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"Helping the Internet dating industry grow"

mark@courtlandbrooks.com

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illuminating the top dating industry news since 2004

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Bill Johnston on POF Email To Users

Dating Worth £3.6 Billion Annually To UK Economy



FRESH BUSINESS THINKING – Sep 9 – UK singles spend £3.6 billion a year in their pursuit of love, according to match.com's research. Supplemented by The Centre for Economic Business Research, the survey of 1,000 British singles shows that ~37M dates take place each year and the average couple spend £103 on each date. The overall spend on entertainment, restaurants and bars in 2013 was £2.1 billion, up from £1.3 billion in 2012. The average dater also spends ~£281 every year on clothing, cosmetics and beauty when specifically preparing for a date.

by Daniel Hunter

See full article at Fresh Business Thinking

Sep 12, 2013 | Permalink | Comments (0)

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Van Doran: New York City Elite Matchmaker



NY POST – Sep 10 – Unlike some of the traditional elite matchmakers in New York, Van Doran, who is in her late 20s, is happy to take on attractive female clients in their 40s and 50s. Statistically they are harder to match. In New York City, 60% of single men date women who are ~10 years younger. She specializes in introducing "gorgeous, artistic ladies" to "interesting Bohemian types". Van Doran limits her number of clients to just 14. A six-month retainer fee of $5K covers introductions, feedback after dates, invitations to dinner parties and larger events, image consulting and managing online profiles.

by Jane Ridley

See full article at NY Post

Sep 12, 2013 | Permalink | Comments (0)

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After iPhone. What's Your Wearable Computing And qDating Game Plan?

How Has Internet Dating Changed Society?

History Of Mobile Dating

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« PerfectMatch.com Veterans Launch Agrilicious | Main | MeetMe: Innovative Social Discovery Company Worth Investing In »

OnlinePersonalsWatch Celebrates 10th Birthday



OPW – Aug 16 – We've been so busy working on OPW that we actually forgot our own birthday! The first post was published on this blog on June 9th, 2004. Since then, more than 8,000 news summaries were posted and we've conducted more than **250 interviews** with dating industry execs and service providers. And we've had 8,500+ comments from you, thank you – your opinion is always valued and appreciated.

We are trying to make OPW's news easier to access – you can get them directly to your mailbox, every day or a summary once a week, find them on **Facebook**, **Twitter** and **LinkedIn**, you can even install an **OPW toolbar** right to your browser.

We like what we do, so OPW got several younger siblings over the years, e.g. **Social Networking Watch**, **Internet Dating Affiliates** and a couple of smaller blogs. **Wearable.ai** is the newest member of the family. But it all started with OnlinePersonalsWatch – so, please wish firstborn a happy birthday by **Liking us on Facebook**. We're committed to you, and helping the Internet dating industry grow.

Aug 16, 2014 | **Permalink**

g+1 1 Like 9

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Top 10 Internet Dating Reporters

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

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EasyFlirt Renamed Its Affiliate Program To Prelink

PRELINKER 01AMOUR – Sep 10 – EasyFlirt decided to change its name and is now called **Prelinker**. EasyFlirt.biz white label platform launched in 2001 and attracted 50K webmasters. It now operates in 34 countries. Thanks to **Vincent Abry** for letting us know about this.

See full article at 01Amour

Sep 10, 2013 | **Permalink** | **Comments (0)**

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TheDatingStudio.com Partners With WhiteLabelDating.com

ide PRESS RELEASE – Aug 29 – IDE Group chose WhiteLabelDating.com to migrate **TheDatingStudio.com**'s white label sites and member database. WLD is also offering all their previous partners a 100% revenue share for six months when they launch a new site on the company's platform.

This post also appears on OnlinePersonalsWatch.

Aug 30, 2013 | **Permalink** | **Comments (0)**

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Avalanche Centralizes Its Affiliate Programs

onlinedatingcash PR WEB – **Avalanche**, the company which owns and operates 18 niche and general online dating sites, including **Date.com**, **Matchmaker.com**, and **Amor.com**, among others, now offers one centralized portal – **OnlineDatingCash.com**. "We currently receive 40% of our website traffic from affiliates, and consider them to be our most important media buying channel," said Meir Strahlberg, CEO of Avalanche, LLC. Online Dating Cash offers multiple options for affiliates including: CPA, CPL, and Rev-Share programs.

See full artile at Virtual Strategy

Aug 15, 2013 | **Permalink** | **Comments (0)**

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news for investors in internet dating companies

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Herpes Dating Site Seeks New Owners

IDI – Sep 10 – **MPwH.net** was started in 1998. Its a valuable public service. The owners are burned out and ready to hand over the reigns to someone willing to revamp and regrow the site. **Here's the letter they sent to members**. They're not willing to hand over their member database because of privacy (**and the fact their main competitor PositiveSingles.com was sued**) but will happily market and refer them over. They have **a strong list of domains**. The domains and some business advisory are for sale for $35k. The code base and members aren't for sale. The owners believe the site needs a refresh, and some TLC from an existing and trustworthy dating site operator. Email **jodi@antopia.com** if you're interested.

09/10/2013 | **Permalink** | **Comments (0)**

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InternetDatingJobs.com Launches Recruitment Service For iDating Professionals

OPW – Sep 6 – **InternetDatingJobs.com**, in partnership with **RedExecutive.com**, is now providing recruitment services specific to the Internet Dating industry. The service is exclusively for marketing, business development, product development managers and executives for internet dating companies.

Only experienced people in North America and Europe are recruited, from igaming, entertainment and digital media businesses. The charge is a straight 25% of first year earnings. Please email **mark@courtlandbrooks.com** if you have job openings you would like to engage InternetDatingJobs.com to assist with.

Clients will receive exposure on InternetDatingJobs.com, in the monthly jobs listing on **OnlinePersonalsWatch.com** and via Red Executive's extensive network.

09/06/2013 | **Permalink** | **Comments (0)**

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INTERNET DATING JOBS

the top jobs in the internet dating industry

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Clients will receive exposure on InternetDatingJobs.com, in the monthly jobs listing on OnlinePersonalsWatch.com and via Red Executive's extensive network.

12/31/2013 | Permalink | Comments (0)

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Dating Industry Jobs Listing – September 2013



INTERNET DATING JOBS – Sep 12 – Another update of dating industry job offers is ready for you.

See some of the most interesting offers below:

—

From our esteemed Courtland Brooks clients:

Global Personals USA (Webdate, Fling, WealthyMen)
- Product Manager / USA – FL, Miami Beach
- Multimedia Ad/Traffic Analyst / USA – VA, McLean
- Country Web/Net Affiliate Marketing Manager / Various
- UK affiliate manager / UK
- Social Media Community Manager / USA – FL, Miami Beach

More info: http://www.globalpersonalsmedia.com/careers.php

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Scamalytics Launches Complimentary Scammer Health Check For Online Dating Sites

Site Monitored By

Scamalytics

Advanced Scammer Control

Online dating security experts Scamalytics offer to scan dating sites for scammers and fake profiles and generate a free performance report.

September 10, 2013 -- /PR WEB/ -- The new service typically works without any technical implementation on behalf of the dating site, allowing executives to get a feel for whether they have a problem or not without involving the development team.

Publicly-available profile data, such as photos and profile text, are scanned, analysed and compared with Scamalytics' blacklists to produce a report identifying profiles which are of concern.

Scamalytics co-founder Nick Tsinonis commented: "Whilst we get the best results by including data such as IP addresses and behavioural information, our shared industry blacklists are now of such a size that we can pick up a proportion of scammers just by the information in their profiles".

"This allows us to scan the majority of dating sites just by getting the go ahead from the relevant person within the business, who can then sit back and wait for our report".

Scamalytics are sponsoring the dating industry's annual European Online Dating Conference, iDate in Cologne, where Tsinonis and his team will be on hand to discuss the new service.

For more information, or to request a free site scan, contact Nick Tsinonis: info(at)scamalytics(dot)com

About Scamalytics

Scamalytics Ltd, based in London (UK), has been designed from the ground up specifically to tackle the issue of scammers on dating and social networking sites. Founded by a group of industry veterans, the team has years of experience in both detecting scammers, and in applying the latest machine learning techniques to make sense of user behaviour.

Clients benefit not only from less scammers on their sites, but also from a reduction in the chargebacks that result from organised fraud.

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Email us and we'll review your press release. Only press releases with real news make the cut.

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Facebook Shares Close At New High Over $45

USA TODAY – Sep 11 – Shares of **Facebook** closed above $45 a share which is a significant event for Facebook. Shares of Facebook are up 18.7% from their IPO price of $38 a share.

by **Matt Krantz**
See full article at USA Today

See all posts on Facebook

Sep 12, 2013 | **Permalink** | **Comments (0)** **ShareThis**

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Greylock Raises $1 Billion

BLOOMBERG – Sep 11 – **Greylock Partners**, the venture capital firm behind **LinkedIn**, **Facebook** and **Workday**, raised $1 billion for its 14th fund to back startups focused on consumer and business-focused technology. Greylock, founded in 1965, has flourished in recent years even as the broader venture industry has struggled. Based on the performance of companies that have gone public from its 2001 and 2005 funds, the firm has more than doubled its money.

by **Ari Levy**
See full article at Bloomberg

See all posts on Facebook
See all posts on LinkedIn

Sep 11, 2013 | **Permalink** | **Comments (0)** **ShareThis**

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Facebook's Sandberg Goes To China



BUSINESS INSIDER – Sep 11 – If **Facebook**'s dream is to reach 7 billion members, then it will need to expand to China. Unfortunately, Facebook has been blocked in China since 2009. That was the reason

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Conversion Conference

Corporate Social Media Summit

Social Media for Customer Service Summit

Viral Summit

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

- Market Overview
- Public Companies
- Mobile, Mobile, Mobile!
- Whats Hot
- Innovation & The Future

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Market Overview

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IDEA
INTERNET DATING EXECUTIVE ALLIANCE

Internet Dating Executive Alliance

629 members

Discussions Promotions Jobs Members Search Manage

Summary **Demographics** Growth Activity

SENIORITY

35%
Owner

Looking for group members at a specific seniority level? Members and subscribers can do advanced searches within the group.

FUNCTION

27% Entreprene...

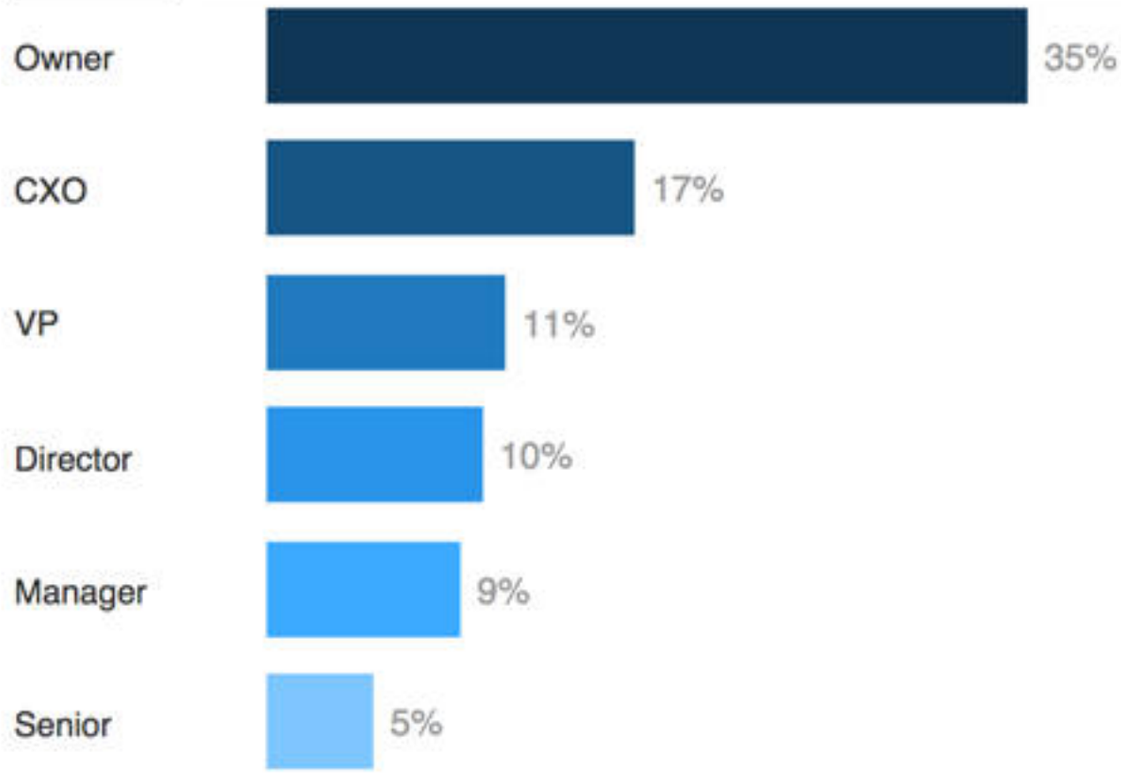
LOCATION

9% San Francis...

