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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uk: 020-8133-1835

mark@courtlandbrooks.com

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Consulting Group

In The Press

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Domains & Sites For Sale

Internet Dating Affiliates

Internet Dating Executive Alliance

Internet Dating Investments

Internet Dating Jobs

Internet Dating Newswire

Internet Dating Science

INTERNET DATING INVESTMENTS

news for investors in internet dating companies

powered by Courtland Brooks

INTERNET DATING AFFILIATES

news, tips and payouts for internet dating affiliates

powered by Courtland Brooks

INTERNET DATING SCIENCE

illuminating science for internet dating site designers

powered by Courtland Brooks

SOCIAL NETWORKING WATCH

illuminating the top social networking news since 2006

powered by Courtland Brooks

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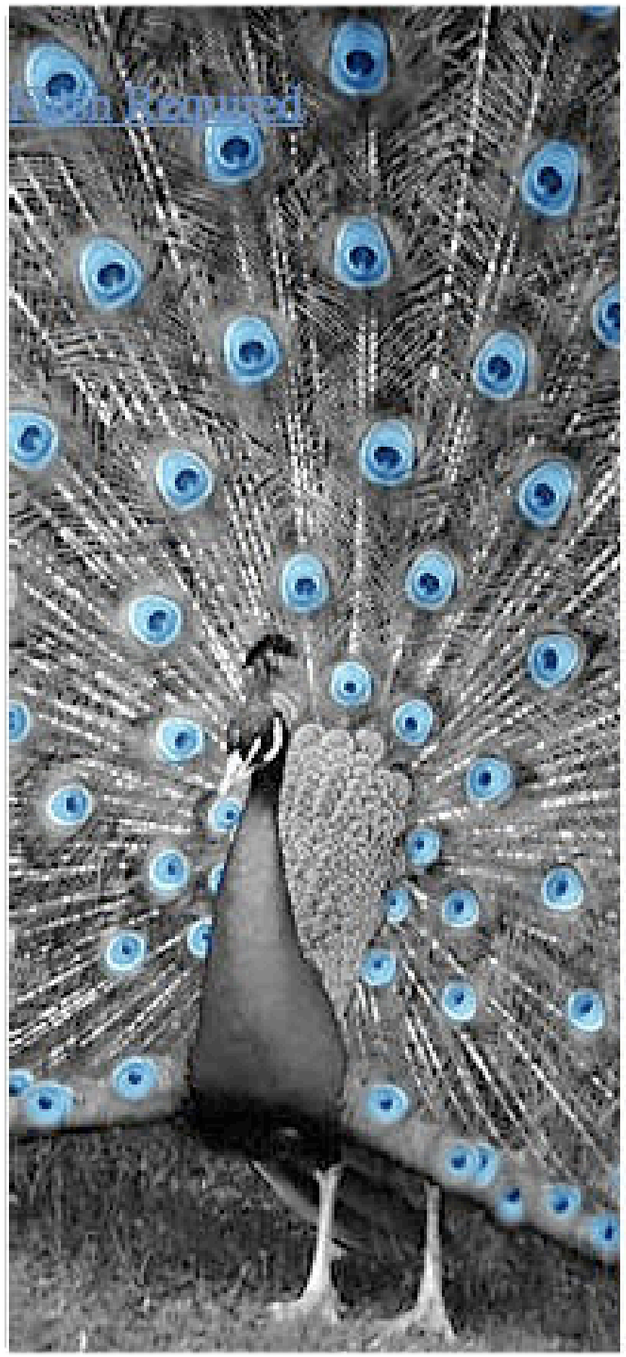

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ABOUT

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*
FriendFinder
iovation
Meetme*
POF *
StepOut
White Label Dating

- [x] Australia
- [x] Japan
- [x] China
- [x] Mobile Dating
- [x] News
- [x] The Future

mark@courtlandbrooks.com

How big is the Australian Market?

33% of all adults are single



34%



31%

RSVP & Nielsen Online Survey

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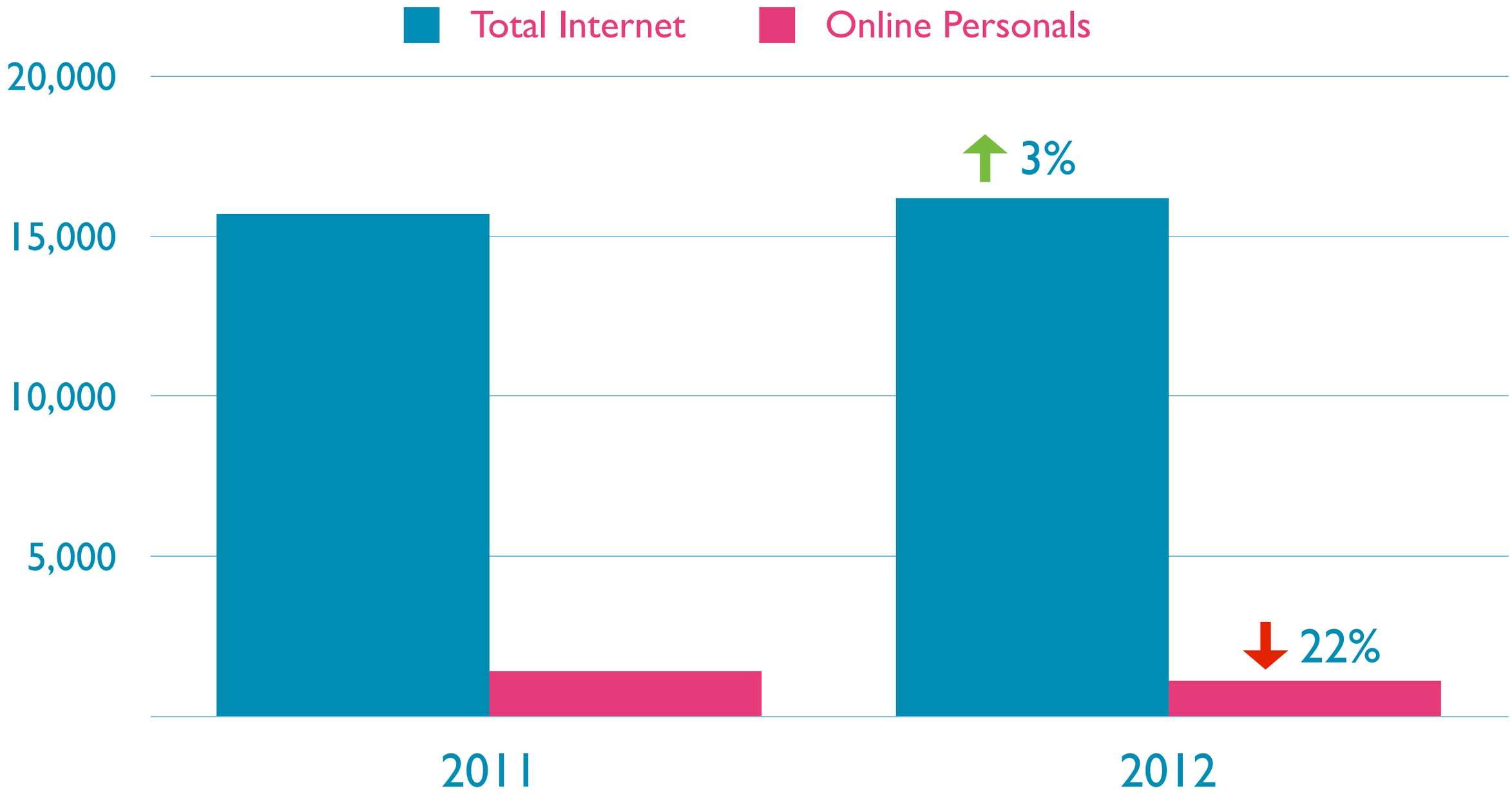
Online dating audience in Australia

Unique visitors (000)



ComScore, Sep 2012

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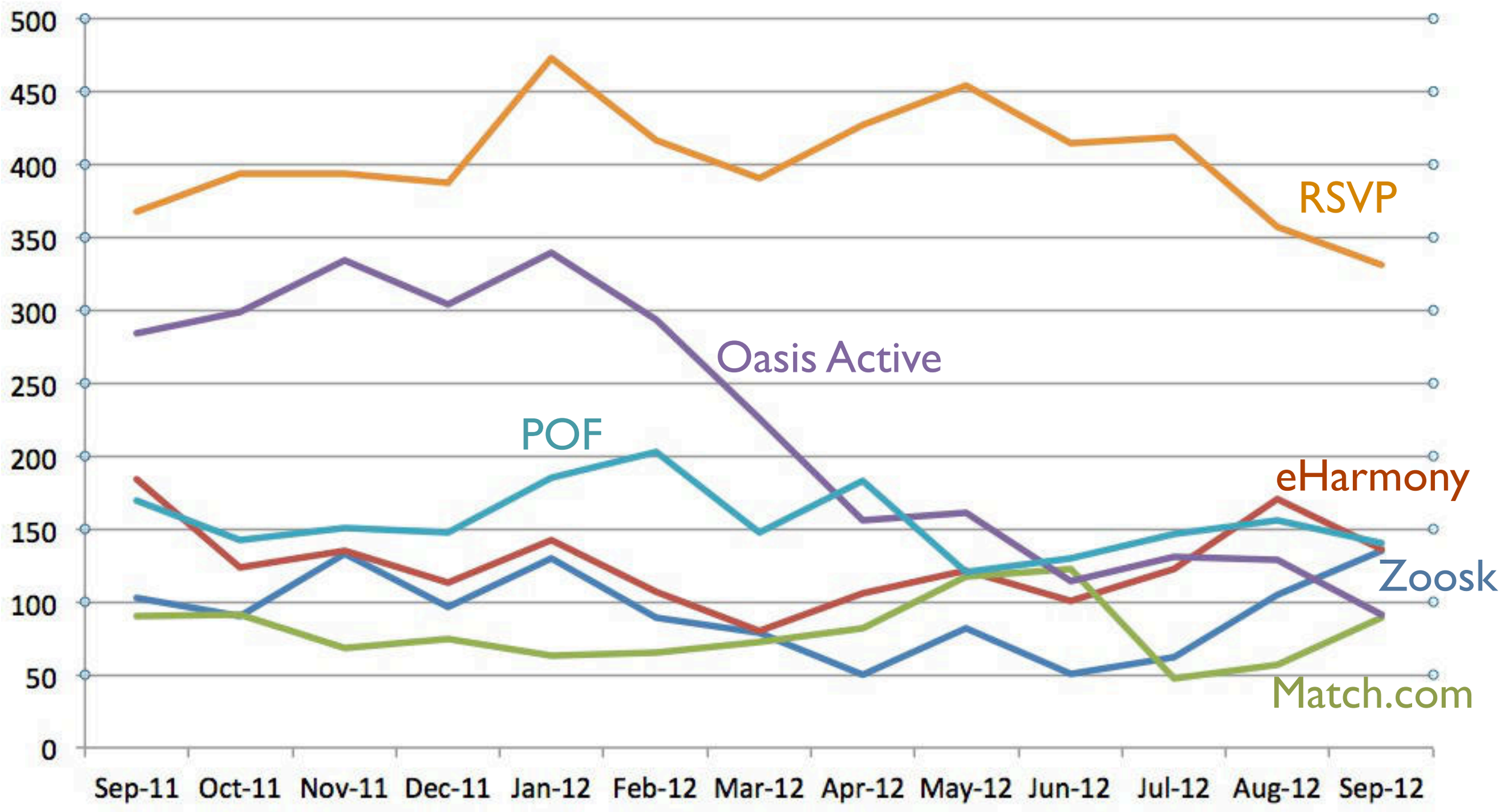

Nielsen, June 2012

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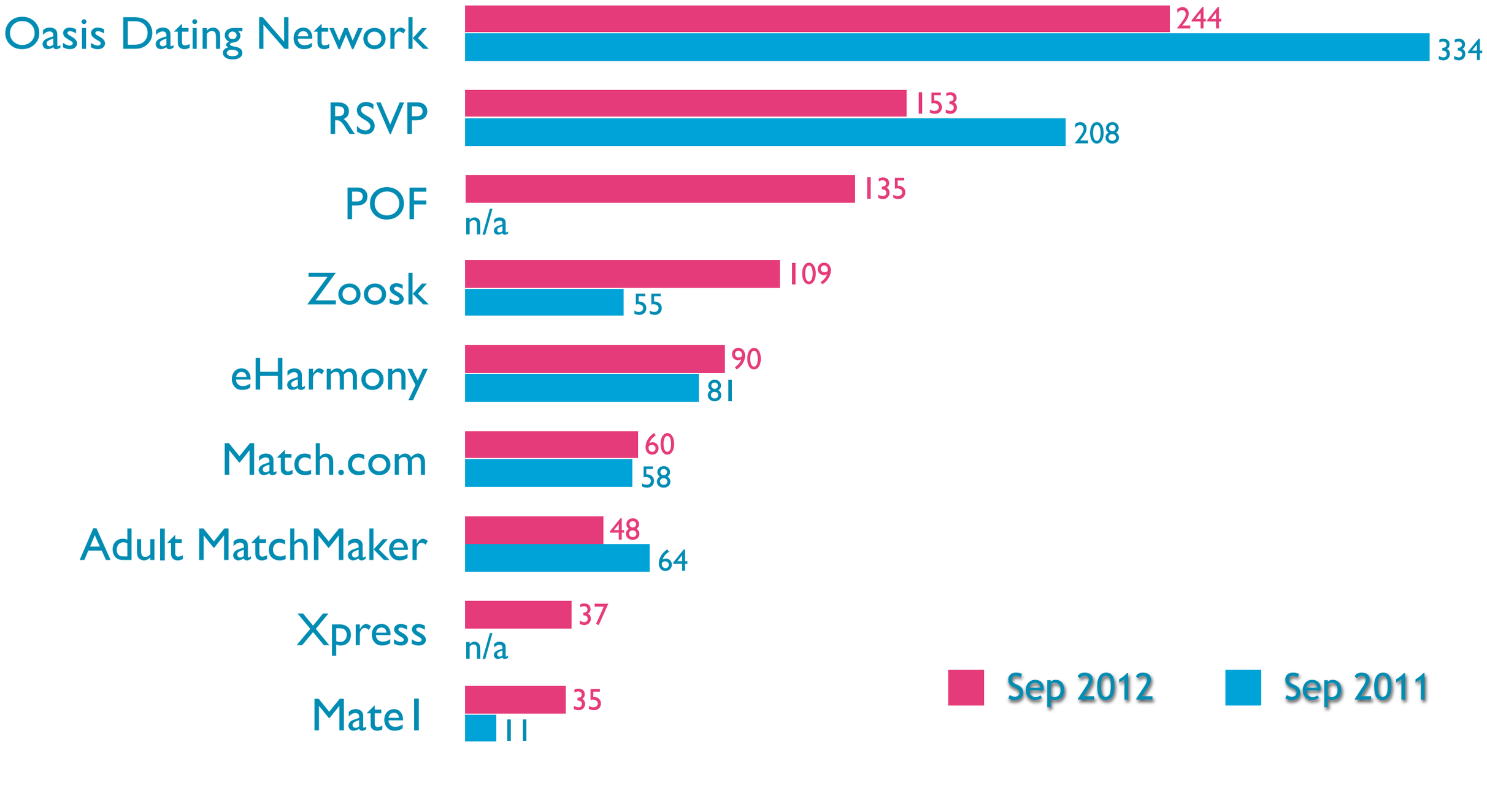
Top Aussie Dating Sites

