Courtland Brooks

"Helping idating businesses grow"

mark@courtlandbrooks.com
uk 020-8133-1835 usa 212-444-1636

ONLINE PERSONALS WATCH

illuminating the top dating industry news since 2004

powered by Courtland Brooks

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onlinepersonalswatch.com

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News By Company

News By Date

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

Contact Mark

usa: 212-444-1636

uk: 020-8133-1835

mark@courtlandbrooks.com

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

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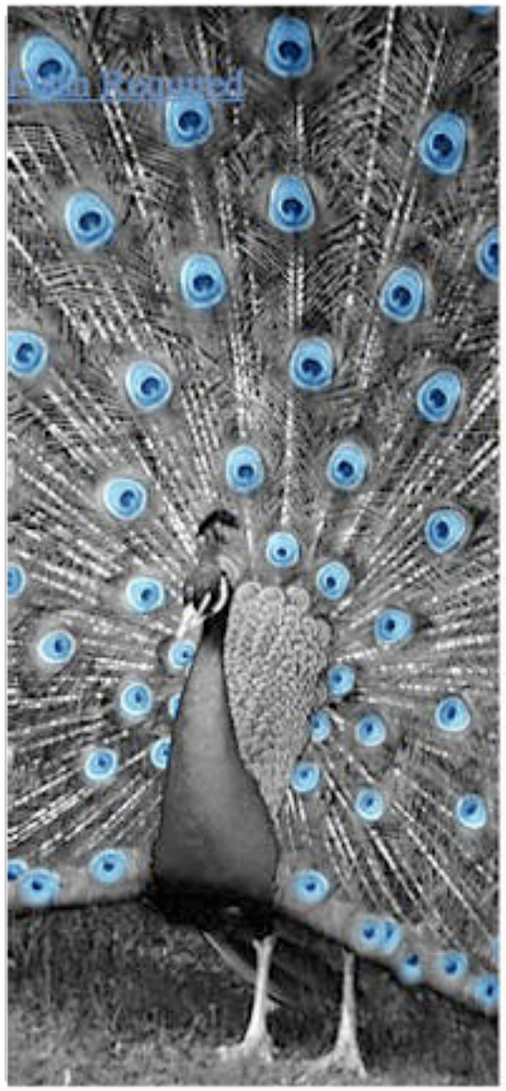

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- ABOUT
- TEAM
- MARK BROOKS
- SERVICES & PRICE
- CLIENT LIST
- TESTIMONIALS
- IN THE PRESS
- CONTACT
- OUR BLOG

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.



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Full Disclosure:

Cupid
Dating Factory
Friendster
POF
Meetme (myYearBook)
theComplete.me
Tokii
White Label Dating

- Rankings
- M&A News
- Mobile
- People Discovery
- The Future
- Recommendations

mark@courtlandbrooks.com

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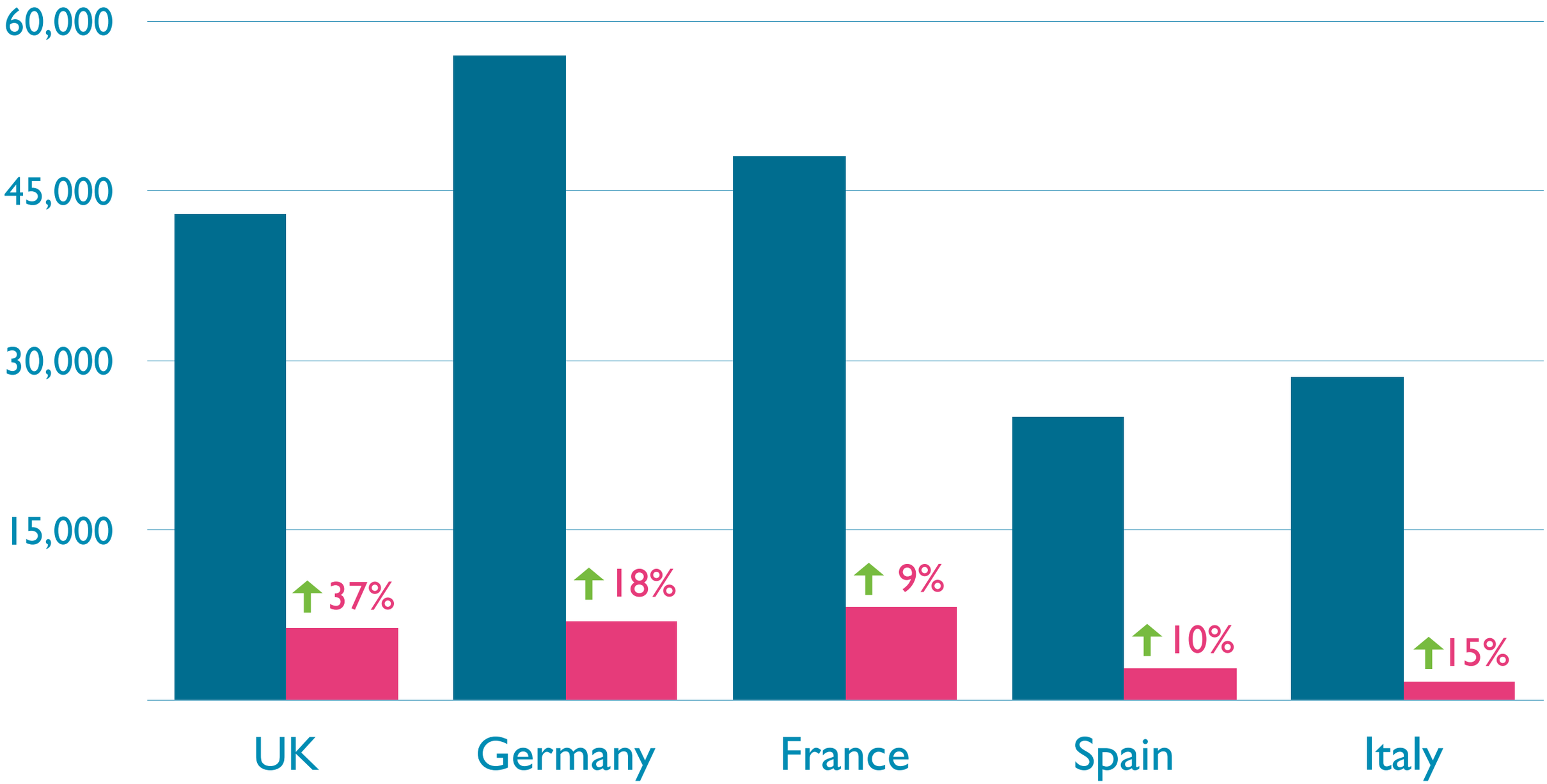
European Online Dating Audience

Unique visitors (000)



ComScore, June 2012

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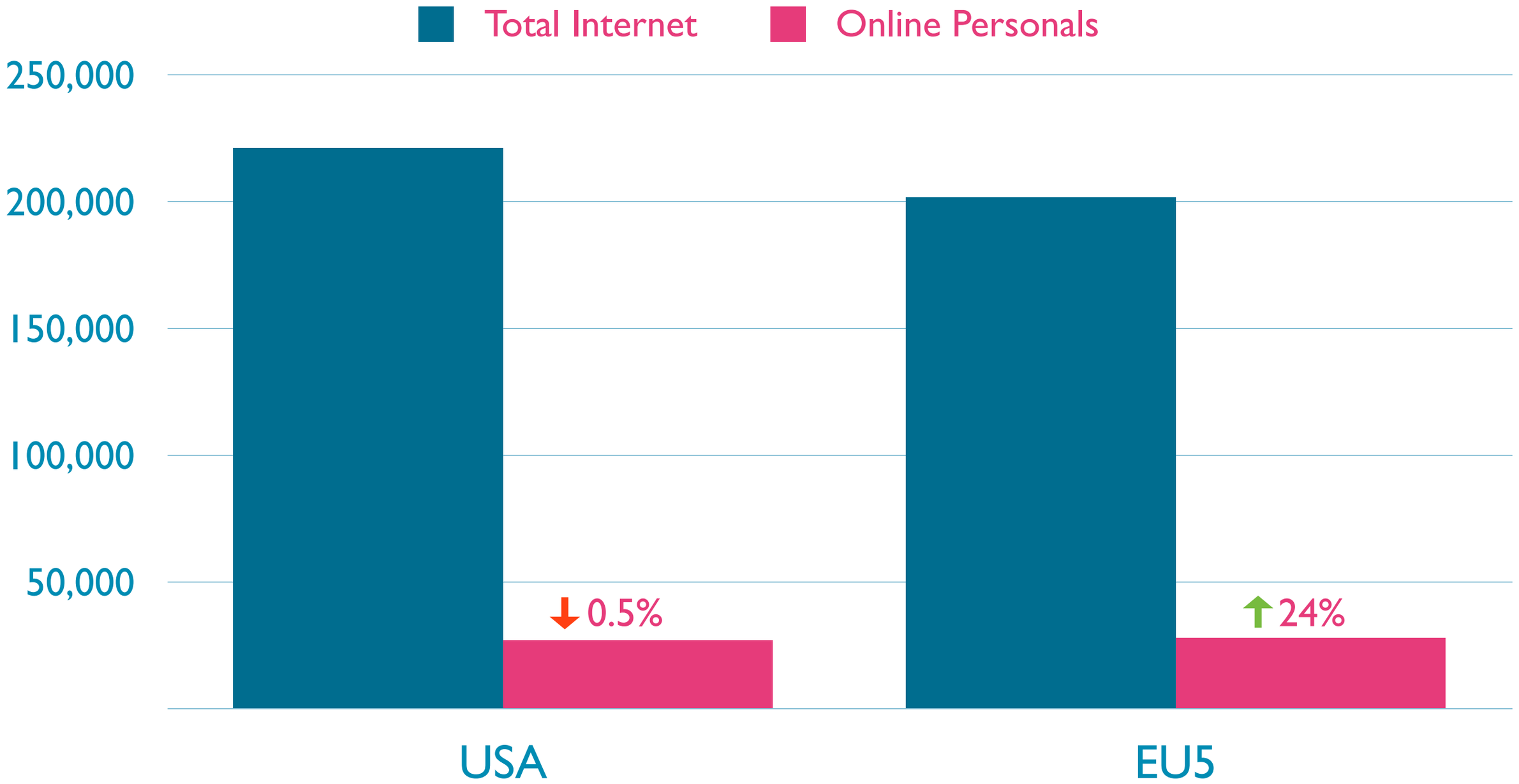
USA vs EU5

Unique visitors (000)