INDUSTRY

48% Internet

SENIORITY FUNCTION LOCATION INDUSTRY



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IDEA Survey

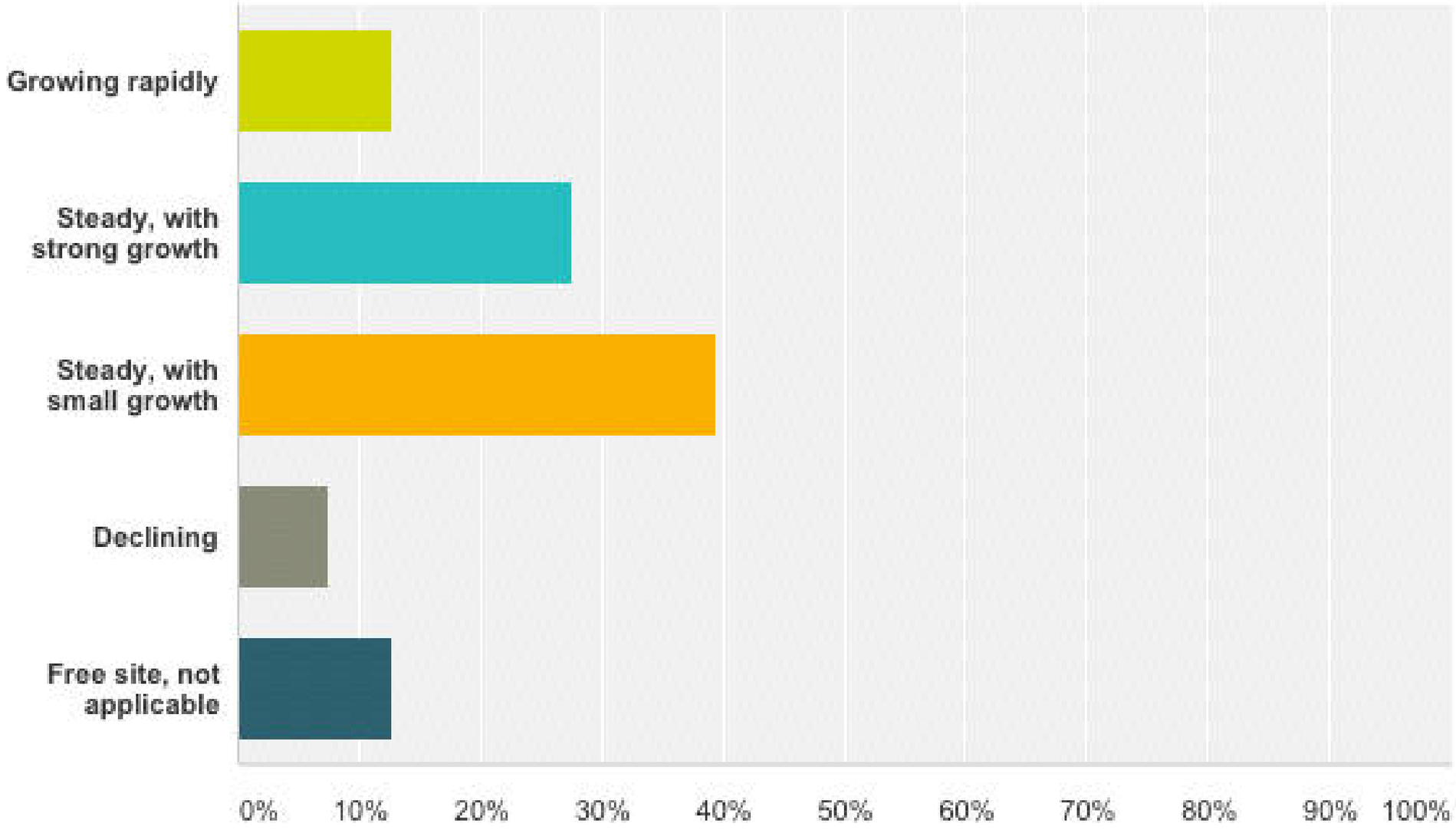
119 Respondents
60% Owner/Co-Founder/CEO

45% Europe
40% Europe and Americas
30% Americas
5% Asia/Russia/India

60% Singles sites
40% Niche dating

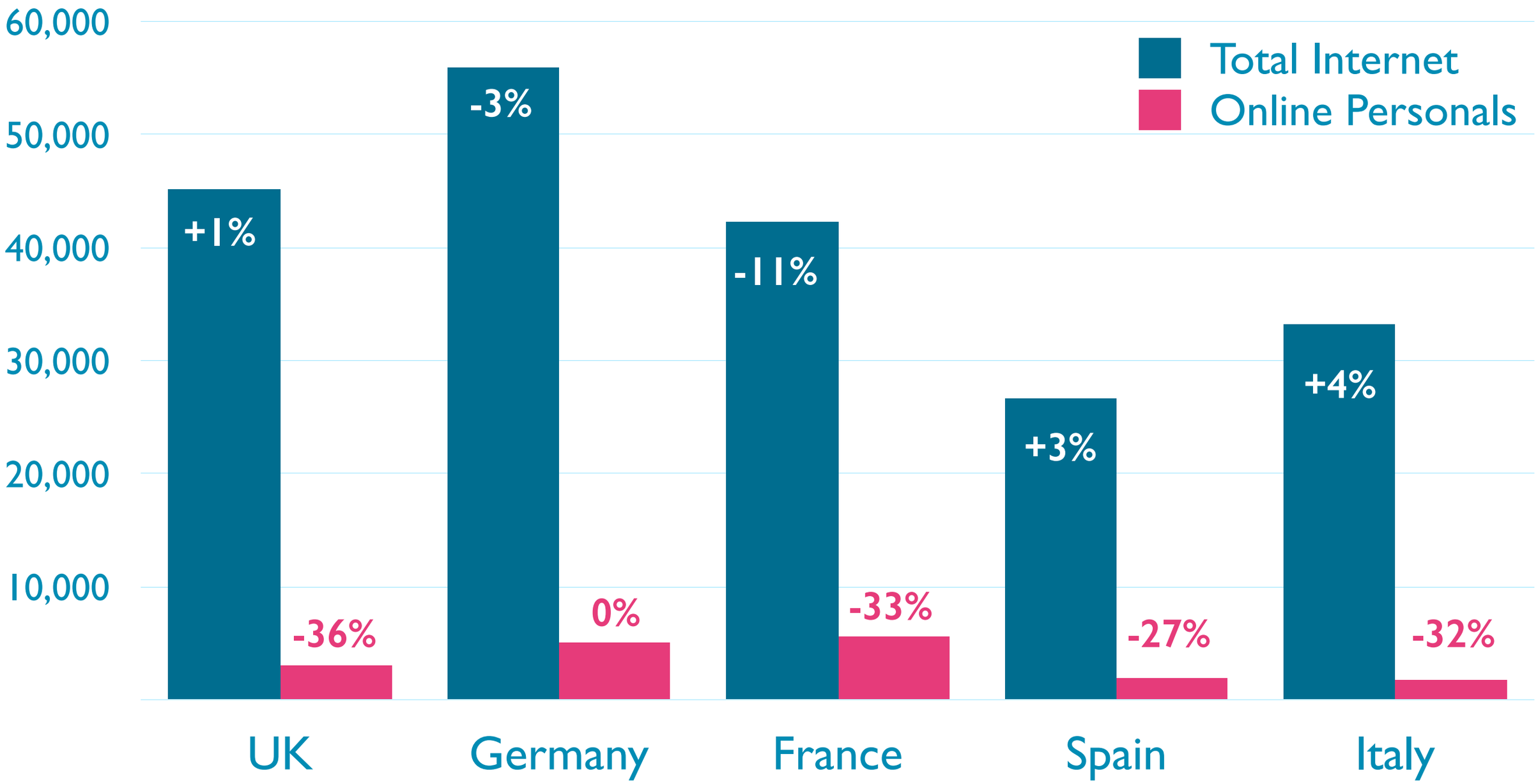
How are membership sales going in 2014?

Answered: 94 Skipped: 24



EU5 Online Dating Audience

Uniques (000), YOY Growth



ComScore, July 2014

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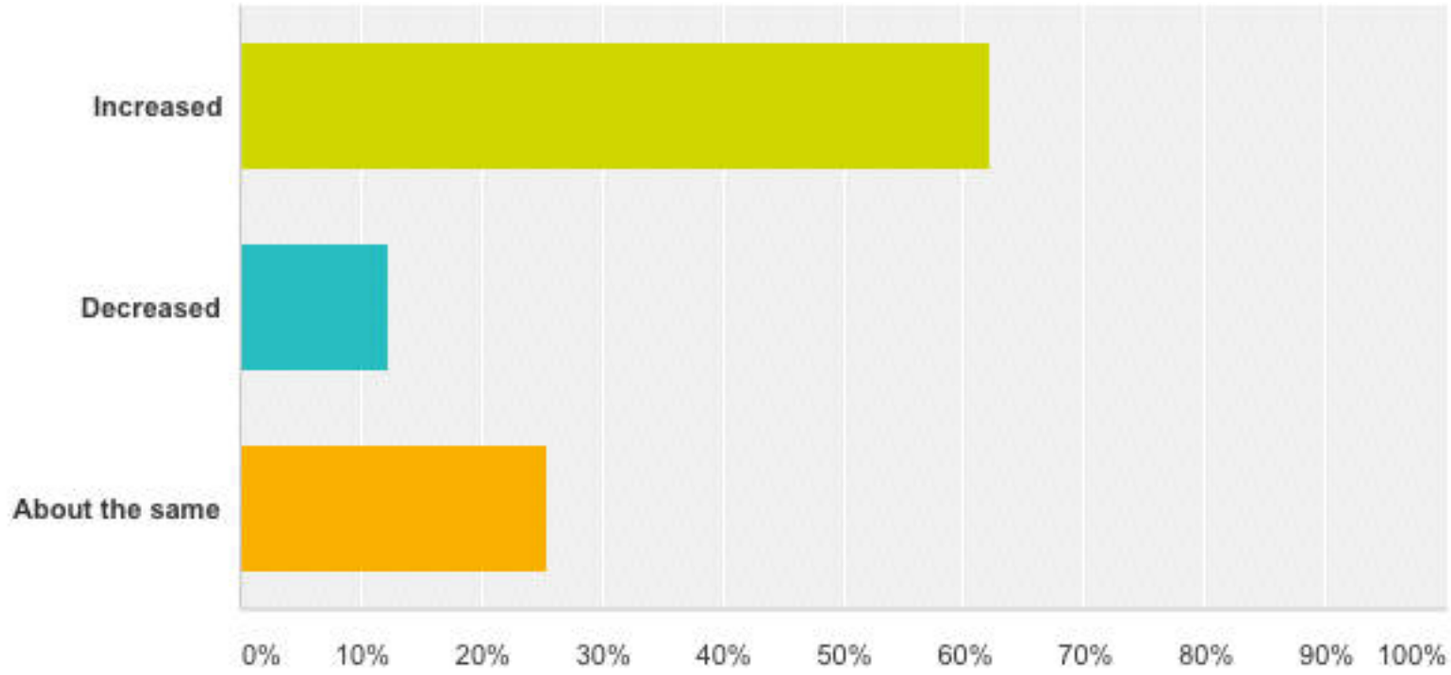
Has your overall revenue increased or decreased in 2014?