Unique visitors (000)



ComScore, Sep 2012

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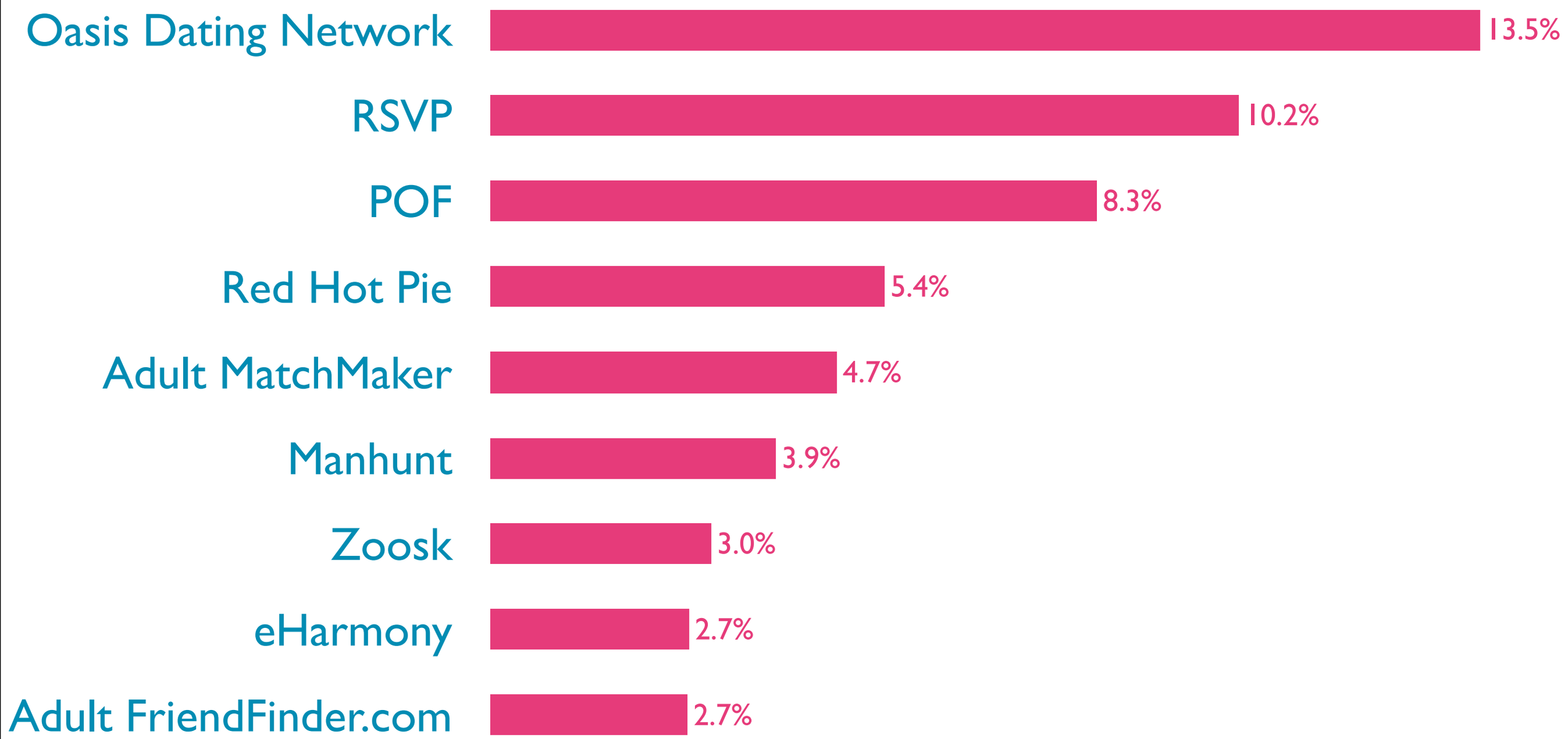
Top Aussie Dating Sites

% of market share



Hitwise, Sep 2012

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How big is the Japanese Market?

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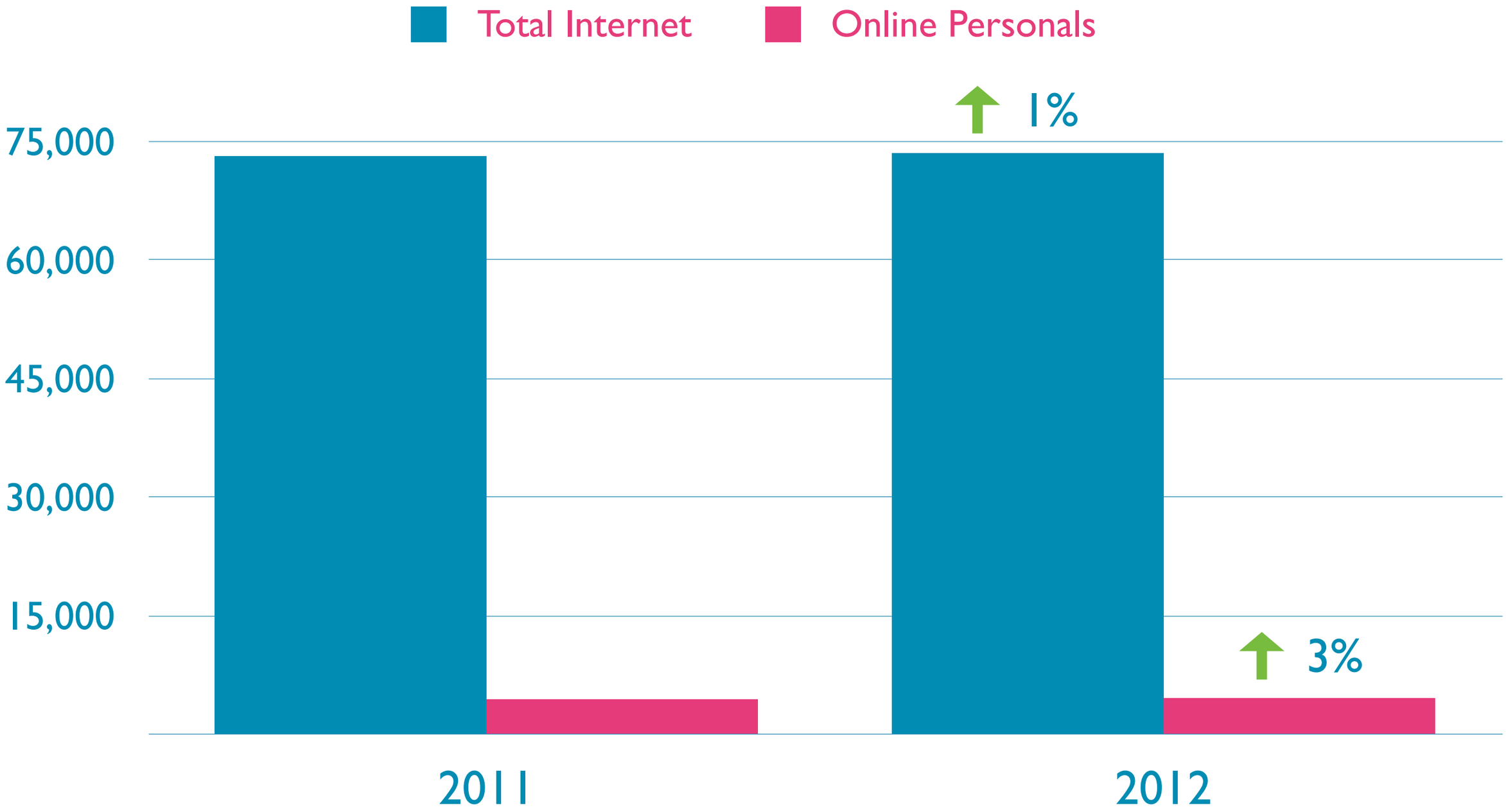
Online dating audience in Japan

Unique visitors (000)



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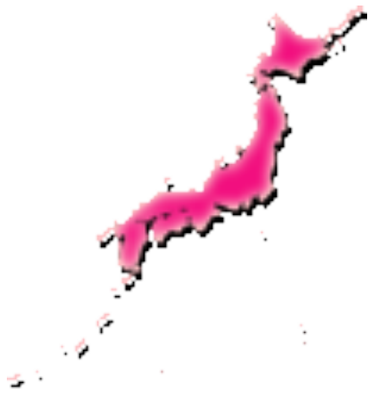
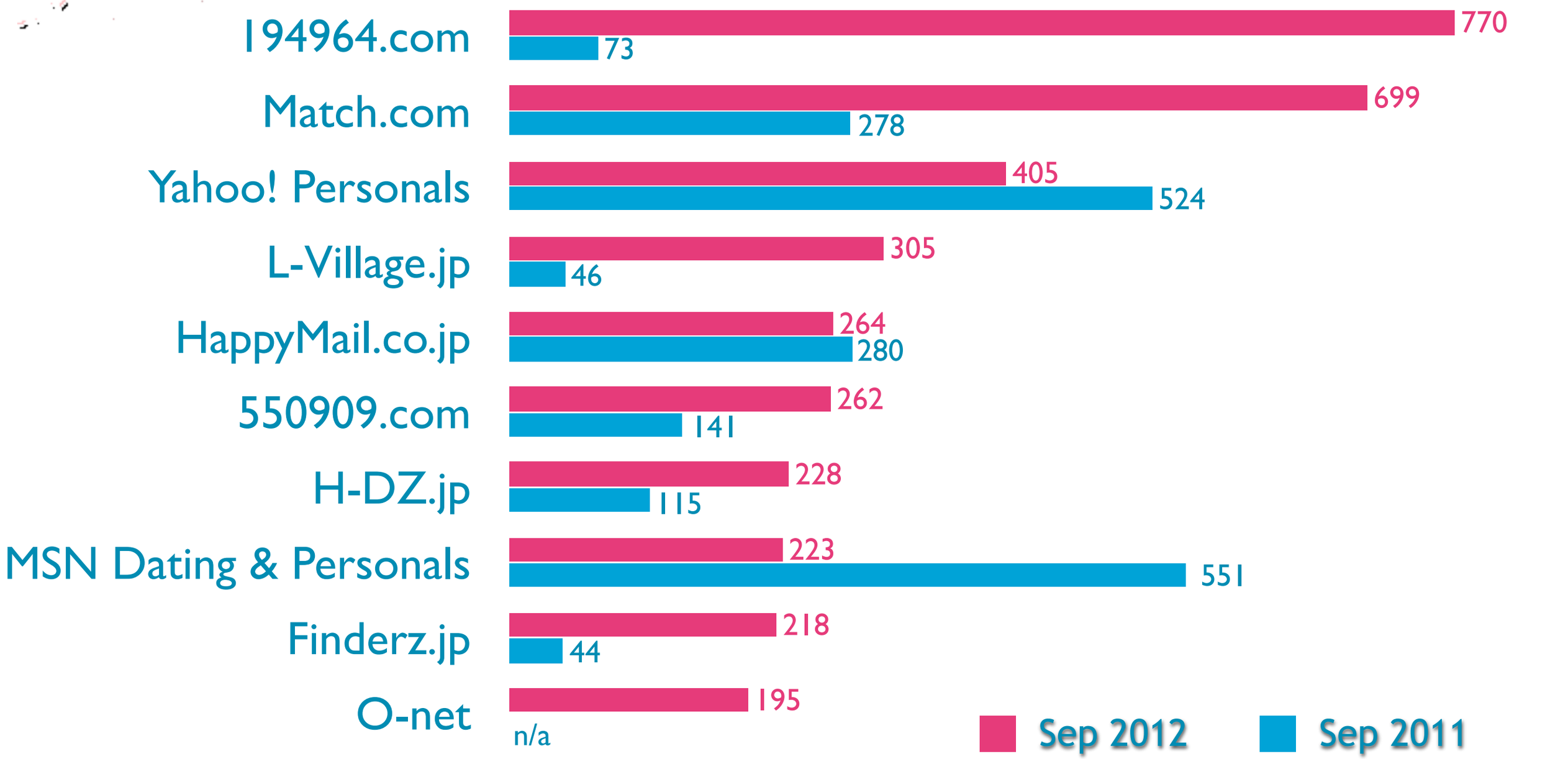


Top Japanese Dating Sites

Unique visitors (000)



ComScore, Sep 2012

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おかげさまで10周年　会員数500万人！
恋も遊びも イククル で 検索
194964.com
天使の育成ゲーム
名前募集中！
無料! 各種イベント開催中
mister Donut


