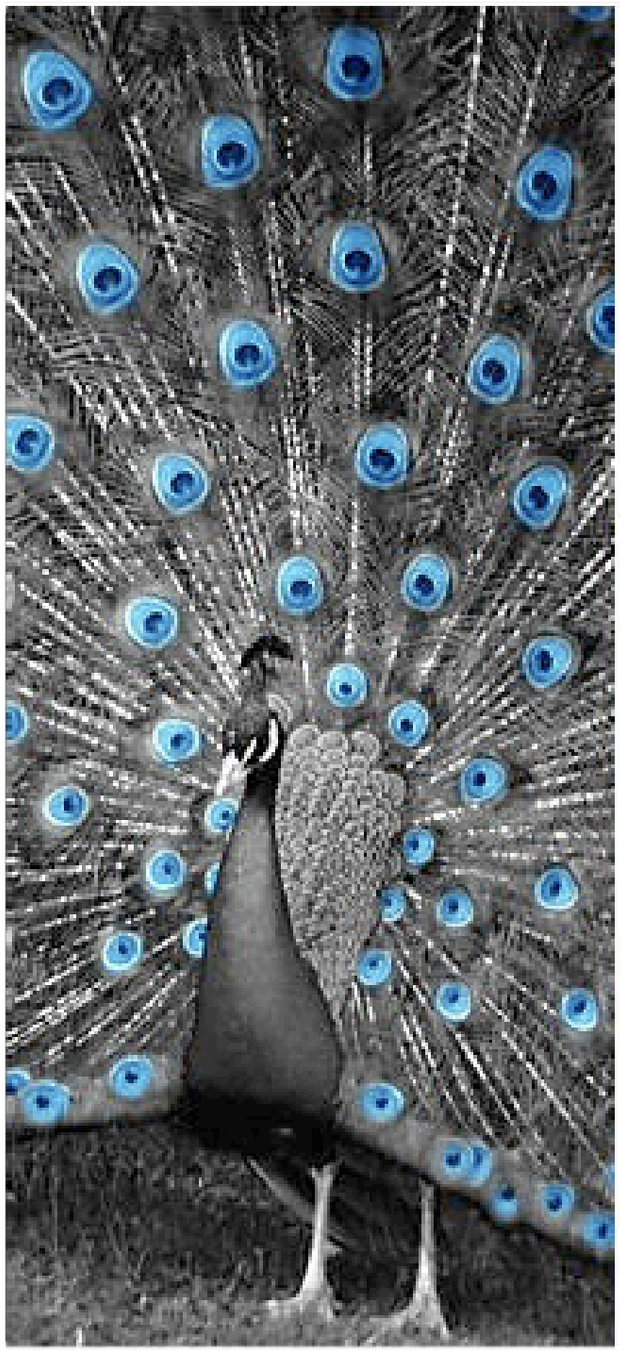
Courtland Brooks

"Helping idating businesses grow"

mark@courtlandbrooks.com
212-444-1636



Courtland Brooks

- 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.

ONLINE PERSONALS WATCH

illuminating the top dating industry news since 2004

powered by Courtland Brooks

FREE NEWSLETTERS

Daily News Summary

enter your email address

Subscribe

Weekly News Summary

enter your email address

Subscribe

Twitter

Facebook

Pinterest

RSS FEED

RESEARCH

onlinepersonalswatch.com

OPW Search

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

Courtland Brooks

FREE NEWSLETTER

Weekly News Summary

enter your email address

Subscribe

Twitter

LinkedIn

SEARCH

Search

ARCHIVES

News By Category

News Archives

Public Companies

HANDY LINKS

Internet Dating Acquisitions

ReseauContact.com To Be Acquired By Mediagrif

01AMOUR – May 31 – **ReseauContact.com**, a dating site in Quebec, is going to be acquired by Montreal-based Mediagrif. Financial terms of the deal were not disclosed. ReseauContact.com has 1.4M registered members.

See full article at 01Amour

This post also appears on OnlinePersonalsWatch.

06/03/2013 | Permalink | Comments (0)

+1 0 Like 0

Meetic Buys Pastas Party For Its Singles Events

REUTERS – May 20 – **Meetic** has acquired the assets of Pastas Party, the leading French website for singles events. Created in 2007 by Héloïse Dion, Pastas Party has developed a range of singles events across France and runs a community of ~100K singles. In December 2012 Meetic launched a complementary offline event service – Meetic Soirées. Already ~ 300 Soirées have been organised. Héloïse Dion and her team will be responsible for creating Soirées in each European country covered by the Meetic group.

See full article at Reuters

See all posts on Meetic

This post also appears on OnlinePersonalsWatch.

05/20/2013 | Permalink | Comments (0)

+1 0 Like 0

MARK BROOKS

Grow Your Dating Site

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

Testimonials

In The Press

Internet Dating Conference

Report: How Internet Dating Changed Society

FREE SERVICES

Courtland Brooks Blog

Internet Dating Affiliates

Internet Dating Investments

Internet Dating Jobs

Internet Dating Science

Online Personals Watch

Social Networking Watch

Full Disclosure

Cupid
Meetme
Messmo
POF
Webdate

Mainframe Computing 1960s	*Mini* Computing 1970s	*Personal* Computing 1980s	*Desktop Internet* Computing 1990s	*Mobile Internet* Computing 2000s	*Wearable / Everywhere* Computing 2014+
					 Others?

Image Source: Computersciencelab.com, Wikipedia, IBM, Apple, Google, NTT docomo, Google, Jawbone, Pebble.




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

Courtland Brooks



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!!



Courtland Brooks



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!!

Courtland Brooks



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

Courtland Brooks

2010
Mobile Dating Becoming Mainstream



jDate Mobile





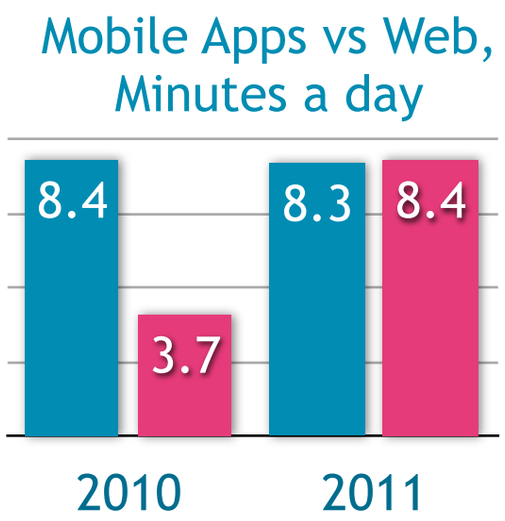
iPad





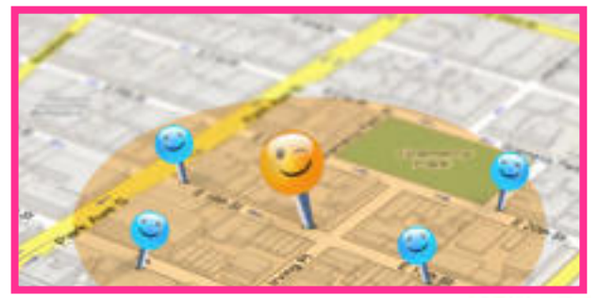
2011

Mobile dating apps capture more flirting time than online dating sites





in 180 countries
1.5 M users





2012

Everybody is doing it



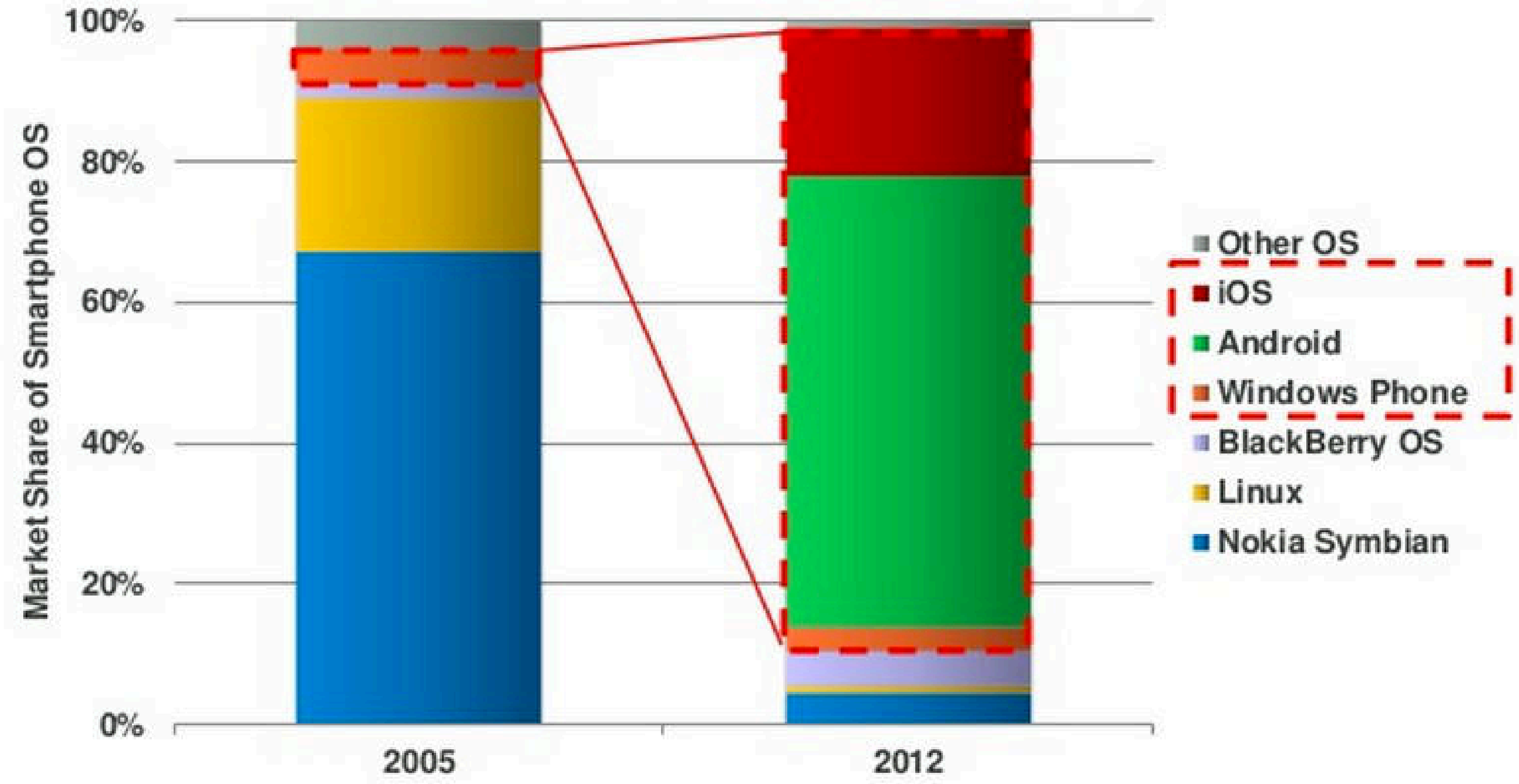


$1.2 B
mobile dating revenue



Courtland Brooks

Global Smartphone Operating System Market Share (by Units Shipped), 2005 vs. 2012



KPCB

Source: 2005 data per Gartner, 2012 data per IDC.



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

Courtland Brooks

Tagged



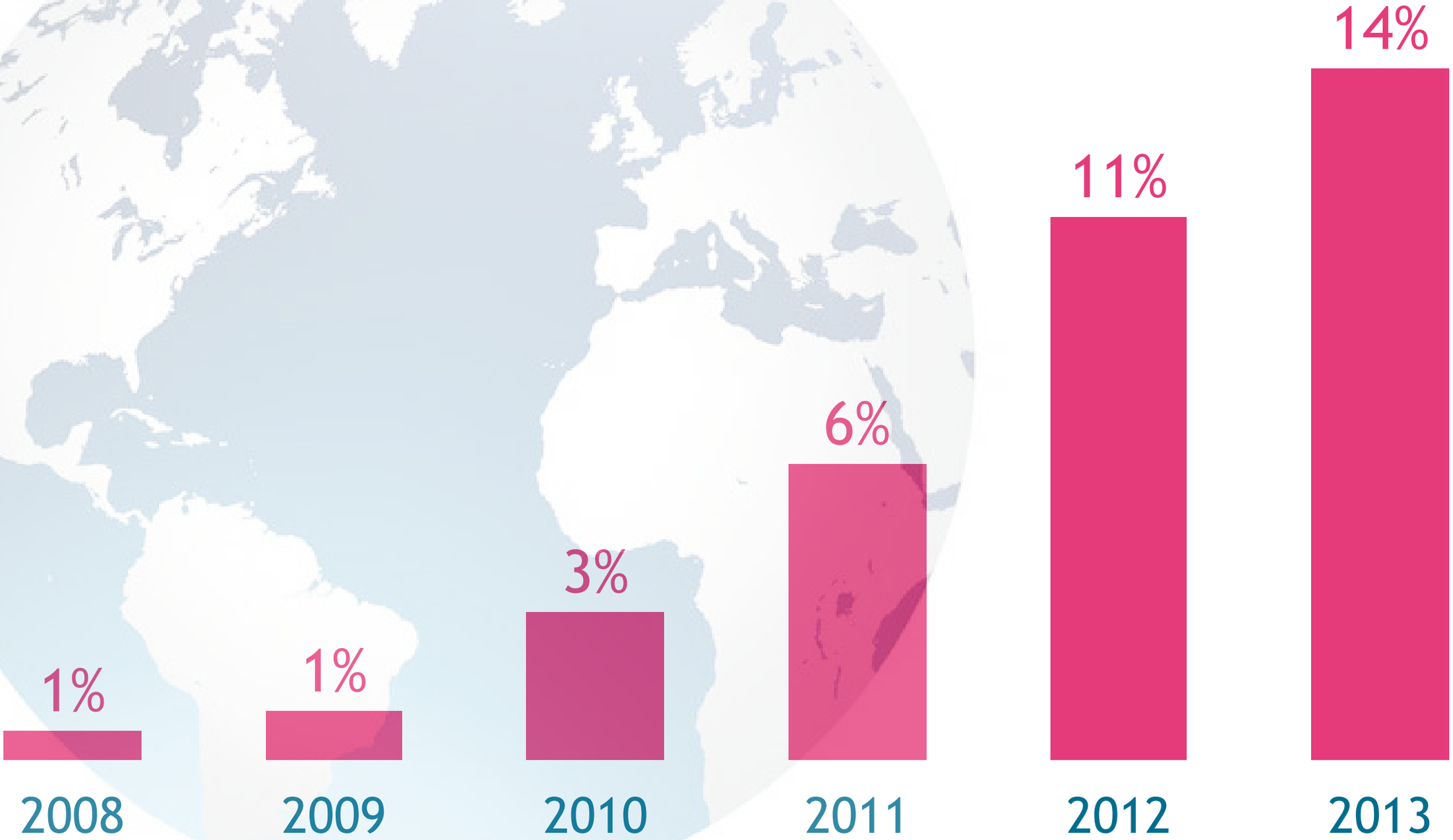


Mobile Web traffic worldwide is now **14%** of total Internet traffic.

StatCounter

Courtland Brooks

Mobile Internet Traffic Worldwide



StatCounter

Courtland Brooks



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**.

