# Courtland Brooks

*"Helping idating businesses grow"*

mark@courtlandbrooks.com
212-444-1636

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onlinepersonalswatch.com

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## Online Personals Watch Is 8 Years Old

ONLINE PERSONALS WATCH

OPW – June 11 – Eight years ago I started Online Personals Watch. We've now run 6 413 posts and have 7 661 comments on the site, and have spawned a few offshoot blogs (see right bar).

I was working at FriendFinder in 2003, and friends kept referring me GREAT articles. But I wasn't making the time to read them. I looked around for a blog that was summarizing the idating industry news and couldn't find one. So I started OPW.

This is an illumination blog. We review and summarize the news daily and aim to condense three hours of reading to three minutes, for you. We interview the rock stars and innovators in the industry, and serve executives and marketeers with the top news bites and knowledge, so you can make better decisions, serve users better, and make more money.

Jun 11, 2012 | Permalink | Comments (1) ShareThis

+1 0 Like

## OKCupid's Founder Digs Into Data On Daters




INTERNET RETAILER – June 10 – Observers can tell a lot about a person from their online dating profile, Sam Yagan, co-founder and CEO of OKCupid told attendees this week at the Internet Retailer 2012 Conference and Exhibition. "Our brand was built on our data," Yagan said. OKCupid has demographic, psychographic, lifestyle and consumption data. That's why a large, unnamed retailer contacted OKCupid to try and learn more about its customers, Yagan said. Retailers can use OKCupid's model to determine what a shopper wants, not, however, by what she says she wants, but by her actions. Older women, he said, are more positive and


MARK BROOKS

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LinkedIn Profile

Consulting Group

In The Press



FREE SERVICES BY COURTLAND BROOKS

Courtland Brooks Blog

Domains & Sites For Sale

Internet Dating Affiliates

Internet Dating Executive Alliance

Internet Dating Investments

Internet Dating Jobs

Internet Dating Newswire

Internet Dating Science

# Full Disclosure

messmo
POF
WebDate




Mobile Web traffic worldwide is now **11%** of total Internet traffic.

StatCounter

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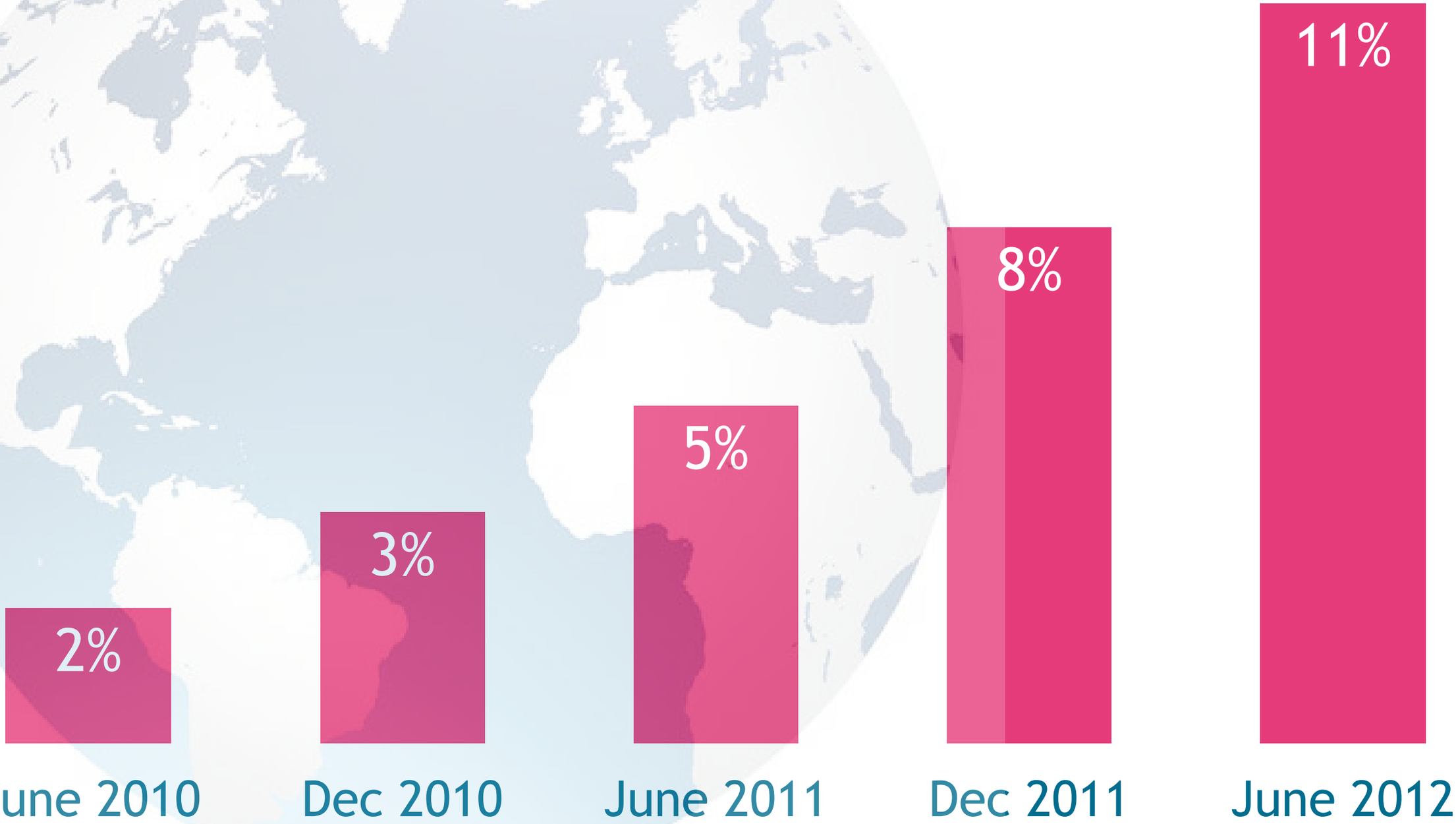
# Mobile Internet Traffic Worldwide




Net Marketshare

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## Mobile share of web traffic

| | 2010 | 2012 |
|---|---|---|
| Africa | 6% | 15% |
| Asia | 6% | **18%** |
| Europe | 2% | 5% |
| North America | 5% | 8% |
| Oceania | 3% | 8% |
| South America | 1.5% | 3% |
| **Worldwide** | **3.8%** | **11%** |

StatCounter

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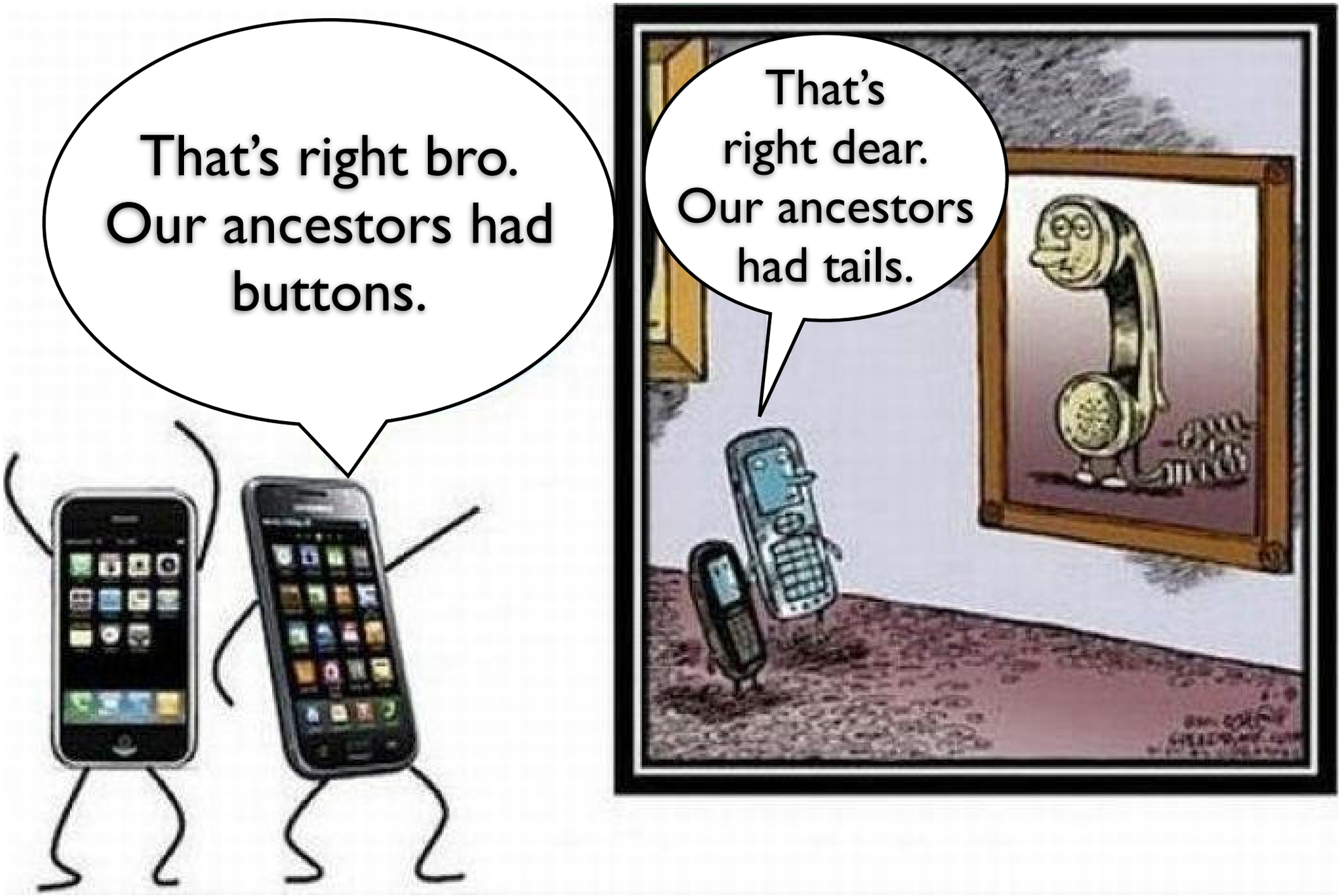
That's right bro. Our ancestors had buttons.
That's right dear. Our ancestors had tails.