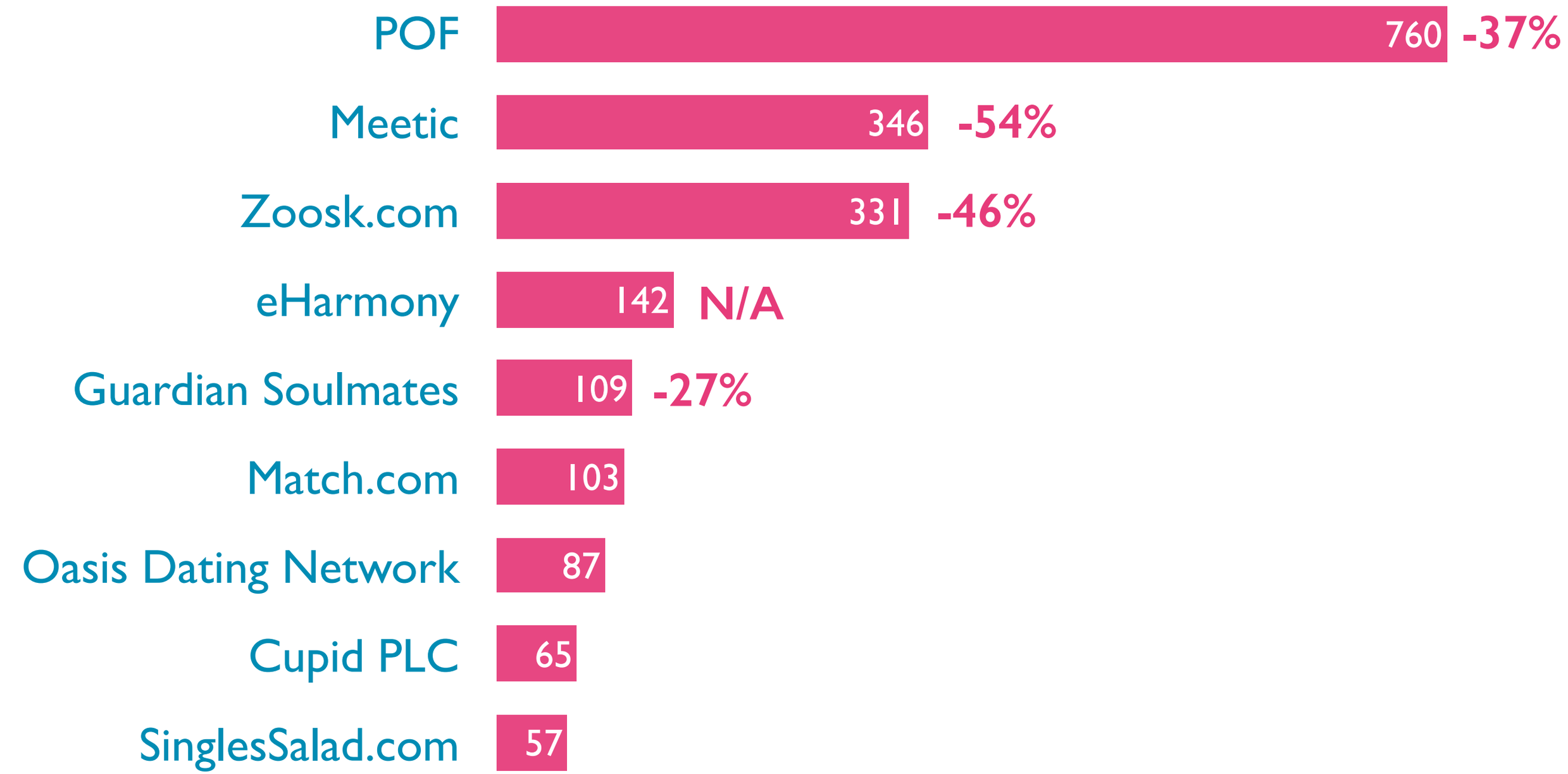
Answered: 114 Skipped: 4



Answer Choices	Responses	
Increased	**62.28%**	71
Decreased	**12.28%**	14
About the same	**25.44%**	29
Total		114

Top UK Dating Sites

Unique visitors (000)



ComScore, July 2014

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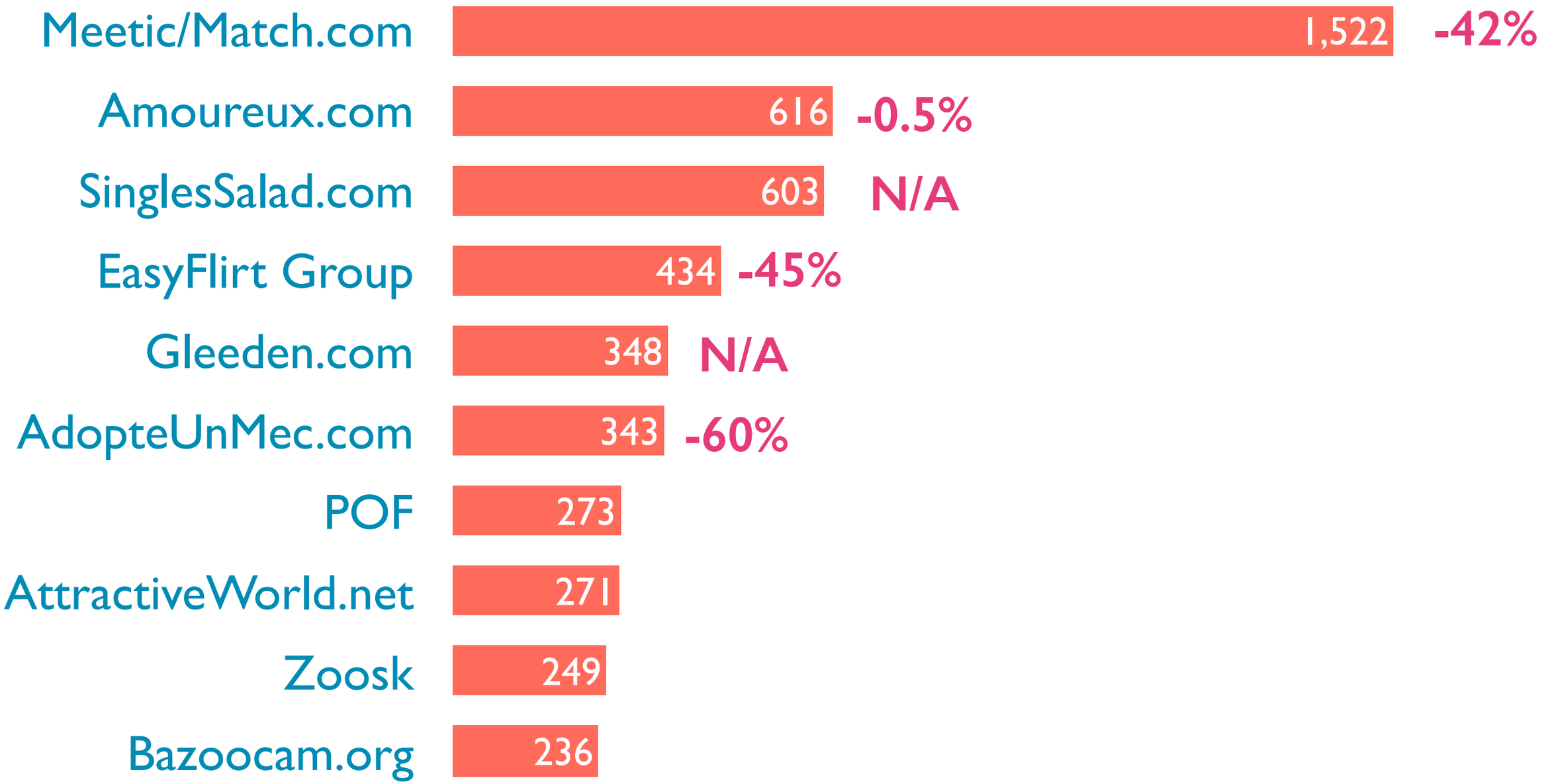
Top French Dating Sites

Unique visitors (000)



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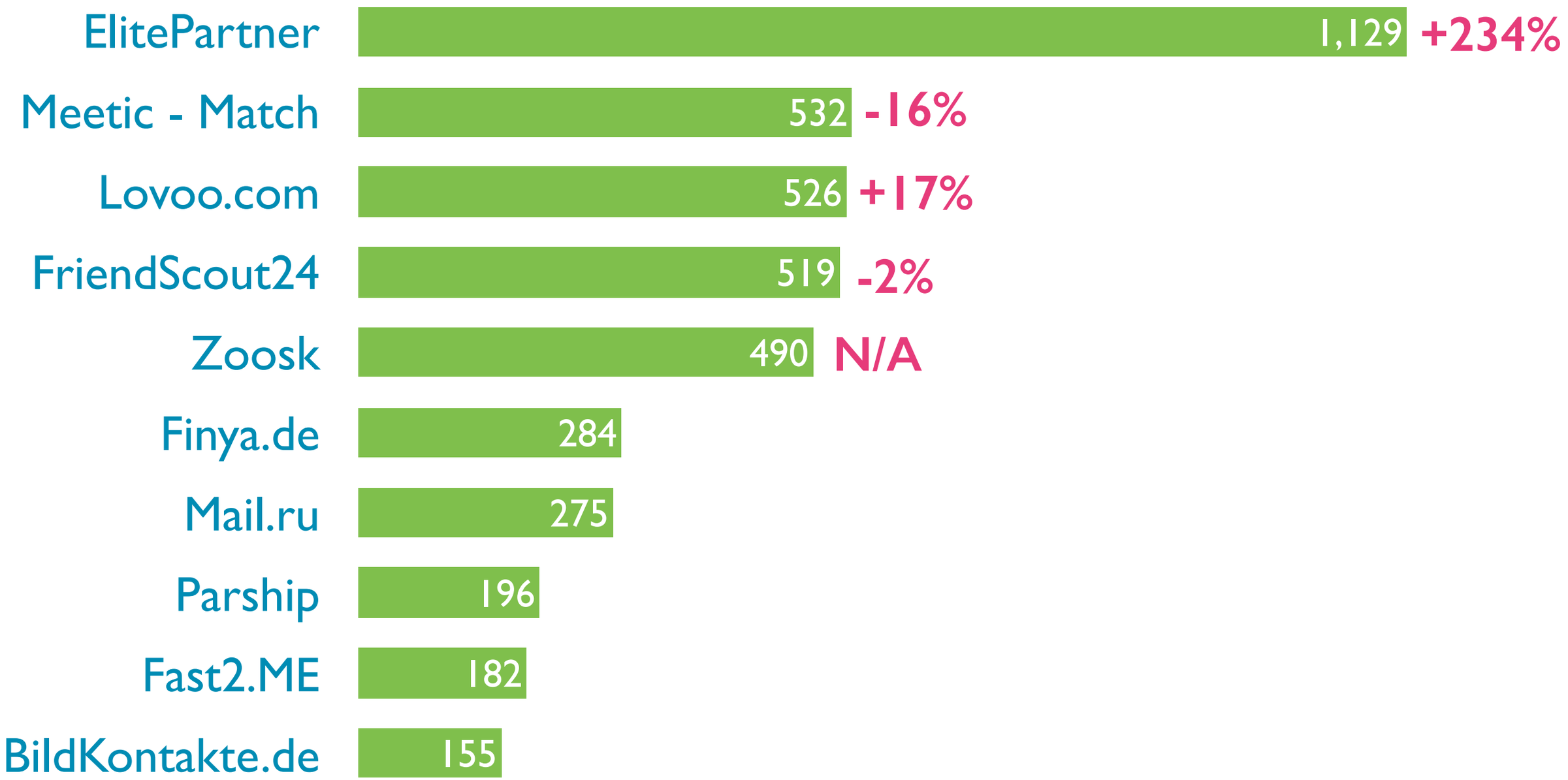
Top German Dating Sites

Unique visitors (000)



