Courtland Brooks

"Helping idating businesses grow"

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sparknetworks®

Igniting Relationships®

See full article at Salon

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"Helping idating businesses grow"



PR
Strategy
Business Development

mark@courtlandbrooks.com

AnastasiaDate Cupid Dating Factory
Friendster FriendFinder Friend.ly
Meetme PlentyofFish Teligence

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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

INTERNET DATING NEWSWIRE

real news, really early

powered by Courtland Brooks

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Full Disclosure:

AnastasiaDate*
Avid Life Media
Cupid
Dating Factory*
FriendFinder
Global Personals
POF
Teligence
TRUE
Twoo

*Current Clients

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- [x] Market Overview
- [x] Public Companies
- [x] Mobile Trend and $$$
- [x] Top News
- [x] Trends
- [x] Interesting Startups
- [x] Valuations

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Market Overview

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How much of the addressable market are we reaching?

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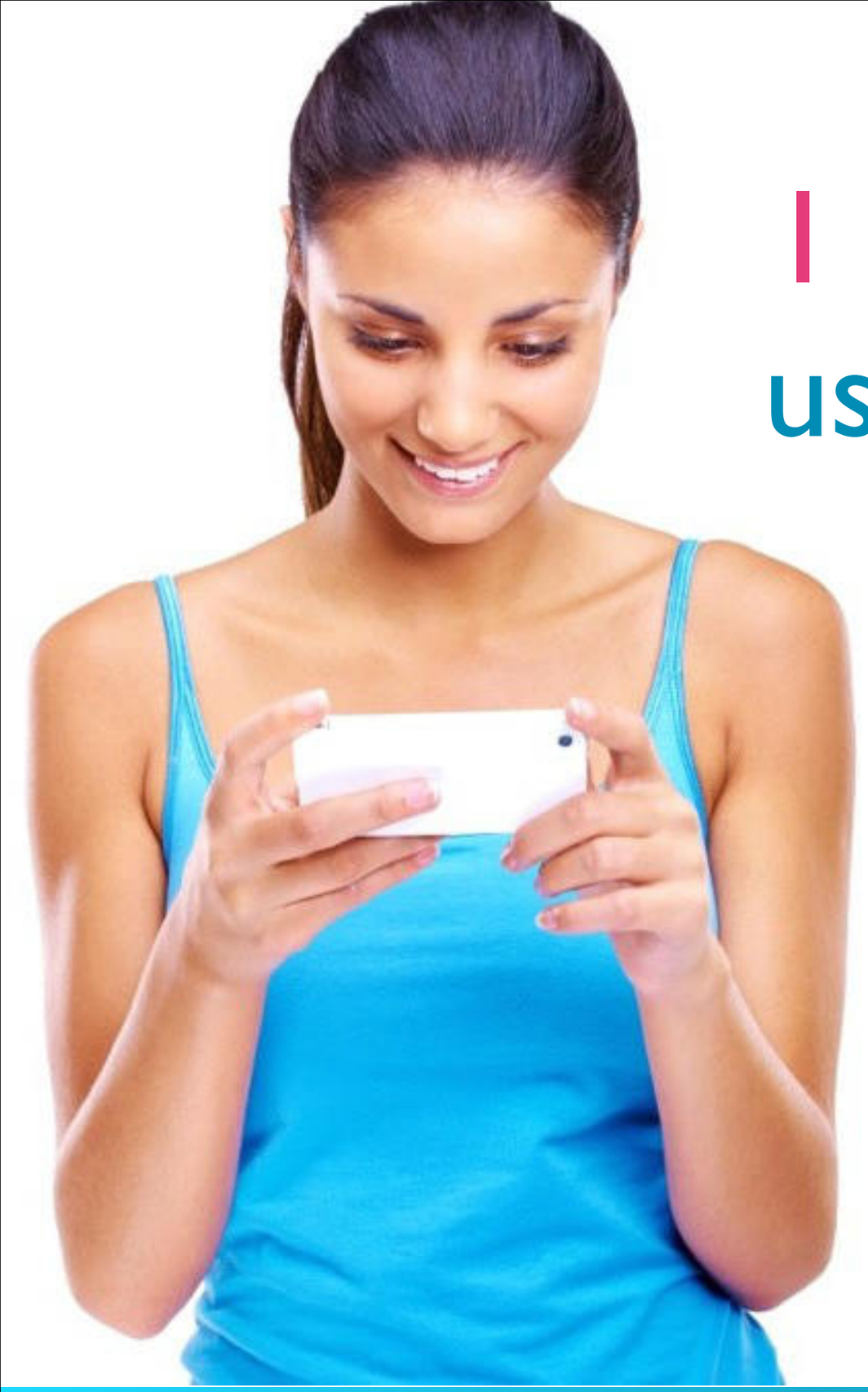

1 in 10 Americans have used online dating sites or mobile app

PewResearch Center, Oct '13

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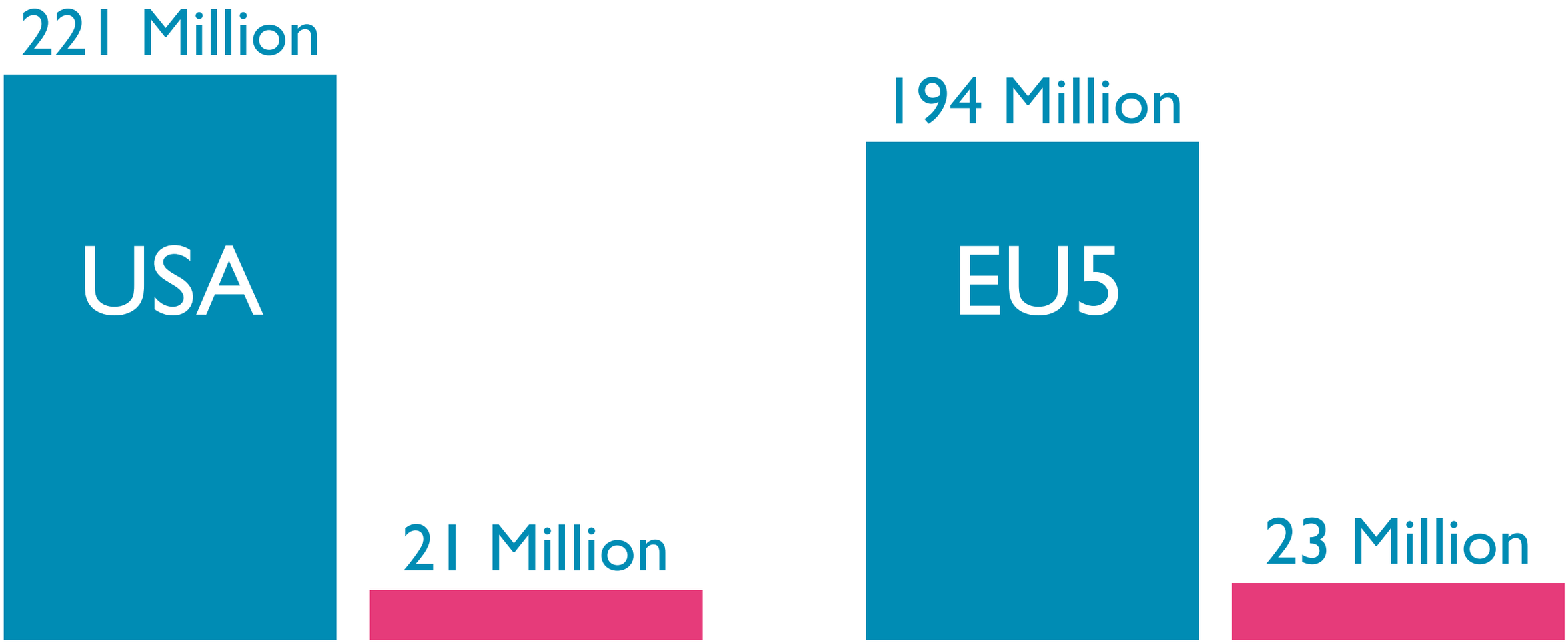
Online Dating Audience (unique visitors)

Total Internet

Online Personals



comScore, Nov '12

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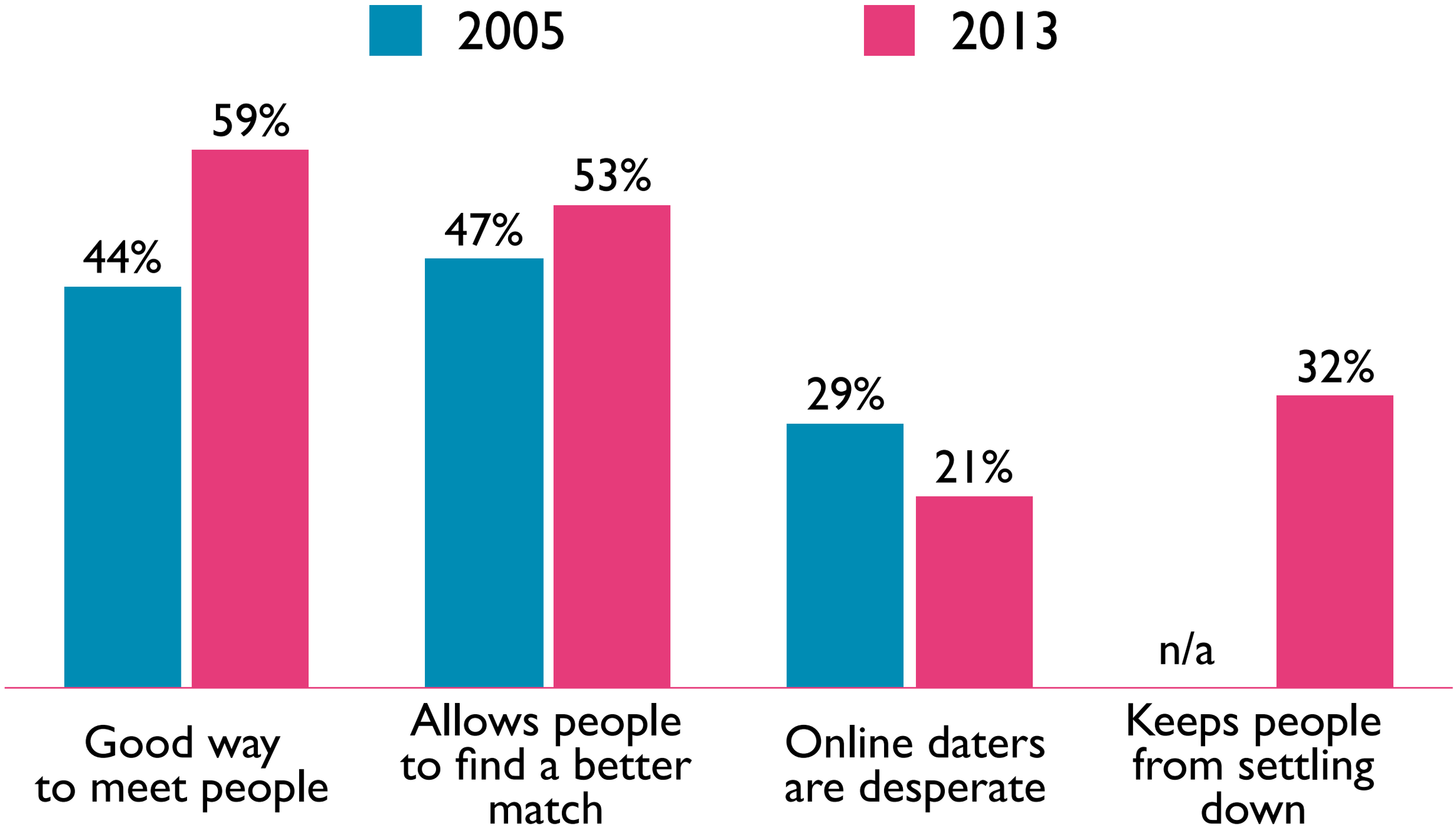
Opinions Of Online Dating



PewResearch Center, Oct '13

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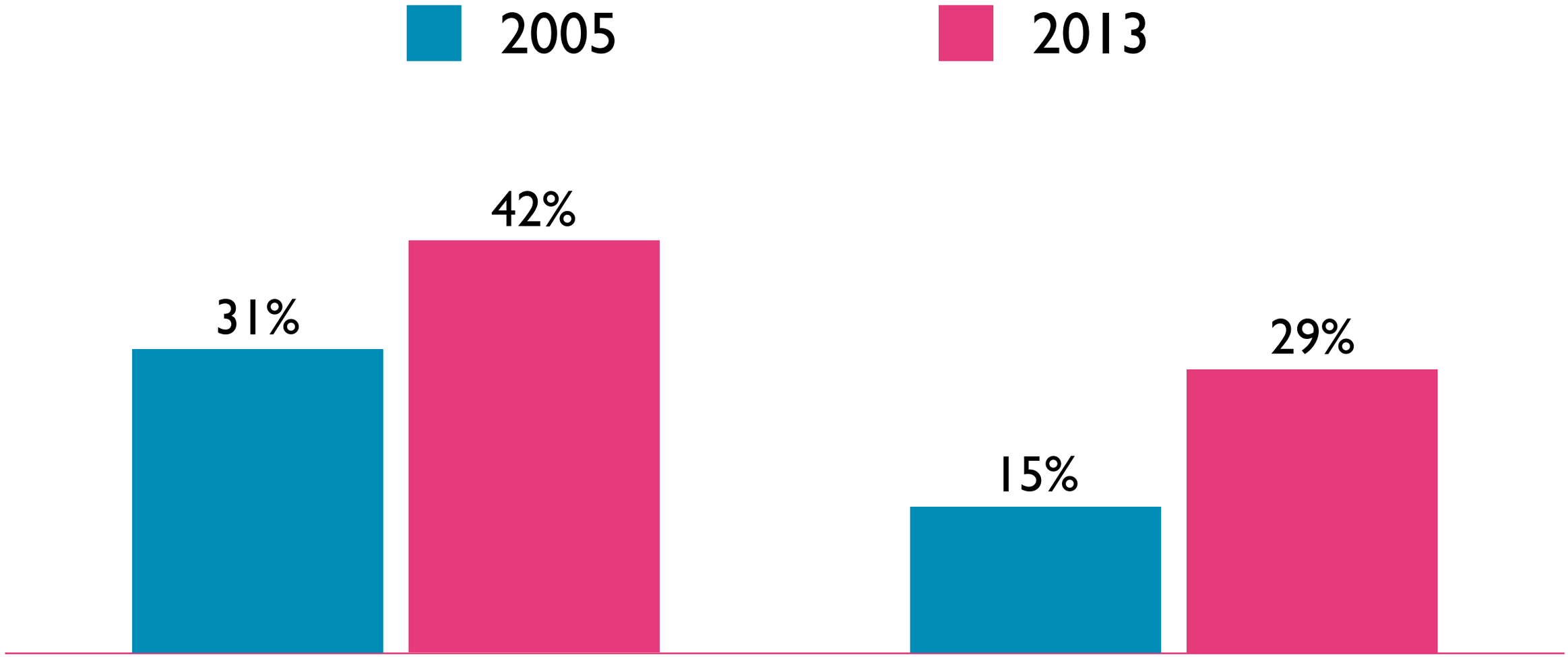
Familiarity With Online Dating Through Others



PewResearch Center, Oct '13

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33% of online daters have paid to use an online dating site or app

PewResearch Center, Oct '13

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Paying Members

2.5 Million

+20%

1.4 Million

+4%

841 K

+10%

300 K

+13%









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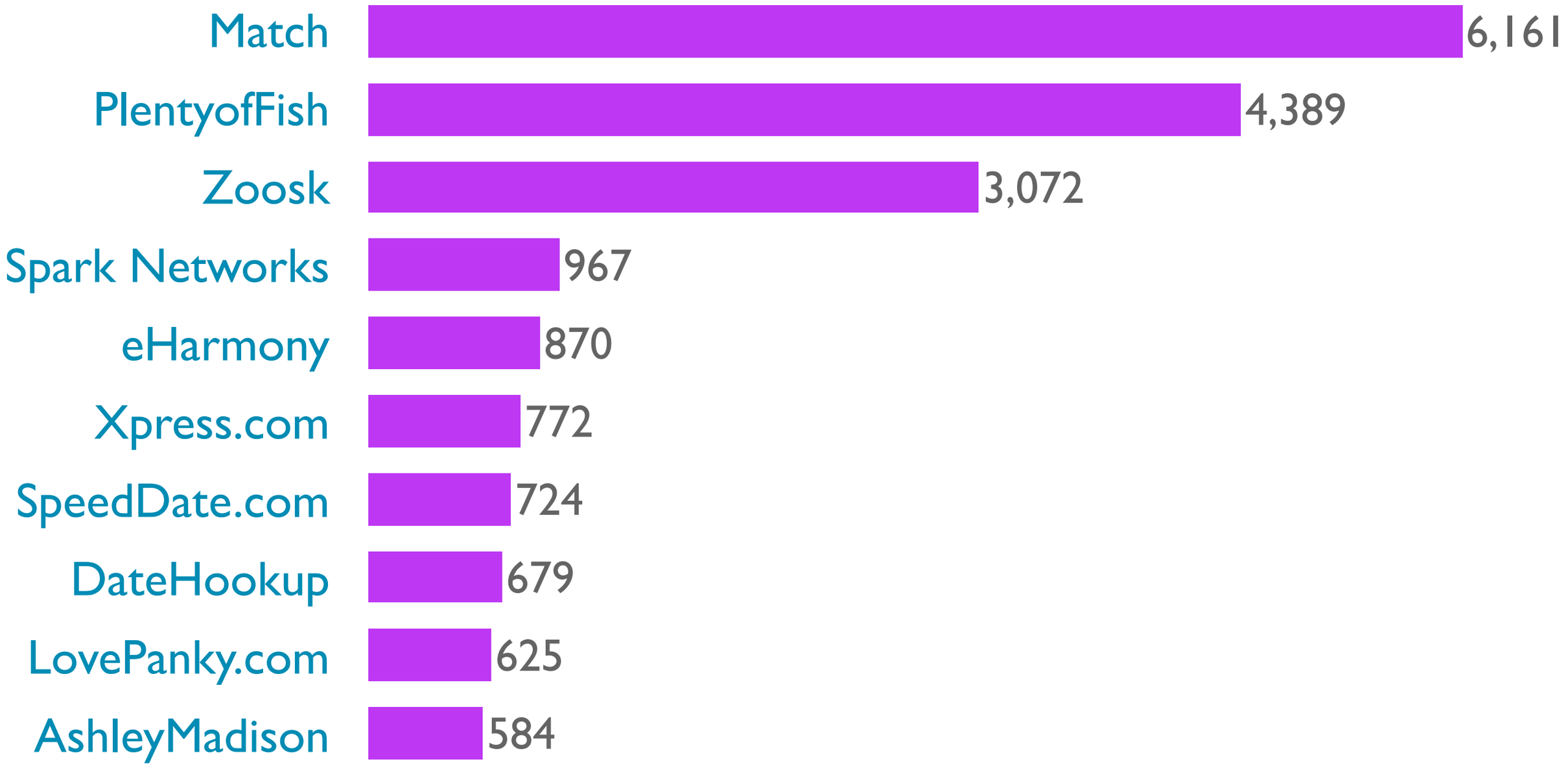
Top US Dating Sites
(total uniques 000)



comScore, Nov '12

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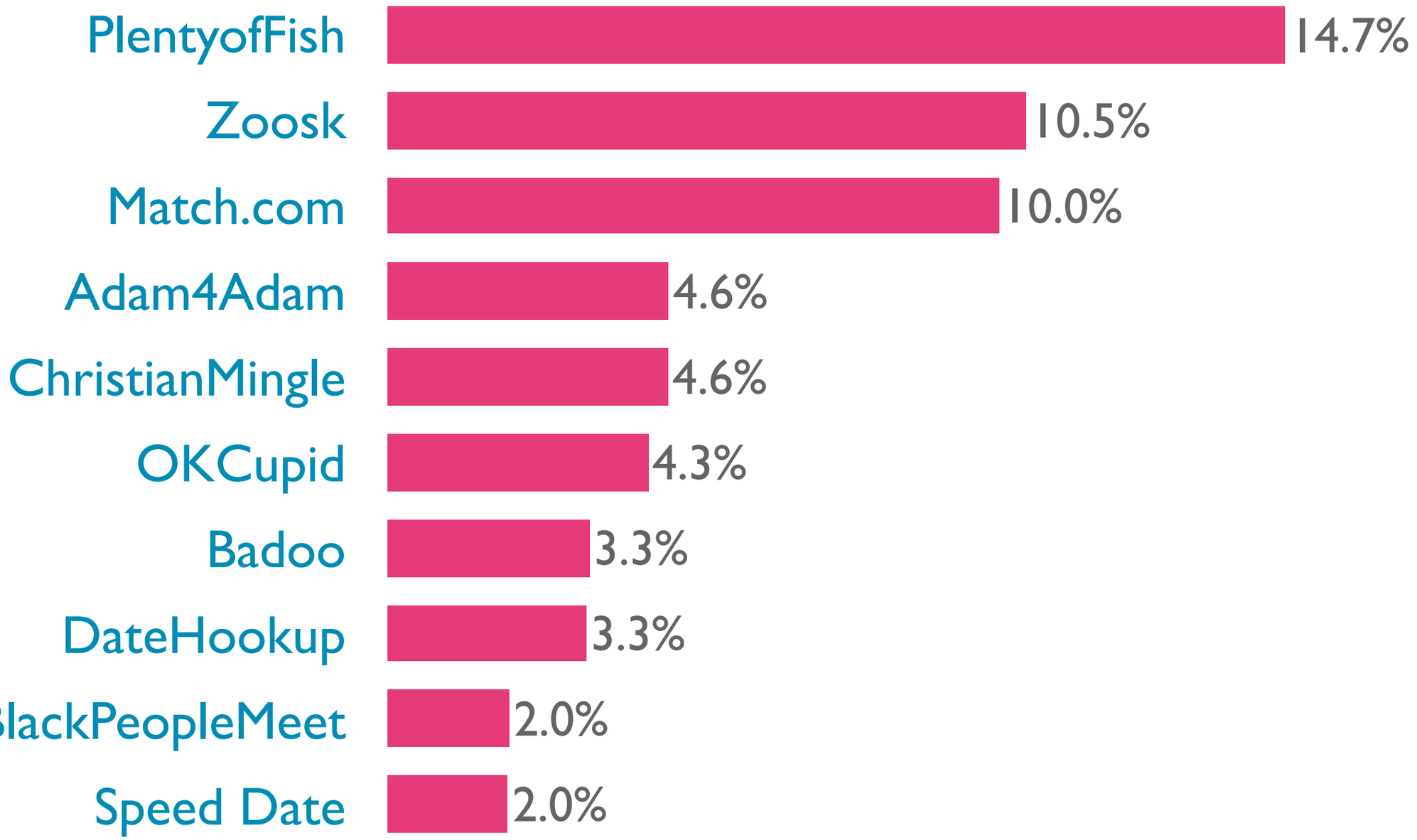
Top US Dating Sites
(% of market share)