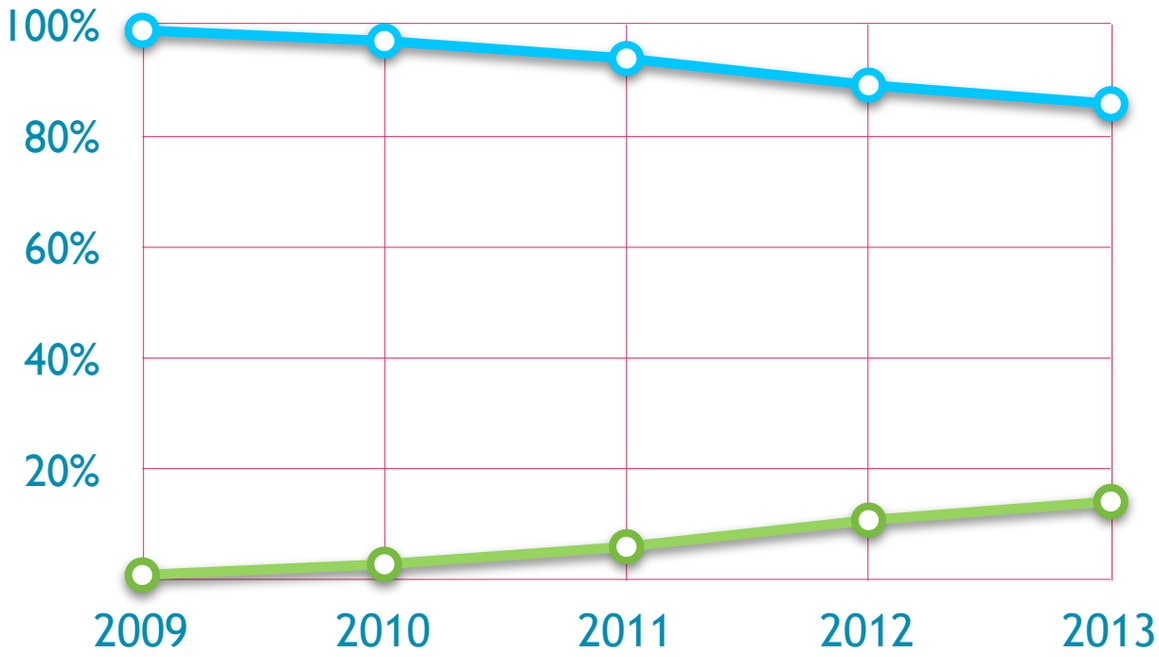
Courtland Brooks

eHarmony

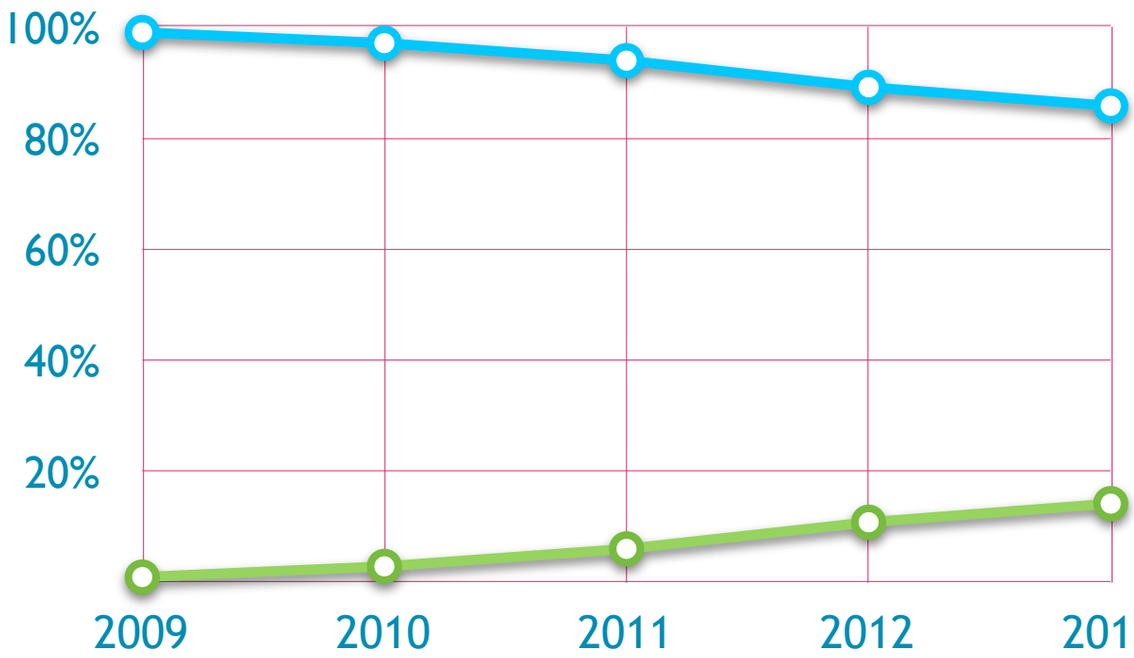


Mobile vs Desktop Traffic

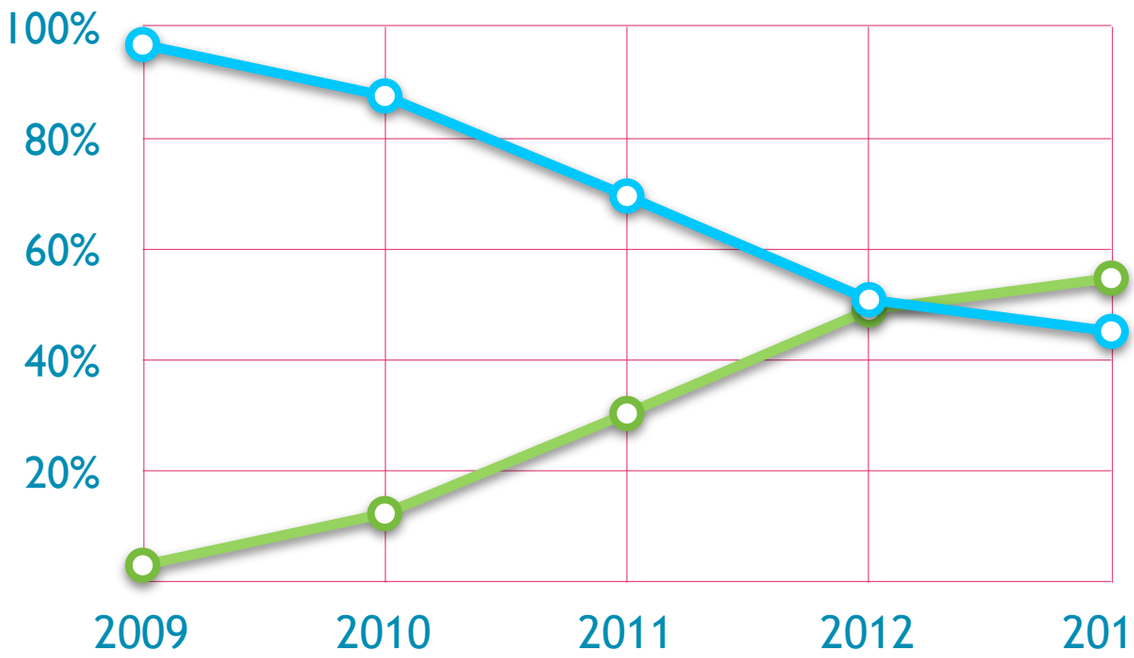
Worldwide



North America



India



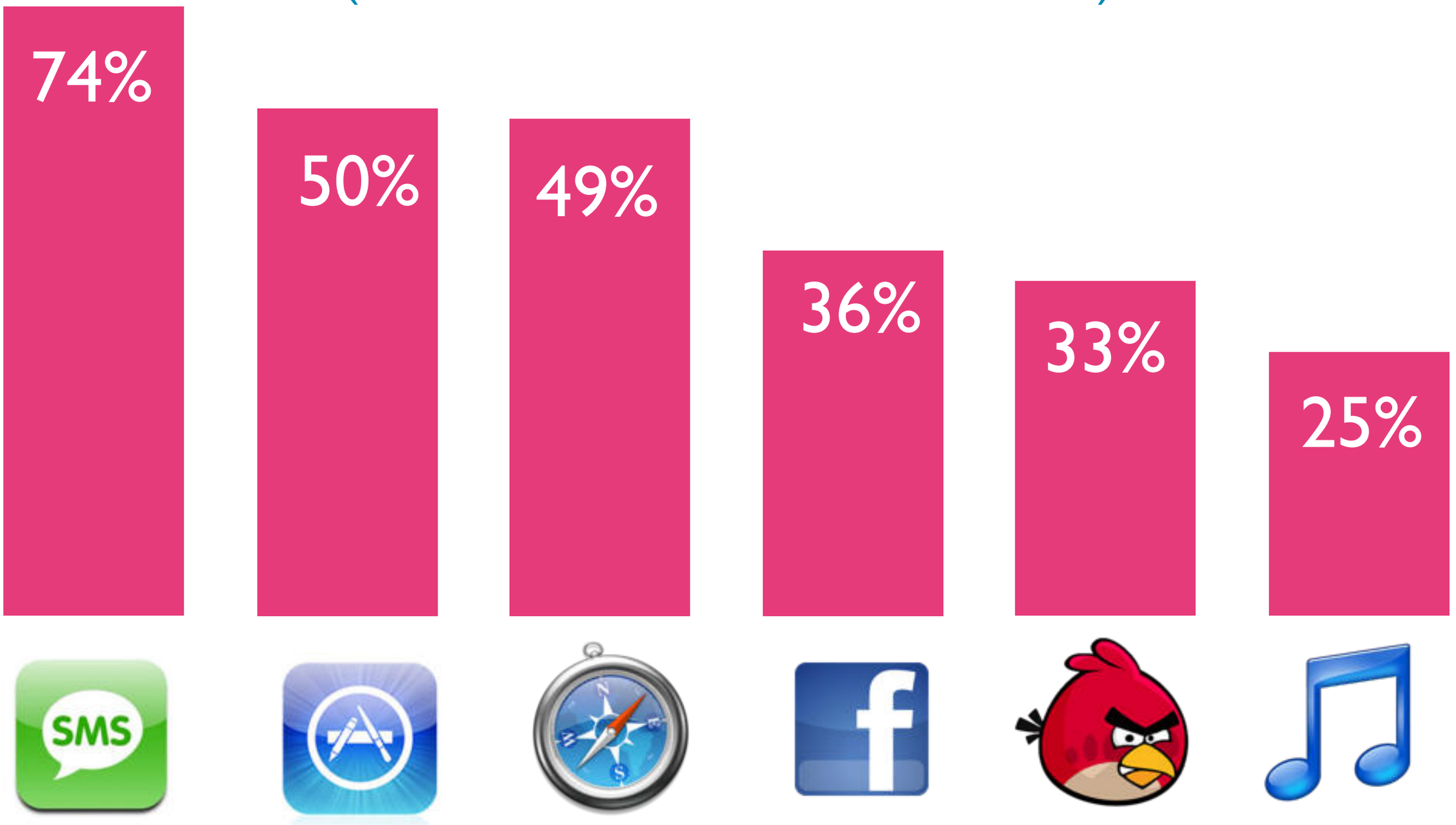
Desktop

Mobile

StatCounter

Courtland Brooks

Mobile Content Usage
(% share of mobile subscribers)



comScore MobiLens, Mar ’13

Courtland Brooks



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

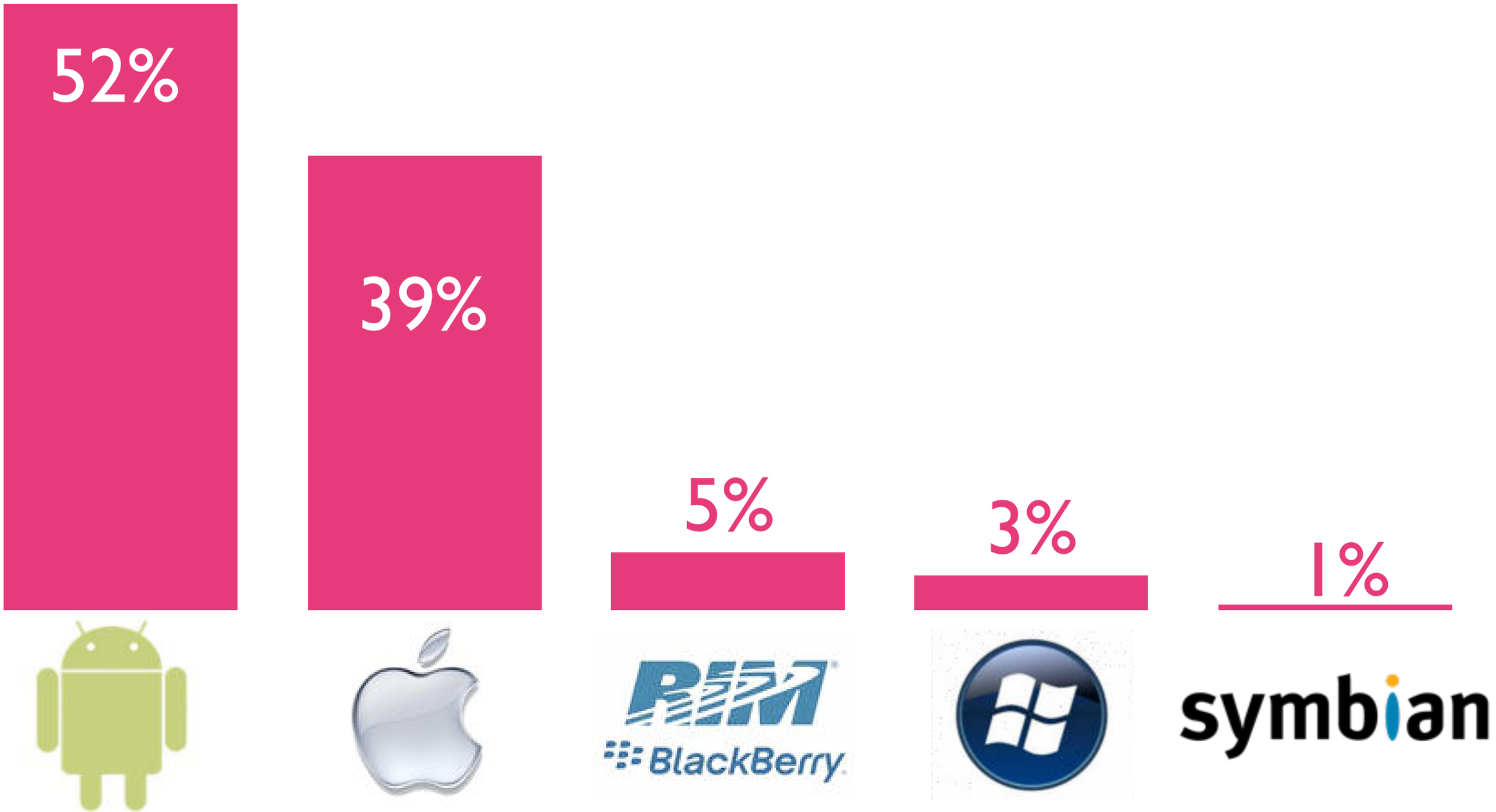
- Sr. Director of Communications and Public Affairs, Asia Pacific at **Google**
- Director of Communications and Public Affairs, Southern and Eastern Europe, Middle East and Africa at Google
- Director, Product, Engineering, Policy, and Internal Communication - Europe, Middle East and Africa at Google.

Courtland Brooks

Badoo



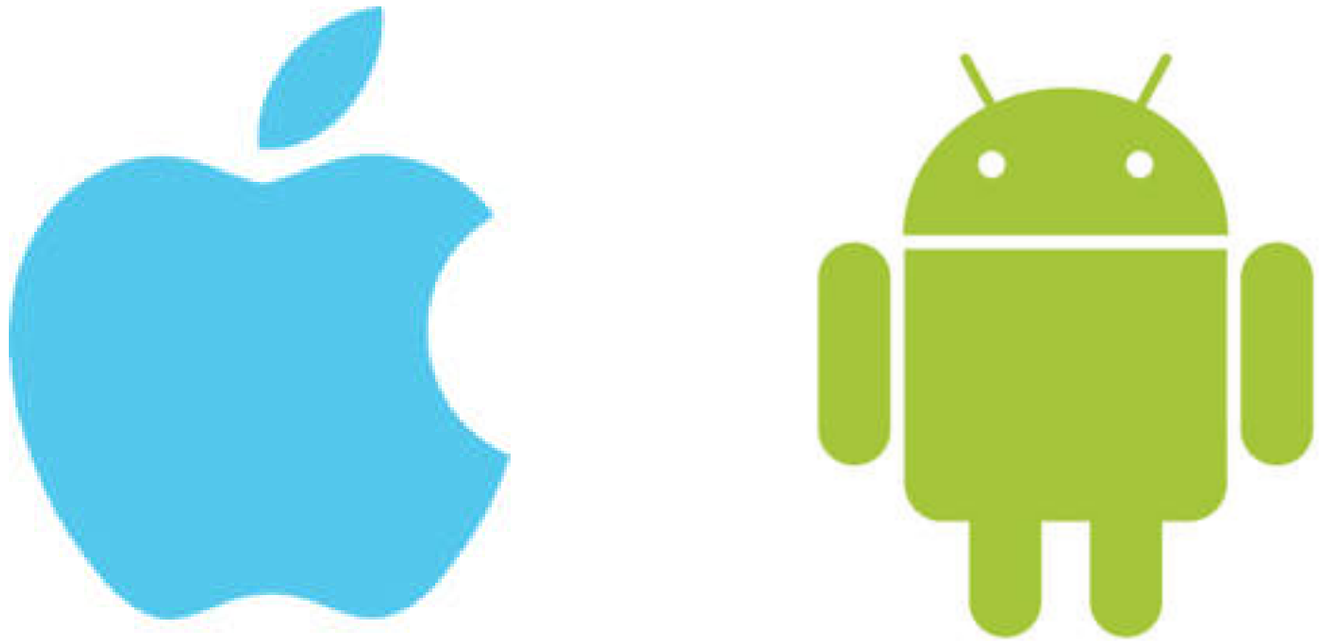
Top US Smartphone Platforms
(% share of smartphone subscribers)



comScore MobiLens, Mar '13

Courtland Brooks

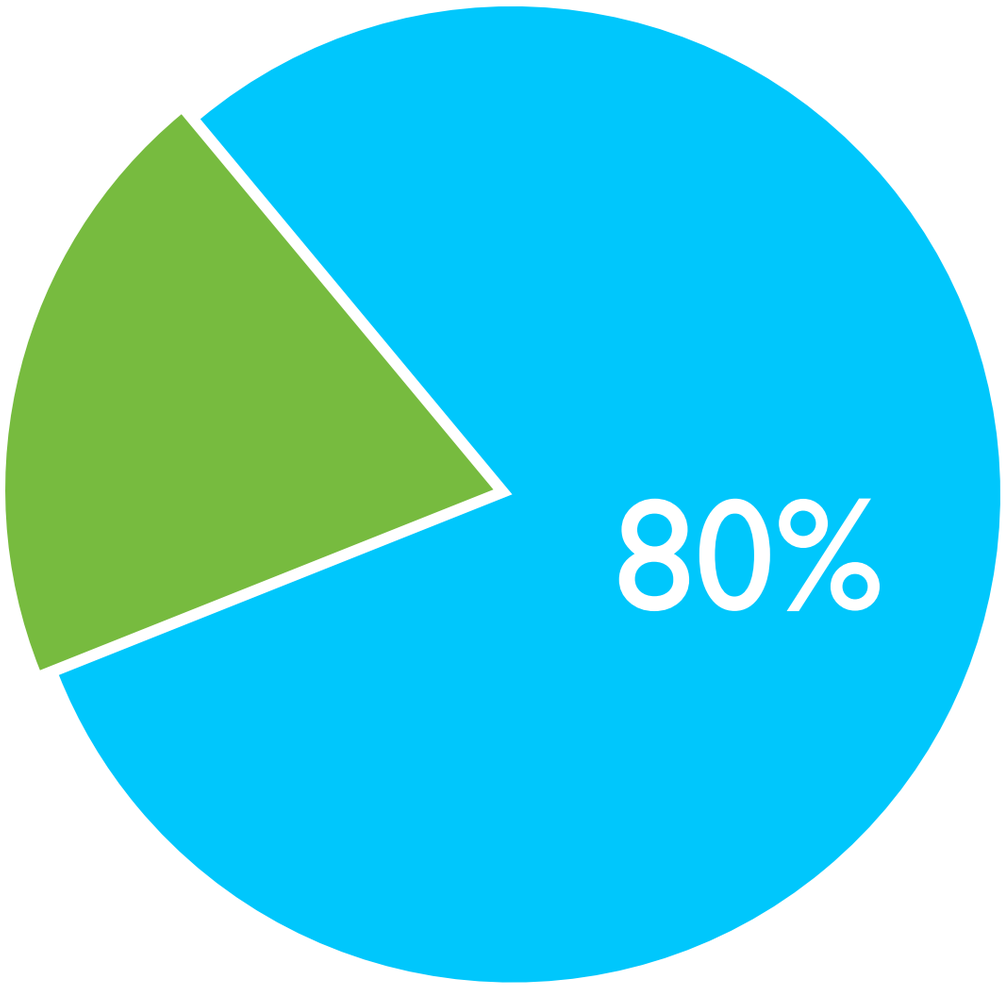
Which platform to develop for first?