ComScore, June 2012

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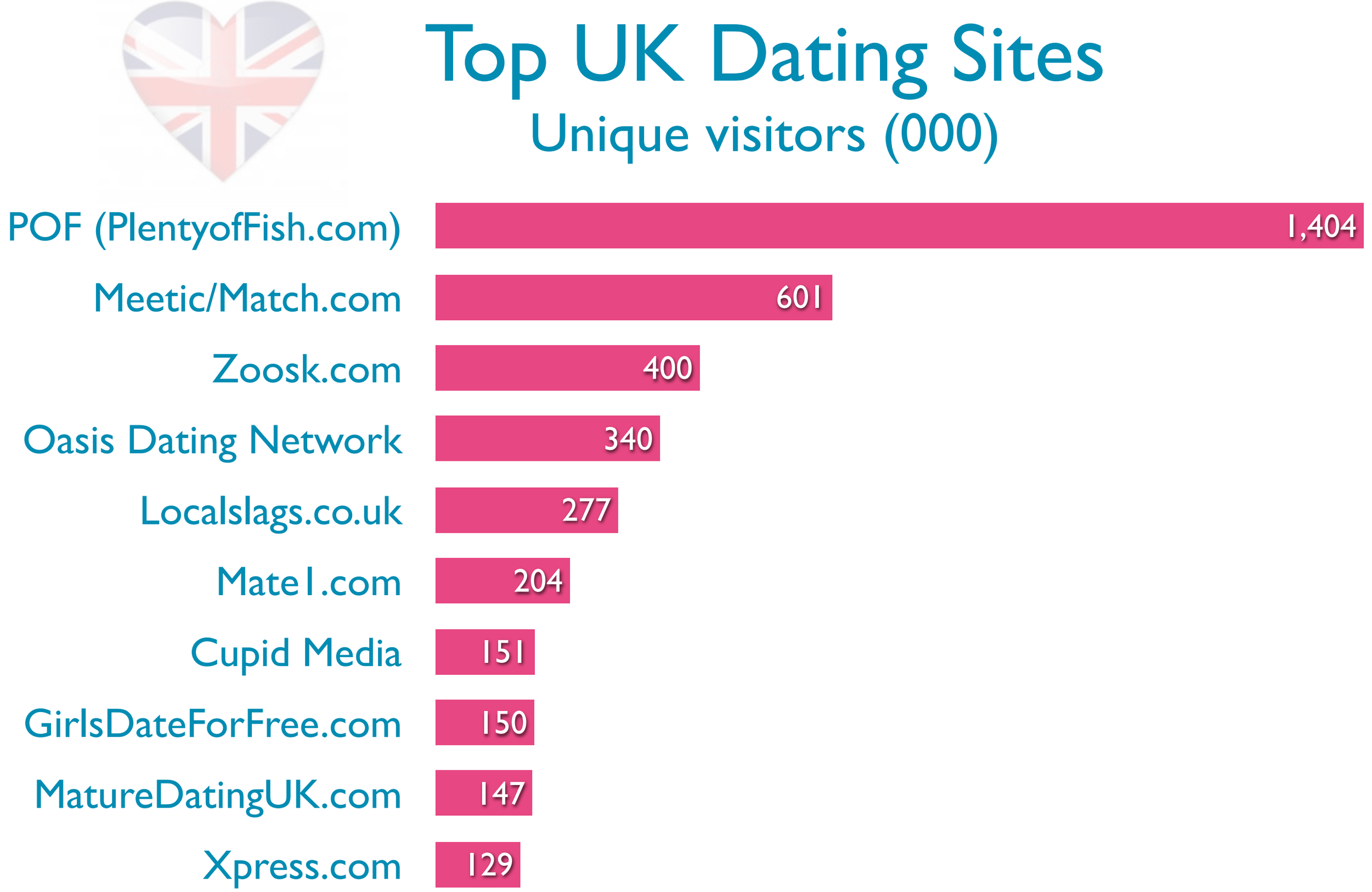
Top UK Dating Sites

Unique visitors (000)



ComScore, June 2012

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XPRESS.com
meeting people is easy!

Username: Password: Login

Forgot Your Password?

100% FREE

Tell Us About Yourself

SATISFACTION GUARANTEED 100% SATISFACTION GUARANTEED

Step 1

who are you?

- I am a **man**
- I am a **woman**



Step 2

who do you want to meet?

- I want a **man**
- I want a **woman**

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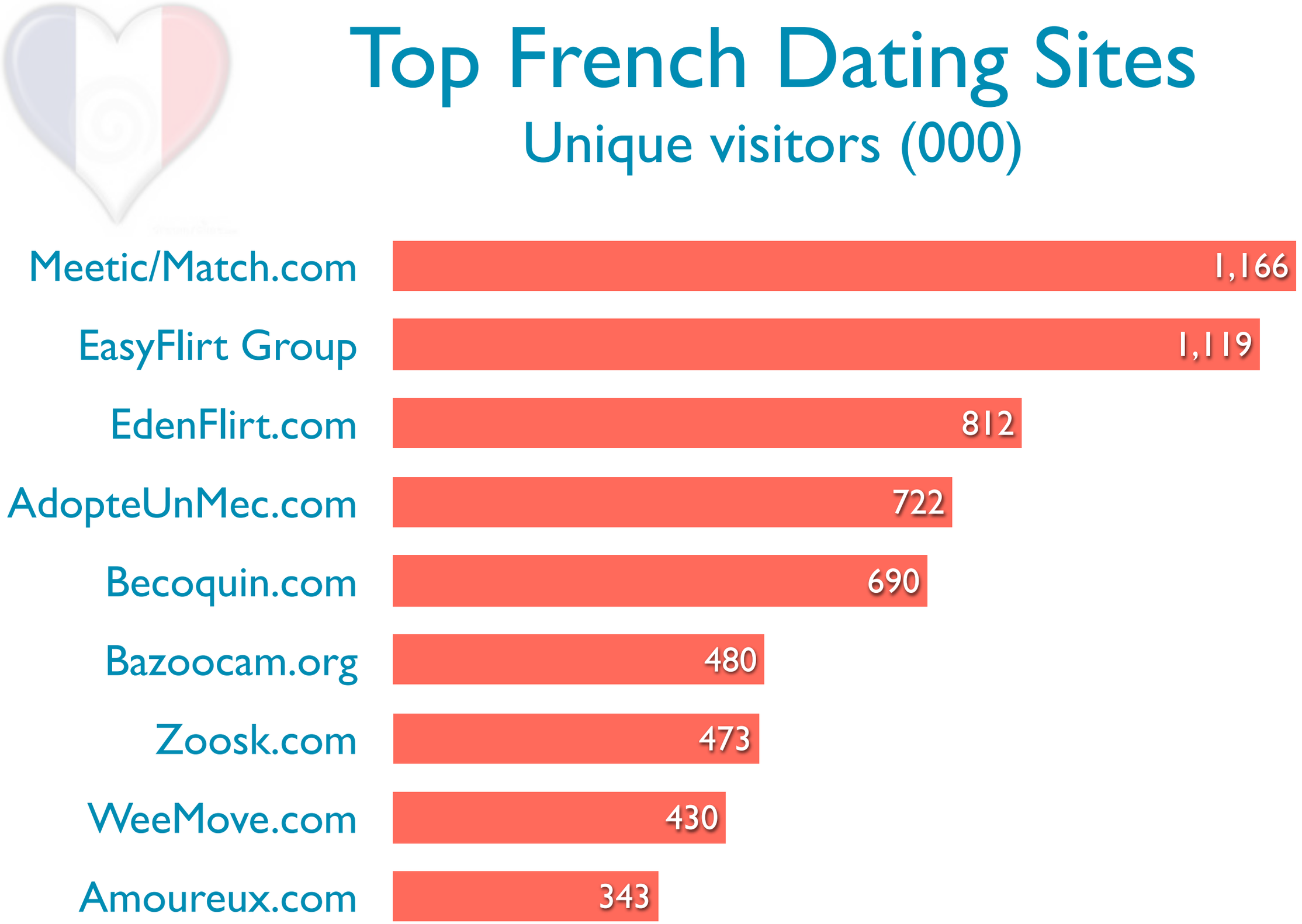
Top French Dating Sites

Unique visitors (000)



ComScore, June 2012

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Top German Dating Sites

Unique visitors (000)



ComScore, June 2012

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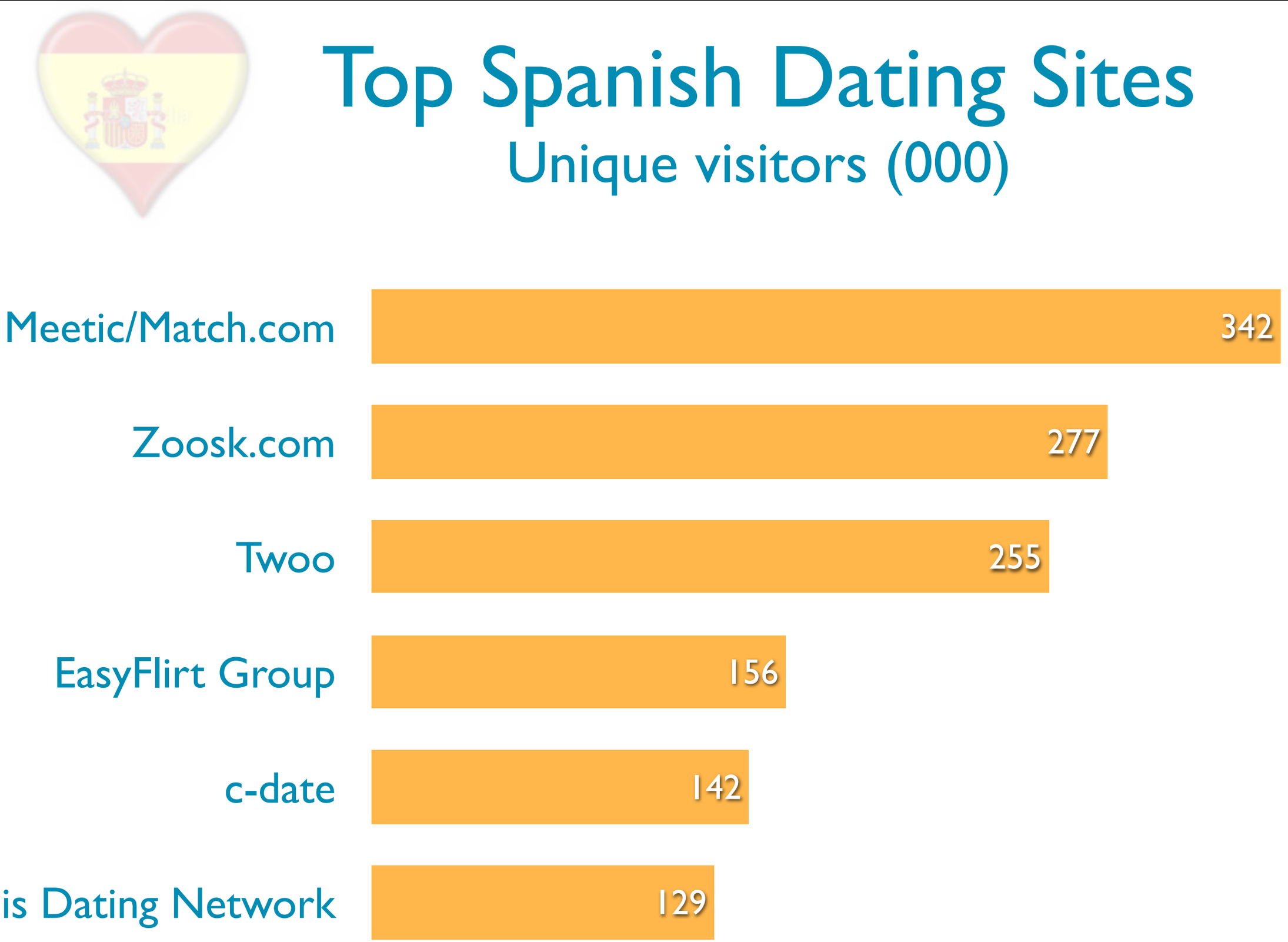
Top Spanish Dating Sites