## 2003



match.com mobile

at&t

t2C txt2CLICK

lavalife

$4.99/month

## 2004

SpotMeeting.com = first LBS

webdate MOBILE.com

powered by Trilibis Mobile

## 2005

match.com mobile

cingular WIRELESS

Sprint

182M cellphones in US



**$34 M**

mobile dating revenue

Webdate = 40K mobile users

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Matchmaker
MeetMoi
Mobile Flirt
Yahoo!Personals
Webdate
Zogo

Date.com
DateCam.com
DateZone
Dodgeball.com
eHarmony
FunkySexyCool
Gay Mobile
Hurry Date
jDate
Match.com Mobile
Lavalife Mobile

**2006**

**Match.com = 120K mobile users**

jumbuck

mobestar™

**2007**

**Markus Frind:**
*"Mobile dating sucks!"*

MeetMoi **raising $1.5M**

Crush or Flush **raising $7.2M**



**iPhone!!**




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Date.com
DateCam.com
DateZone
Dodgeball.com
eHarmony
FunkySexyCool
Gay Mobile
Hurry Date
jDate
Match.com Mobile
Lavalife Mobile

Matchmaker
MeetMoi
Mobile Flirt
Yahoo!Personals
Webdate
Zogo

## 2006

**Match.com = 120K mobile users**

jumbuck

mobestar™

## 2007

**Markus Frind:**
***"Mobile dating sucks!"***



*"Mobile dating will be bigger than online dating in 5+ years."*

MeetMoi **raising $1.5M**

CRUSH OR FLUSH **raising $7.2M**



**iPhone!!**

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peepsnation

messmo

New Match.com Mobile

*powered by*

Trilibis Mobile




**App store Launched**

**500**

3rd party apps

**2008**

**Google Android store launched**

**First Mobile Dating App**

FREE

**DNA Dating**

**2009**

BlackBerry App World™




**IAC, Barry Diller:**
*"iPhone is our crystal ball."*

GRINDR

match

Are You Interested?™

MeetMoi

ZOOSK

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# 2010
# Mobile Dating Becoming Mainstream



## jDate Mobile







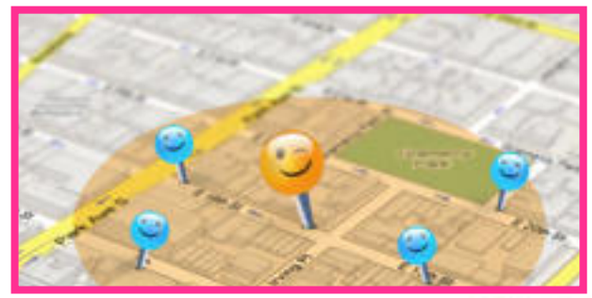


## iPad

## 2011

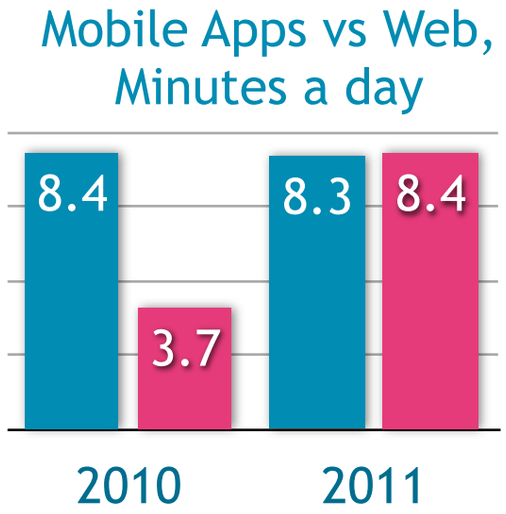



in 180 countries
1.5 M users






## Mobile dating apps capture more flirting time than online dating sites




## 2012

## Everybody is doing it







## $1.2 B
## mobile dating revenue

# How important is mobile to the top dating sites?



# Arvind Mishra

*Sr. Director of Worldwide Product Management at* ***eHarmony***

## Education

- University of Pennsylvania - The **Wharton** School (MBA, Marketing)
- **University of Southern California** (BSc, Business Administration)
- Waseda University (East Asian Languages, Literature, and Linguistics)

## Experience

- Senior Product Manager Windows User Experience at **Microsoft**
- Product Manager Search and Organization, Information Worker at Microsoft
- Consultant at **PricewaterhouseCoopers**.

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# eHarmony





# Sean Wood

*Communications Director at*
***Cupid Plc***

## Education

- Edinburgh's Napier University
(Master's in Publishing)

## Experience

- Chairman at Genesis Forthquarter Owners Association
- Marketing Manager at IdealComputing.co.uk Ltd.
- Managing Director, Owner at Harbour Press (Scotland) Ltd.

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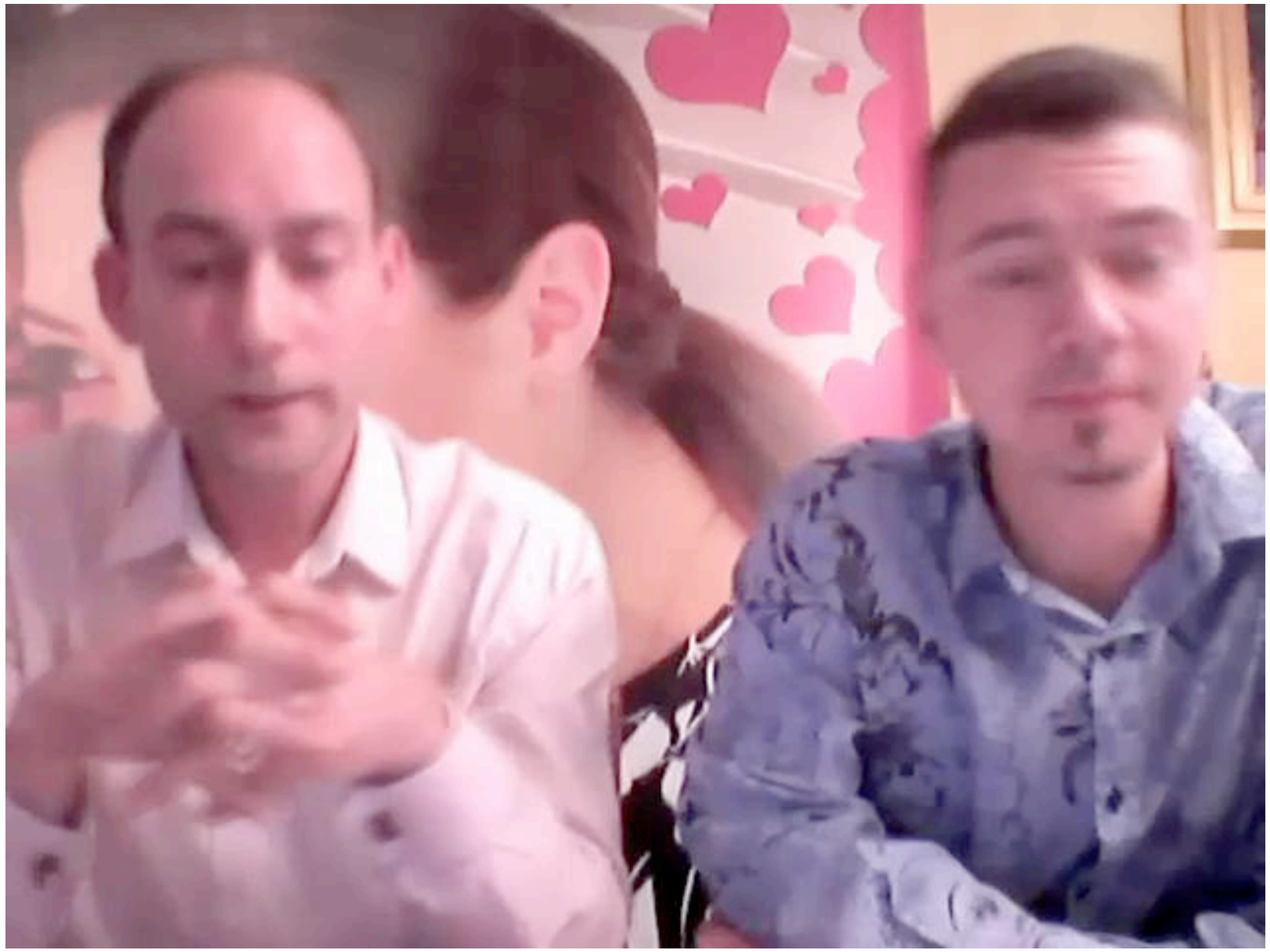
# Art Seredyuk

*Head of Mobile at* ***Cupid Plc***

## Education

- Computer Science at Zaporizhzhya National Technical University, Ukraine

# Cupid





# Jessica Powell

## *CMO at* ***Badoo***

## Education

- 慶応義塾大学 (Japanese language and linguistics)
- **Stanford University** (BA in Comparative Literature)
- Université de Fribourg/Universität Freiburg (DAEFLE, pedagogy)

## Experience

- Sr. Director of Communications and Public Affairs, Asia Pacific at **Google**
- Director of Communications and Public Affairs, Southern and Eastern Europe, Middle East and Africa at Google
- Director, Product, Engineering, Policy, and Internal Communication - Europe, Middle East and Africa at Google.