Experian Hitwise, Dec '13

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IBIS World

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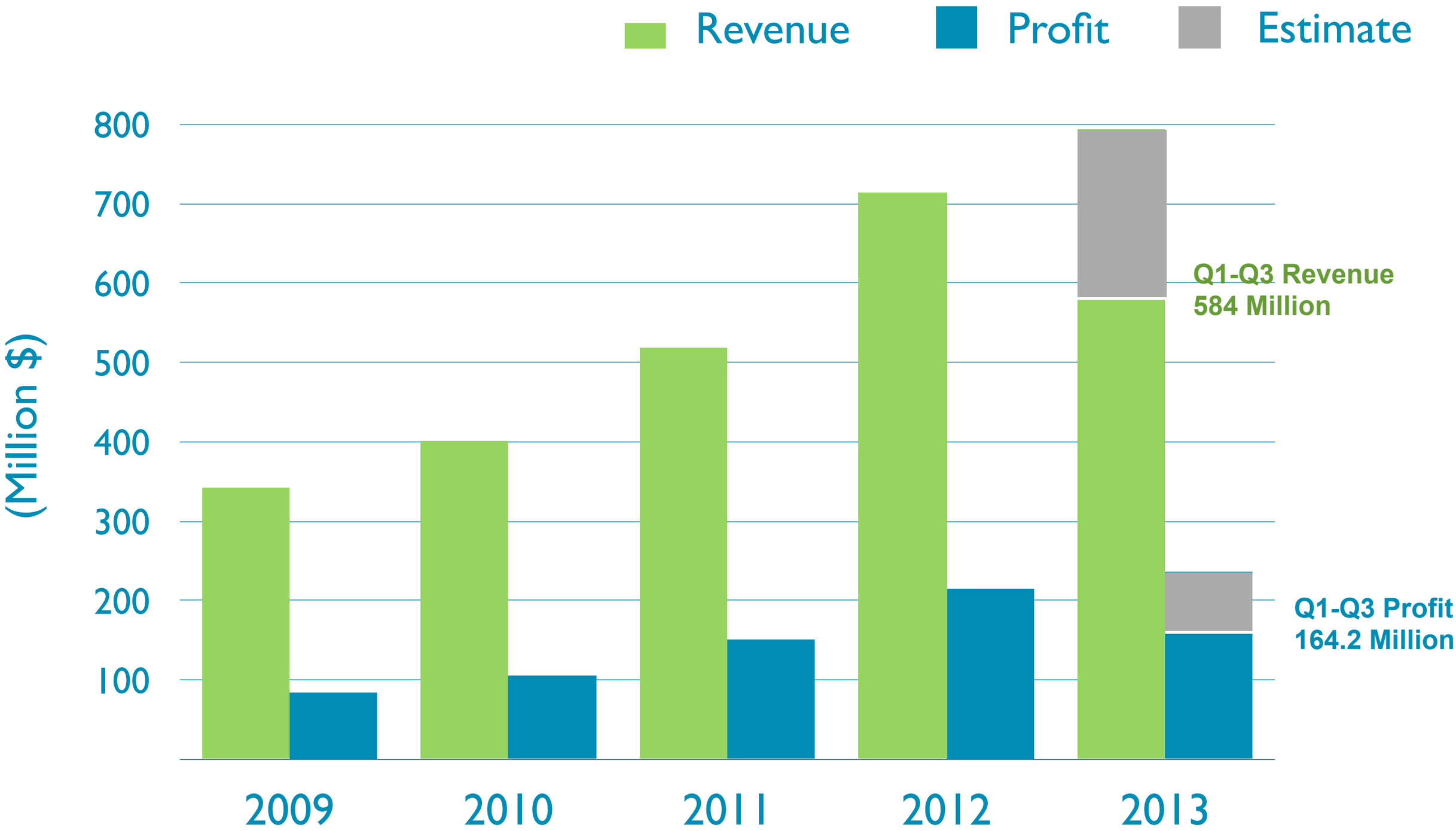
Public Companies

cupid plc



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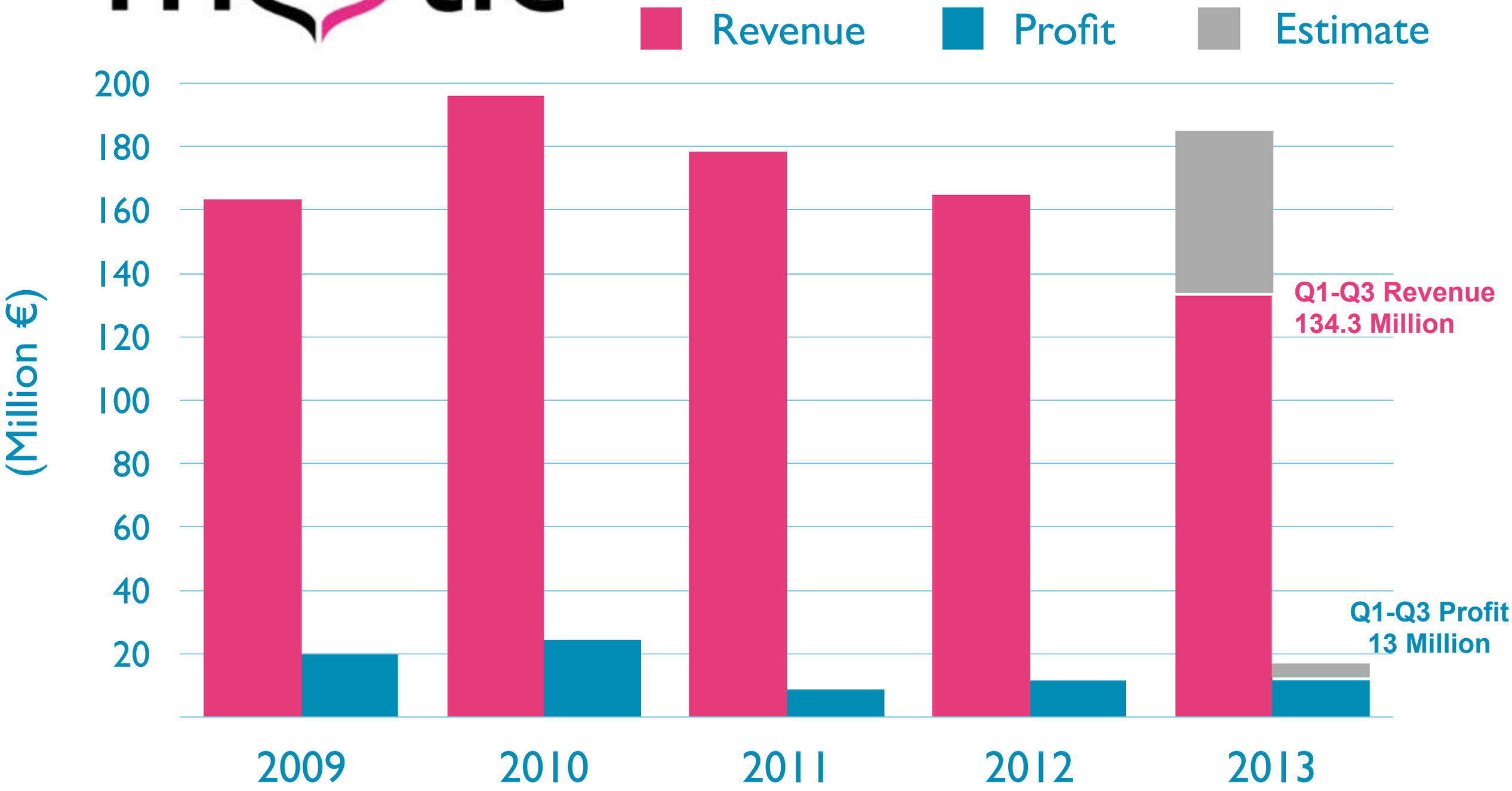
meetic



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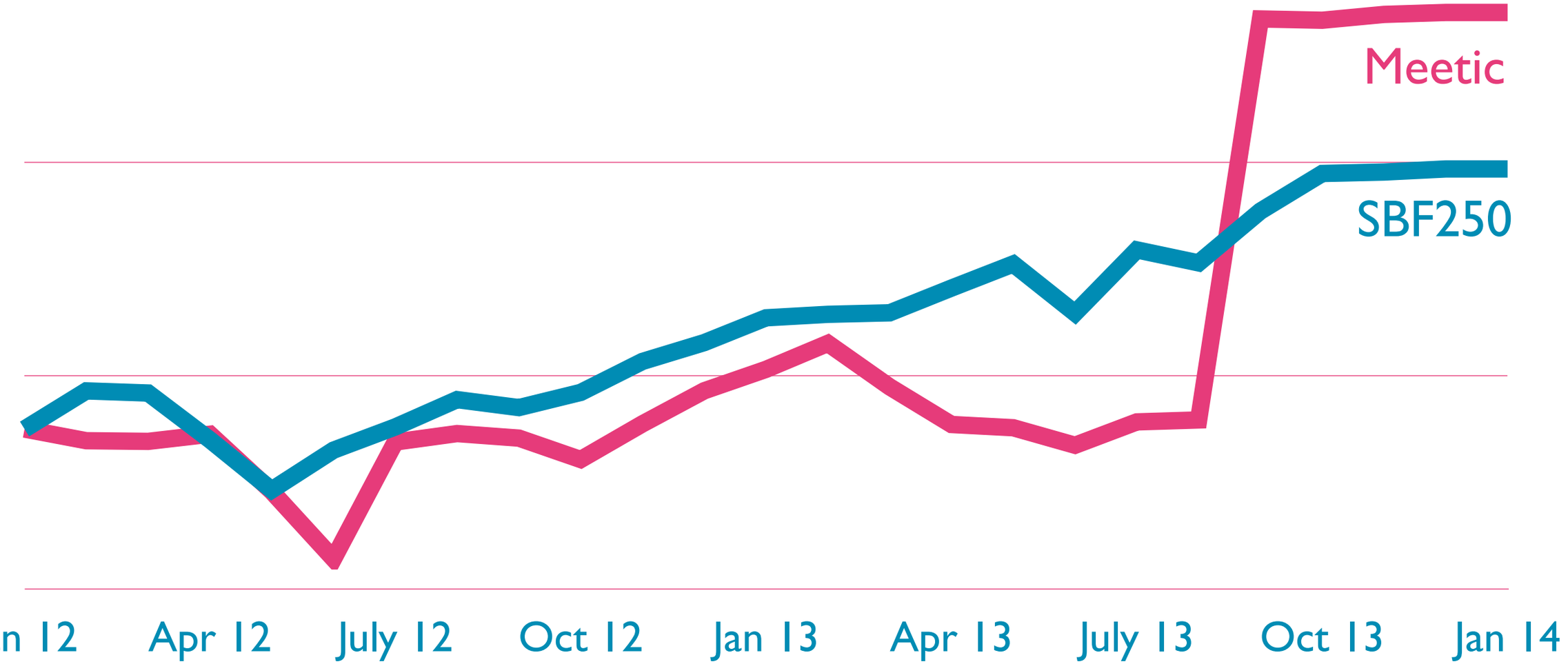
Stock Closing Prices (€)



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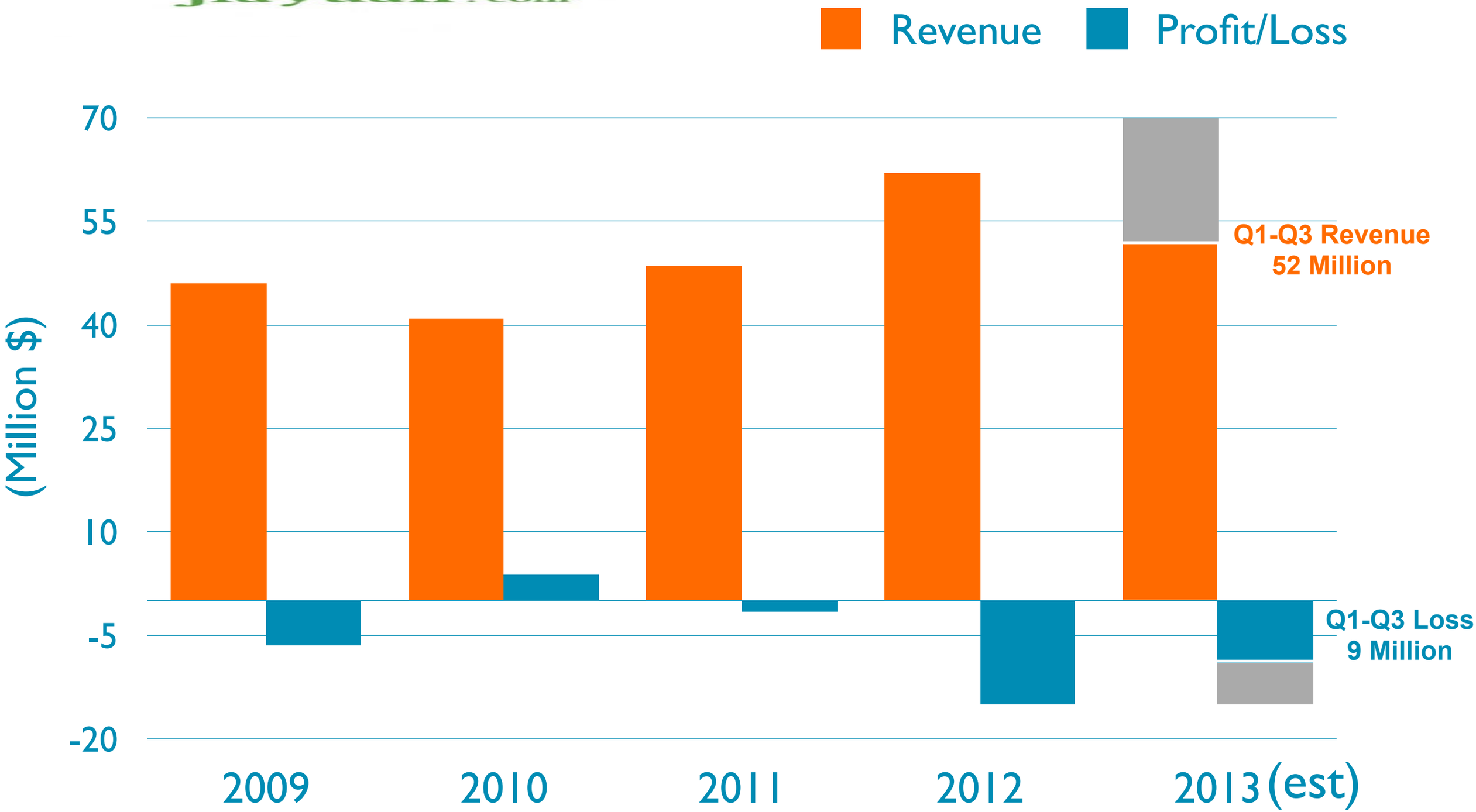
世纪佳缘 jiayuan.com



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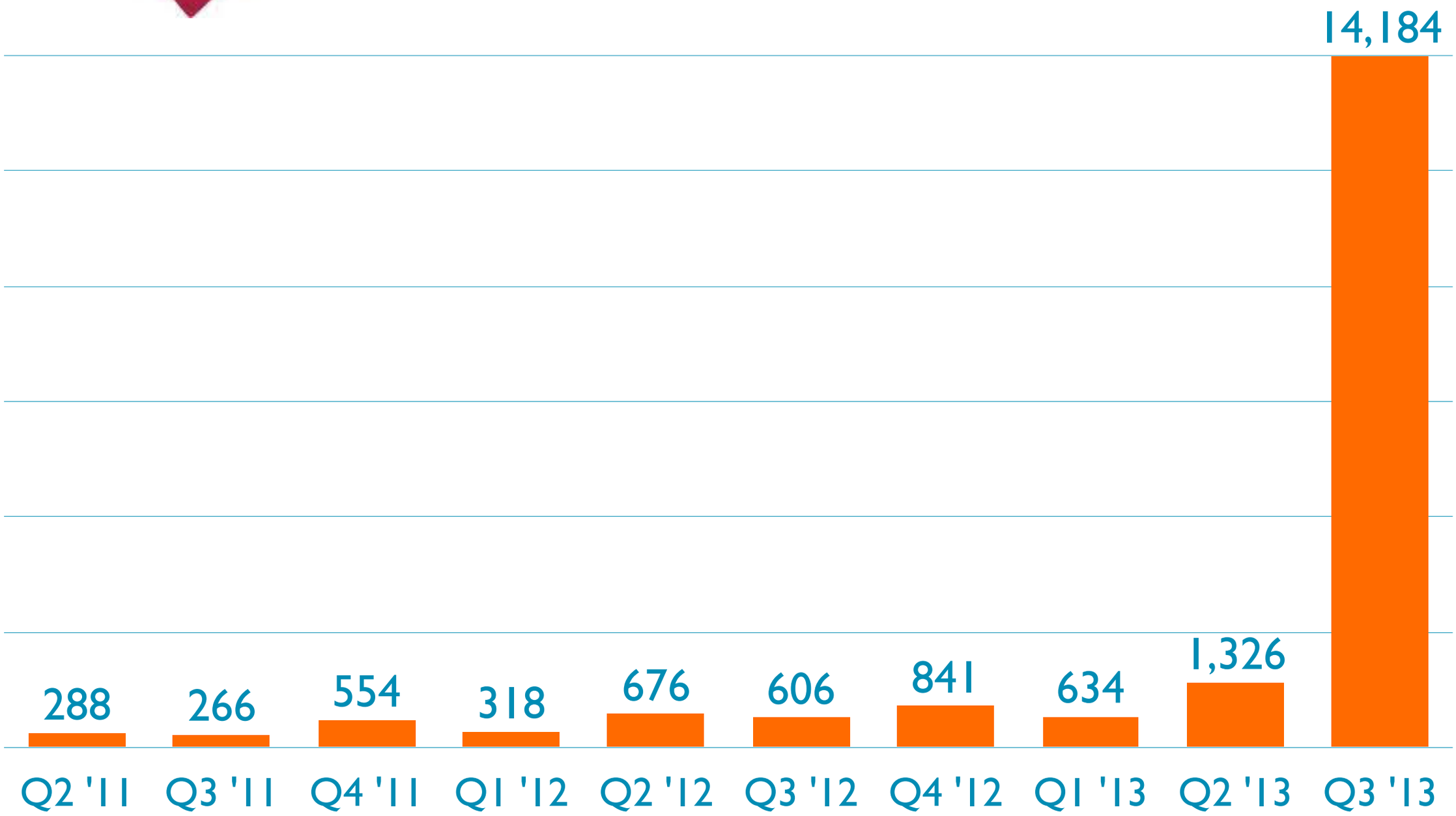
Cost Of Increasing Membership per New Member



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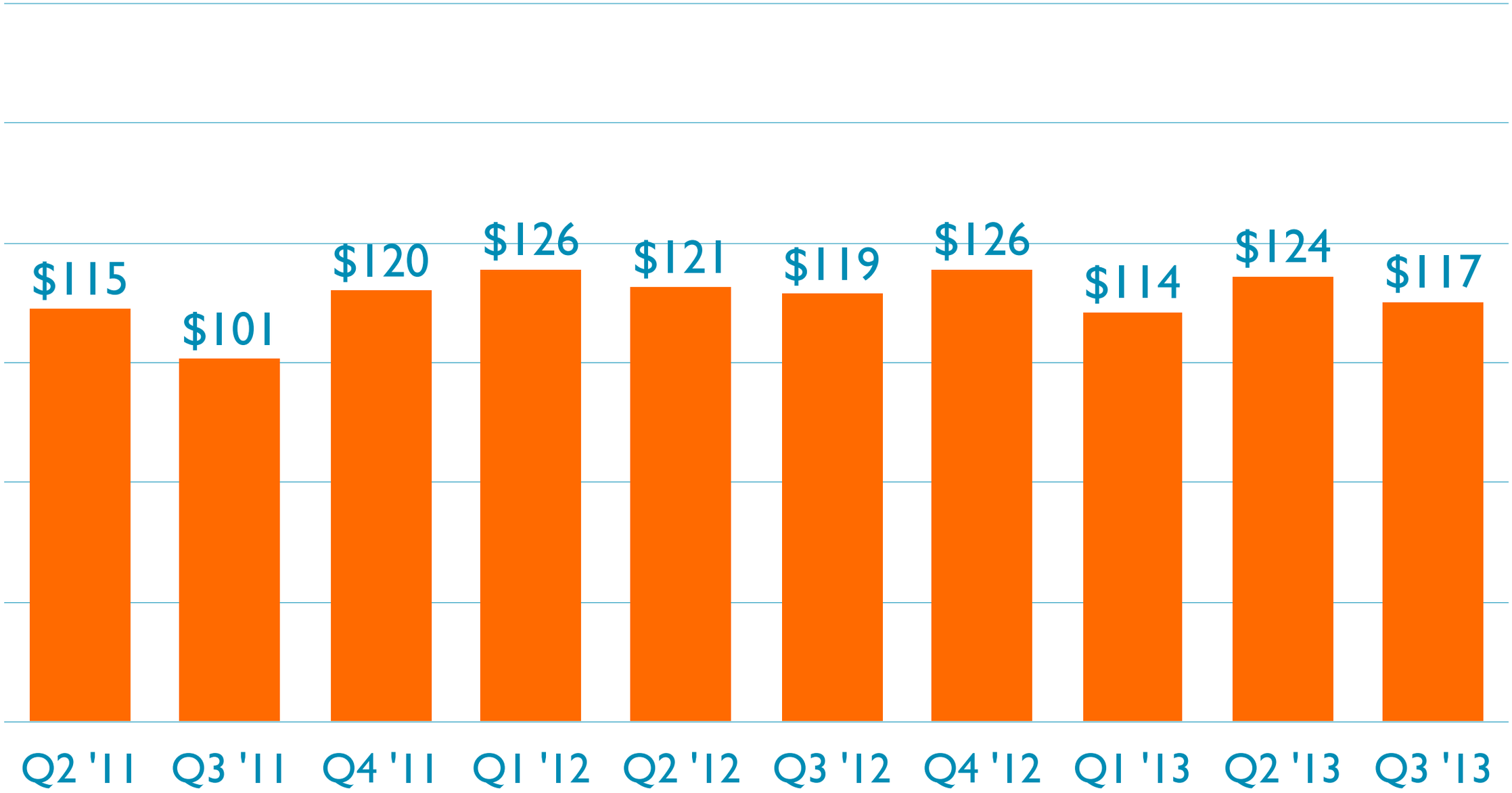
Cost Of Increasing Membership per New Member