Unique visitors (000)



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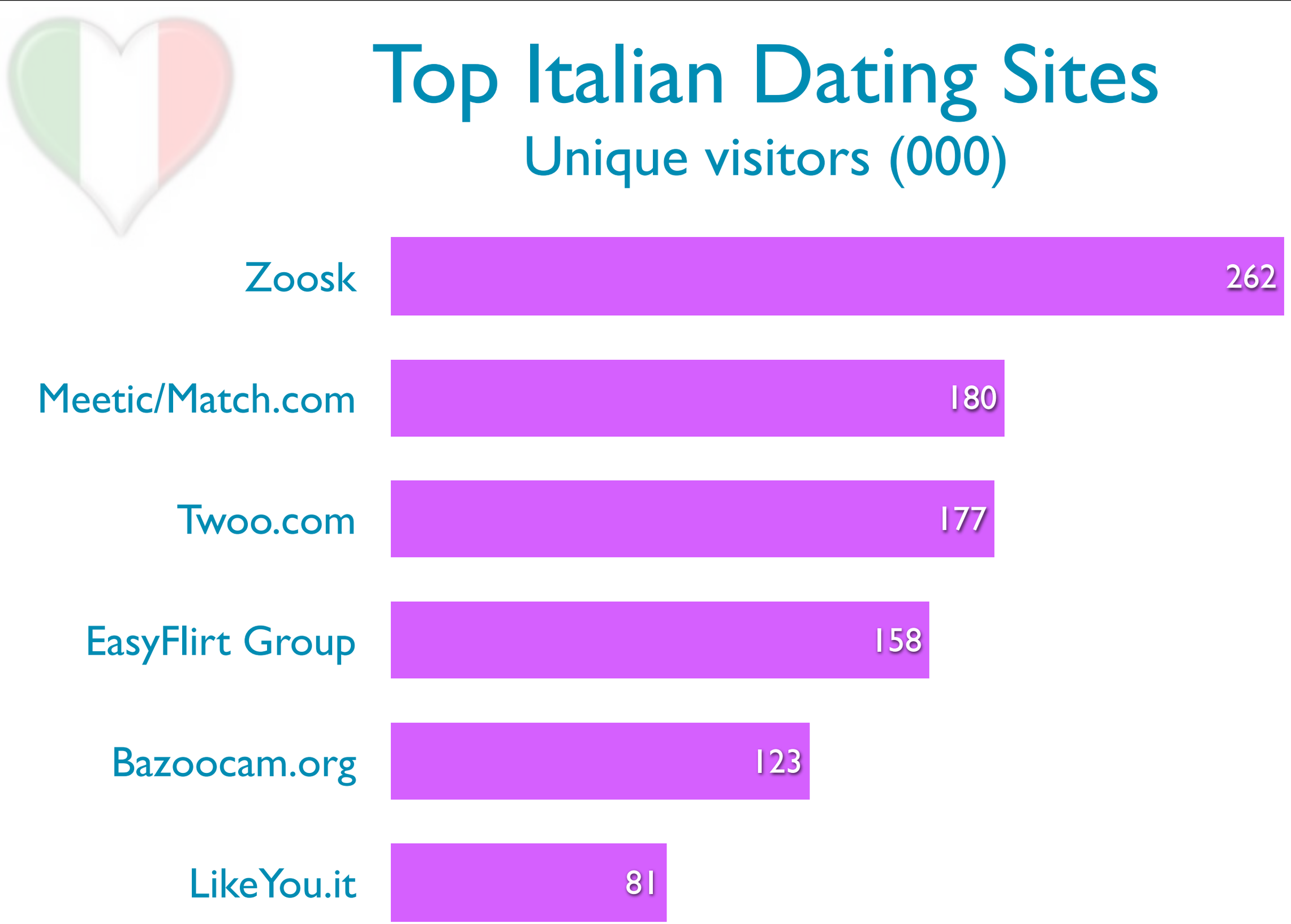
Top Italian Dating Sites

Unique visitors (000)



ComScore, June 2012

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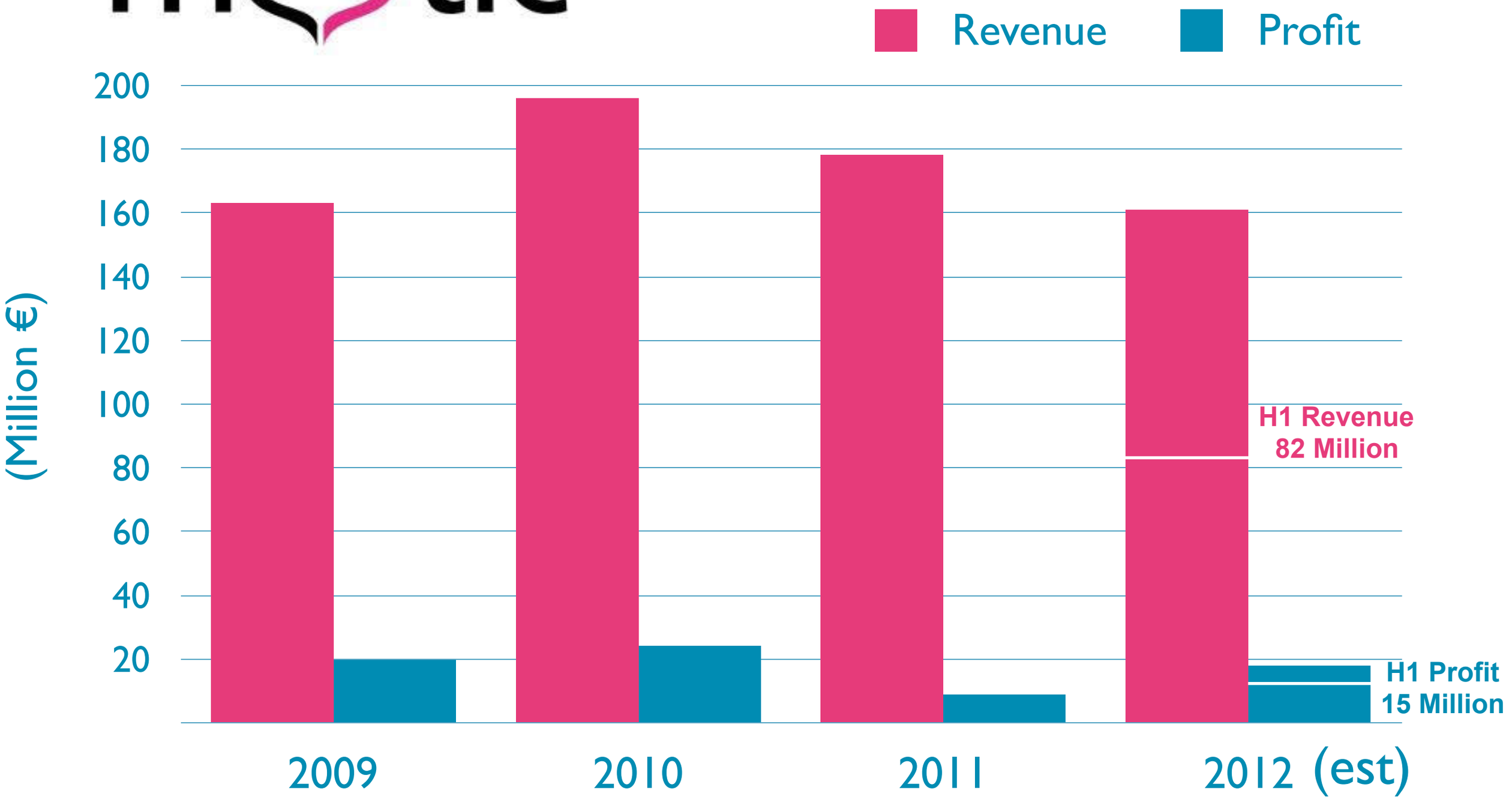
Industry Leaders Revenues

meetic



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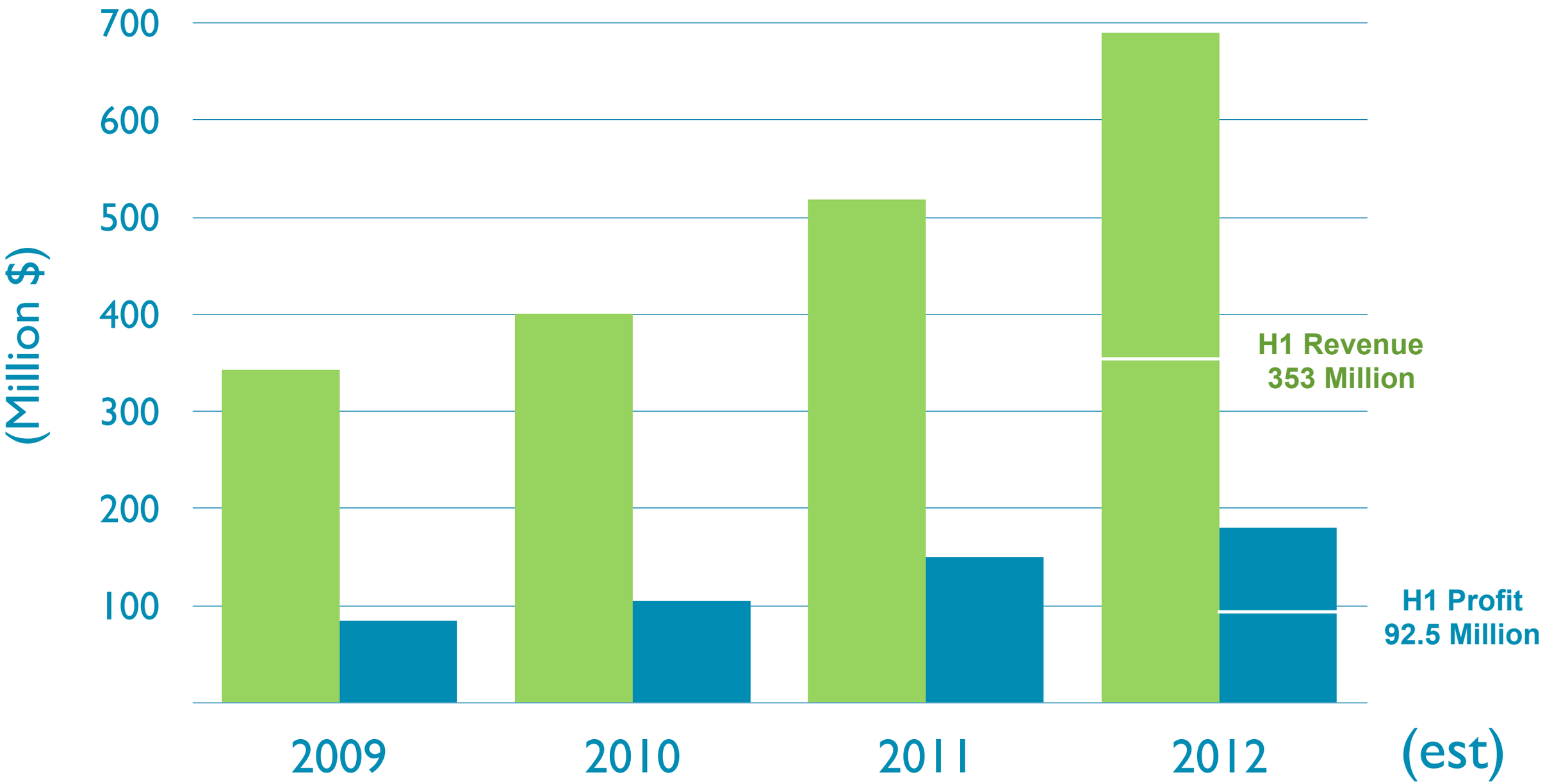
match.com



