Courtland Brooks

"Helping dating businesses grow"

mark@courtlandbrooks.com
212-444-1636

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illuminating the top news and ideas since 2004

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RESEARCH

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Dating App happn Launches In London



LONDONIST – May 25 – happn has launched in London, offering the shy or busy a way to connect. The app uses hyper-locality and immediate proximity to find potential matches among other users that are encountered throughout the day. A mutual like will initiate a chat. User location remains private, but the place users crossed paths is saved. happn is available on iOS and Android for free.

See full article at Londonist

May 27, 2014 | Permalink | Comments (0) ShareThis

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iDate Las Vegas 2014, Mark Brooks Keynote Presentation

OPW – May 26 – As we approach iDate Beverly Hills 2014, please enjoy Mark Brooks' full keynote presentation from iDate Las Vegas in January. The following topics are covered:

- Market Overview
- Public Companies
- Mobile
- Funding & Acquisitions
- Top News
- The Future
- Lessons From The Deadpool
- Valuations

ABOUT US

What is OPW

What is Courtland Brooks

MARK BROOKS

Grow Your Dating Site

Contact Mark

Testimonials

In The Press

Internet Dating Conference

CEO Interviews

COURTLAND BROOKS BLOG

Top 10 Internet Dating Reporters

Which Dating Sites Got The Best And Worst PR In 2013?

Courtland Brooks Revealed

Top 67 Things I Learned At iDate Cologne

Courtland Brooks

"Helping idating businesses grow"



PR
Strategy
Business Development

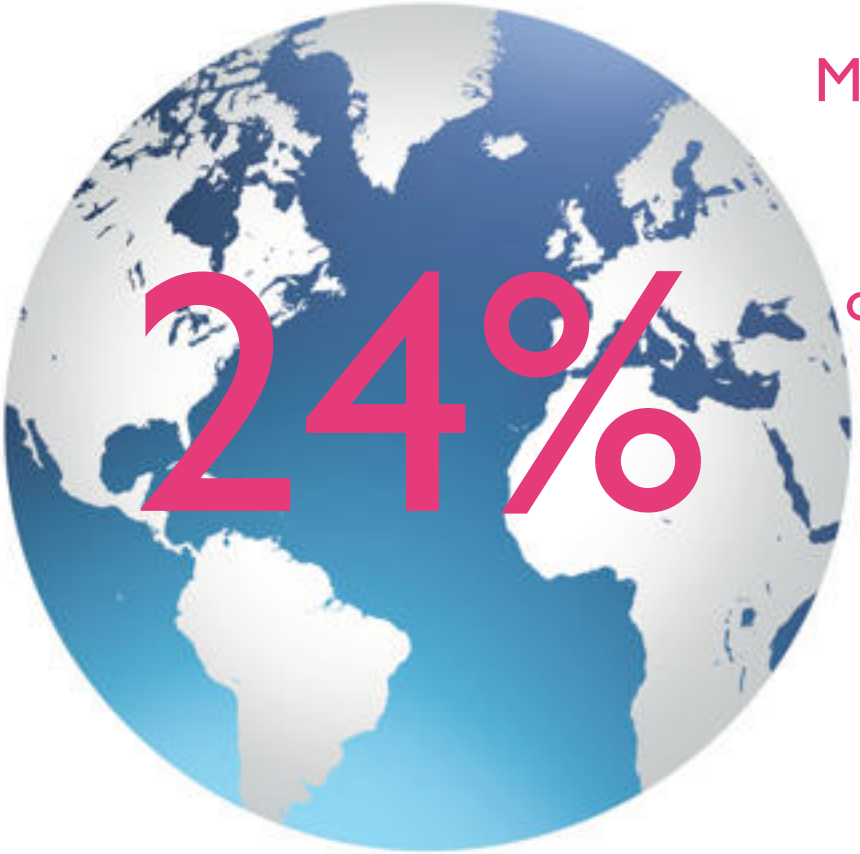
mark@courtlandbrooks.com

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

Full Disclosure:

Avid Life Media
POF

- [x] Market Overview
- [x] Public Companies
- [x] Whats Hot
- [x] Innovation & Future



Mobile Web traffic worldwide is now **24%** of total Internet traffic.

StatCounter

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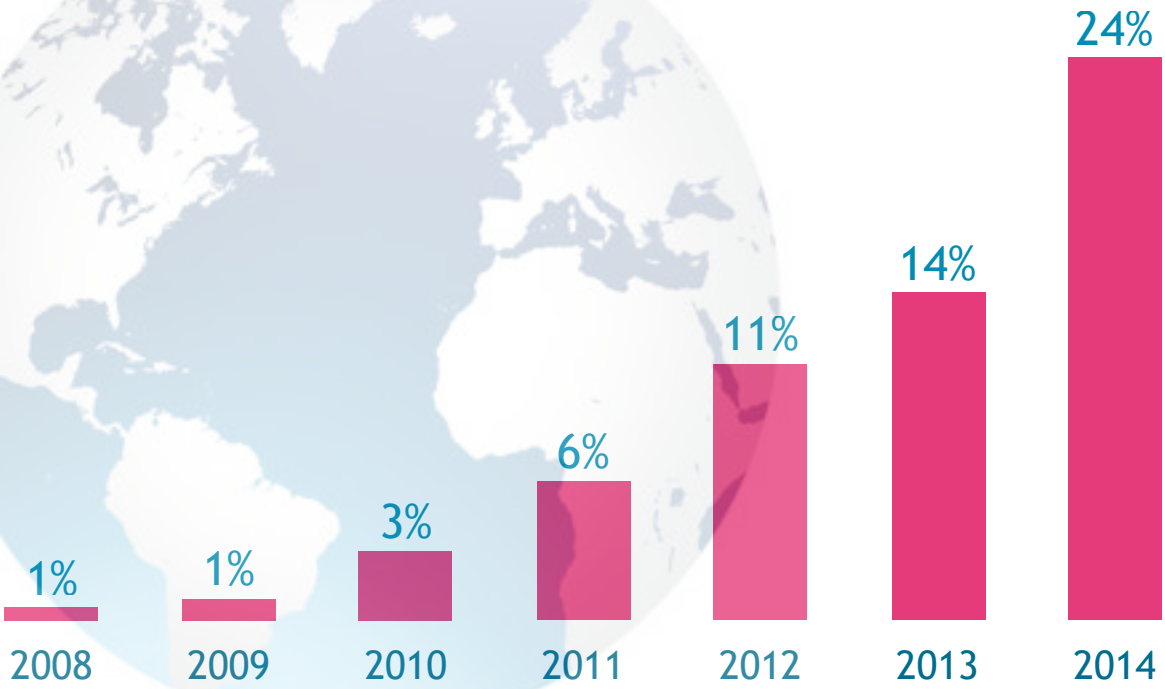
Mobile Internet Traffic Worldwide



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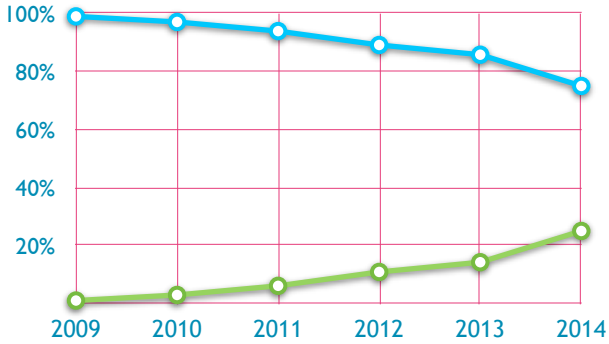
Sam Yagan, CEO of **Match Group**