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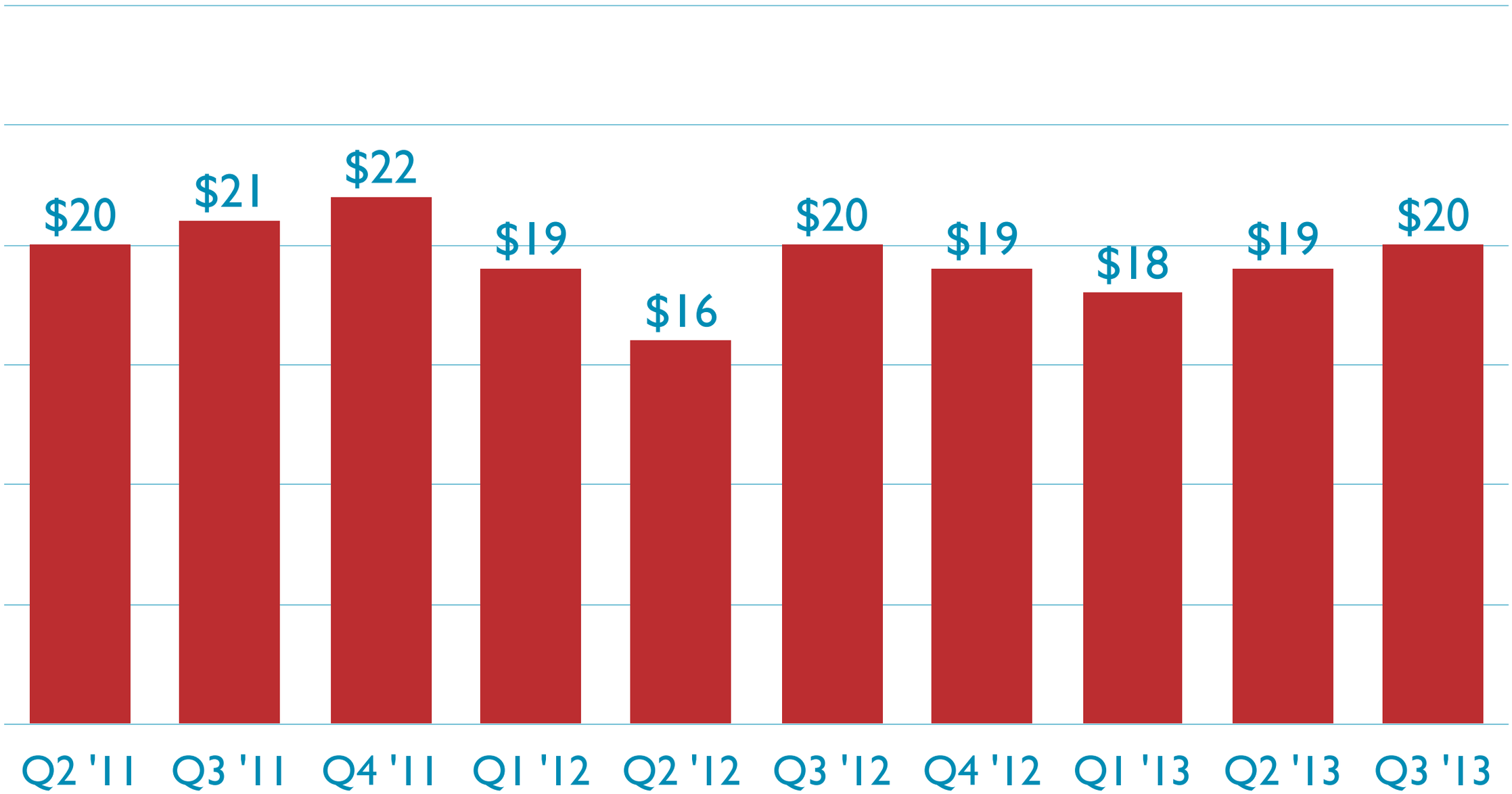
Google Me

Cost Of Increasing Membership per New Member



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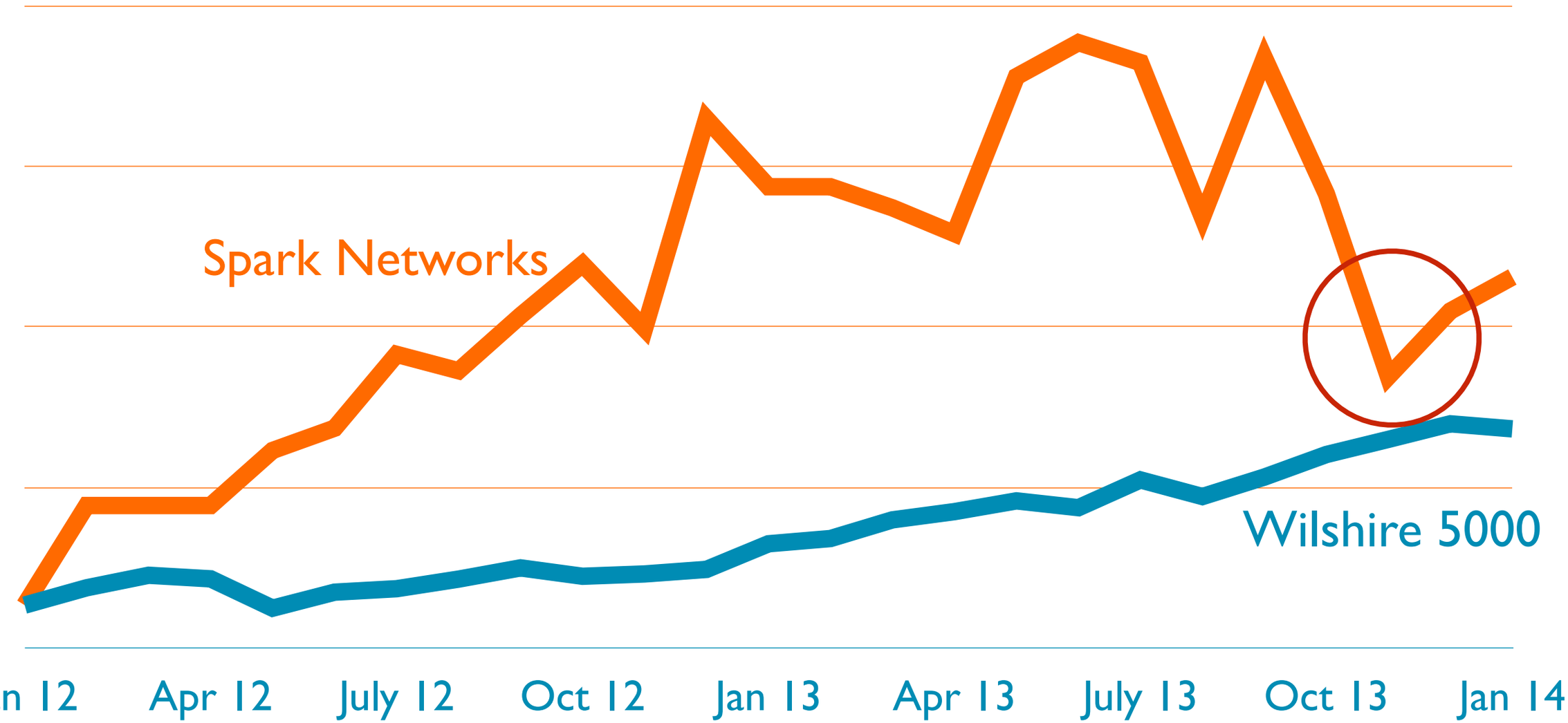
Stock Closing Prices ($)



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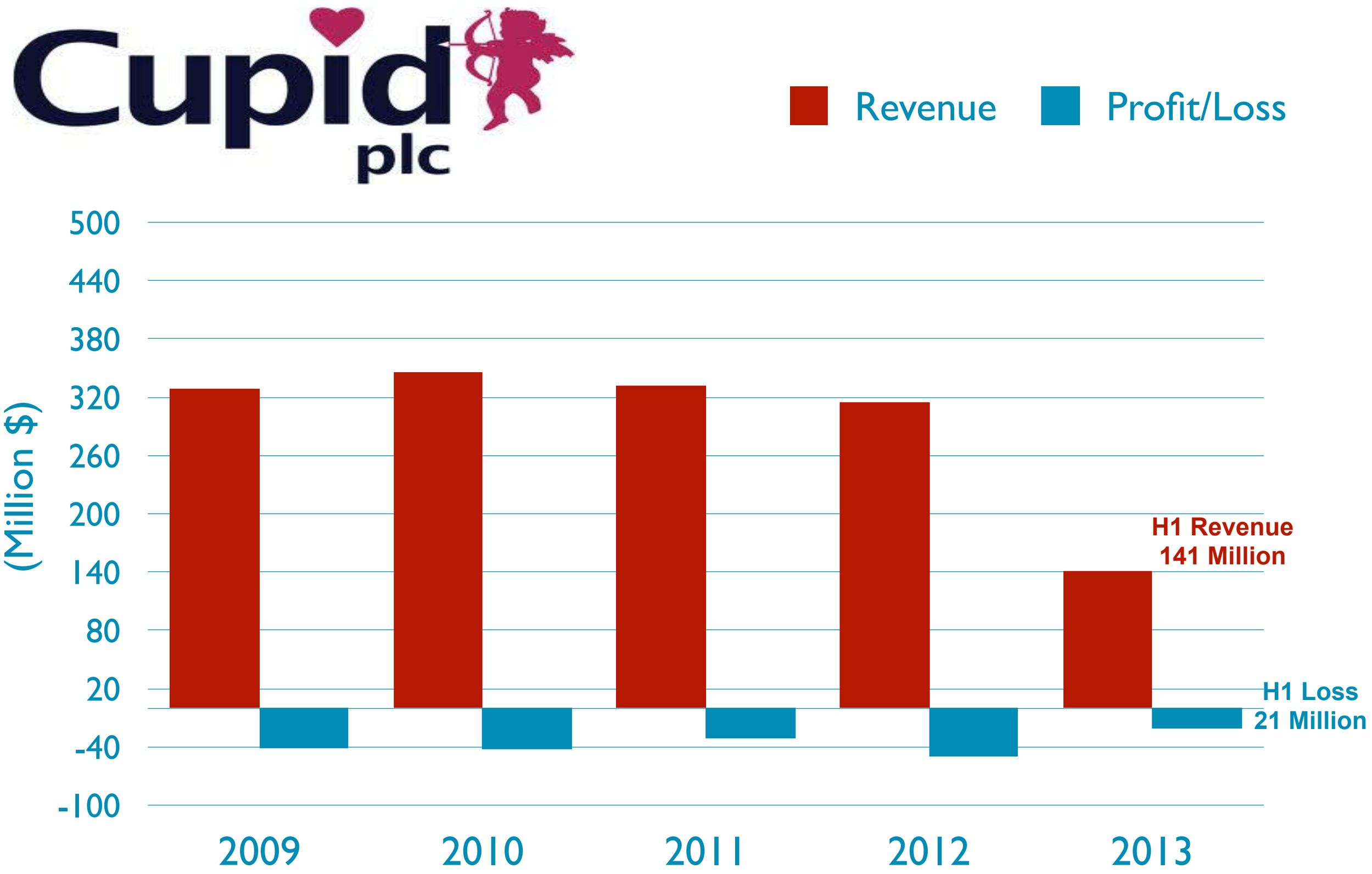
Cupid plc



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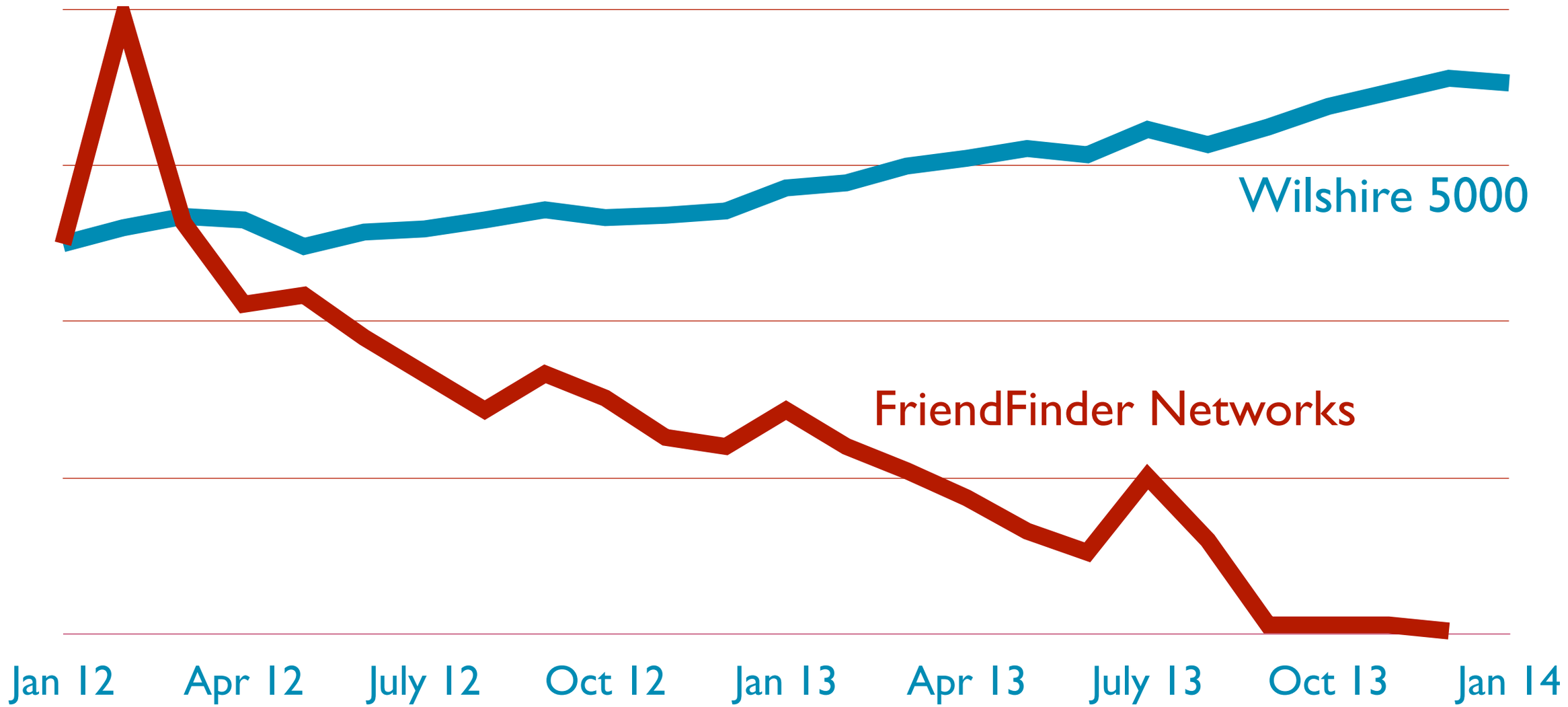
Cupid plc

Stock Closing Prices ($)



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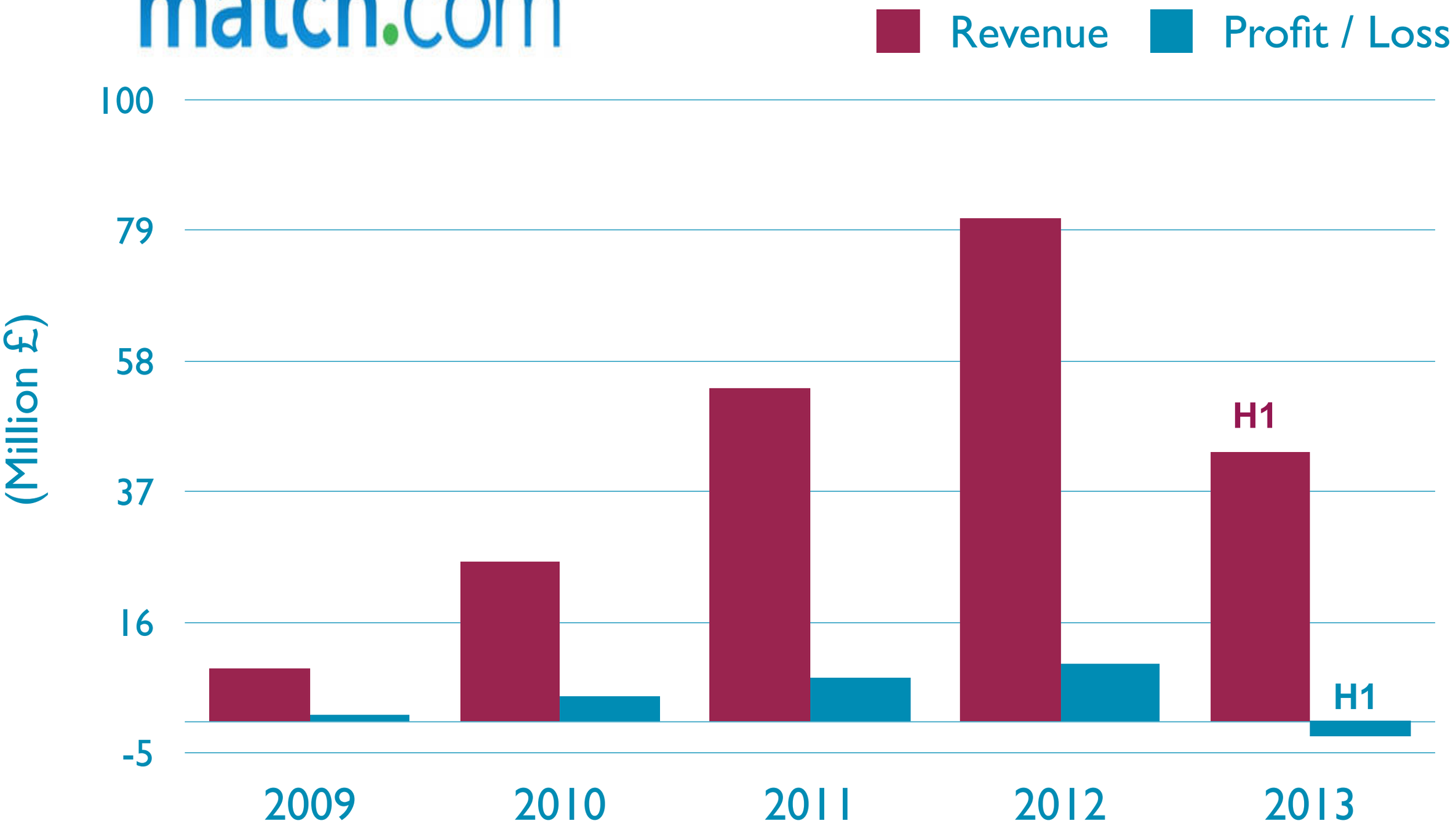
match.com



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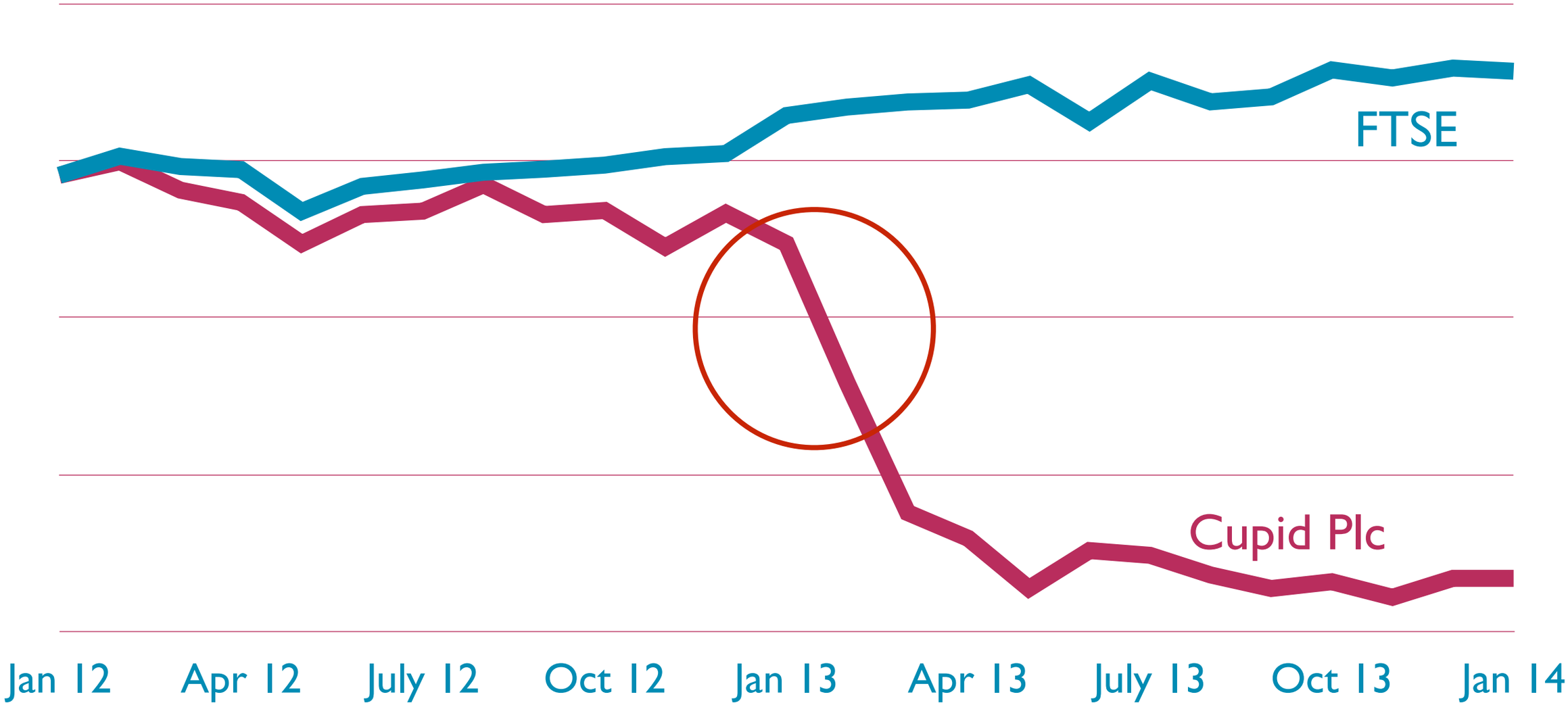
Stock Closing Prices (£)