Top Smartphone OEMs
3 Month Avg. Ending Apr. 2013 vs. 3 Month Avg. Ending Jan. 2013
Total U.S. Smartphone Subscribers Age 13+
Source: comScore MobiLens

	Share (%) of Smartphone Subscribers		
	Jan-13	Apr-13	Point Change
Total Mobile Subscribers	*100.0%*	*100.0%*	*N/A*
Apple	37.8%	39.2%	1.4
Samsung	21.4%	22.0%	0.6
HTC	9.7%	8.9%	-0.8
Motorola	8.6%	8.3%	-0.3
LG	7.0%	6.7%	-0.3

iPhone Buyers: "What was your old phone?"





comScore, March 2013

Courtland Brooks

Top Smartphone Platforms
3 Month Avg. Ending Apr. 2013 vs. 3 Month Avg. Ending Jan. 2013
Total U.S. Smartphone Subscribers Age 13+
Source: comScore MobiLens

	Share (%) of Smartphone Subscribers		
	Jan-13	Apr-13	Point Change
Total Smartphone Subscribers	*100.0%*	*100.0%*	*N/A*
Google	52.3%	52.0%	-0.3
Apple	37.8%	39.2%	1.4
BlackBerry	5.9%	5.1%	-0.8
Microsoft	3.1%	3.0%	-0.1
Symbian	0.5%	0.5%	0.0

Smartphone market share by Mobile Operating System





2009 2010 2011 2012

Courtland Brooks

Annual Household Income Share



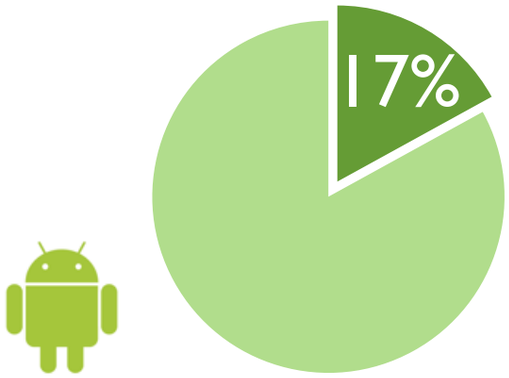


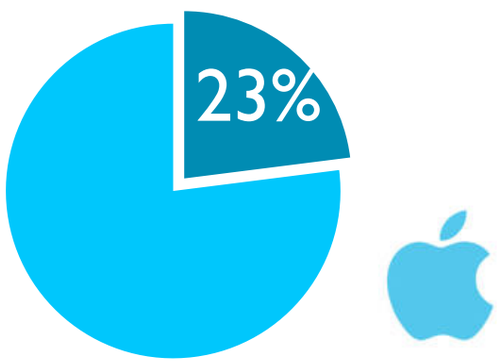




	Android	Apple
$100k+	24%	41%
$50-$100k	37%	36%
<$50k	39%	23%

Share of users purchasing goods or services via Smartphone



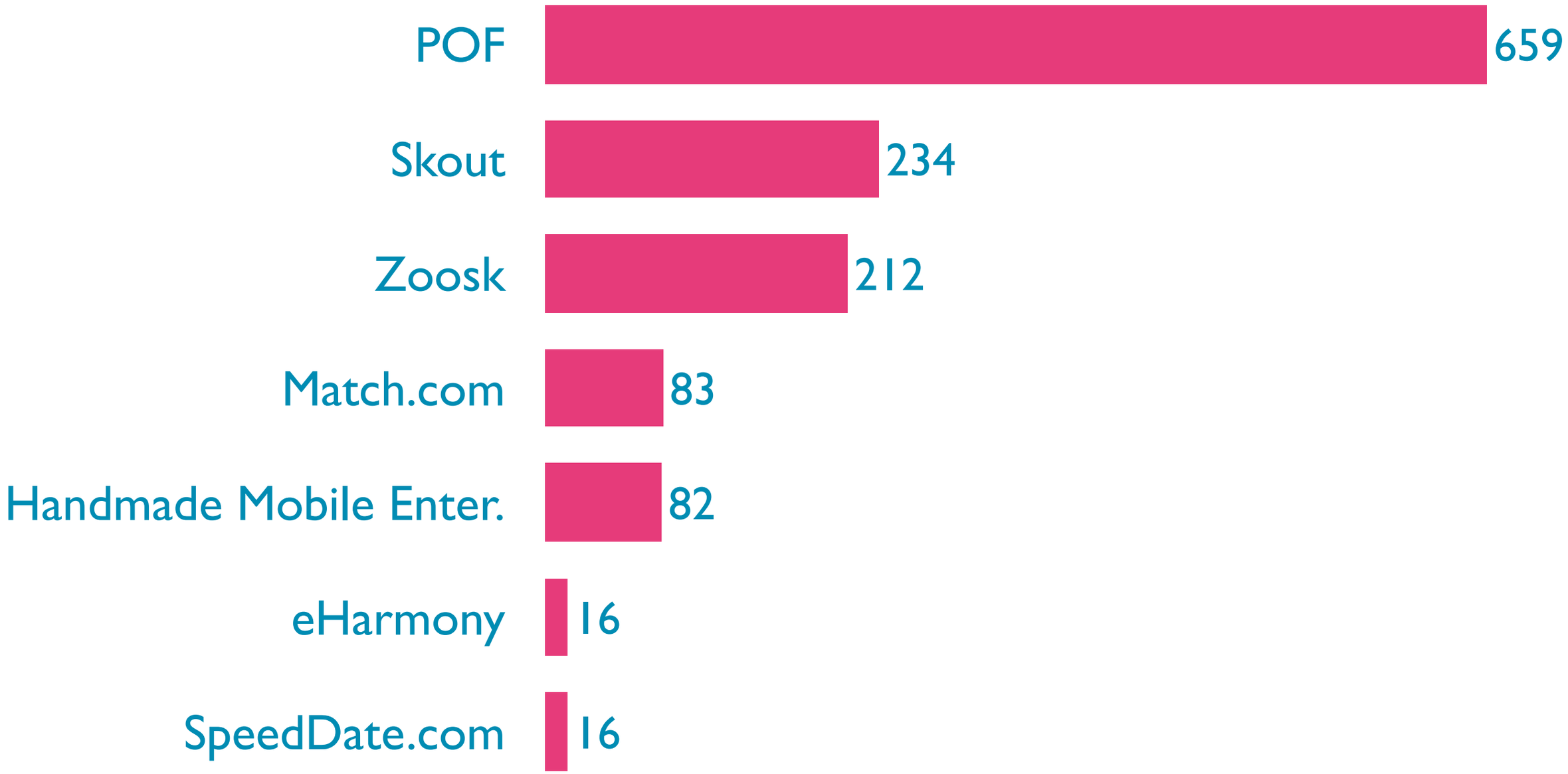


comScore, March 2013

Courtland Brooks

Mobile Dating Rankings USA

(Average daily visitors (000), all smartphones)



comScore, Nov '12

Courtland Brooks

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



Courtland Brooks



70% of **POF** use
is via mobile phone

Courtland Brooks

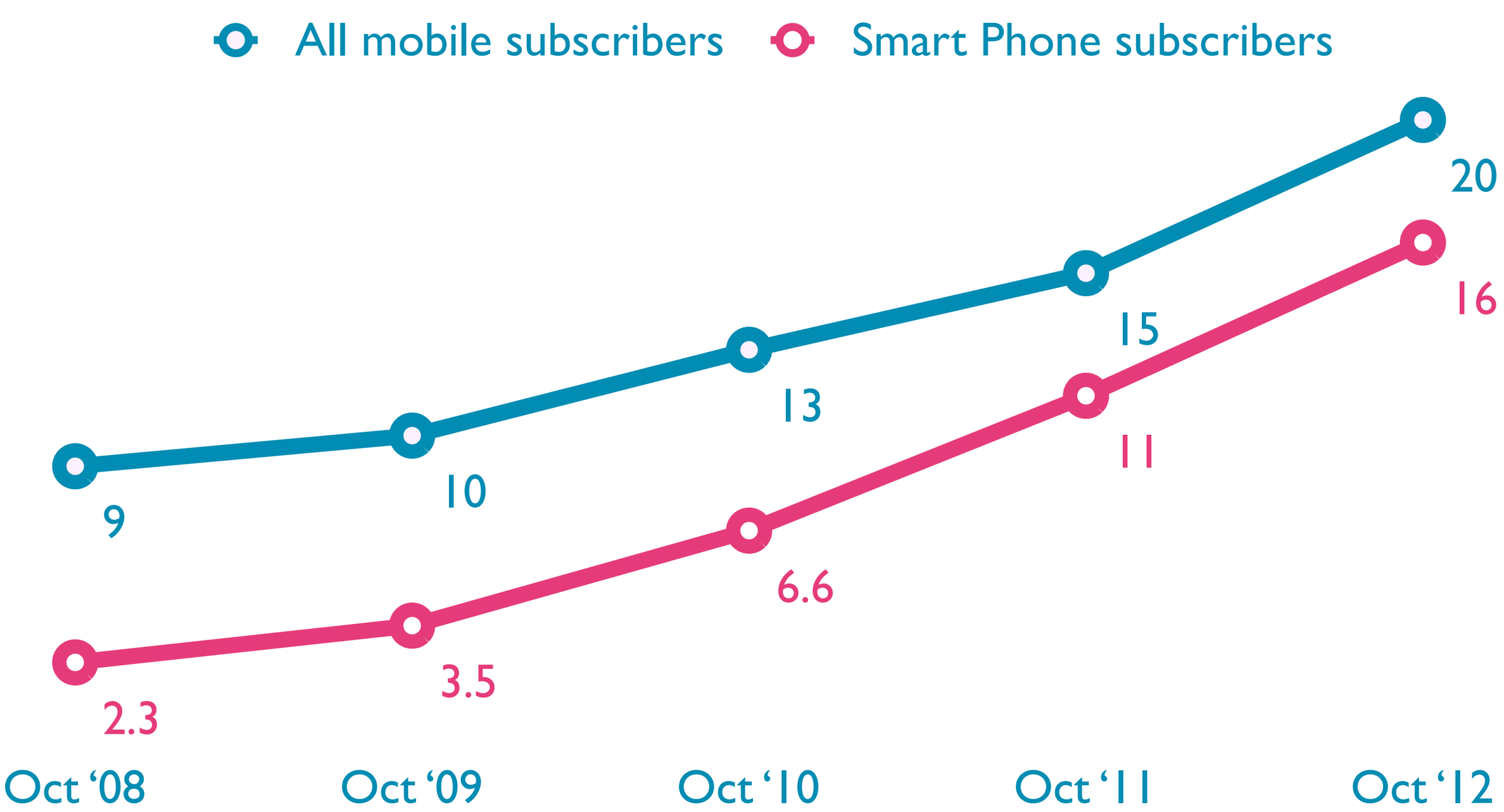
eHarmony's mobile conversion is up **40%**



50% of all **eHarmony** communications was from mobile

Courtland Brooks

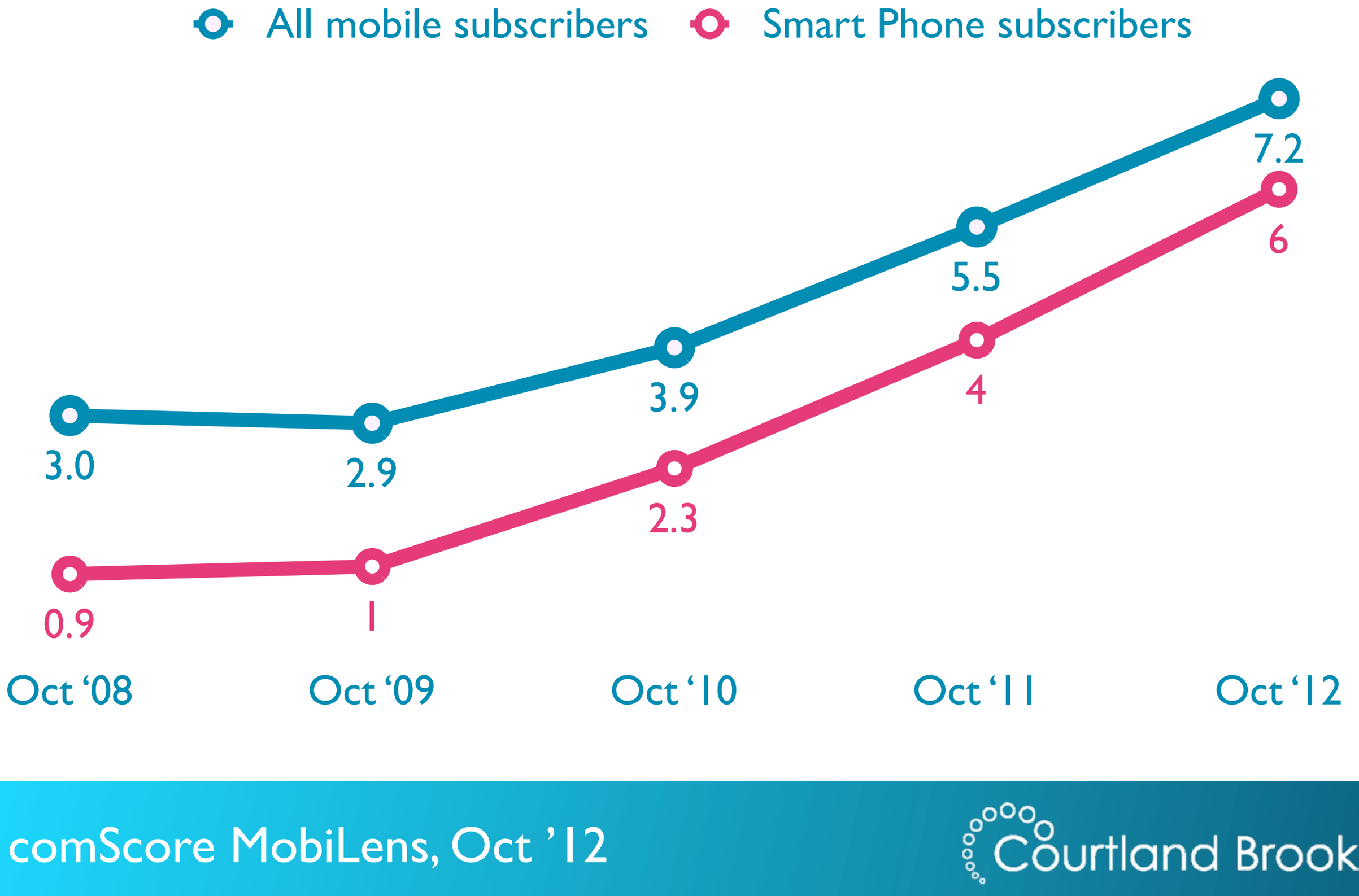
US Mobile Internet Daters (Million)



comScore MobiLens, Oct '12

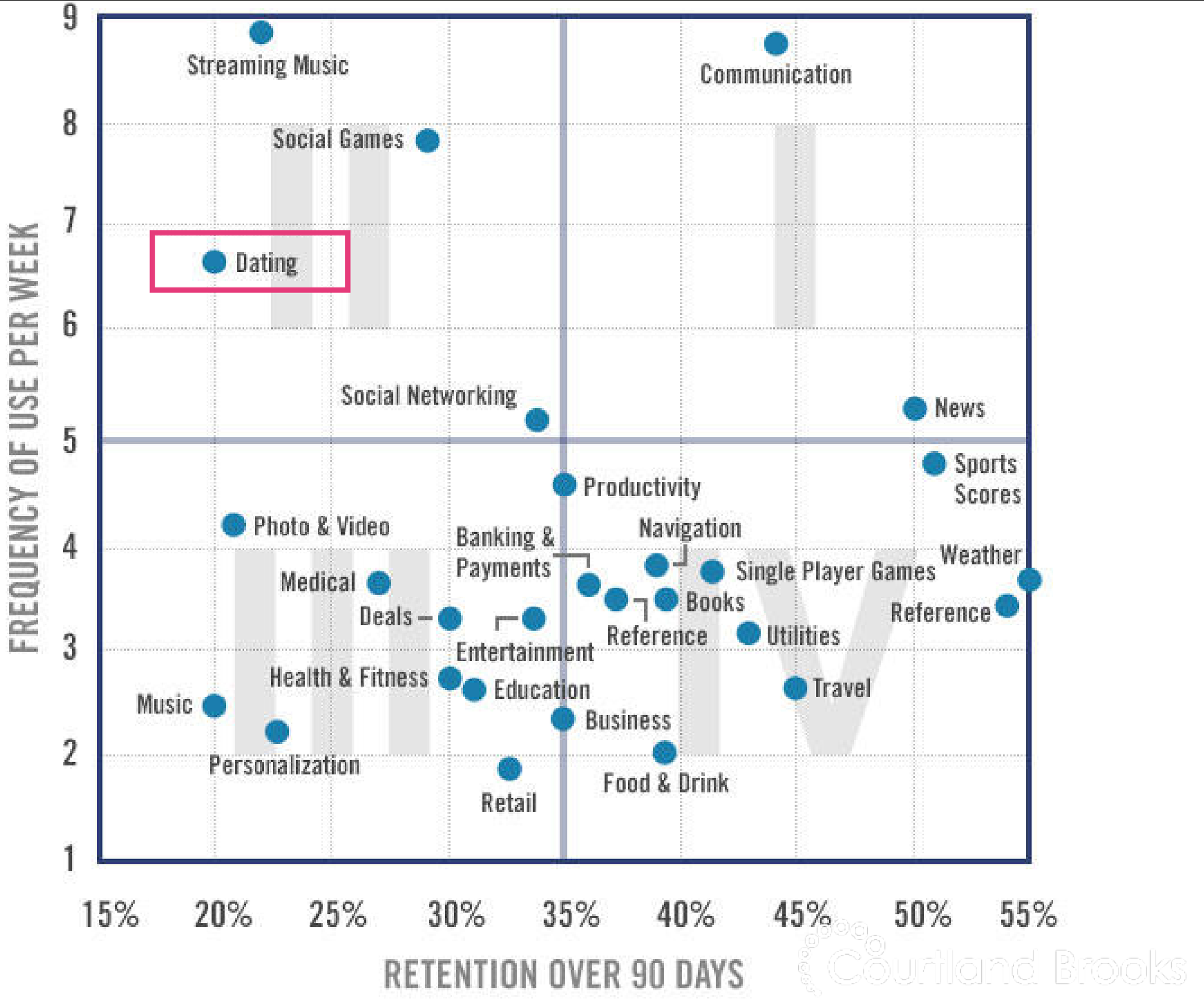
Courtland Brooks

US Mobile Internet Dating Power Users (Million)