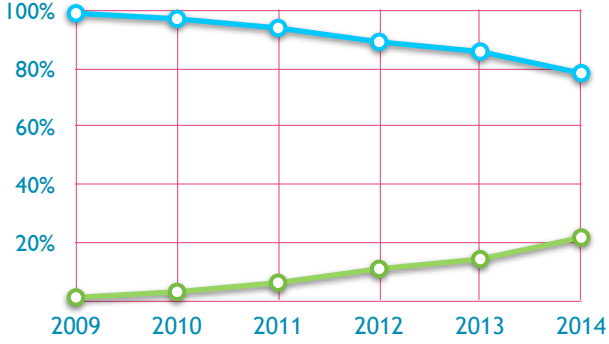
Worldwide



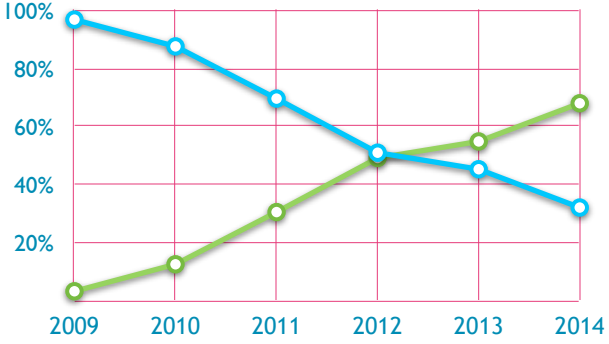
Mobile vs Desktop Traffic

Desktop Mobile

North America



India



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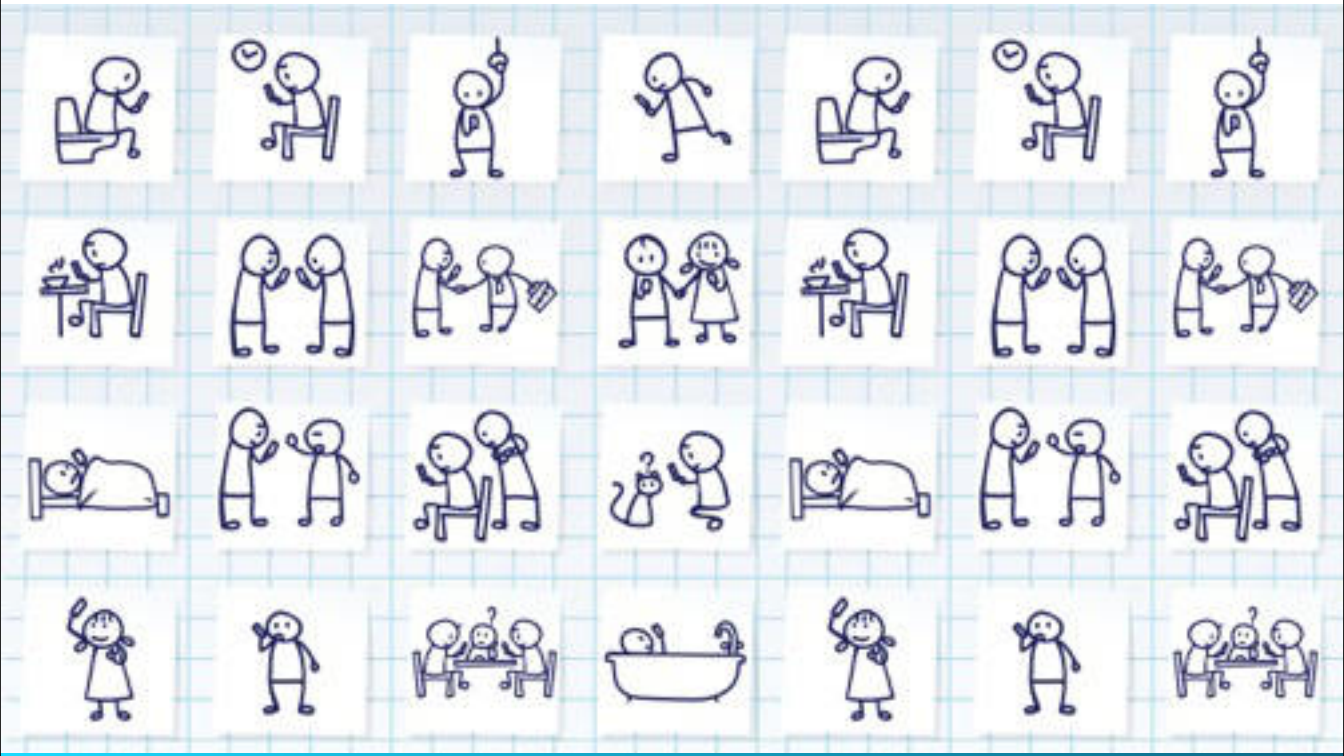
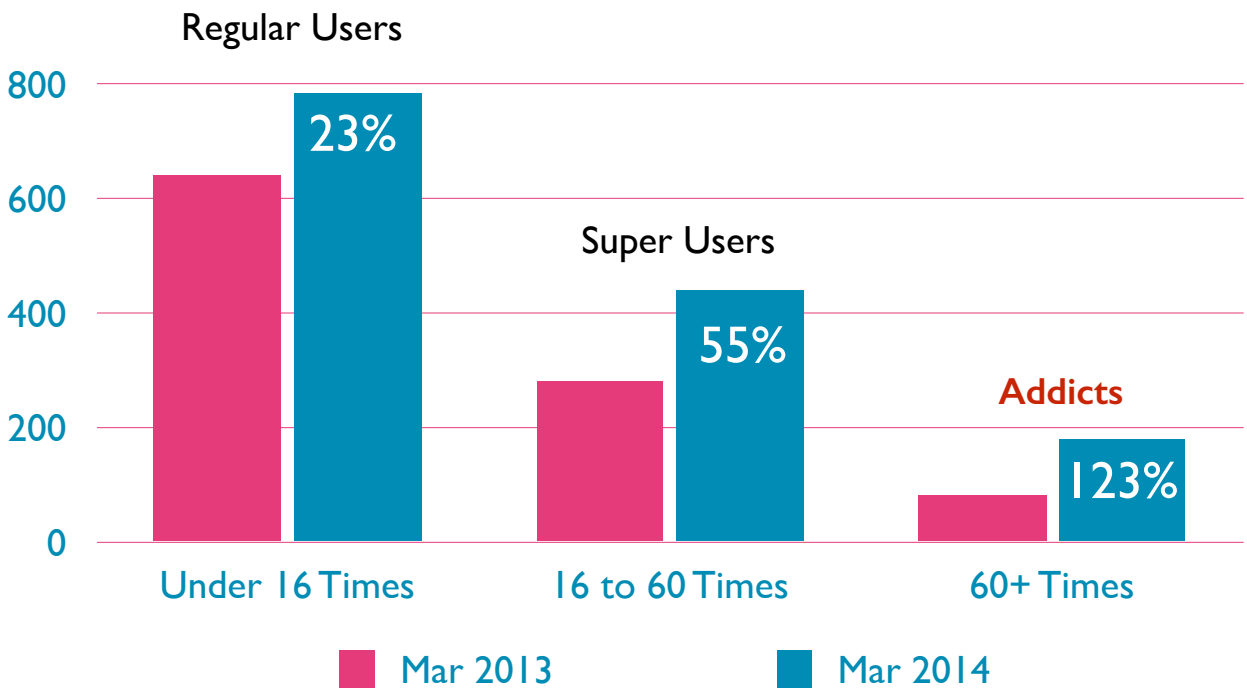
Mobile Has Become Addictive



Worldwide Daily App Usage (Millions)



Flurry, Mar 2014

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Markus Frind

Founder & CEO of POF.com

Education

- The British Columbia Institute of Technology (Diploma in Computer Science)

Specialties

- Database, PPC, advertising, marketing, programming, data mining…



Markus Frind, CEO of **POF**

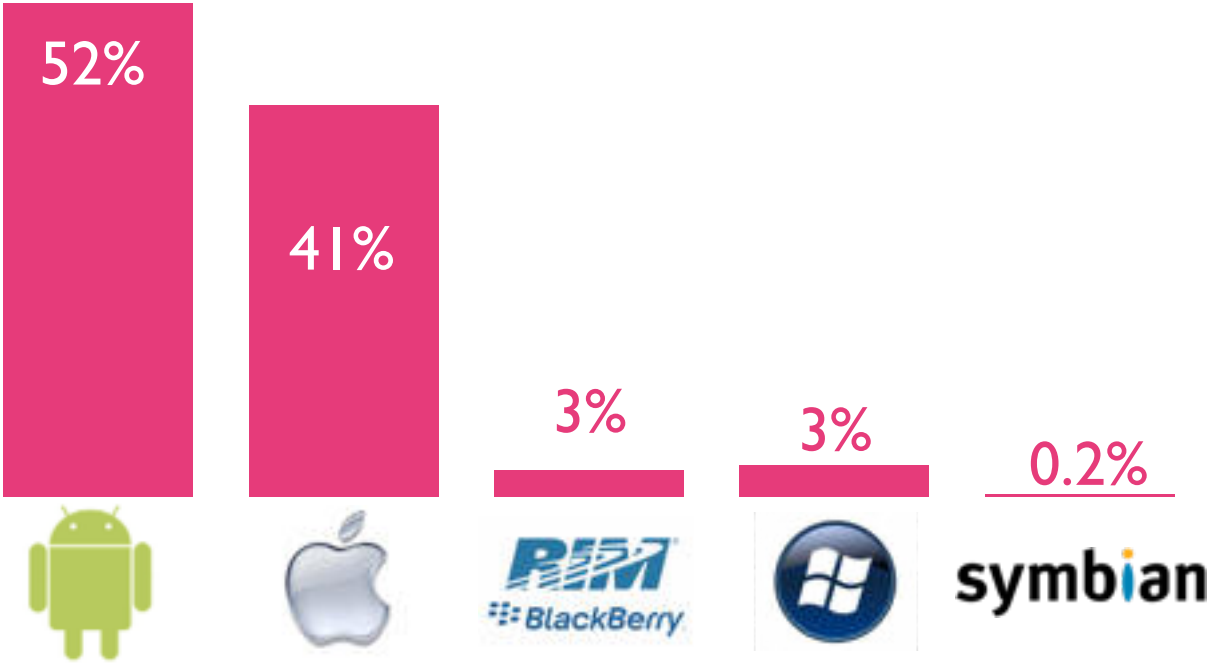






Markus Frind, CEO of **POF**

Top US Smartphone Platforms
(% share of smartphone subscribers)



comScore MobiLens, Mar '14

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Sam Yagan

CEO of Match.com & Co-Founder of OKCupid

Education

- **Harvard University** (Bachelor of Arts, Applied Mathematics/Economics)
- Stanford University Graduate School of Business (MBA)