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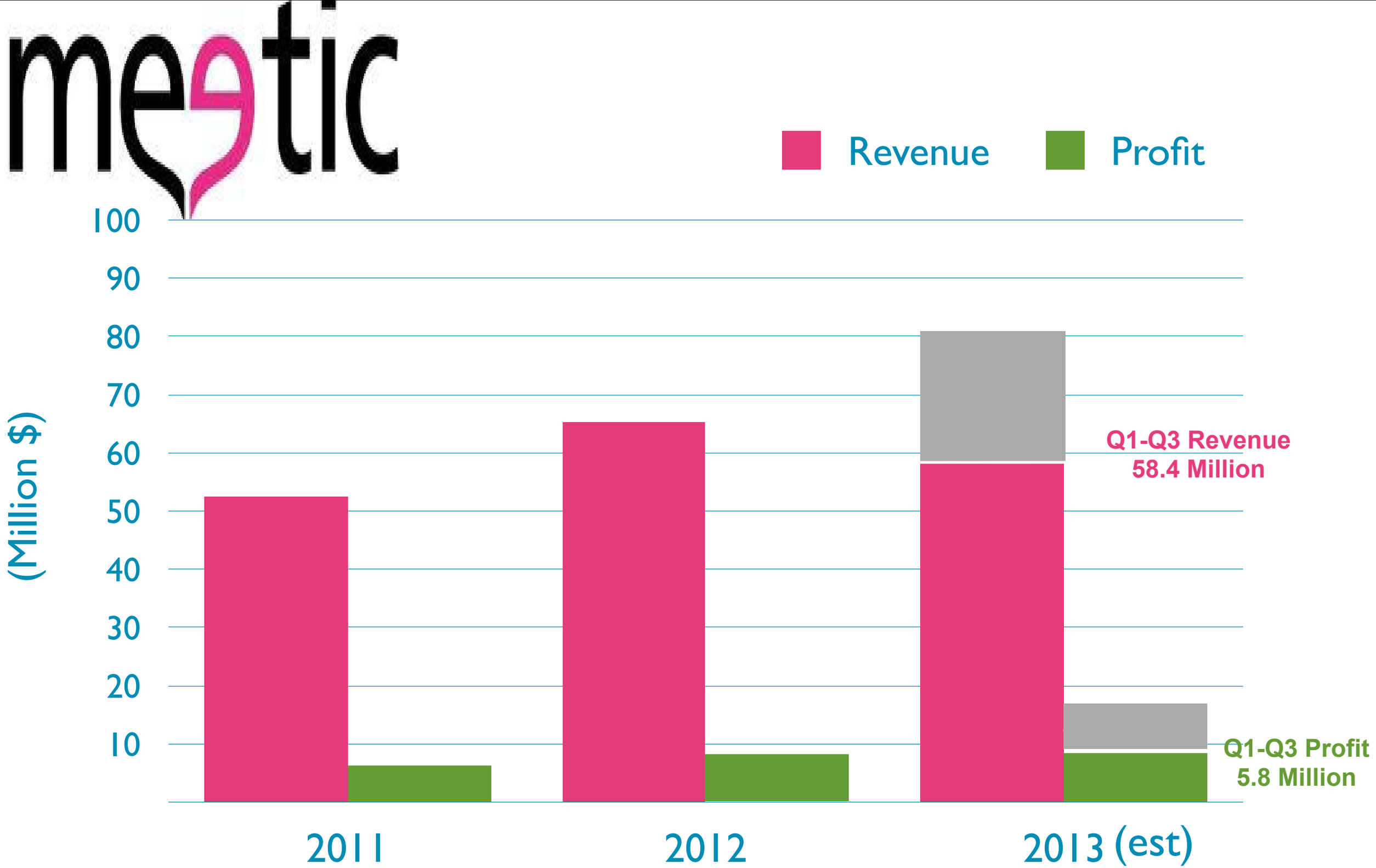

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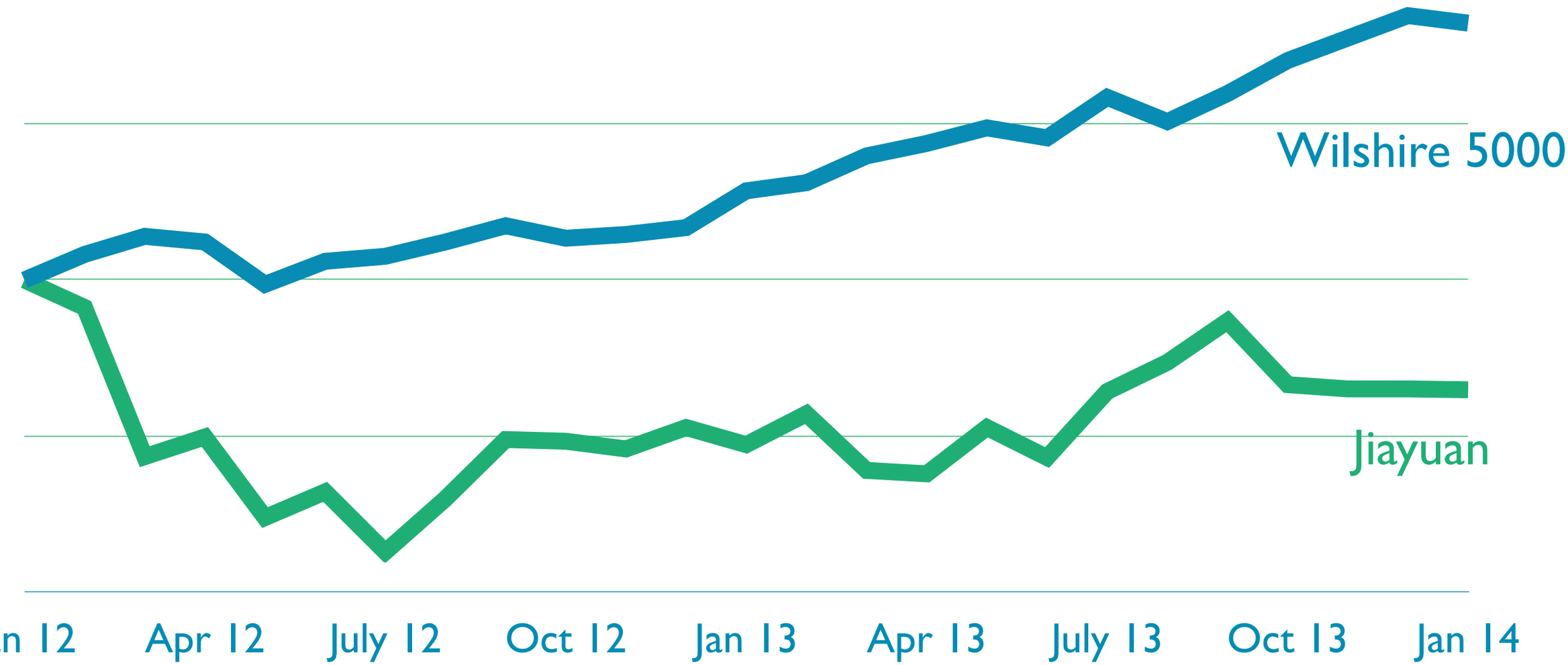
FriendFinder Networks

Stock Closing Prices ($)



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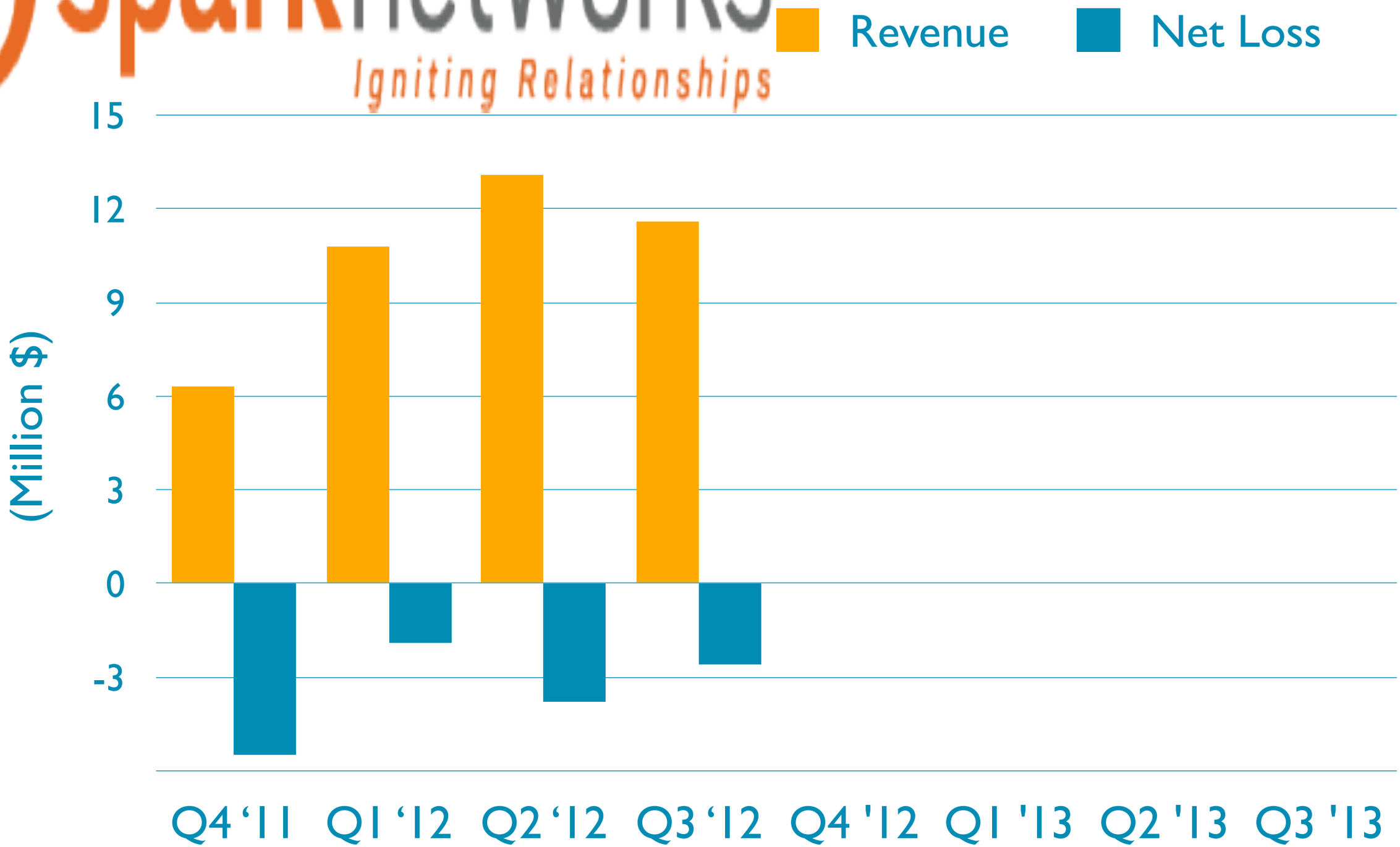
Igniting Relationships



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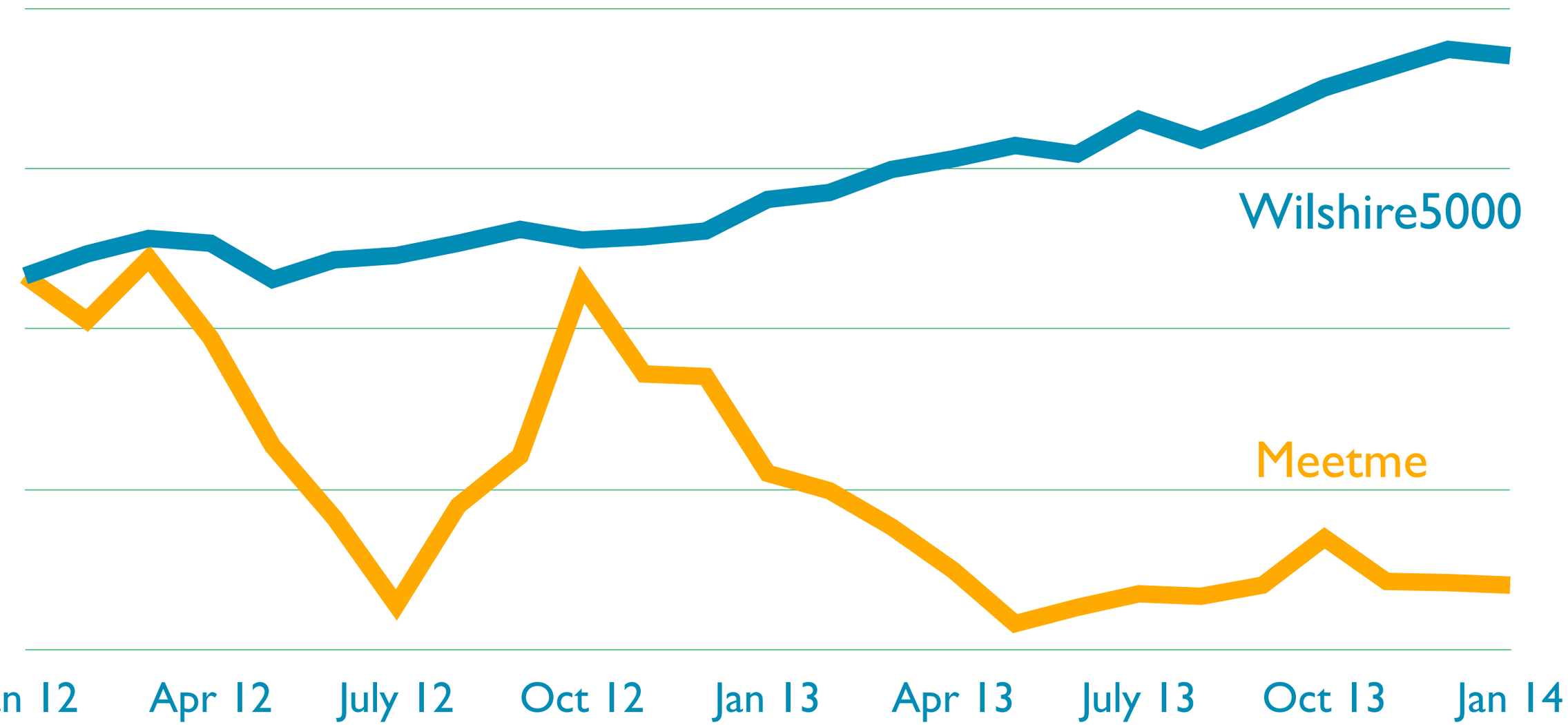
Stock Closing Prices ($)



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Mobile Trend

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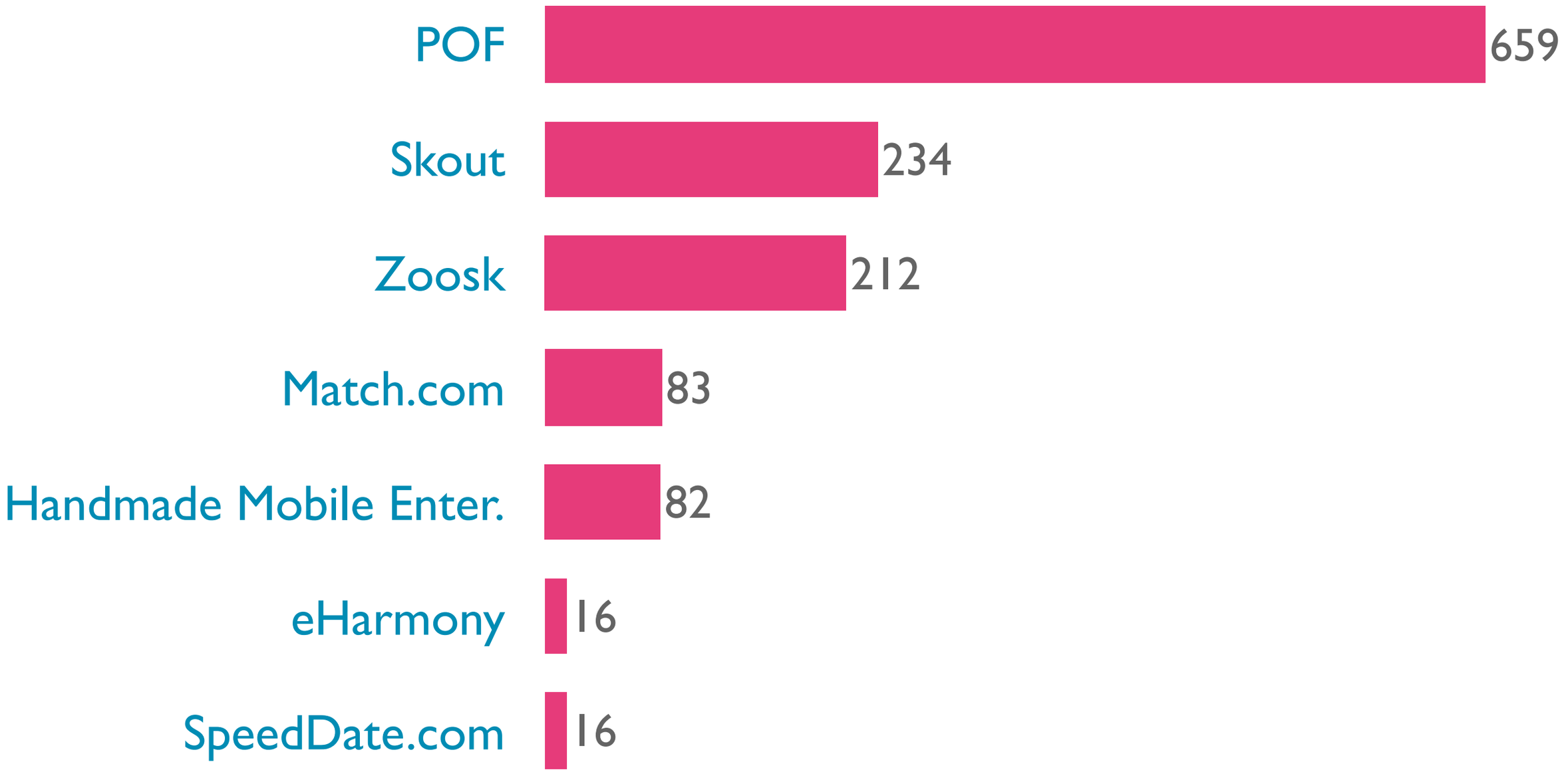
Mobile Dating Rankings