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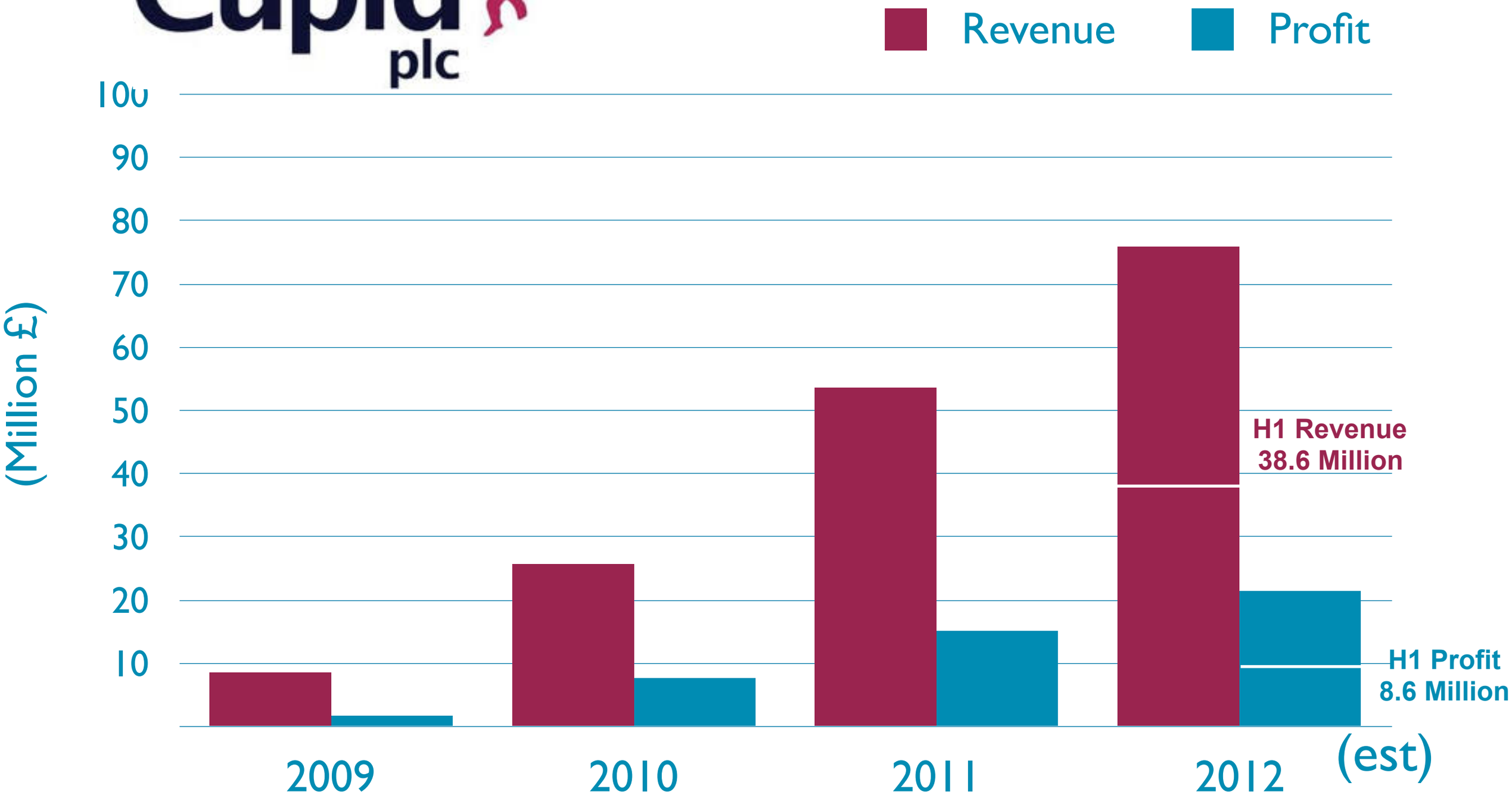
Cupid plc



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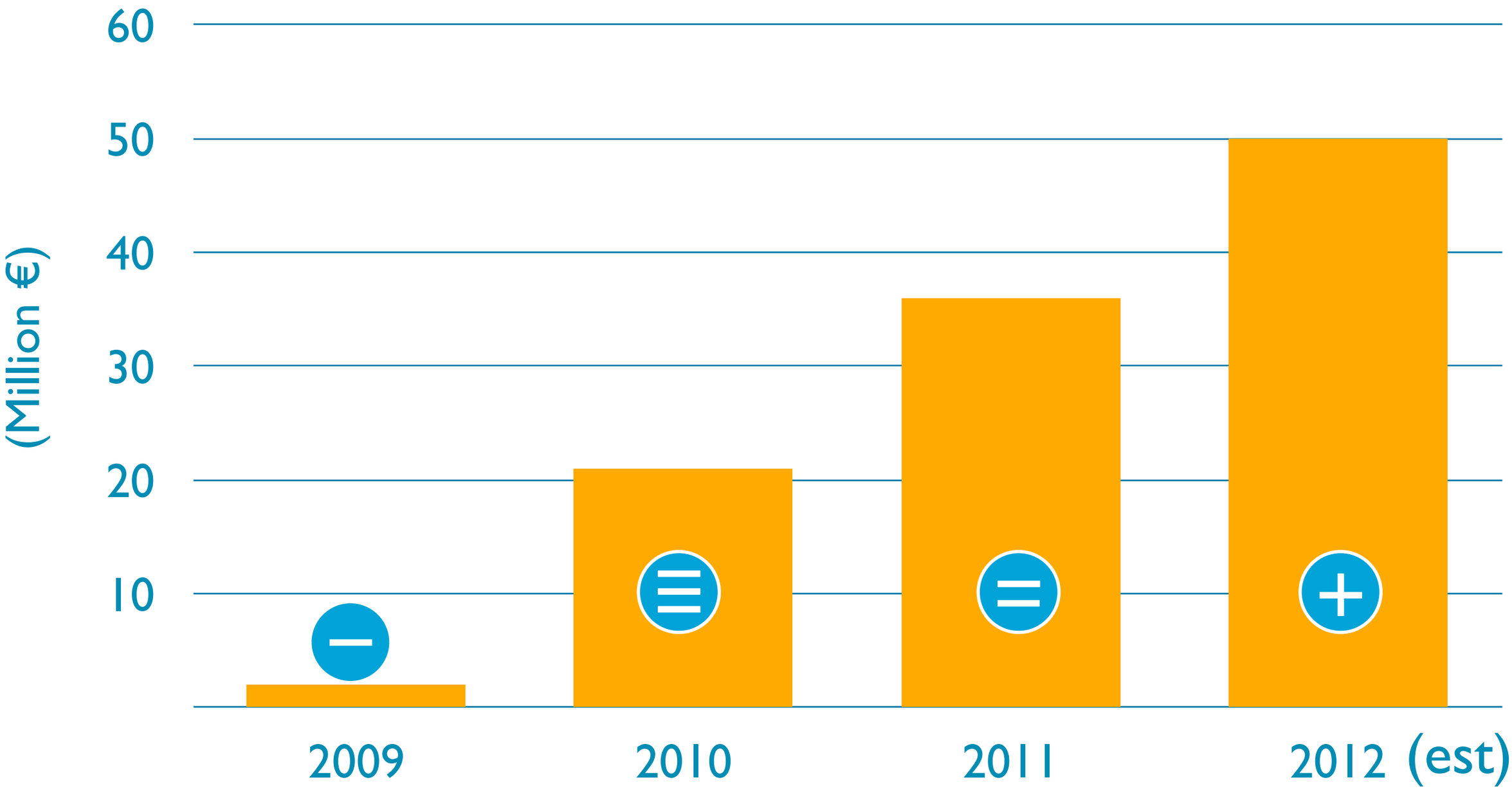
eDarling

+ Profit − Loss



Deutsche-Startups.de Infographic

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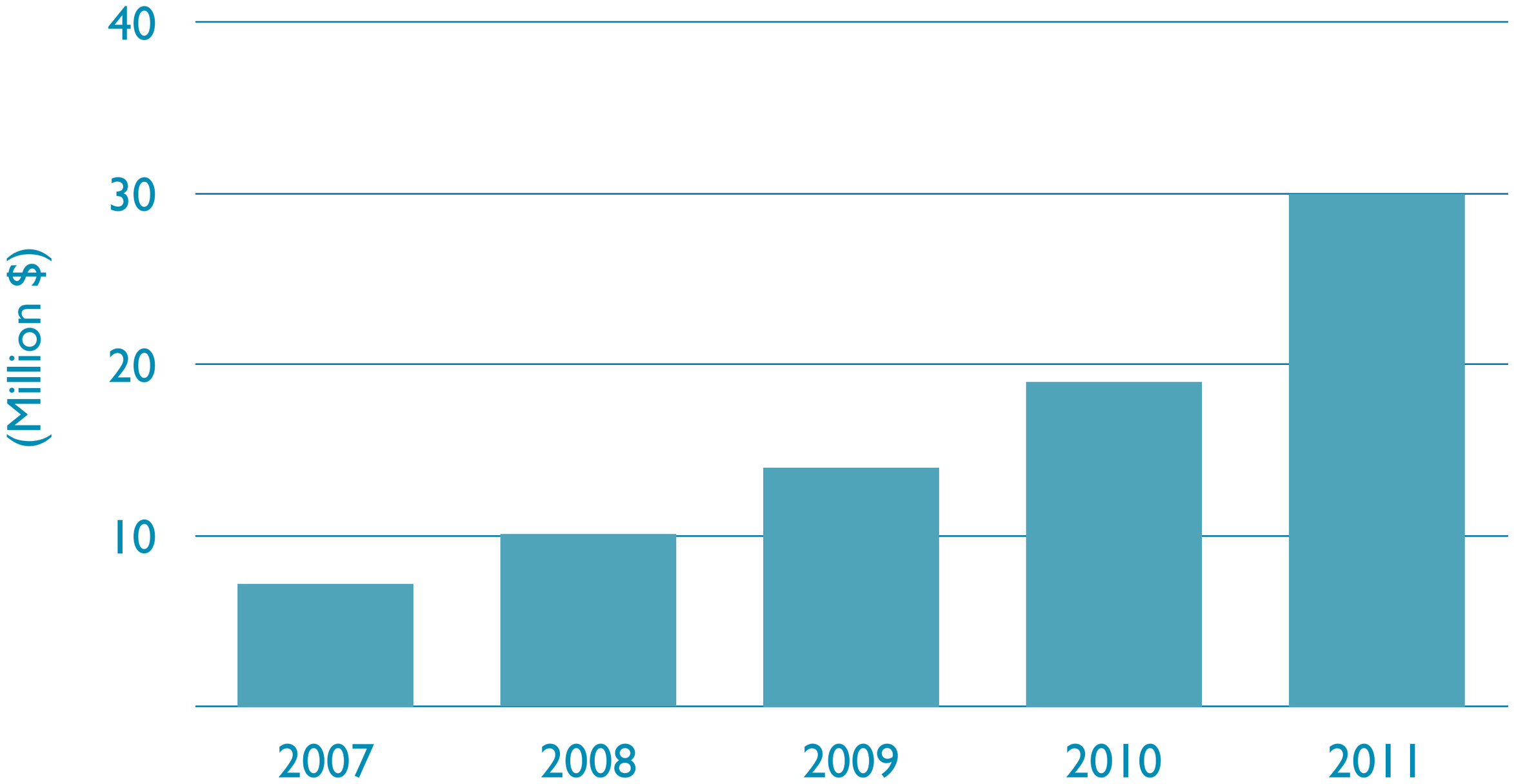
PlentyOfFish