comScore MobiLens, Oct '12

Courtland Brooks

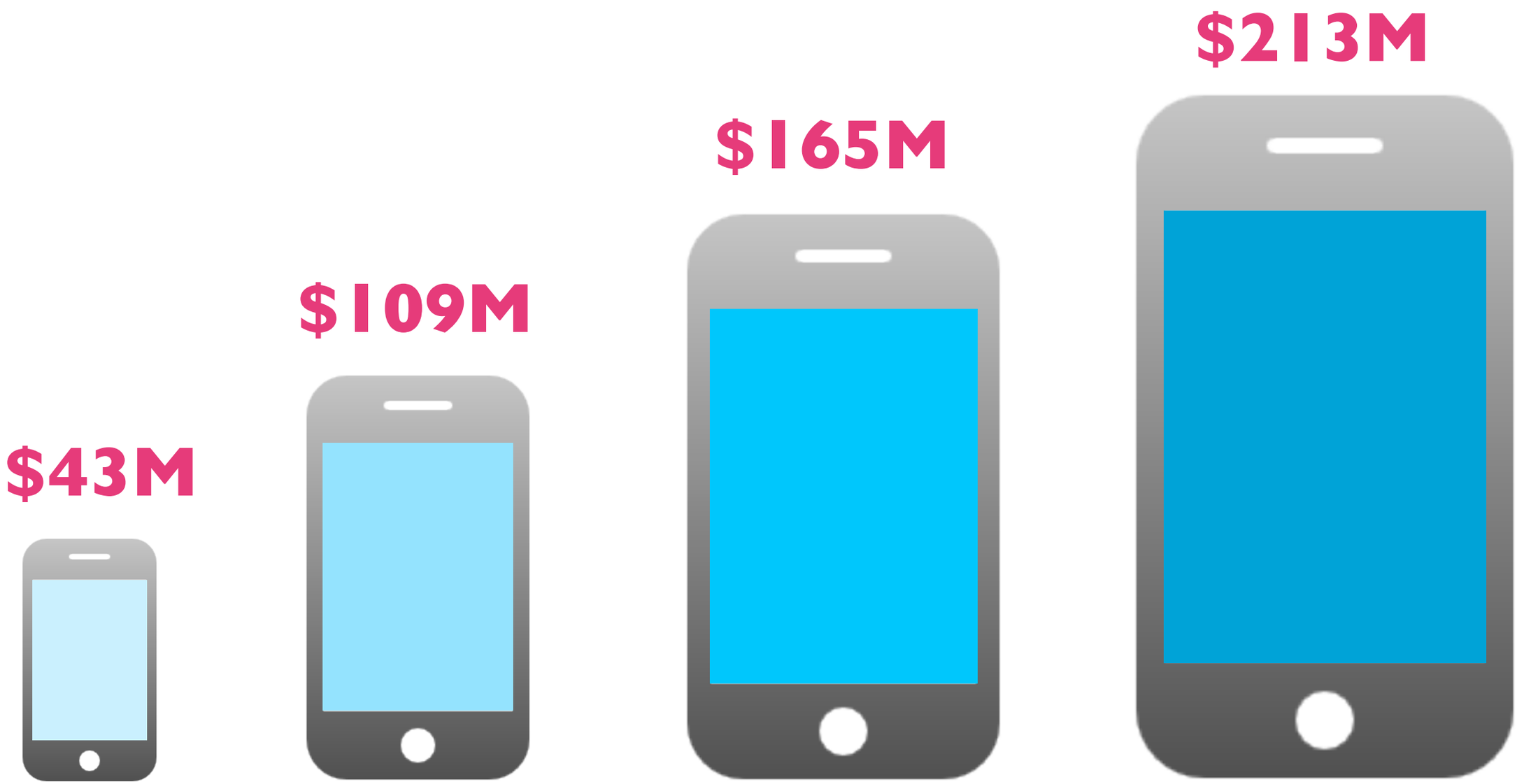


Courland Brooks

$$$


ONE HUNDRED DOLLARS
FEDERAL RESERVE NOTE
BANK
Tuesday, 10:12
SmartPhone

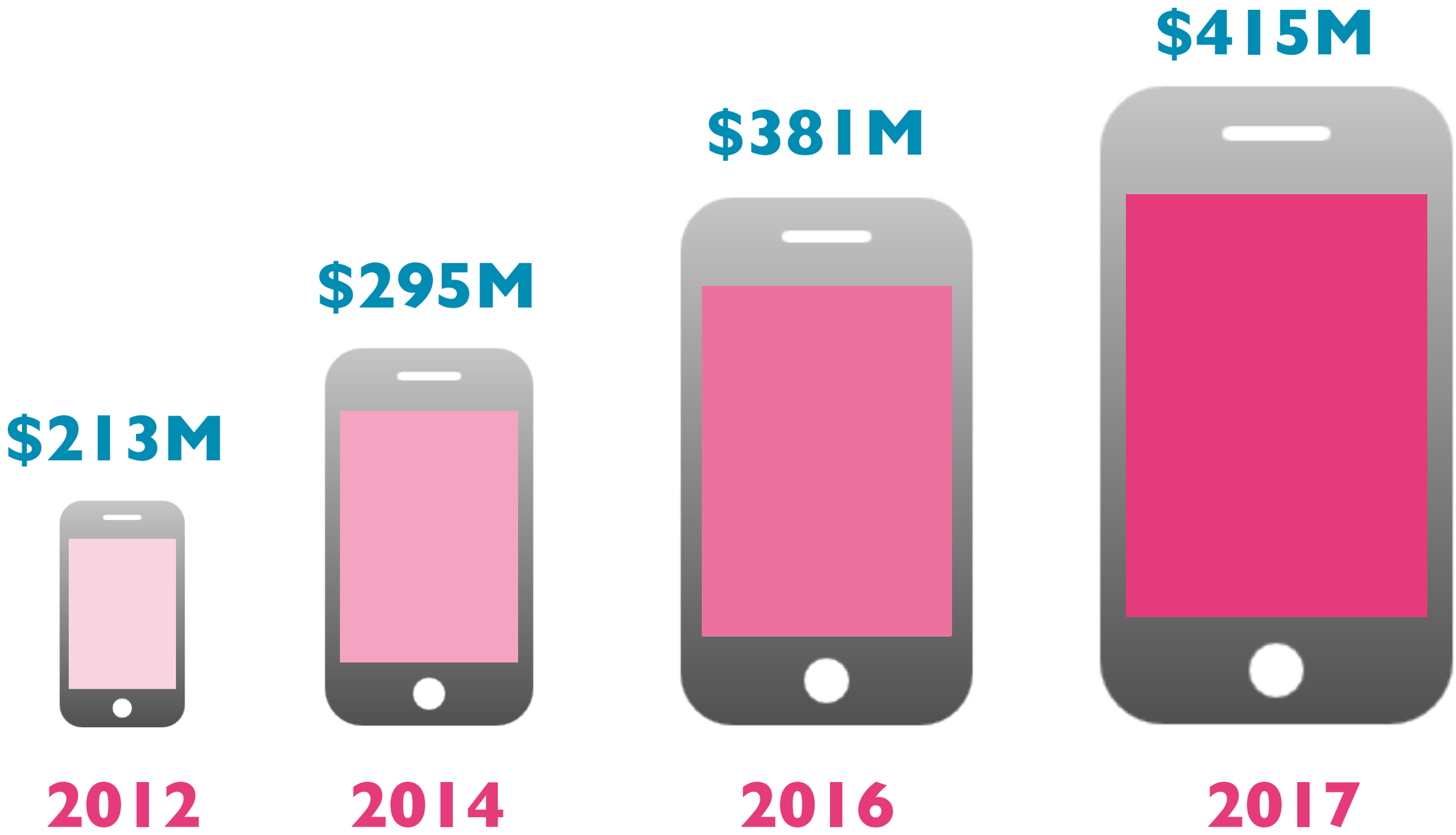
US Mobile Dating Revenue



IBIS World 2012

Courtland Brooks

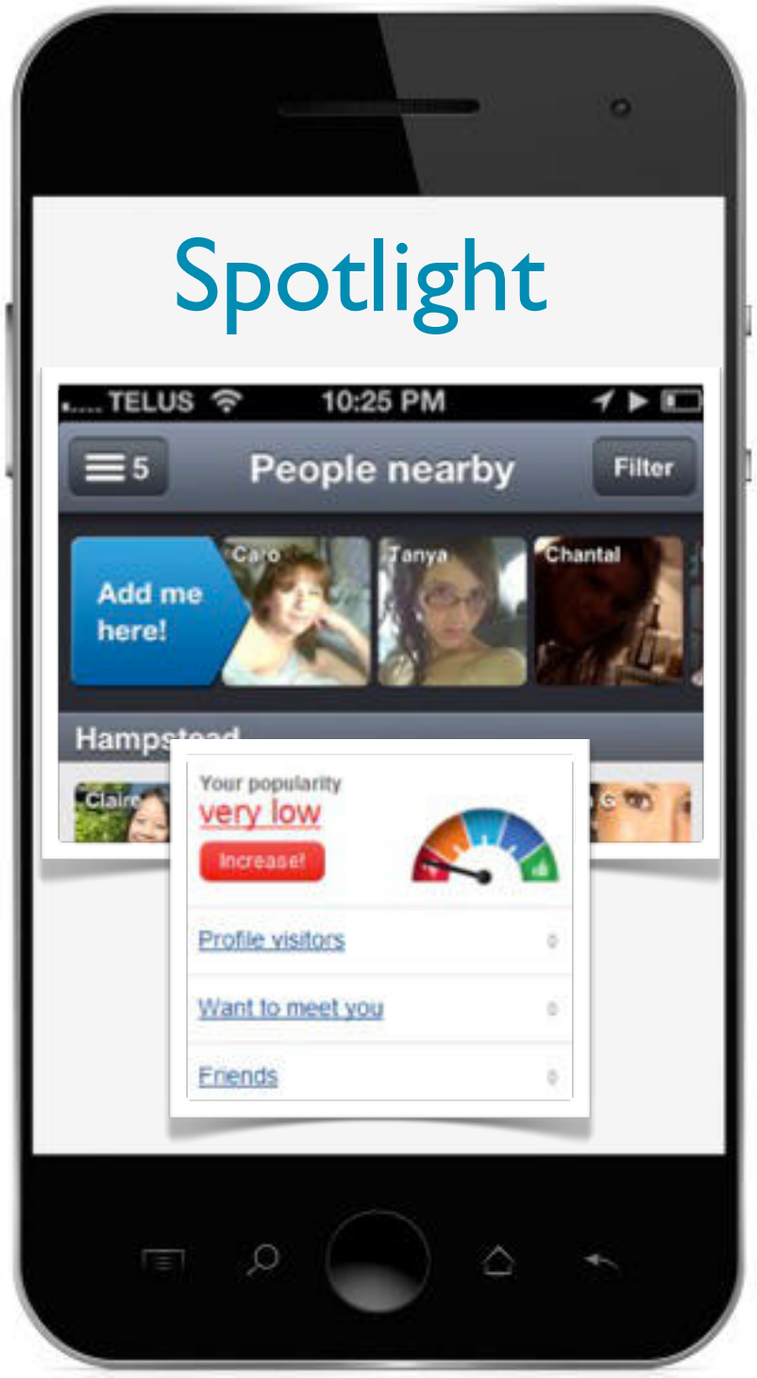
US Mobile Dating Revenue Forecast



IBIS World 2012

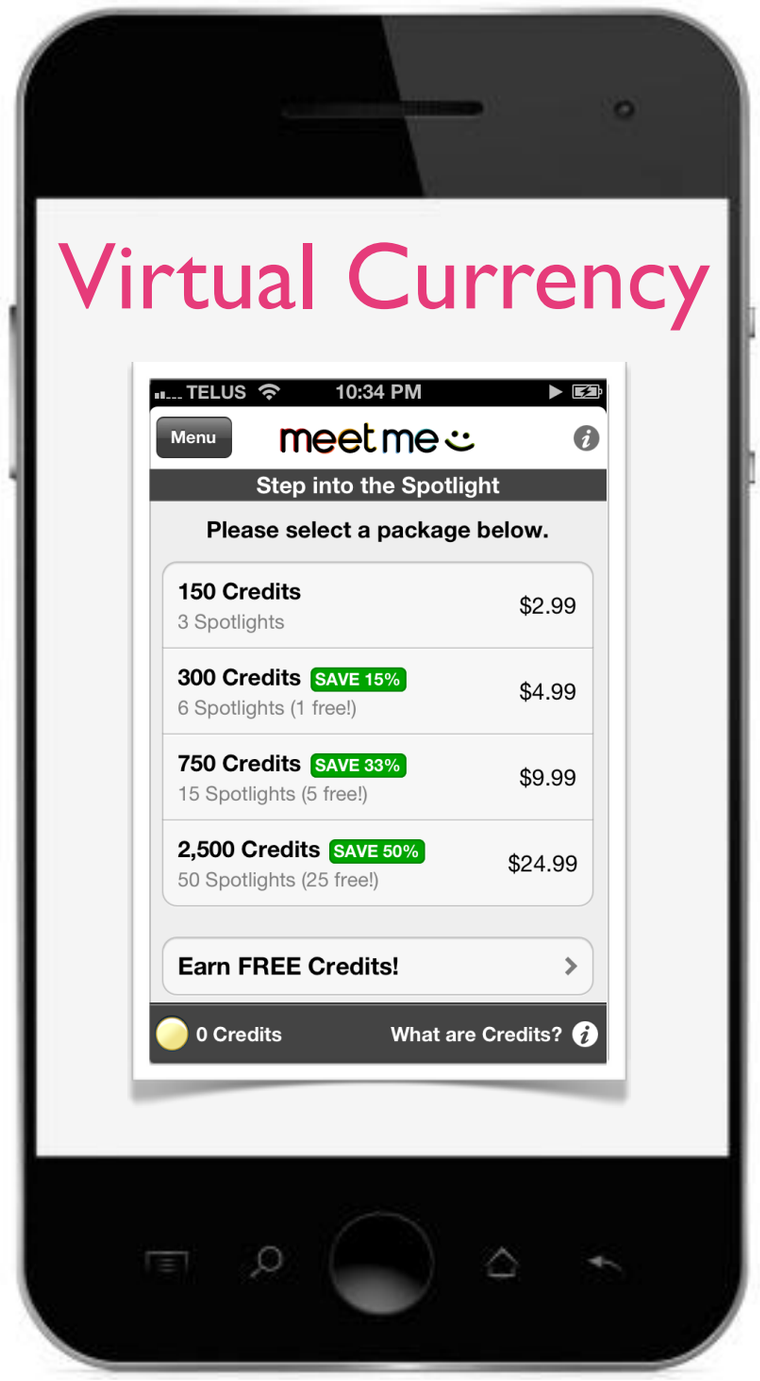
Courtland Brooks

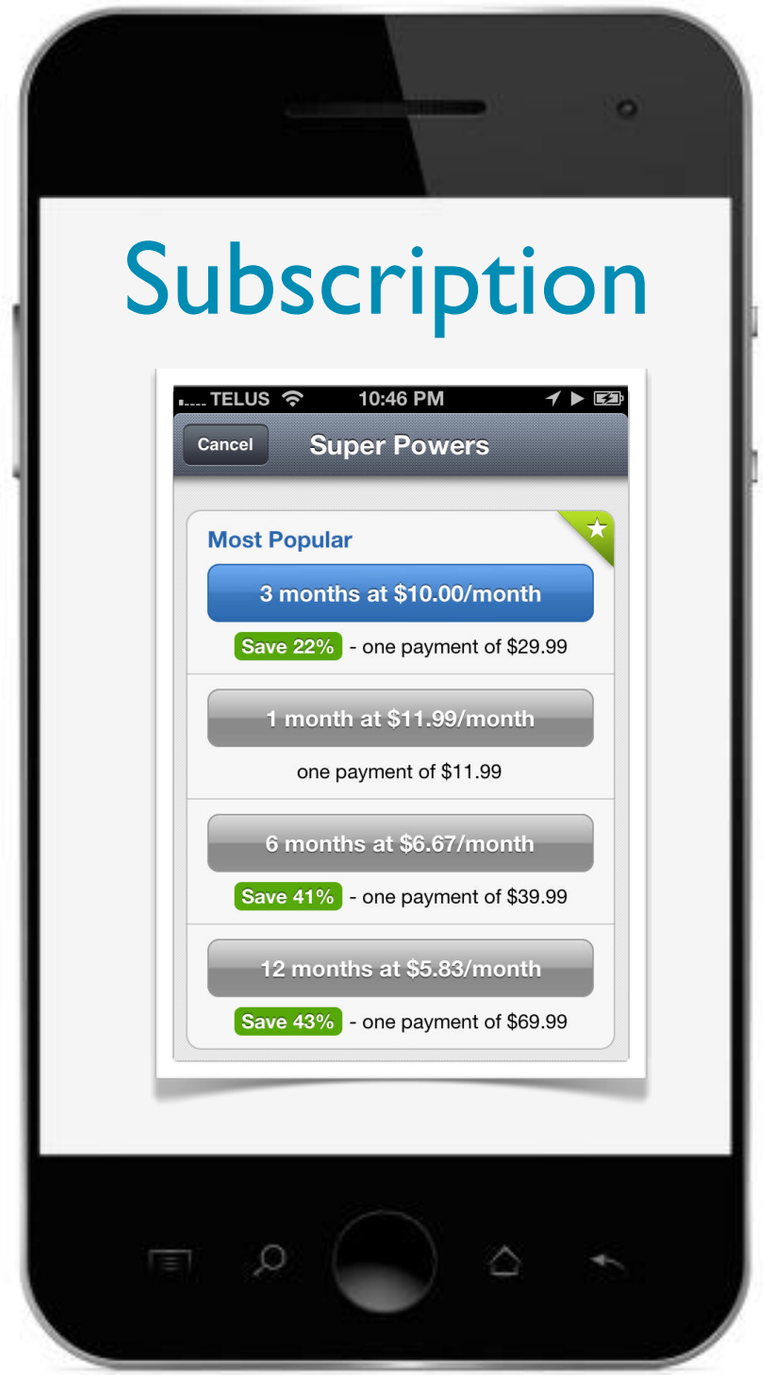
Spotlight



Courtland Brooks

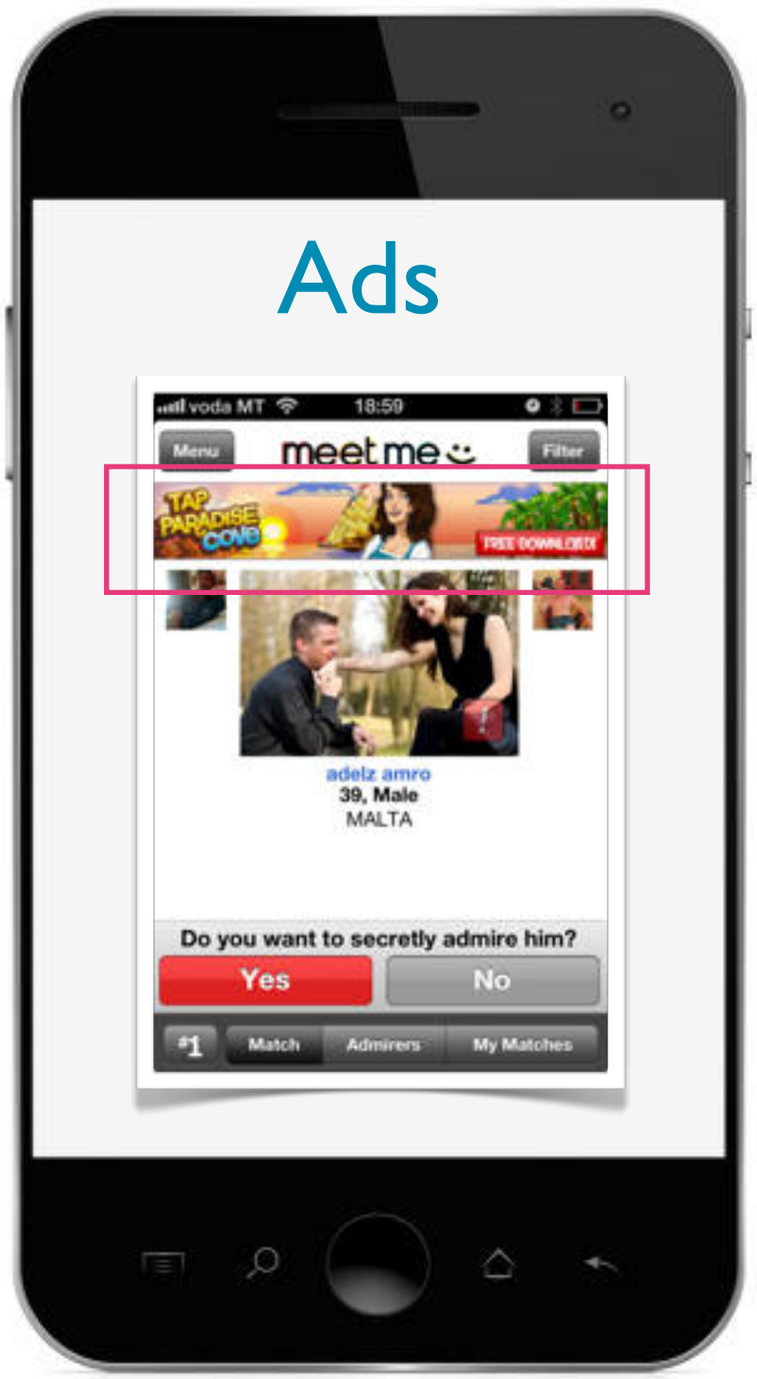
Virtual Currency



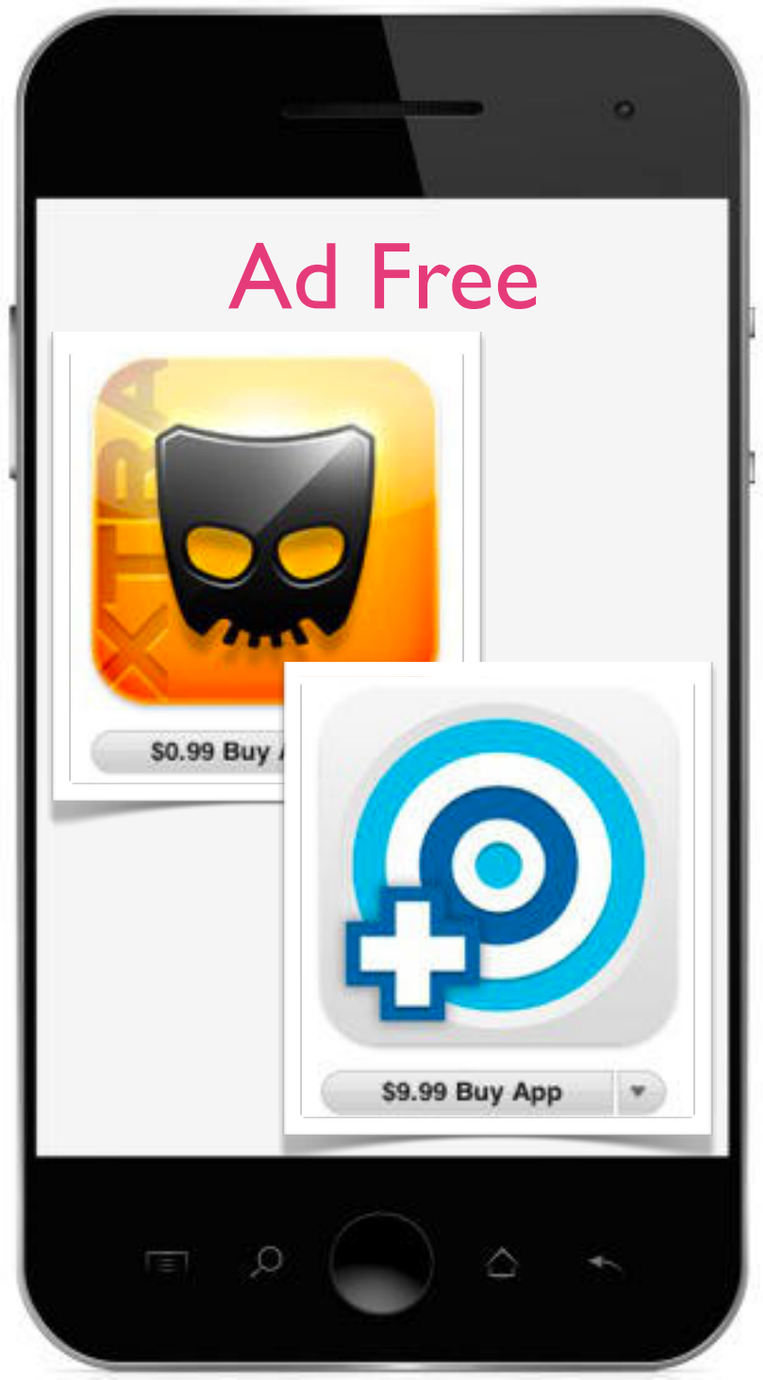


Courtland Brooks

Ads

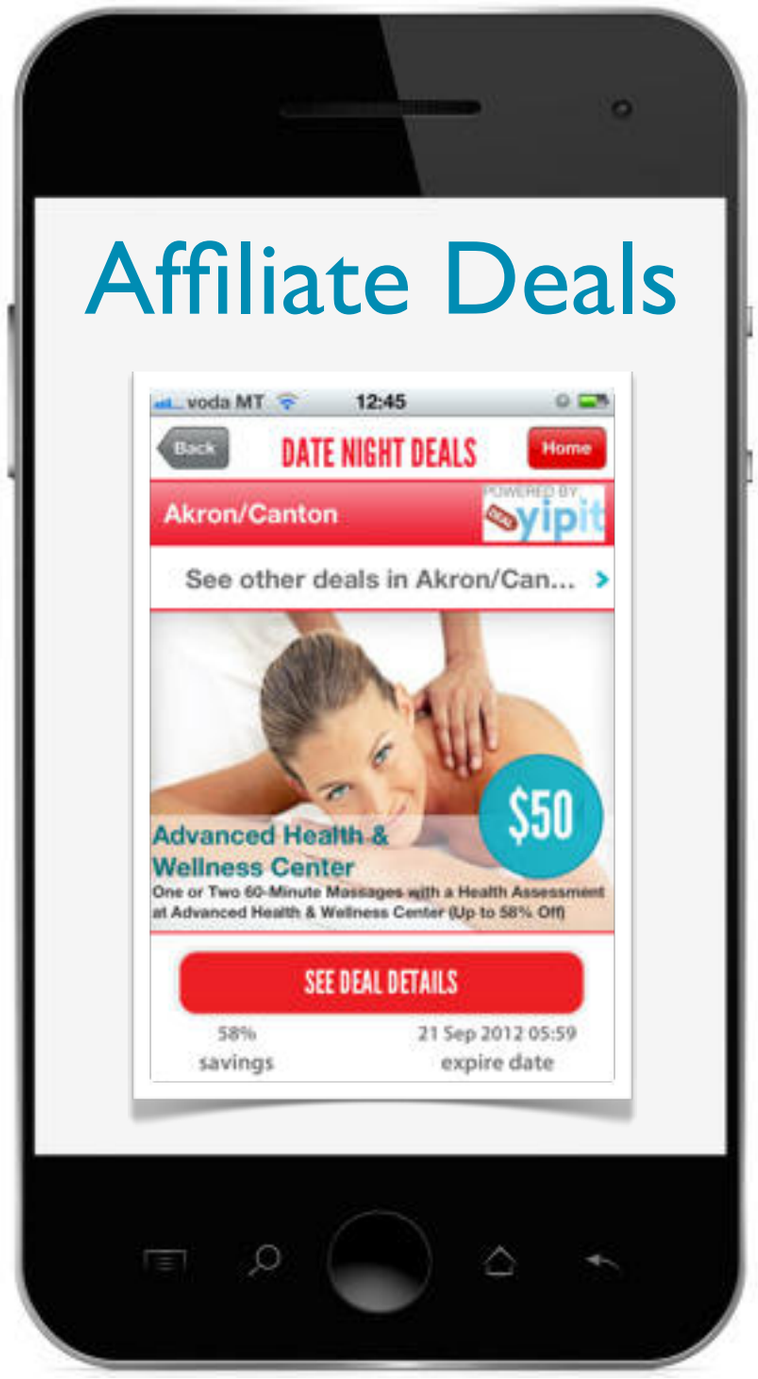


Courtland Brooks



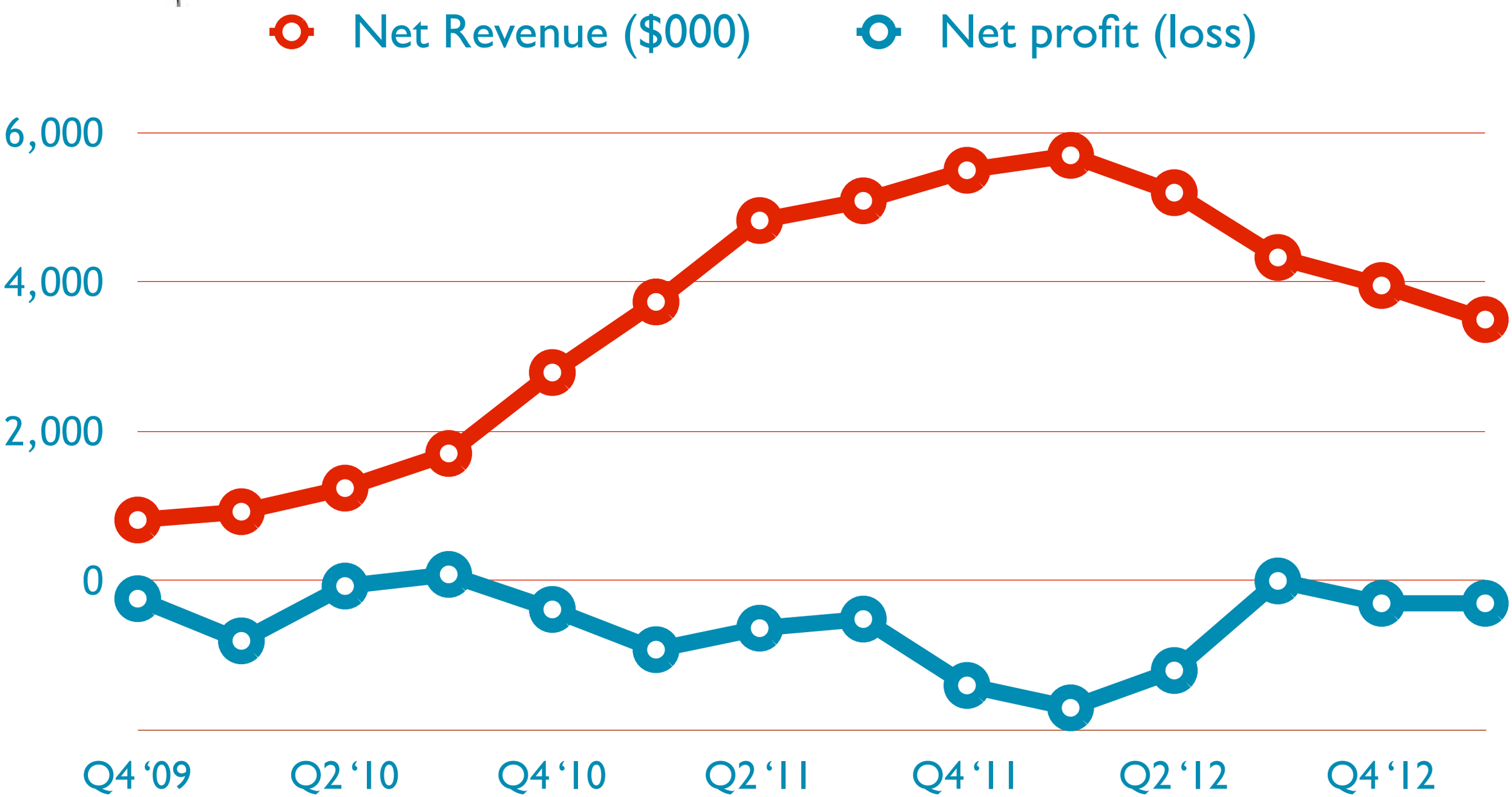
Courtland Brooks

Affiliate Deals