(Average daily visitors (000), all smartphones)



comScore, Nov '12

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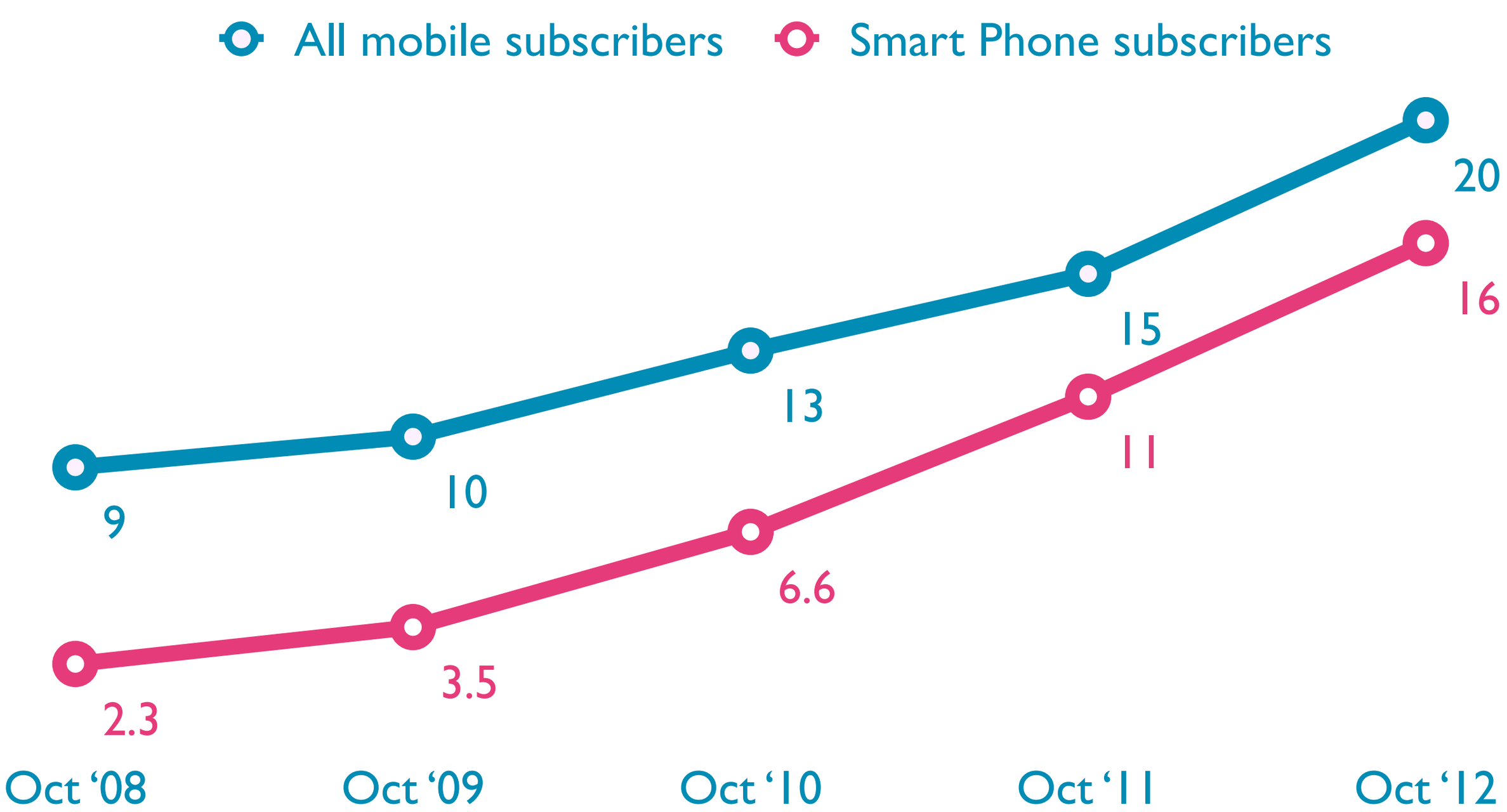
US Mobile Internet Daters (Million)



comScore MobiLens, Oct '12

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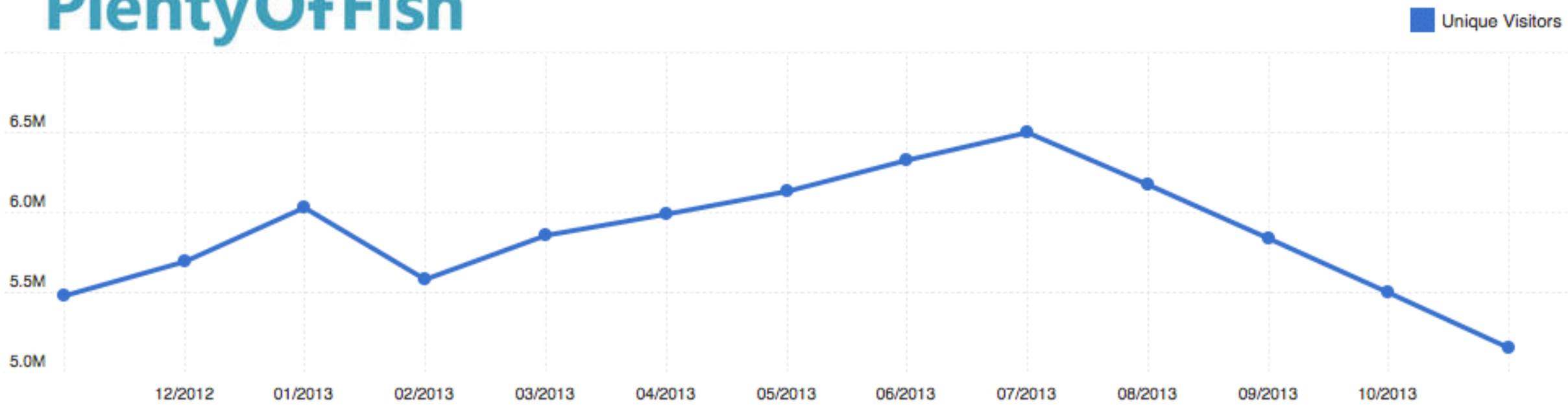
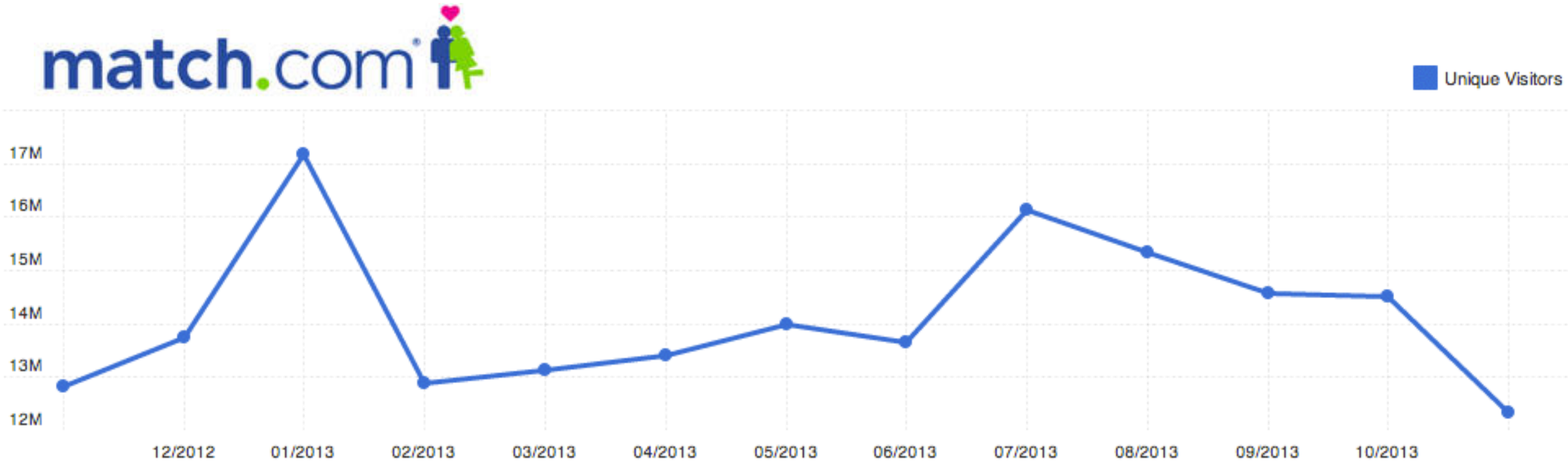
PlentyOfFish



match.com



Compete, Jan 2014

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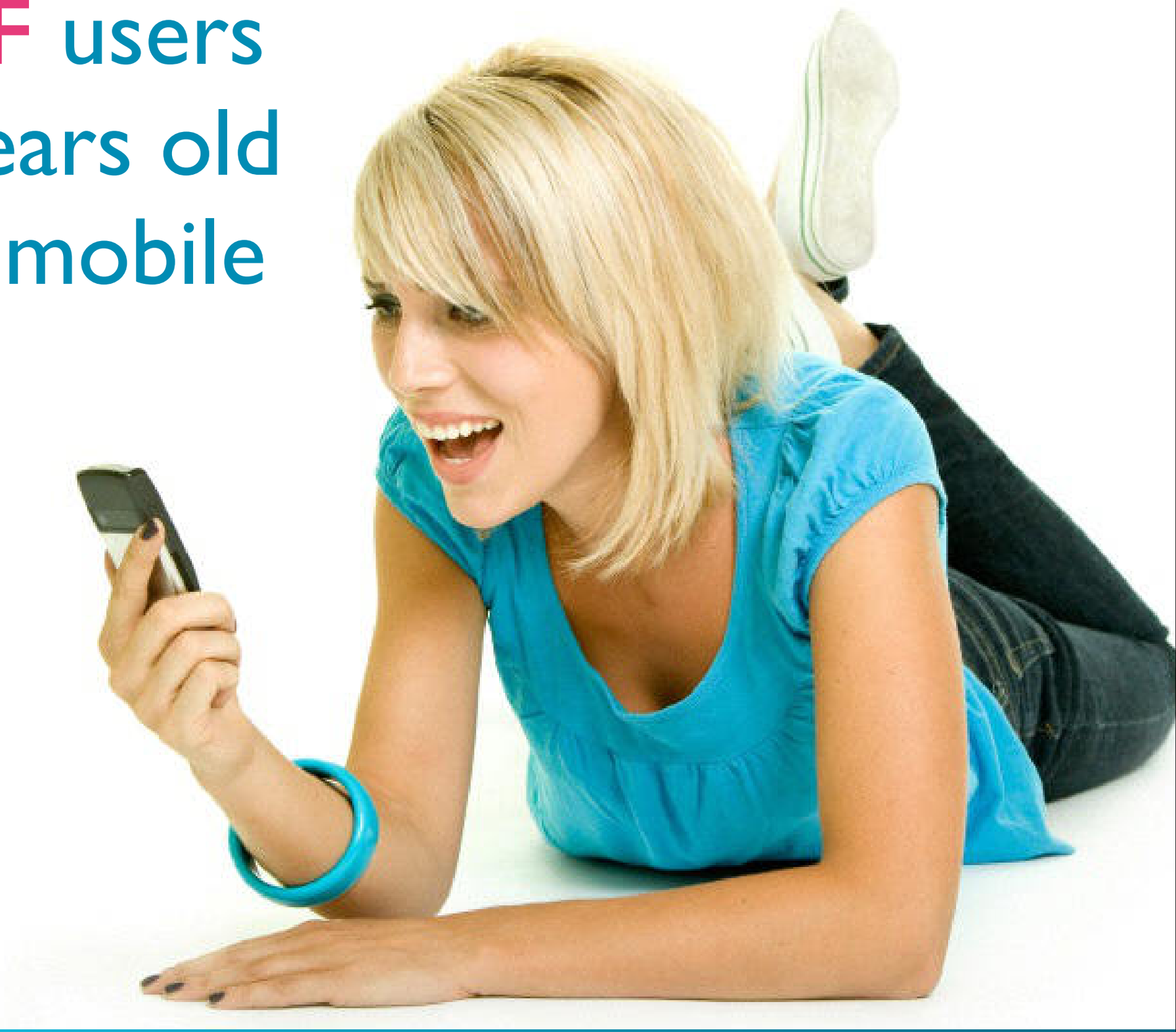
83% of POF users under 30 years old log in from mobile



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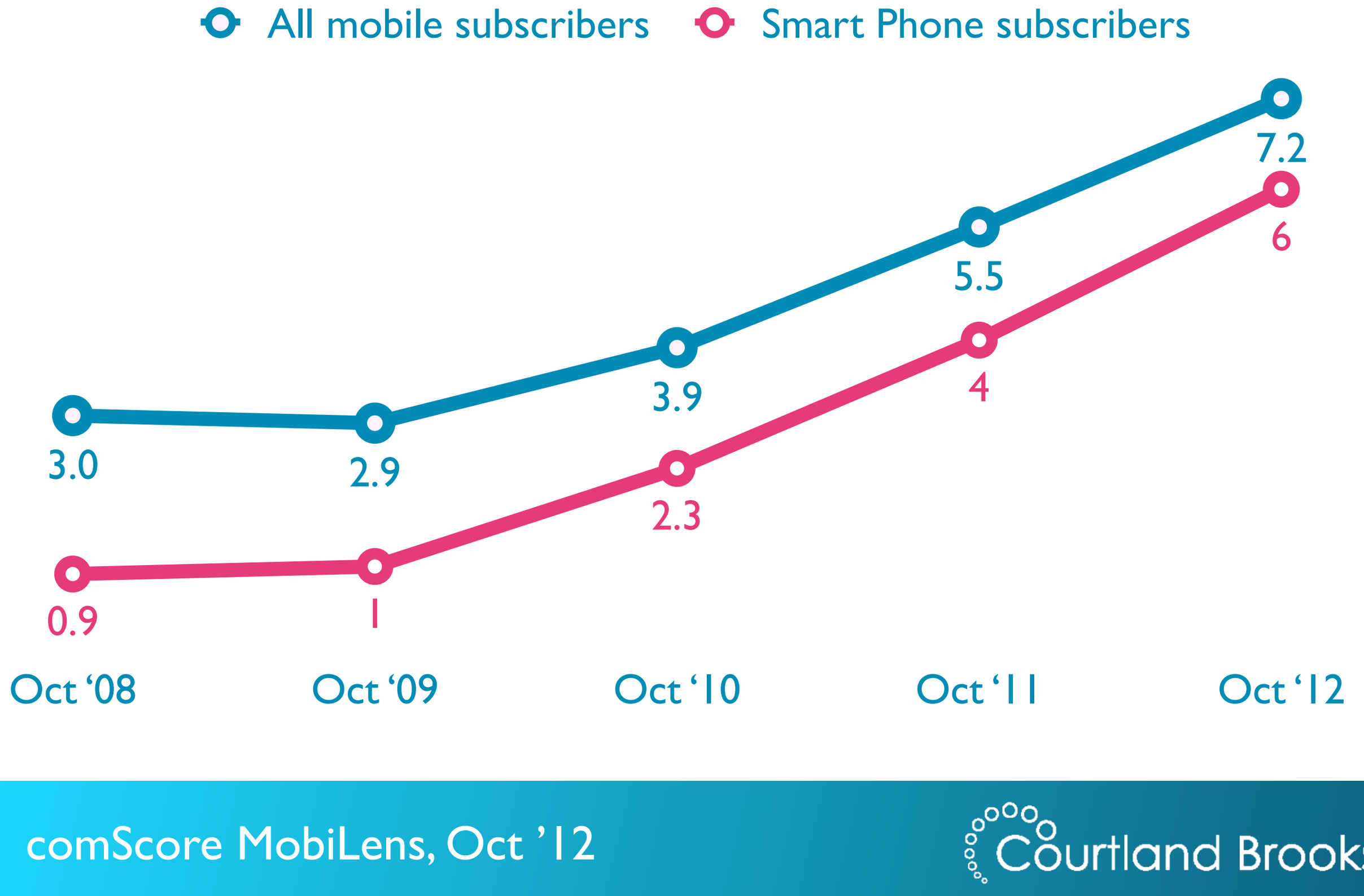
US Mobile Internet Dating Power Users (Million)



comScore MobiLens, Oct '12

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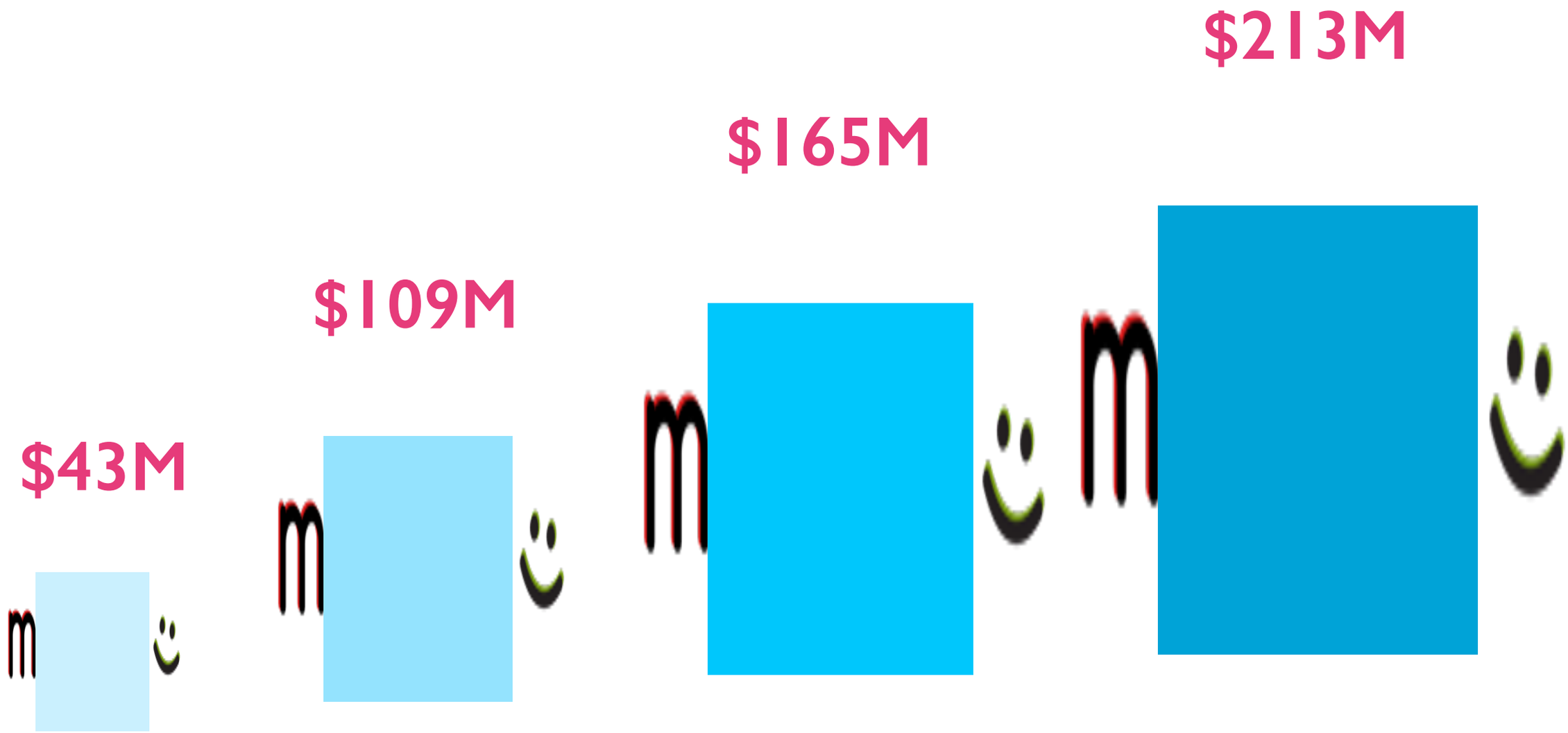
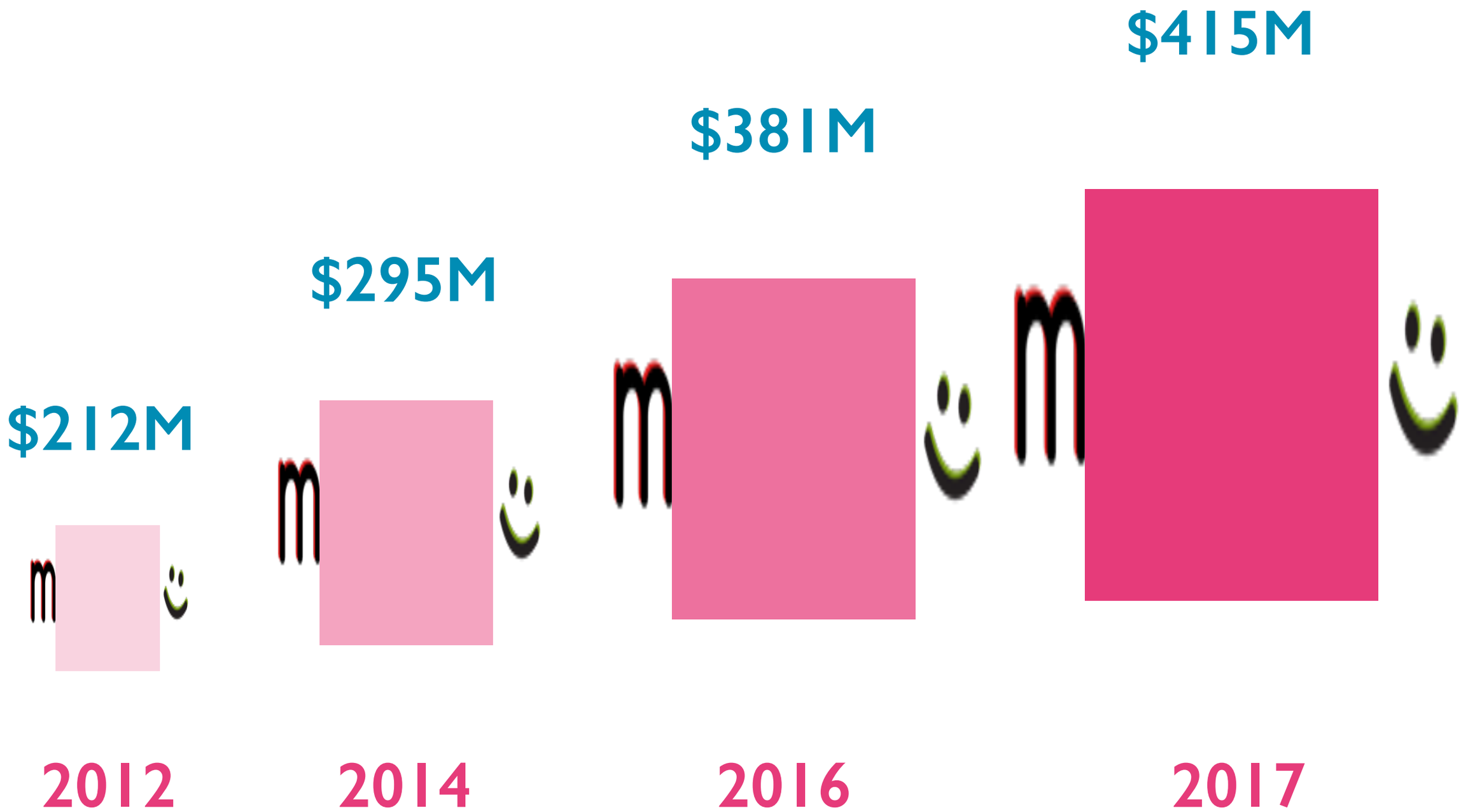
Mobile $$$