ビックカメラ
恋も遊びも
イククル
天使の名前募集中!
プレゼント
小森純
194964.com

Online dating in China

180 Million bachelors
50% looking for love online





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iResearch

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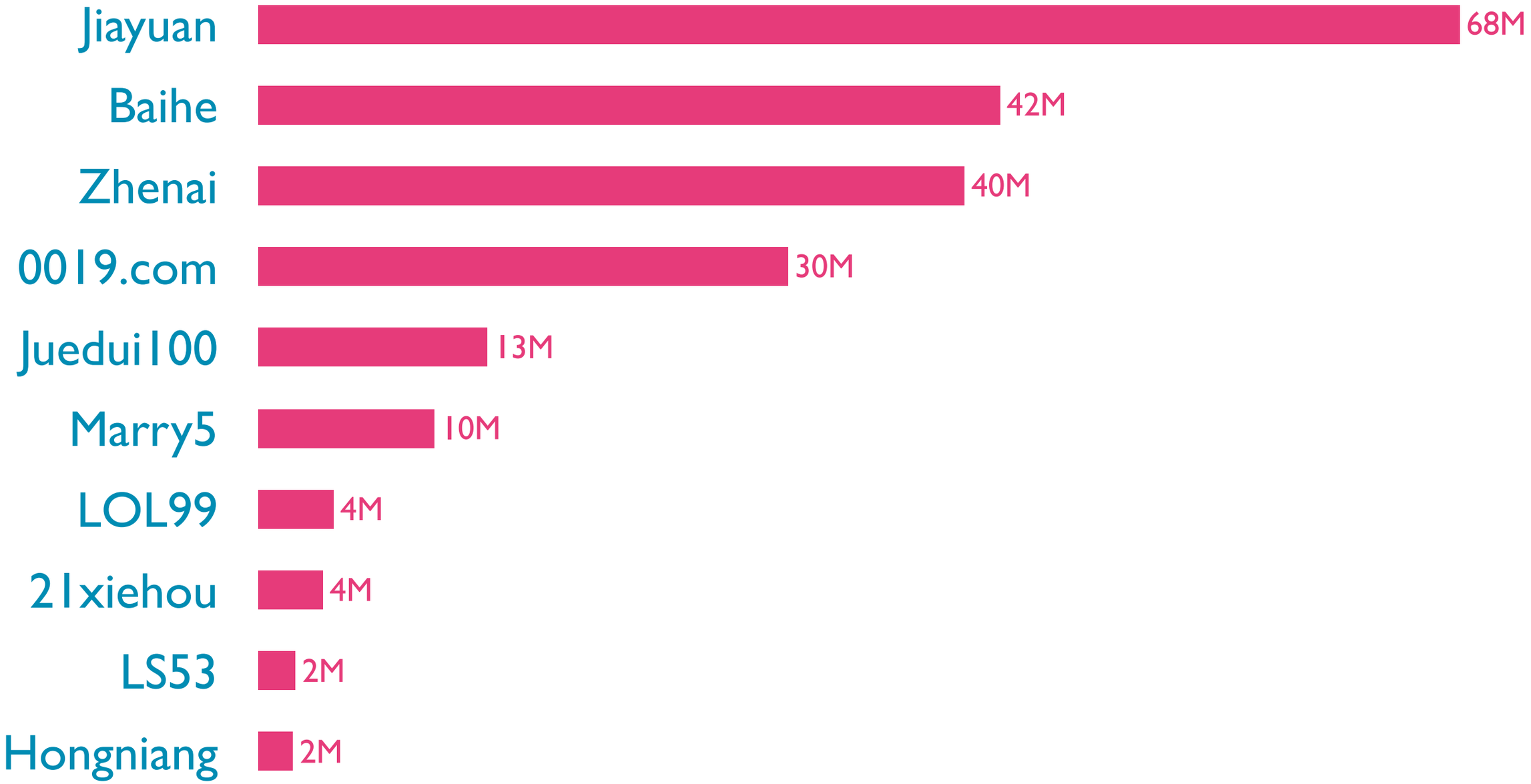
Top Chinese Dating Sites

Number of members



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账号 密码 自动登录 登录 其他登录： 忘记密码 免费注册 网站导航

手机交友 佳缘佳信 收藏本站

世纪佳缘 jiayuan.com 国外 [切换地区]

佳缘首页 我的佳缘 搜索会员 交友活动 手机交友 高端猎婚 晒幸福 两性情感

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- 世纪佳缘宣布旗下会员制婚恋交友网站爱真

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百合 baihe.com 实名婚恋网开创者

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我的百合 | 爱情搜索 | 在线会员 | 最新会员 | 顾问服务 | 成功故事 | 精彩视频 | 情感工坊　全国站　其他分站

我要找 女朋友 年龄 22 岁至 30 岁 地区 北京 任意 有照片 搜索　高级搜索 地图搜索 最新会员 新水晶百合会员



即将热恋，靠谱最关键

百合客户端说说地图新功能上线啦！

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隐私保护机制 资料更安全

身份验证体系 交往更真诚

心灵匹配系统 婚姻更幸福

立即免费注册

百合推荐　全国 北京 上海 广东 江苏 四川 浙江 山东 辽宁 其它



冰夏

25岁 170厘米 硕士 北京市 照顾者型

我 独立，感性，小女人的女孩。本科就读于外地211大学，研究生毕业

查看交友资料

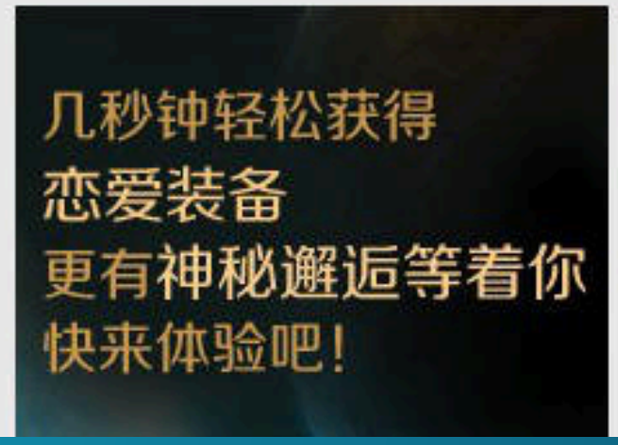


临海听风

32岁 180厘米 本科 福建省 专家型

这些年打拼事业，感情上成了空白。 希望有爱一起走。 人世间有

查看交友资料



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3.

手机版 登录ID/手机号 密码 登录 忘记密码？

珍爱红娘

5

专案

筛选

牵线

约见

撮合



我是乐嘉

我推荐珍爱网！

珍爱网 zhenai.com 相亲无难事，珍爱有红娘

我要找： 女士 有照片

年　龄： 25 ～ 35

地　区： 不限 不限

开始搜索

还不是会员？ 免费注册>> QQ登录

相亲无难事，珍爱有红娘

珍爱红娘关键5步，为您贴心定制专属相亲方案，全程跟进筛选、牵线、约见、撮合等关键时刻，让您的真爱就在眼前。

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4.

相亲网
www.0019.com

咨询热线：400-052-0019 (9:00-21:00) VIP专线：400-766-0019 (9:00-21:00) 当前城市：山东 切换城市

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爱的★标杆 今天成功升级为相亲缘会员！

进入相亲网



按条件搜索 按ID号搜索

我要找：女士

年 龄：21 至 45

地 区：不限 不限

搜索意中人

开通相亲缘服务

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5.

juedui100.com
最专业的婚恋交友网站

邮箱： 密码： 记住我 登录 注册 忘记密码

首页 | 我的绝对 | 爱情搜索 | 相容性测试 | 精彩博文 | 在线聊天 | 精品会员 | 成功故事

找对象： 男 女 年龄： 25 至 35 地区： 请选择 请选择 有照片 搜 索 高级搜索



最专业的婚恋交友网站

迄今已有 1,363,694 找到伴侣

每日 195,020 会员登录网站

最新注册人数 13,454,490

免费注册 会员登录

高端交友 | 车房一族 | 大学生交友 | 高学历精英






茉莉在线

绝对100创始人、著名婚姻关系专家、北大心理学研究生、美国Fordham大学工商管理硕士。



成功故事

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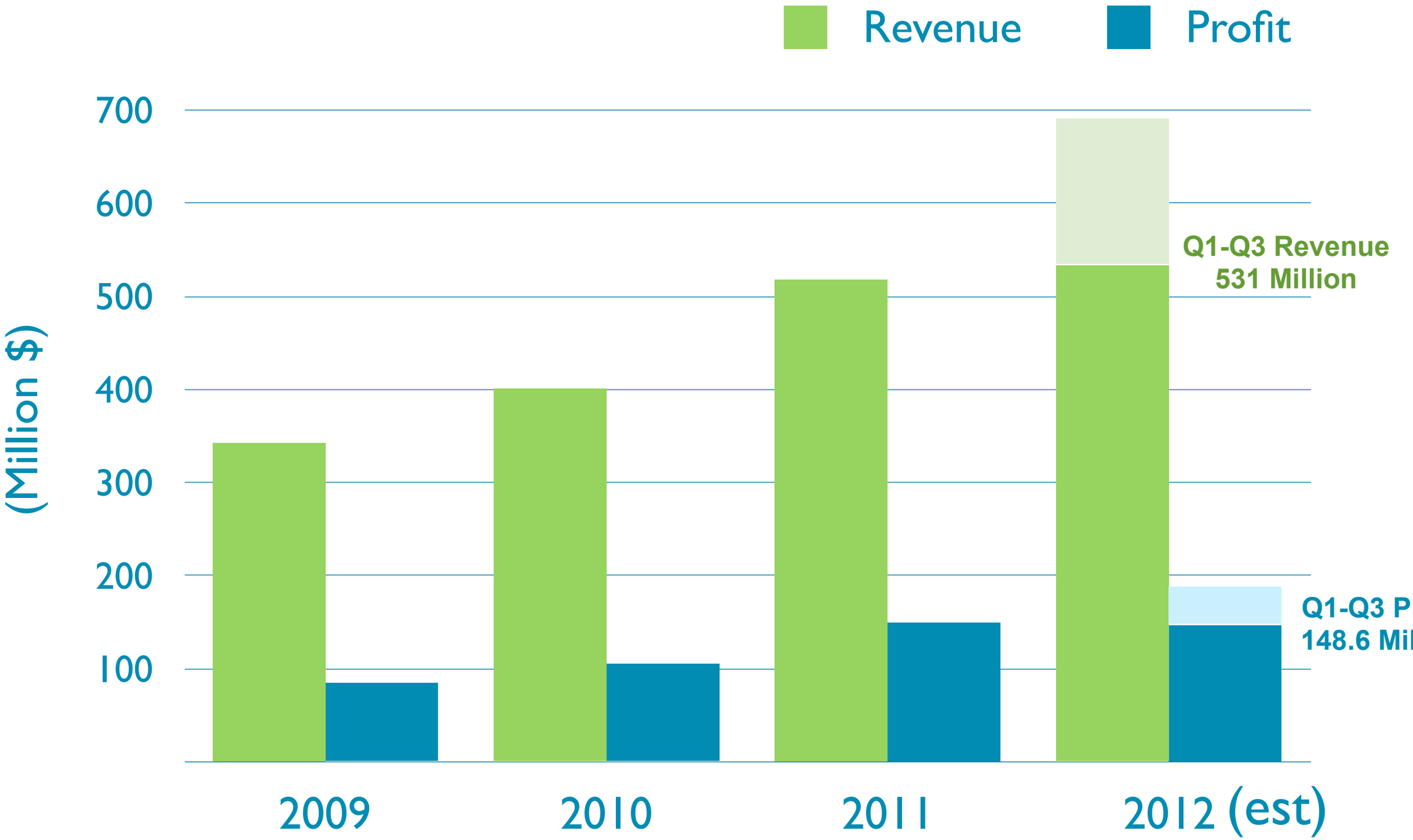
Industry leaders Revenue

match.com®



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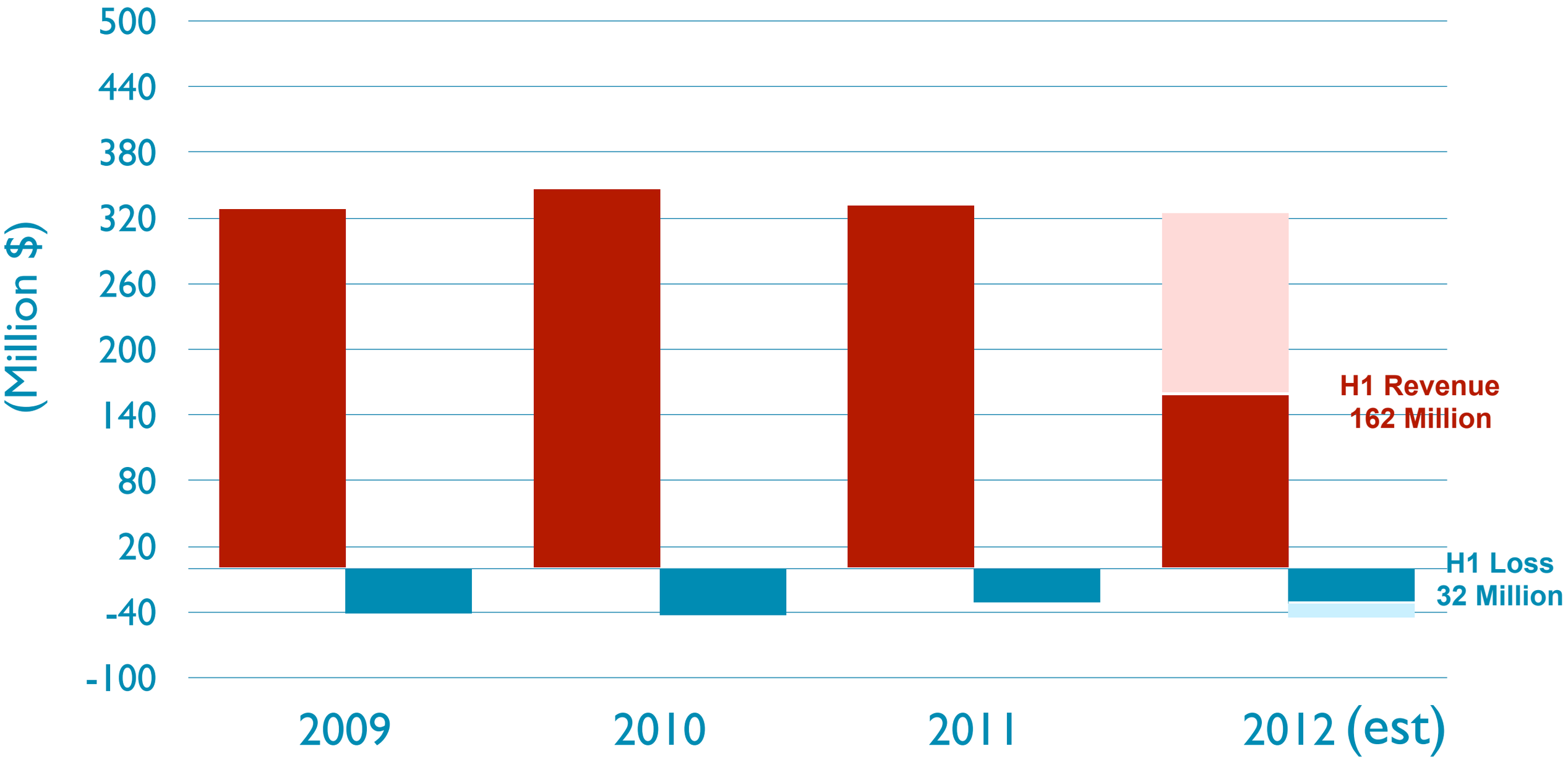
FriendFinder Networks