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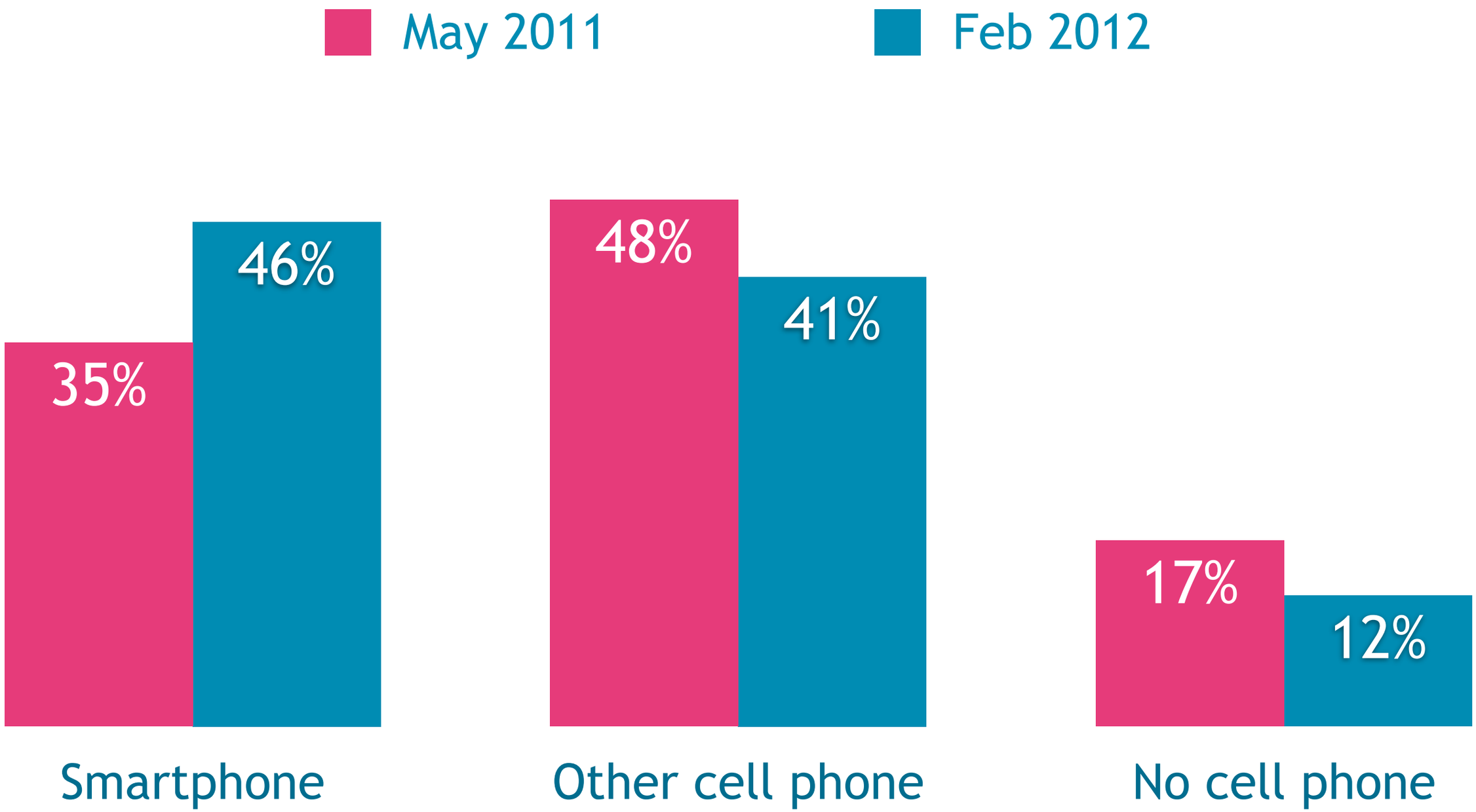
# Badoo



# US. Smartphone Ownership




Pew Research, Mar 2012

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**35 Million** iPhones Shipped

**$23 Billion** revenue




**47 Million**

Smartphones Shipped

**$17 Billion** revenue

Juniper Research

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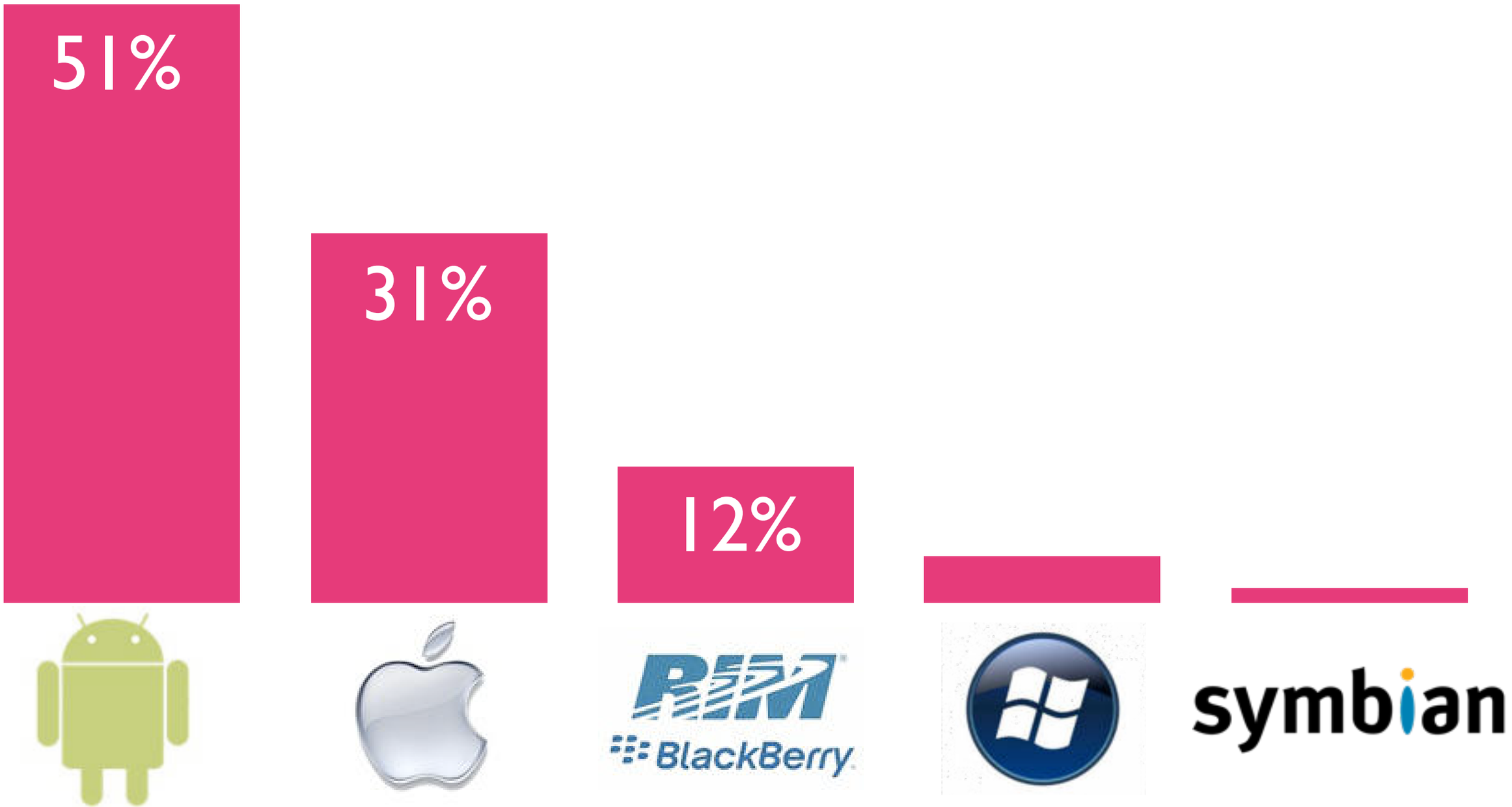
# Top US Smartphone Platforms
## (% share of smartphone subscribers)




comScore MobiLens, Apr '12

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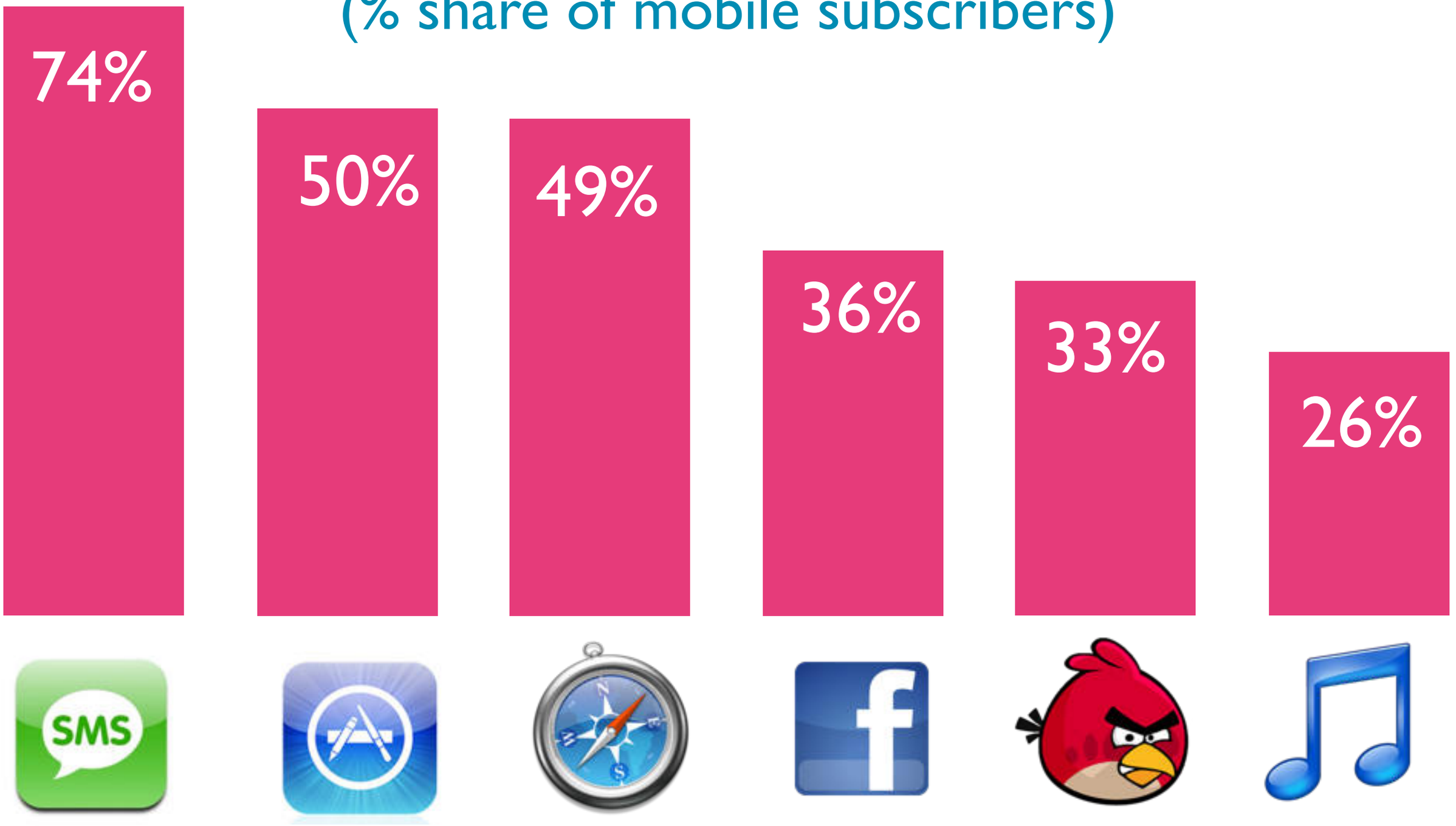
# Mobile Content Usage
## (% share of mobile subscribers)