US Mobile Dating Revenue



US Mobile Dating Revenue Forecast



IBIS World 2012

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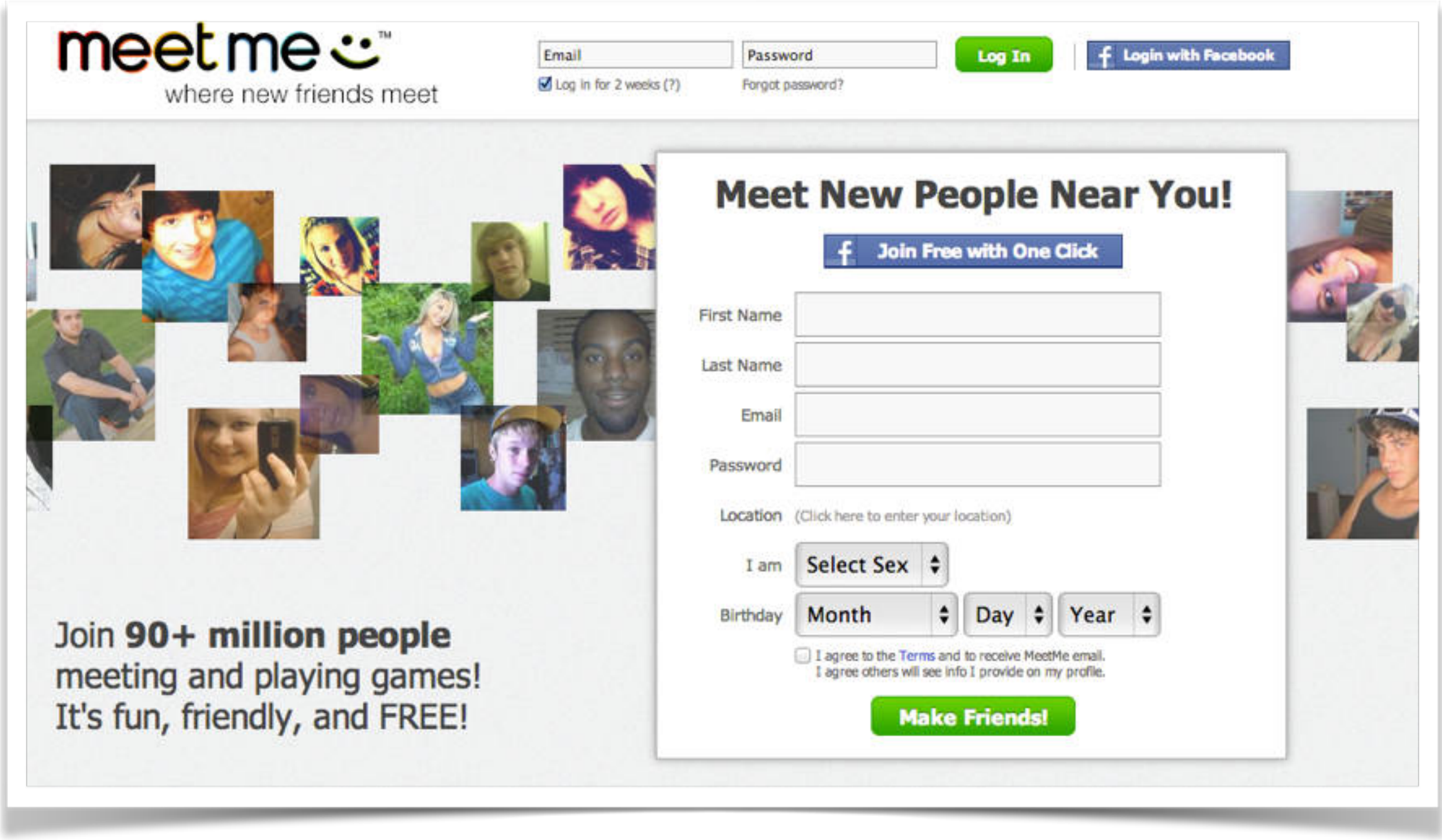
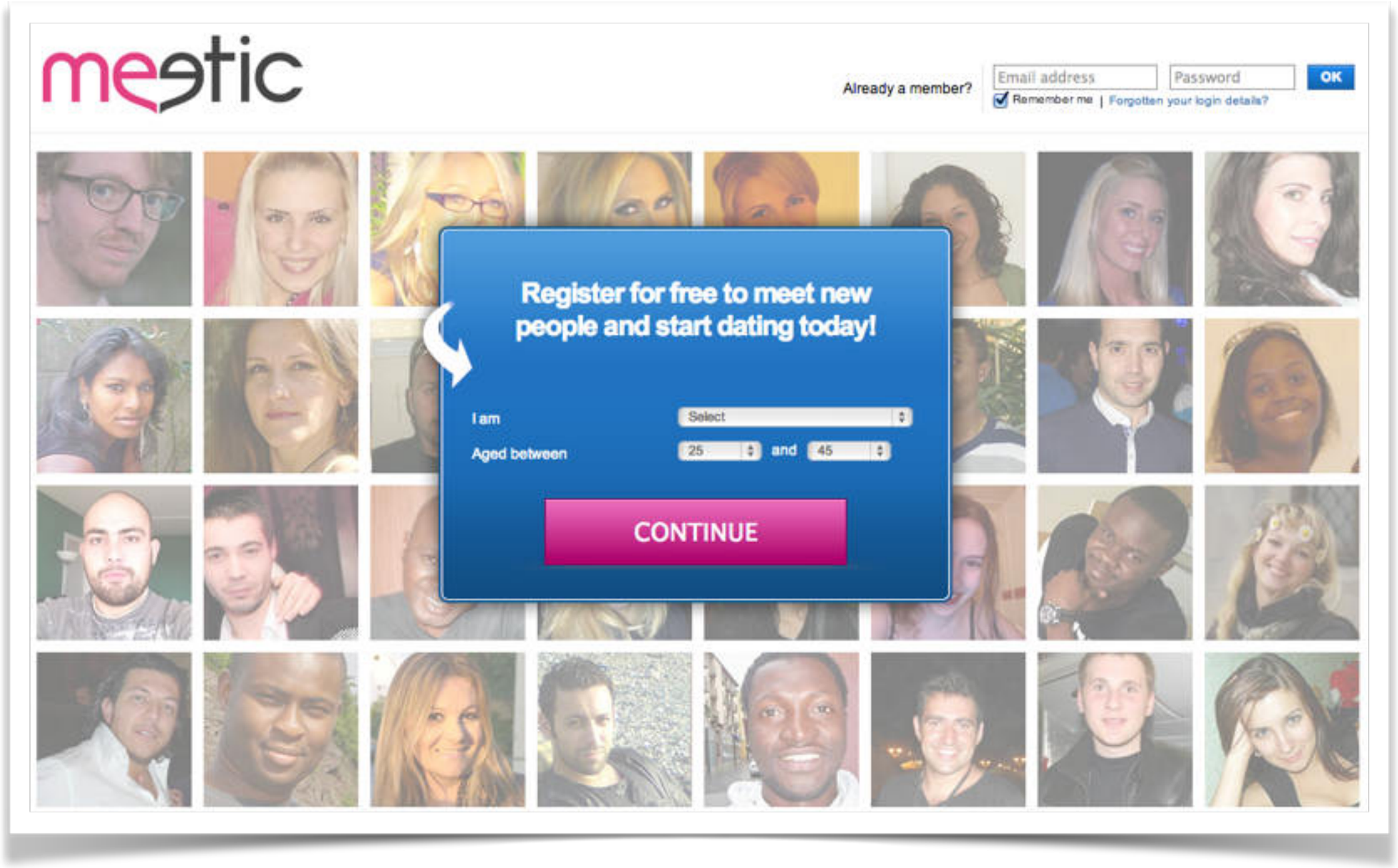
Top News

Funding



Meetme Secured $8 Million

Funding



Match.com Increased Its Stake In Meetic To 87.5%

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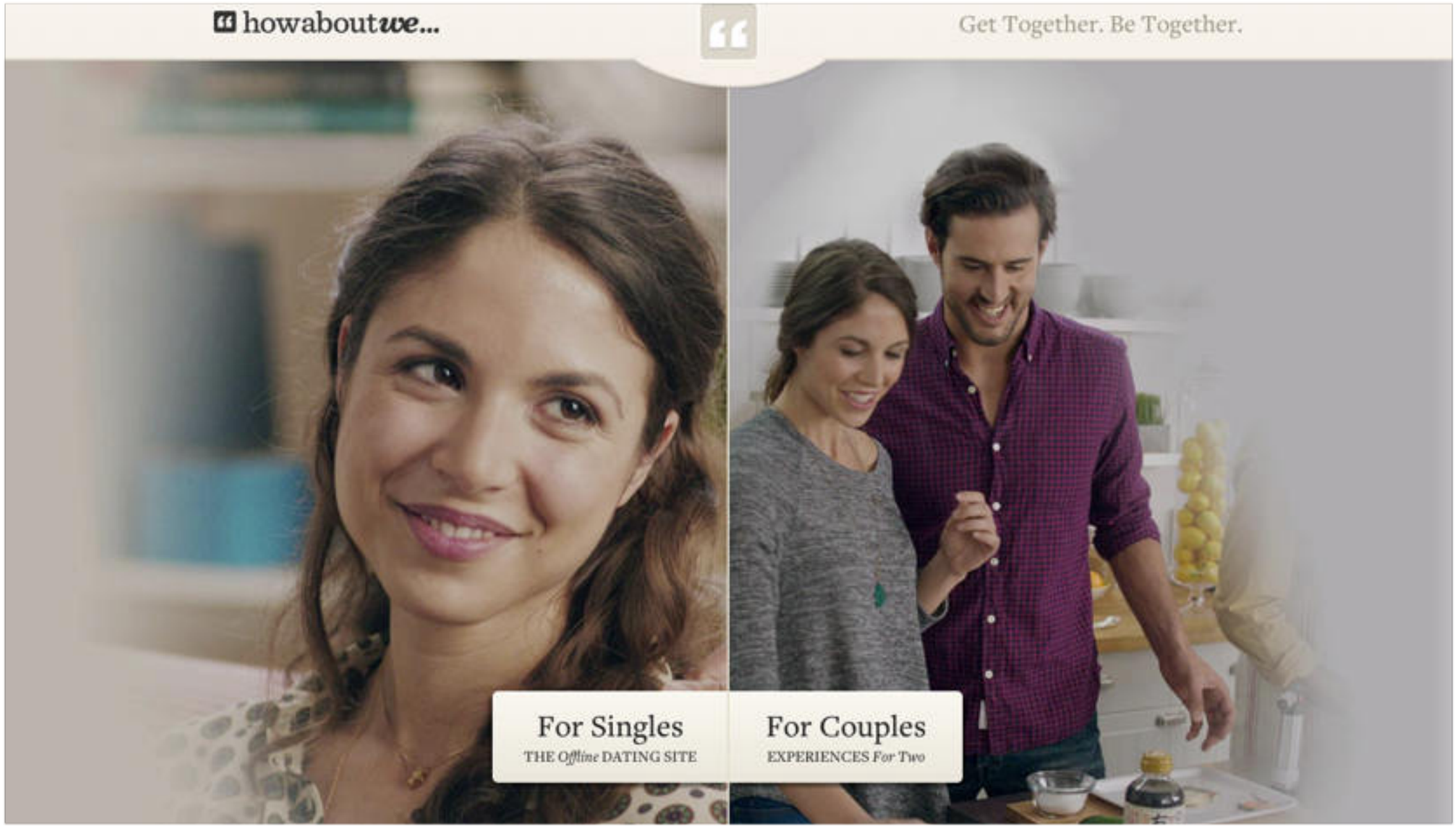
Funding



HowAboutWe Raises $4.2 Million

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Funding



Fortress Investments Invests $50 Million

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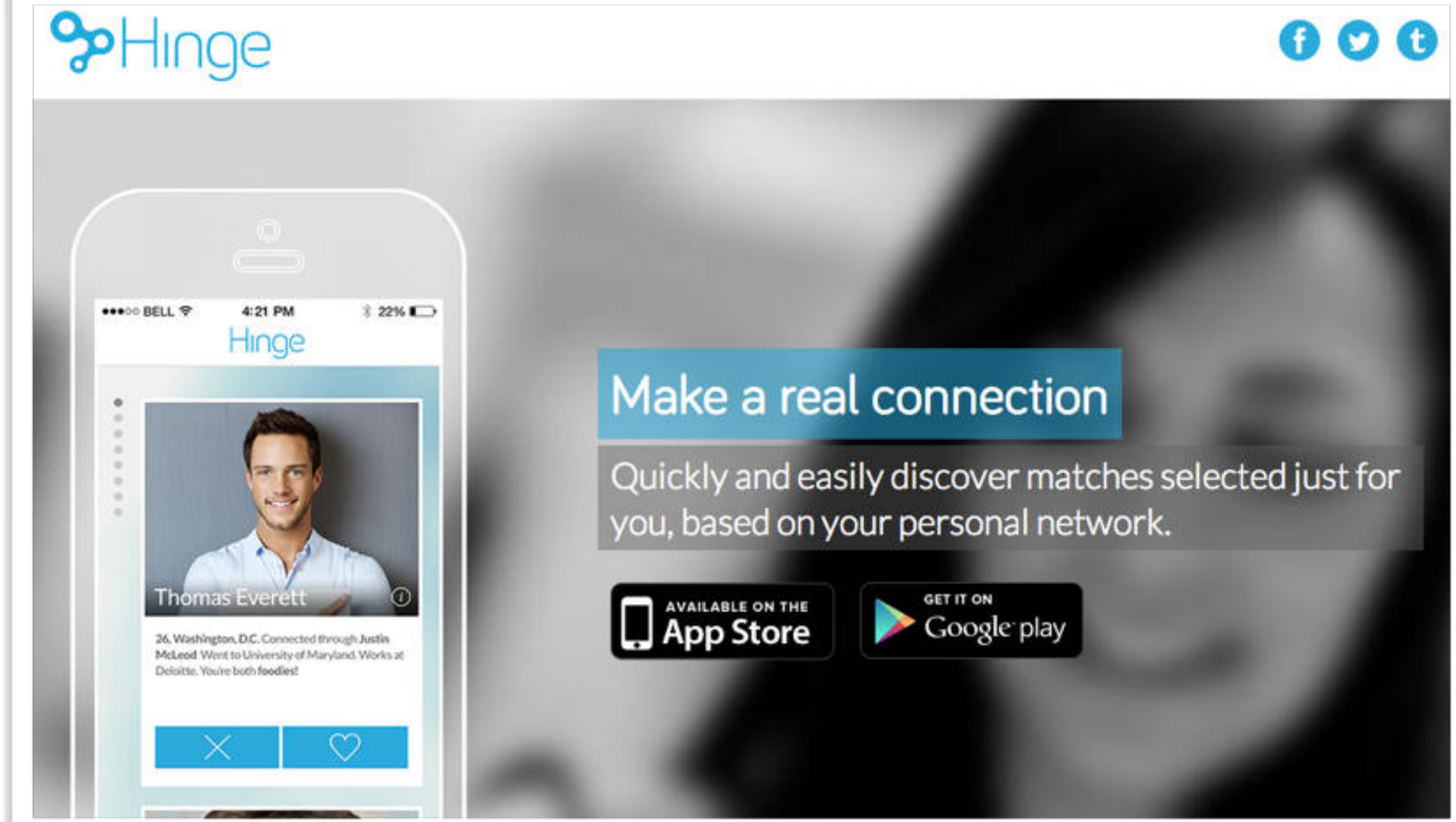
Funding



Hinge Raised $4 Million

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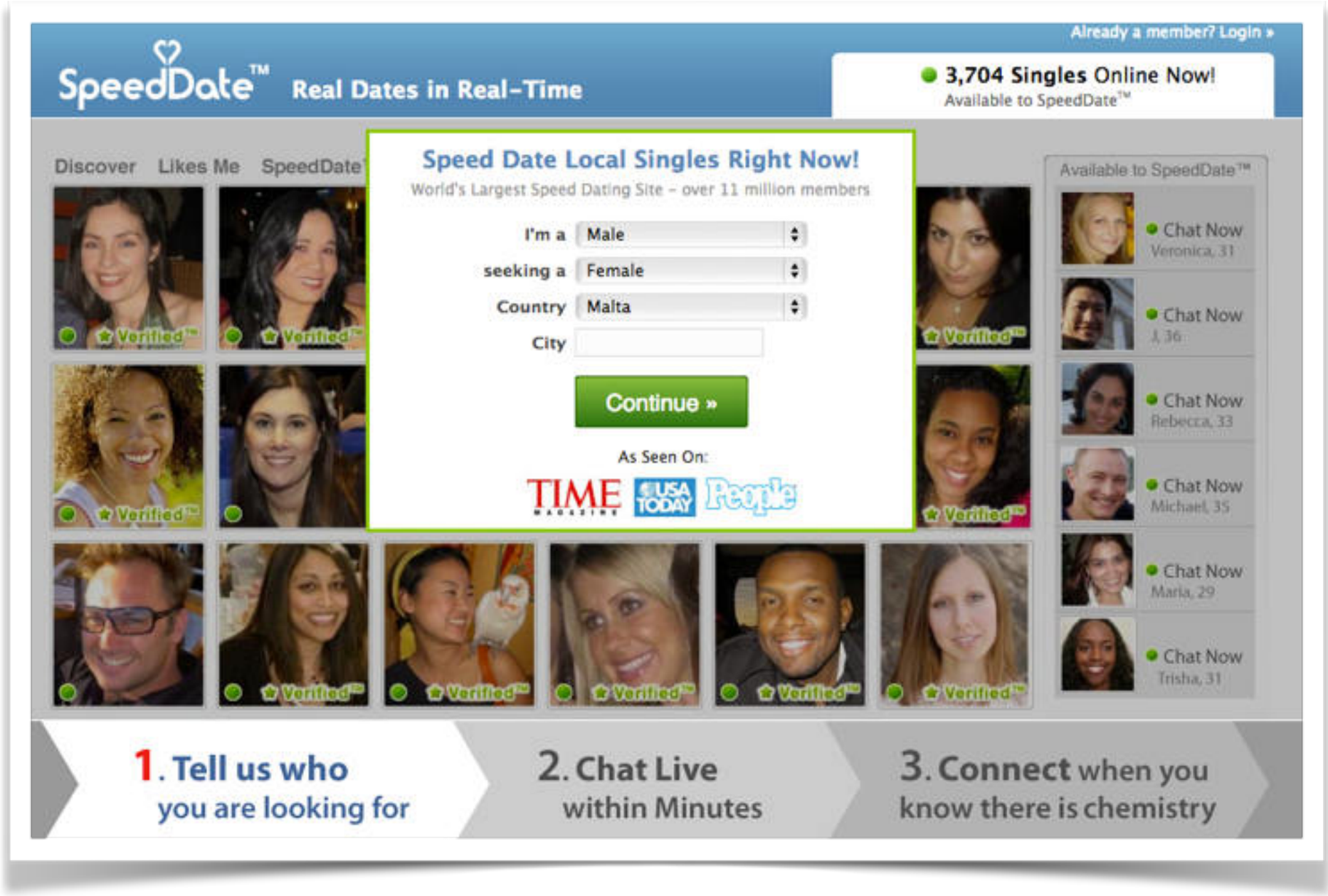
Funding

matchmate

LikeBright Raised $1 Million

Acquisitions



SpeedDate Sold To IAC

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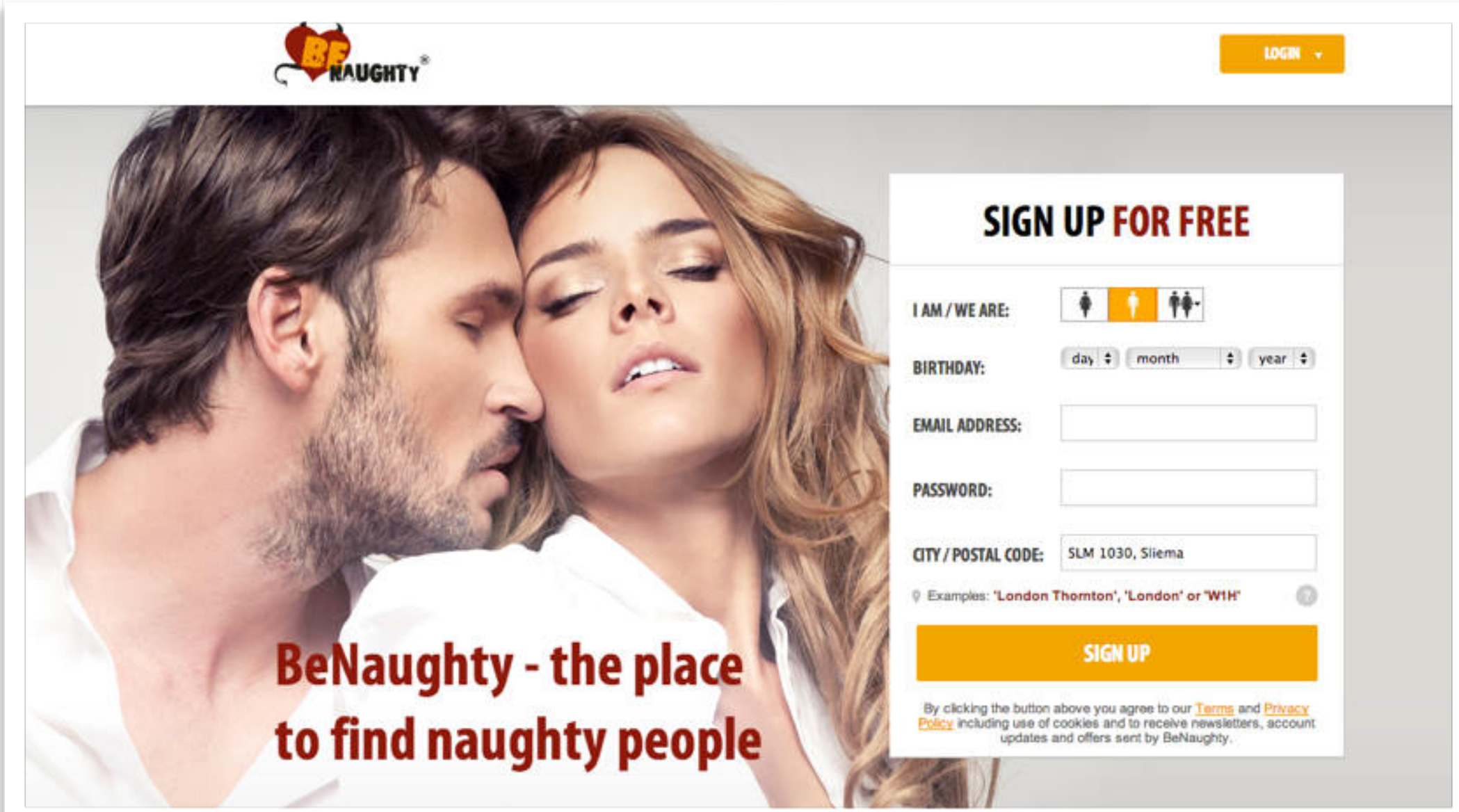
Acquisitions



Cupid Sells Casual Dating Sites For £43 Million

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Acquisitions



POF Acquires FastLife

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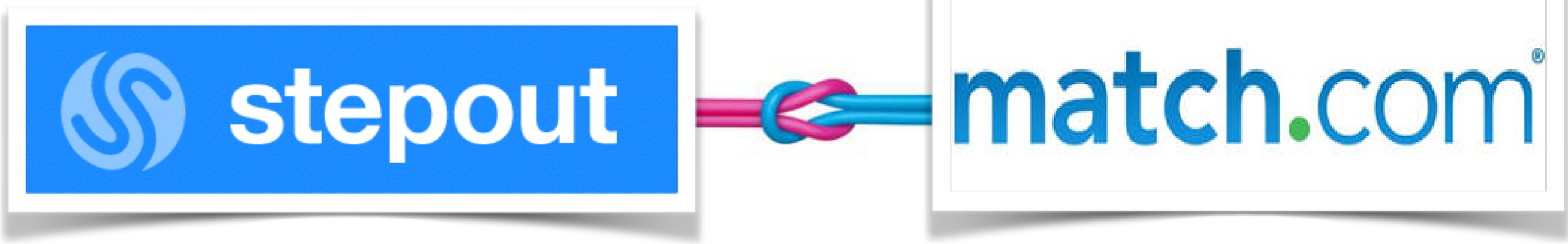
Acquisitions



StepOut is Now Part Of Twoo

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Top News

Acquisitions



e-kontakt.se



Meetic Acquires Nordic Dating Site e-kontakt and Sweedish Dating Site SprayDate

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Acquisitions



SparkNetworks' Major Shareholder Acquires $790K In Stock

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Acquisitions







Online Buddies Acquires Gay App Jack'd

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Acquisitions



matchmate

acquaintable
meet friends-of-friends

LikeBright Acquires MatchMate and Acquaintable

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Reorganizations



FriendFinder To Exit Bankruptcy. Andrew Conru To Take Control of FFN.

