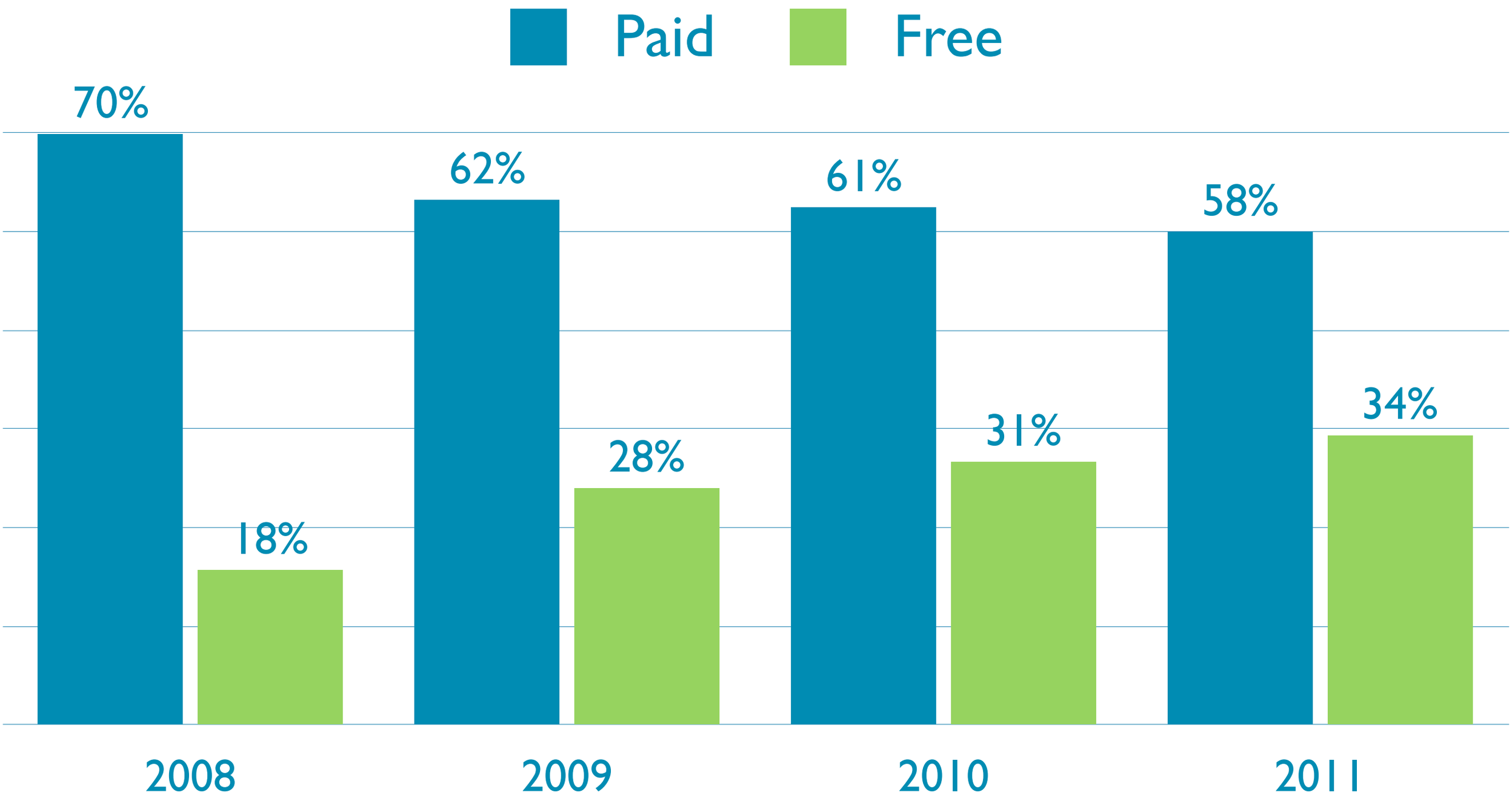
% Market Share - Free vs. Paid Dating Sites



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Hypothesis 2

Personality profiling sites are growing faster than shrink-free sites

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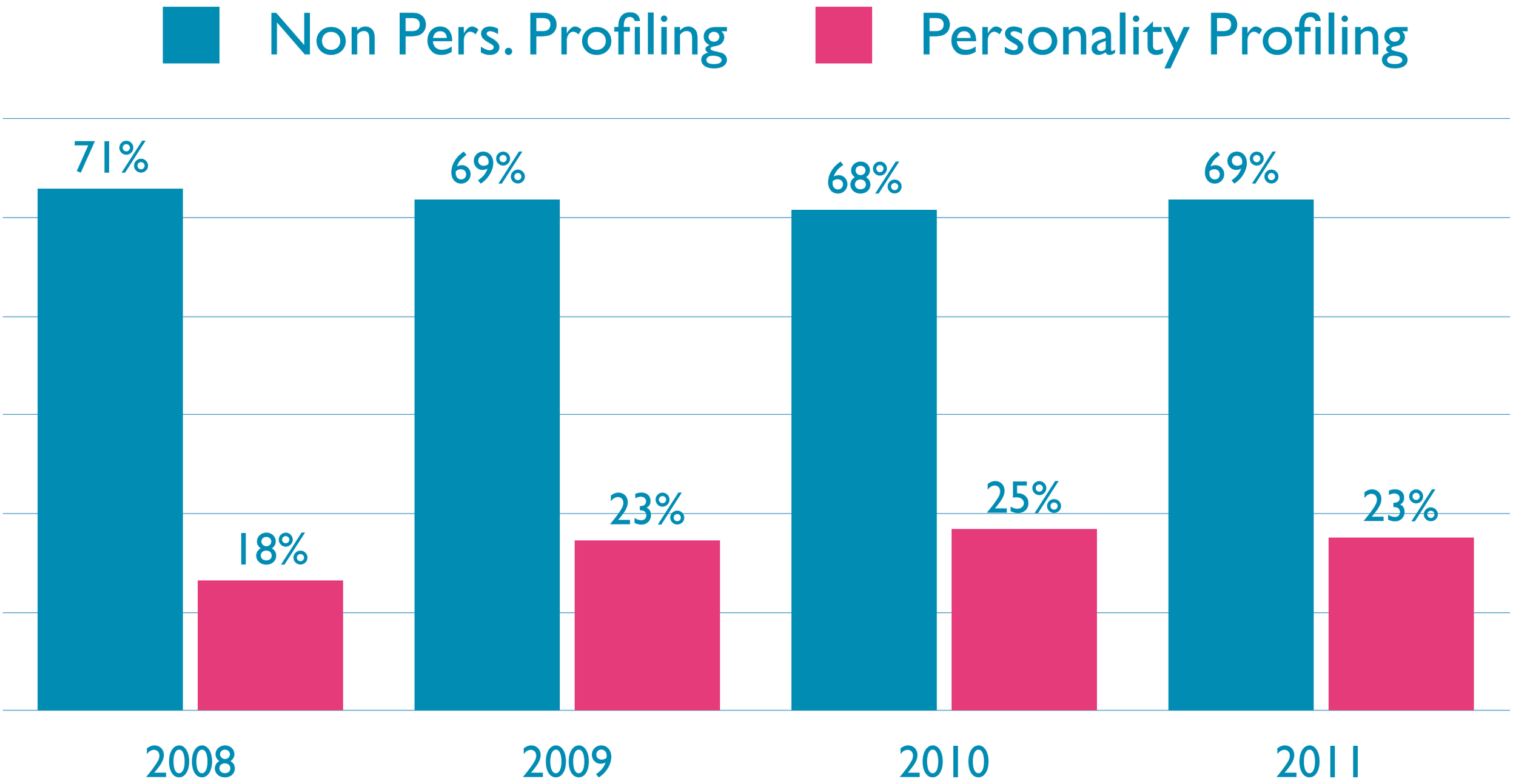
Market Share - Pers. Profiling vs. Non-Pers. Profiling



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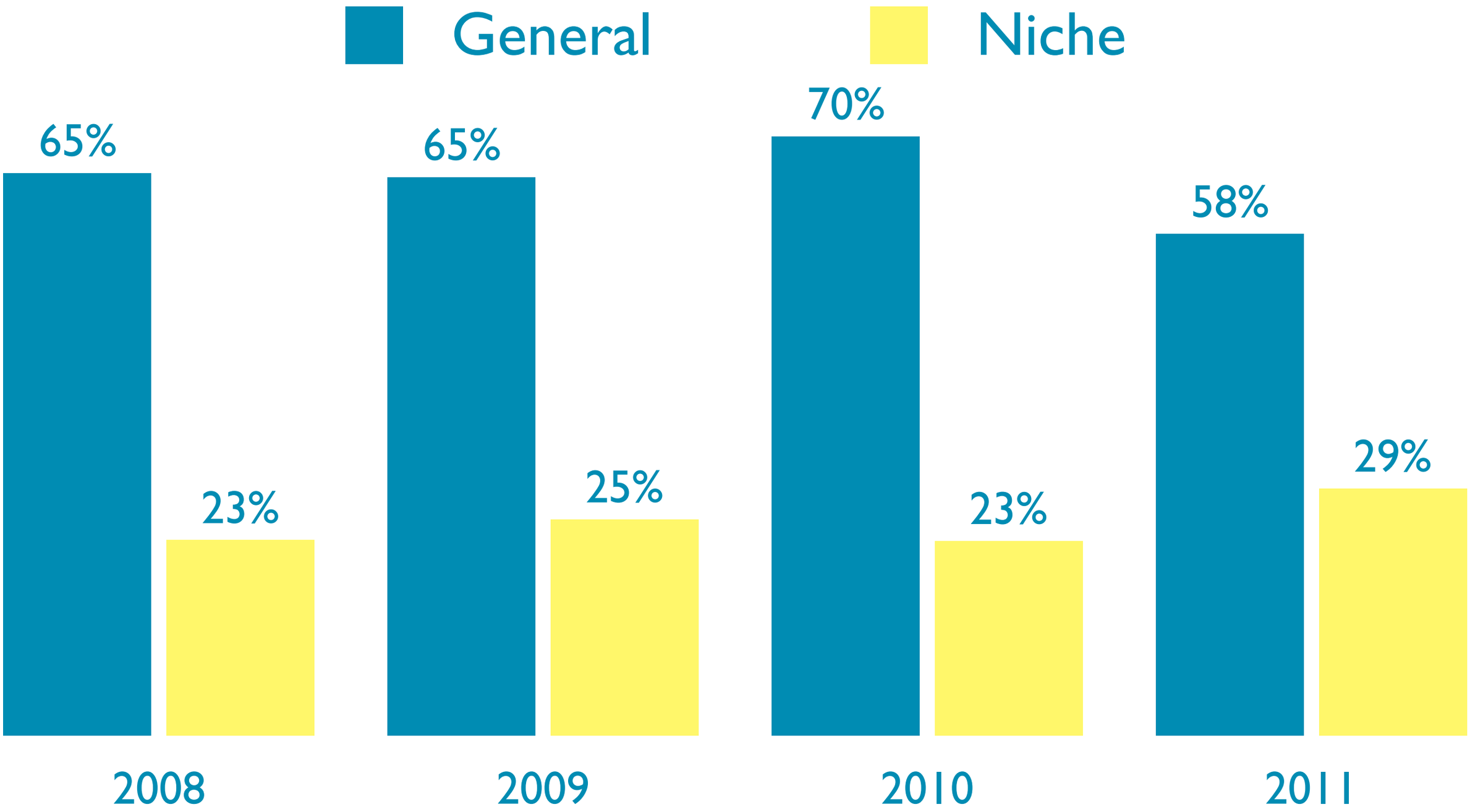
Hypothesis 3