Courtland Brooks

SNAP INTERACTIVE



Courtland Brooks

meetic

Mobile Dating Revenue (€)



Courtland Brooks

Top Free iPhone Apps

1. Tinder
2. eHarmony
3. POF
4. Skout
5. OKCupid
6. Meet Me
7. Zoosk
8. Swipe
9. Match.com
10. Badoo

iTunes, May ’13

Courtland Brooks

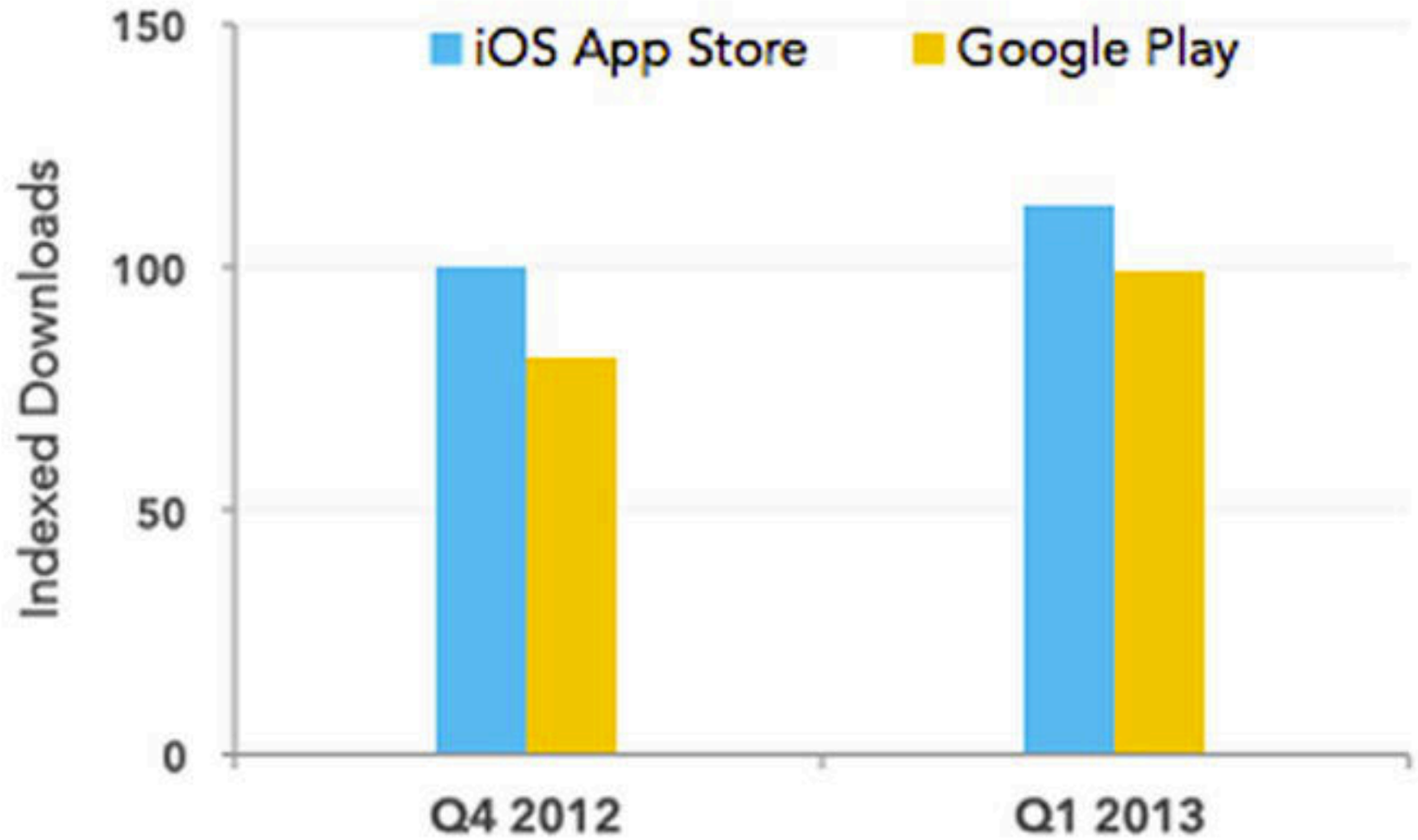
Top Grossing iPhone Apps

1. Grindr Extra
2. Zoosk
3. eHarmony
4. Scruff
5. Meet Me
6. OKCupid
7. Badoo
8. POF
9. How About We
10. AYI

iTunes, May '13

Courtland Brooks

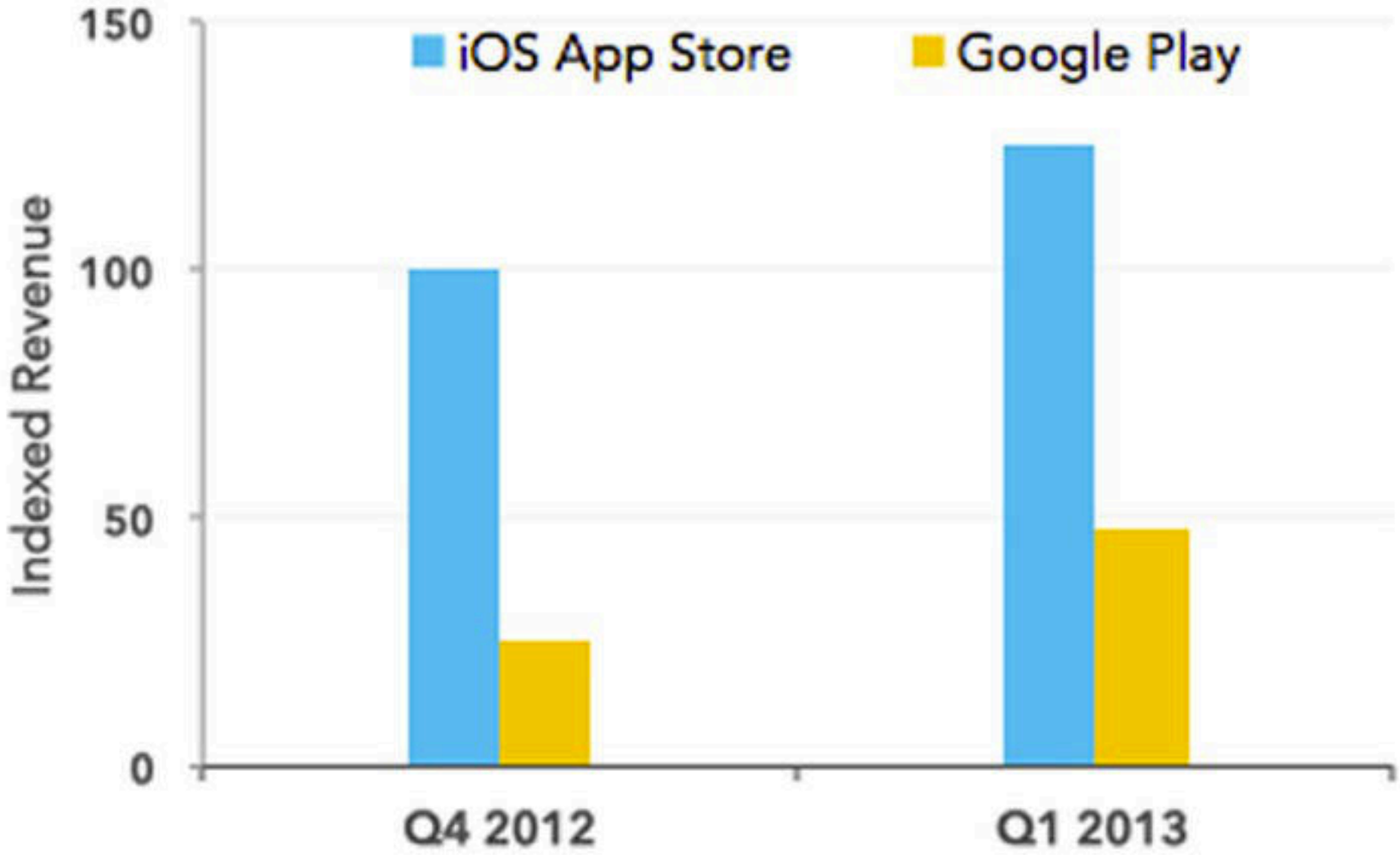
App Downloads



App Annie

SOURCE: App Annie Intelligence

App Revenue



App Annie

SOURCE: App Annie Intelligence

Top Countries by Downloads
iOS Q1 2013

	Country	Rank Change vs Q4-2012
1	United States	-
2	China	-
3	United Kingdom	▲ 1
4	Japan	▼ 1
5	France	-