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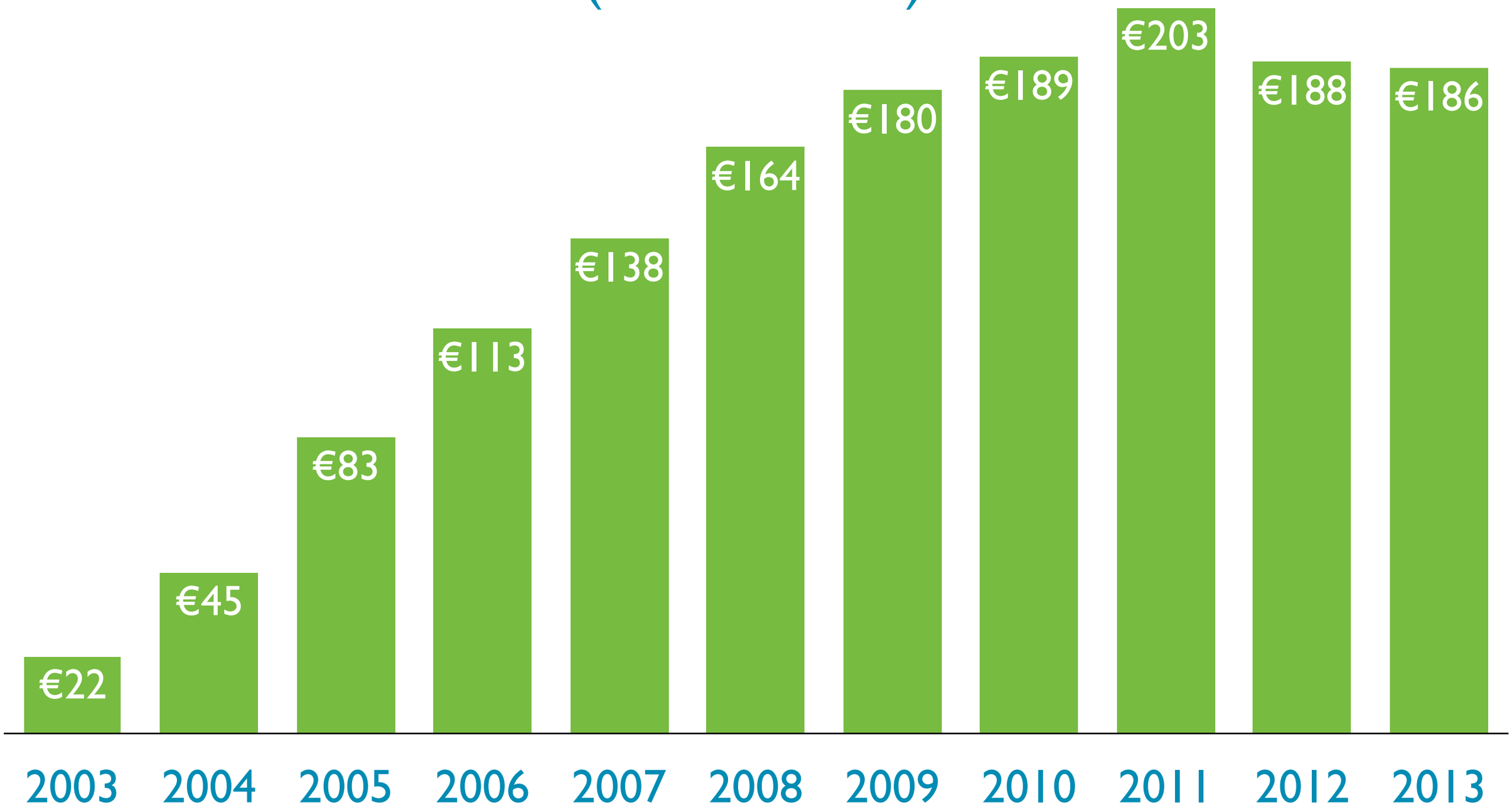
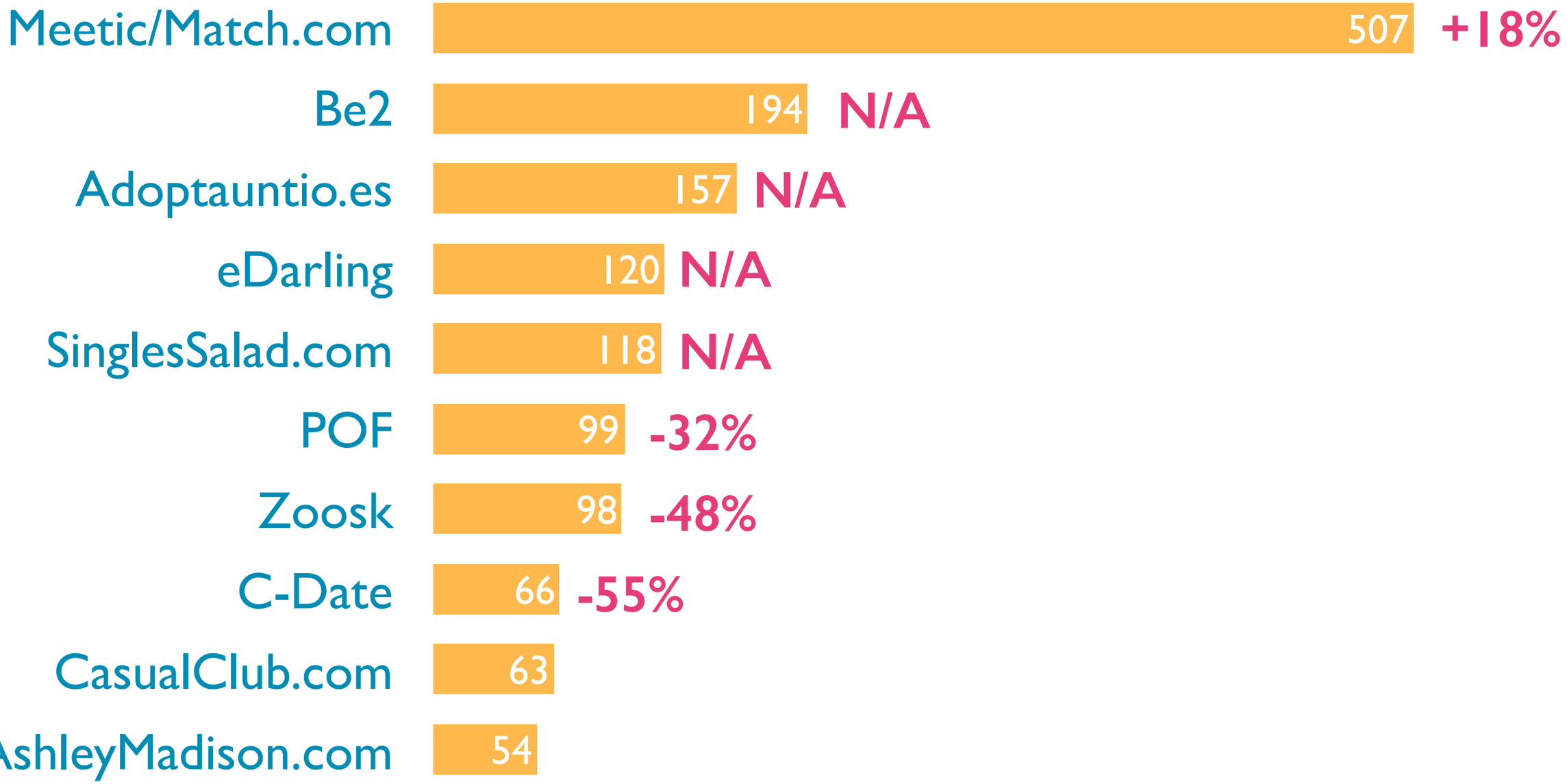
Online Dating Revenue In Germany

(Million EUR)



Top Spanish Dating Sites

Unique visitors (000)



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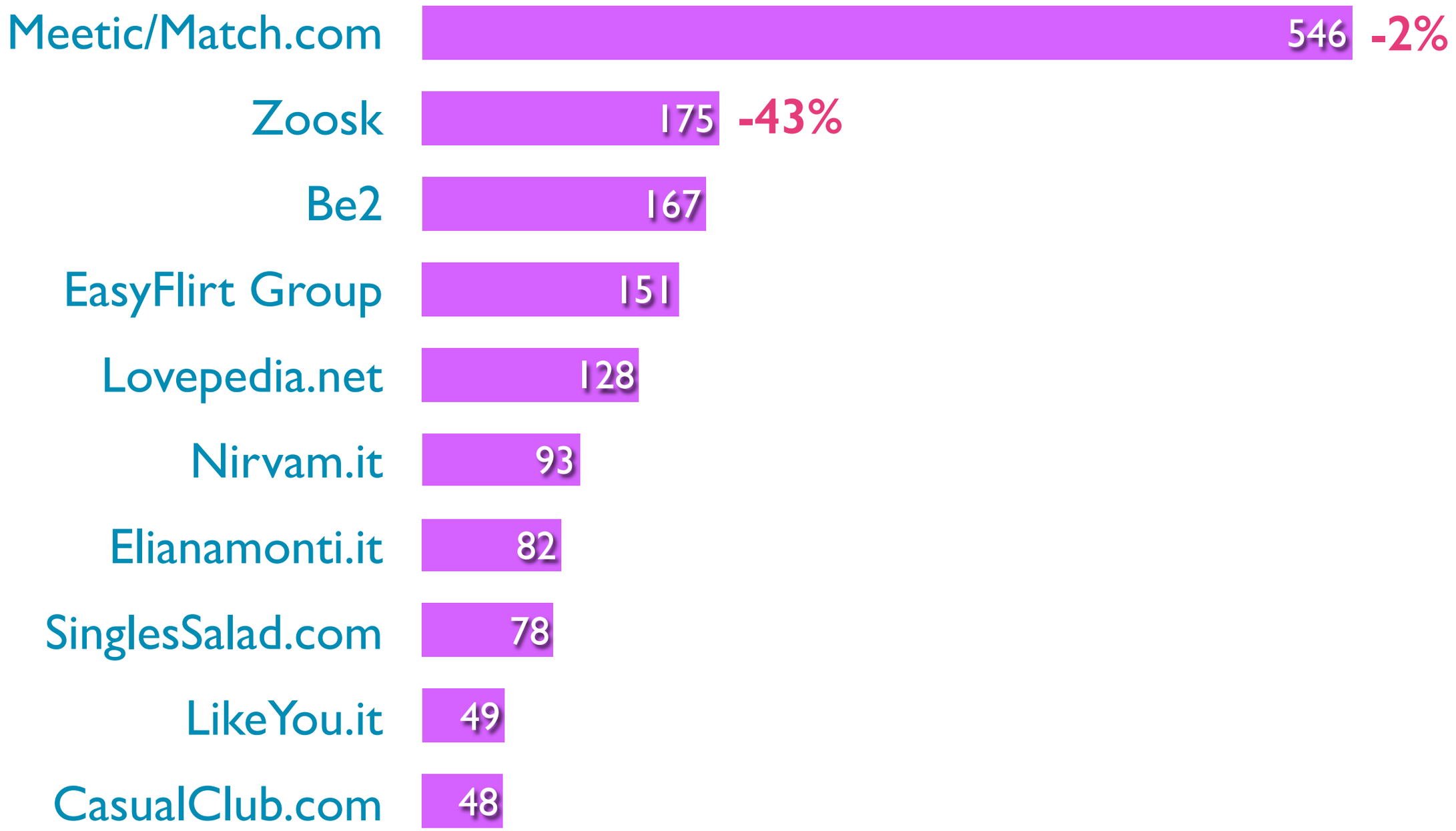
Top Italian Dating Sites

Unique visitors (000)



ComScore, July 2014

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Top Norwegian Dating Sites

Unique visitors (000)



ComScore, July 2014

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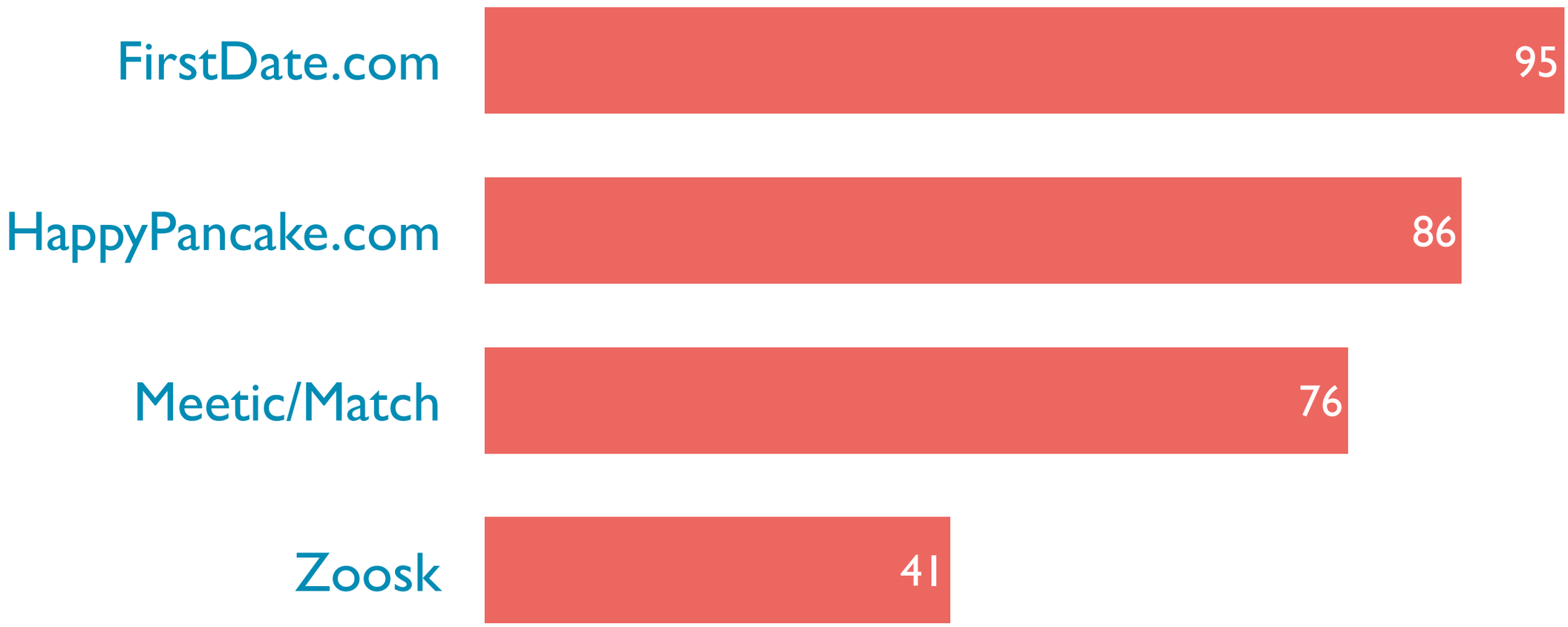
Top Swedish Dating Sites

Unique visitors (000)