Experience

- Co-Founder & General Partner, Corazon Capital, Tech Stars Chicago, Excelerate Labs
- Co-Founder & President, MetaMachine, Inc
- Publisher & Vice-President, Barnes & Noble, Inc.
- General Manager & Vice-President, iTurf, Inc
- Co-Founder & CEO, SparkNotes, LLC

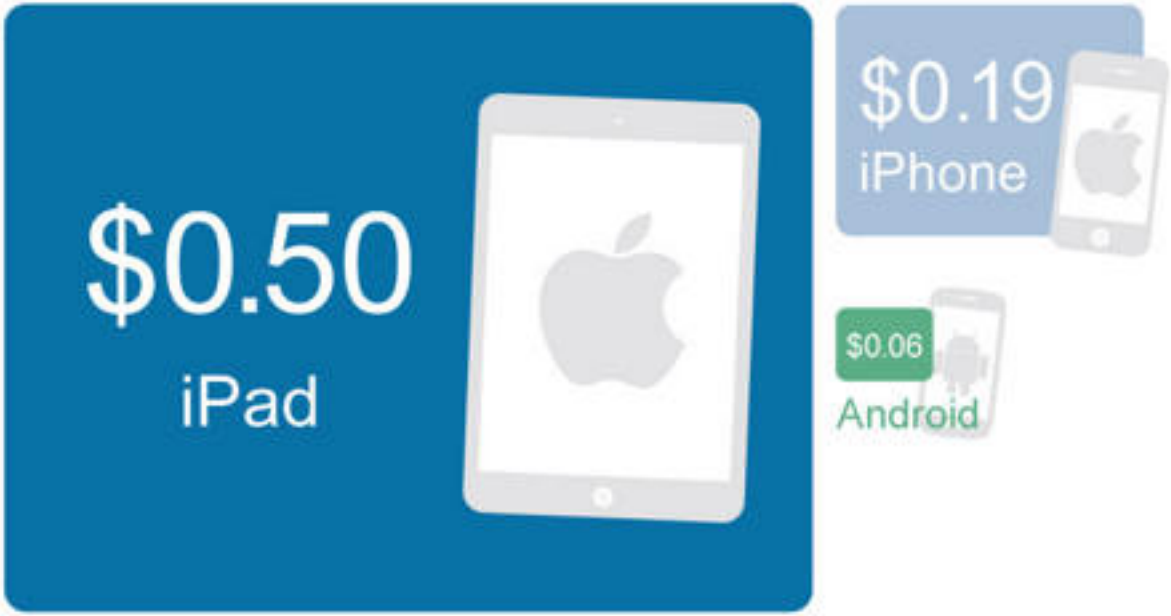


Sam Yagan, CEO of **Match Group**



Markus Frind, CEO of **POF**

iPad & iPhone Owners Pay More For Apps



THE INDULGER

THE AVERAGE JOE

MONEY
iOS users are twice as likely to make a six-figure salary

FITNESS
iOS users are 18% more likely to work out every day

CAREER
iOS users most often work in tech or engineering fields

DRUGS
iOS users drink 50% more often and use drugs twice as often



CAREER
Android users most often work in labor or construction fields

MONEY
Android users are 30% more likely to make under $60,000

HAIR COLOR
Android users are 50% more likely to be redheads

MARITAL STATUS
Android users are 20% more likely than iOS users to be divorced

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Aaron Schildkrout

Founder & CEO of HowAboutWe

Education

- Harvard University (BA, Social Studies)

Experience

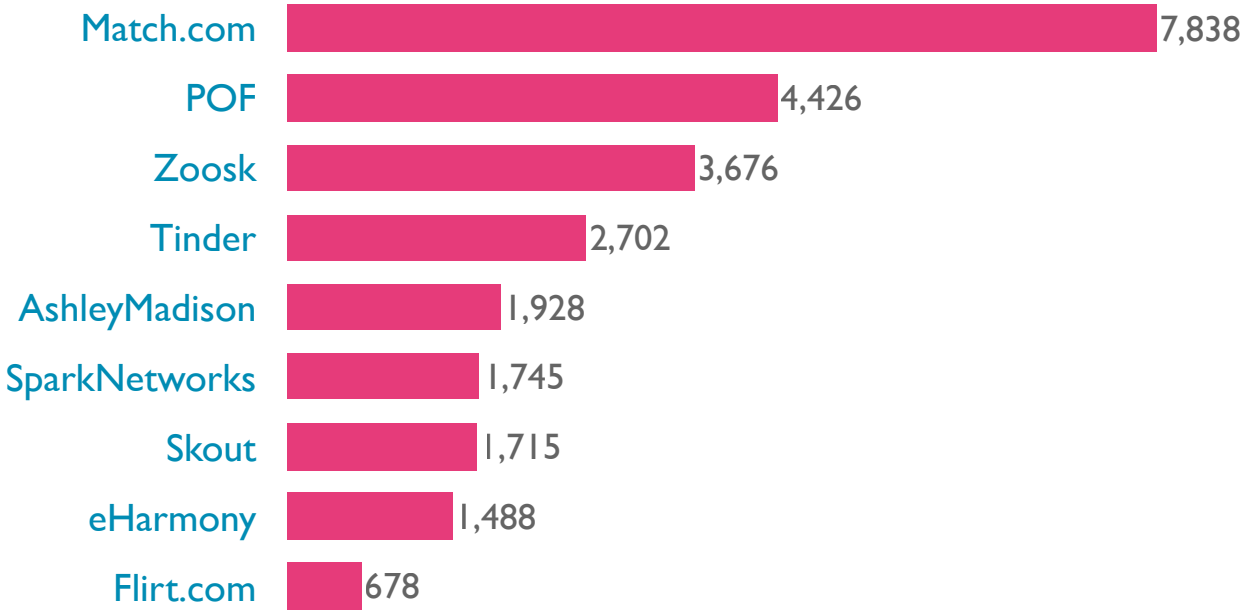
- Educator, Codman Academy Charter Public School



Aaron Schildkrout, CEO of **HowAboutWe**

Mobile Dating Rankings

(Total U.S. Unique Visitors (000))



comScore, Apr '14

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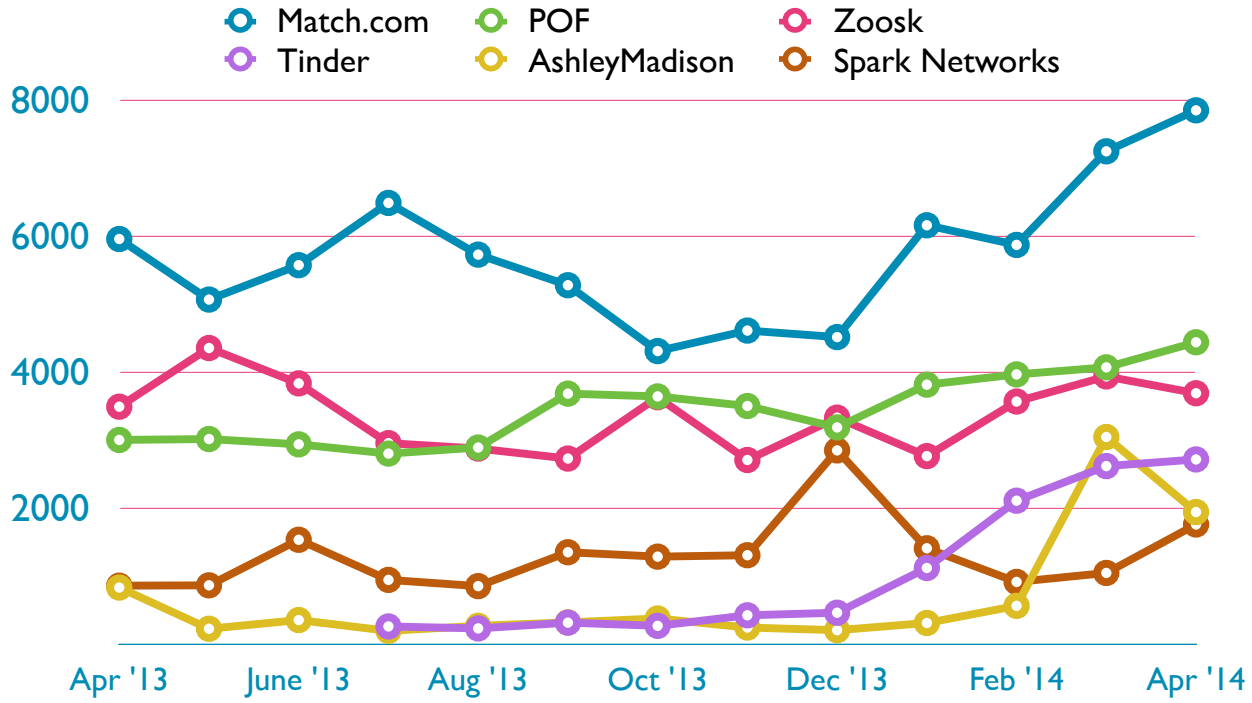
Mobile Dating Rankings YOY Growth



comScore, Apr '14

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Over **50%** of
Match.com sign-ups
are from mobile