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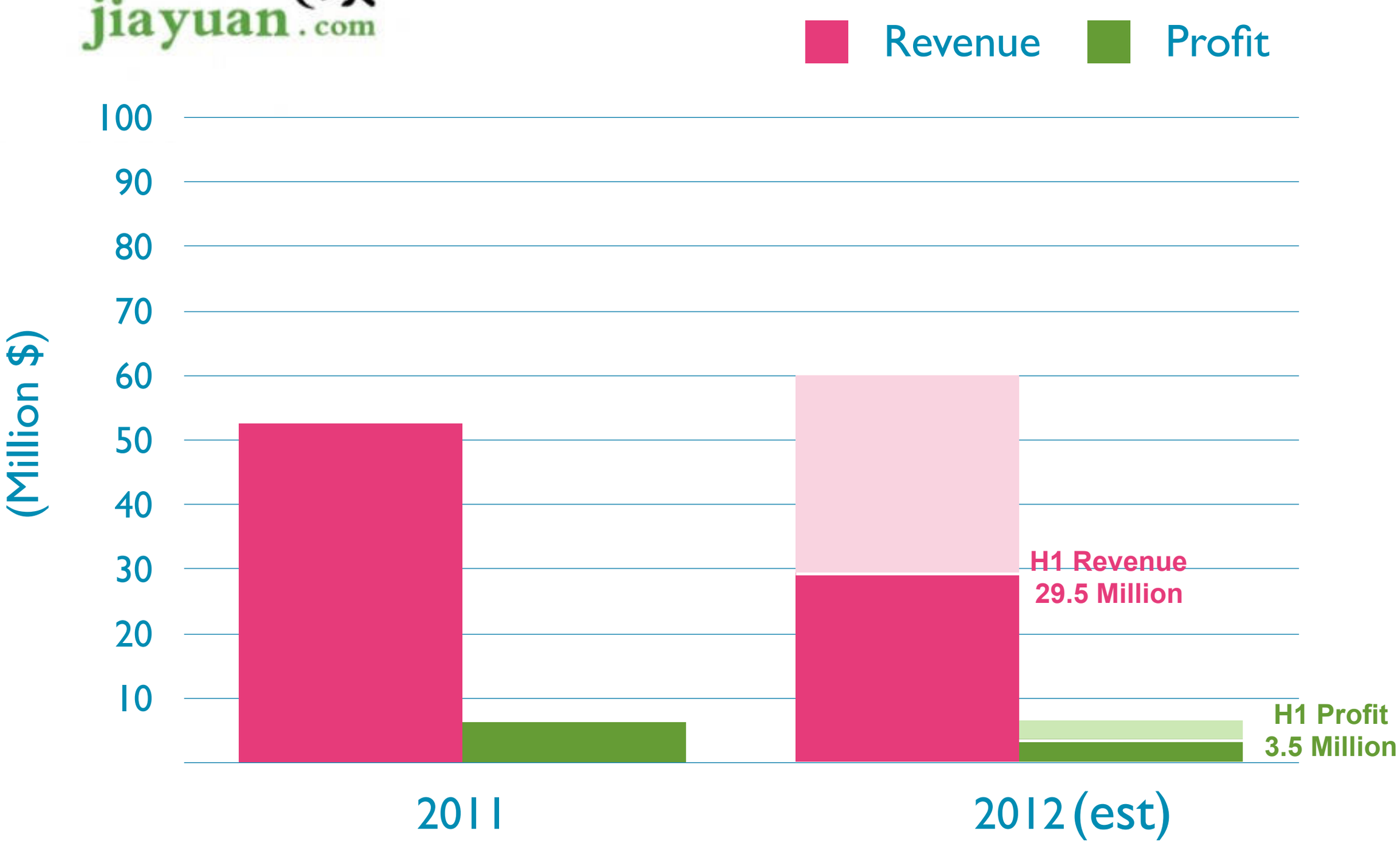
世纪佳缘 jiayuan.com



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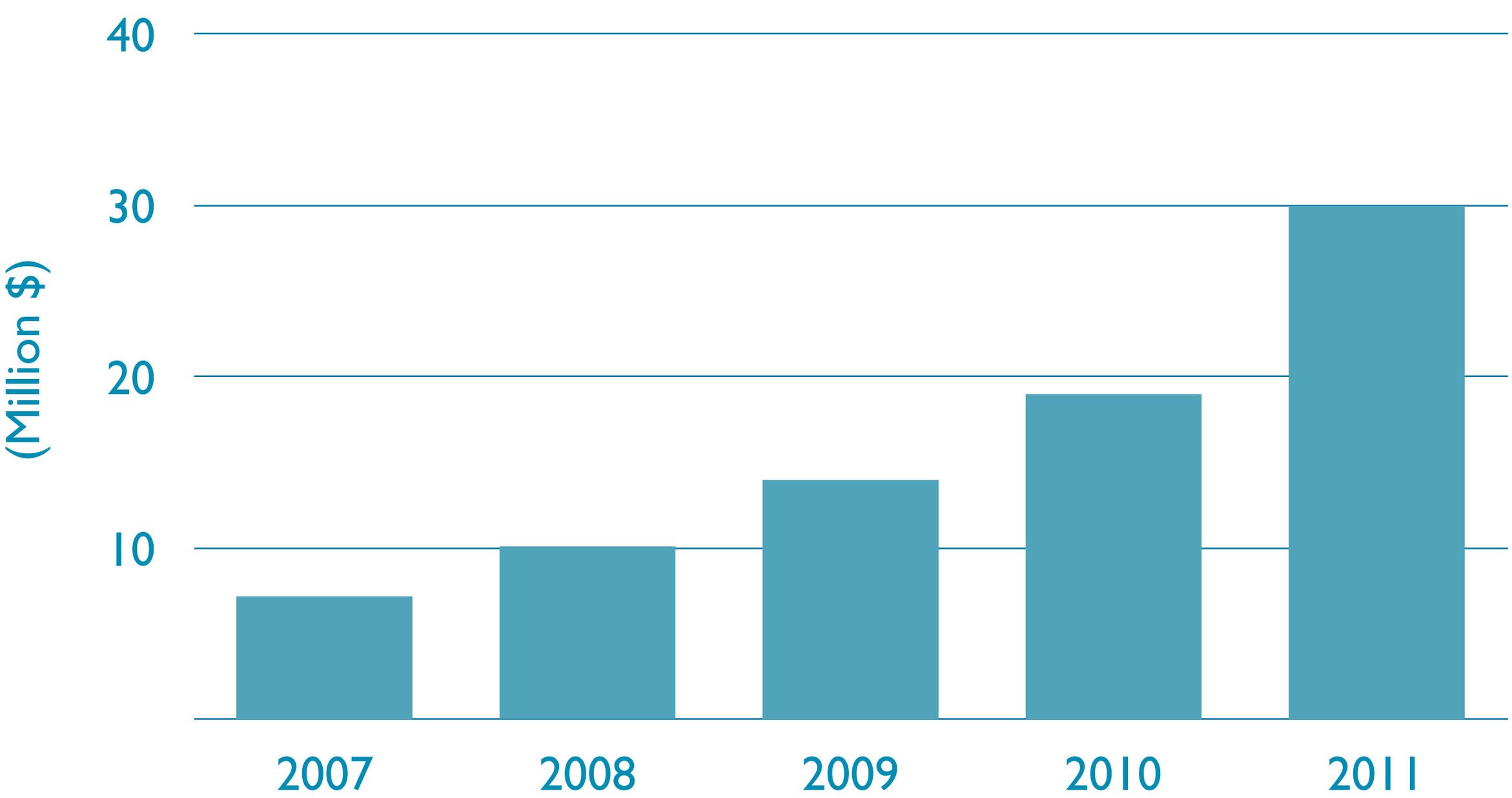
PlentyOfFish



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Mobile Dating



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

StatCounter

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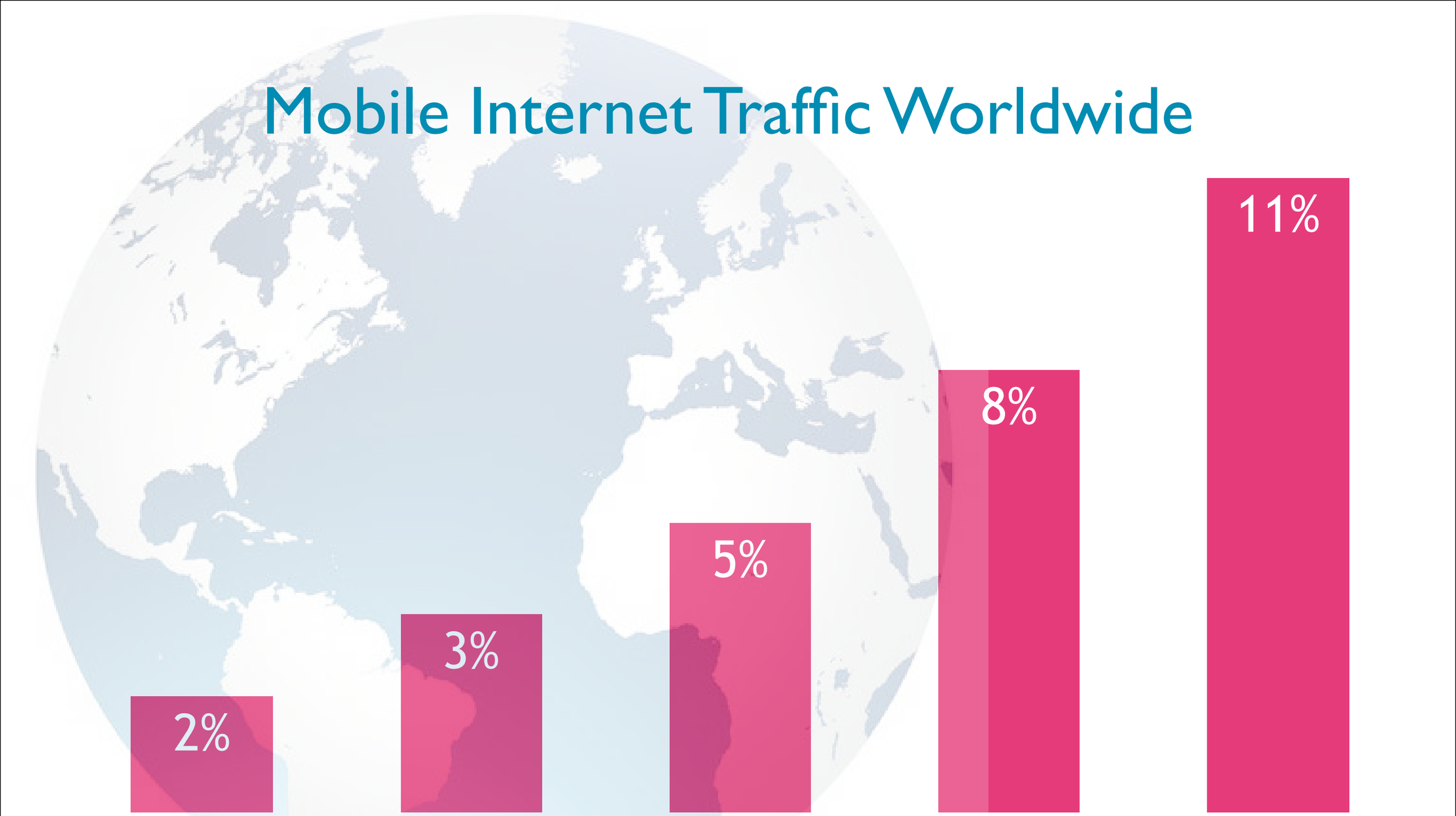
Mobile Internet Traffic Worldwide