Niche dating sites are growing faster than general dating sites

% Market Share - Niche vs. General Dating Sites



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PUBLIC COMPANIES

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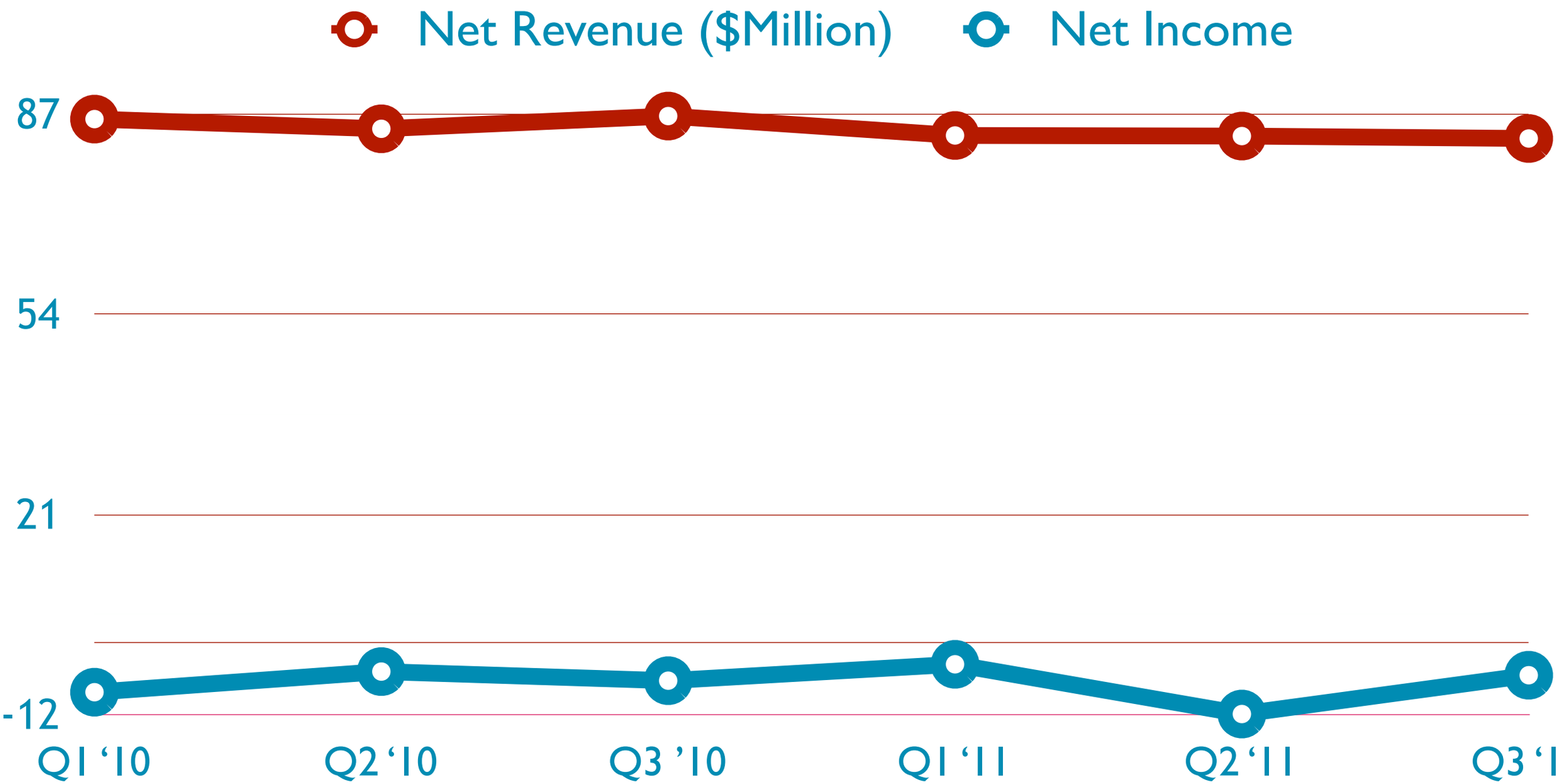
FriendFinder Networks



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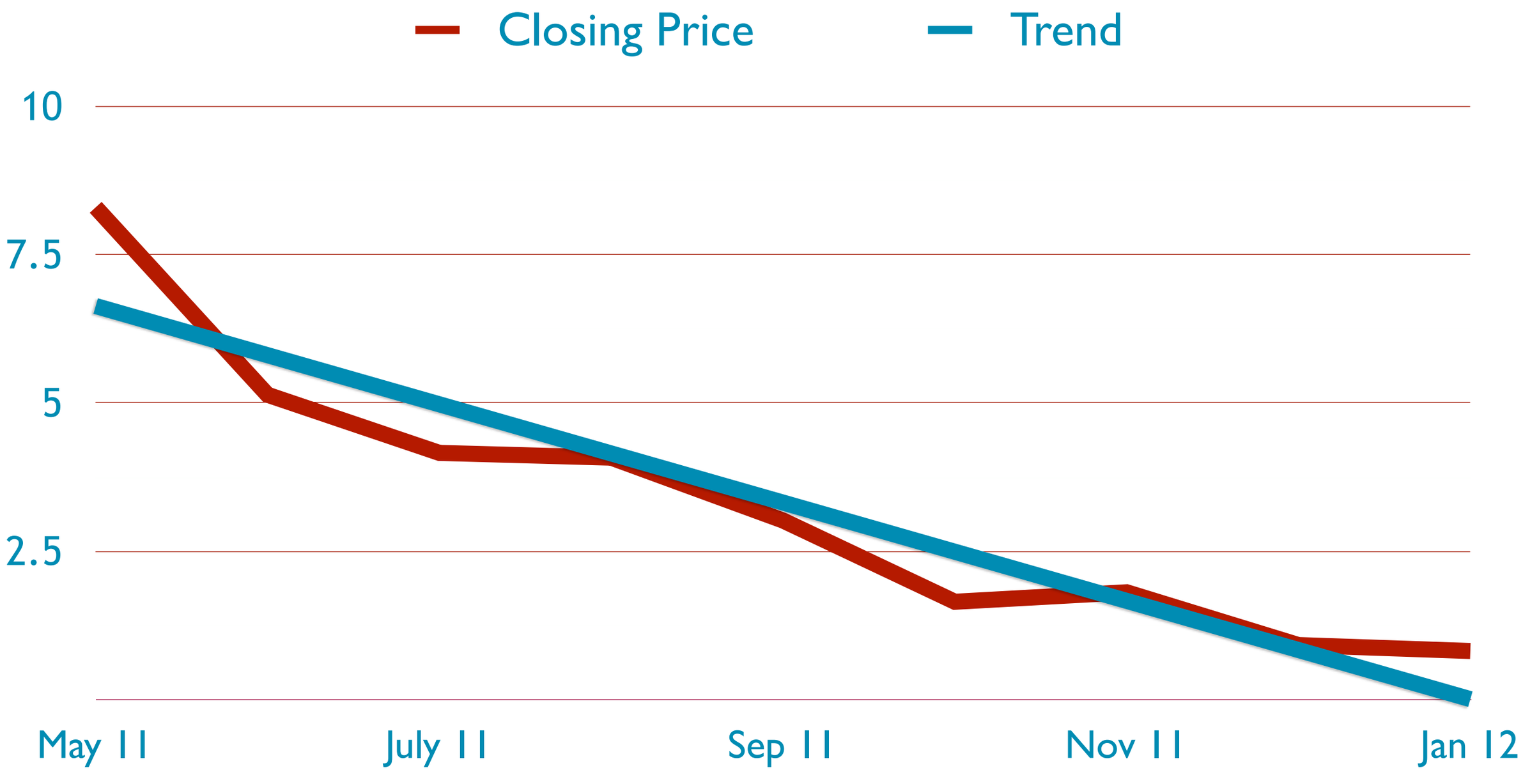
FriendFinder Networks

Stock Closing Prices ($)



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世纪佳缘
jiayuan.com

Stock Closing Prices ($)



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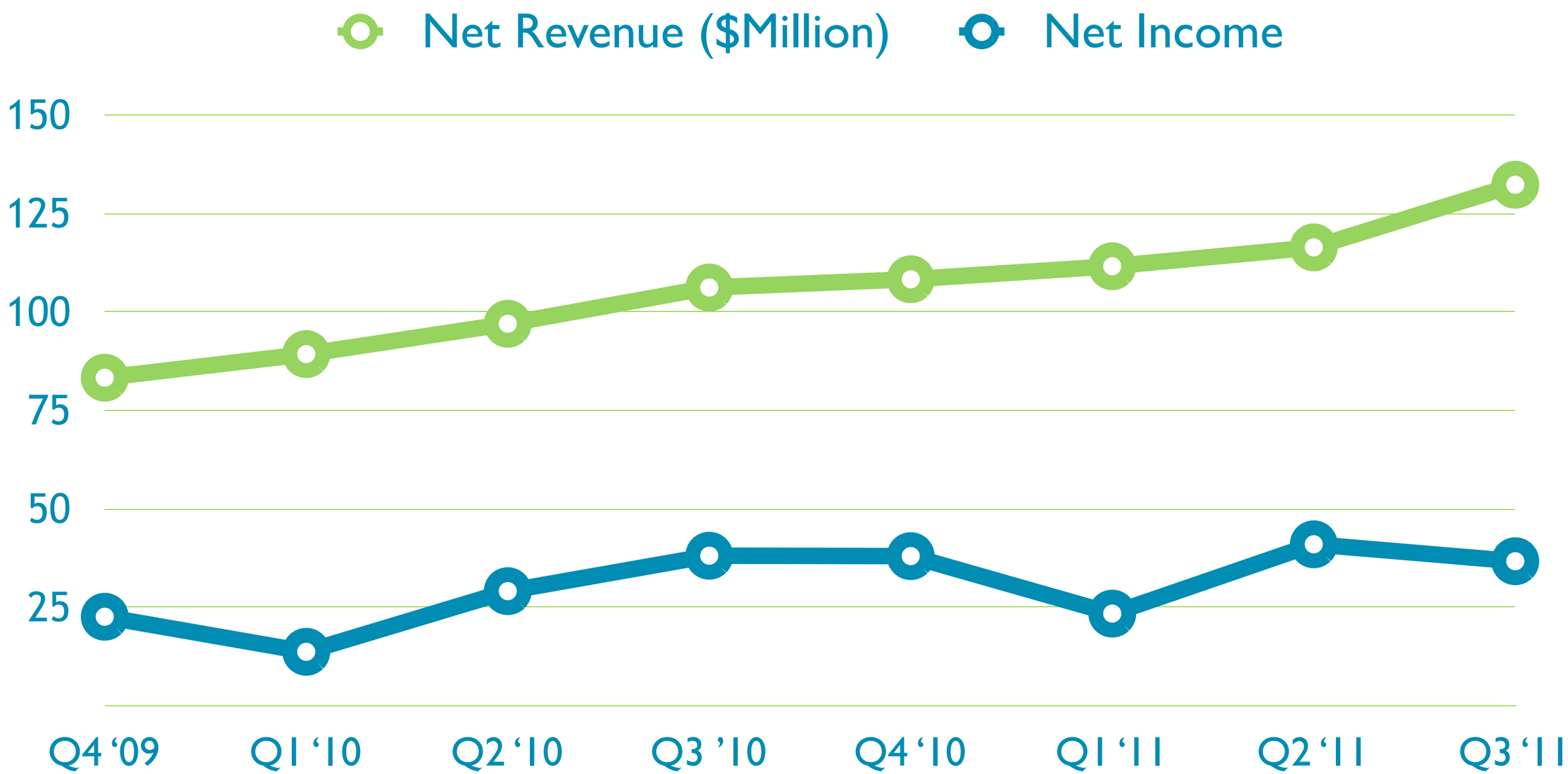
match.com®