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85% of POF use is via mobile phone

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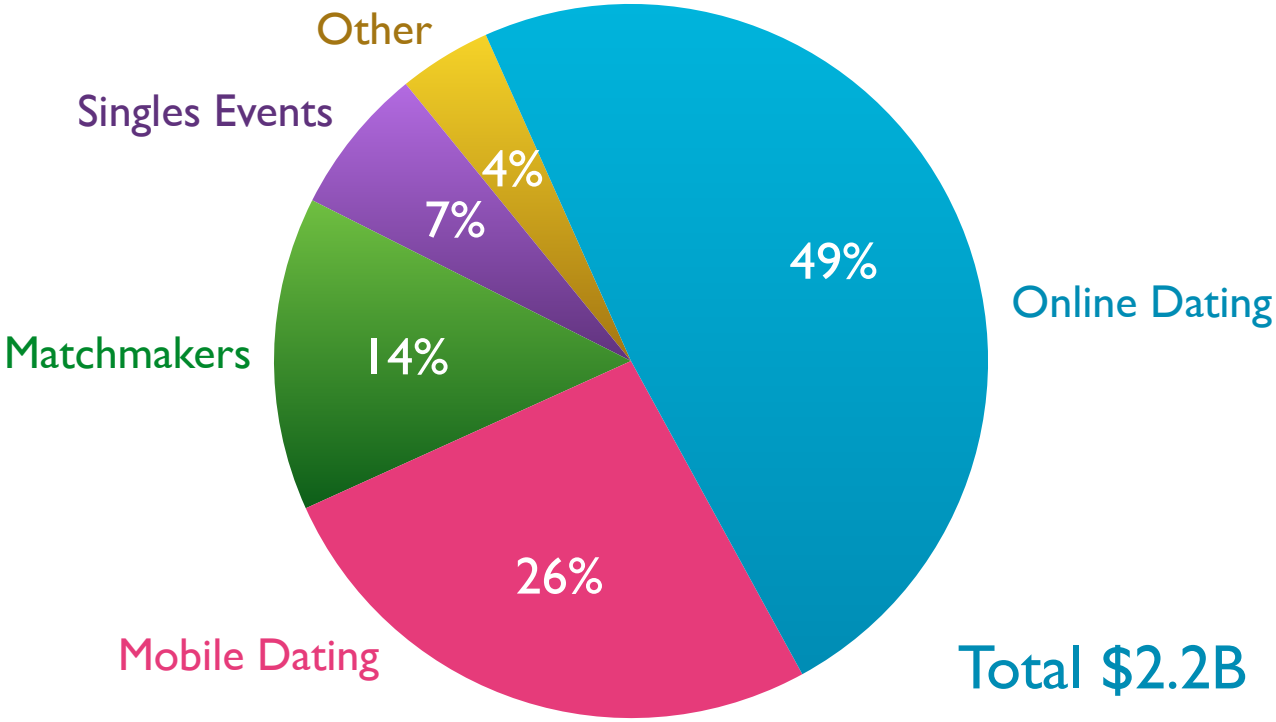
41% of Zoosk revenue comes from mobile



$$$



US Mobile Dating Revenue Segmentation



IBIS World 2014

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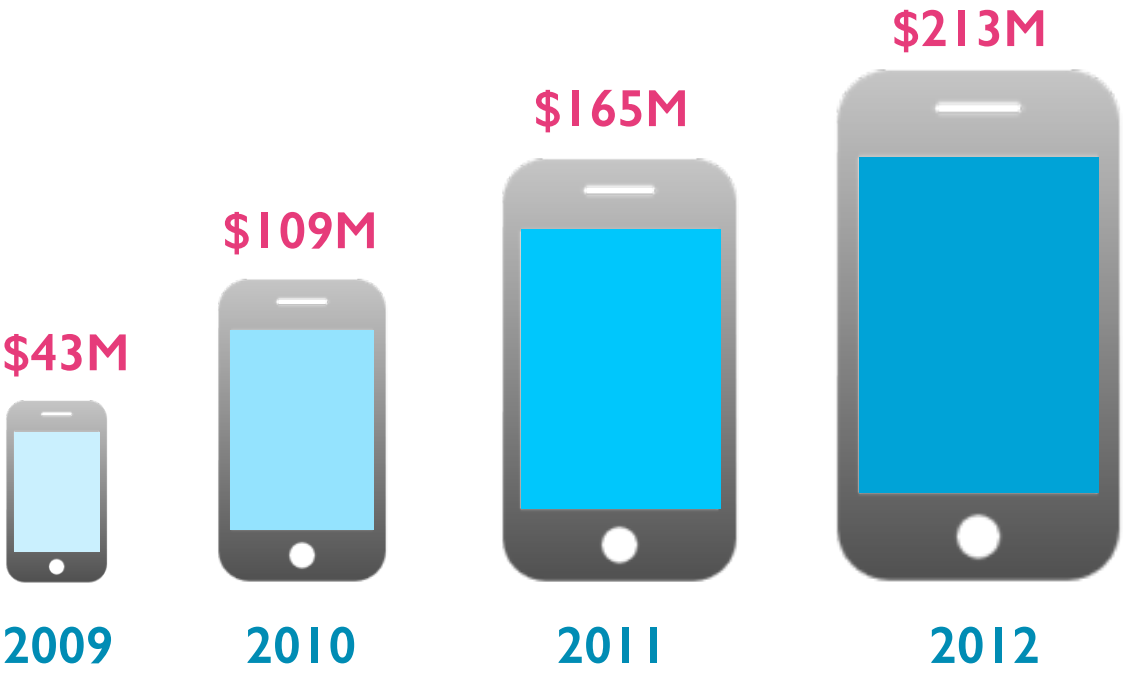
US Mobile Dating Revenue



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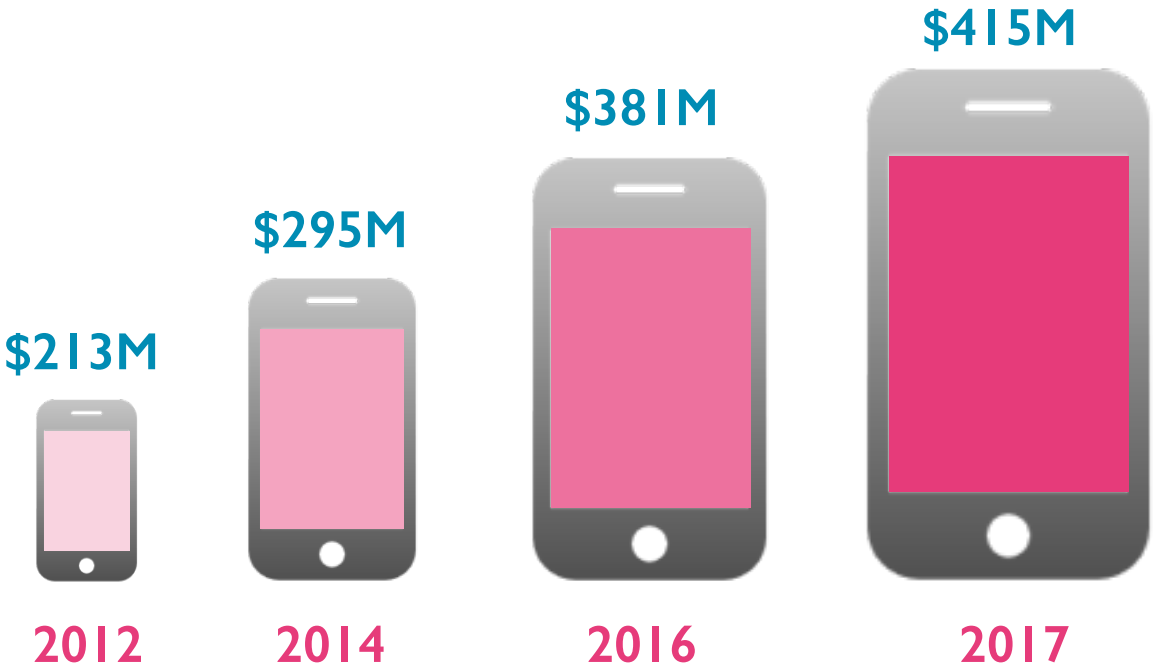
US Mobile Dating Revenue Forecast