Top Countries by Downloads
Google Play Q1 2013

	Country	Rank Change vs Q4-2012
1	United States	-
2	South Korea	-
3	India	-
4	Russia	▲ 1
5	Japan	▼ 1

Copyland Brooks

Top Categories by Revenue
iOS Q1 2013

	Category	Rank Change vs Q4-2012
1	Games	-
2	Productivity	-
3	Social Networking	-
4	Education	▲ 1
5	Entertainment	▼ 1

Top Categories by Revenue
Google Play Q1 2013

	Category	Rank Change vs Q4-2012
1	Games	-
2	Communication	-
3	Social	-
4	Tools	-
5	Productivity	-

and Brooks

Top Countries by Revenue
iOS Q1 2013

	Country	Rank Change vs Q4-2012
1	United States	-
2	Japan	-
3	United Kingdom	-
4	China	▲ 2
5	Australia	▼ 1

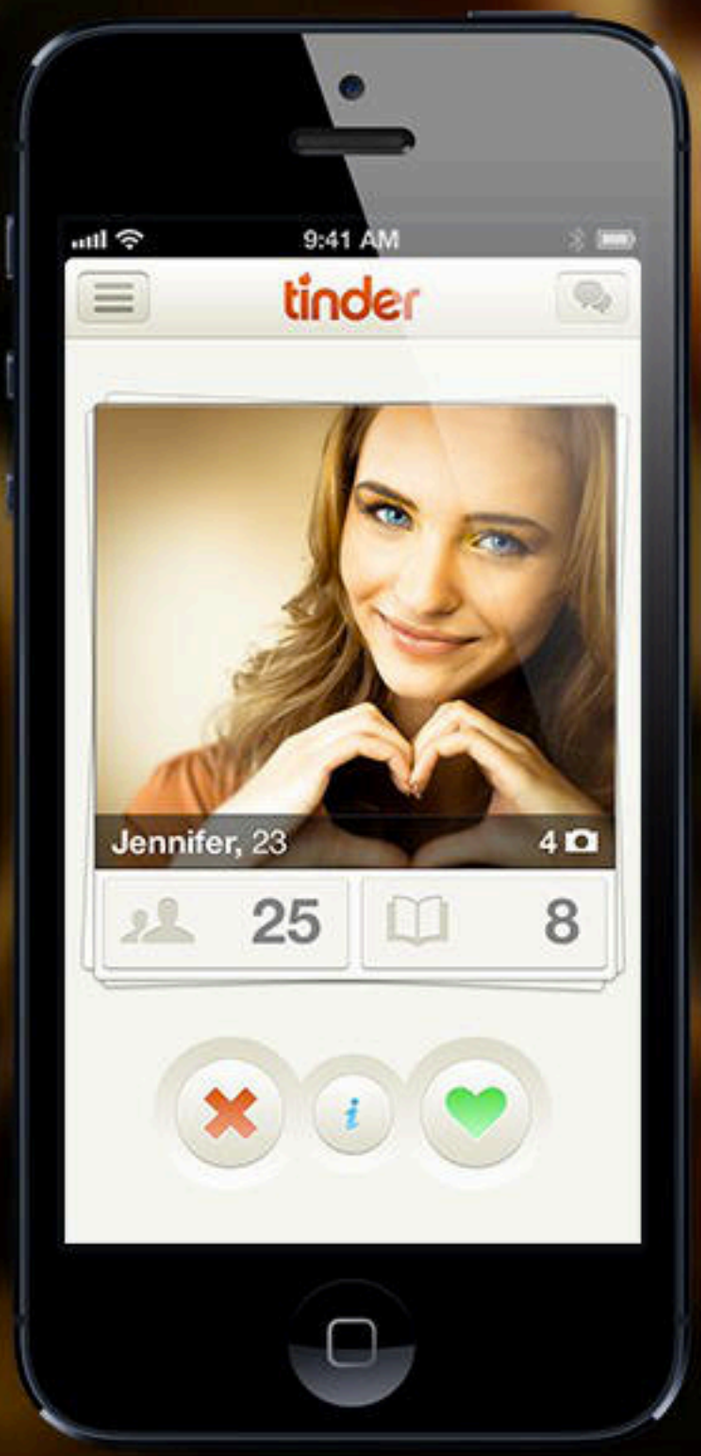
Top Countries by Revenue
Google Play Q1 2013

	Country	Rank Change vs Q4-2012
1	Japan	-
2	South Korea	▲ 1
3	United States	▼ 1
4	United Kingdom	-
5	Germany	-

and Brooks

New & News Worthy

Courtland Brooks



tinder

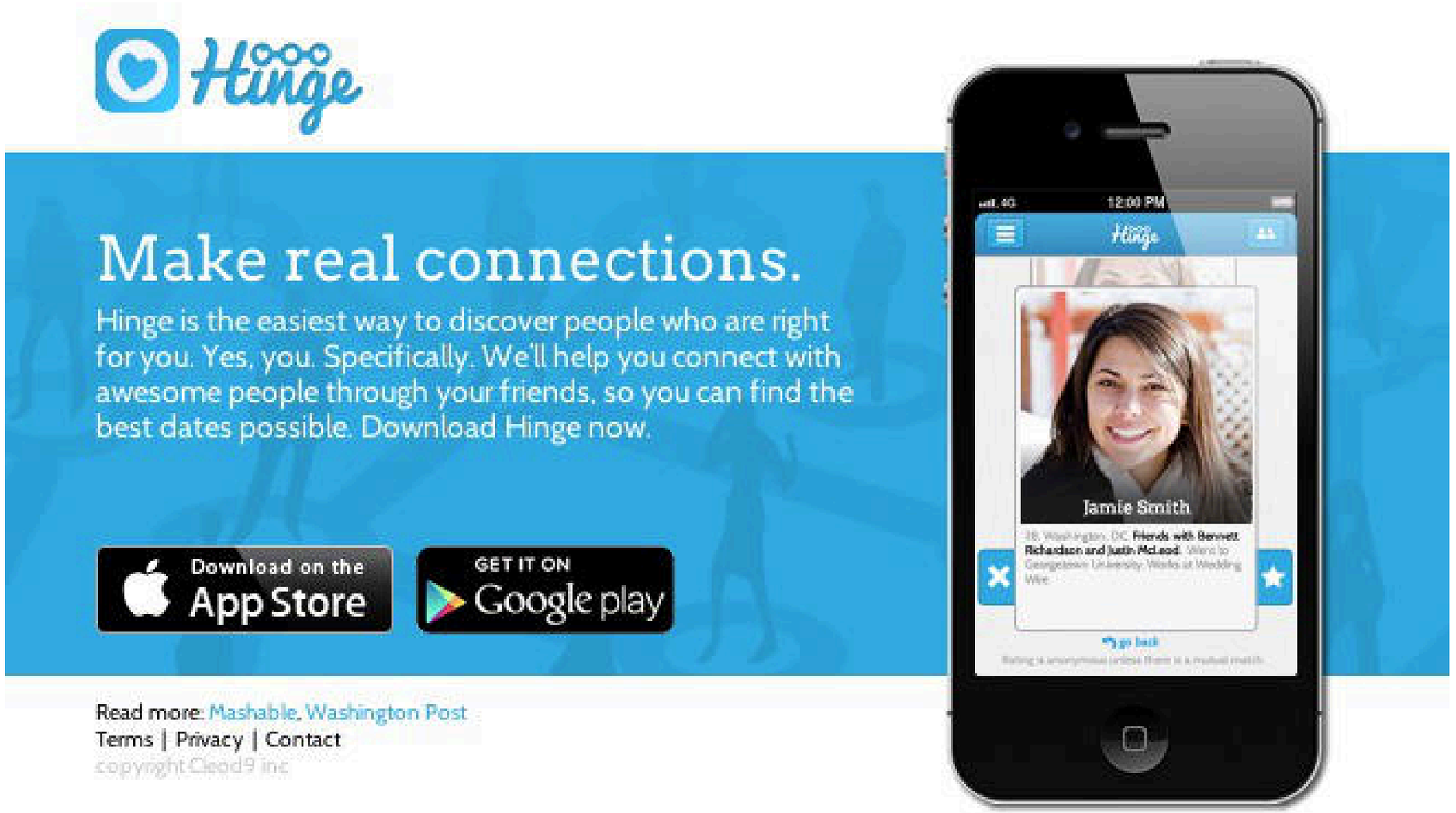
Discover those around you.

Tinder finds out who likes you nearby and connects you if you're both interested.