ComScore, July 2014

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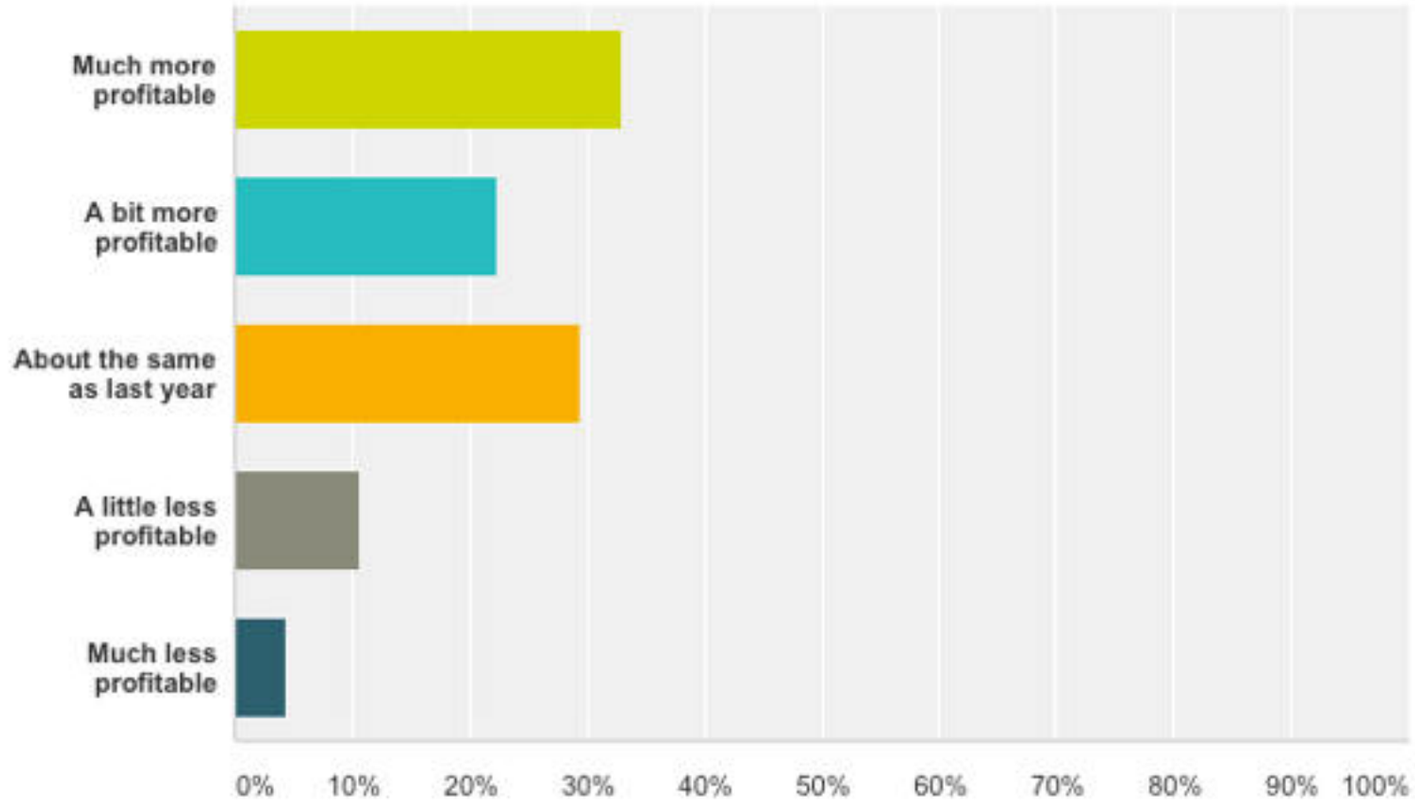
Has your site become more or less profitable in 2014?

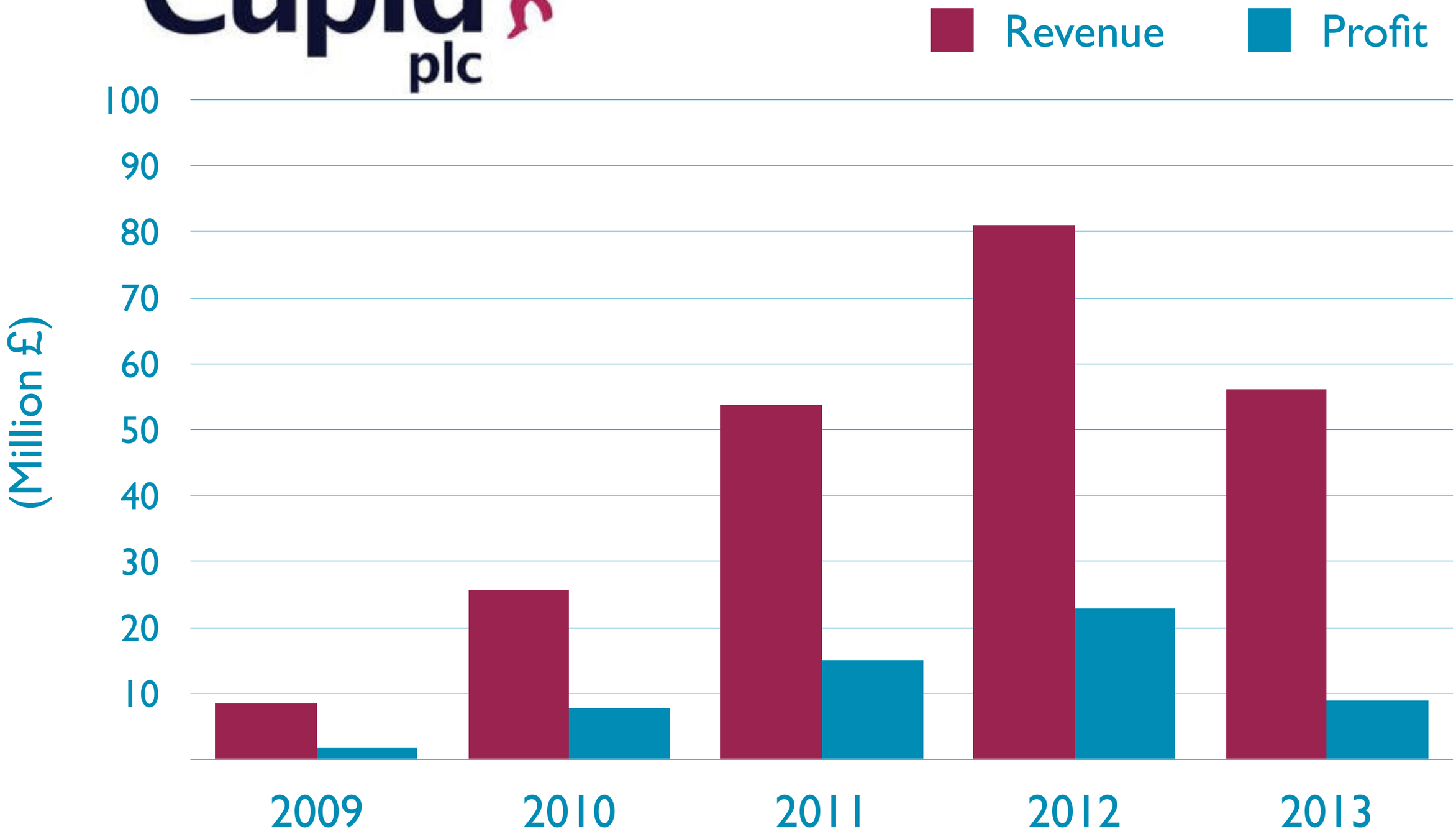
Answered: 112 Skipped: 6



Answer Choices	Responses	
Much more profitable	**33.04%**	37
A bit more profitable	**22.32%**	25
About the same as last year	**29.46%**	33
A little less profitable	**10.71%**	12
Much less profitable	**4.46%**	5
Total		112

Public Companies

Cupid plc



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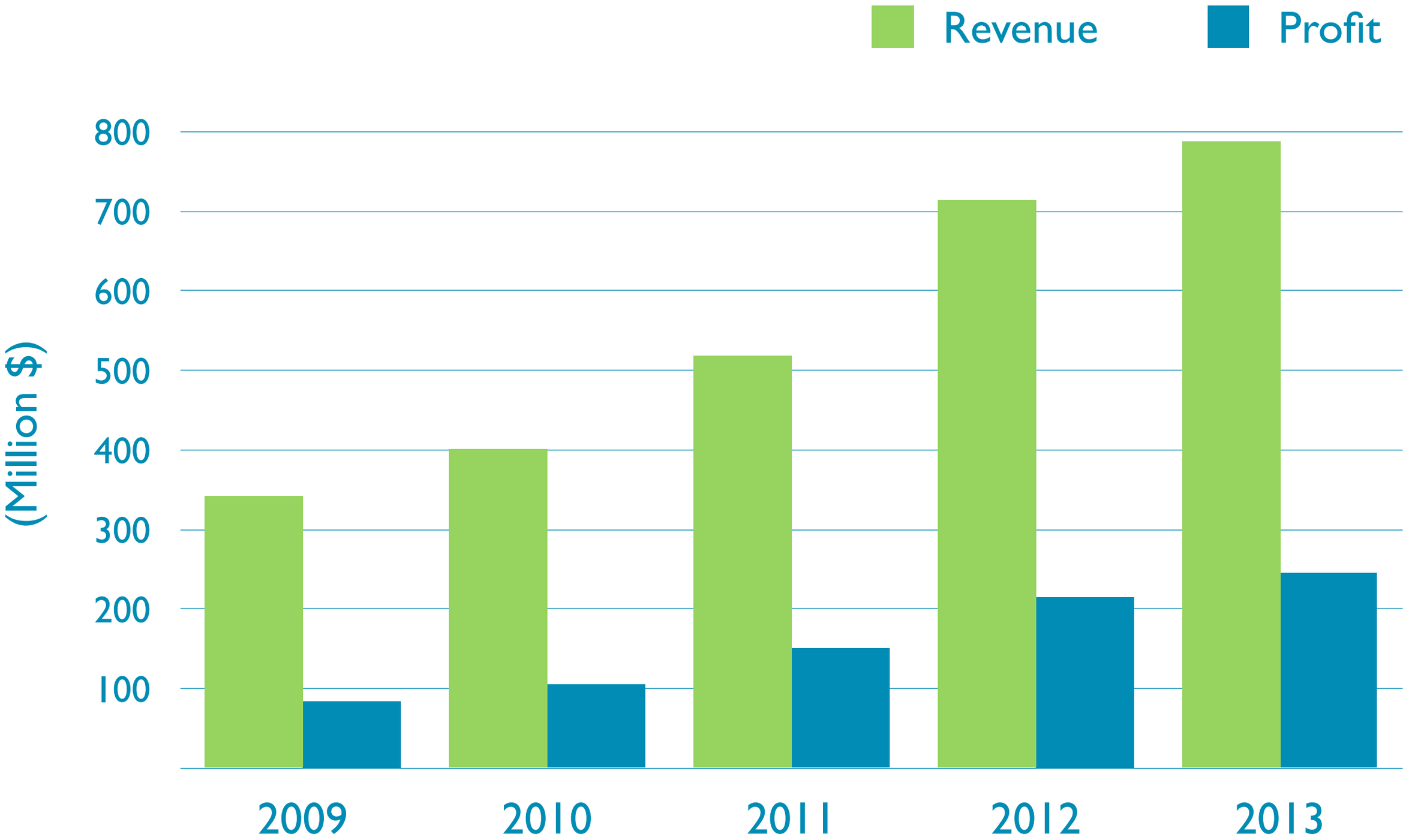
match.com



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I think Mobile will continue to grow and true niching done properly will become the biggest thing in the dating industry. The big guns are still at the top but it's slowly being overturned by the niche players.

Gary Taylor, VP White Label Dating



Mobile, Mobile, Mobile!