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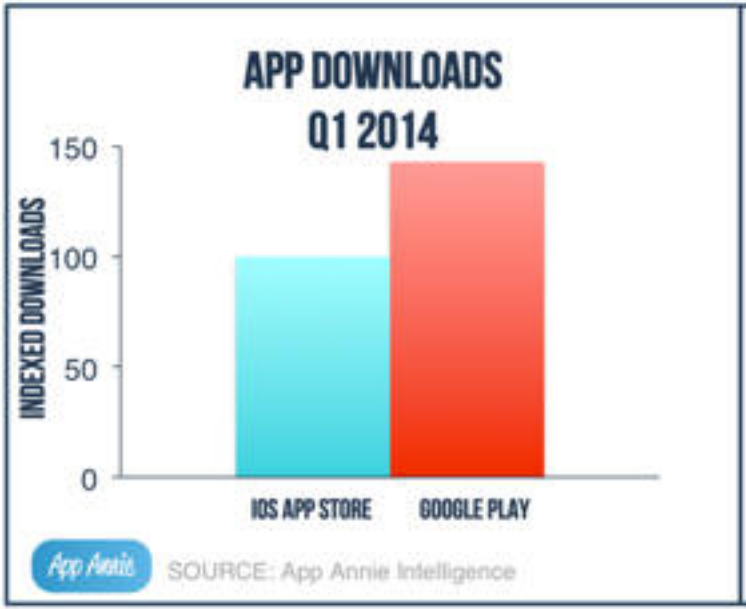
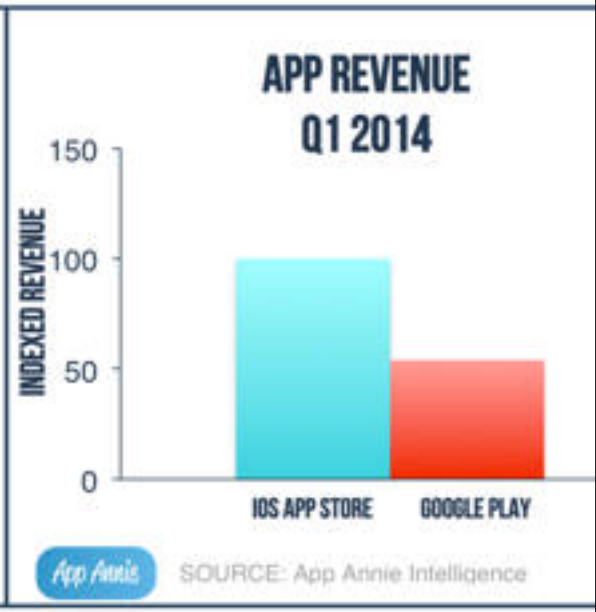
iOS App Store vs. Google Play





Top Countries by Downloads
iOS Q1 2014

	Country	Rank Change vs. Q4 2013
1	United States	-
2	China	-
3	Japan	-
4	United Kingdom	-
5	Russia	-

Top Countries by Downloads
Google Play Q1 2014

	Country	Rank Change vs. Q4 2013
1	United States	-
2	Brazil	▲ 1
3	Russia	▲ 2
4	South Korea	▼ 2
5	India	▼ 1

Top Countries by Revenue
IOS Q1 2014

	Country	Rank Change vs. Q4 2013
1	United States	-
2	Japan	-
3	China	-
4	United Kingdom	-
5	Australia	-

Top Countries by Revenue
Google Play Q1 2014

	Country	Rank Change vs. Q4 2013
1	Japan	-
2	United States	▲ 1
3	South Korea	▼ 1
4	Germany	-
5	United Kingdom	-

Top Categories by Revenue
iOS Q1 2014

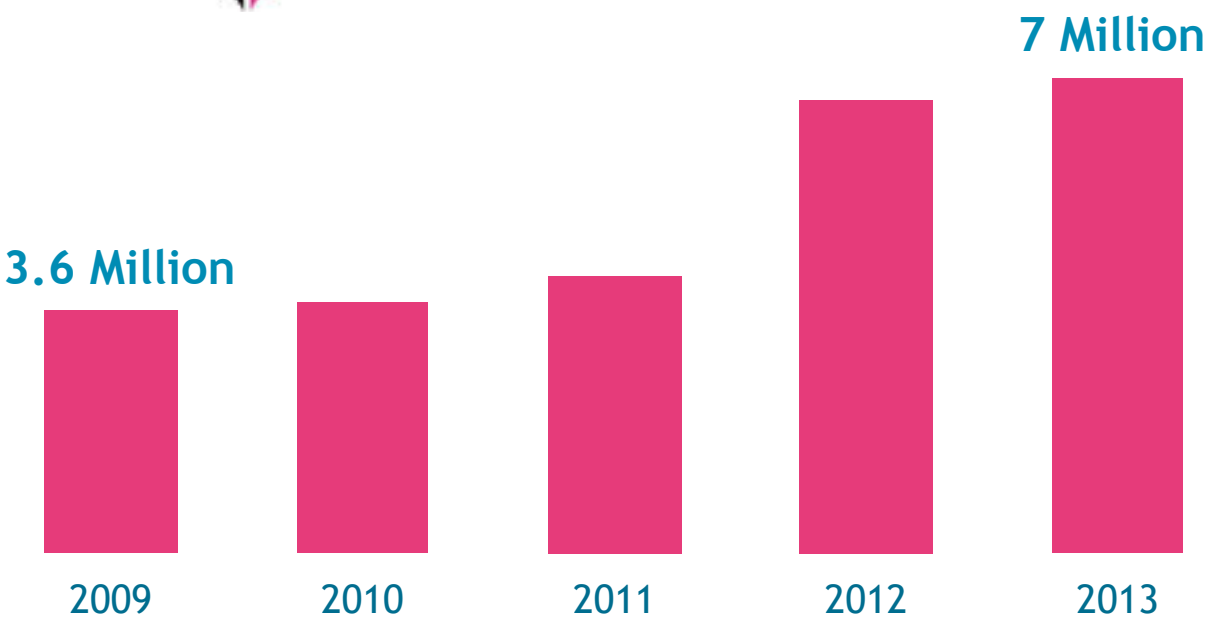
	Category	Rank Change vs. Q4 2013
1	Games	-
2	Social Networking	-
3	Music	-
4	Education	-
5	Entertainment	-

Top Categories by Revenue
Google Play Q1 2014

	Category	Rank Change vs. Q4 2013
1	Games	-
2	Communication	-
3	Social	-
4	Tools	▲ 1
5	Travel & Local	▼ 1

meetic

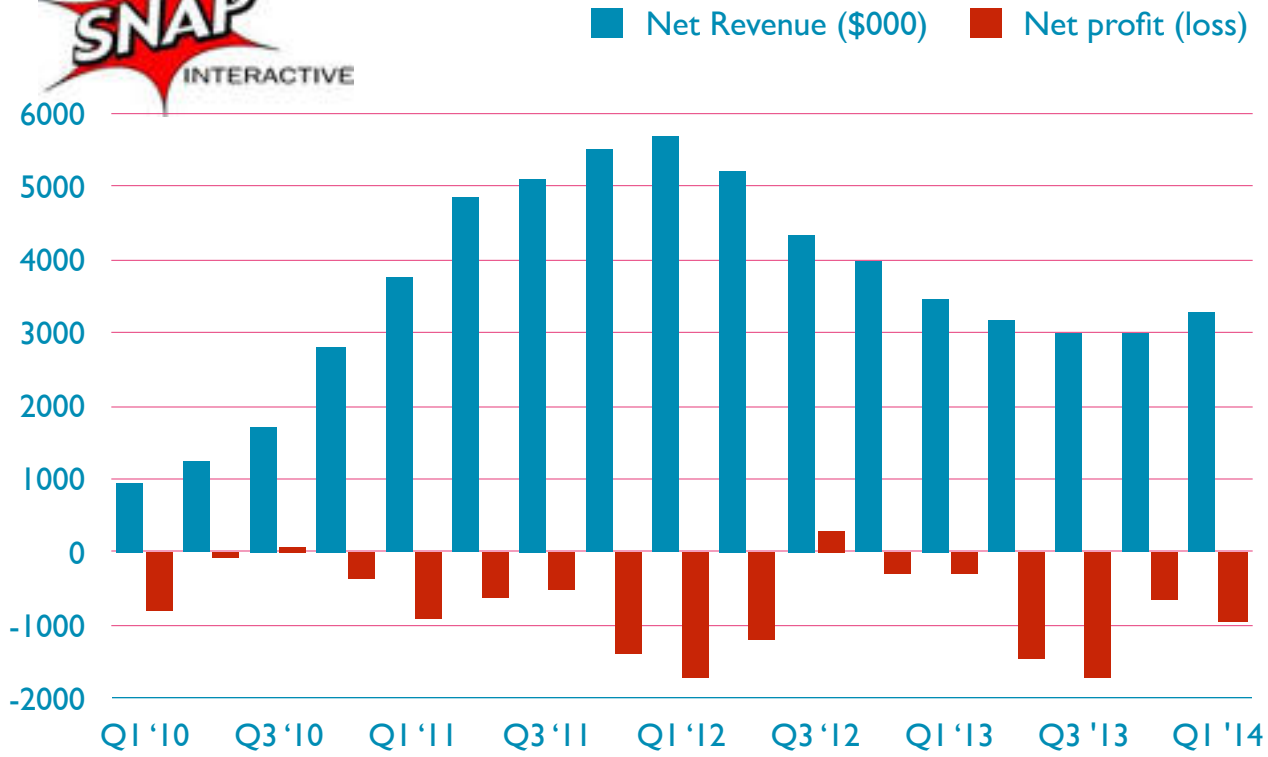
Mobile Dating Revenue (€)