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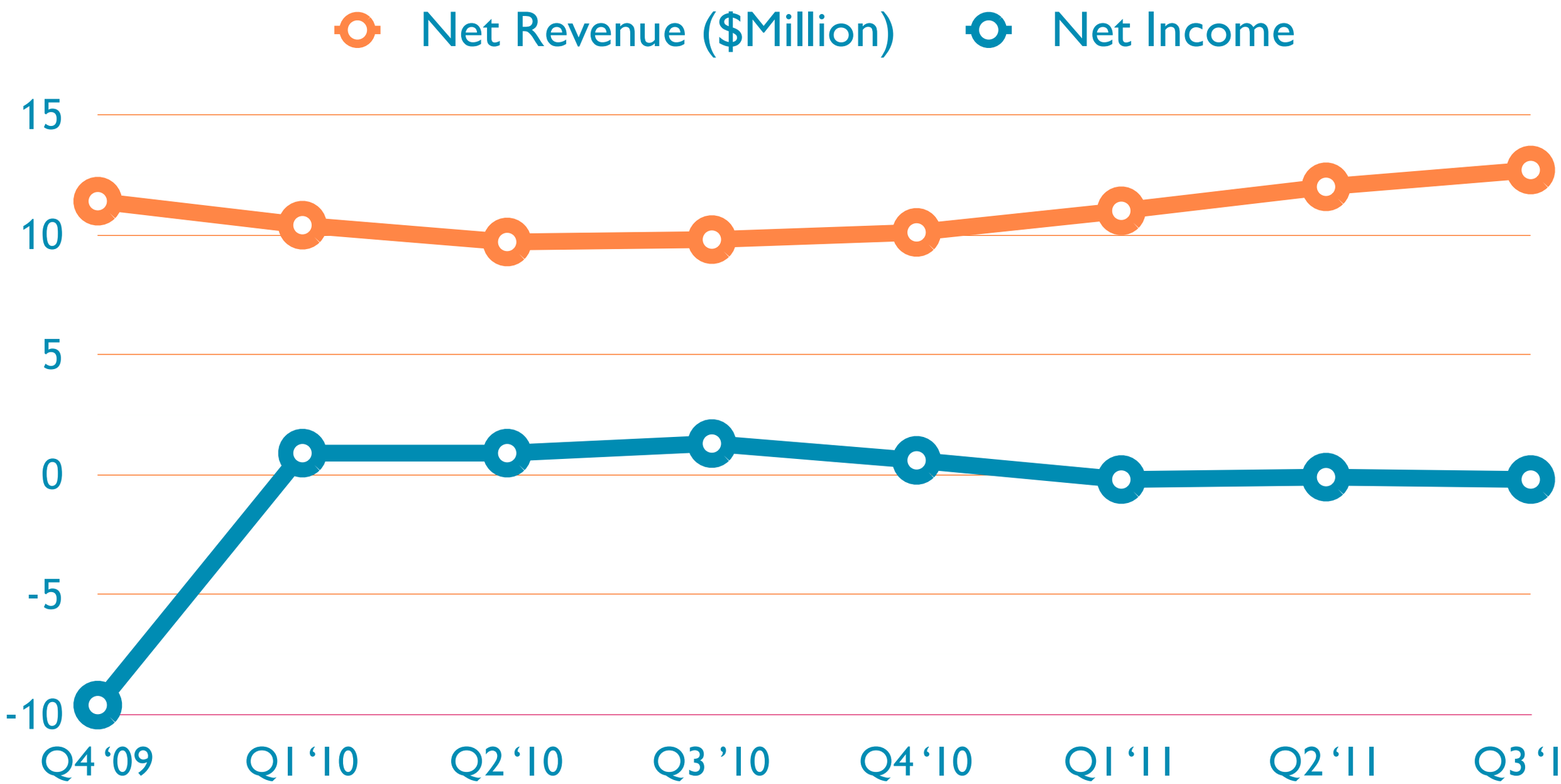
sparknetworks®
Igniting Relationships®



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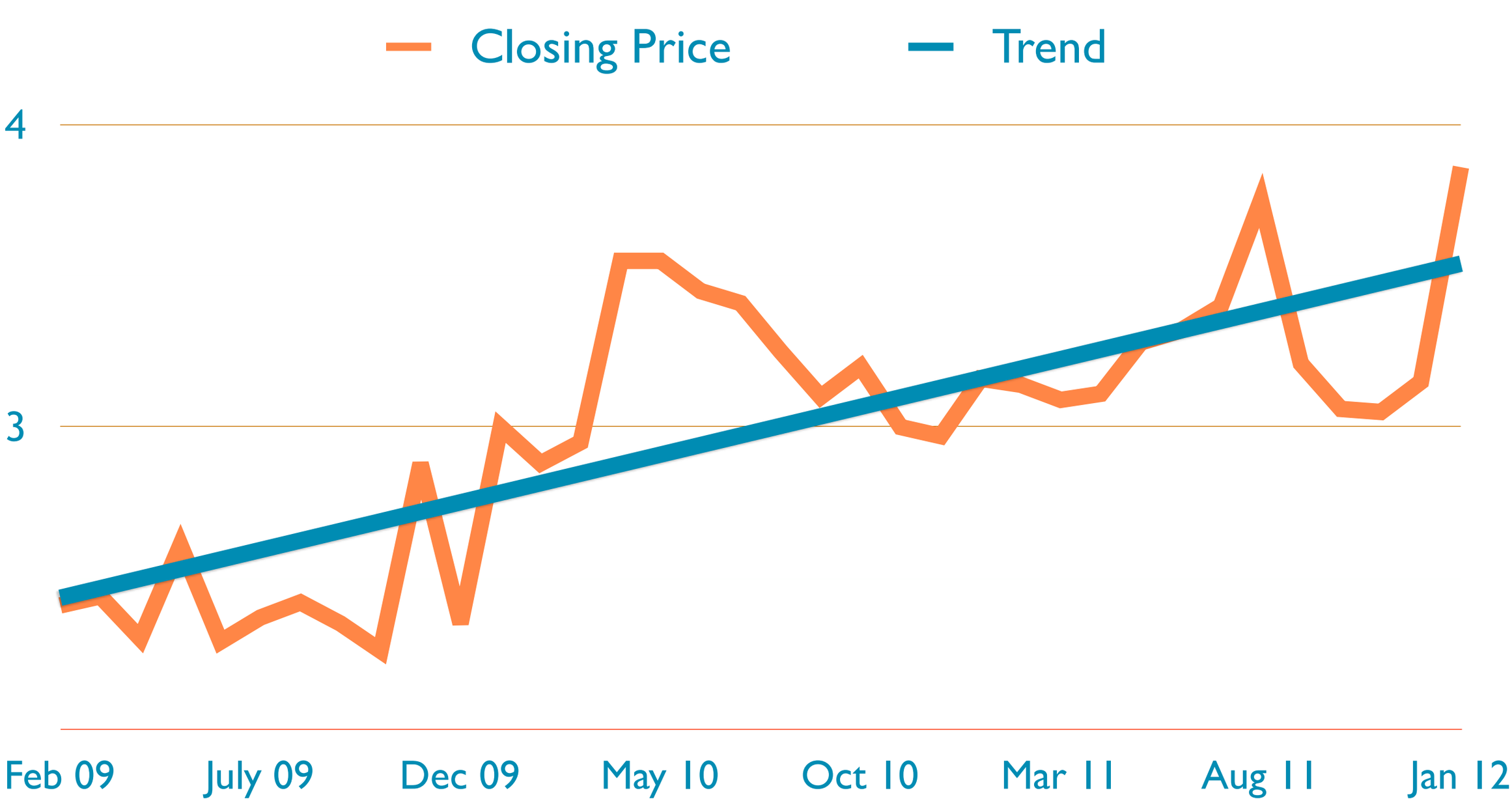
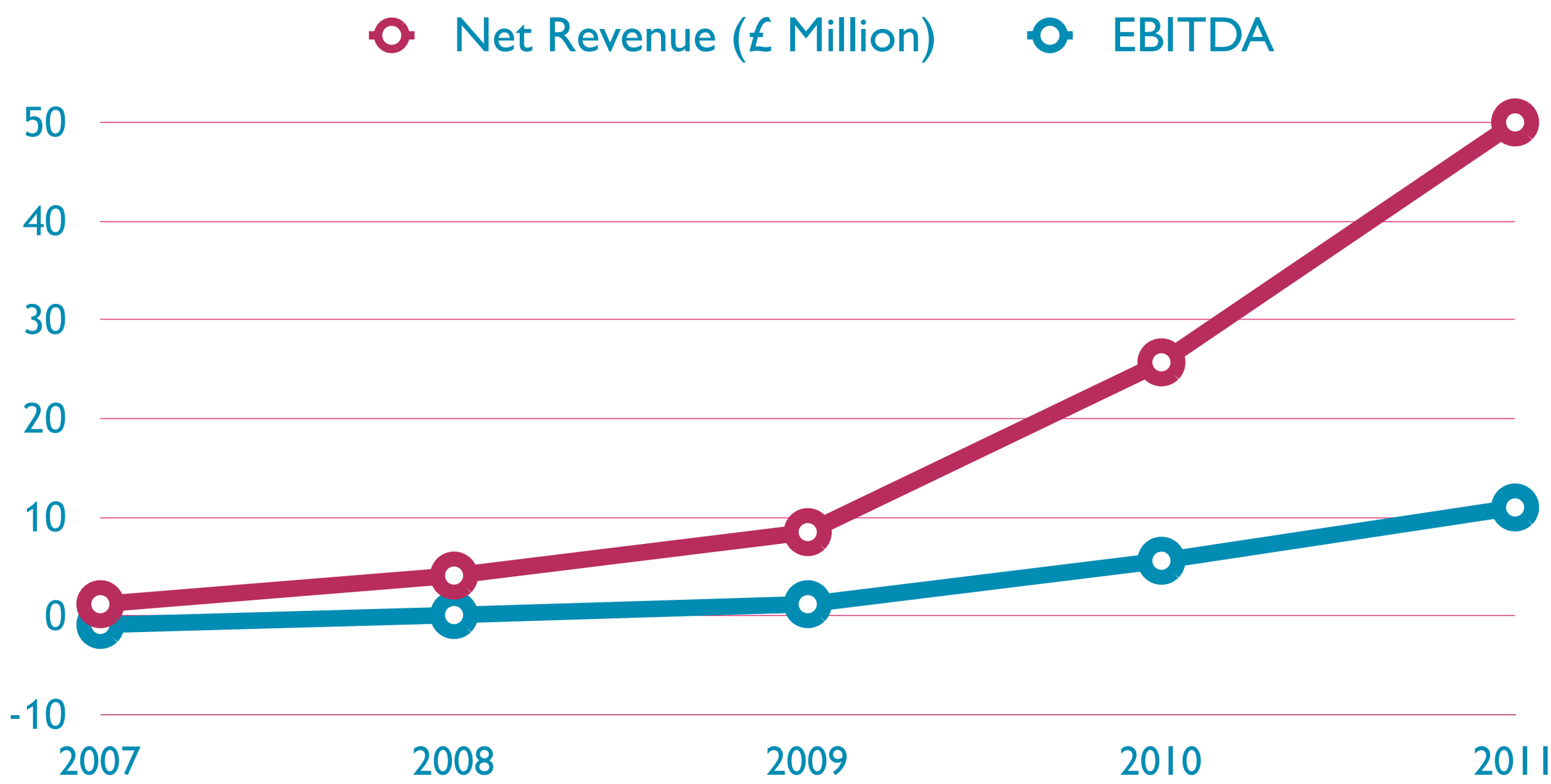
Stock Closing Prices ($)