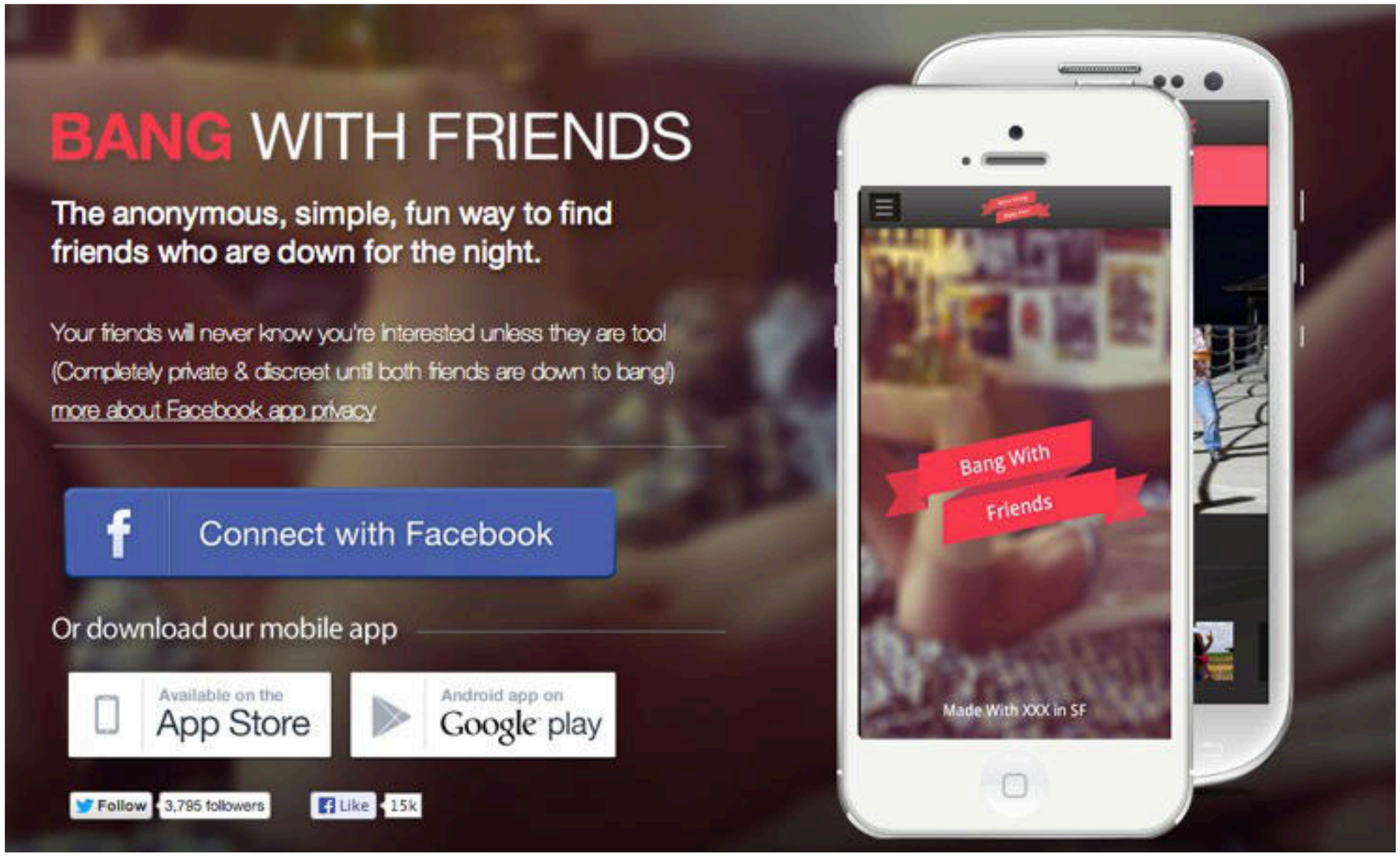
Download Tinder

Courtland Brooks

Tinder-like Apps Boom



Tinder-like Apps Boom



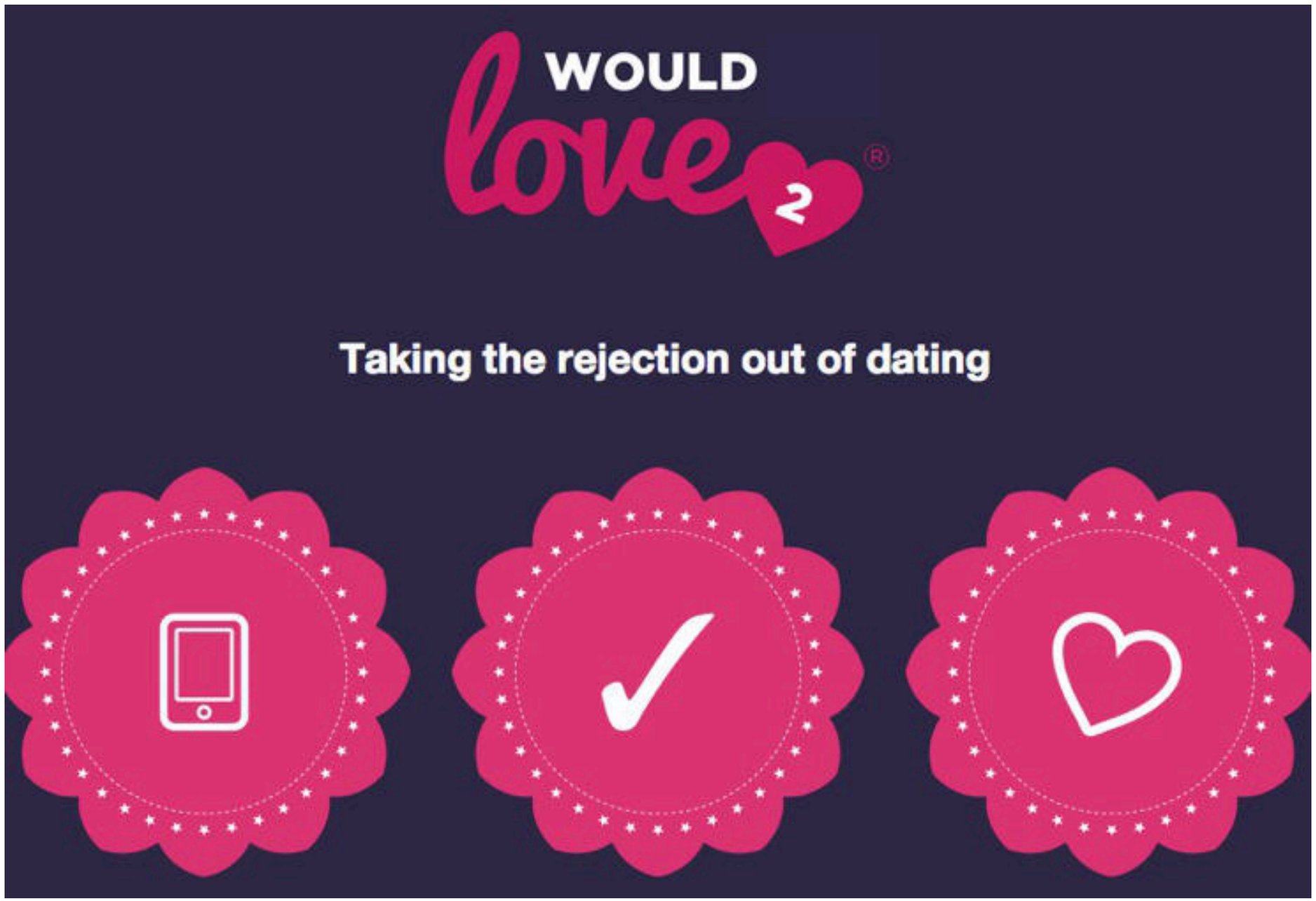
Courtland Brooks

Tinder-like Apps Boom



Courtland Brooks

Tinder-like Apps Boom

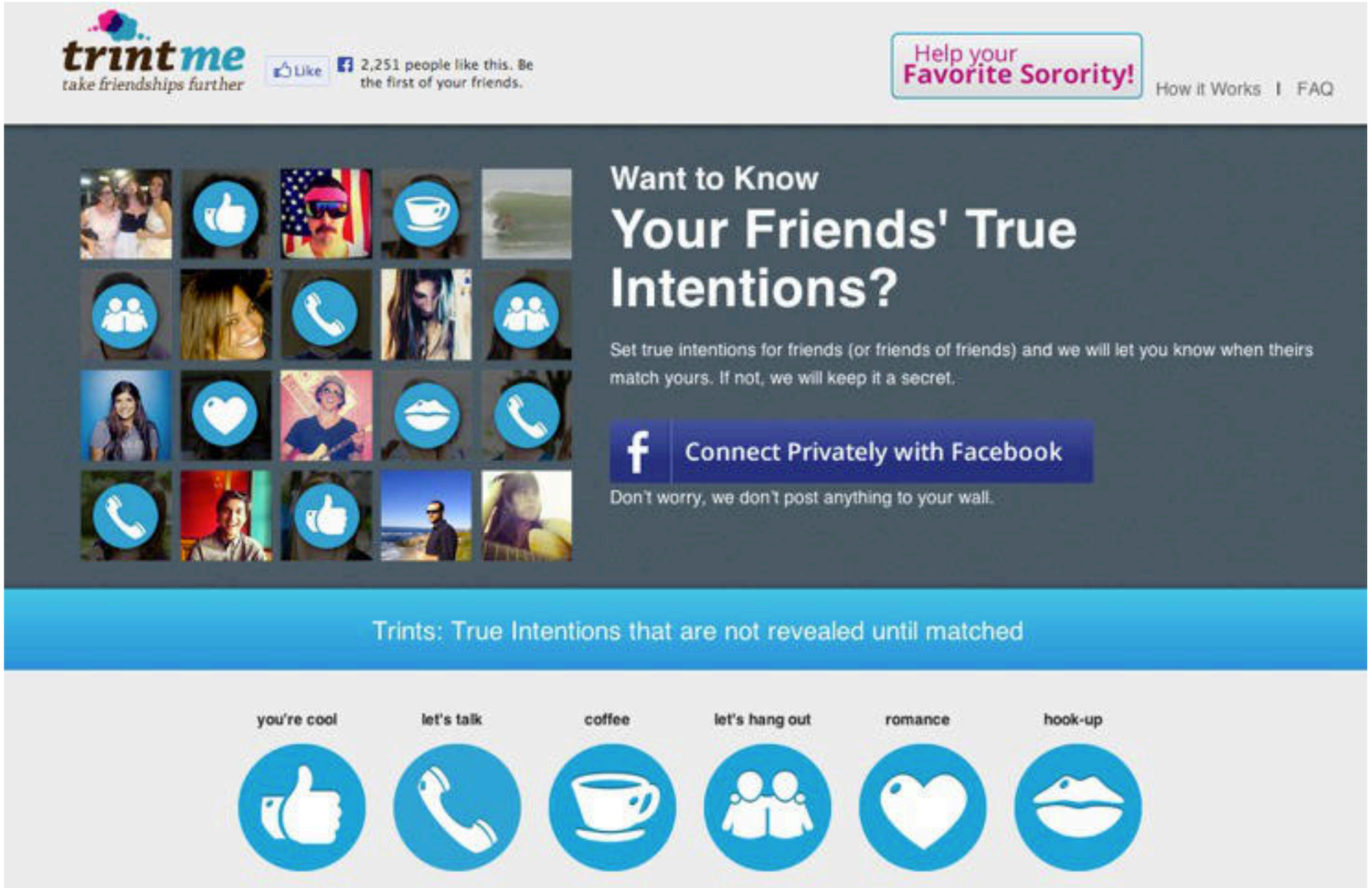


Courtland Brooks

Tinder-like Apps Boom



Tinder-like Apps Boom



Courtland Brooks



Scott Lewallen

VP Product & Design at
Grindr/Blendr

Education

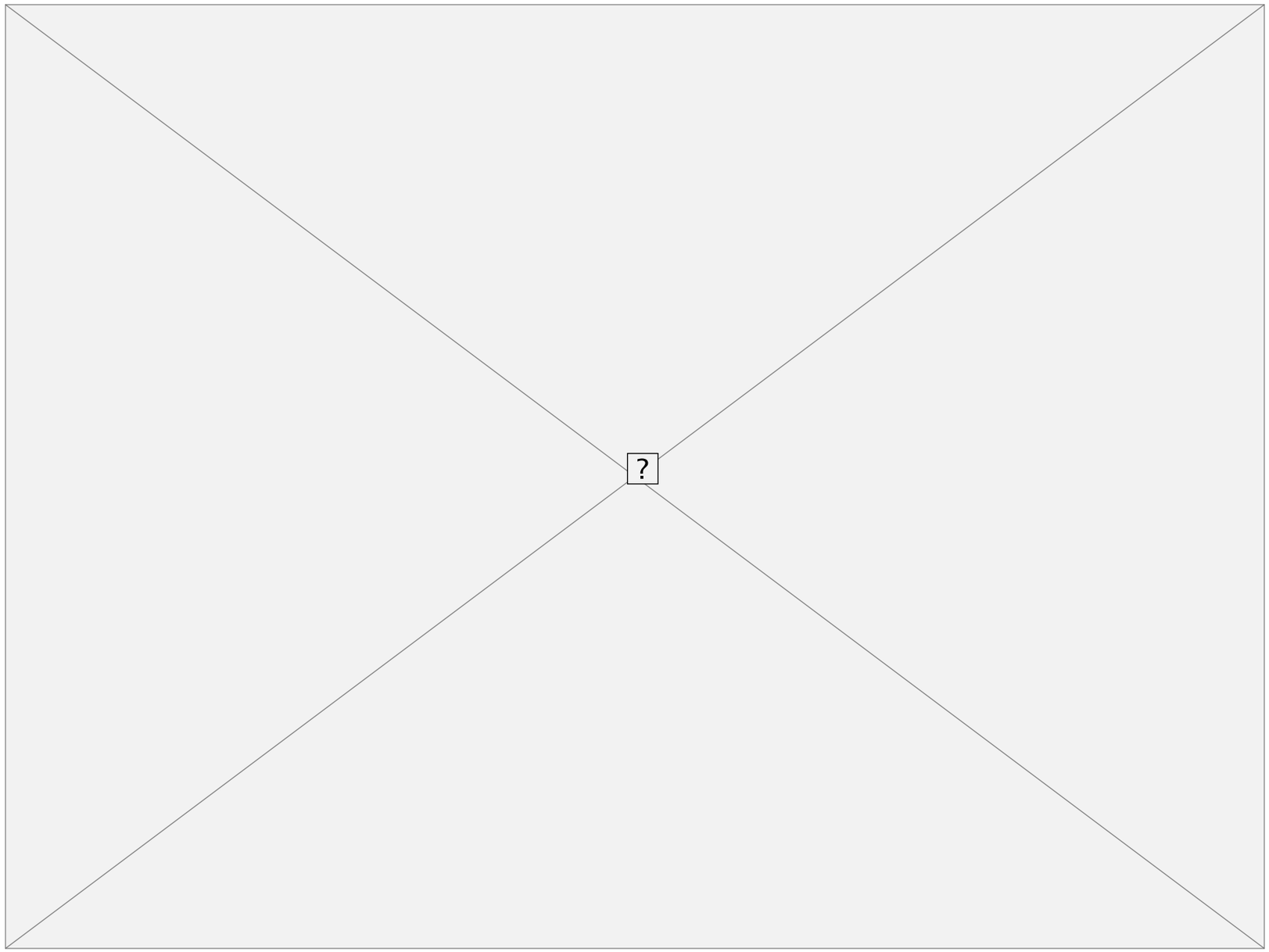
- University of Southern California
(BA in Communication)

Experience

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

Courtland Brooks

Grindr



Controversial

BANG WITH FRIENDS

The anonymous, simple, fun way to find friends who are down for the night.

Your friends will never know you're interested unless they are too!
(Completely private & discreet until both friends are down to bang!)
more about Facebook app privacy

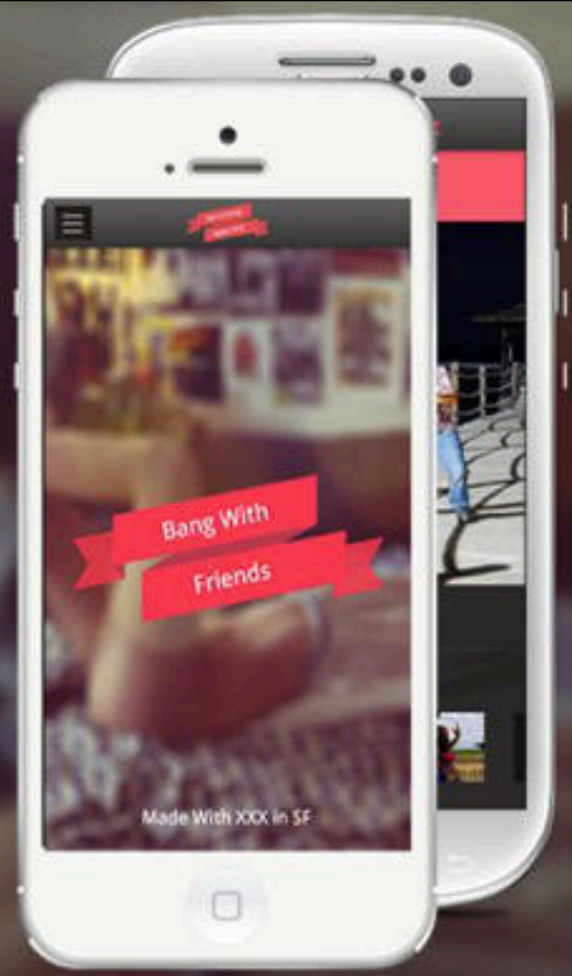
Connect with Facebook

Or download our mobile app

Available on the App Store

Android app on Google play

Follow 3,795 followers Like 15k



How it works

1

Get the BWF app

Sign in with Facebook so you can see your friends (don't worry - it's discreet)!

2

Select Your Sexy Friends

We will only show your friends that you're interested if they are too!

3

Start Banging!

Once we know you're both down, we'll send you both an email - when and where is up to you! Bang Safely ;)

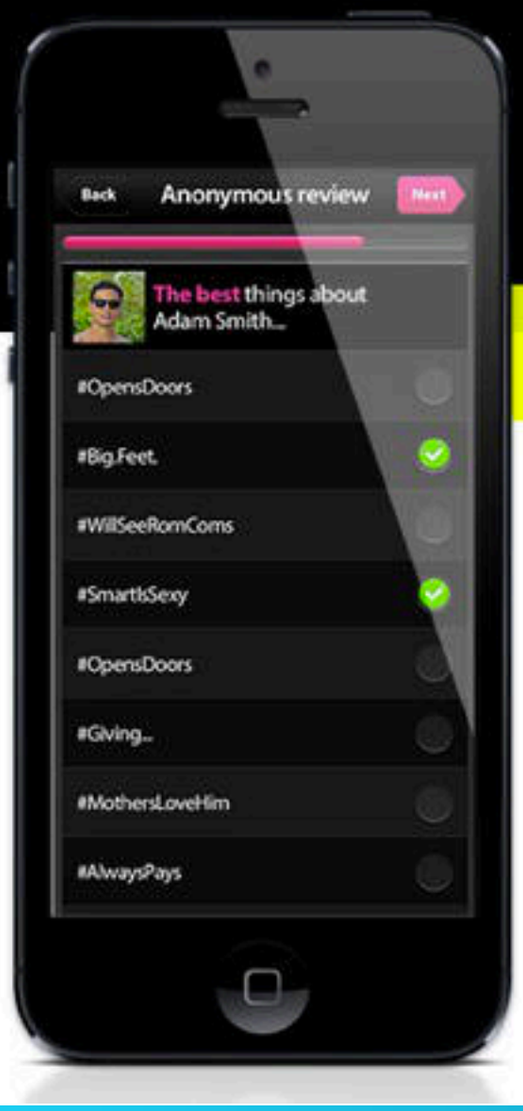
Courtland Brooks

Lulu

About us | Dear Dude | Jobs at Lulu | Blog | Press | Get in touch | FAQs

"Sex and the City marries Facebook"

Cosmopolitan





Download the FREE app now!

Download on the App Store

Google play

You are always anonymous on Lulu.

Your privacy is our top priority! That's why we never post to Facebook.

Courtland Brooks

Opportunities



Aaron Schildkrout

co-Founder and co-CEO of
HowAboutWe

Education

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

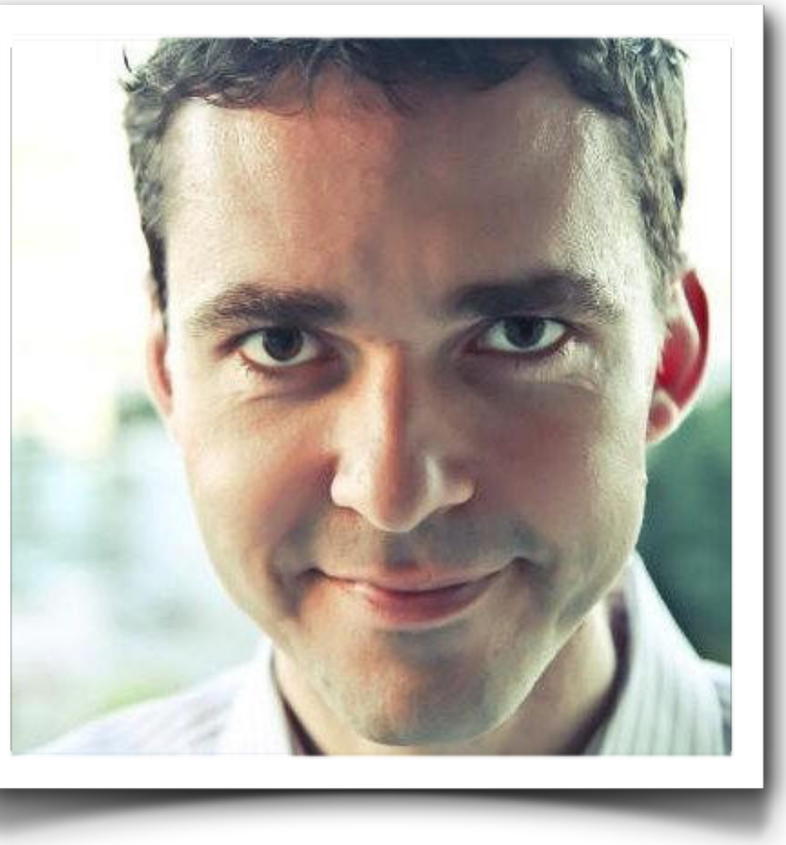
Experience

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

Courtland Brooks

How About We





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

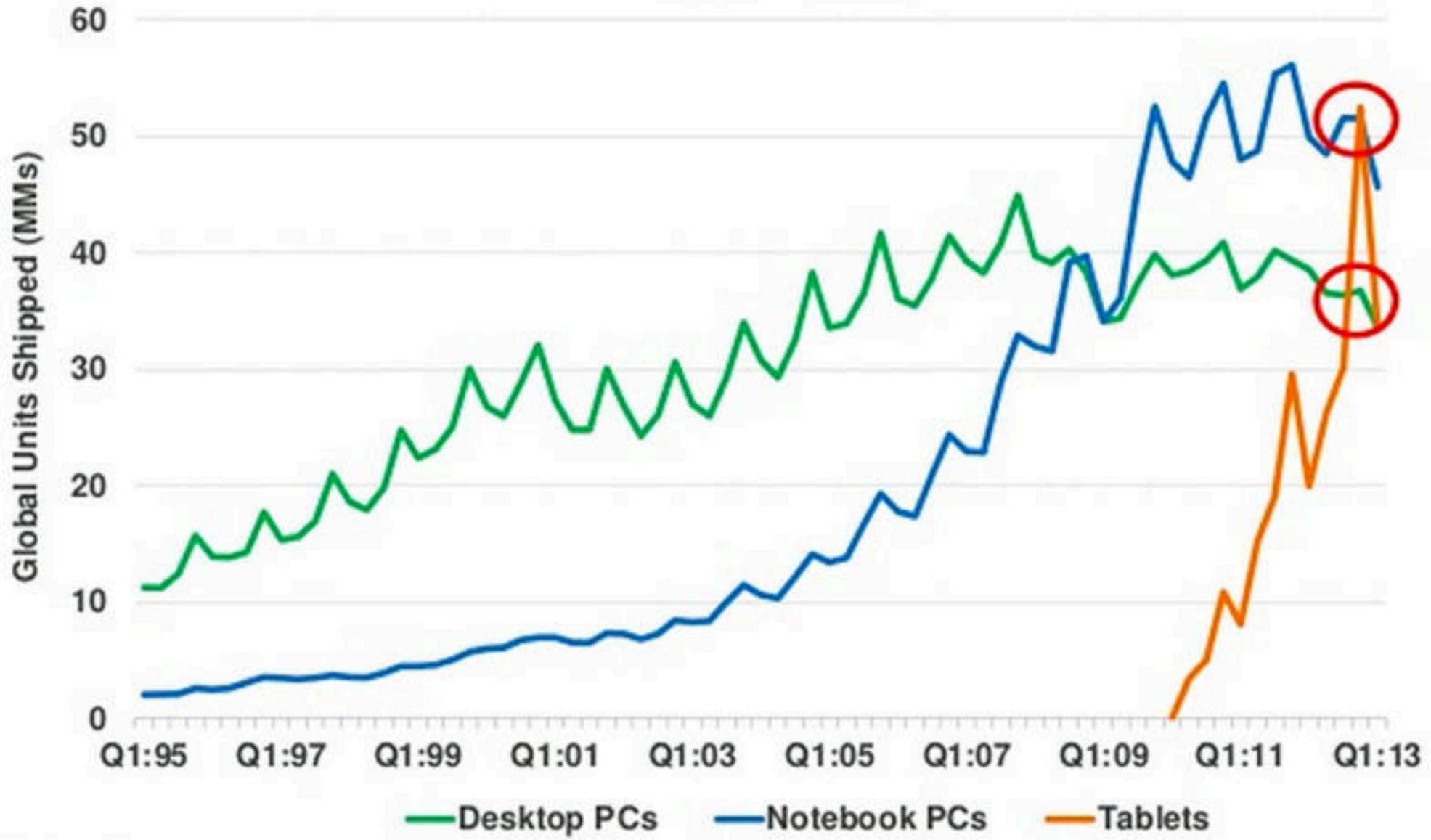
- Director of Mobile Products at Lumos Labs
- Co-Founder at HaveASec
- iPhone - Product Marketing at **Apple**

Courtland Brooks

Meexo



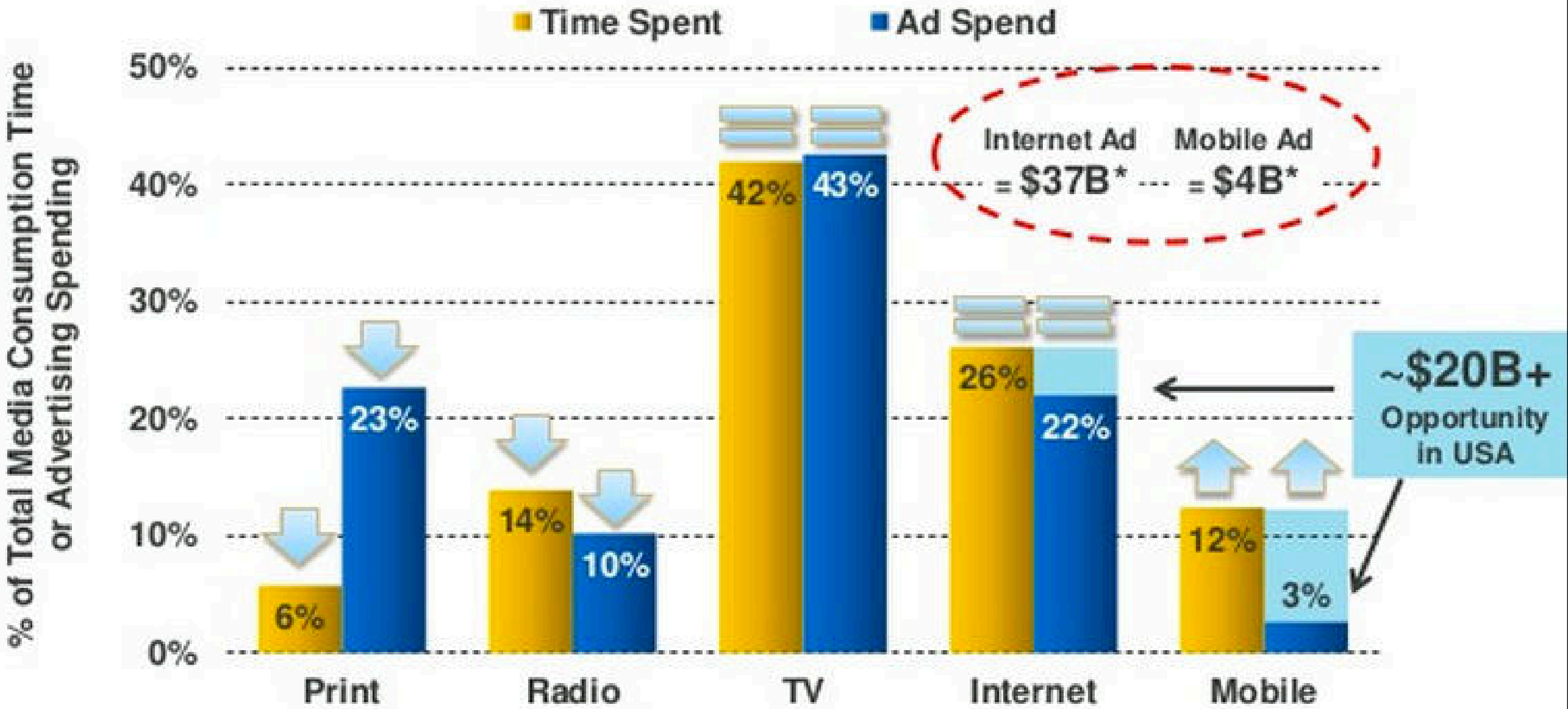
Global PC (Desktop / Notebook) and Tablet Shipments by Quarter
Q1:95 – Q1:13



KPCB

Note: Notebook PCs include Netbooks.
Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research. Gartner. Data as of 4/13.