Sam Yagan, CEO of **Match Group**

SNAP INTERACTIVE



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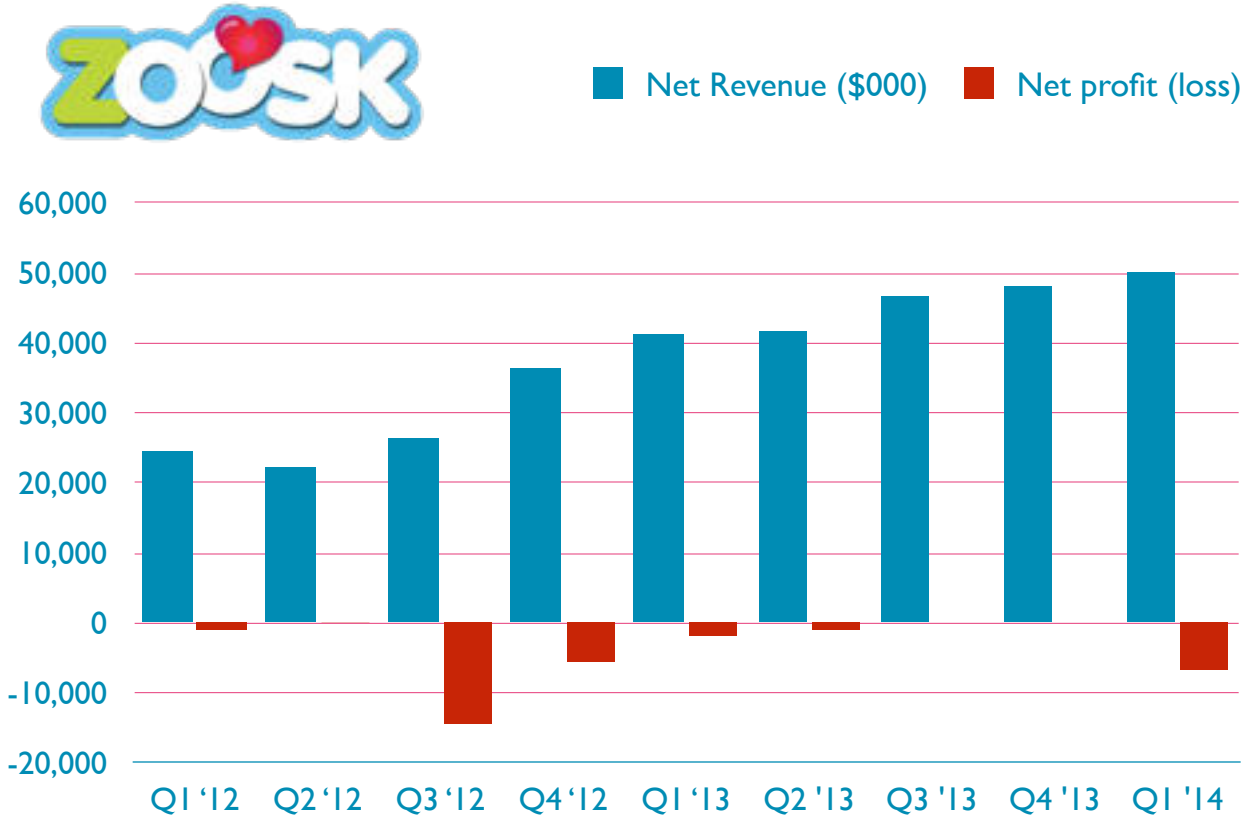
Net Revenue ($000)
Net profit (loss)
60,000
50,000
40,000
30,000
20,000
10,000
0
-10,000
-20,000
Q1 '12
Q2 '12
Q3 '12
Q4 '12
Q1 '13
Q2 '13
Q3 '13
Q4 '13
Q1 '14



Top Apps by Monthly Revenue Excluding Games
iOS March 2014

	App	Rank Change vs. Feb 2014	Publisher	Headquarters	Category
1	Pandora Radio	-	Pandora	United States	Music
2	LINE	-	LINE	Japan	Social Networking
3	Zoosk	▲ 1	Zoosk	United States	Social Networking
4	MLB.com At Bat	▲ 9	MLB	United States	Sports
5	Skype	-	Microsoft	United States	Social Networking
6	LINE PLAY	-	LINE	Japan	Social Networking
7	Badoo	-	Badoo	United Kingdom	Social Networking
8	Comics	-	comiXology	United States	Books
9	TurboTax 2013	▼ 6	Intuit	United States	Finance
10	Deezer	▲ 2	Deezer	France	Music

Top Grossing iPhone Apps

1.  Zoosk
2.  Match.com
3.  OKCupid
4.  Grindr Exra
5.  Scruff
6.  POF
7.  eHarmony
8.  AshleyMadison
9.  How About We
10.  Skout

Top Free iPhone Apps

1.  Tinder
2.  POF
3.  Match.com
4.  OKCupid
5.  Zoosk
6.  Skout
7.  iHookup
8.  eHarmony
9.  DateHookup
10.  HowAboutWe

What's Hot


tinder
It Starts Here
Tinder is how people meet. It's like real life, but better.
Download the App
Watch #ItStartsHere