Cupid plc



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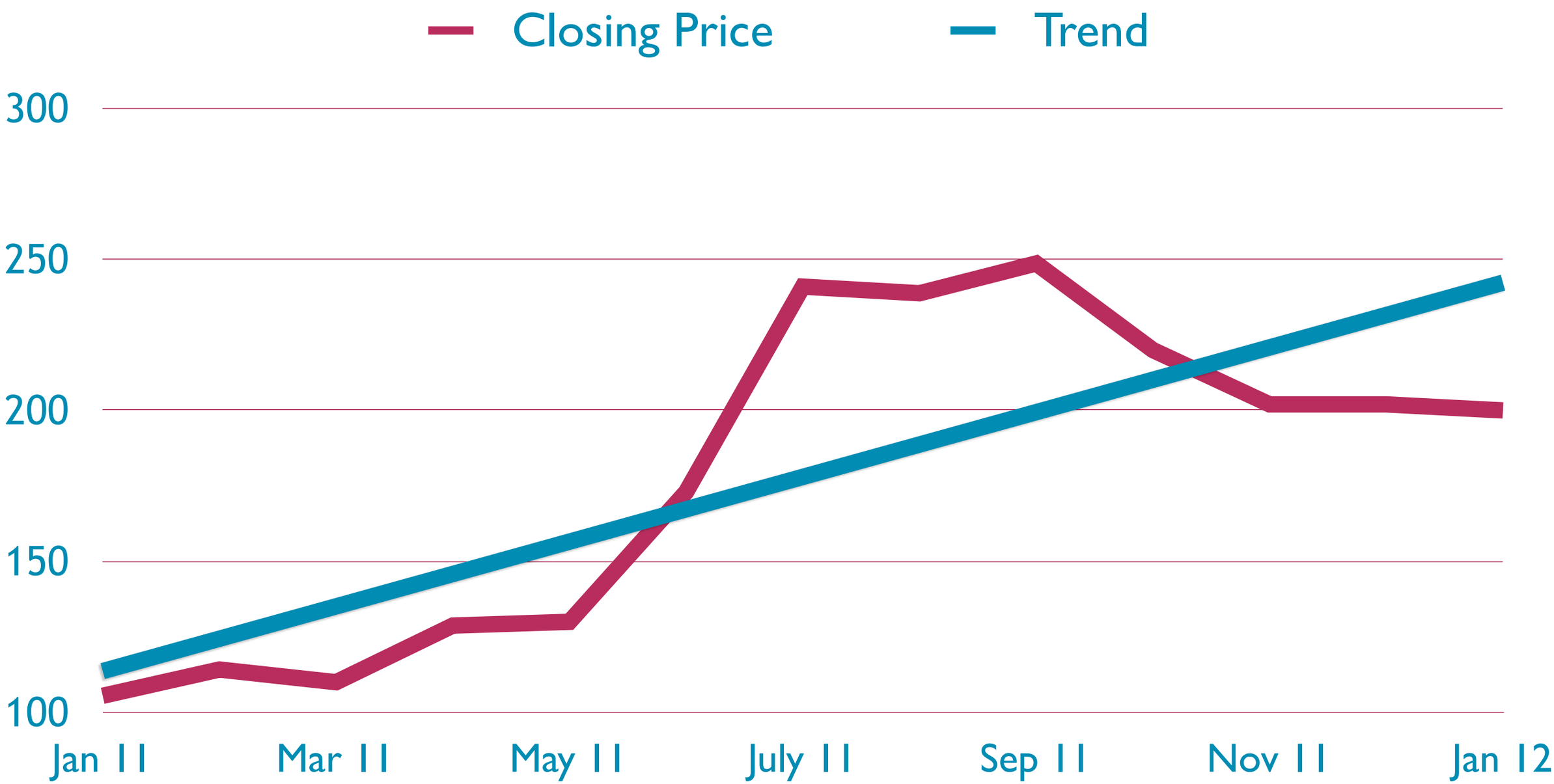
Cupid plc

Stock Closing Prices (£)



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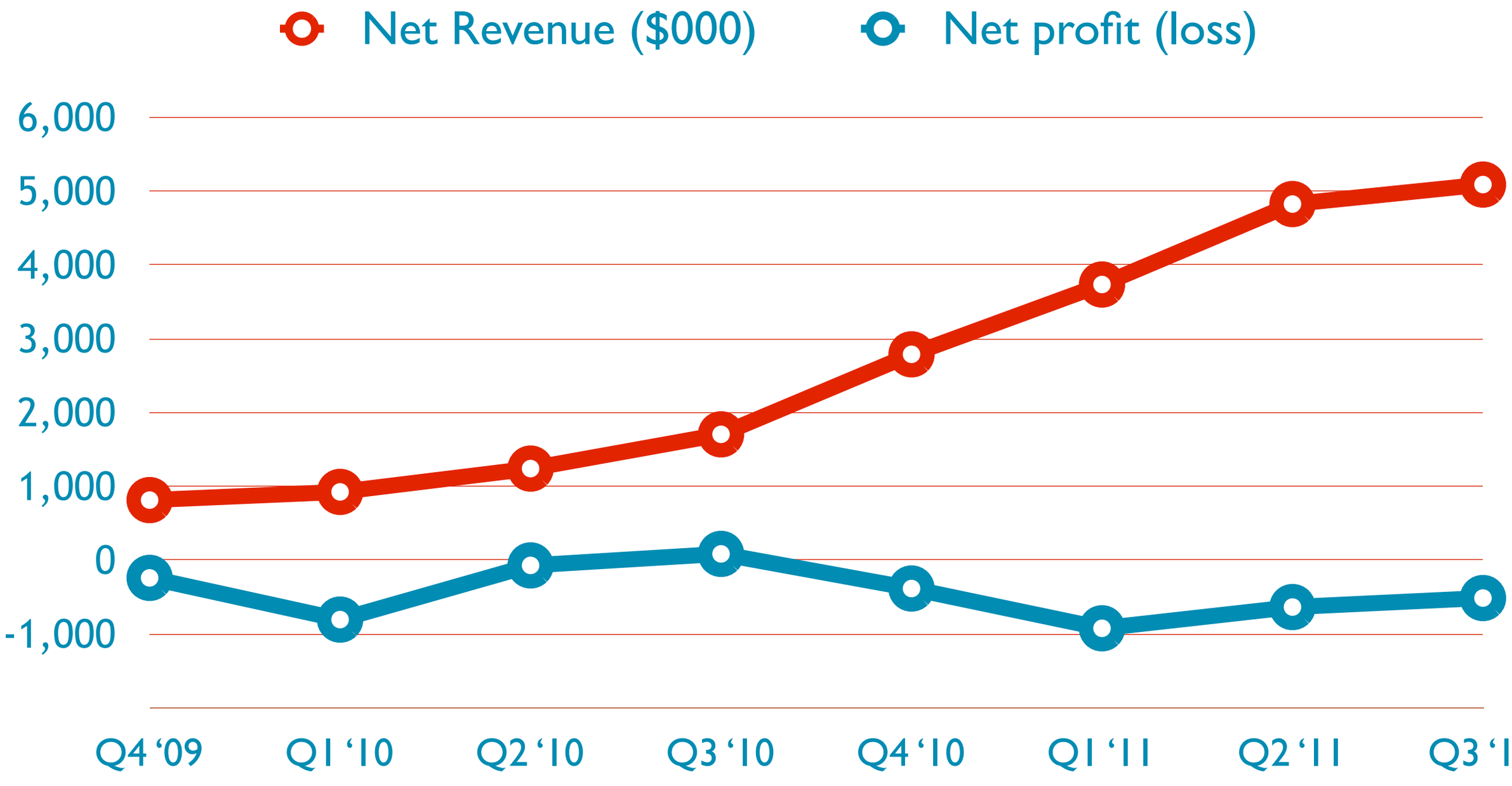
SNAP INTERACTIVE



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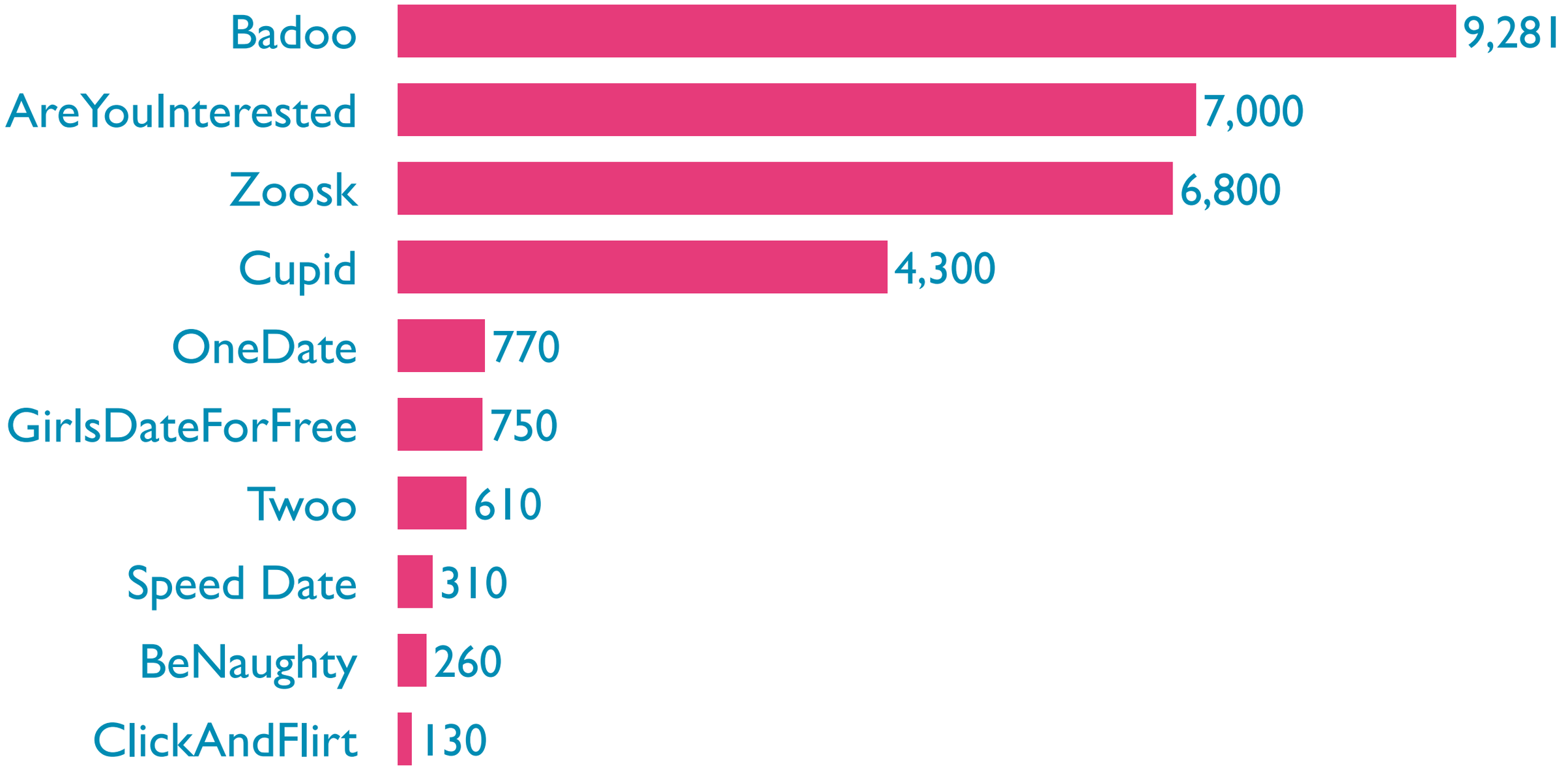
Top 10 Facebook Apps (monthly active users, 000s)