Mobile Dating

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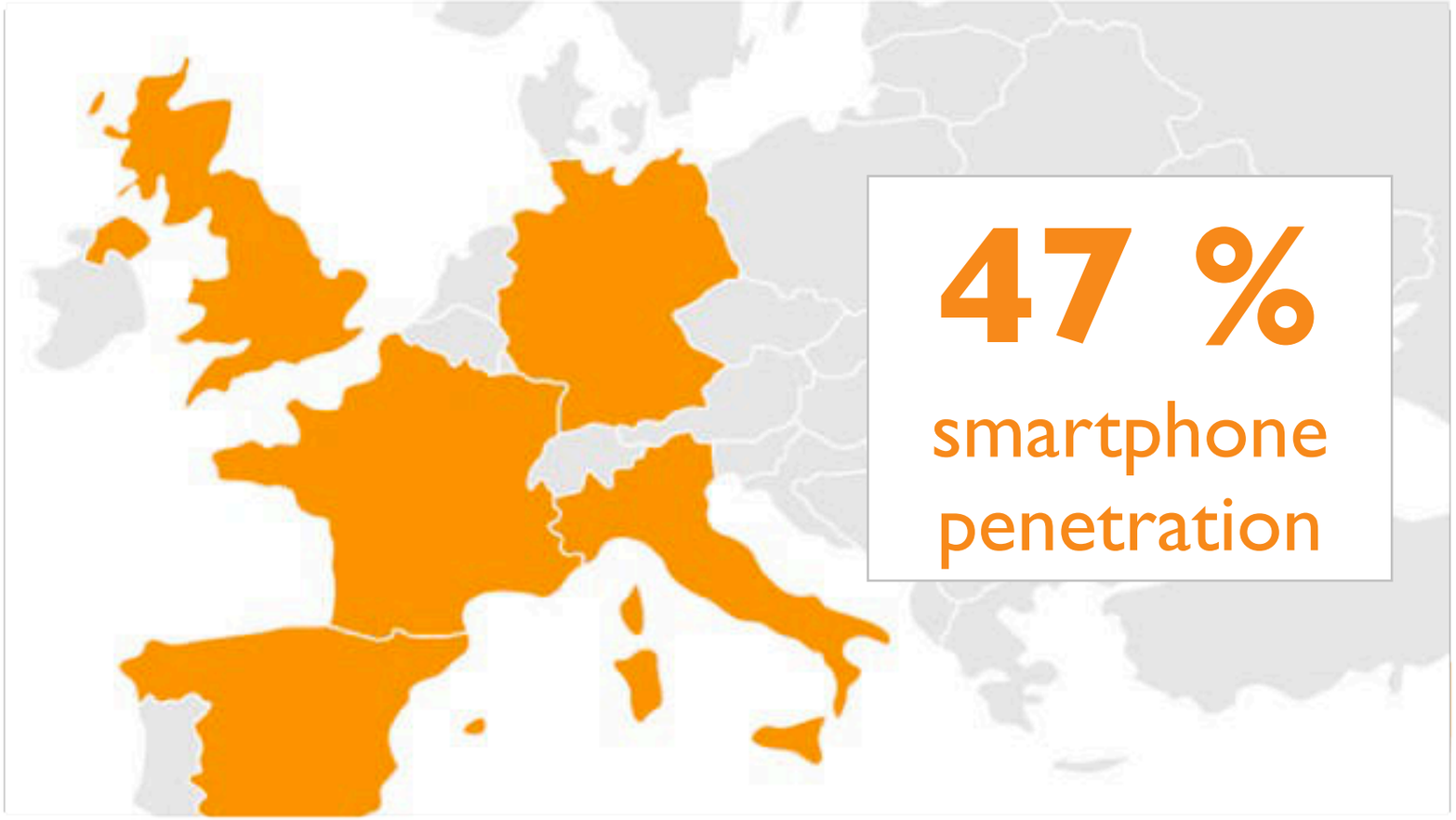
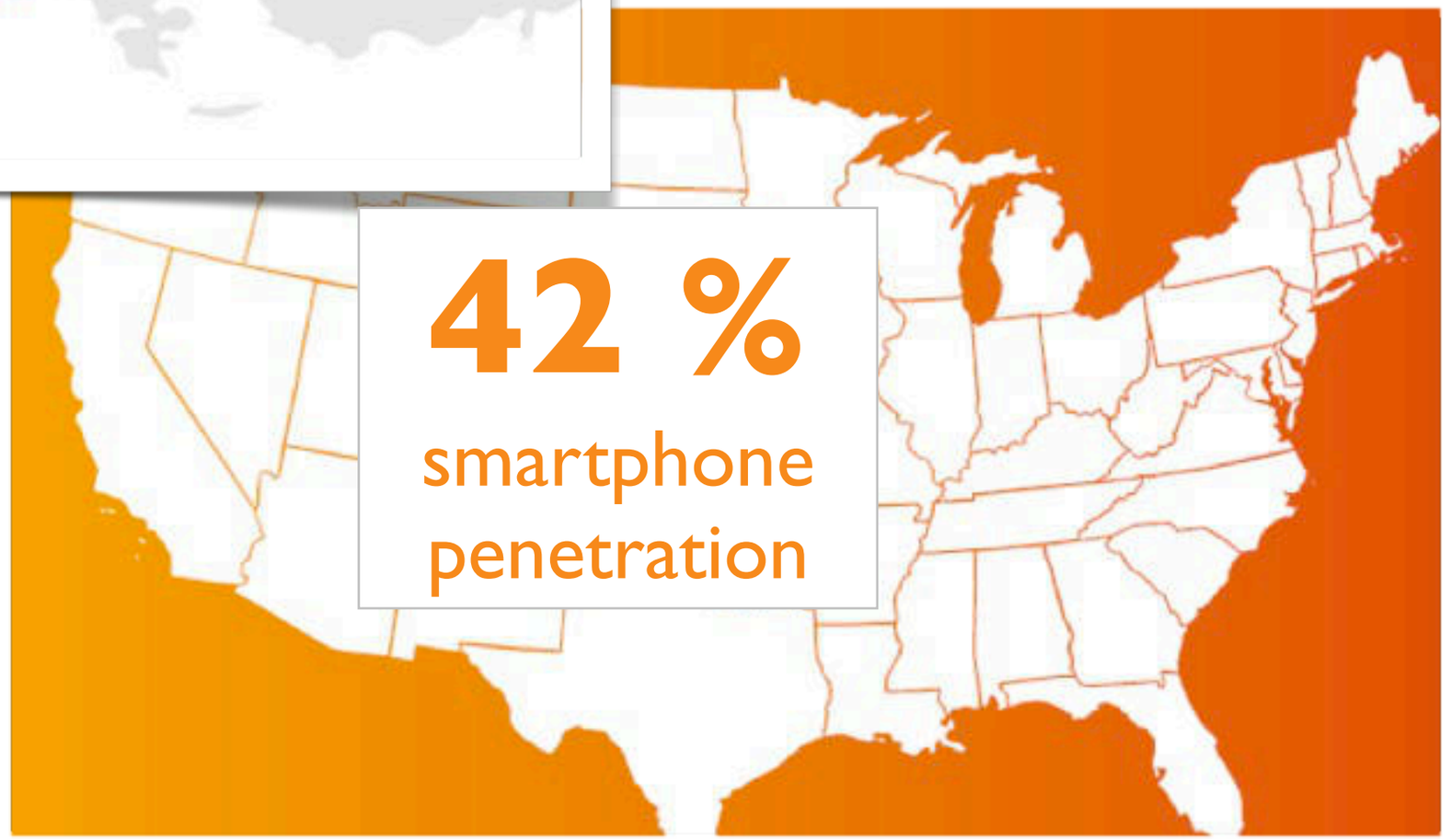


47 %

smartphone penetration



42 %

smartphone penetration

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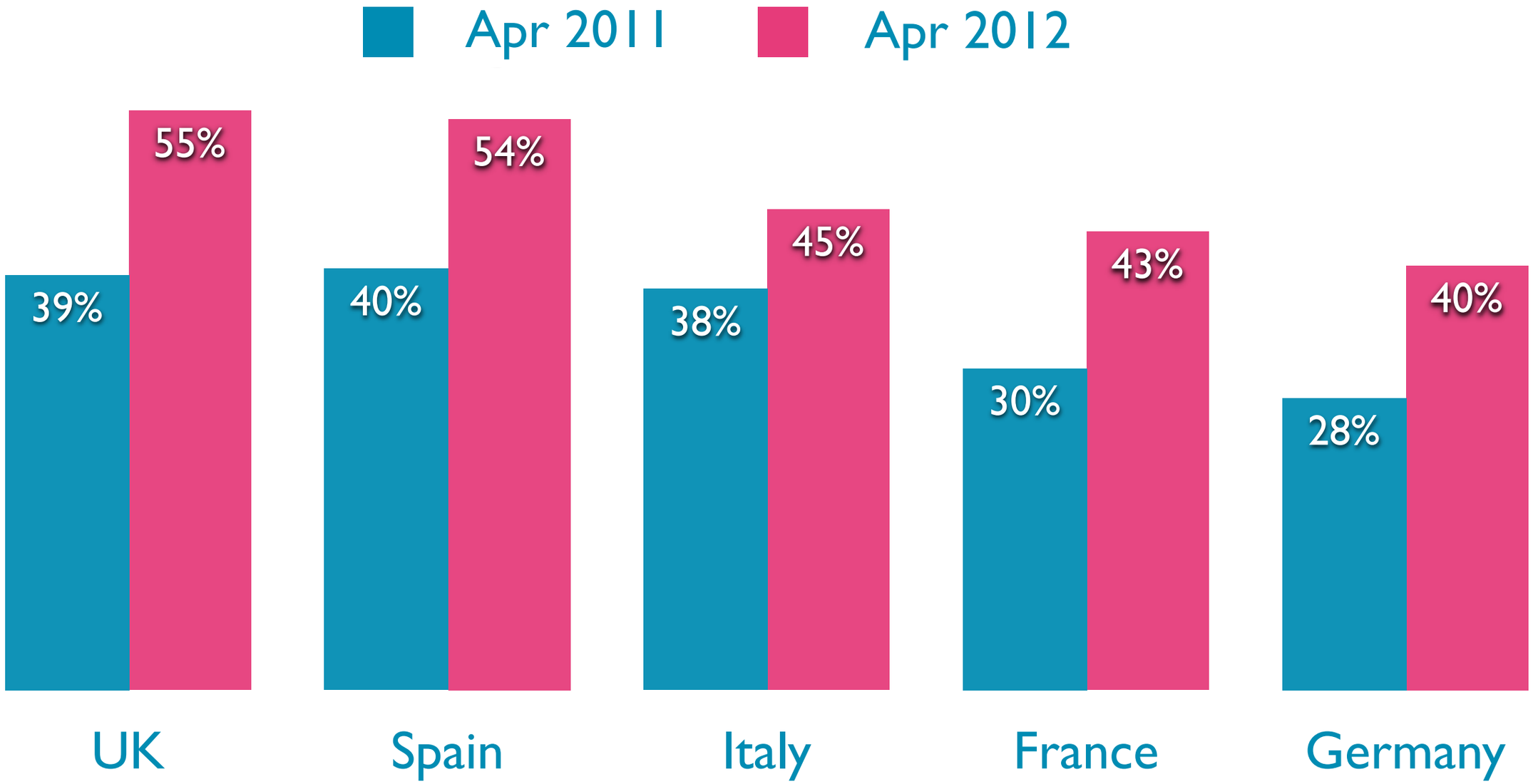
Smartphone Penetration