comScore MobiLens, Apr '12

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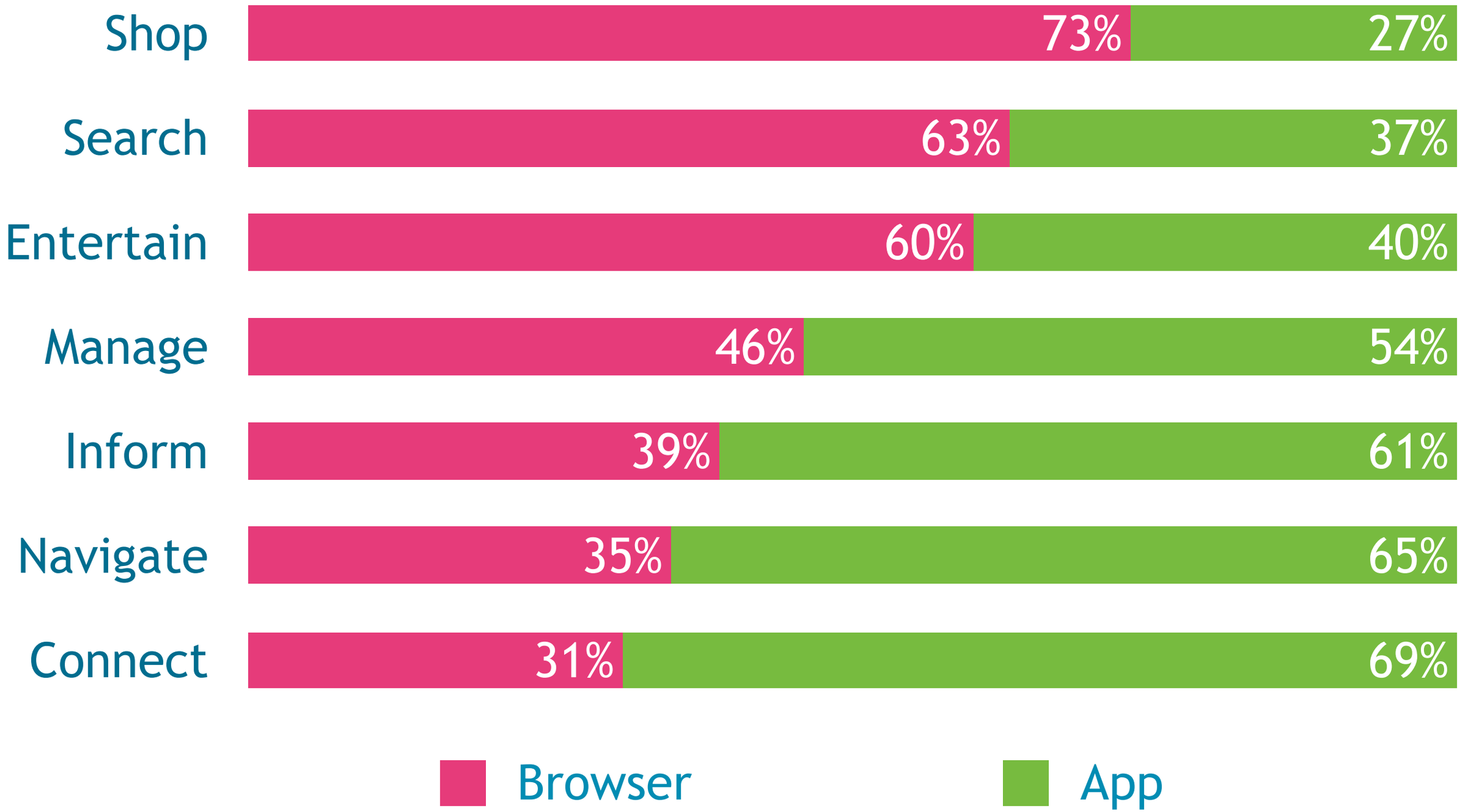
# Apps vs Browser Usage




Yahoo and Ipsos, Aug 2011

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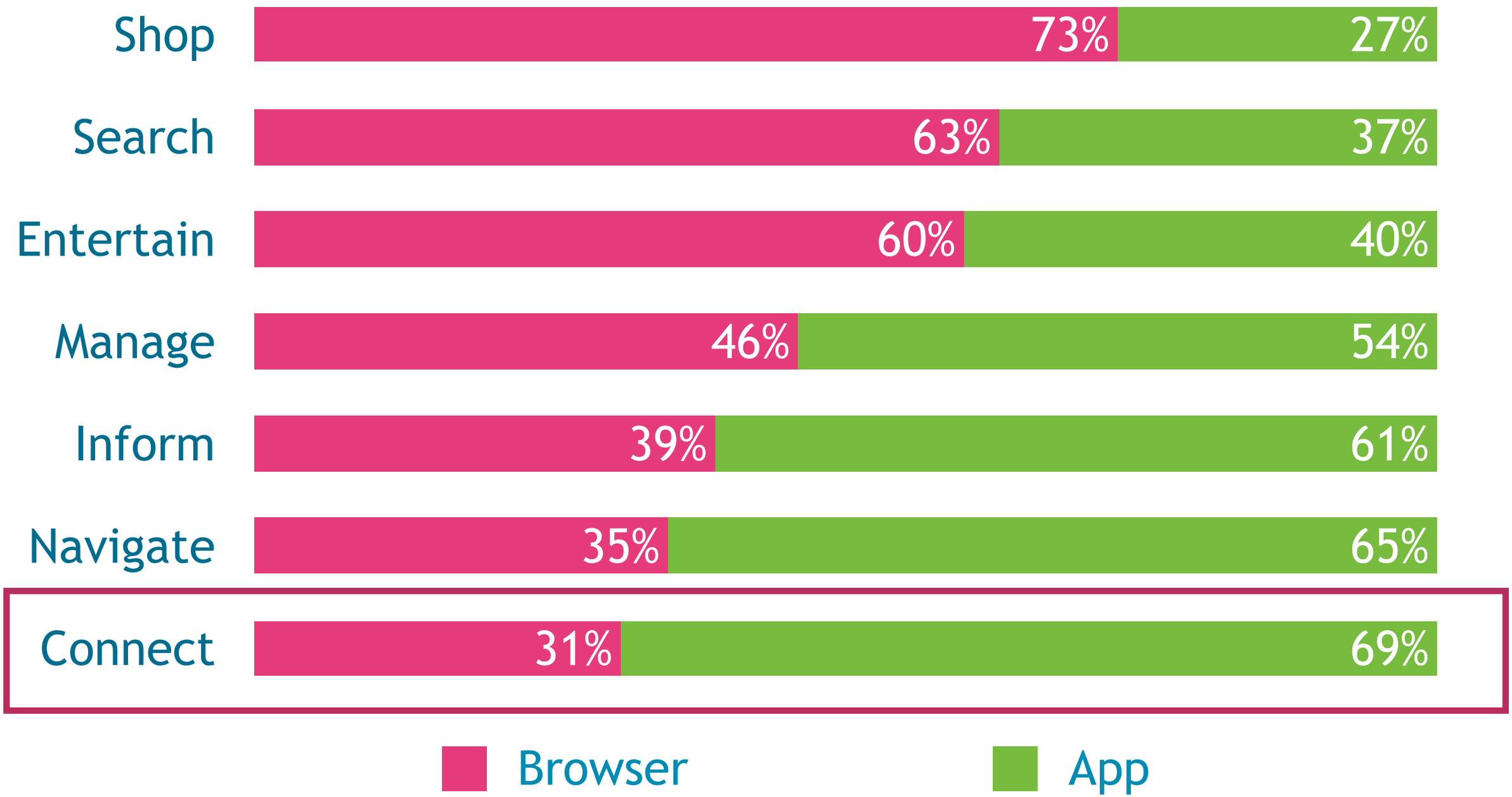
# Apps vs Browser Usage




Yahoo and Ipsos, Aug 2011

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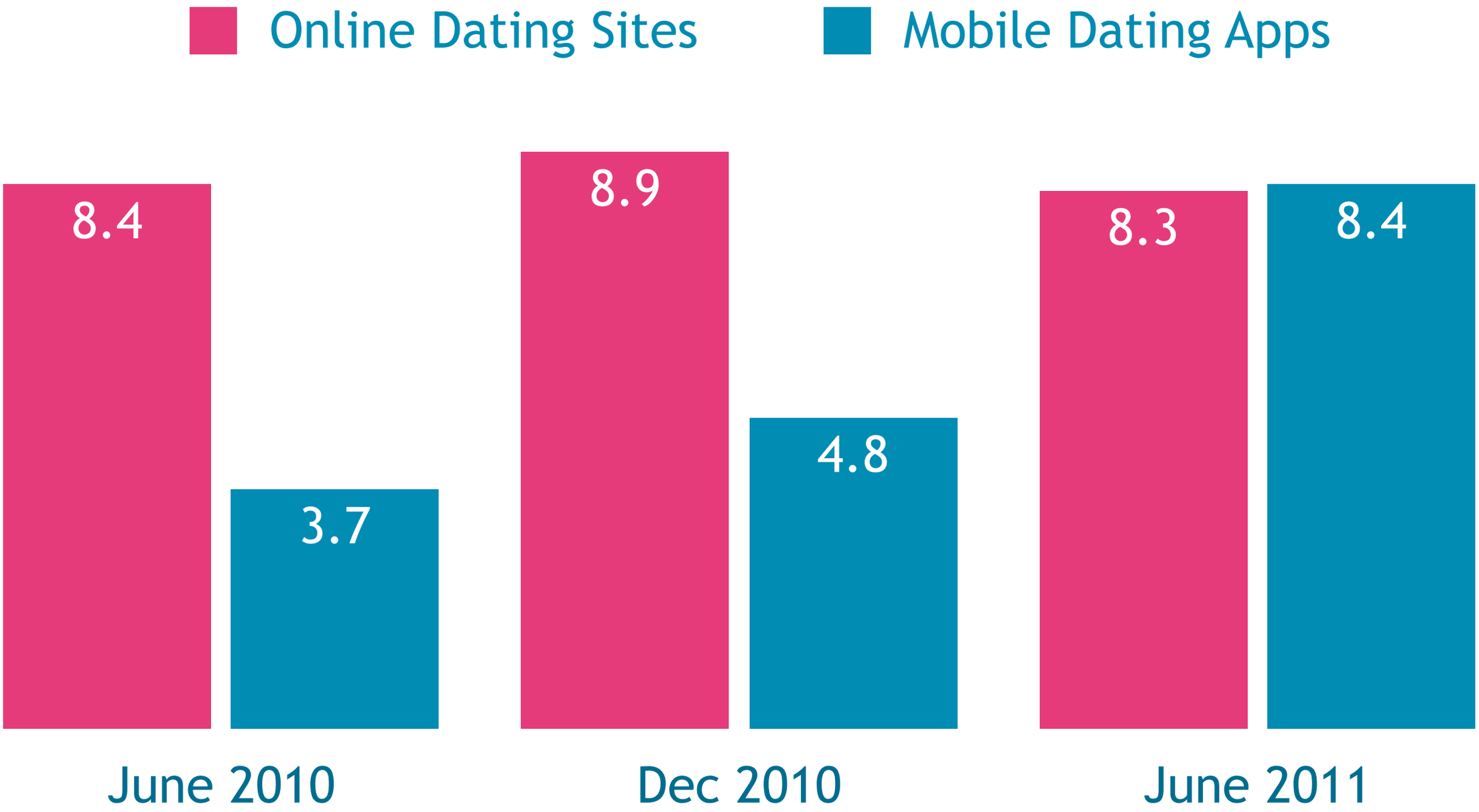
# Time Spent eDating