App Data, Dec '11

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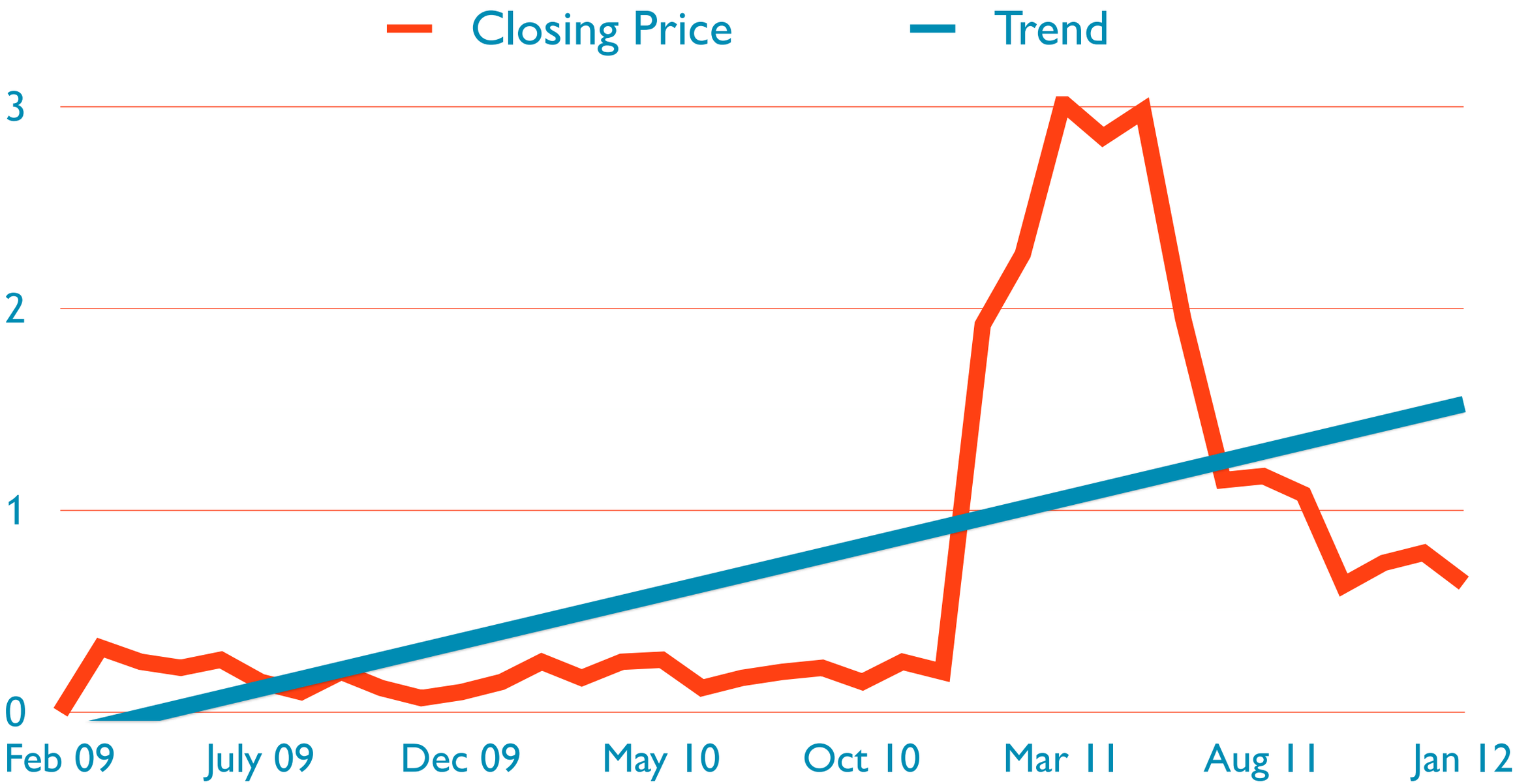
Stock Closing Prices ($)



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MOBILE

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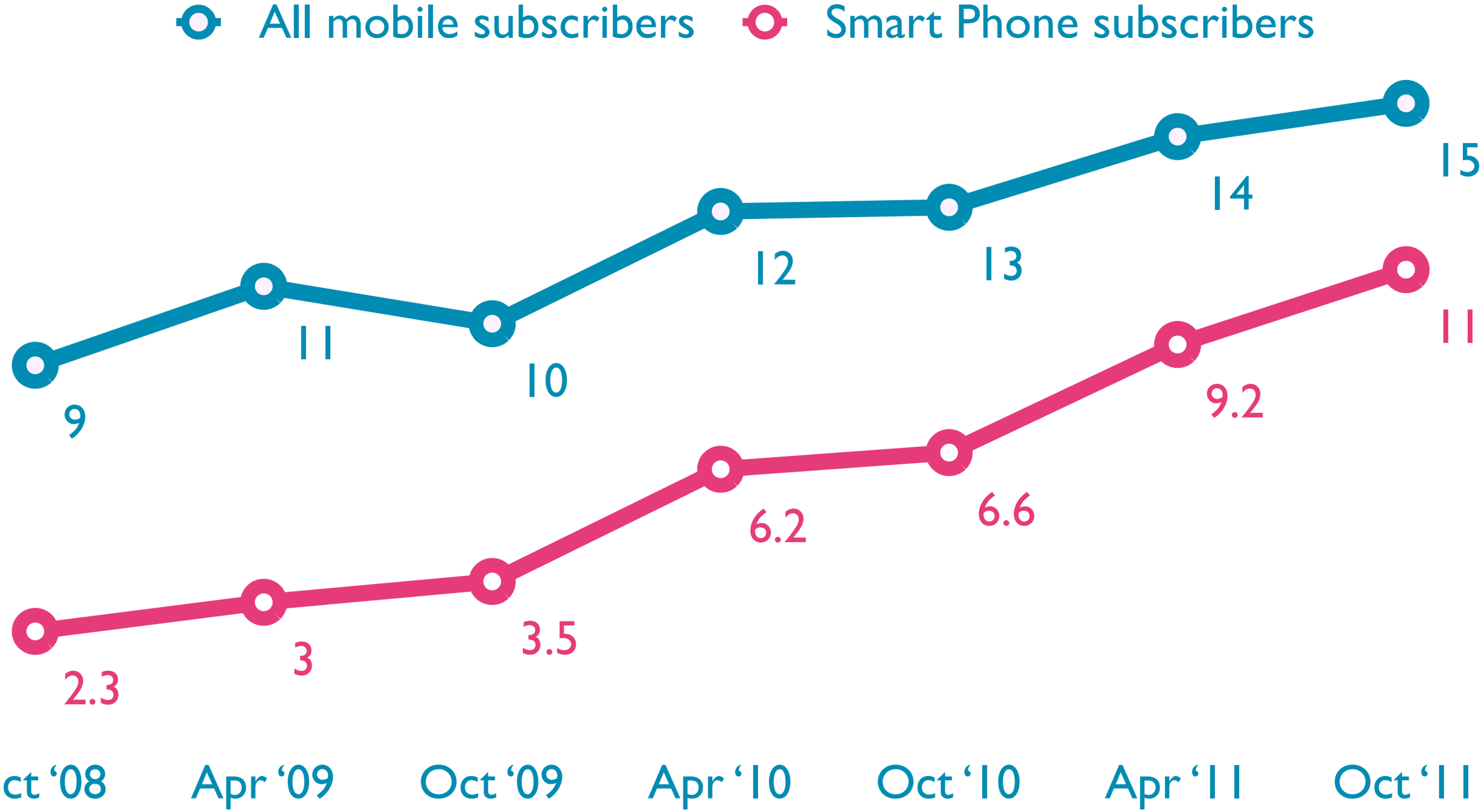
US Mobile Internet Daters (Million)



comScore MobiLens, Oct '11

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40% of Match.com logins are from mobile



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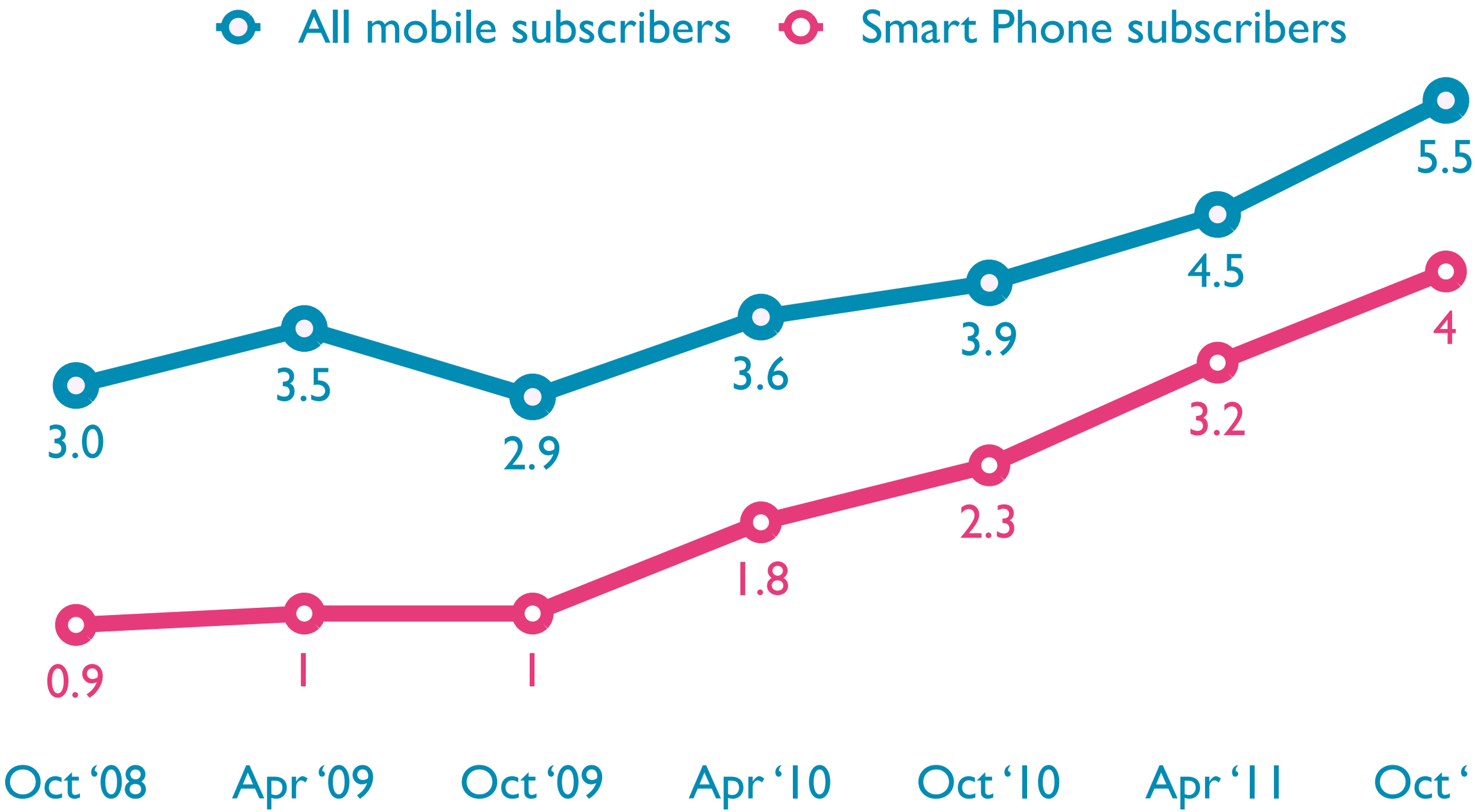
US Mobile Internet Dating Power Users (Million)



comScore MobiLens, Oct '11

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POF sees daily **550K** unique logins via mobile



1 Million messages notifications a day sent via **POF** app

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Top 10 News

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match.com sur YAHOO! QUÉBEC

Recherche … herche Web

ACCUEIL | MATCH | TEST DE PERSONNALITÉ

Déjà membre de Match.com? Connectez-vous

match.com

Plus de rencontres, de relations et de mariages

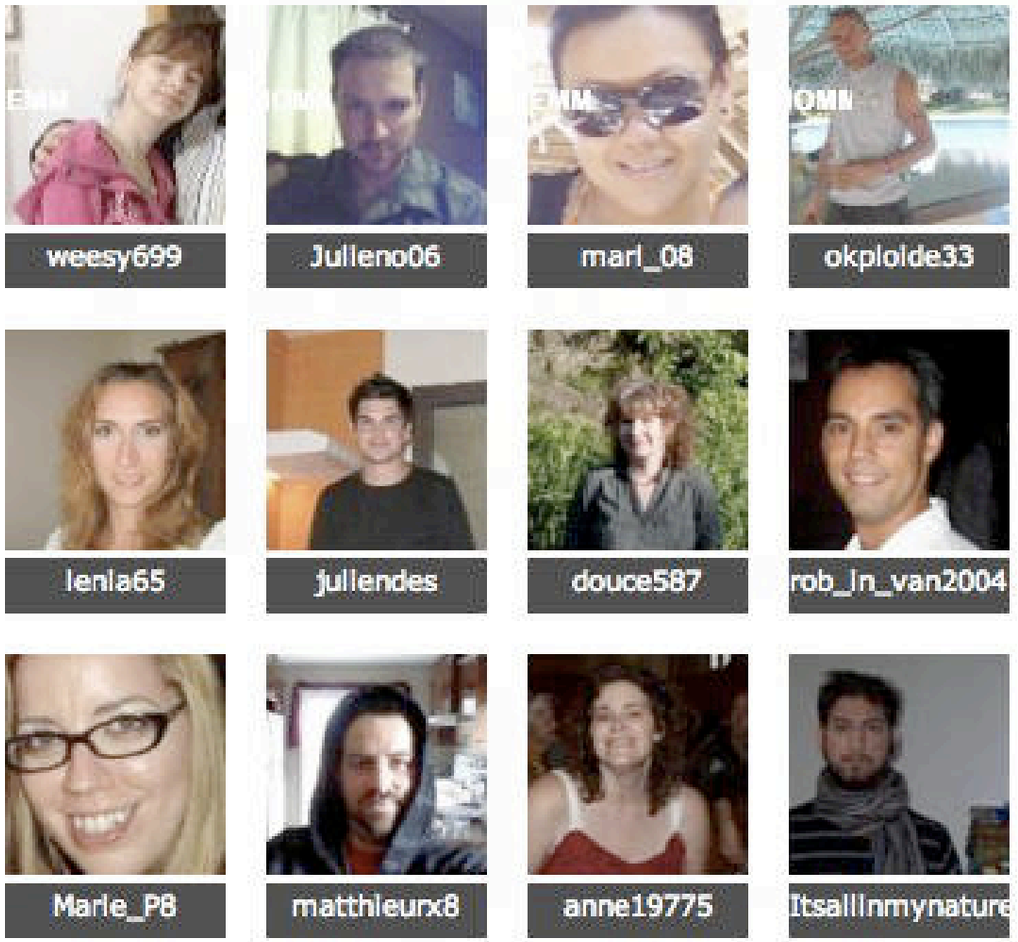
Voir des profils de célibataires

Je suis un(e): Homme

Je cherche un(e): Femme

Ma région: Toutes les régions

RECHERCHE »