Markus Frind, CEO of **POF**



match.com

okcupid

eHarmony



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tinder™



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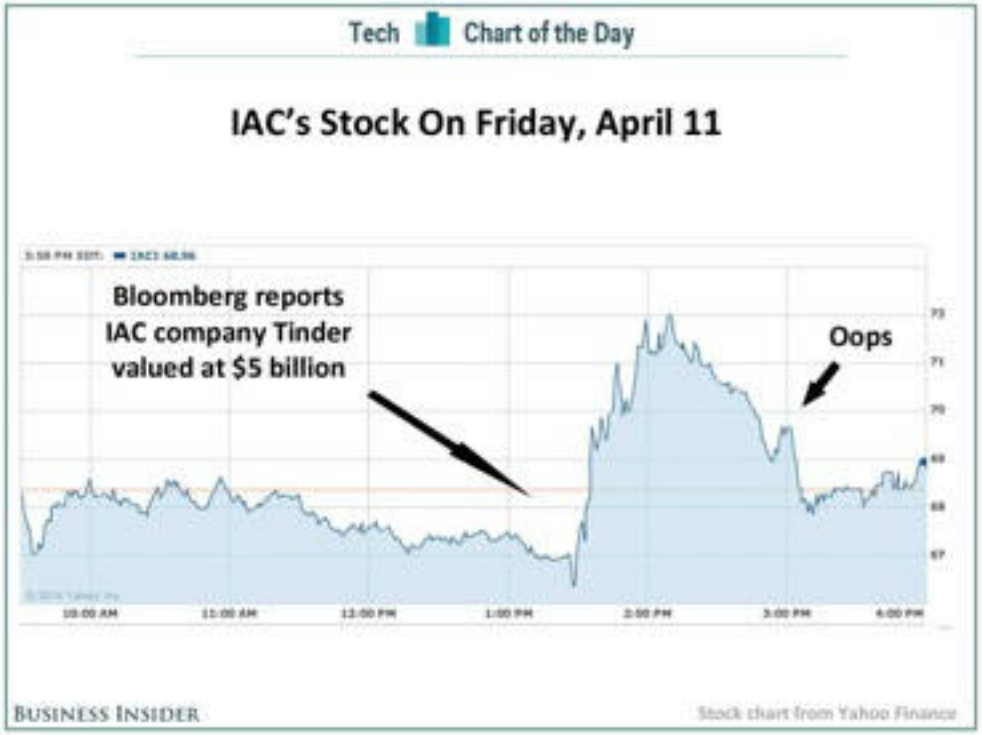
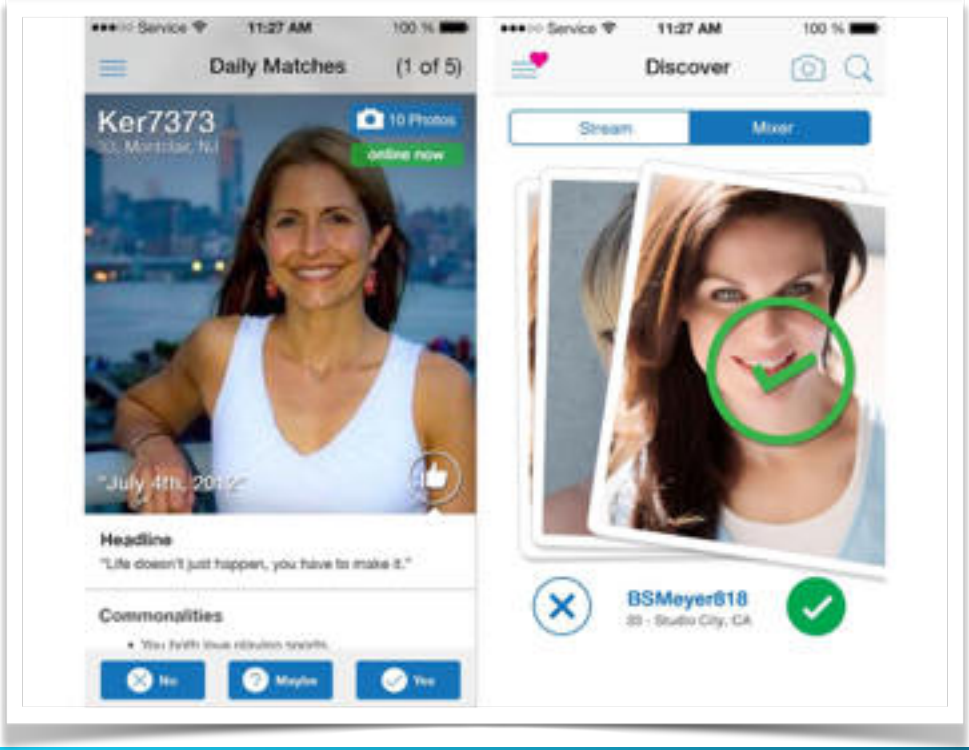
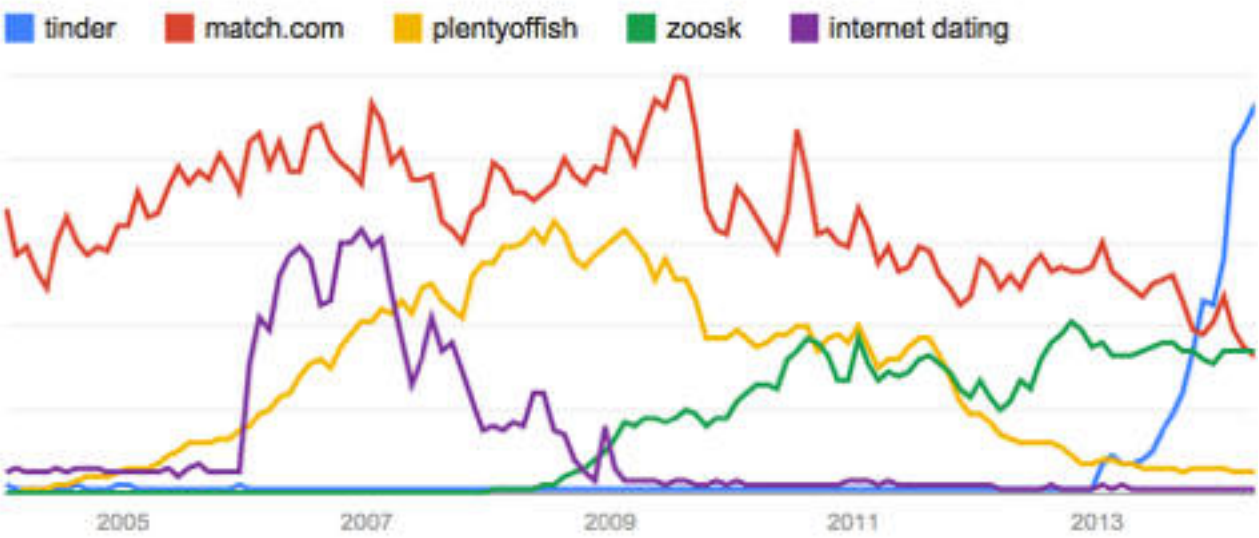
IAC Bought Back 10% of Tinder



Match.com New App Inspired By Tinder



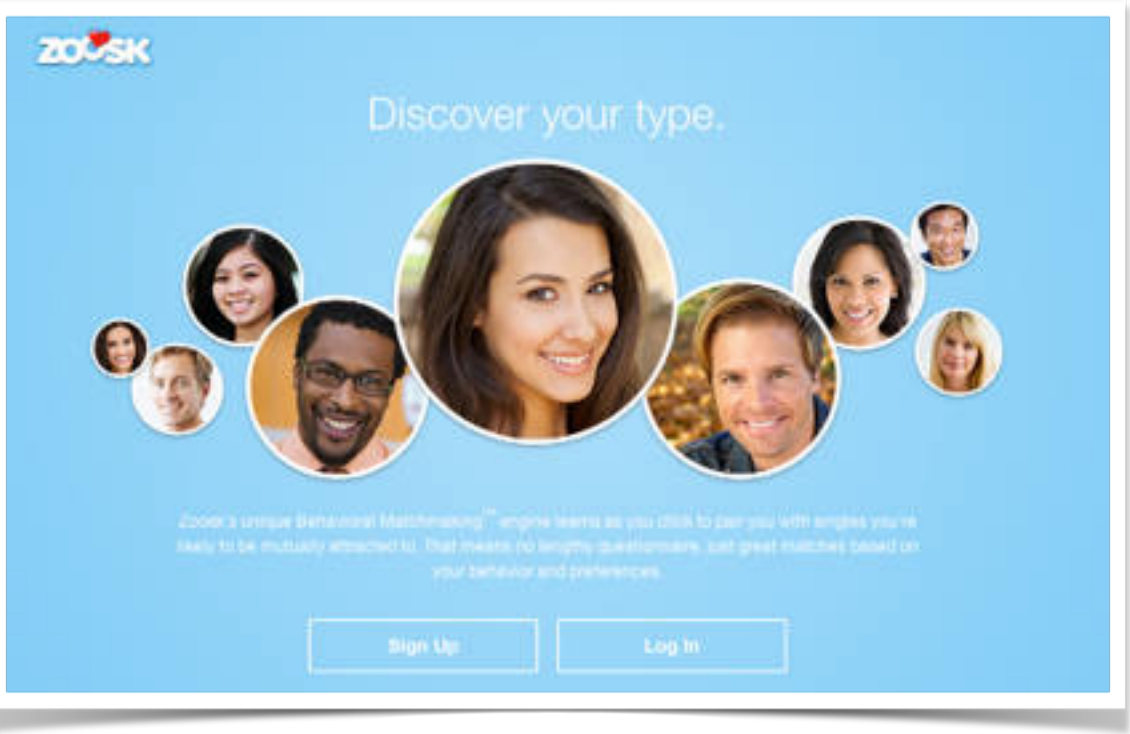
Interest over time. Web Search. Worldwide, 2004 - present.



Google™

View full report in Google Trends

Zoosk Files For $100 Million IPO



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Innovation

Match.com Is Getting Into High-dollar Matchmaking

match.com

tdr three day rule



Sam Yagan, CEO of **Match Group**



Aaron Schildkrout, CEO of **HowAboutWe**

eHarmony To Use Post-Date Feedback For Better Matching



NameTag: First Dating App Developed For Google Glass



Offline?



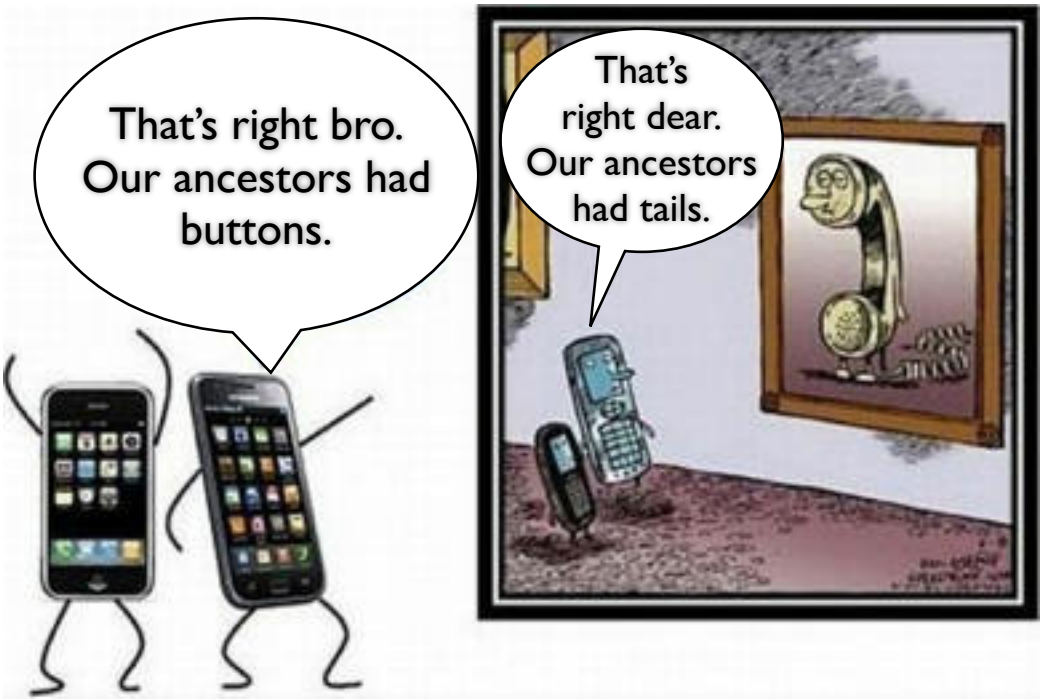
Aaron Schildkrout, CEO of **HowAboutWe**

Couples?