% of mobile subscribers



ComScore MobiLens, Apr 2012

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German Mobile Dating reached €25 Million in 2011...

...and is expected to grow 30% in 2012.



Top Grossing iPhone Apps

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1. Match
2. Badoo
3. Zoosk
4. Grindr
5. Are You Interested?

1. Badoo
2. Lovoo
3. Neu.de
4. Zoosk
5. Grindr

1. Badoo
2. Meetic
3. Adopte UnMec
4. Zoosk
5. Grindr

1. Badoo
2. Meetic
5. Grindr
4. Zoosk
5. Scruff

1. Badoo
2. Meetic
5. Grindr
4. Zoosk
5. Onedate Get Together

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Top Free iPhone Apps

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Free For All?



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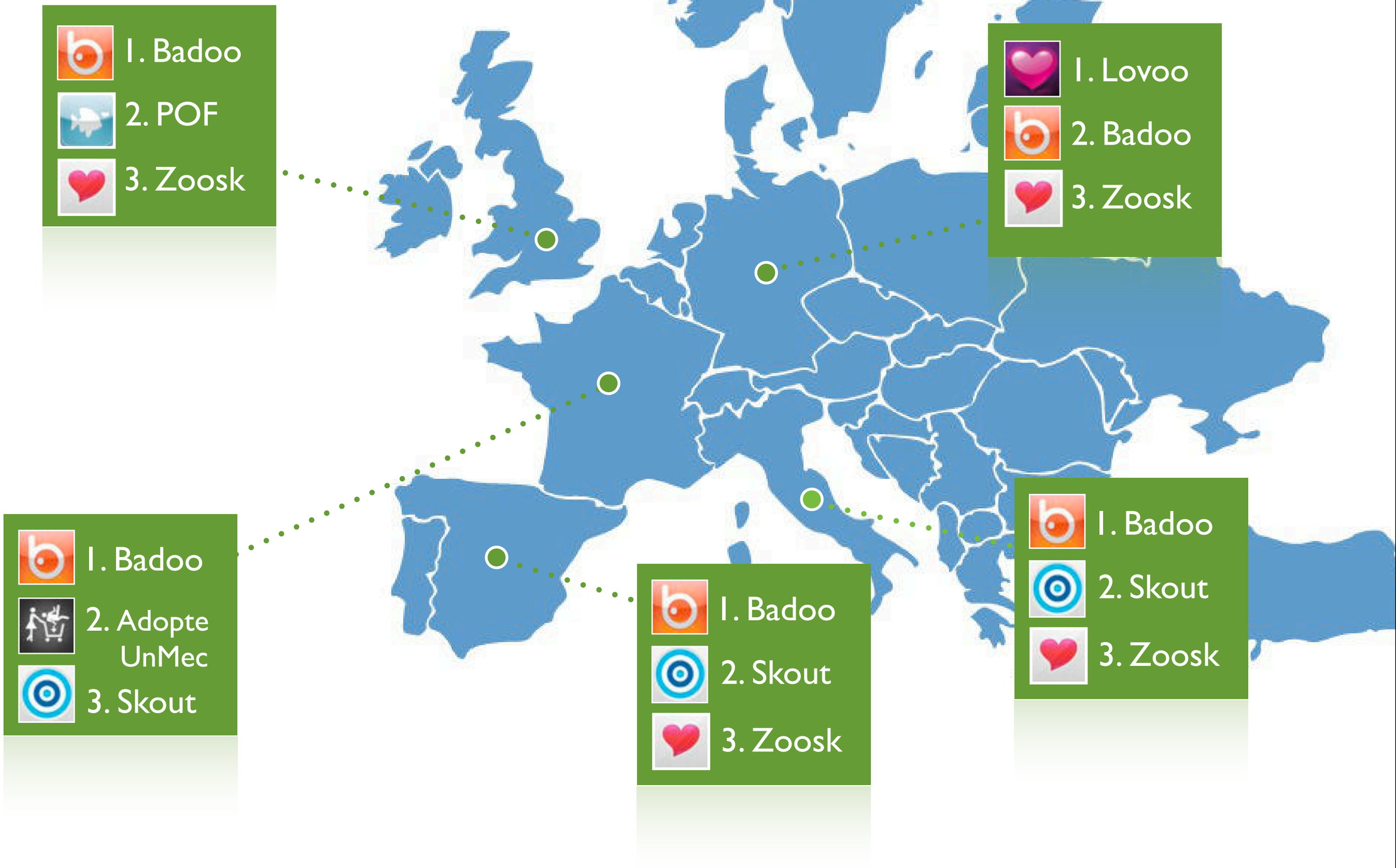

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M&A News

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Cupid Plc's latest acquisitions...

France

AGL éditeur digital

SeRencontrer.com · CUM.fr · ULLA.com · Mytilene.fr · amour.com · JMEC.fr · JH LIVE

Brazil

AondeNamoro.com

SolteirosComFilhos.com

UK

Friends Reunited Dating · Swoon.co.uk · Friends over fifty

Cupid plc

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Cupid Plc gets attention from IAC (Match.com)



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Dating Factory (Caerus AG) acquired World Dating Partners

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global personals



smooch.com

Global Personals buys Smooch.com, 7th largest dating site in UK

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anotherfriend.com
Ireland's dating site

maybefriends.com

Largest Irish dating site AnotherFriend (WebDev Ltd) acquired MaybeFriends

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A New Category Is Born?

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friendster®



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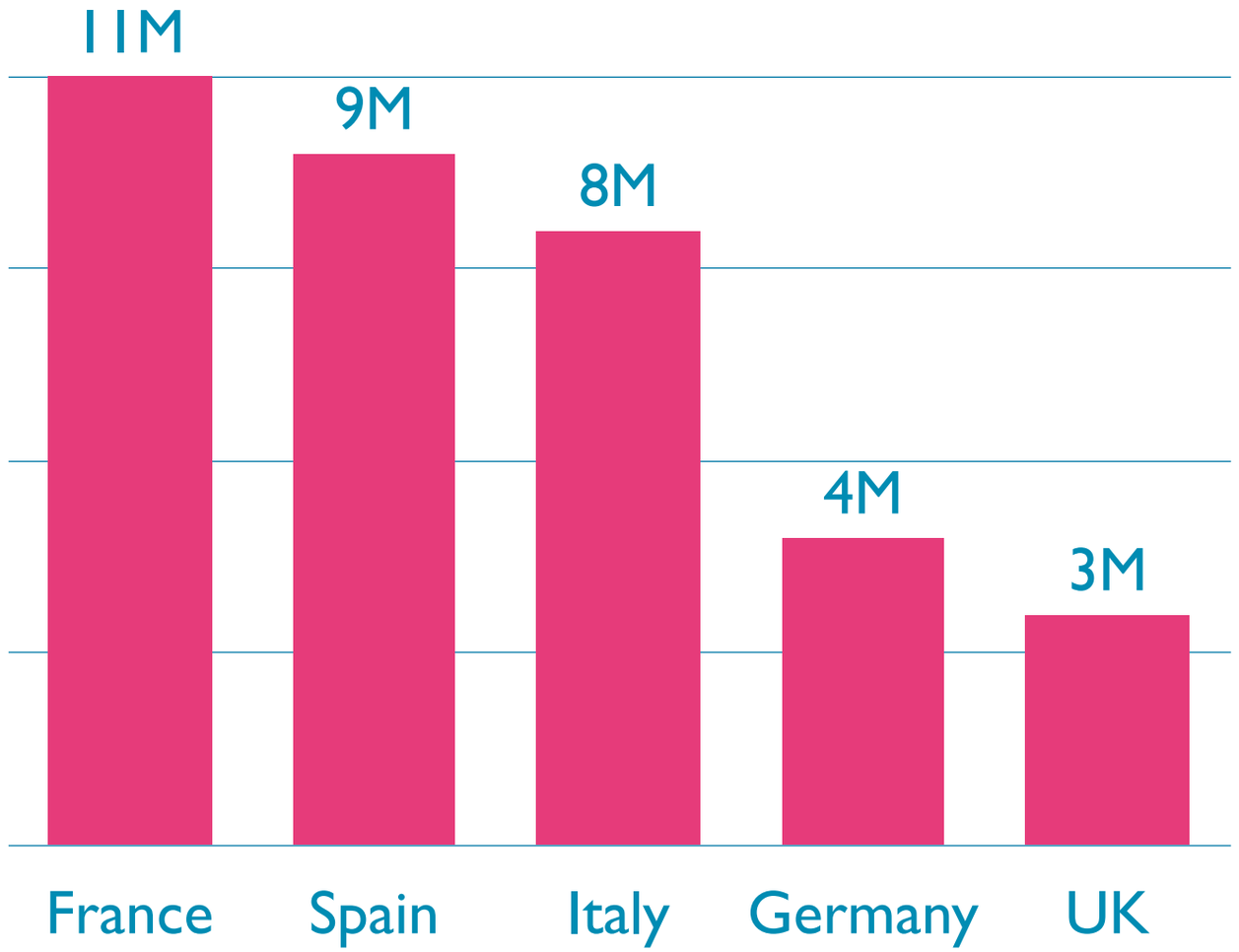
badoo