Sep 2011 - Match.com To Power Yahoo!Canada

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Jan 2012 - Youja.cn Raised $3 Million

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Jan 2012 - Ignighter Raised $1.8 Million



Dec 2011 - eÇift.com Raised € 3 Million

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SNAP INTERACTIVE

APPS | SUPPORT | JOBS | ABOU | GS | INVESTOR



Jan 2012 - Snap Interactive To Raise $8.5 Million in a Private Placement Transaction

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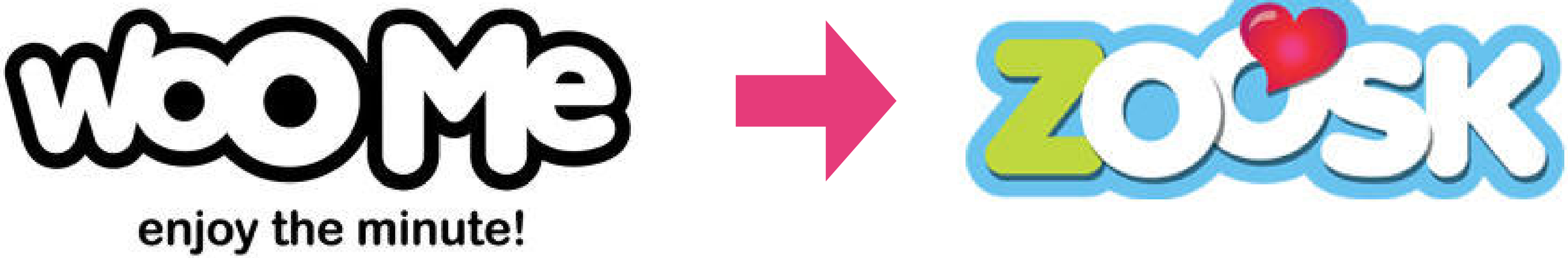

Nov 2011 - Woo Media Acquired By Zoosk

4.



Apr 2011 - Match.com will begin screening its users against Sex Offender Registry

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howaboutwe...

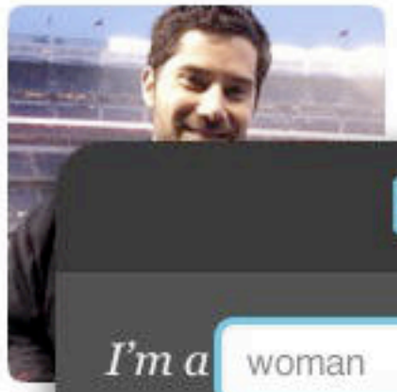
3.

member login

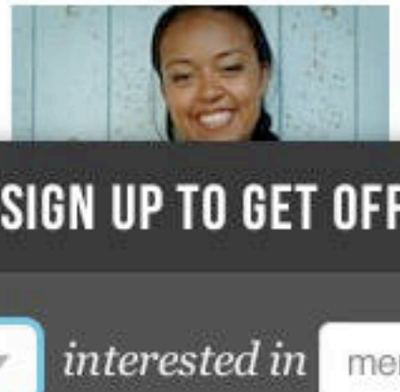
THIS IS HOW YOU FIND A REAL DATE.

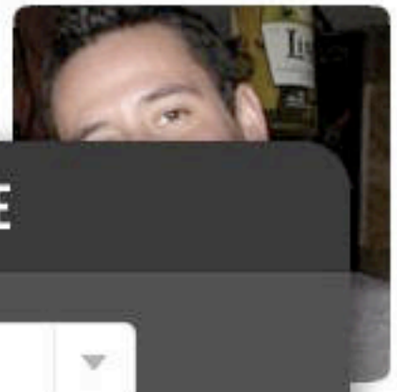


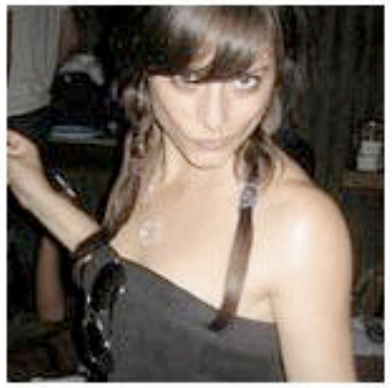
How about we...
get some beer and play pinball.



How about we...
go
fa
on







How about we...
go see Ferris Beuller's Day Off at a drive-in.

SIGN UP TO GET OFFLINE

I'm a woman *interested in* men

age 25 *to* 45 *near* zip

Join Free >

Not in the US?

Nov 2011 - HowAboutWe Raised $15 Million

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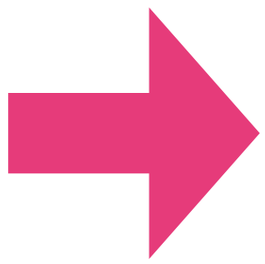



Feb 2011 - IAC's Match.com Acquired OKCupid for $50 Million in Cash



Sep 2011 - Match.com Buys 20% Stake in Zhenai

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Top 10 Innovations

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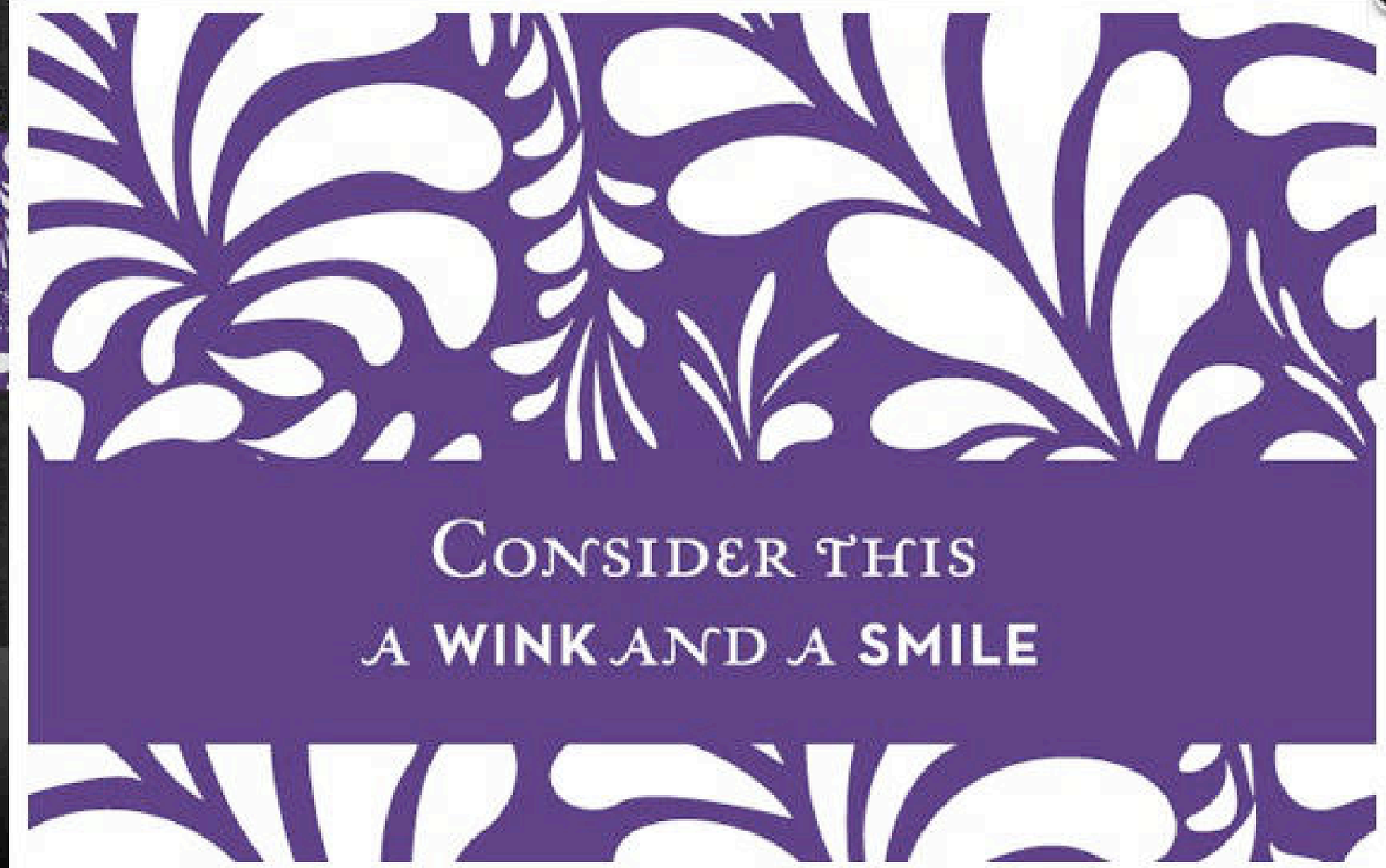
FLIPME

BLOG PRESS RETAILERS US

HOW IT WORKS ABOUT US CARDS SHOP FAQ LOG IN / SIGN UP

CARDS







BACK TO CARD SETS

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ANGRY BRIDES
PLAY
A Woman will give you Strength, Care &
all the Love you need... NOT Dowry!
Join us... Take a stand... Make a difference!