## Mobile Apps vs. Web, Minutes per Day




comScore, Alexa, Flurry

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**40%** of **Match.com** logins are from mobile



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**40%** of **POF** sign-ups are from mobile

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**POF** sees daily **600K** unique logins via mobile



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

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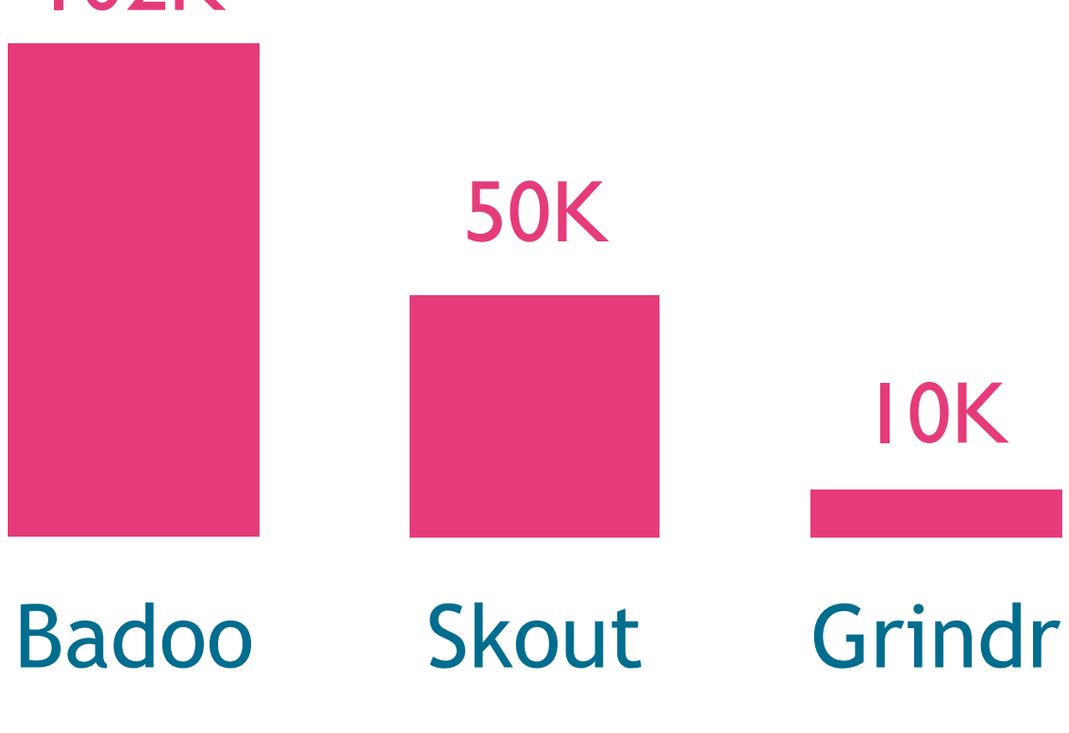
# Badoo - **150K** new users a day, **68%** comes from **mobile**

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# $$$




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# Global 2012 Mobile Media Revenue



Consumer Spend

$83 Billion

Data plans

$26 Billion

Apps/Games

$19 Billion

Music/Video

Strategy Analytics

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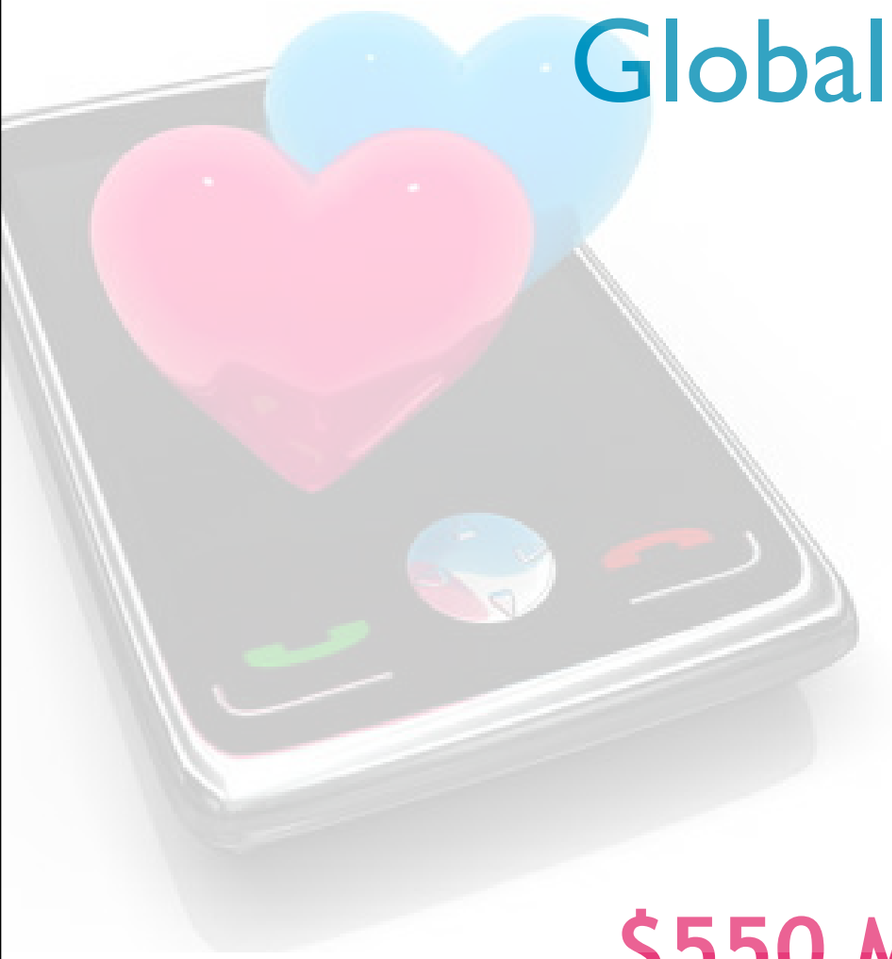
# US 2012 Mobile Apps Revenue

Consumer Spend



# Global Mobile Dating Revenue






Juniper Research

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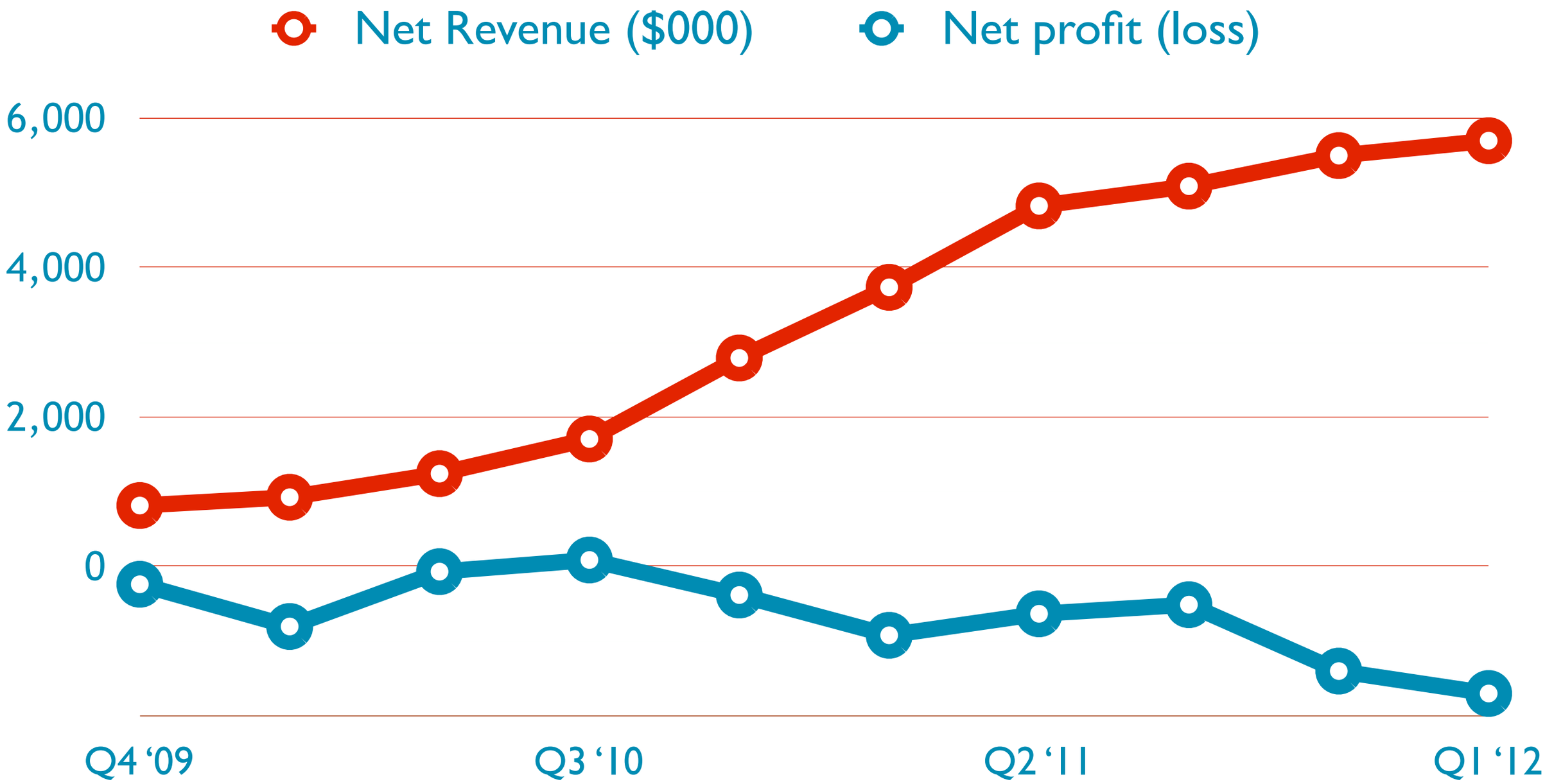
SNAP INTERACTIVE