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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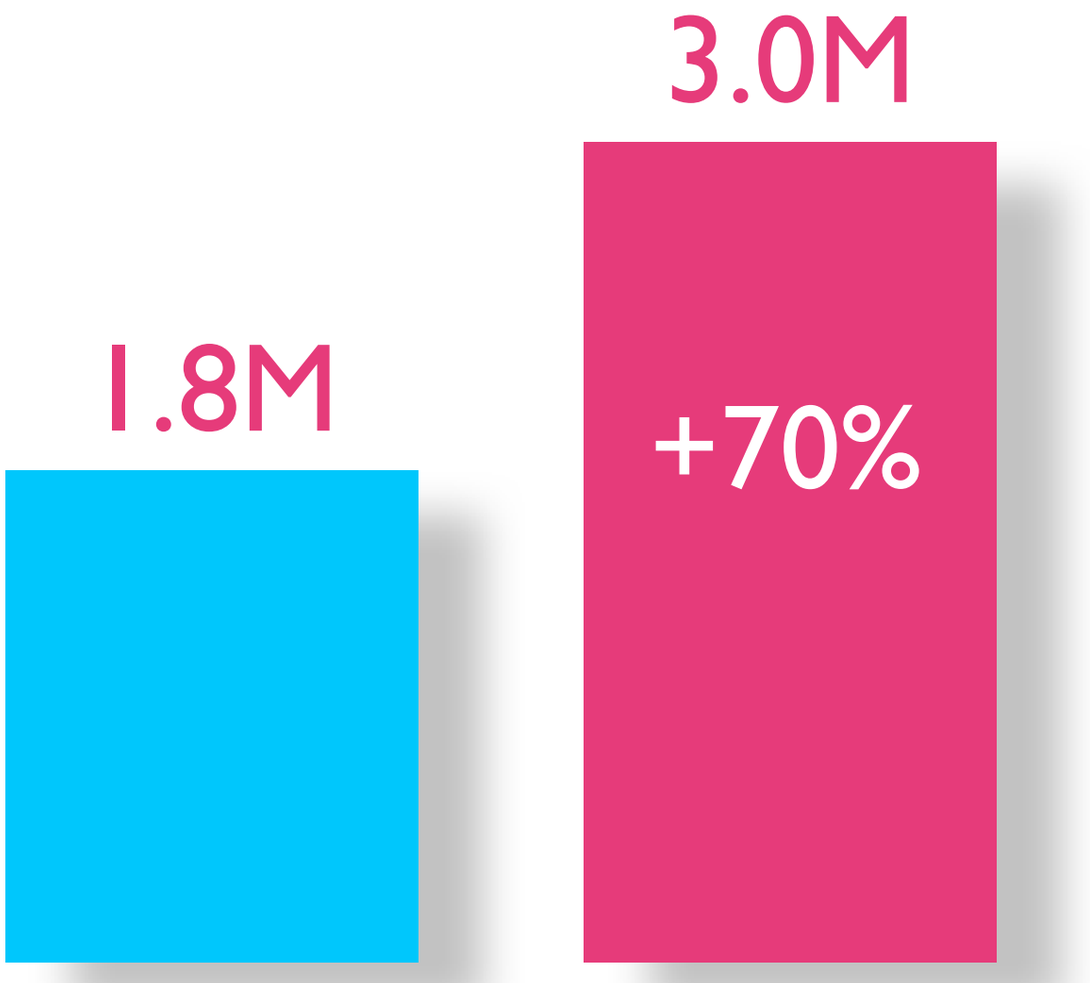
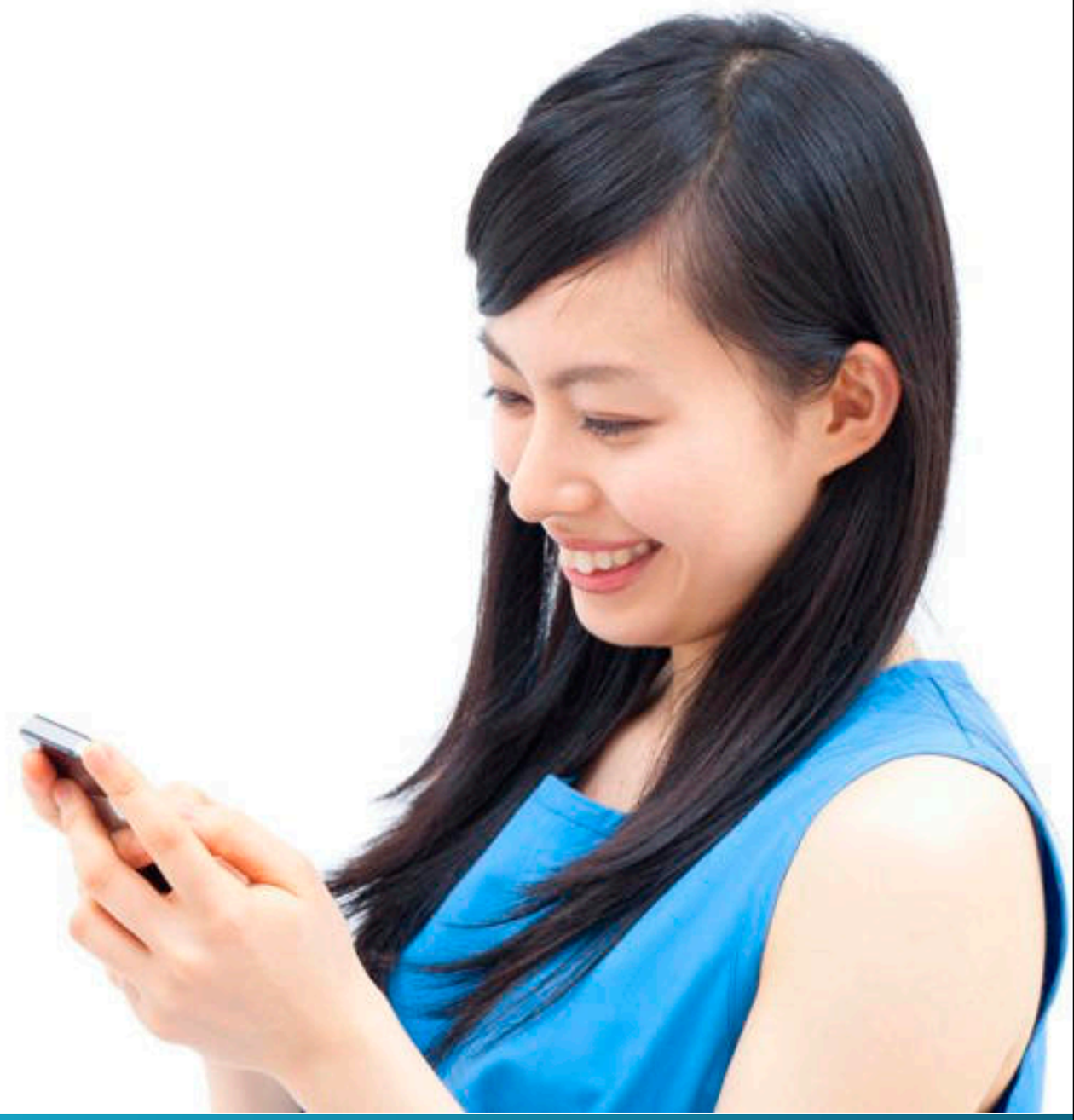
Japanese Mobile Dating Users





comScore MobiLens, Sep '12

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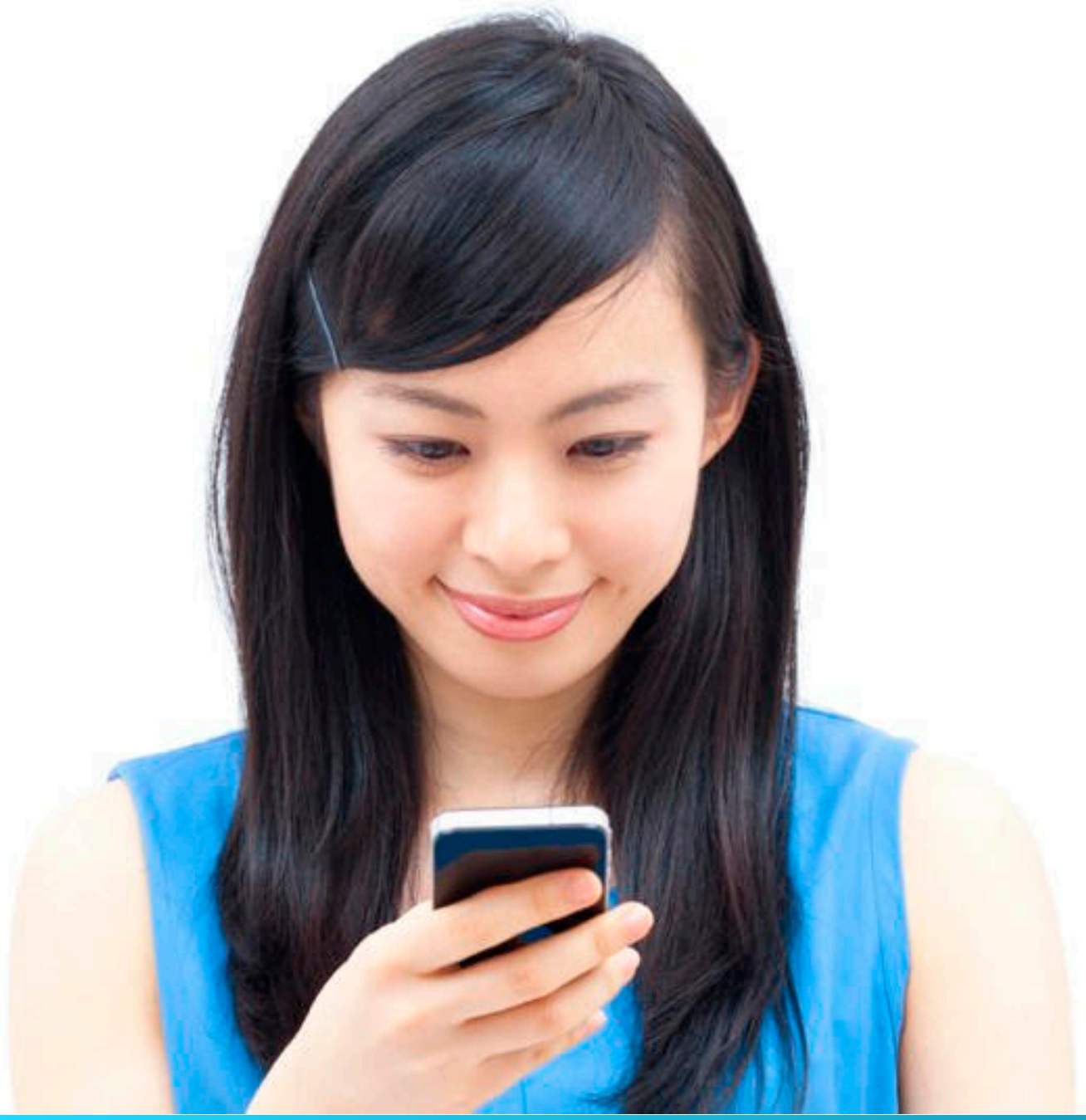
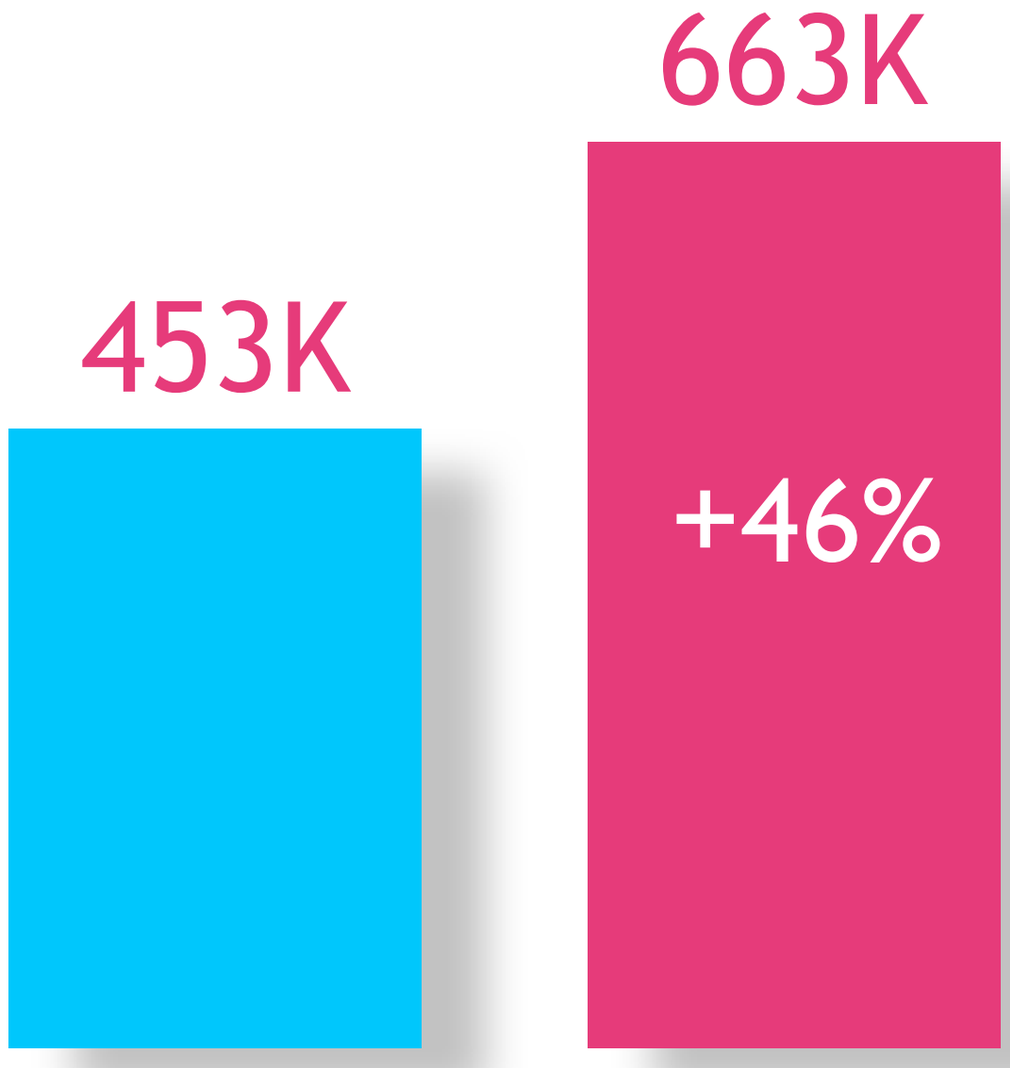
Japanese Mobile Dating Power Users





comScore MobiLens, Sep '12

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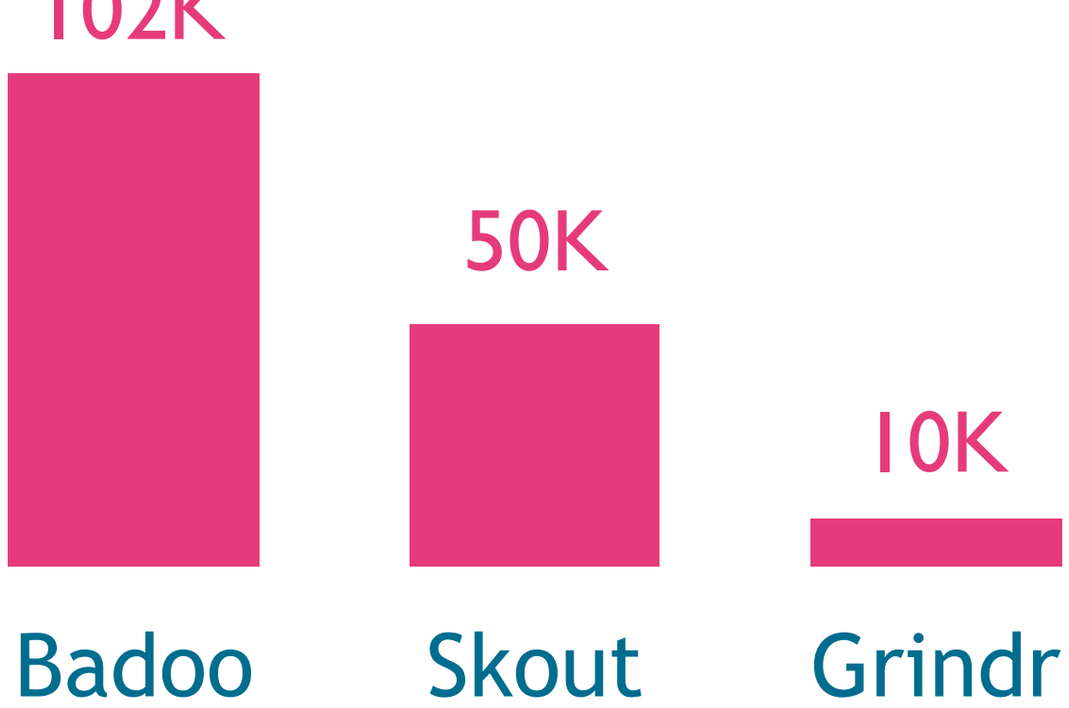
40% of Match.com logins are from mobile