160 Million
Users Worldwide





Jessica Powell

Former CMO ***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



Badoo



People Discovery



meetme™

theComplete.me

glancee

TAGGED™

badoo

highlight

banjo

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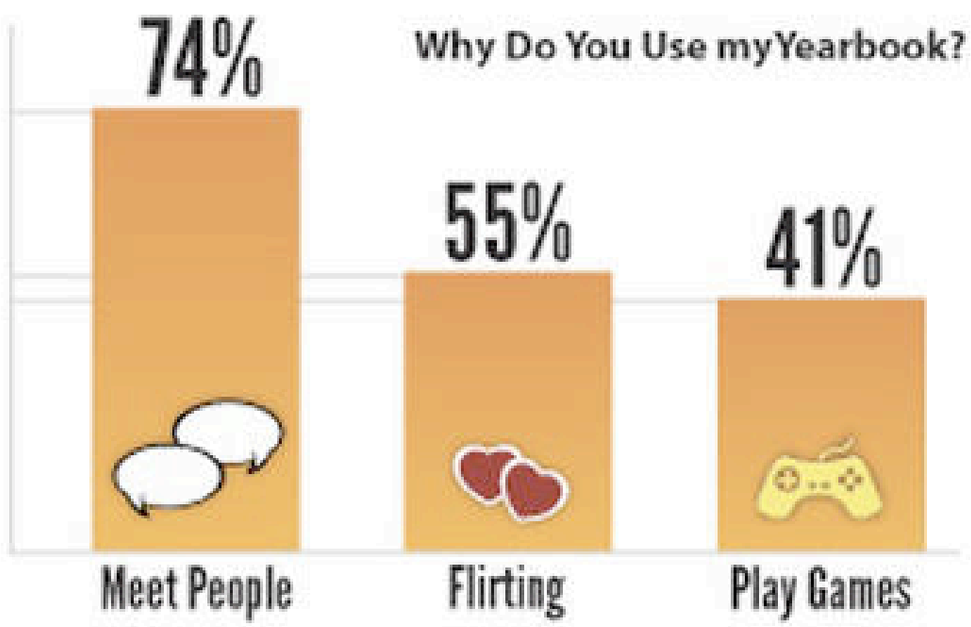
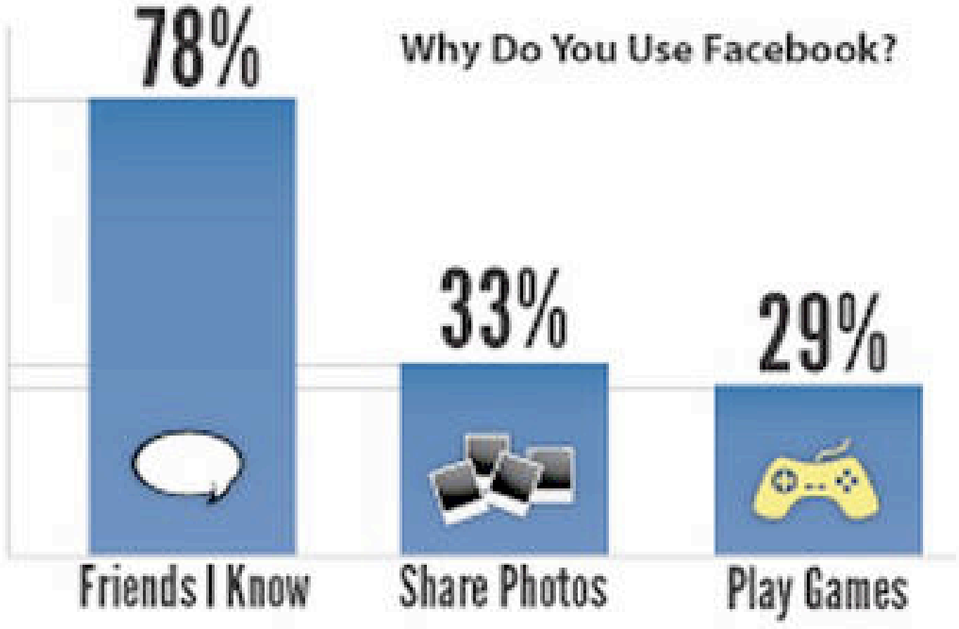
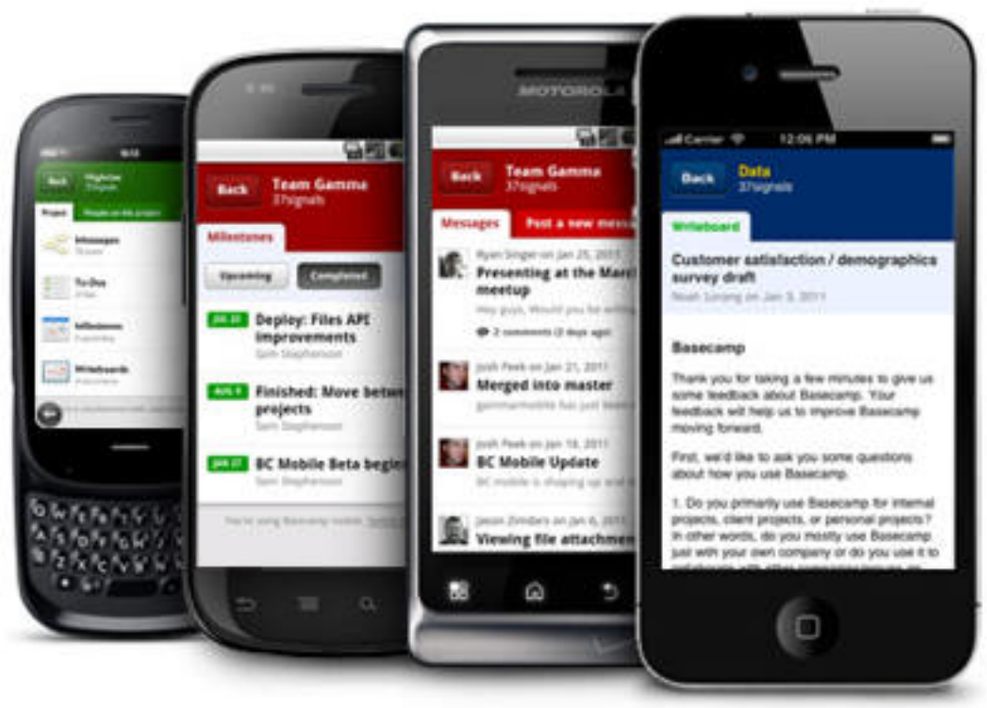
How is myYearbook Different From Facebook?





Source: myYearbook Survey of 15,000 Users, December 2010.

Mobile?



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

StatCounter

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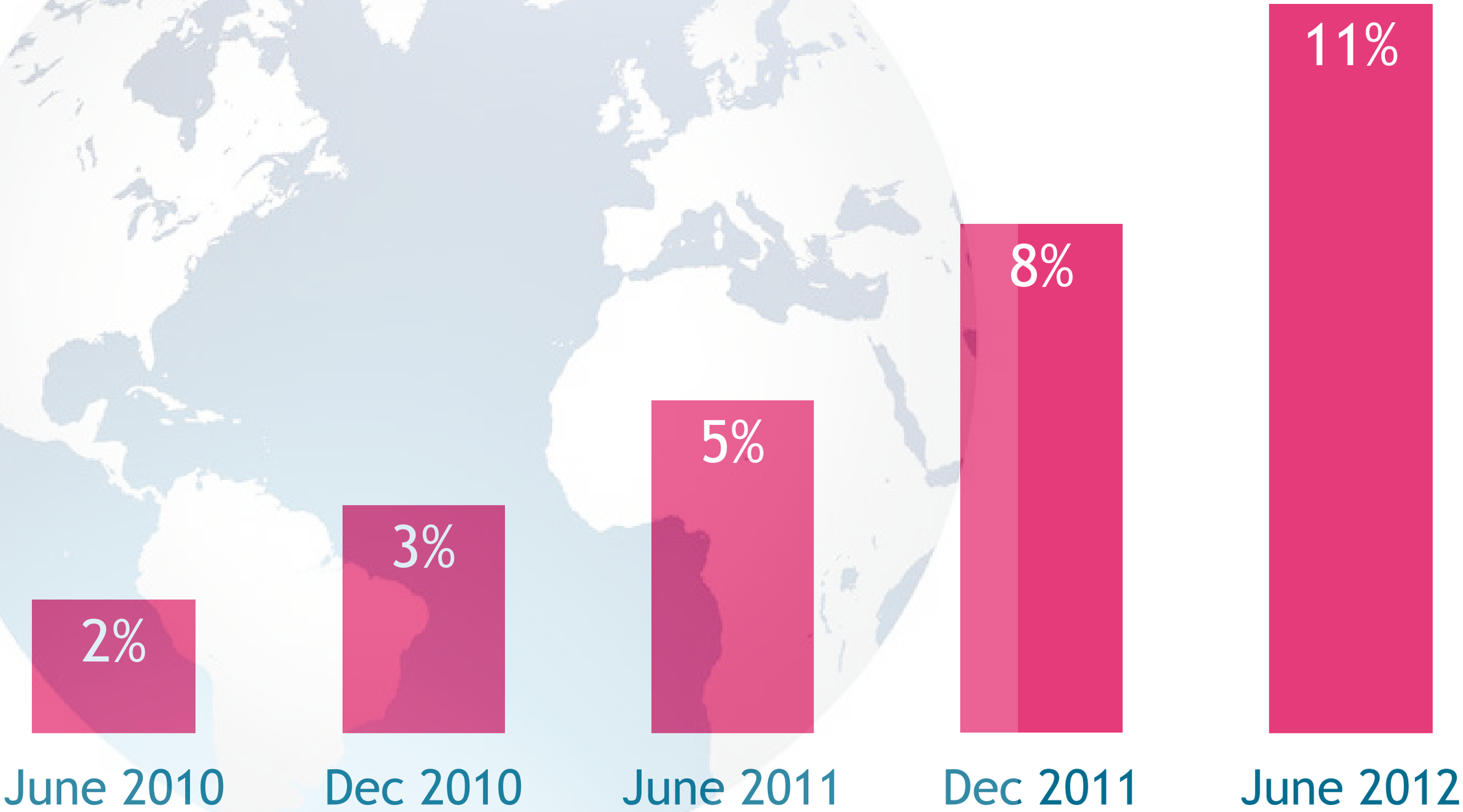
Mobile Internet Traffic Worldwide



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%**

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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!"



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

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



May ’12

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

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Badoo



Global Mobile Dating Revenue



Juniper Research

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Social + Mobile + Location?