友加

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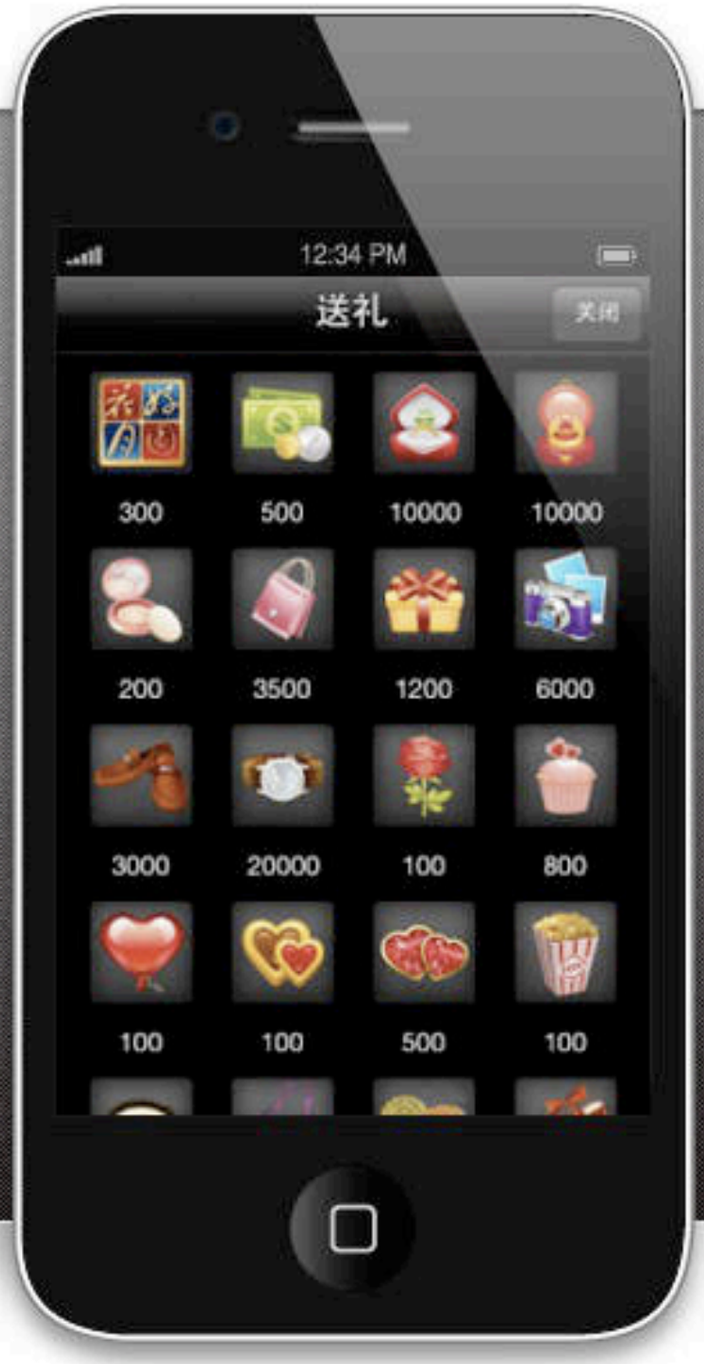

最潮最IN的手机交友社区

想要认识更多新朋友？
友加是当前年轻人最炫酷时尚、最潮、最in、
成长最快的手机交友社区，
帮助你简单认识新朋友并尽享乐趣！

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symbian
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TWOO
Women
Search
Profile
Messages
search radius
Paris
(change)
50 km
100 km
200 km
France
seeking
Male
Female
Both
age
18
to
40
Want to appear 100 times in the games? Pick me
Find the couple!
Among these 8 people there is a real couple. Which 2 could it be?
Continue
Skip
Report abuse
Select game type:
All games
Photo
Do they match?
Mystery match
Find the match
Mastermind
Blurry chat
Friend advisor
17

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5.



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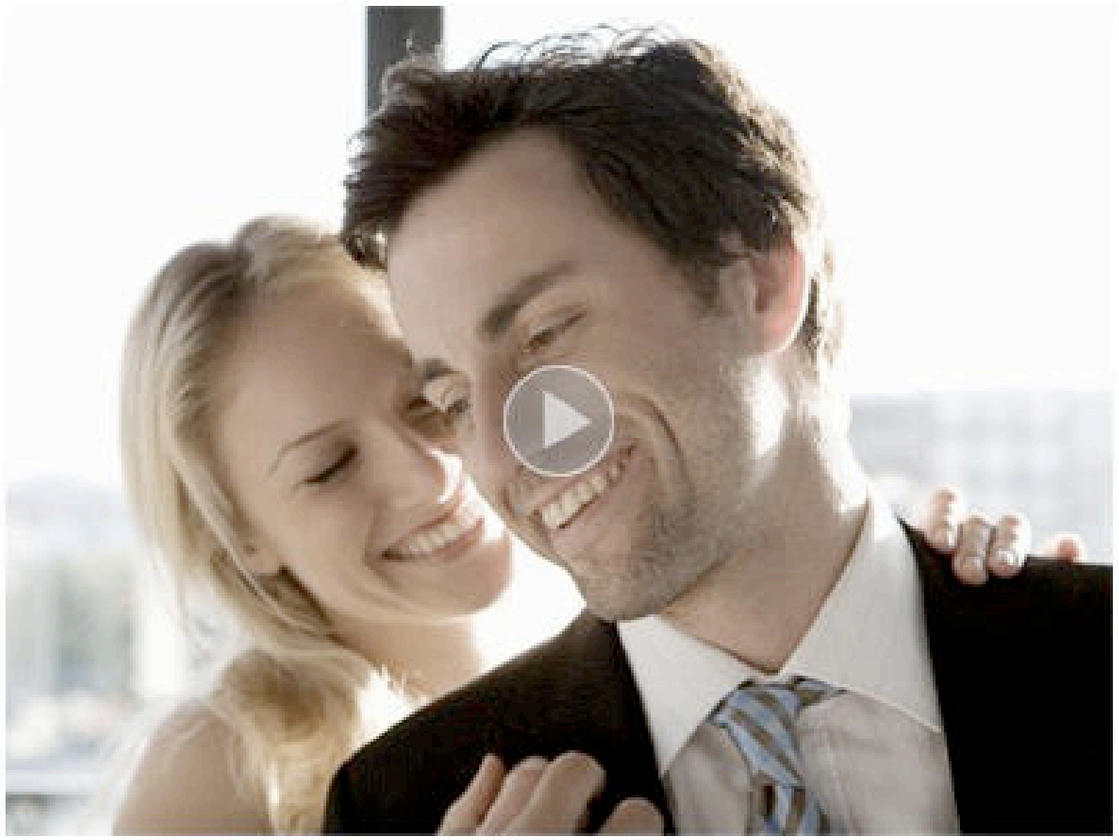
Hitch.me

Your Professional Dating Notebook

Hitch.me is a safe, secure and reliable online dating platform for LinkedIn professionals. Browse through the profiles of hundreds of professionals all over the world, send them private smiles, pitches and even presentations all through the safe comfort of Hitch.me.



4.

LinkedIn Crowd
Profile Visibility Filters
Extremely Secure and Private

Sign in with LinkedIn

I allow Hitch.me to save my LinkedIn profile locally for a better user experience. I will have complete control over my LinkedIn information at all times.

Your activity on Hitch.me will remain completely exclusive of any activity on LinkedIn.

We guarantee that none of your activities will ever be shared back to your LinkedIn account.

You can set profile visibility filters so that only preferred set of users on Hitch.me will be able to see or search for your profile.

Rest assured you will have complete control over your account at all times and can browse the site without any privacy/security concerns.

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3.

LOVESTRUCK.COM where busy people click | In and around London ▾ Change location

Home > Search results > Member profile

MY HOMEPAGE | MY MESSAGES | MY SETTINGS | MY PRIVACY | EDIT MY PROFILE | EVENTS | CONTACT US

SamSamSam has verified her Lovestruck profile

Verified

Lovestruck *Verified* helps show potential matches that you are who you say you are. It's a quick and easy process involving one of our team cross-checking your profiles on other sites:

- LinkedIn
- Facebook
- Twitter
- Home address (coming soon)

The information we require should be visible in your public profiles, so there's no requirement to add us as a friend or contact.

This new service is free to all members for a limited period.
So please complete one or all of the following:

Safe and secure
Links to your personal information will be used purely for verification purposes and will not be made public.

Greater trust in your profile = more dates
You'll receive a greater level of interest and a more open level of communication with with a verified profile. All of which will probably result in more dates!

Achieve stand-out
Your profile will display a 'Verified' badge, plus icons showing the ways in which you've been checked.

LinkedIn	Profile verified via LinkedIn	Log into Linkedin and go to Profile > View Profile. Copy the link next to 'Public profile' and paste here.
facebook	Profile verified via Facebook	Log into Facebook and click your name in the top bar. Copy the web address in your browser and paste here.
twitter	Profile verified via Twitter	Simply enter your Twitter username into the box provided. Your profile must be set to public.

Submit my information

Take me back, I'll do this later

IMPORTANT: Our identity authentication service simply cross-checks against various social IDs. Accordingly, it may not be used in whole or in part as a factor in determining eligibility for a background check.

Block this Member
Hide this Member

Hang-outs: Concerts, Markets, Museums, Pubs, Restaurants, Bars
Events: Cinema, Comedy clubs, Concerts, Theatre, Sporting events

MY FAVOURITE

Badoo Now in 180 countries

2.

badoo

English | Bosanski | Română | Українська
Deutsch | Čeština | Slovenski | עברית
Français | Dansk | Slovenský | العربية
Español | Hrvatski | Srpski | हिंदी
Italiano | Latviešu | Suomi | ไทย
Português | Lietuvių | Svenska | 日本語
Русский | Magyar | Tagalog | 한국어
中文 | Nederlands | Tiếng Việt
Bahasa Indo… | Norsk bokmål | Türkçe
Bahasa Melayu | Polski | Ελληνικά

Sign in if you are already registered

ebook.

st time on Badoo?

month | year

ie: L-Imdina, Malta

Gender Male | Female

Sign up

Or first, check out who you know here…

Hey!

What are you up to?

Hi there!

:)

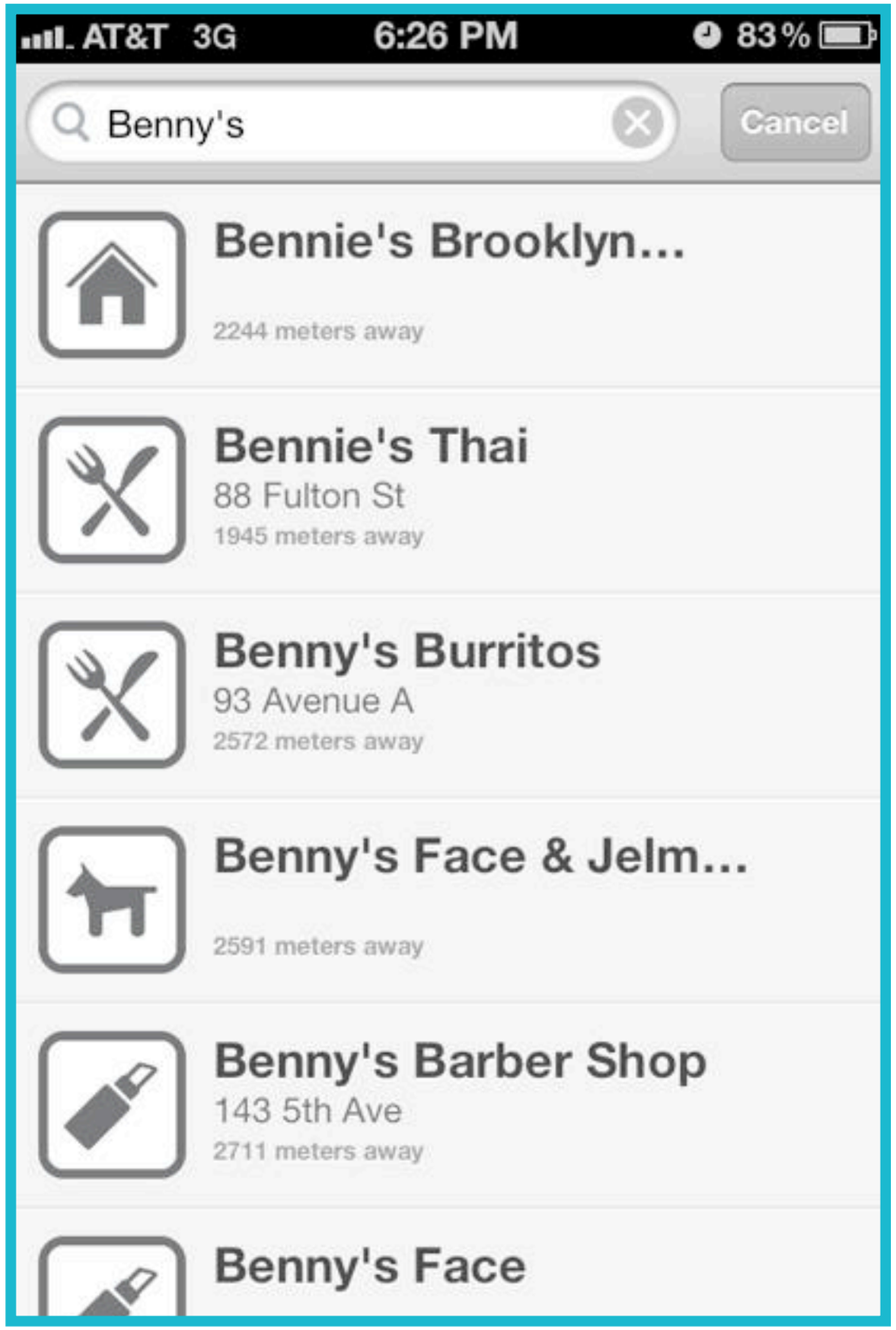
Chat with new friends!