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



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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





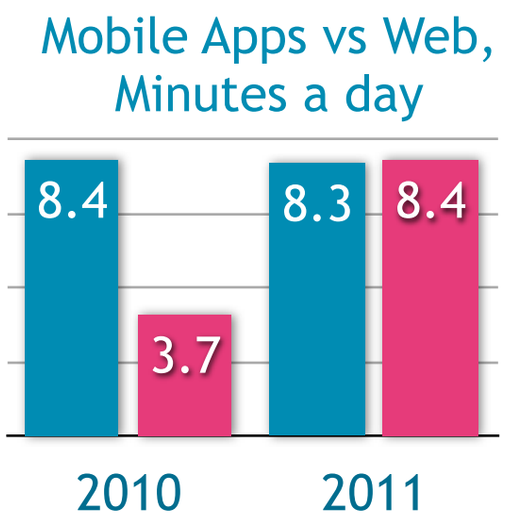
iPad





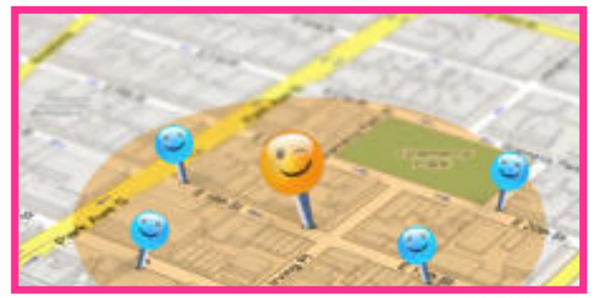
2011

Mobile dating apps capture more flirting time than online dating sites





in 180 countries
1.5 M users





2012

Everybody is doing it





$1.2 B
mobile dating revenue



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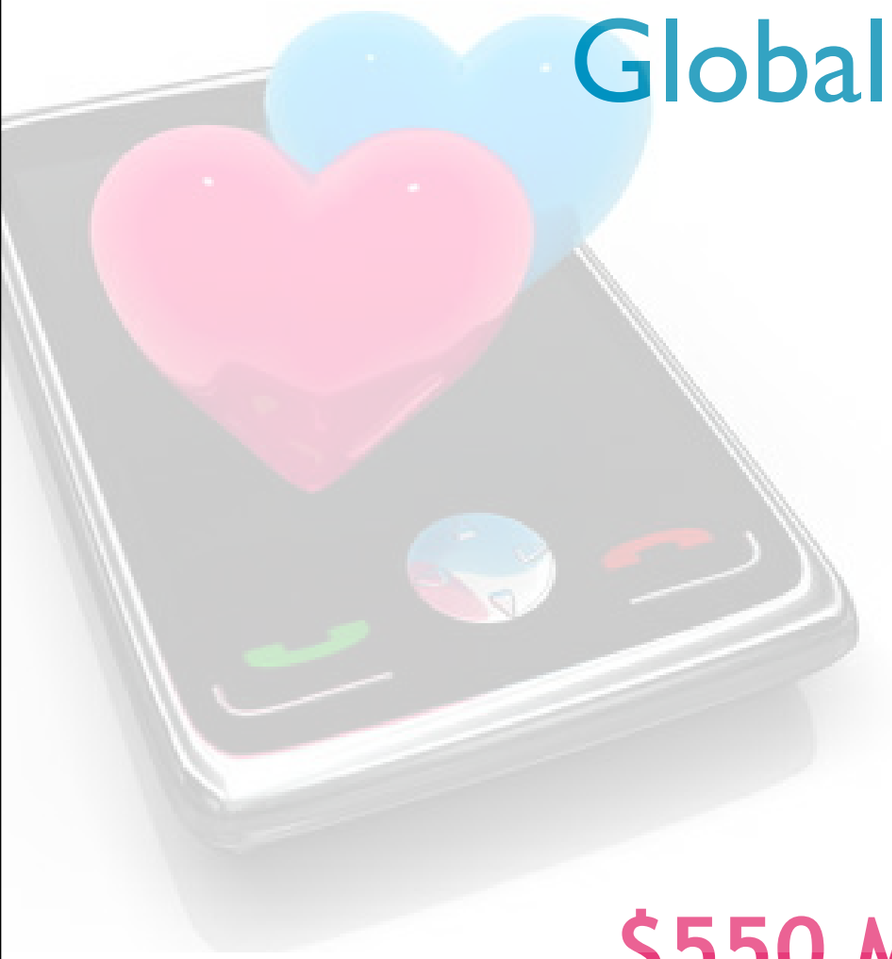
Global Mobile Dating Revenue



Juniper Research

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Top Grossing iPhone Apps

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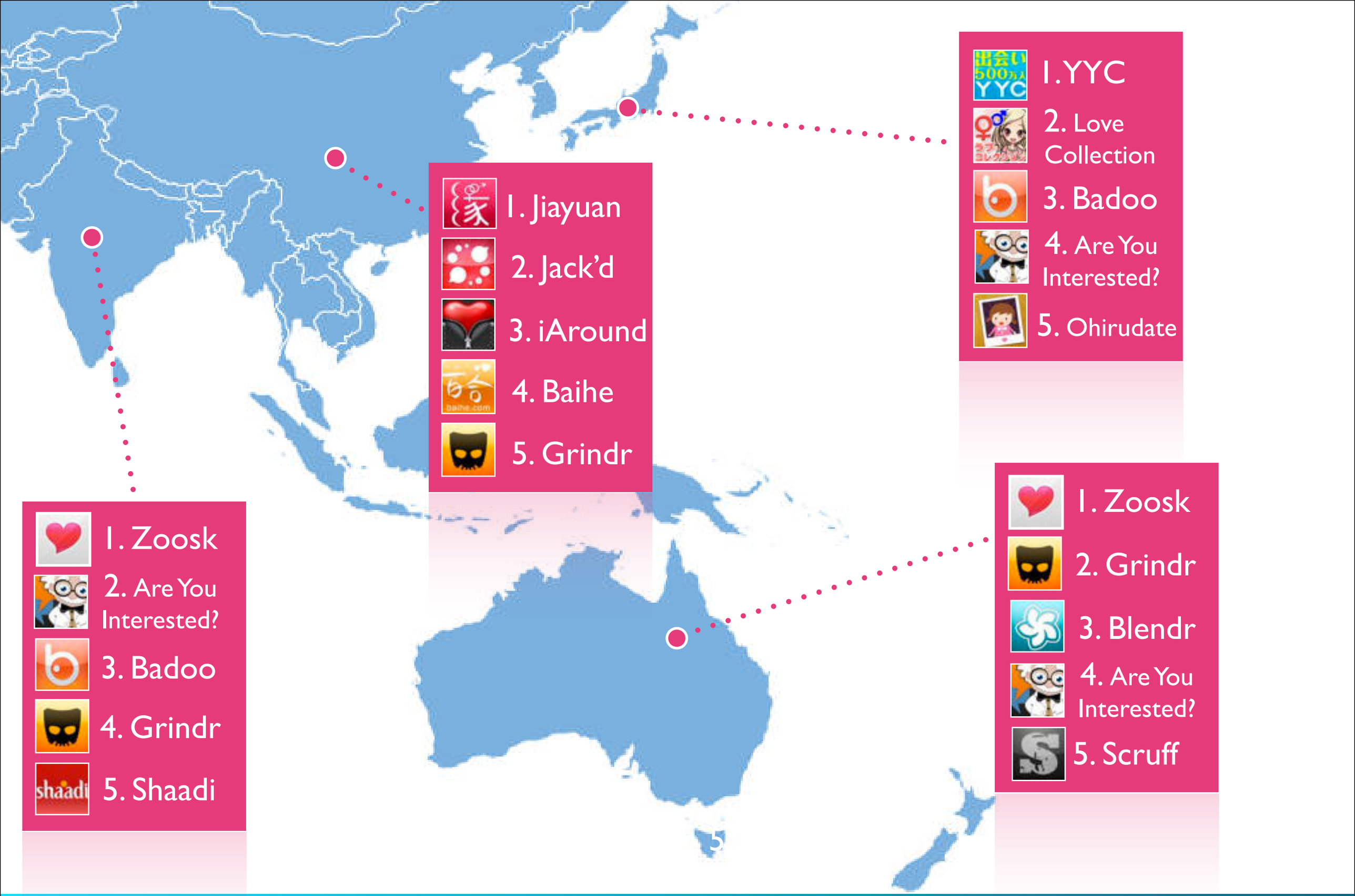

AppAnnie, Nov 2012

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Top Free iPhone Apps

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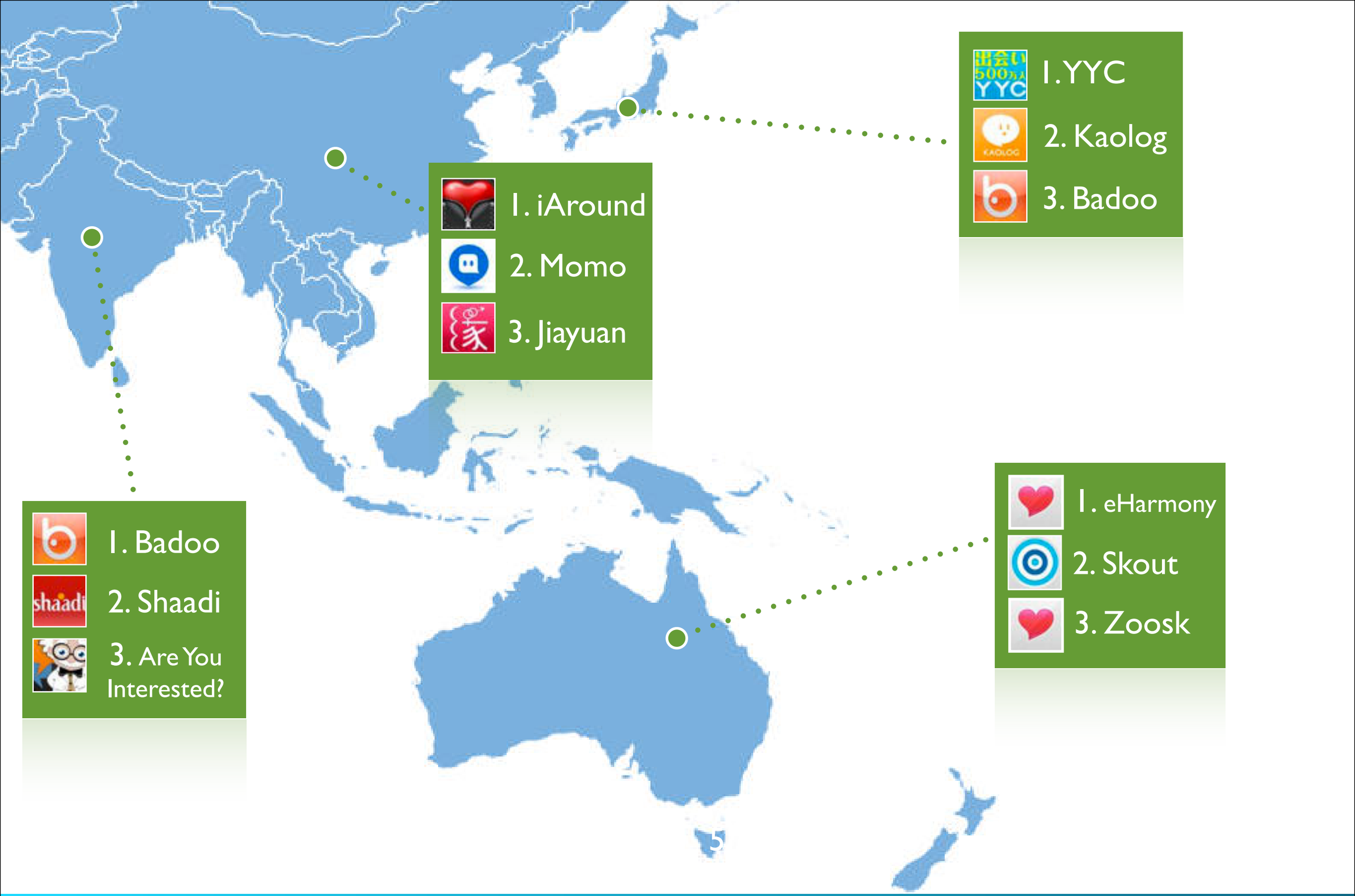