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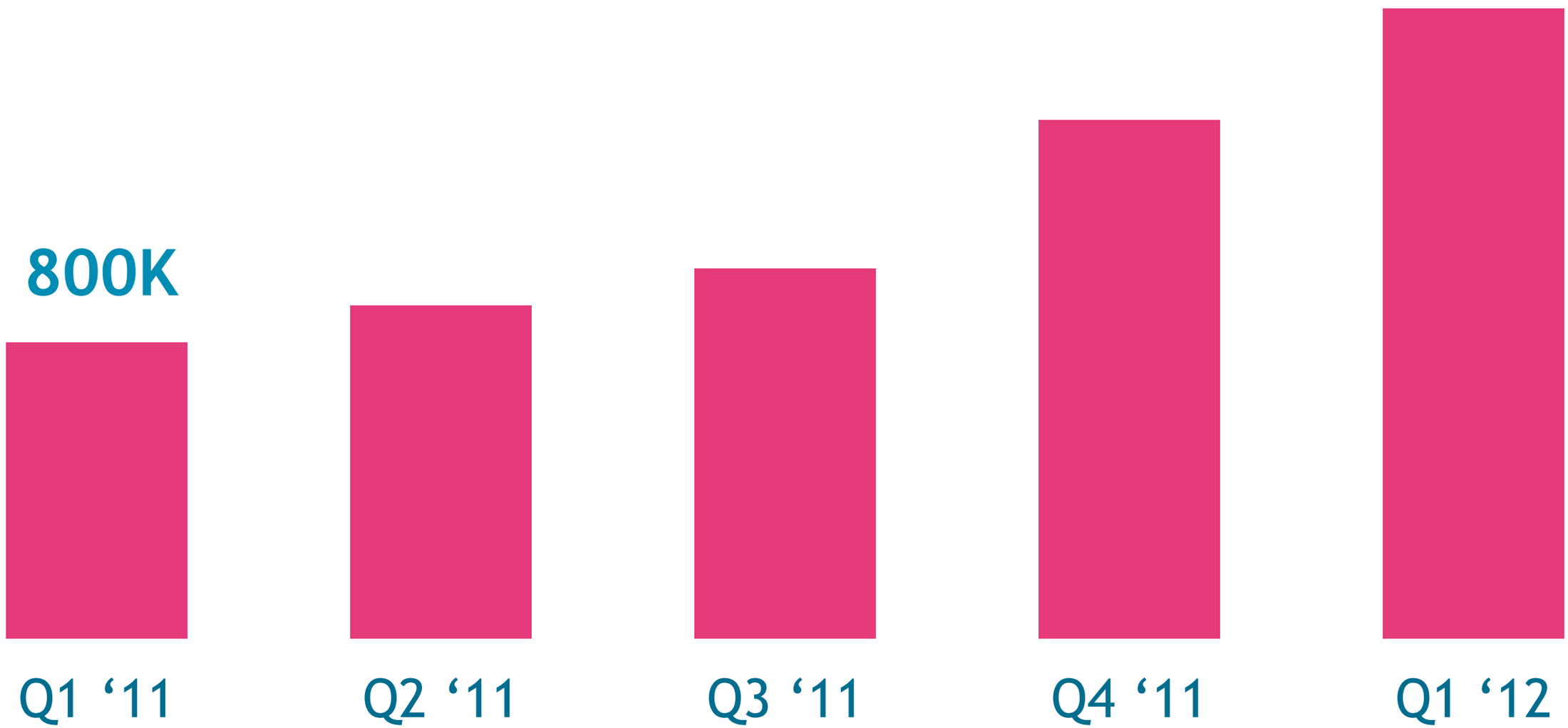
meetic

# Mobile Dating Revenue (€)

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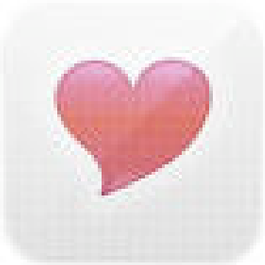
# Top Grossing iPhone Apps

1.  Zoosk
2.  eHarmony
3.  Badoo
4.  Grindr Exra
5.  Are You Interested?
6.  Meet Me
7.  Scruff
8.  Skout
9.  Ashley Madison
10.  How About We

iTunes, June '12

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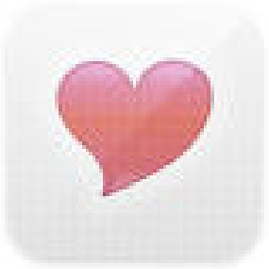
# Top Free iPhone Apps

1.  Skout
2.  Badoo
3.  POF
4.  OKCupid
5.  eHarmony
6.  Zoosk
7.  Meet Me
8.  DateHookup
9.  Are You Interested?
10.  Flurv

iTunes, June '12

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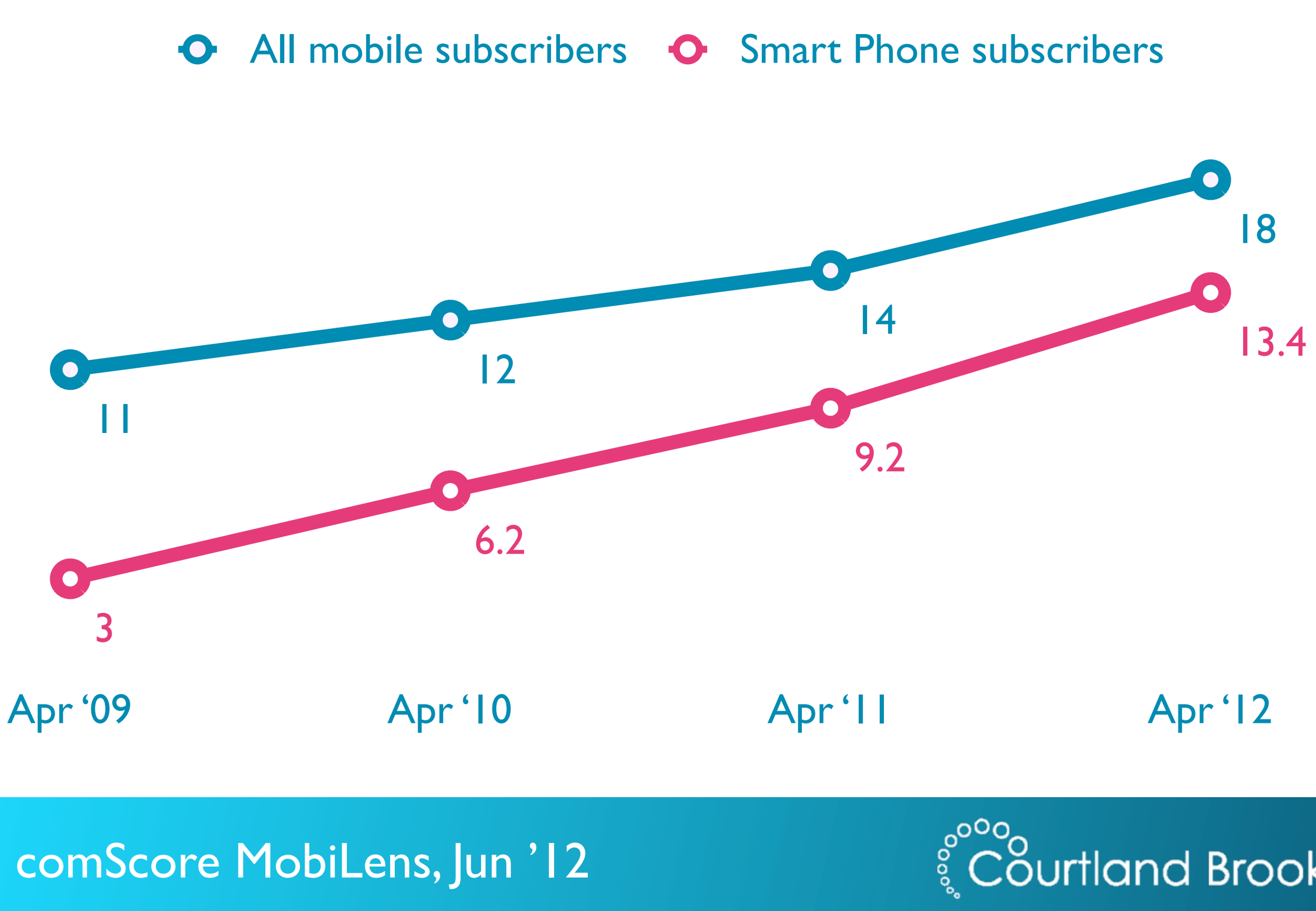
# US Mobile Internet Daters (Million)