Vicinity based services
vs
Location based services





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Courtland Brooks Think

Courtland Brooks

Think Direct Carrier Billing

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Think Microtransactions



Tanya Fathers

CEO of ***Dating Factory***

Education

- Kharkov Aviation University
(Masters in Economics and Management)

Experience

- Associate at Griffin Technologies GmBh
- CEO & co-Founder at Datech Limited, World Dating Partners

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Dating Factory



Badoo



Think Location Based Deals

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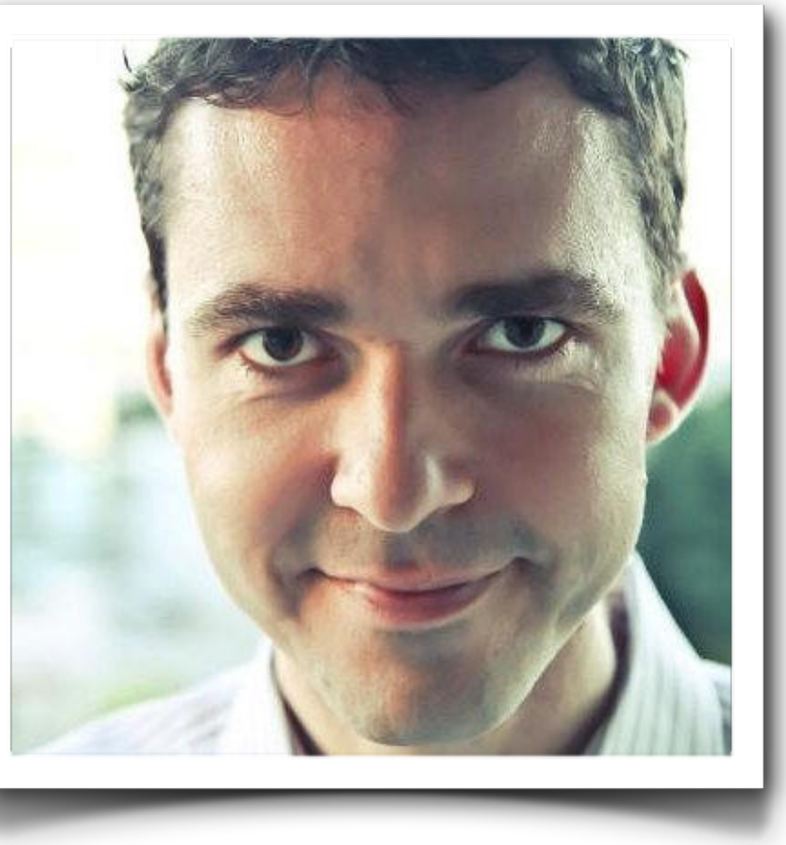
Think Different!



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



Think Post-Date!

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It's OK to stay after you've hooked up!

tokii™

Play. Learn. Love.

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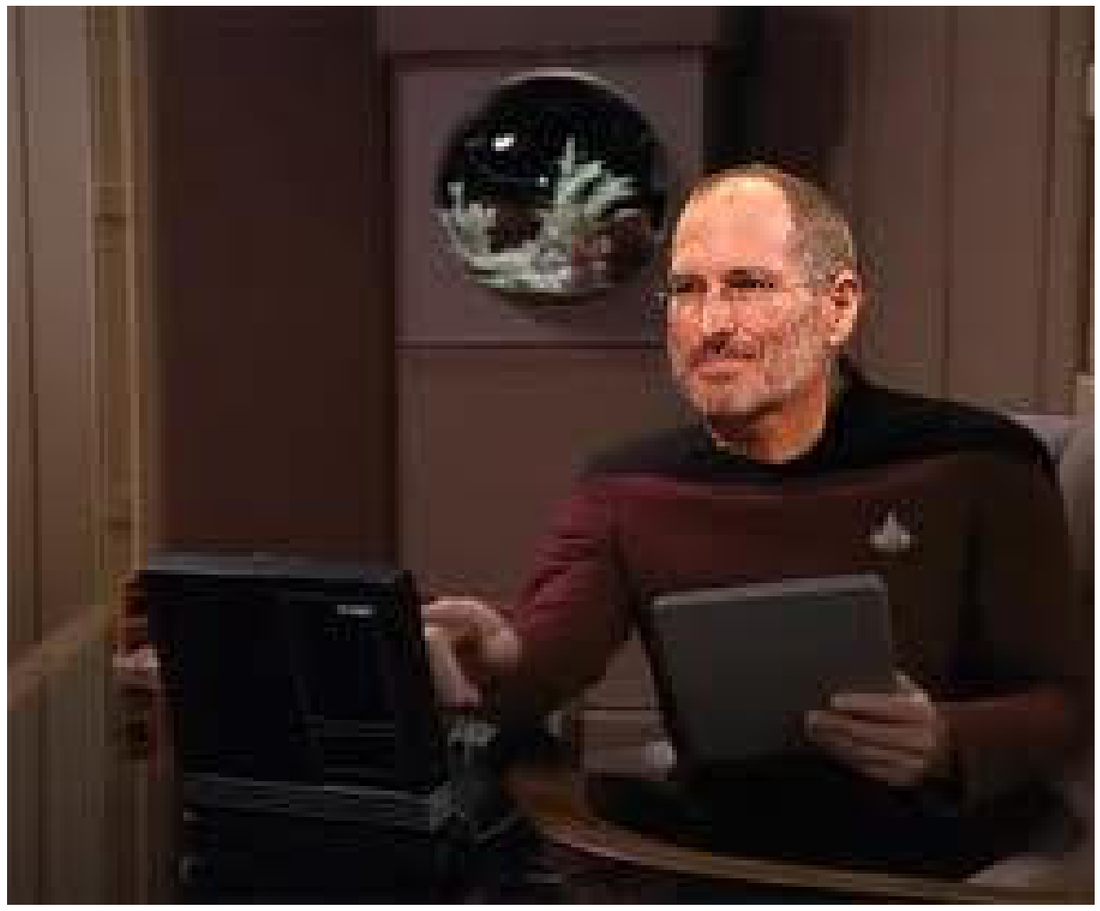
The Future
NEXT EXIT





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Wanna meet
up today?

Reply

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- ✓ Vicinity Based Services
- ✓ Social Graph
- ✓ Behavioral Matchmaking
- ✓ preDate
- ✓ Post Match
- ✓ Big Pockets
- ✓ Social Discovery

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"Helping idating businesses grow"



PR
Strategy
Business Development

mark@courtlandbrooks.com

Cupid Friendster FriendFinder
Friend.ly Meetme PlentyofFish


badoo
Meet Me At Badoo.com







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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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



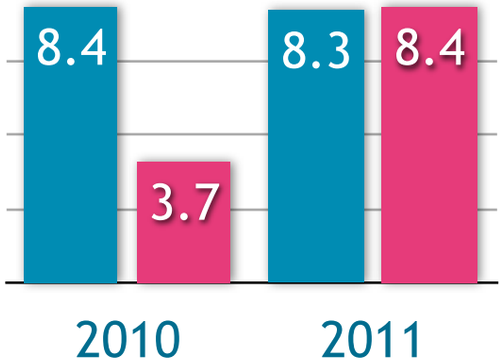


iPad



Mobile dating apps capture more flirting time than online dating sites

Mobile Apps vs Web, Minutes a day



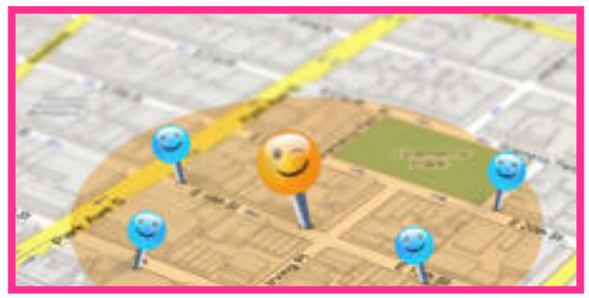
Online Dating
Mobile Apps

2011

GRINDR

in 180 countries
1.5 M users

blendr



2012

Everybody is doing it







$1.2 B
mobile dating revenue

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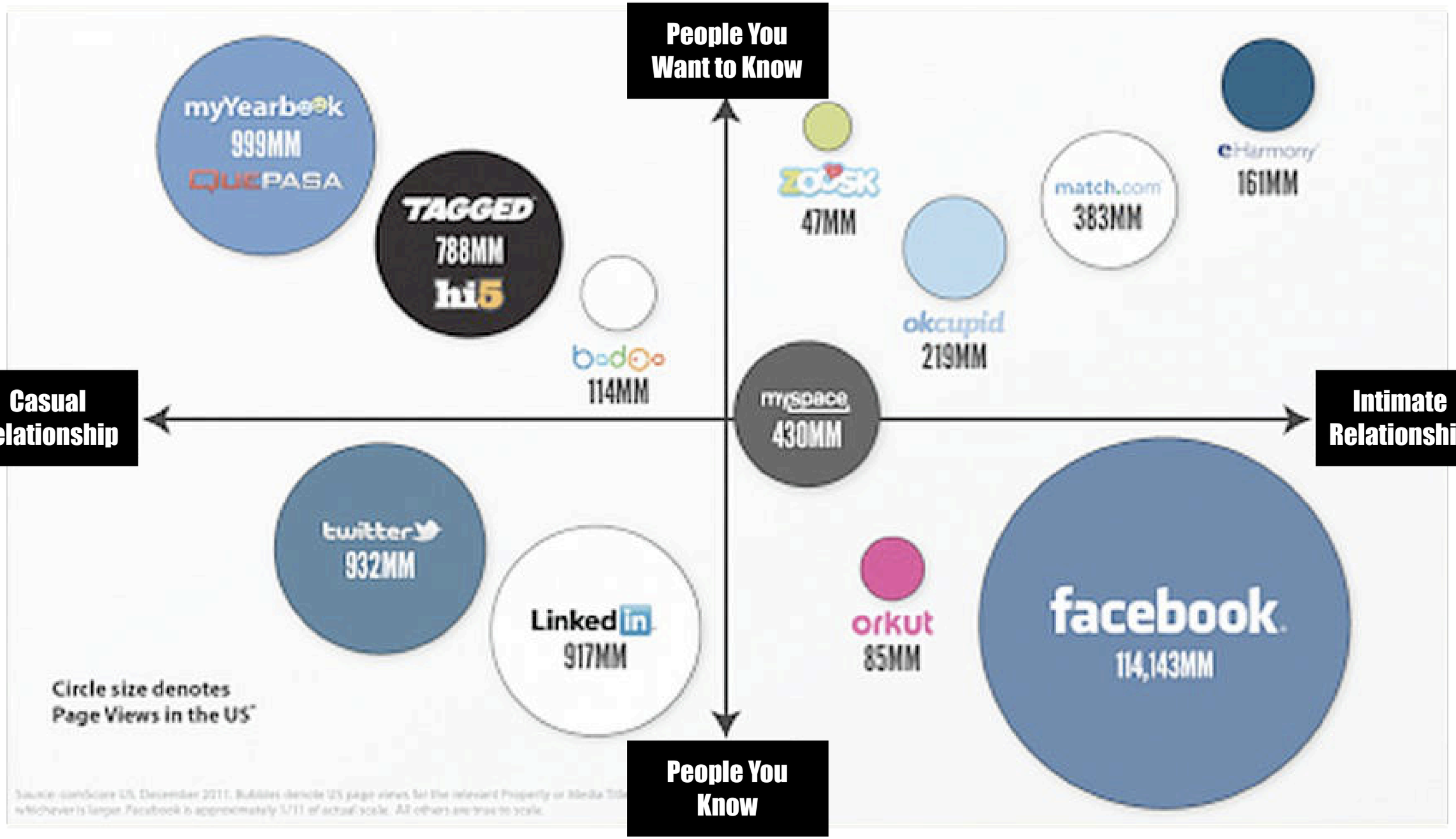
Why Dating Sites Are Broken



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

- Sam Yagan, CEO, OKCupid.com