Found someone interesting? Want to know more?
Start chatting on Badoo and see where it goes from there.

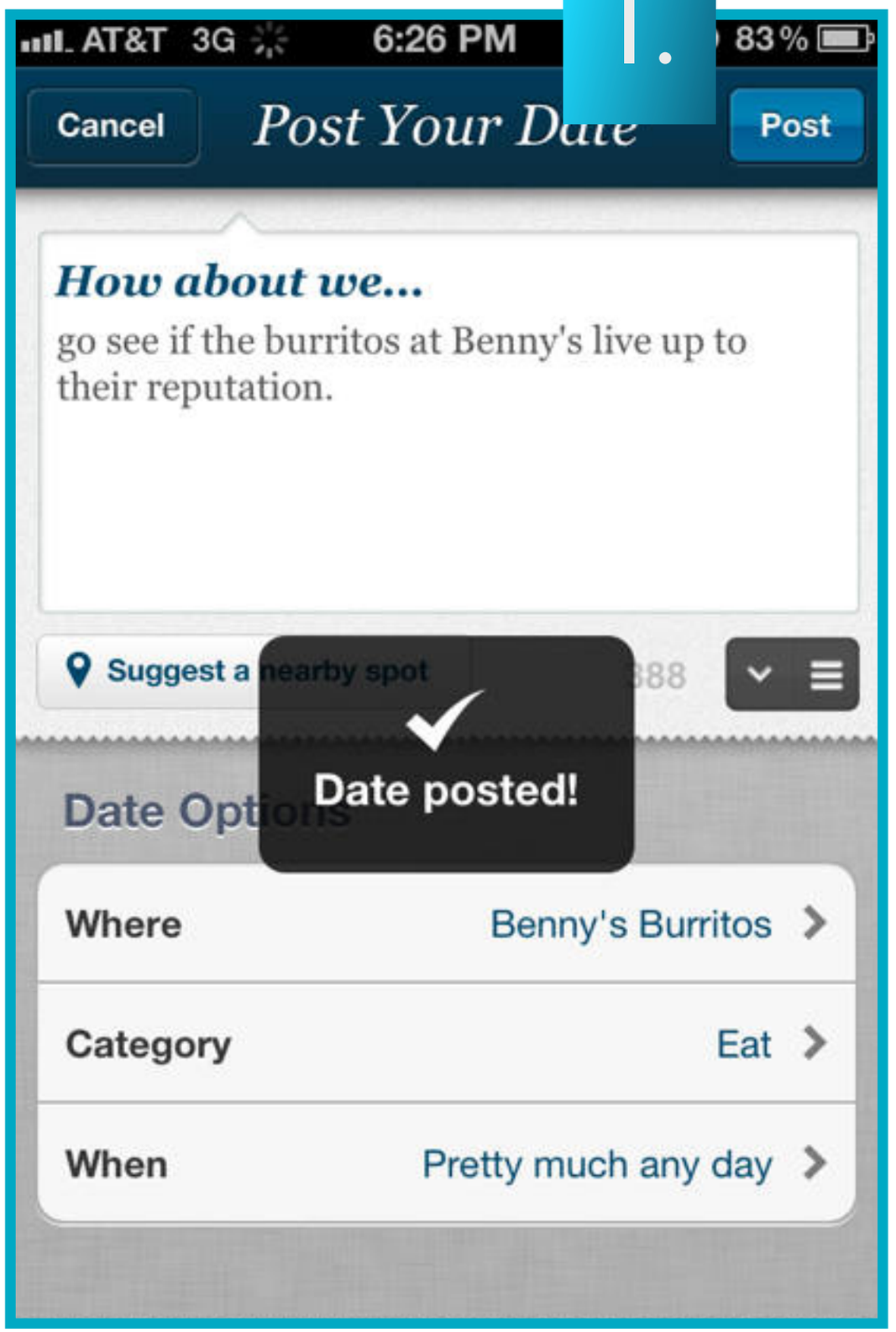
135,508,035

guys and girls are here!

Courtland Brooks


AT&T 3G
6:26 PM
83%
Benny's
Cancel
Bennie's Brooklyn...
2244 meters away
Bennie's Thai
88 Fulton St
1945 meters away
Benny's Burritos
93 Avenue A
2572 meters away
Benny's Face & Jelm...
2591 meters away
Benny's Barber Shop
143 5th Ave
2711 meters away
Benny's Face

1.


AT&T 3G
6:26 PM
83%
Cancel
Post Your Date
Post
How about we...
go see if the burritos at Benny's live up to their reputation.
Suggest a nearby spot
Date posted!
Date Options
Where
Benny's Burritos
Category
Eat
When
Pretty much any day

COURTLAND BROOKS

"Your business is our business"

Courtland Brooks

THANK YOU

CONTACT:
Mark Brooks
mark@courtlandbrooks.com

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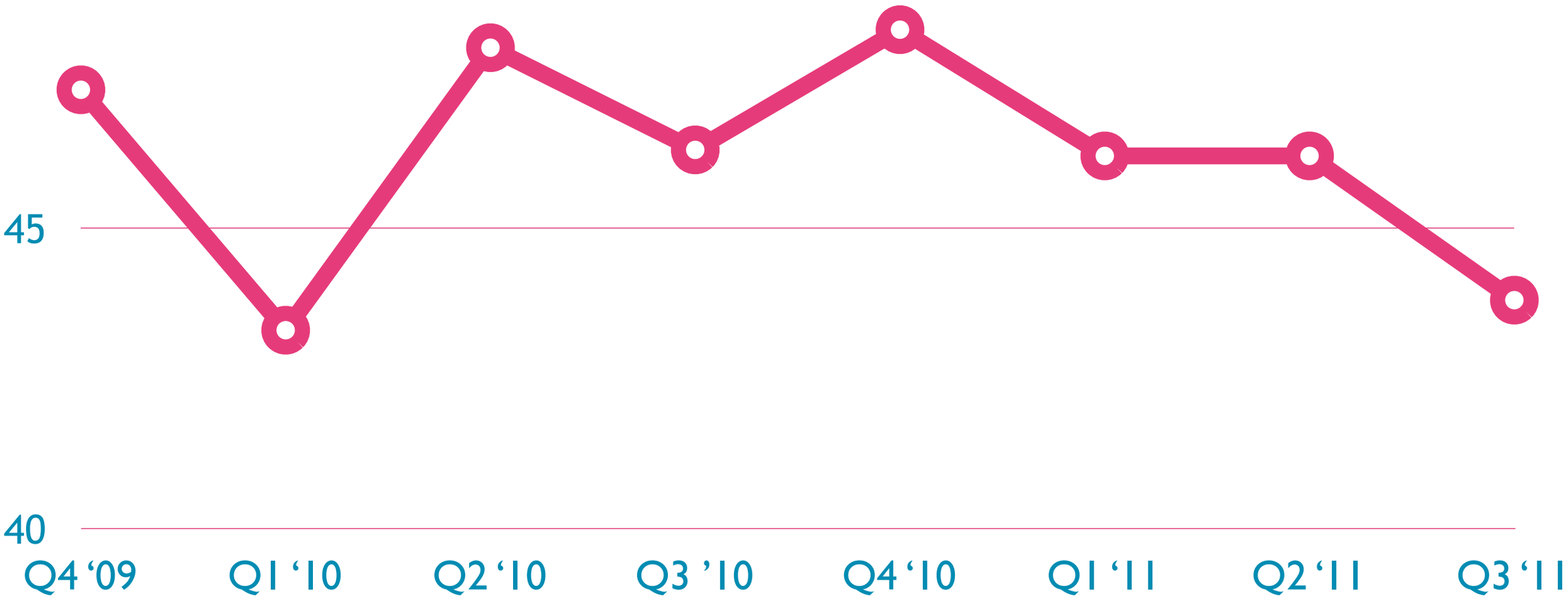
Net Revenue (€ Million)



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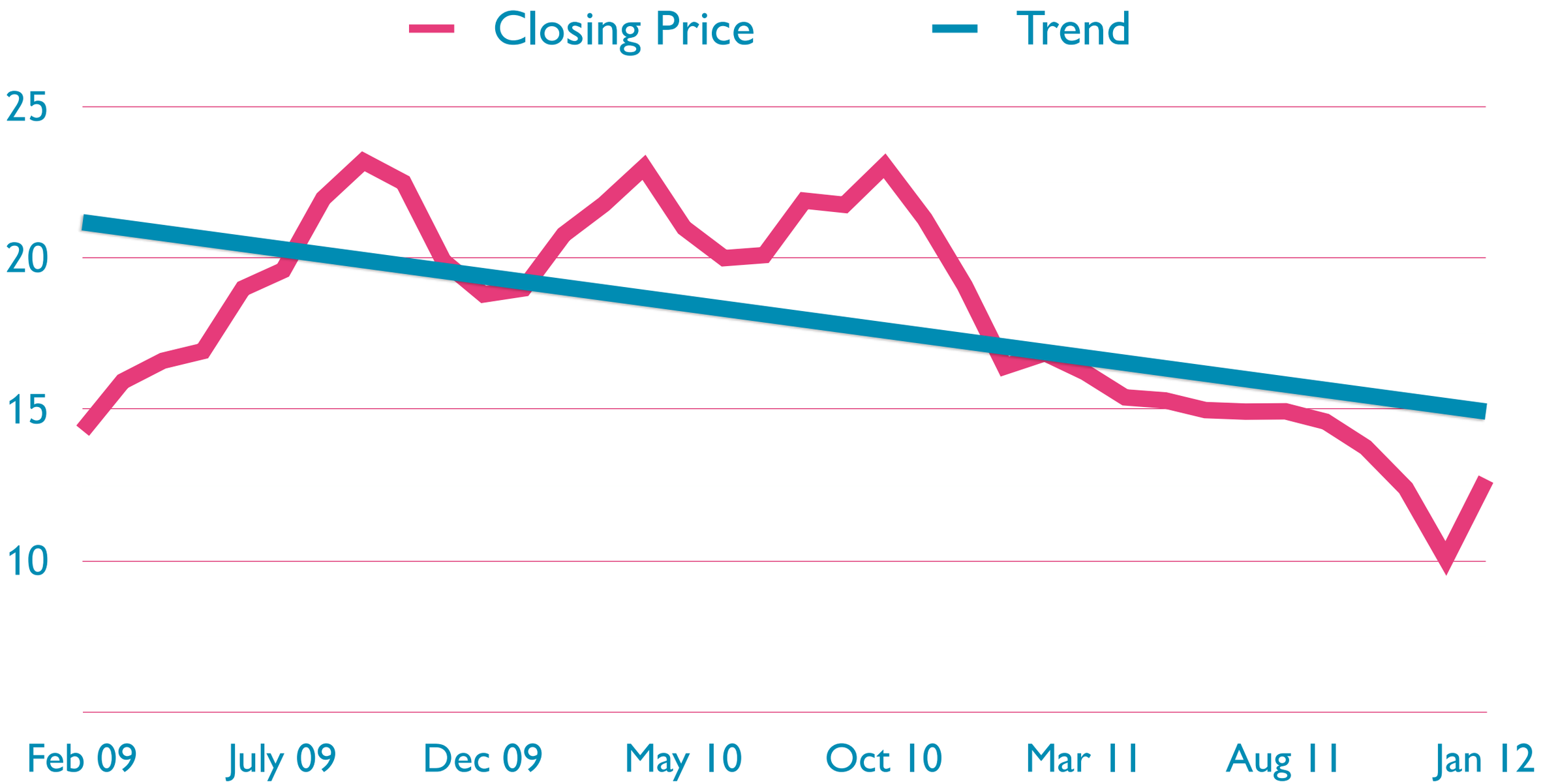
Stock Closing Prices (€)



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