comScore MobiLens, Jun '12

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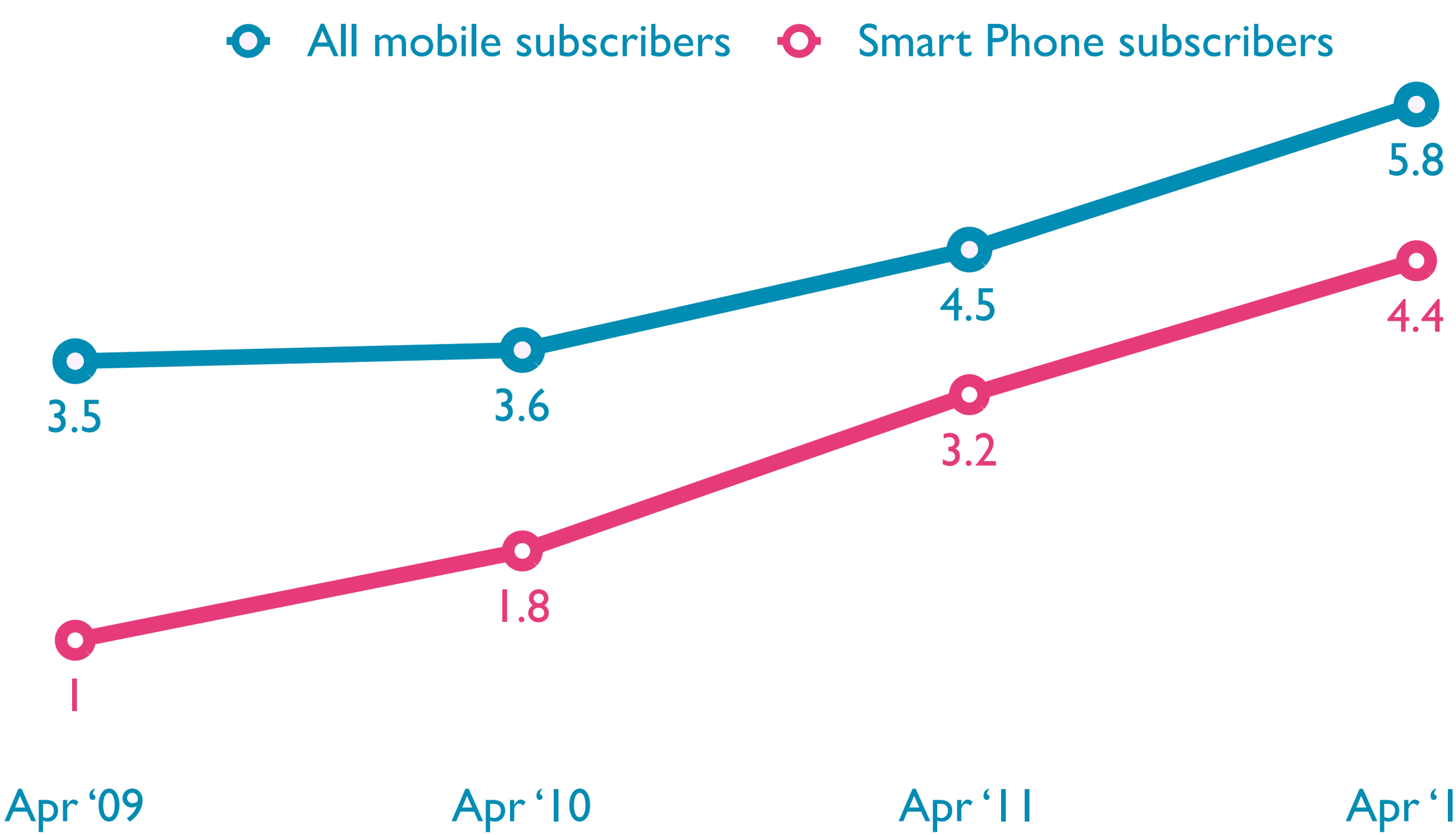
# US Mobile Internet Dating Power Users (Million)




comScore MobiLens, Jun '12

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# US Mobile Internet Dating Power Users (Million)

All mobile subscribers  Smart Phone subscribers

comScore MobiLens, Jun '12

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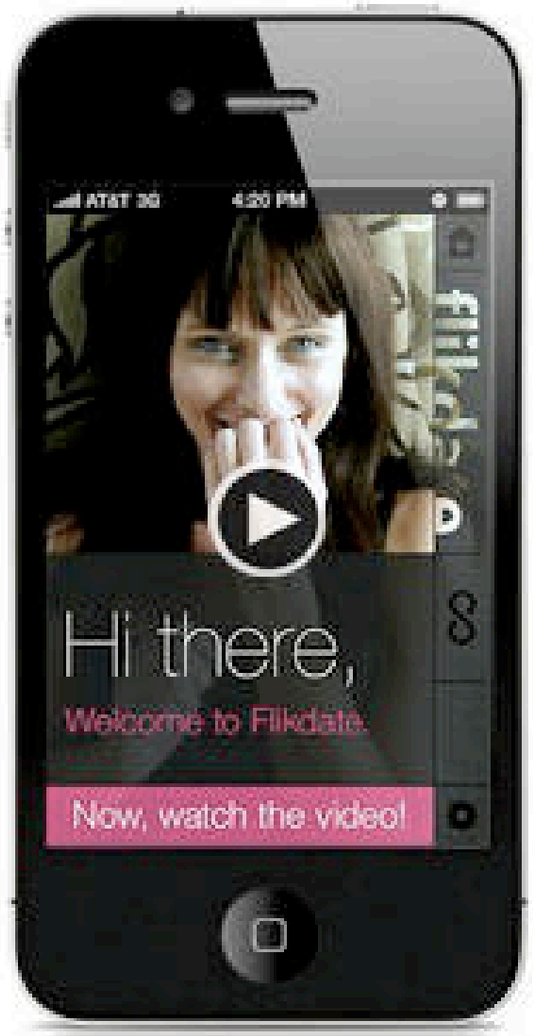
Click here and we'll let you know as soon as flikdate is available.

flikdate







Coming very, VERY soon...

As seen on TechCrunch

## The fastest date in the world...

**Got a minute? Have a date. Real-time video dating from your phone.**

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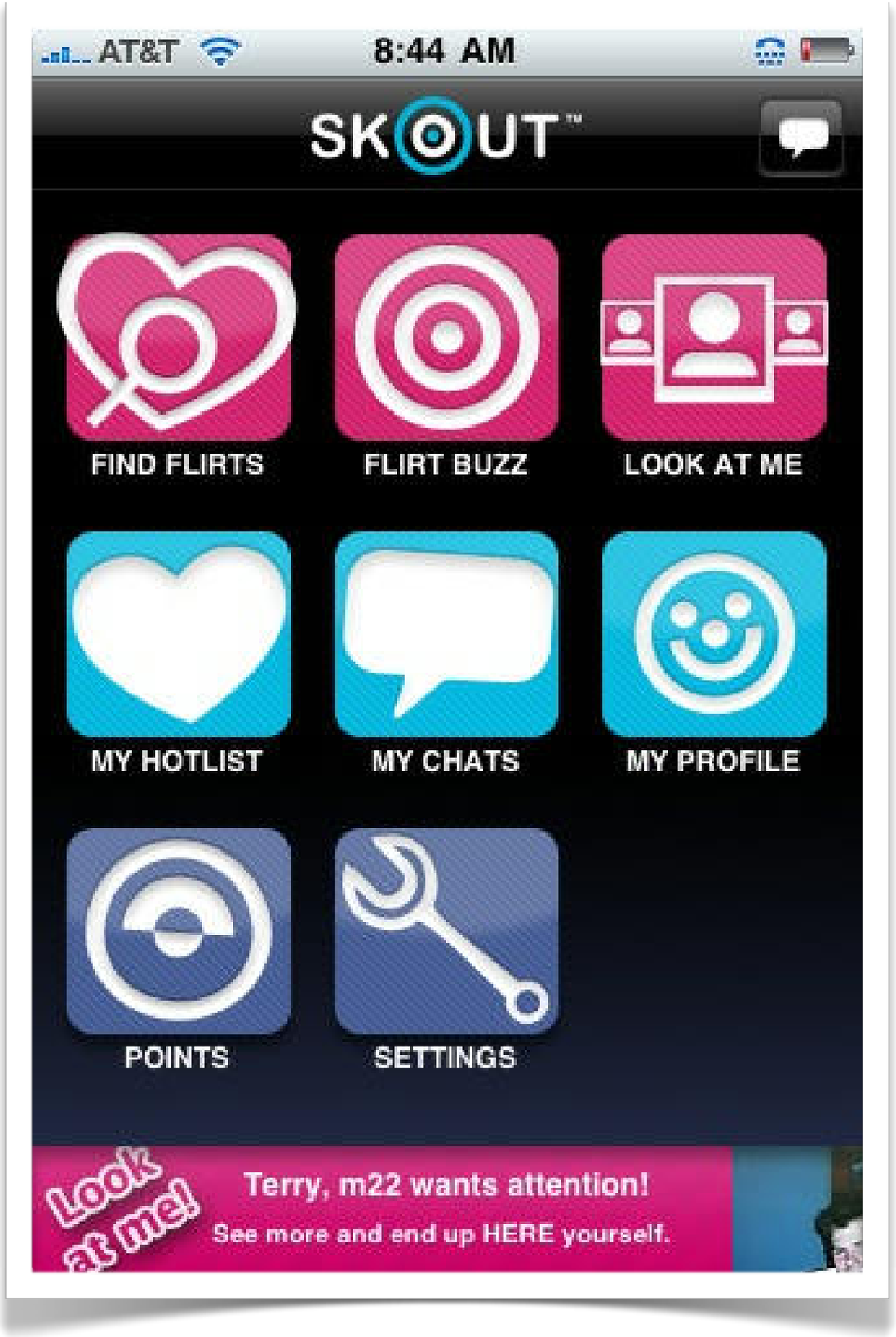


# From deadpool's door to $22 Million

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match.com®

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# Scott Lewallen

*VP Product & Design at*
***Grindr/Blendr***

## Education

**- University of Southern California**
(BA in Communication)

## Experience

- Creative Director at Atlantis Events, Inc.
- Art Director at **E! Entertainment**
- Interior Designer at Lady Wolfe Fitness