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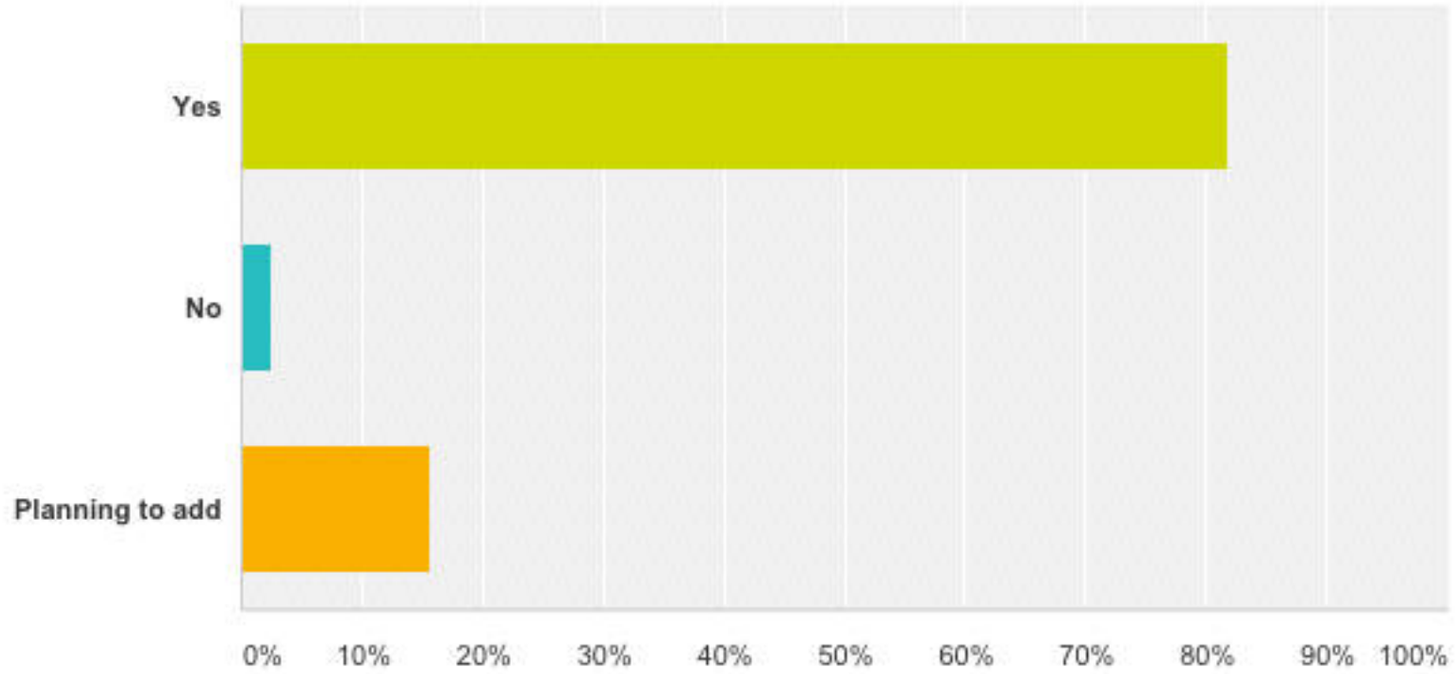
Do you offer a mobile version of your site?

Answered: 115 Skipped: 3



Answer Choices	Responses	
Yes	**81.74%**	94
No	**2.61%**	3
Planning to add	**15.65%**	18
Total		115



Mobile Web traffic
worldwide
is now **30%**
of total Internet
traffic.

StatCounter, July 2014

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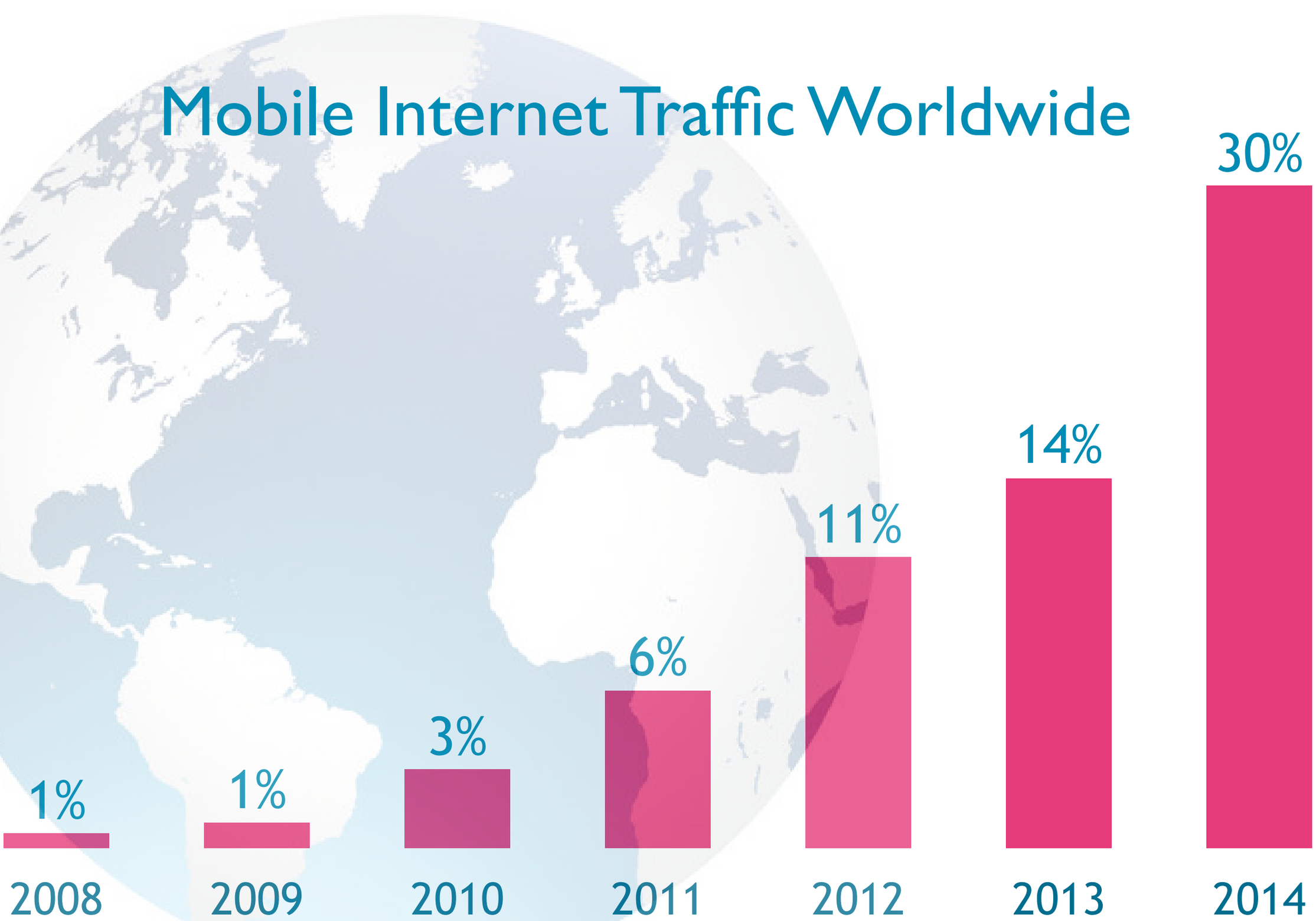
Mobile Internet Traffic Worldwide



StatCounter, July 2014

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Mobile Web traffic
in Europe
is now **25%**
of total Internet
traffic.

StatCounter, July 2014

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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)

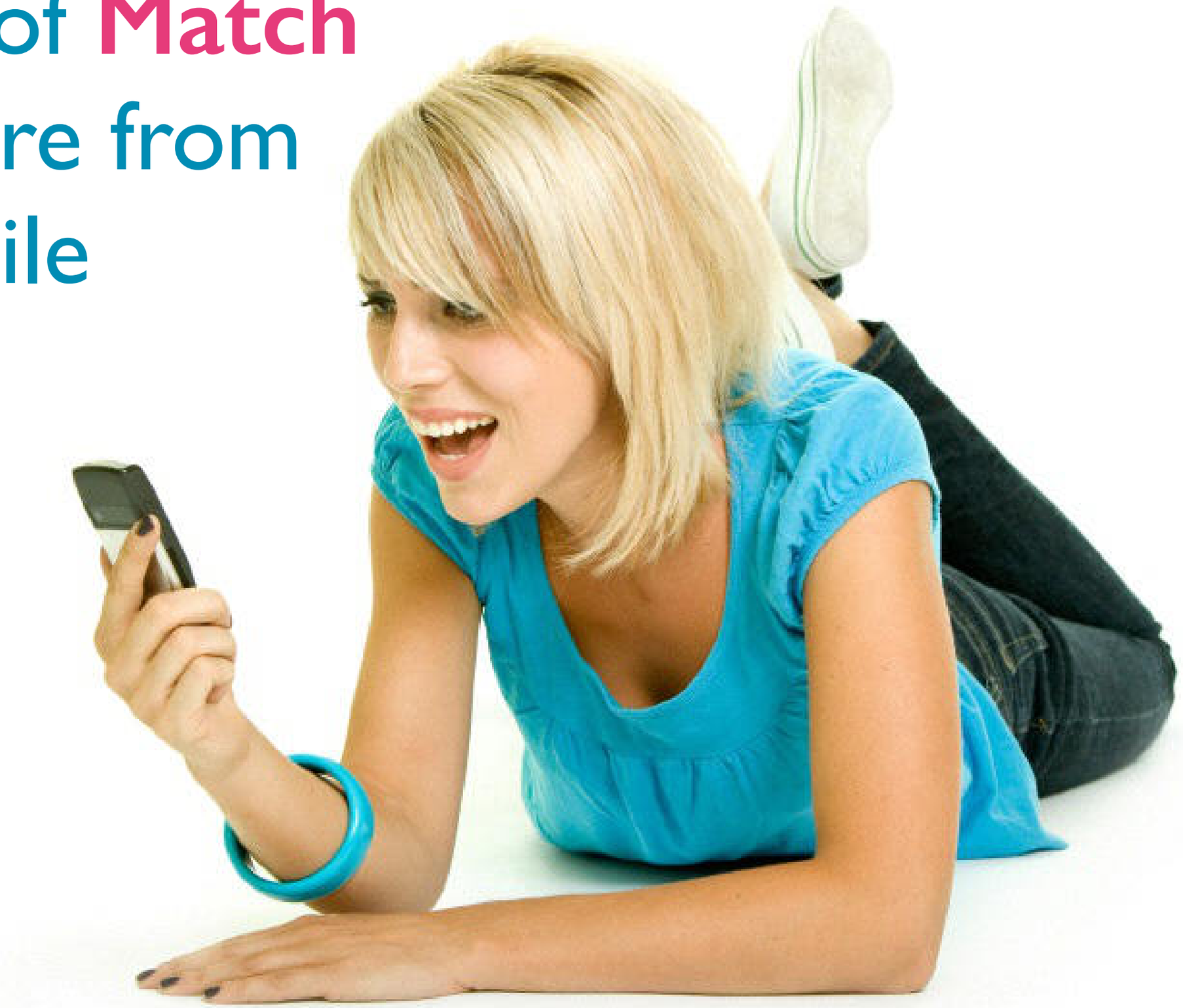
Experience

- 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

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



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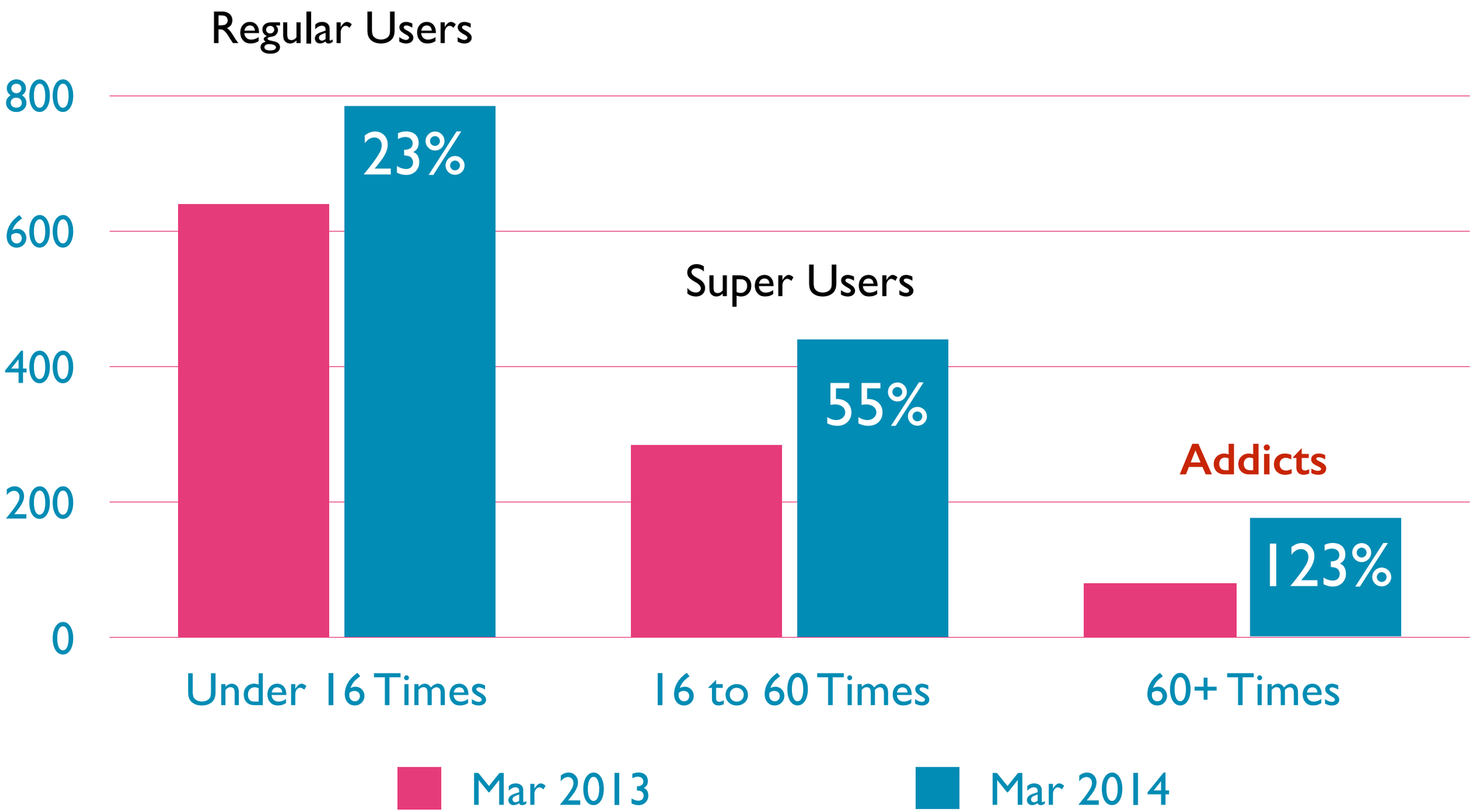
Mobile Has Become Addictive