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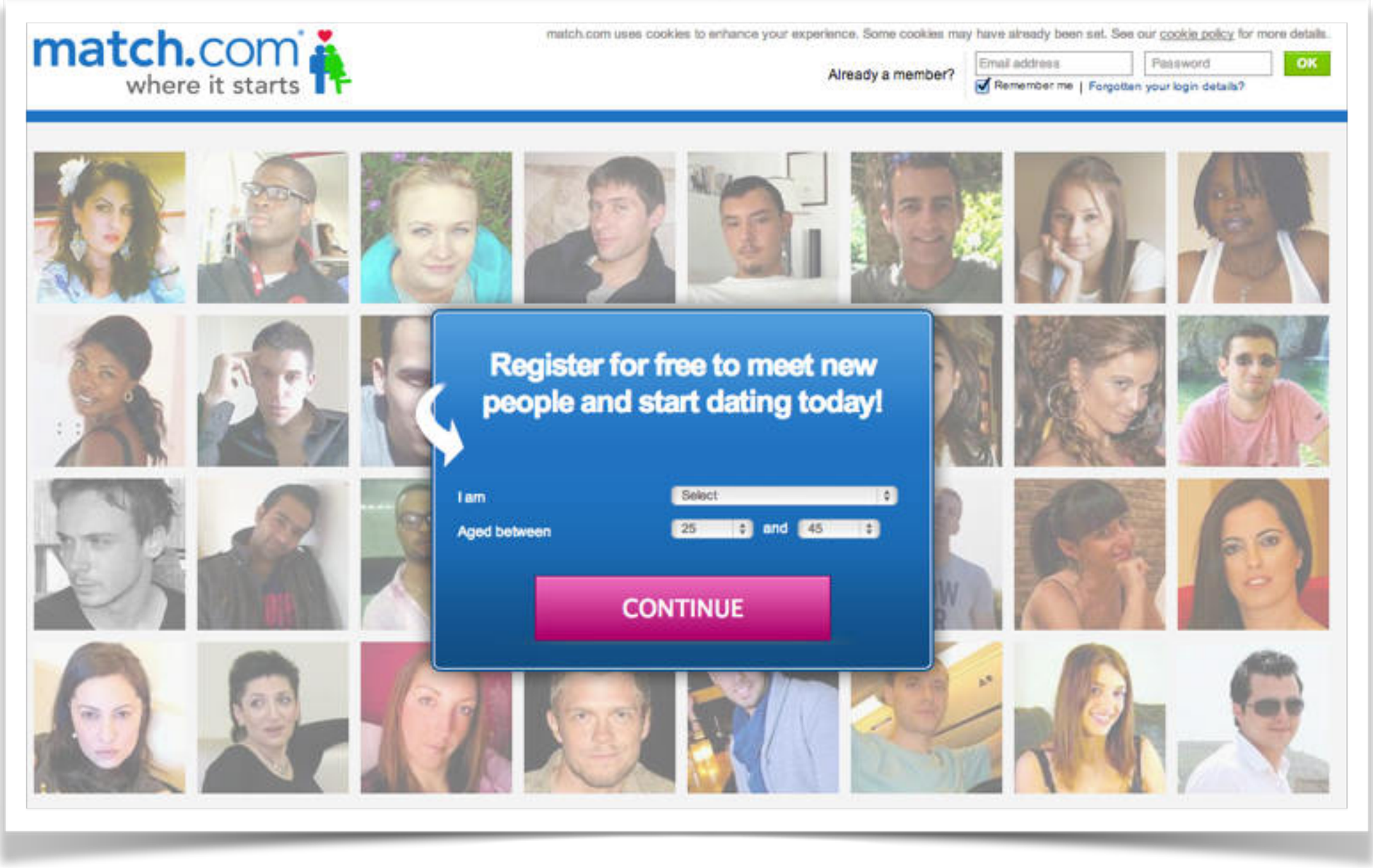
Reorganizations



IAC Creates New Operating Unit - Match Group

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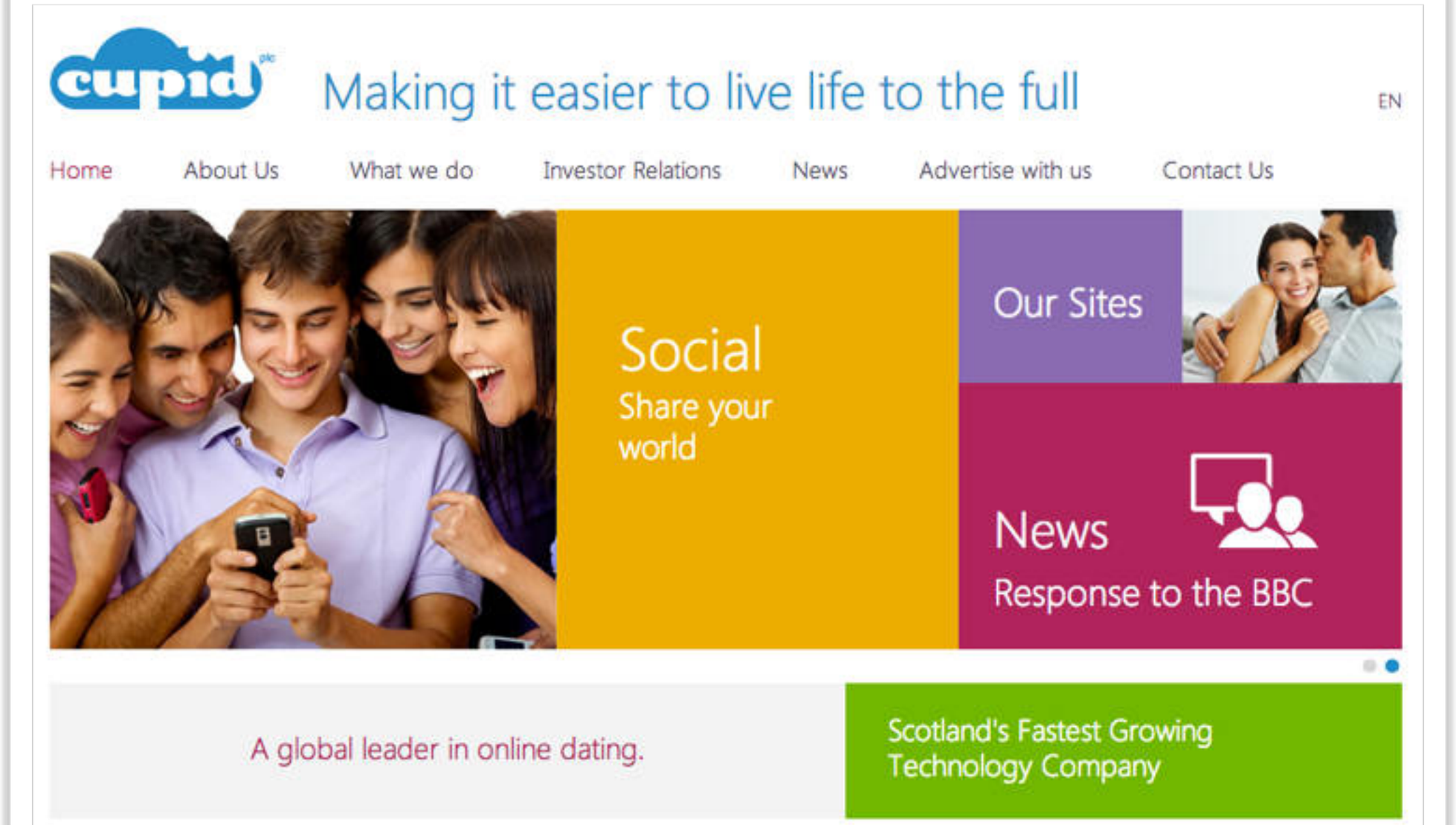
Reorganizations



Cupid Plc - New CEO, New Era

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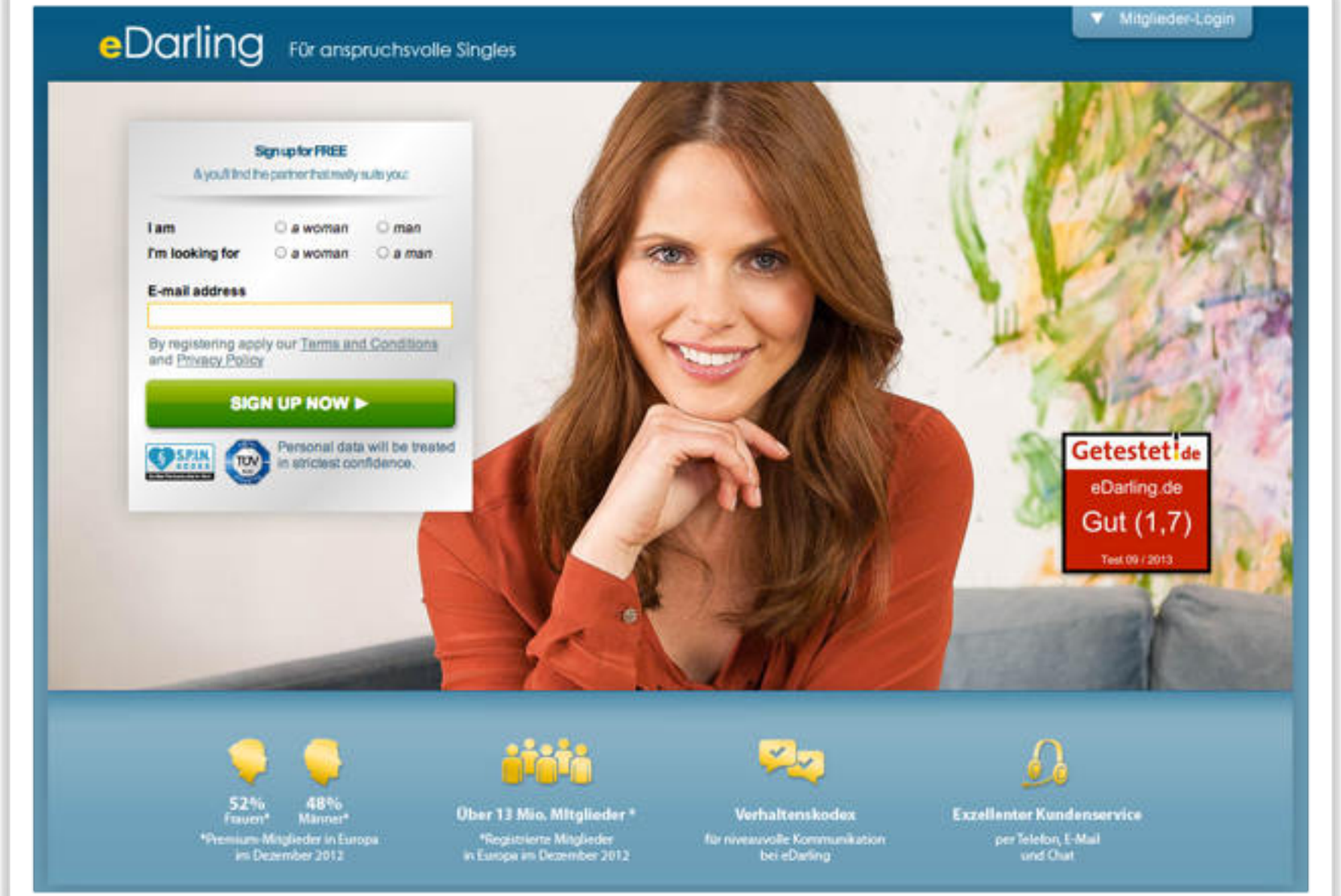
Notable Deals



eDarling Buys Itself Back From eHarmony

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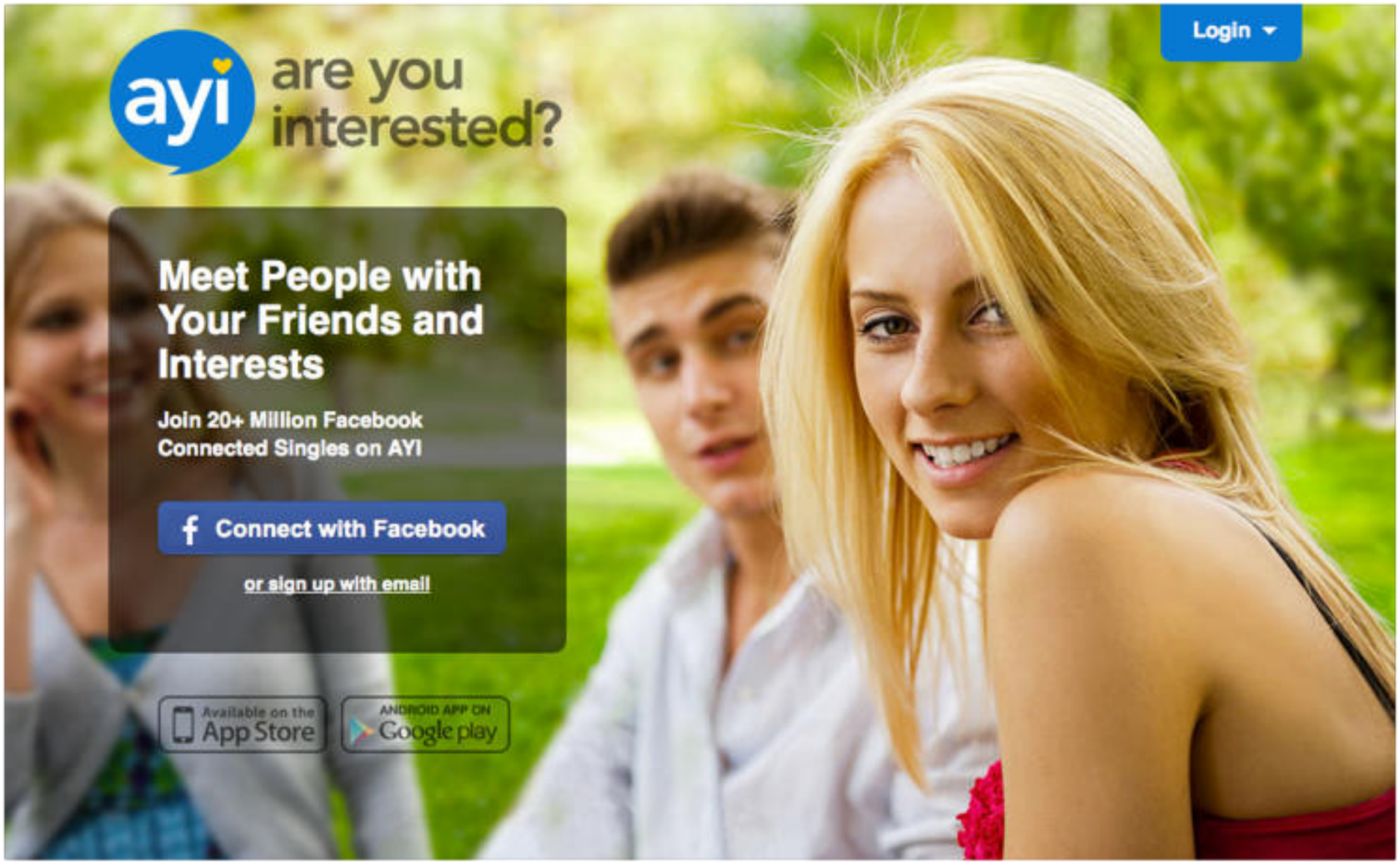
Notable Deals



Snap Interactive Partners With Match.com

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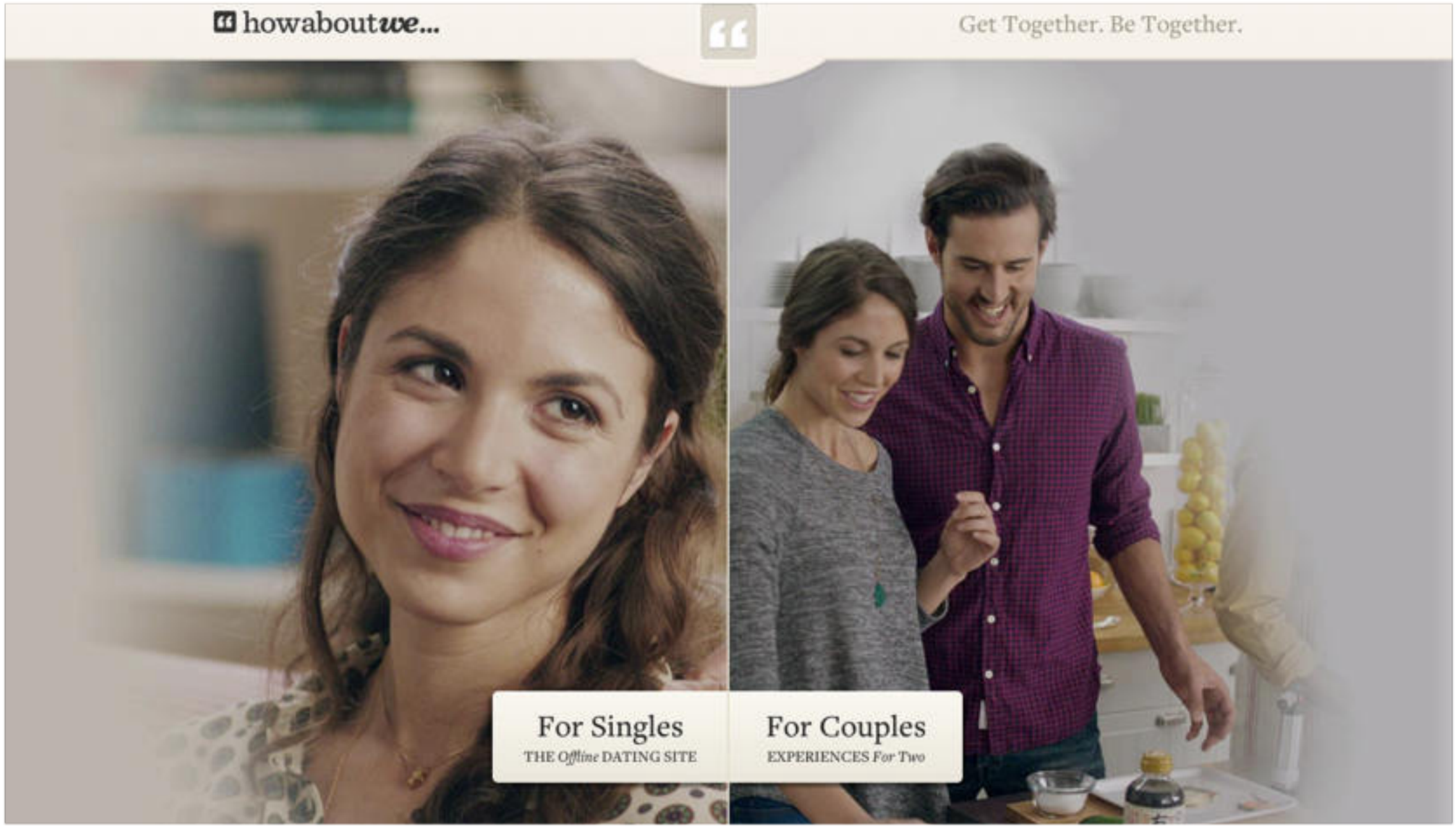
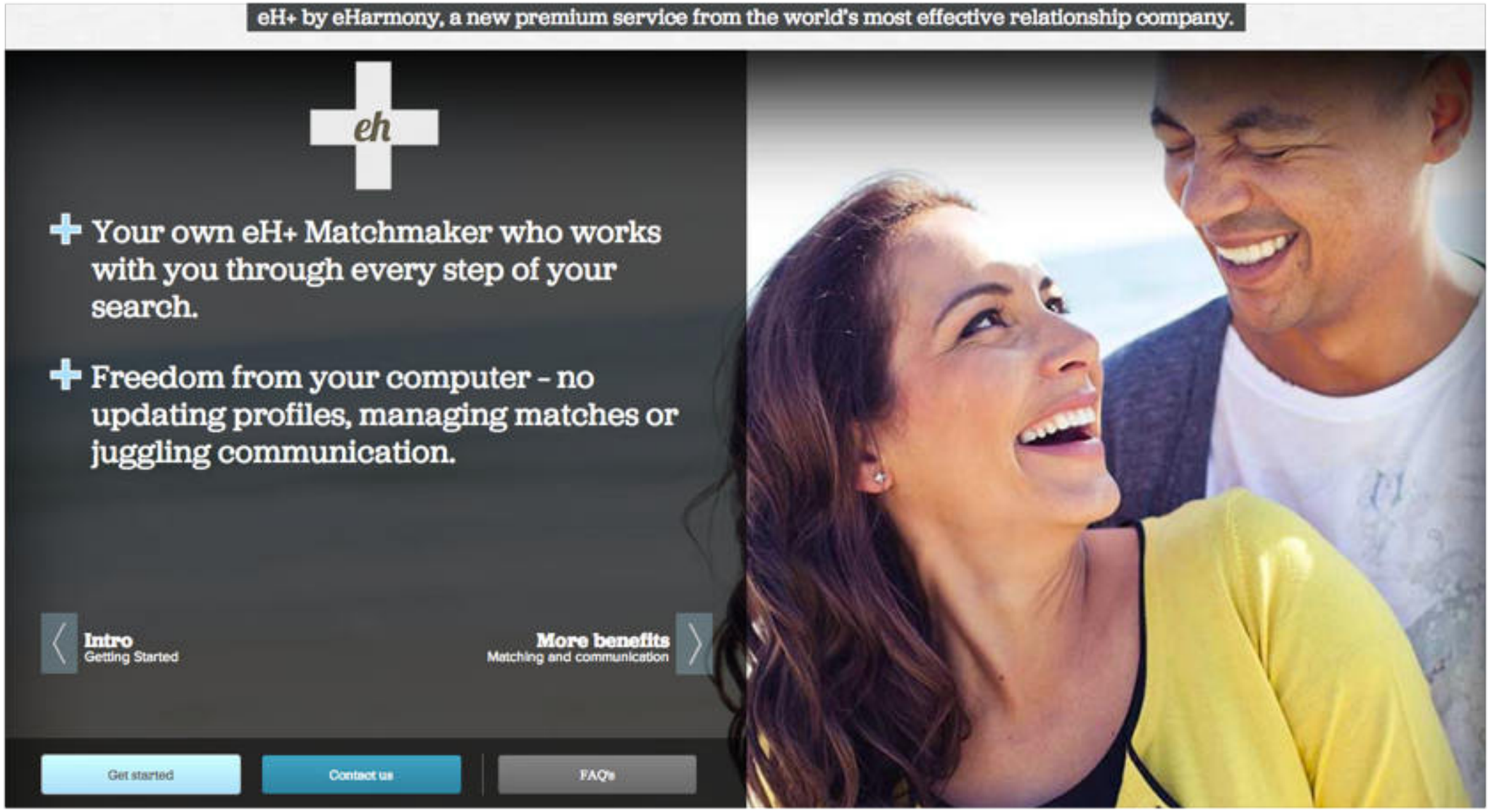
Top New Product News