% of Time Spent in Media vs. % of Advertising Spending, USA 2012



Note: *Internet advertising reached $37B in USA in 2012 per IAB. Mobile advertising reached $4B per eMarketer. Print includes newspaper and magazine. $20B opportunity calculated assuming Internet and Mobile ad spend share equal their respective time spent share. Source: Time spent and ad spend share data based on eMarketer (adjusted to exclude outdoors / classified media spend), 12/12.

KPCB

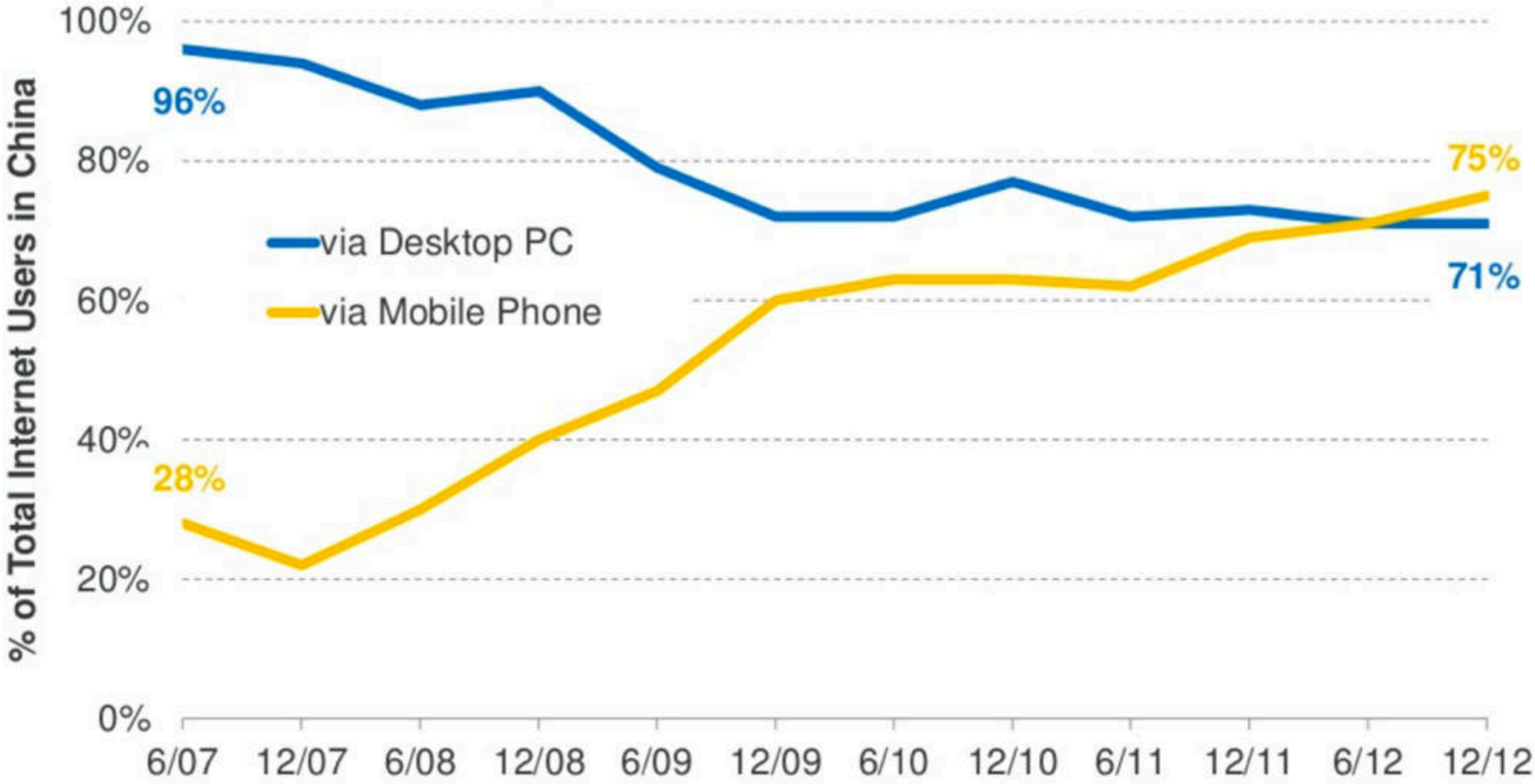
Courtland Brooks

Rank	Country	2008-2012 Internet User Adds (MMs)	2012 Internet Users (MMs)	Y/Y Growth	Population Penetration
1	China	264	564	10%	42%
2	India	88	137	26	11
3	Indonesia	39	55	58	23
4	Iran	35	42	205	55
5	Russia	33	70	6	49
6	Nigeria	31	48	15	30
7	Philippines	28	34	32	35
8	Brazil	27	88	6	45
9	Mexico	19	42	9	37
10	USA	18	244	3	78
11	Argentina	17	28	57	68
12	Egypt	17	30	11	38
13	Colombia	14	25	39	54
14	Turkey	13	35	17	47
15	Vietnam	12	31	7	35
	Top 15	654	1,473	15%	34%
	World	902	2,406	8%	34%

KPCB

Note: *All data (except China) as of 6/12, 2.4B global Internet users and 8% Y/Y growth rate based on the latest available data. China Internet user data as of 12/12, per CNNIC. Source: United Nations / International Telecommunications Union, internetworldstats.com.

% of Chinese Internet Users Accessing the Web via Desktop PCs vs. via Mobile Phones, 6/07 – 12/12

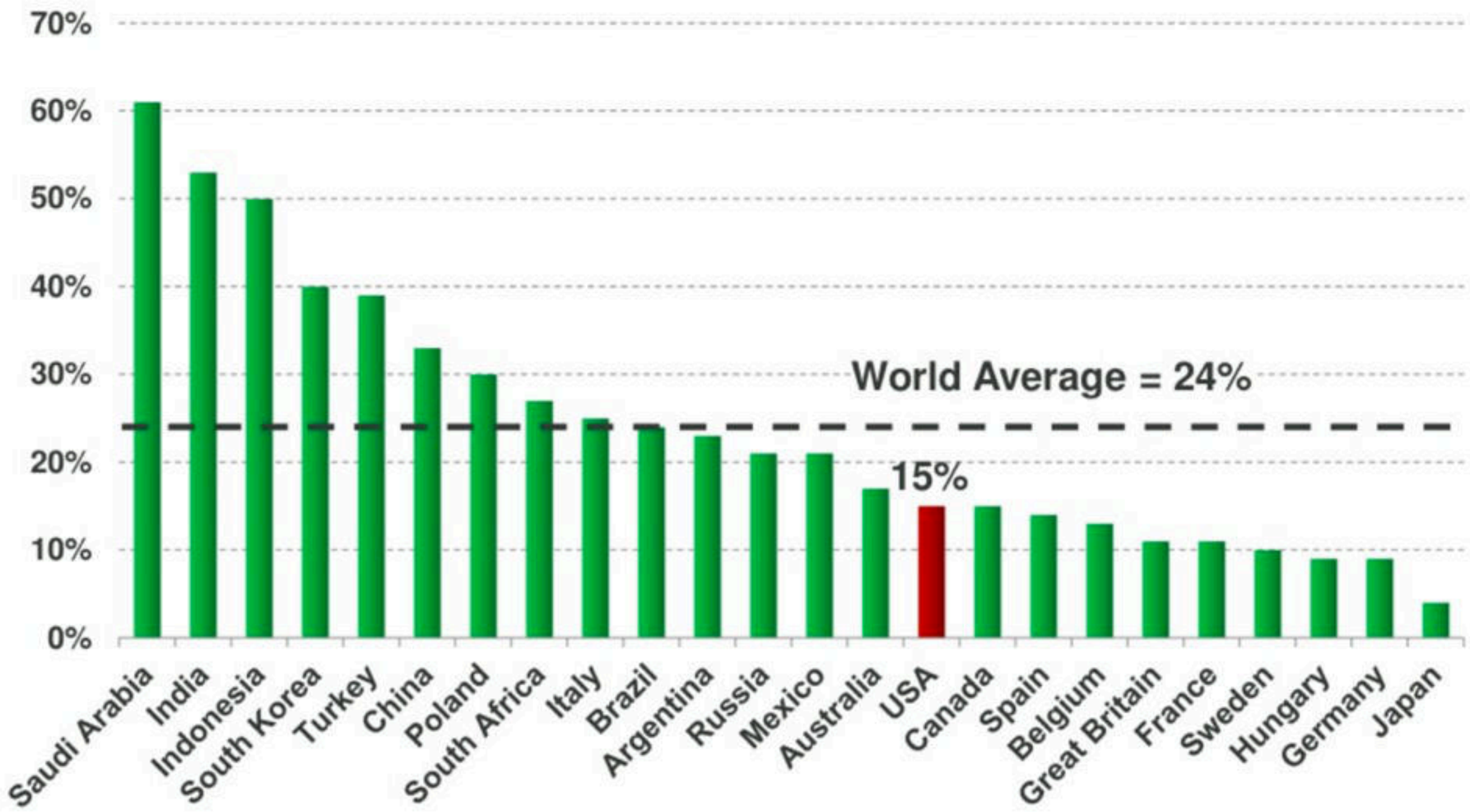


KPCB

Source: CNNIC, 1/13.

Courtland Brooks

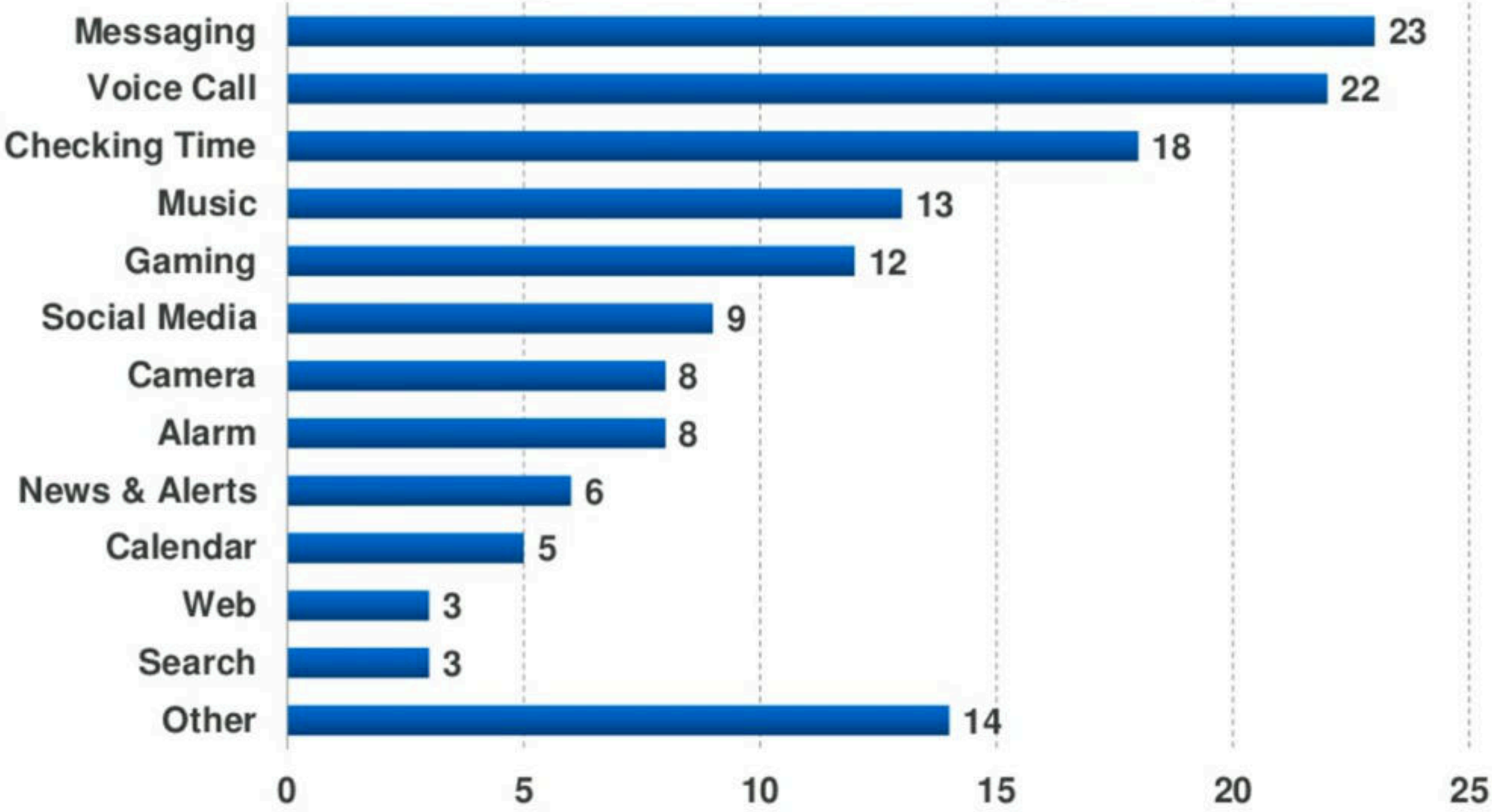
% of Respondents Indicating They Share 'Everything' or 'Most Things' Online, 5/13



Source: Ipsos OTX.

*Survey was published on May 14, 2013, the underlying data derived from an online survey (weighted sample size of 12,000 across 24 countries) conducted between January 1-18, 2013. Survey question is "describe how much you share online (including status updates, feelings, photos, videos, links, etc.)"

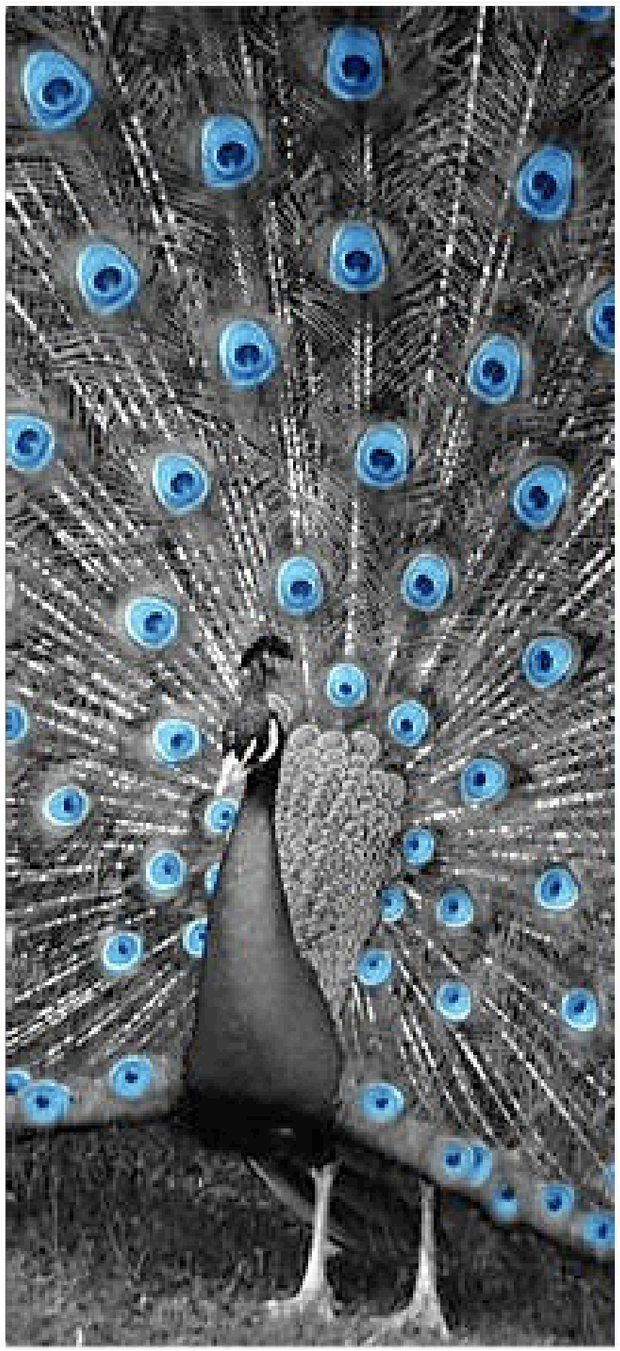
of Times Typical User Checks Phone per Day



Source: TomiAhonen Almanac 2013, LINK. 'Other' includes voicemail, charging and miscellaneous activities. We cross-checked Tomi's analysis to gain context. Our references include: 1) Motorola Mobility / Google (consumers interact with their phones more than 100x per day, mid-2012); 2) Leading 3G Carrier with Operations in Europe & Asia (smartphone users interact with mobiles ~150x per day); 3) IDC (51 blended average of social sessions per smartphone user per day in USA, 3/13…excluded services like checking time, alarm and calendar events, web browsing, gaming, using camera, listening to music, searching, using maps, charging and other activities that require checking the phone) and 4) other third parties, including app providers.

Mainframe Computing 1960s	*Mini* Computing 1970s	*Personal* Computing 1980s	*Desktop Internet* Computing 1990s	*Mobile Internet* Computing 2000s	*Wearable / Everywhere* Computing 2014+
					 Others?

Image Source: Computersciencelab.com, Wikipedia, IBM, Apple, Google, NTT docomo, Google, Jawbone, Pebble.



Courtland Brooks

- 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.

Courtland Brooks

"Helping idating businesses grow"

mark@courtlandbrooks.com
212-444-1636

Rank	Country	2013E Smartphone Subs (MM)	Smartphone as % of Total Subs	Smartphone Sub Y/Y Growth
1	China	354	29%	31%
2	USA	219	58	28
3	Japan*	94	76	15
4	Brazil	70	23	28
5	India	67	6	52
6	UK	43	53	22
7	Korea	38	67	18
8	Indonesia	36	11	34
9	France	33	46	27
10	Germany	32	29	29
11	Russia	30	12	38
12	Mexico	21	19	43
13	Saudi Arabia	21	38	36
14	Italy	21	23	25
15	Australia	20	60	27
16	Spain	20	33%	14%
17	Philippines	19	18	34
18	Canada	19	63	21
19	Thailand	18	21	30
20	Turkey	17	24	30
21	Argentina	15	25	37
22	Malaysia	15	35	19
23	South Africa	14	20	26
24	Netherlands	12	58	27
25	Taiwan	12	37	60
26	Poland	11	20	25
27	Iran	10	10	40
28	Egypt	10	10	34
29	Sweden	9	60	16
30	Hong Kong	8	59	31

2013E Global Smartphone Stats:	Subscribers = 1,492MM	Penetration = 21%	Growth = 31%

KPCB

Note: *Japan data per Morgan Stanley Research estimate. Source: Informa.