Worldwide Daily App Usage (Millions)



Flurry, Mar 2014

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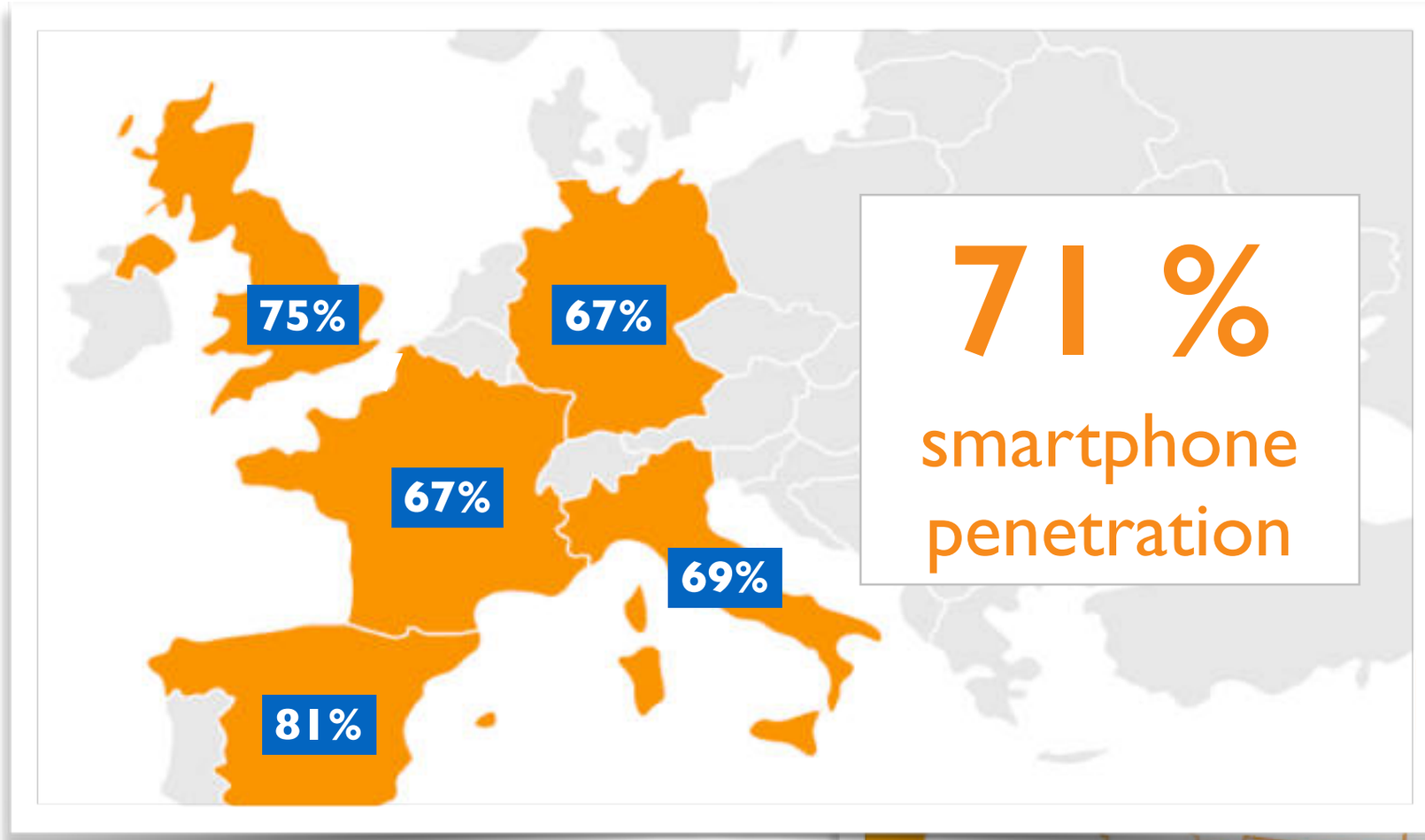
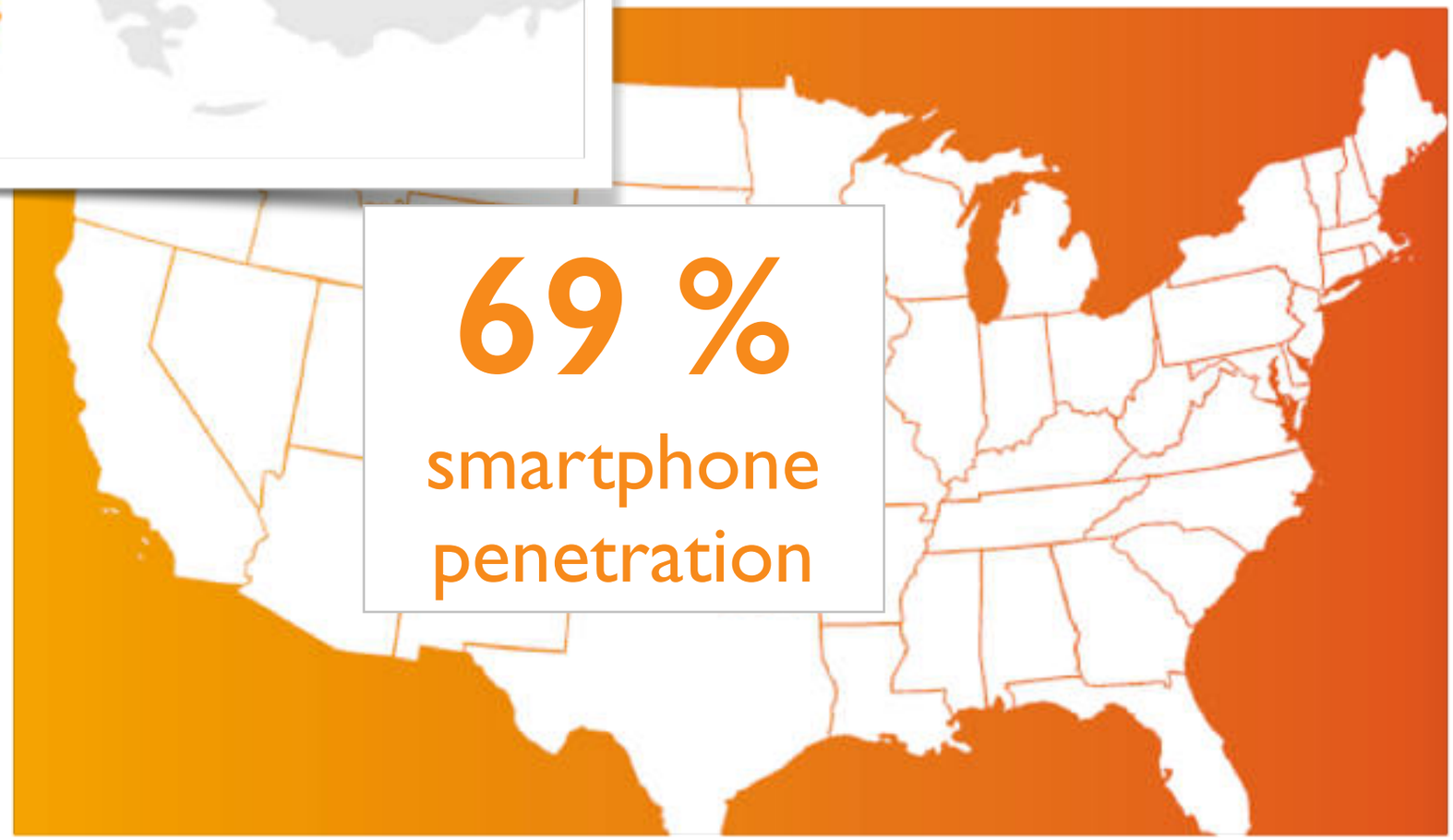


71 %

smartphone penetration



69 %

smartphone penetration

ComScore, Mar 2014

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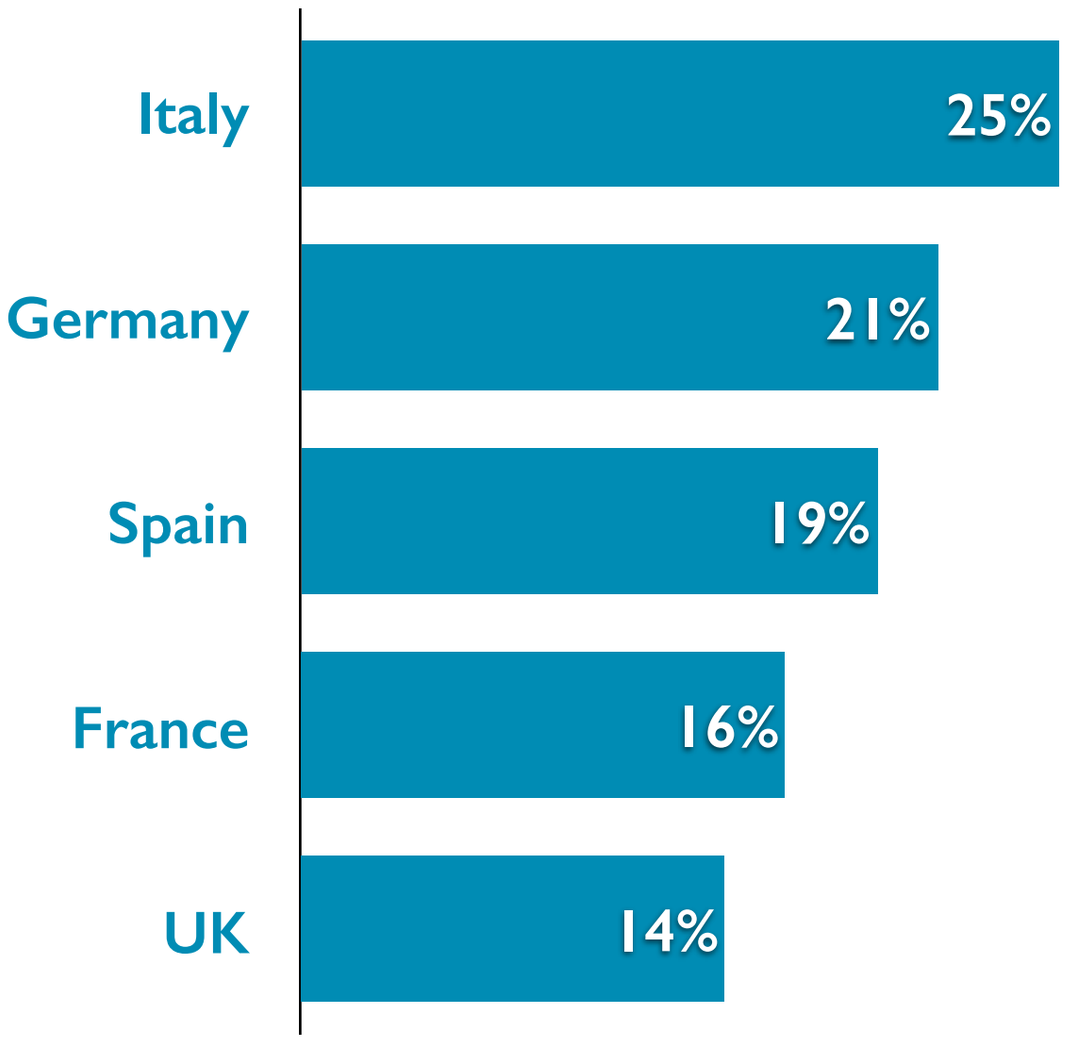
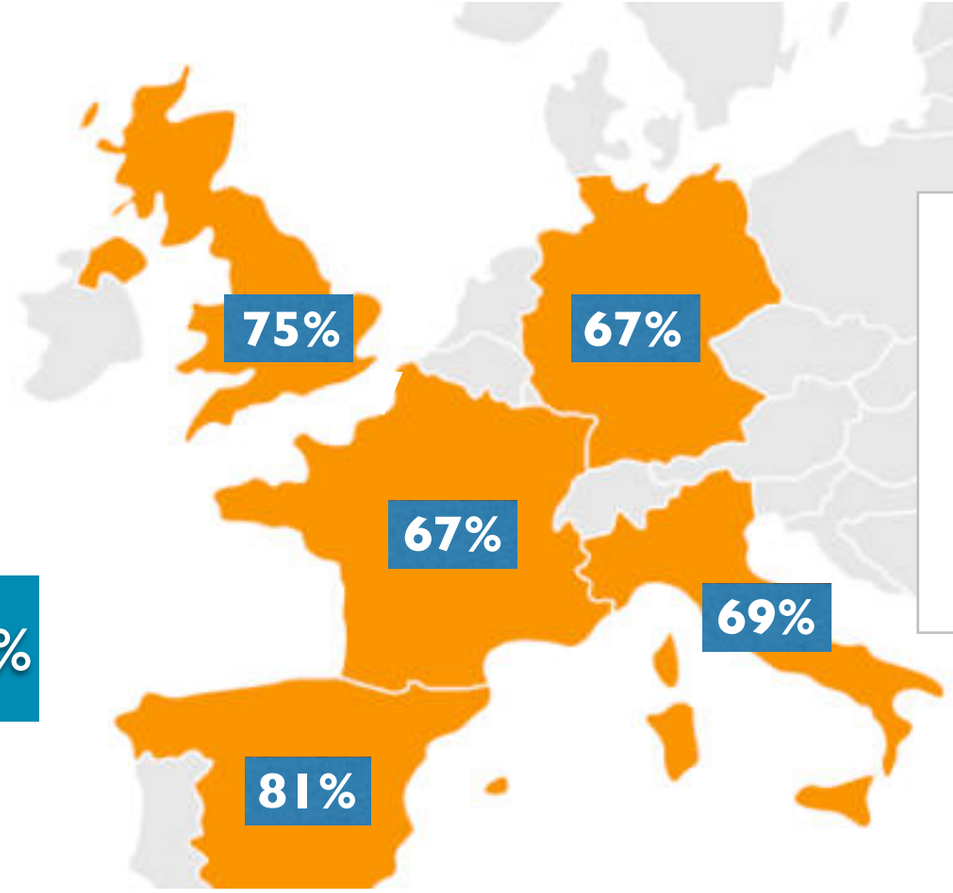
YOY Smartphone Penetration Growth