AppAnnie, Nov 2012

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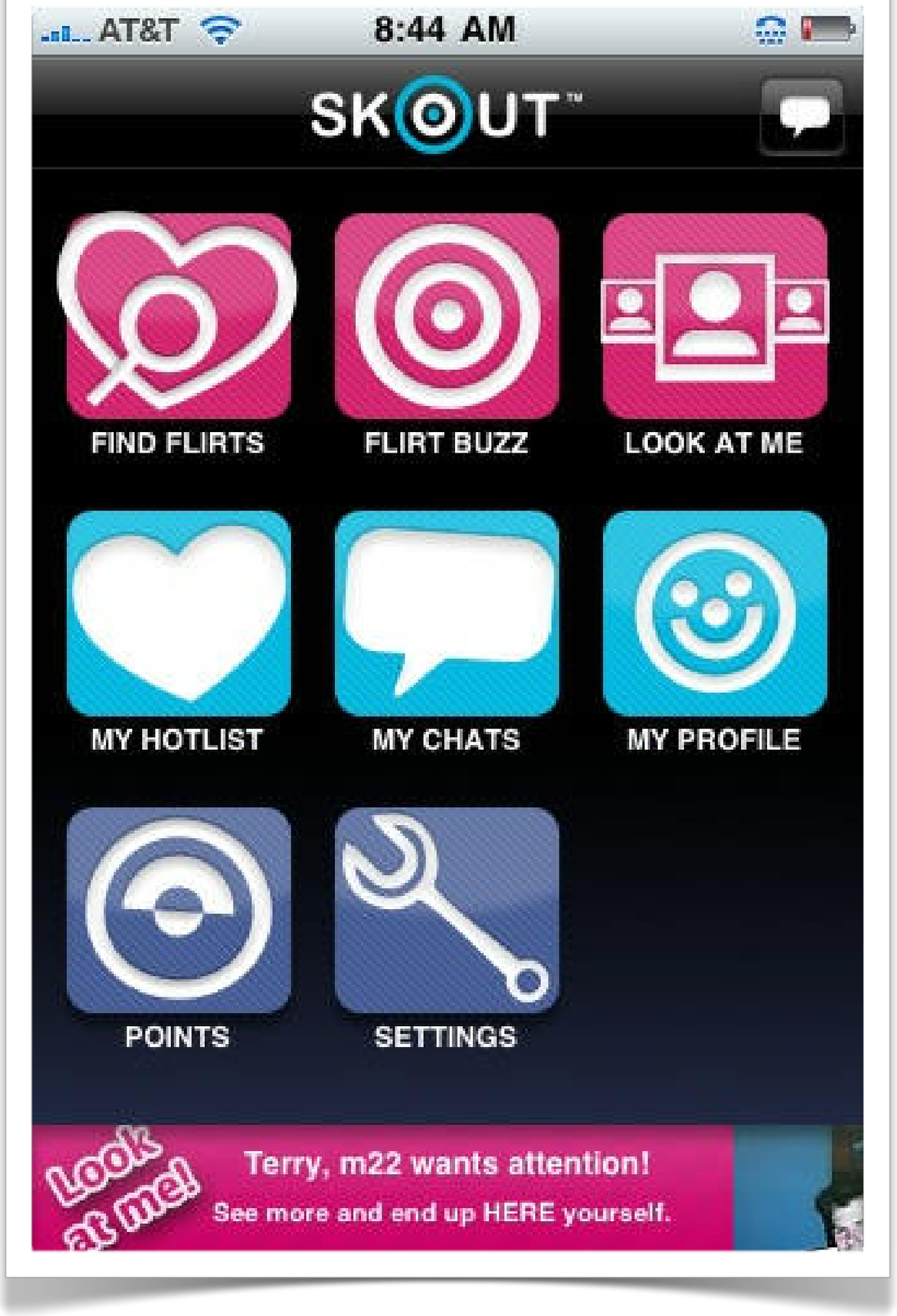

From deadpool's door to $22 Million

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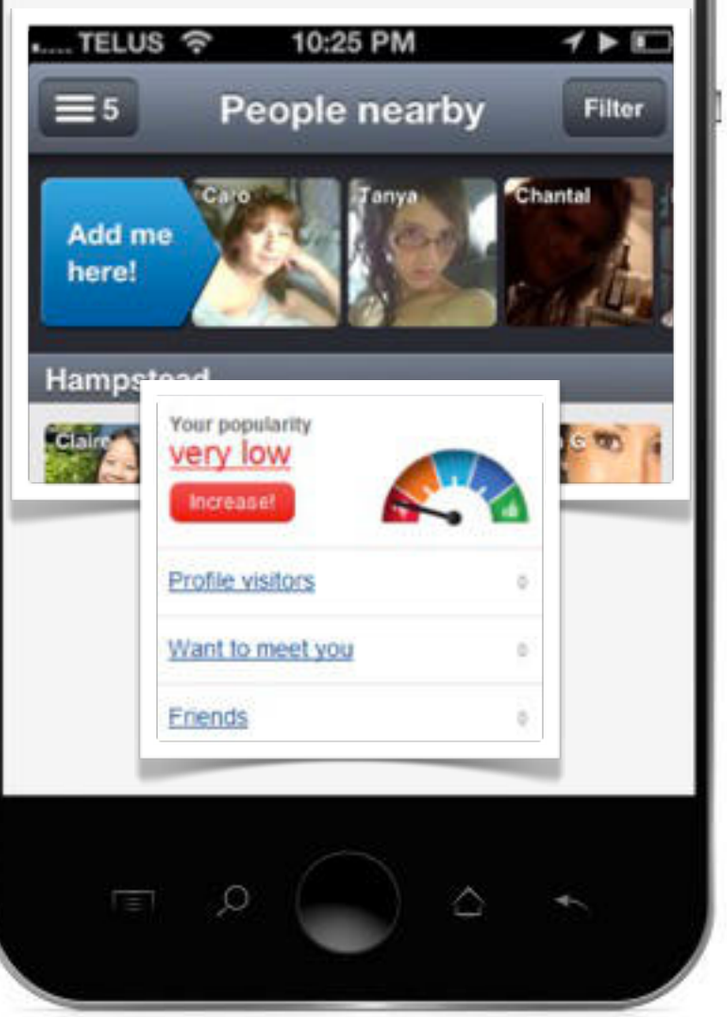
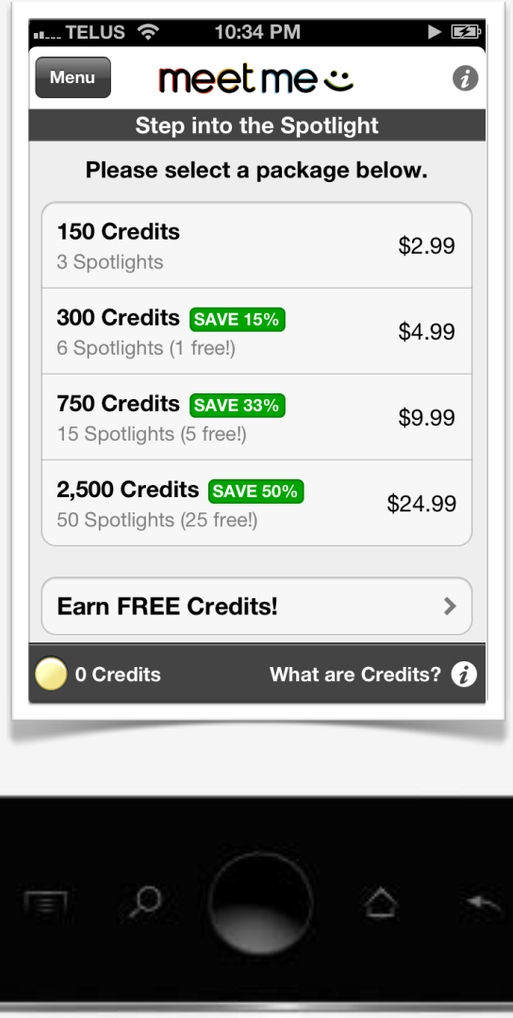
Mobile $$$!???

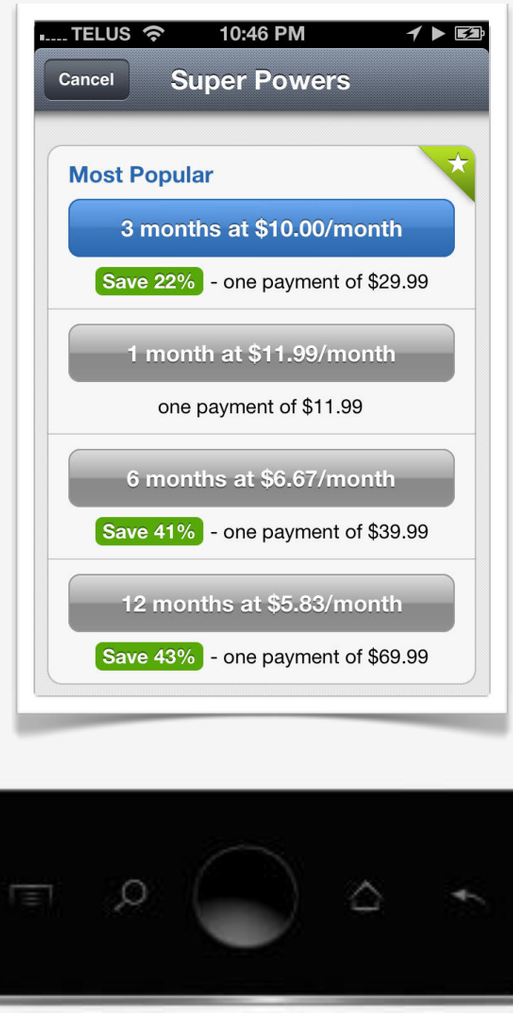
Spotlight



Virtual Currency



Subscription



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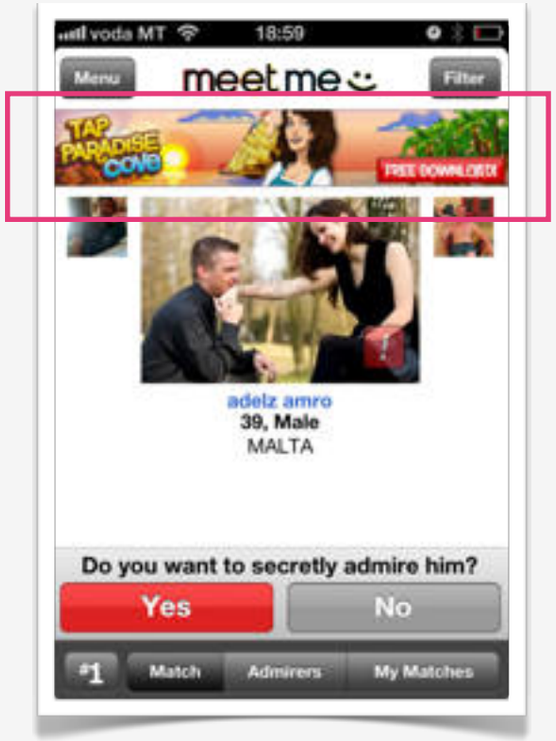
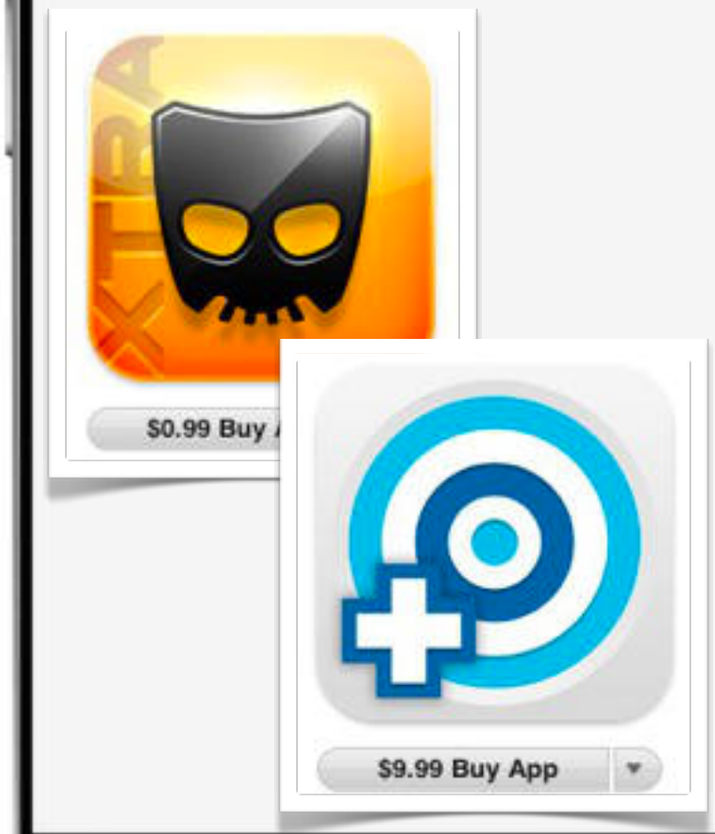
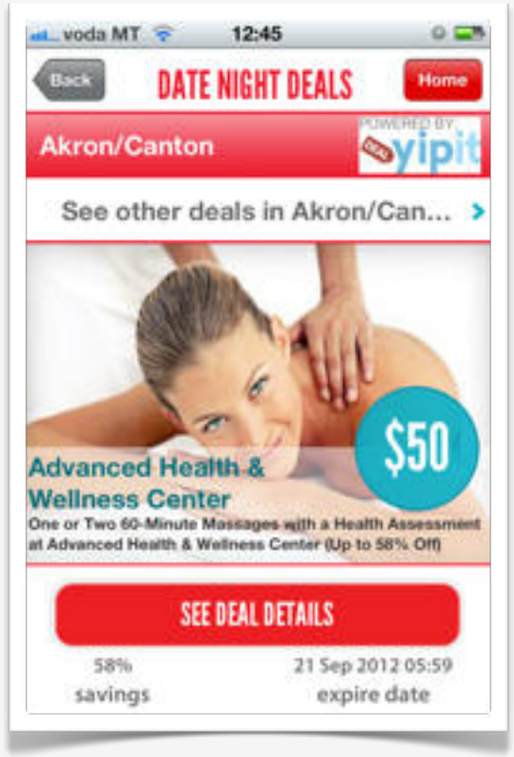
Ads