HowAboutWe Launched In 30+ Countries

Top New Product News



eHarmony Launched Premium Matchmaking Service eH+

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Trends

Tinder Copycats



Choosy



Charm

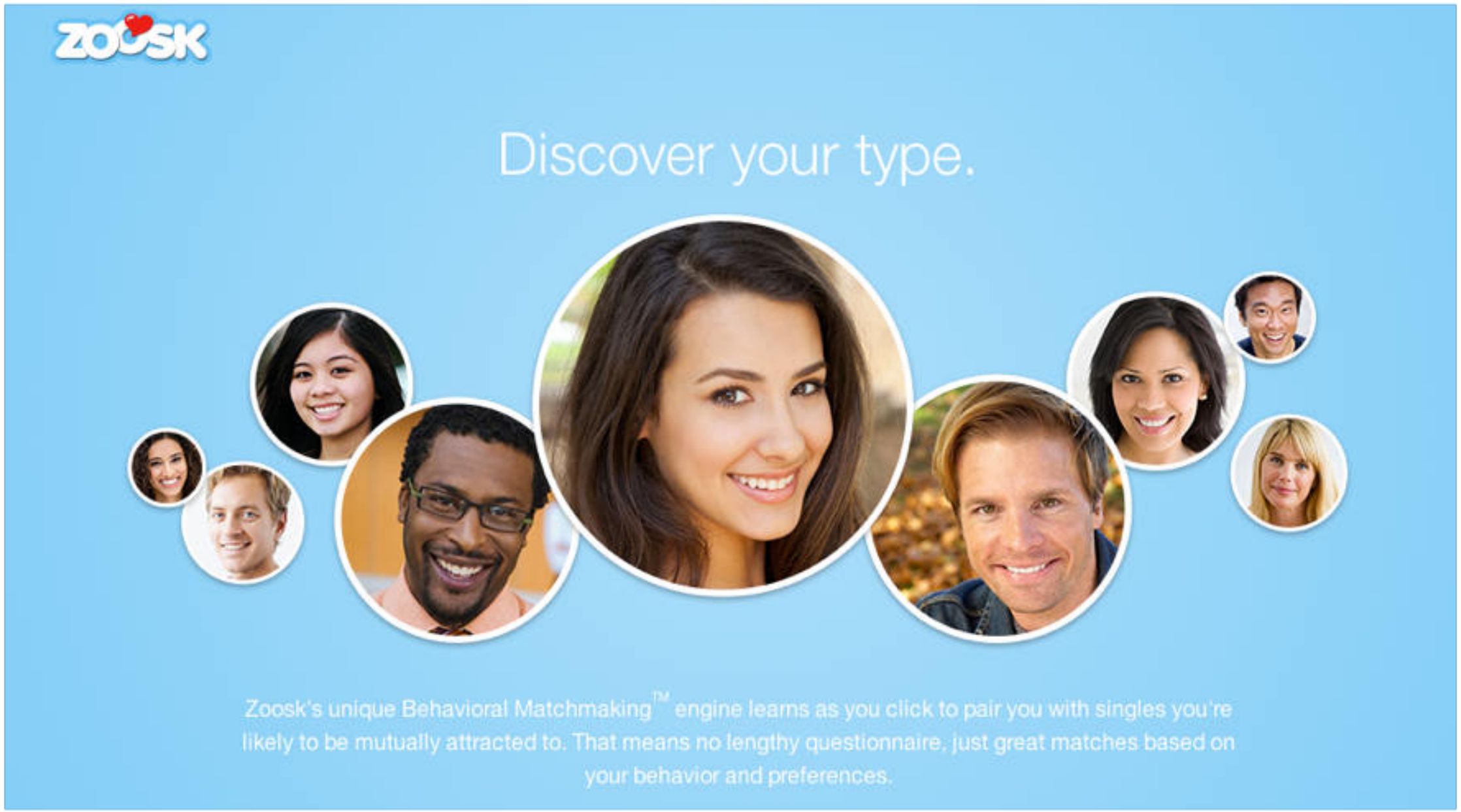


Paktor



Swipe

Future



Zoosk Is Preparing For IPO

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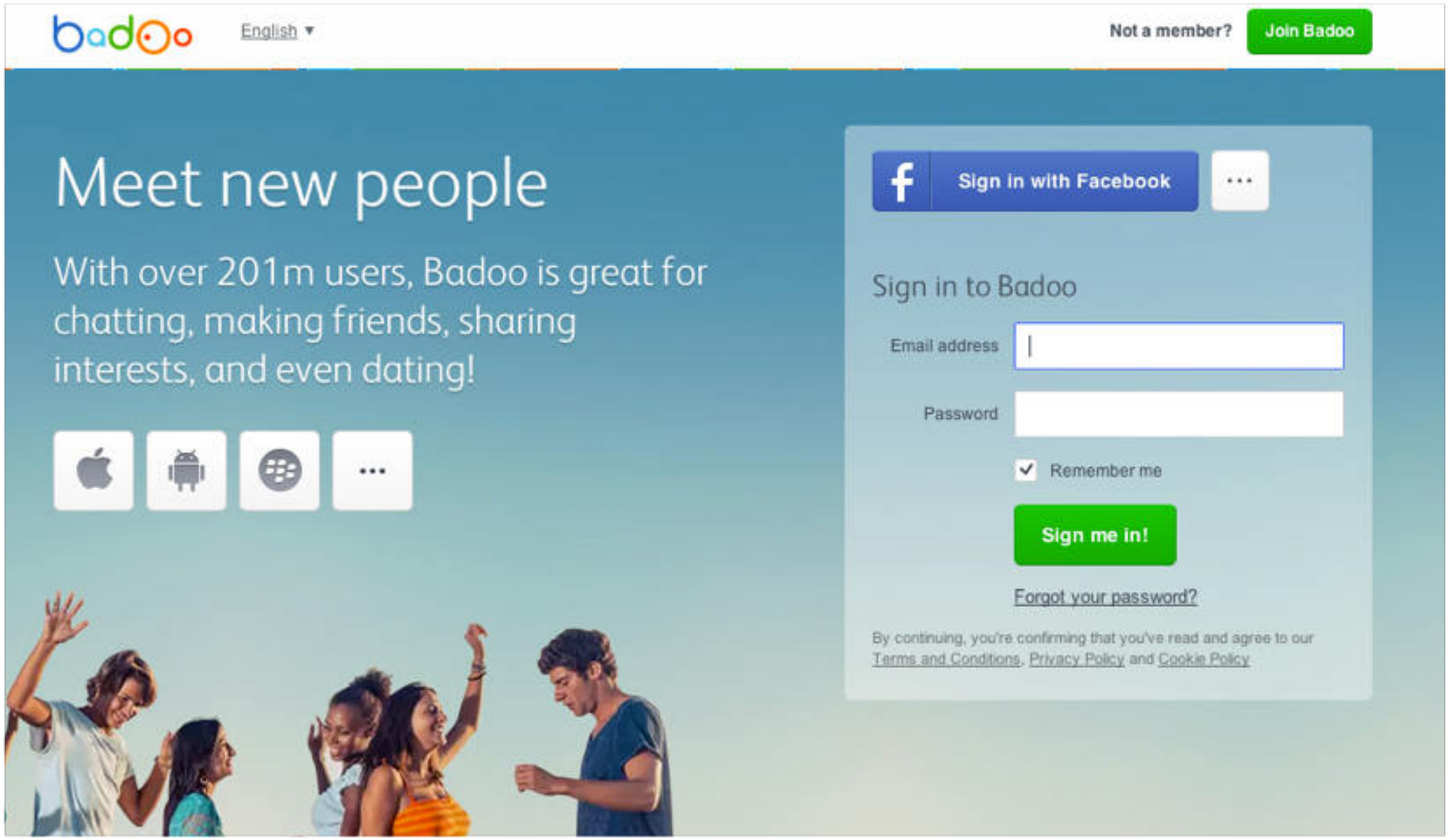

Badoo Is Eyeing Asia, UK and US

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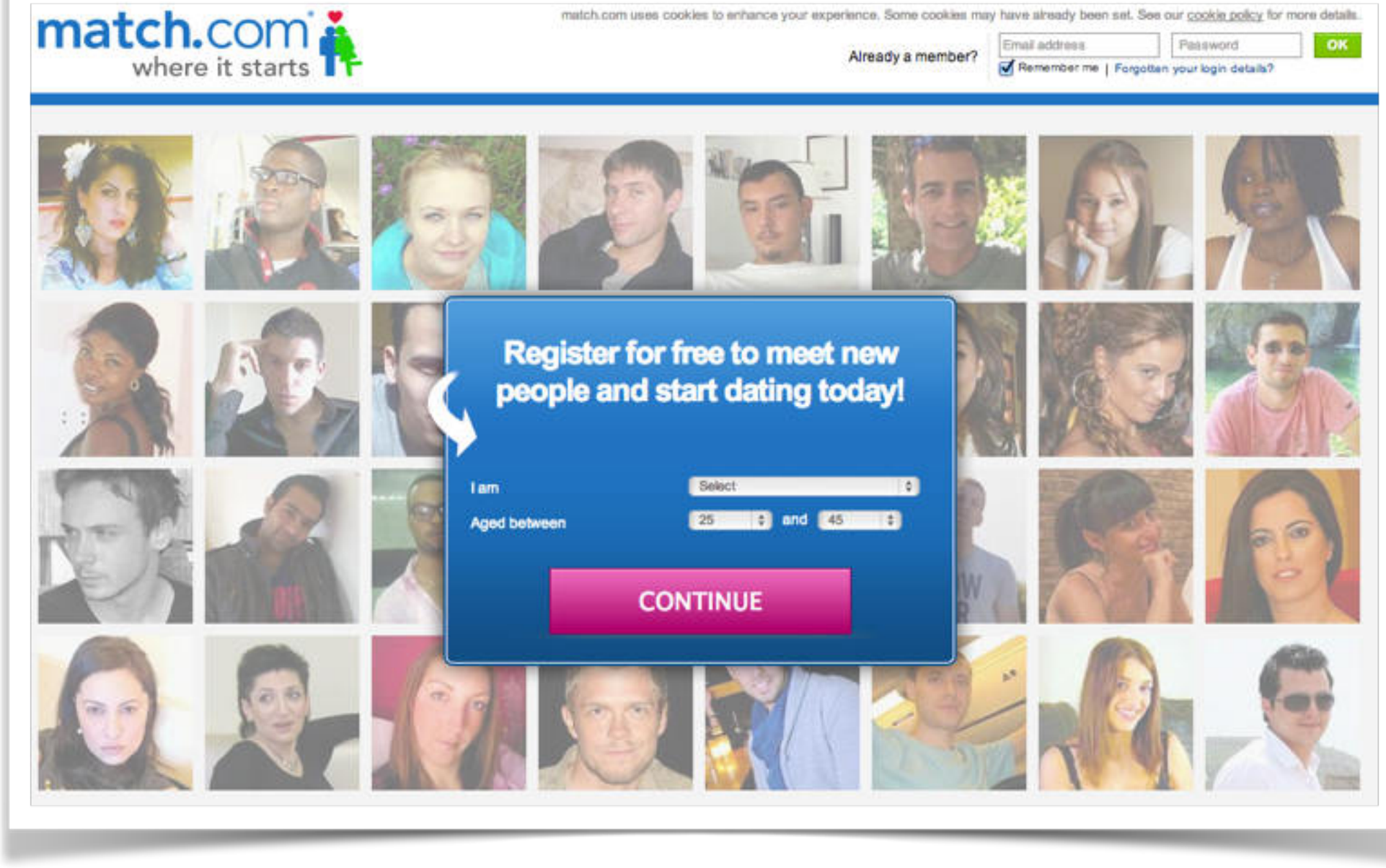

Match.com Will Soon Know The Single Life

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Controversy

Dating Sites Are Not Appealing

	Awareness	Appeal
Facebook	85%	50%
Twitter	76%	18%
Google+	58%	45%
eHarmony	56%	6%
Match.com	47%	6%
Pinterest	38%	42%
Instagram	37%	27%
MySpace	36%	10%
Yelp	25%	51%
LinkedIn	23%	24%

E-Score Survey, 2013

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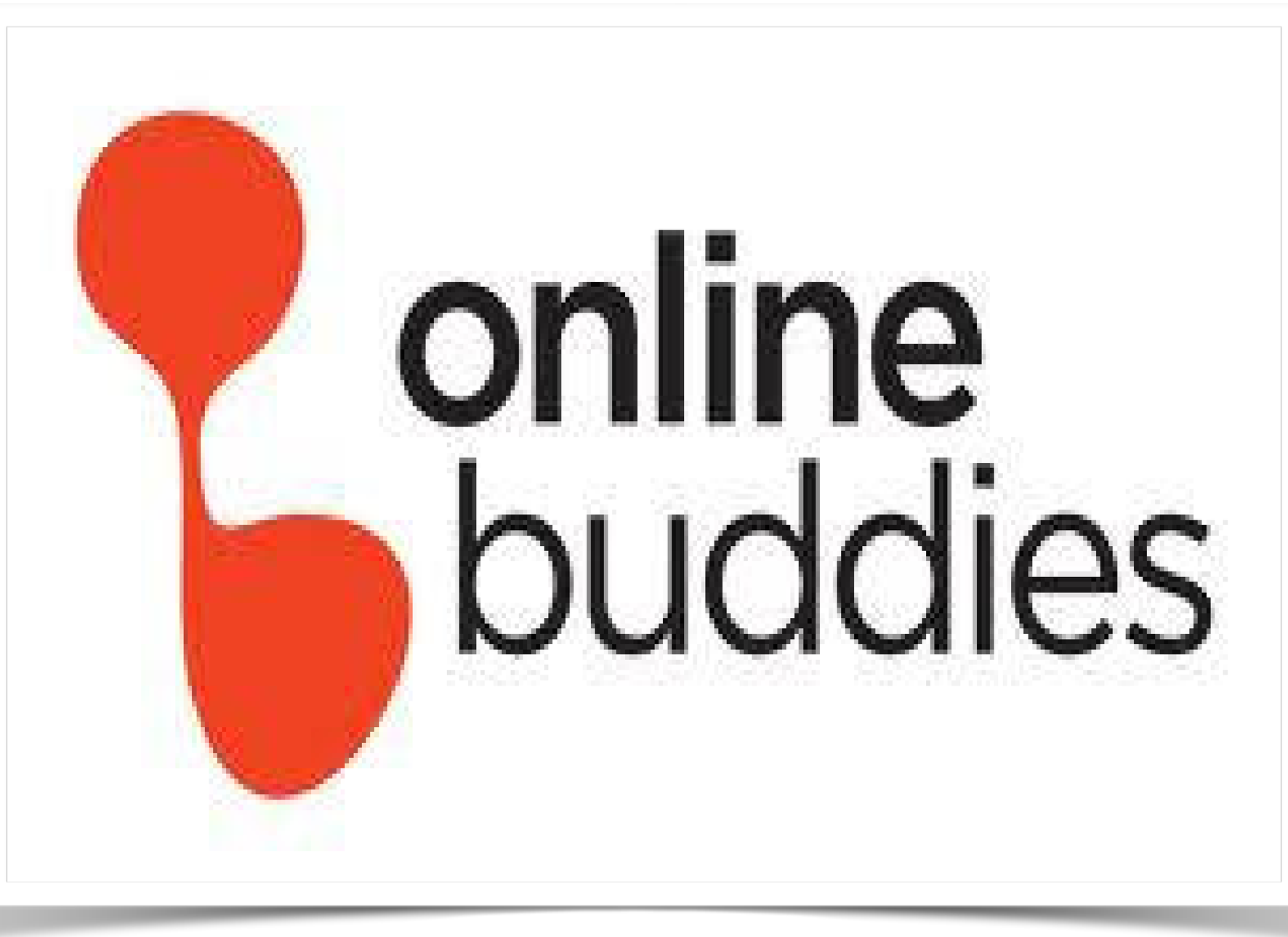
BBC Investigated Cupid Over Fake Profiles



Fake Profiles May Be Legal



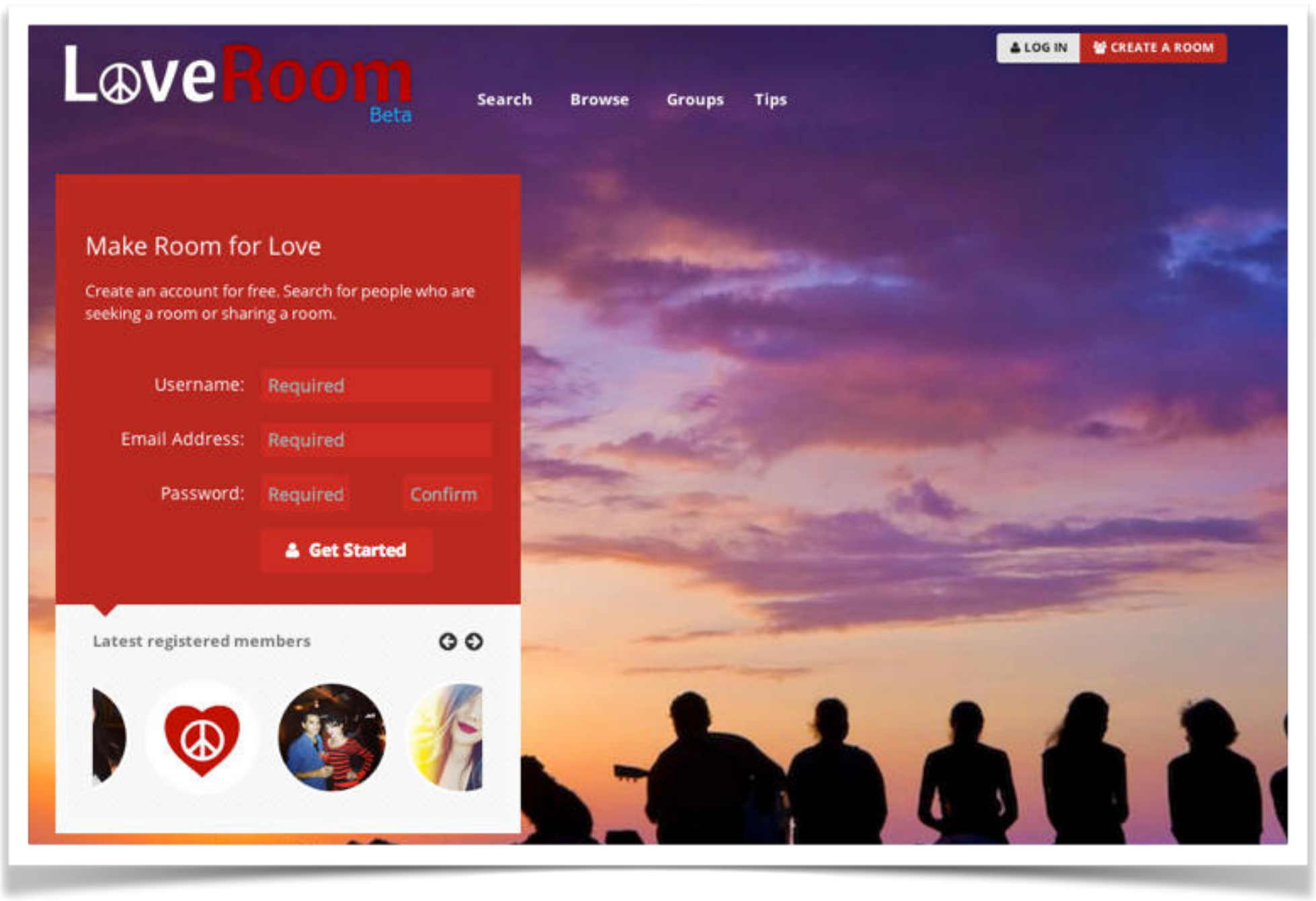
Carrot Dating - Excellent PR Strategy



Facebook vs Shagbook Trademark Battle Continues



LoveRoom: Dating and Rental Site Rolled Into one



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Valuations

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How much should you pay?

1. Domain and Brand

2. Team

3. SEO position

4. PPC program

5. Ad Partners

6. Platform

7. Opportunity Cost

8. Potential For Cost Savings

9. Intellectual Property

10. Assets

I I. Business Risk

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