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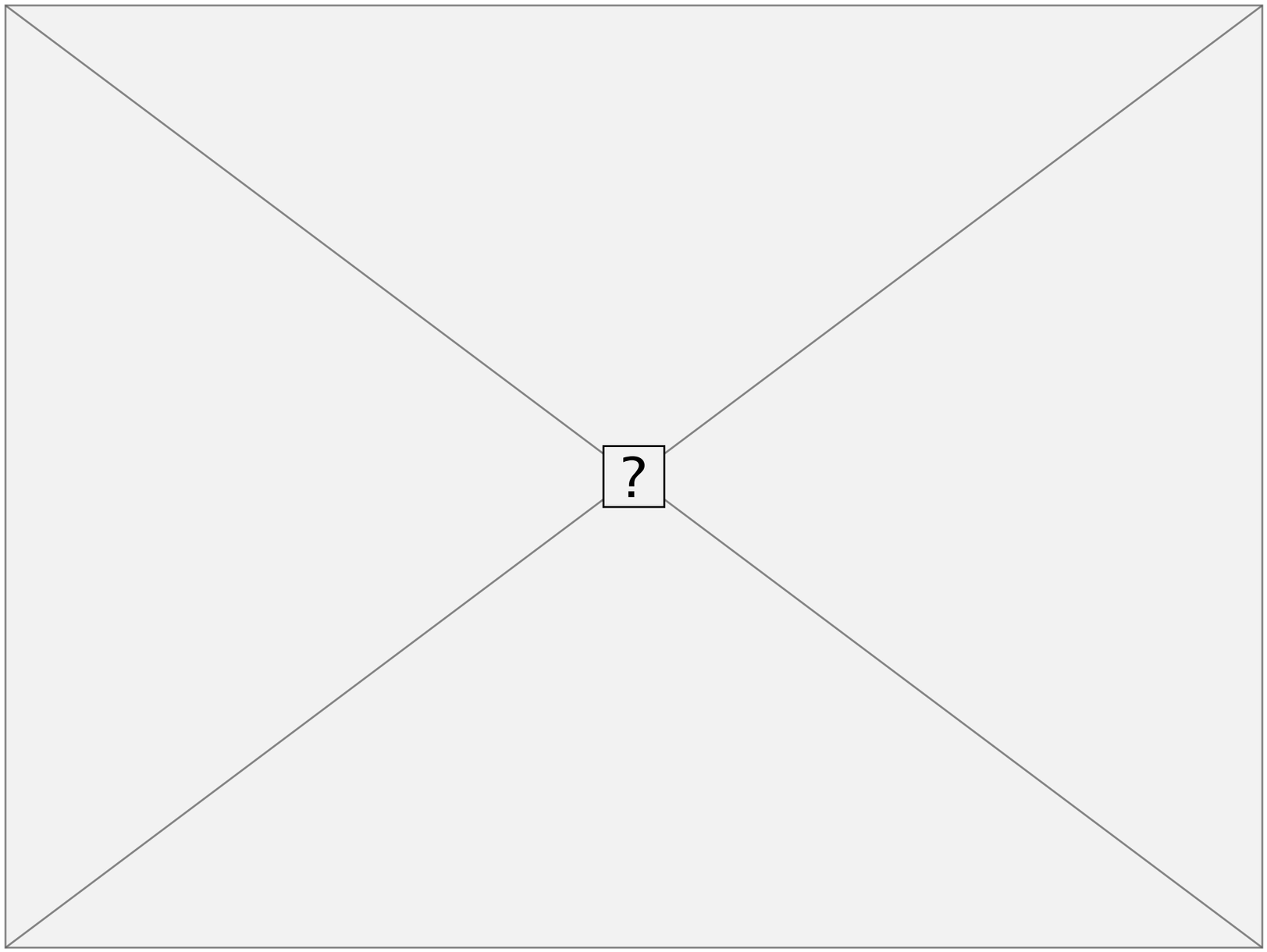
# Grindr





# Steve Sarner

## *VP Sales & Marketing at* ***Tagged***

## Education

- California State University Long Beach
(BSc in Business Administration)

## Experience

- Director Integrated Sales at **Fox Interactive Media**
- VP National Sales Director at **Tickle Inc./Monster Worldwide**
- VP Marketing at RealAge

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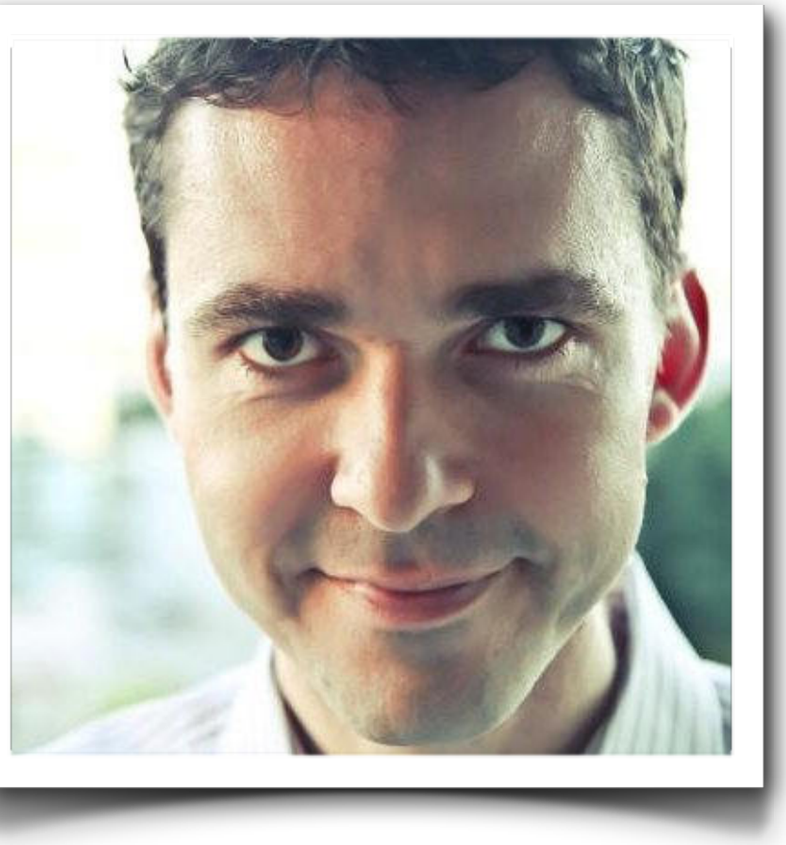
# Tagged





# Romain David

## *co-Founder & CEO of* ***Meexo***

## Education

- **Stanford University** (MBA in Business)
- Stanford University Graduate School of Business (MBA in General Management & Entrepreneurship)
- Université de Technologie de Compiègne (Master's degree in Computer Science)
- Tampereen teknillinen korkeakoulu (Information Technology)

## Experience

- Director of Mobile Products at Lumos Labs
- Co-Founder at HaveASec
- iPhone - Product Marketing at **Apple**

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# Meexo





# Aaron Schildkrout

*co-Founder and co-CEO of*
***HowAboutWe***

## Education

- **Harvard University** (BA in Social Studies)

## Experience

- Humanities Teacher and Department Head at Codman Academy Charter Public School

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# How About We



VBS
Social Graph
Behavioral Matchmaking
preDate
Post Match
Big Pockets
Social Discovery

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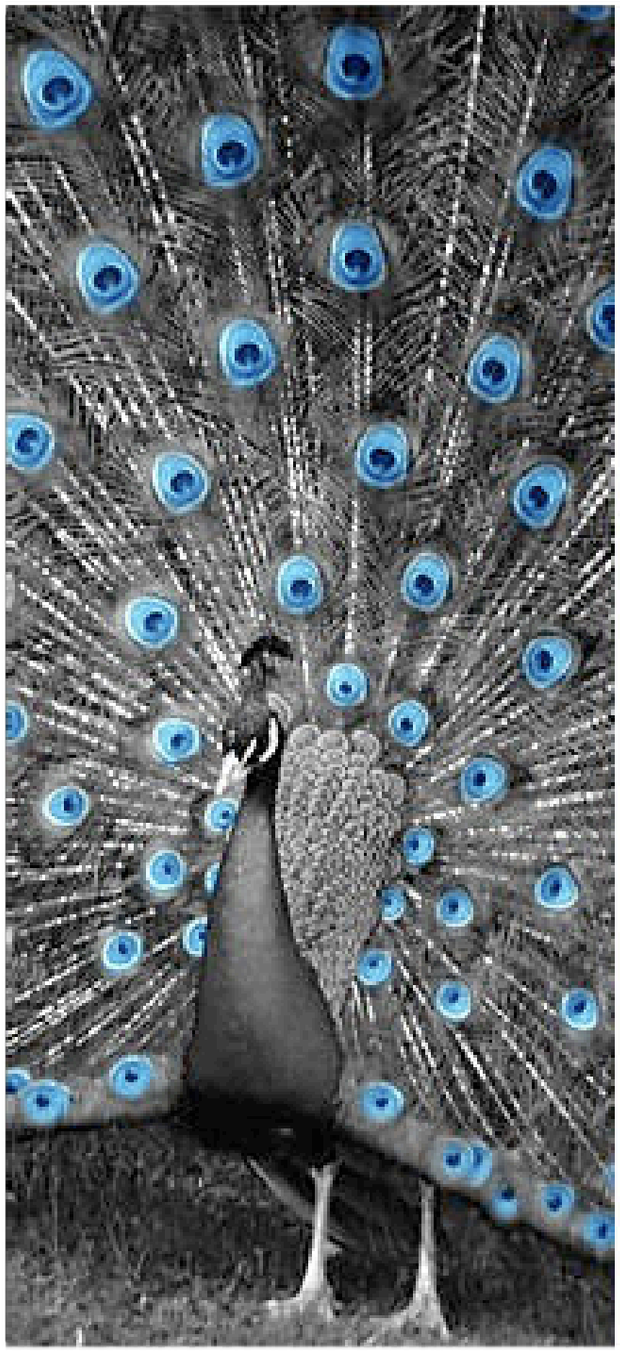

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- ABOUT
- TEAM
- MARK BROOKS
- SERVICES & PRICE
- CLIENT LIST
- TESTIMONIALS
- IN THE PRESS
- CONTACT
- OUR BLOG

**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.

Remember that spammy products have no exit and scale is the only thing that matters.

- Sam Yagan, CEO, OKCupid.com

# Courtland Brooks

*"Helping idating businesses grow"*

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212-444-1636