Ad Free



Affiliate Deals



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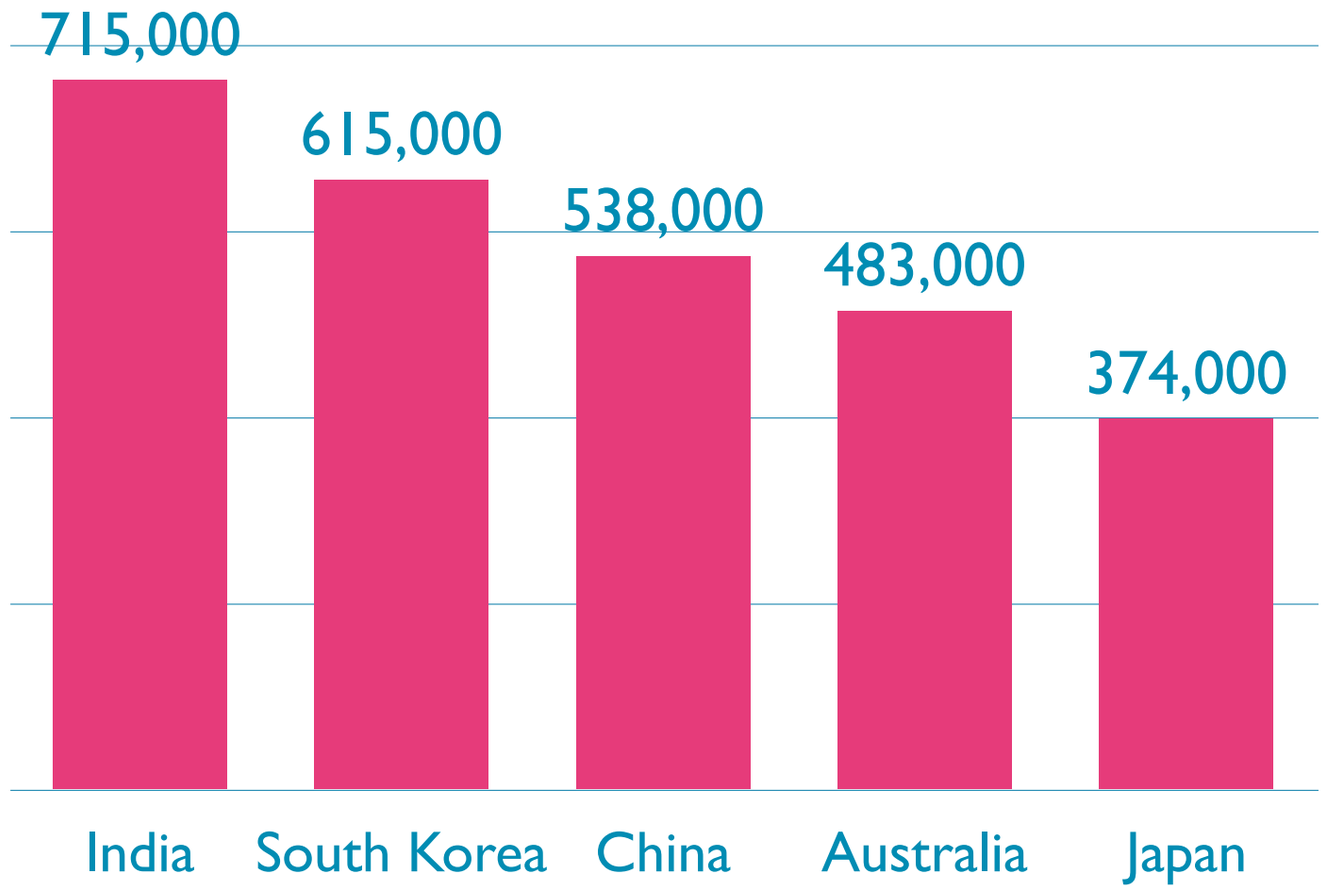
Social Discovery

badoo



164 Million
Users Worldwide



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16 Million Users

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爱真心 izhenxin.com Beta
世纪佳缘旗下网站



Oct 2012 - **Jiayuan** launches **Izhenxin.com,**
dating site for marriage minded singles

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Jan 2012 - **Youja.cn** Raised $3 Million

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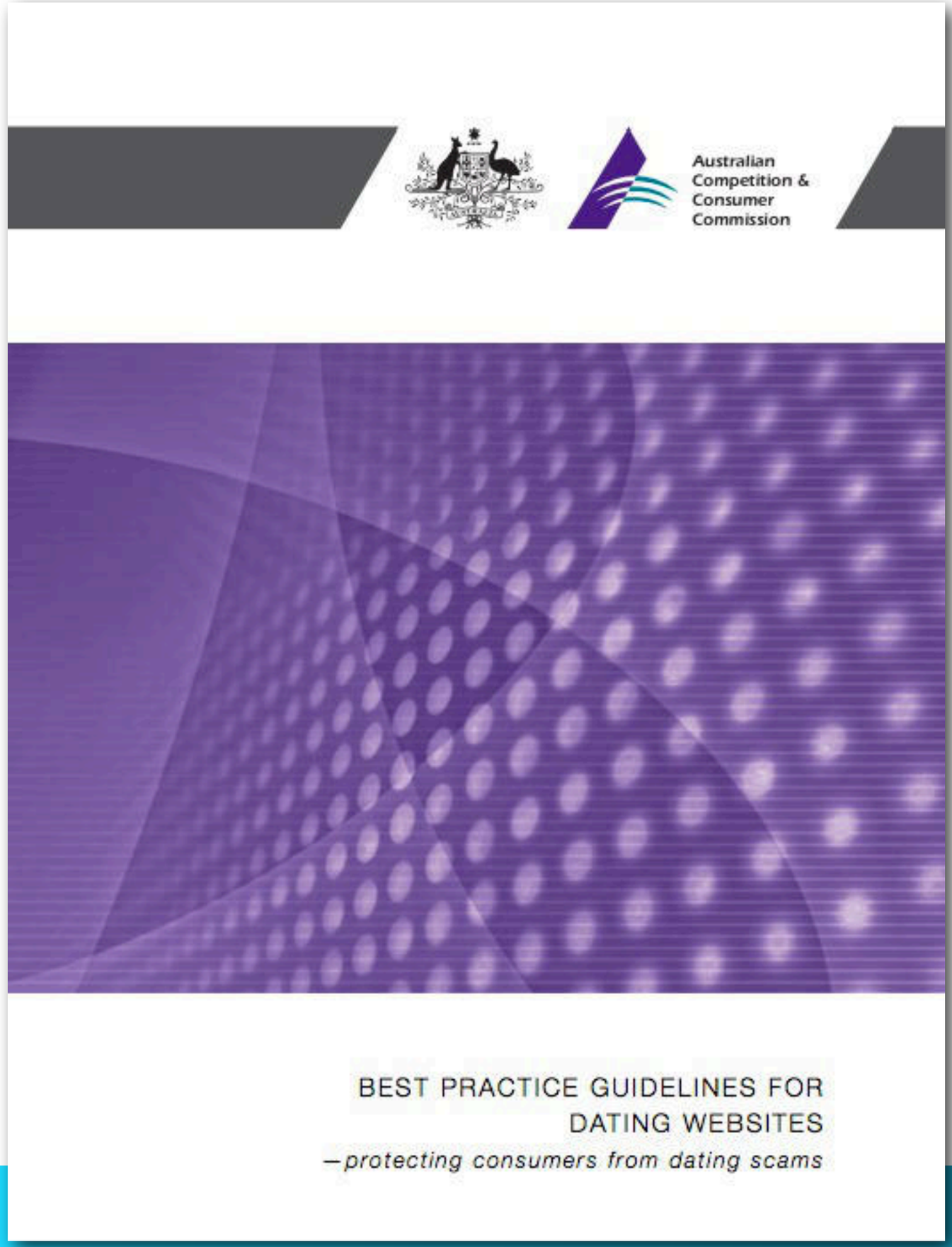
Jan 2012 - **Ignighter** Raised $1.8 Million



Best Practice Guidelines for Dating Sites

launched by

Australian Competition & Consumer Commission

- Appropriate scam warnings and information
- Vetting and checking system
- Complaint handling procedures

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

- Sam Yagan, CEO, OKCupid.com
CEO, Match.com

The Future

Vicinity Based Services

Social Graph



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



Behavioral Matchmaking

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preDate

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How About We



Post Match

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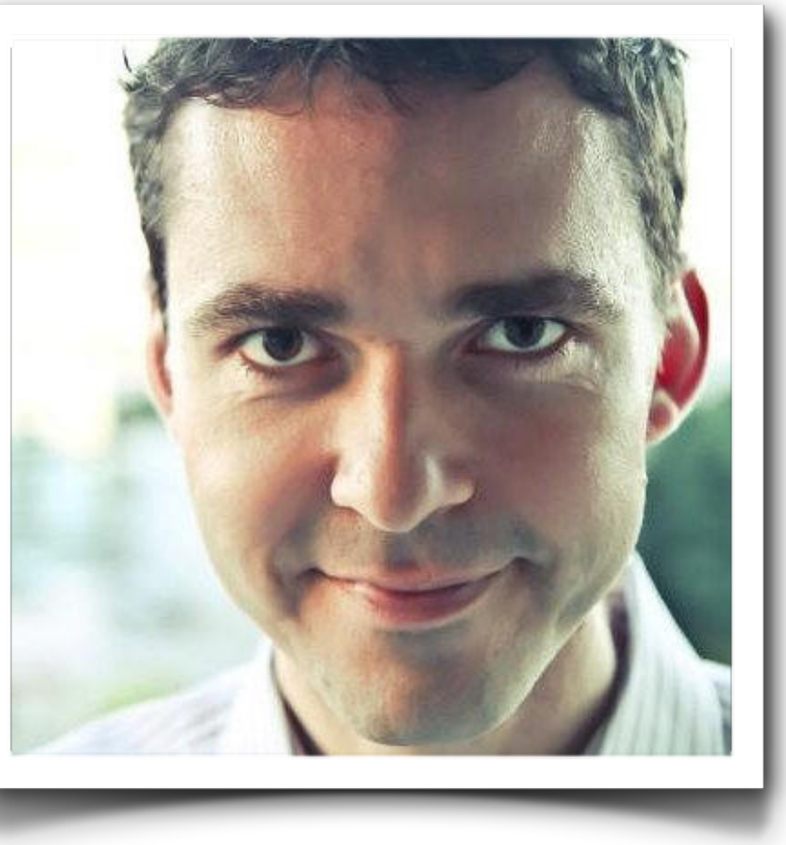

Romain David

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



Social Discovery

Big Pockets

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"Helping idating businesses grow"



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- 时间证明了这个男人很靠谱
- 那个夏日让我们将爱情进行到底
- 他总是轻易地把我的心揪住

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年 龄: 22 岁到 30 岁
有照片:
搜 索



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Acacia cited

Male, 43,178 cm, Dr.

Financial, annual salary: 2,000,000

Individual goes long, will be tired, personal accompany you

Blue Square

Male, 44,173 cm, People's University

Senior management, the annual salary: 800,000

Life for the edge Details >>

The king of the sea

Male, 46,180 cm, undergraduate

Catering / tourism, annual salary: 3,000,000

If you are willing, with the

shanshi

Male, 47,173 cm, undergraduate

Real estate, annual salary: hundreds of millions of assets

In my past: When a person has

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我要找： 老公 有照片

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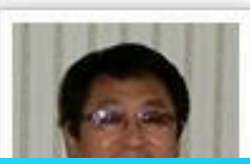
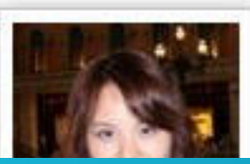


王先生

44岁,北京东城,185厘米,大学本科,月薪10000-15000



萧小姐

29岁,北京东城,167厘米,大学本科,月薪7000-10000

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昵 称：

性 别：男 女

出生年月：-年- -月- -日-

学 历：-请选择-

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警察 学生 行政 私营业主 工程师 销售 理财师
文员 教练 翻译 厨师 更多>>

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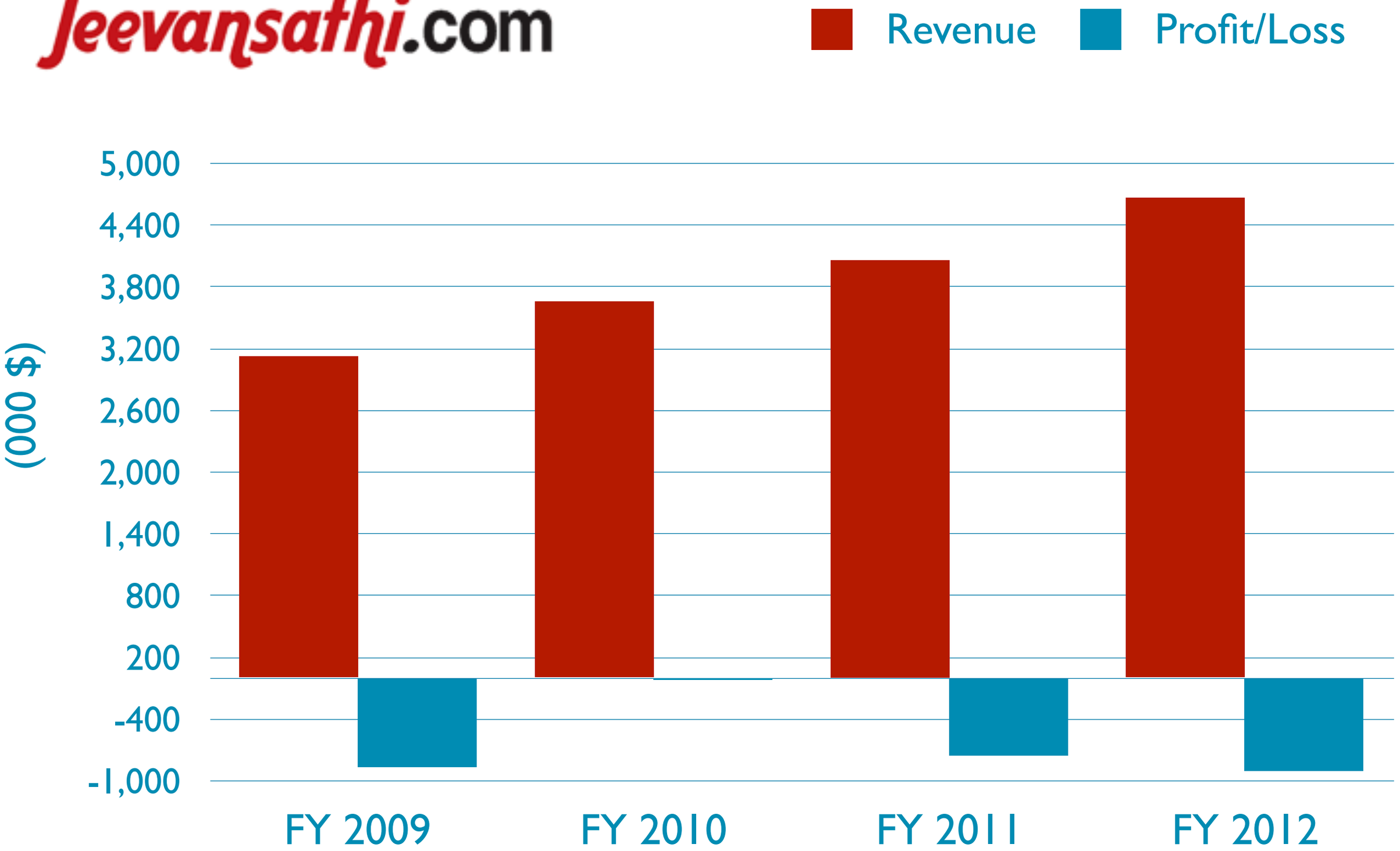

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