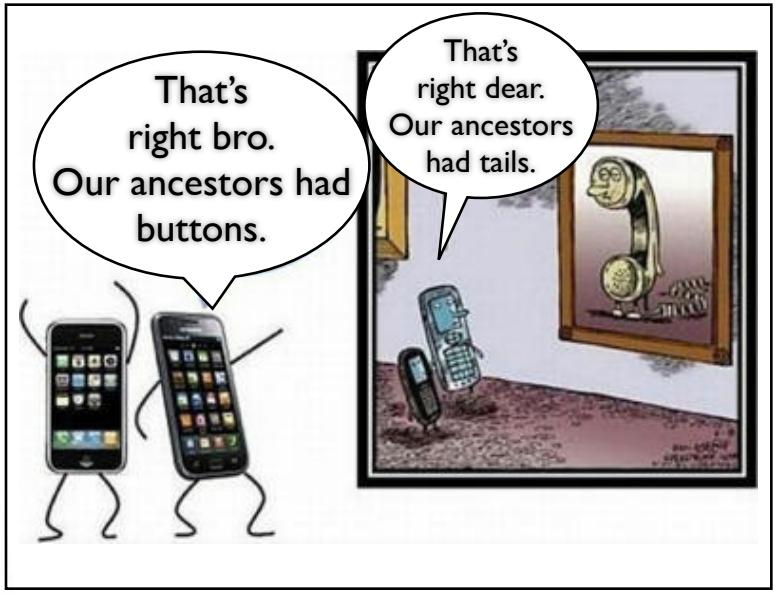
Aaron Schildkrout, CEO of **HowAboutWe**

Future


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

That's right dear. Our ancestors couldn't do this

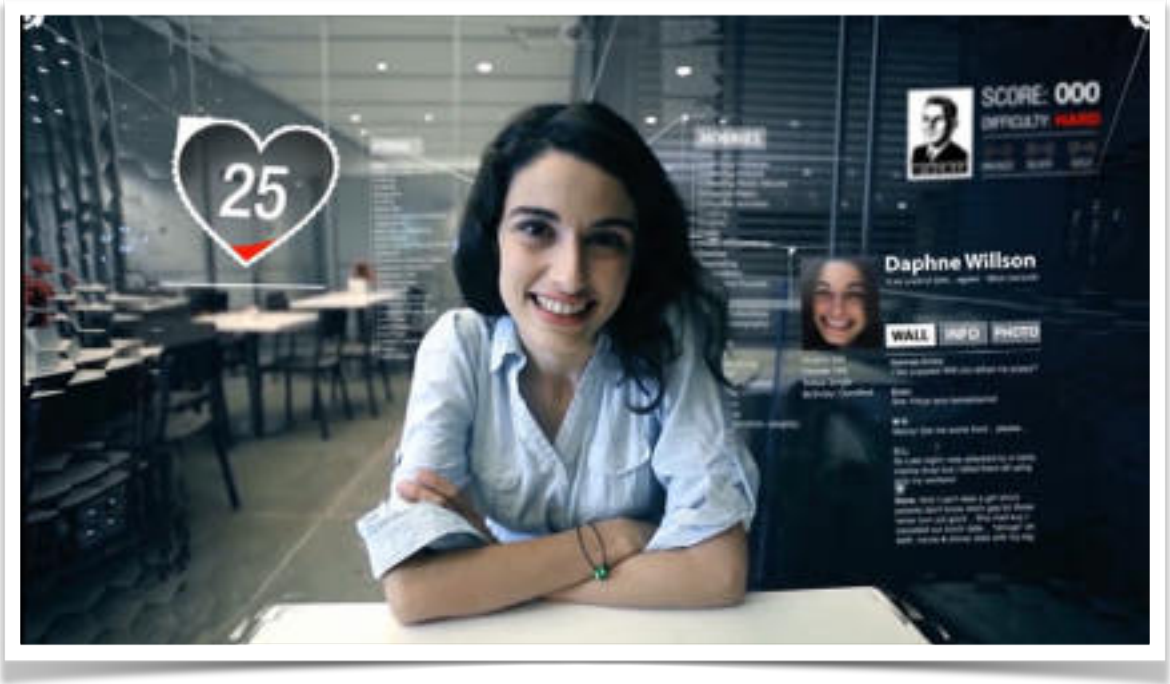




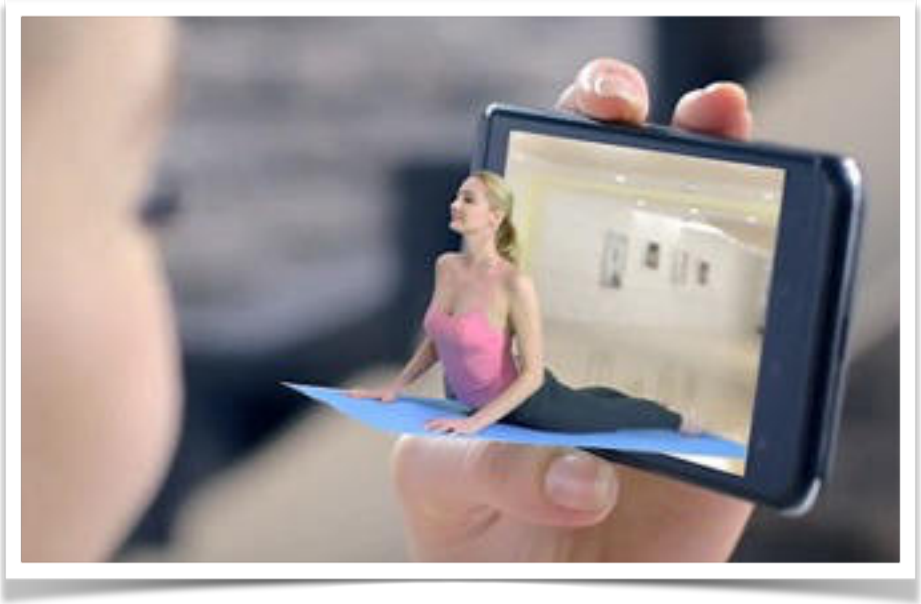
Flexible Displays



Augmented Reality



3D Screens & Holograms

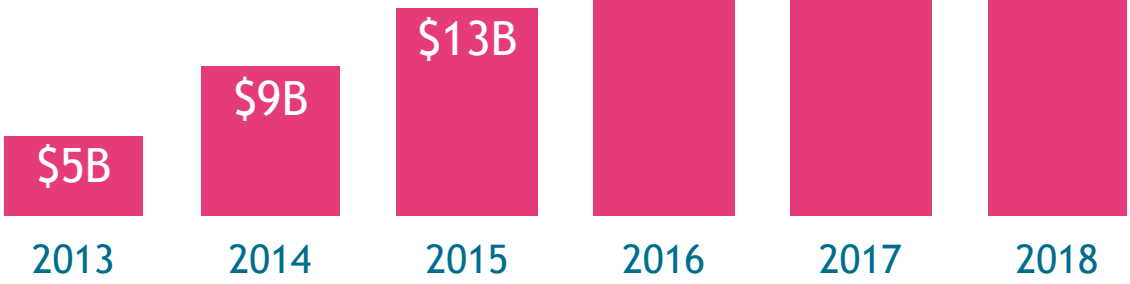




Markus Frind, CEO of **POF**

Global Wearable Computing Market Growth





BCC Research

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Sam Yagan, CEO of **Match Group**

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Search
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Daily News Summary
enter your email address
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Follow us on Twitter
LinkedIn
Wearable.ai
Like
You like this.
You and 52 others like Wearable.ai.



In The Future, Wearables Data May Influence Insurance



SALON – May 30 – The big money in wearables could come from the data they generate and not the hardware. Insurance companies are particularly interested, as the data would allow them to more accurately assess risk for health, car, and home policies. The groundwork has been laid, as the Affordable Care Act lets employers charge employees different rates based on diet and exercise. Failure to submit to screening and participate in wellness programs could incur up to a 30% cost increase. Similar programs could be implemented for home and auto insurance based on risk factors in the house, such as frequent fire alarms, and driving habits.

by Andrew Leonard
See full article at Salon

May 30, 2014 | Permalink | Comments (0)

+1 0 Like 1

HTC To Launch One Wear Smartwatch



KNOW YOUR MOBILE – May 30 – HTC has reportedly been showcasing its One Wear smartwatch in Taiwan, preparing for an August or September launch. Design is said to be similar to the Moto 360, with both a premium metal version and a plastic one. The One Wear name aligns it with the HTC One smartphone.

by Paul Briden
See full article at Know Your Mobile

See all posts on HTC

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GLAZED

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Acquisitions
Augmented Reality
Fitness Wearables
Funding
Glasses
Google Glass
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Smart Watches
Statistics
Wearable Assistive Tech

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Don’t Be Left Behind







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Strategy
Business Development

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

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