71%

smartphone penetration

ComScore, Mar 2014

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Global Mobile Dating Revenue



Juniper Research

Courtland Brooks



85% of POF use is from mobile

Courtland Brooks



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**

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Markus Frind, CEO of **POF**

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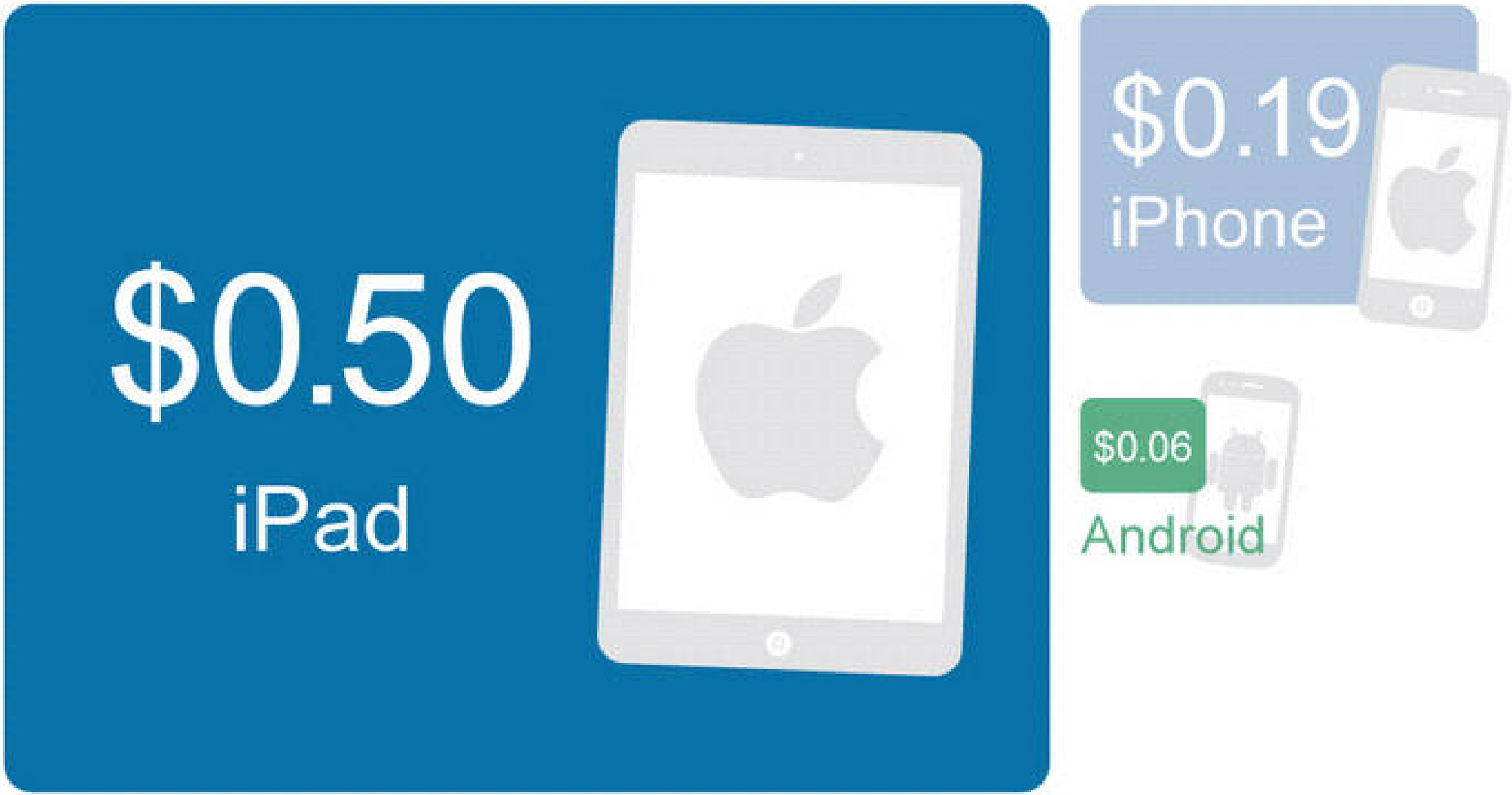
Sam Yagan, CEO of Match Group



Markus Frind, CEO of POF

Courtland Brooks

iPad & iPhone Owners Pay More For Apps



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THE INDULGER

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



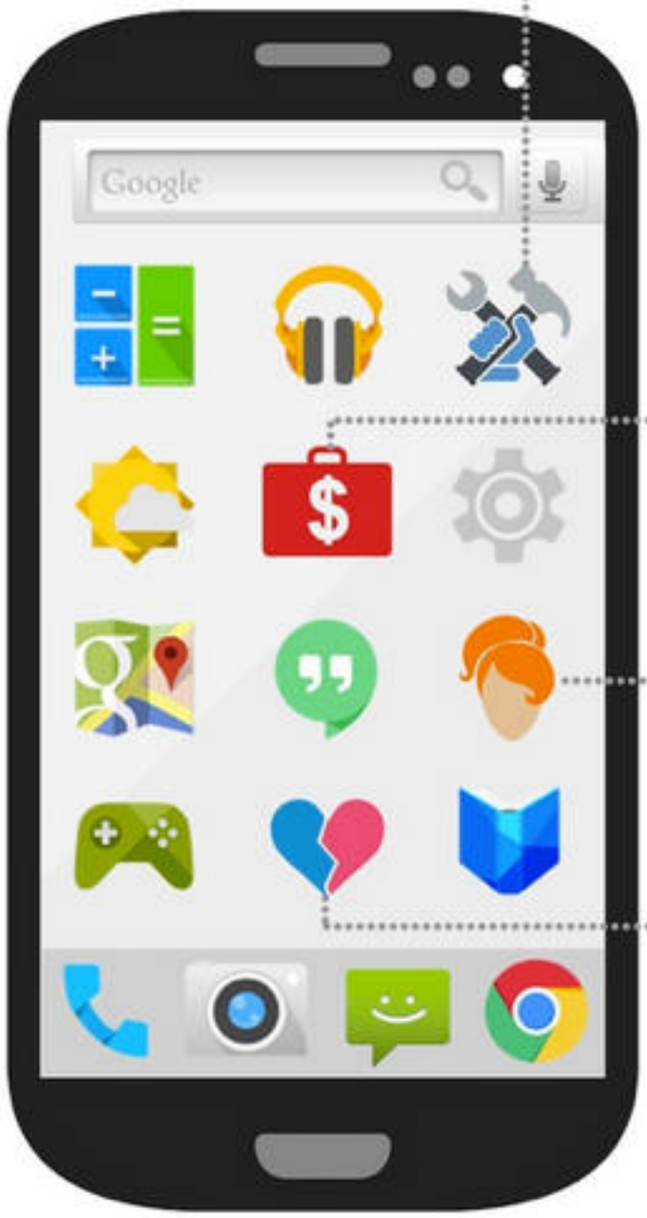
THE AVERAGE JOE

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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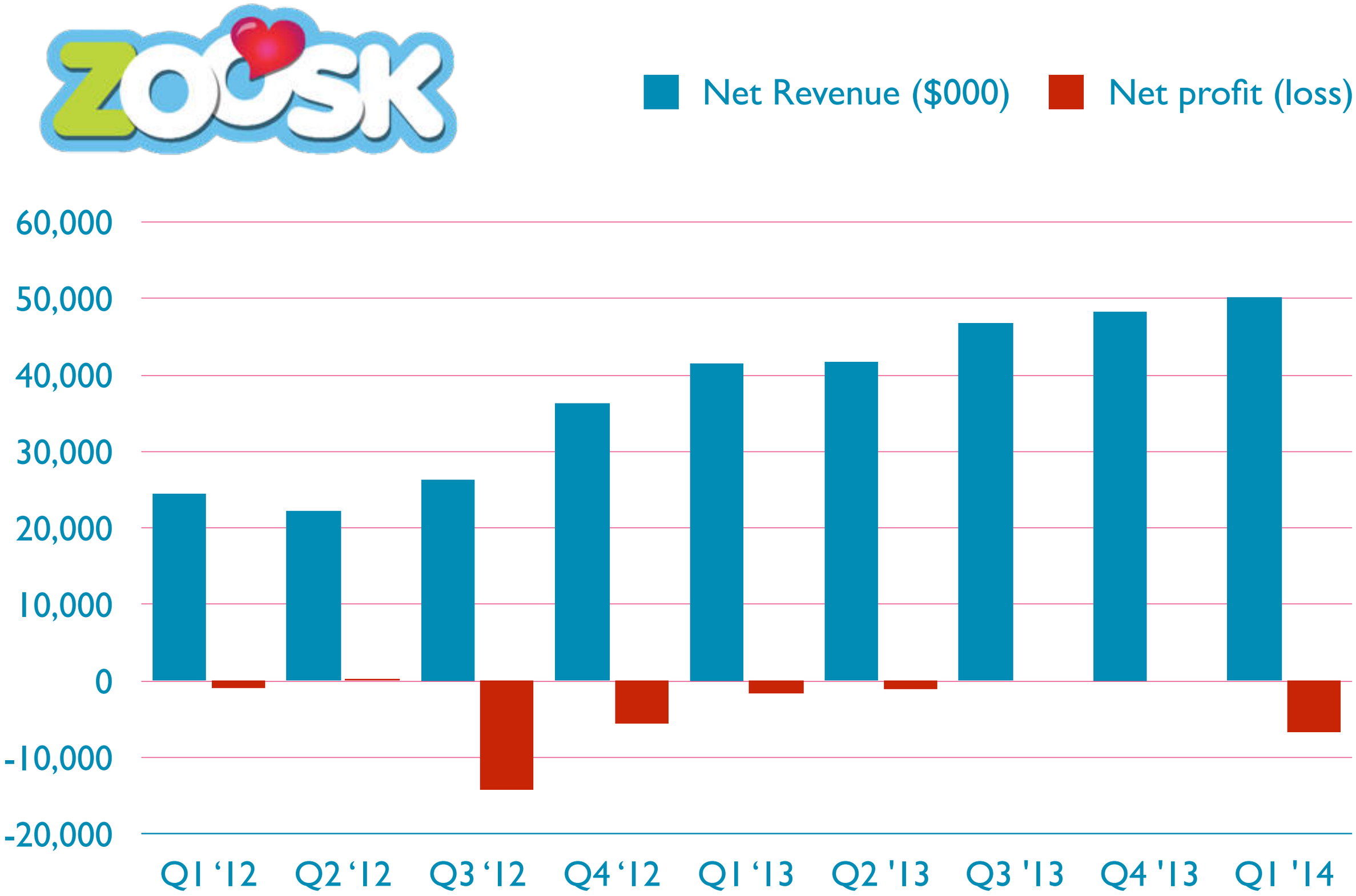
I think "online dating" will cease to exist as a mainstream category, replaced by a more general "social discovery" category. And anyone who isn't mobile-centric will become niche at best.

Justin McLeod, Hinge CEO

41% of Zoosk revenue comes from mobile





Courtland Brooks



Aaron Schildkrout

Founder & CEO of HowAboutWe

Education

- Harvard University (BA, Social Studies)

Experience

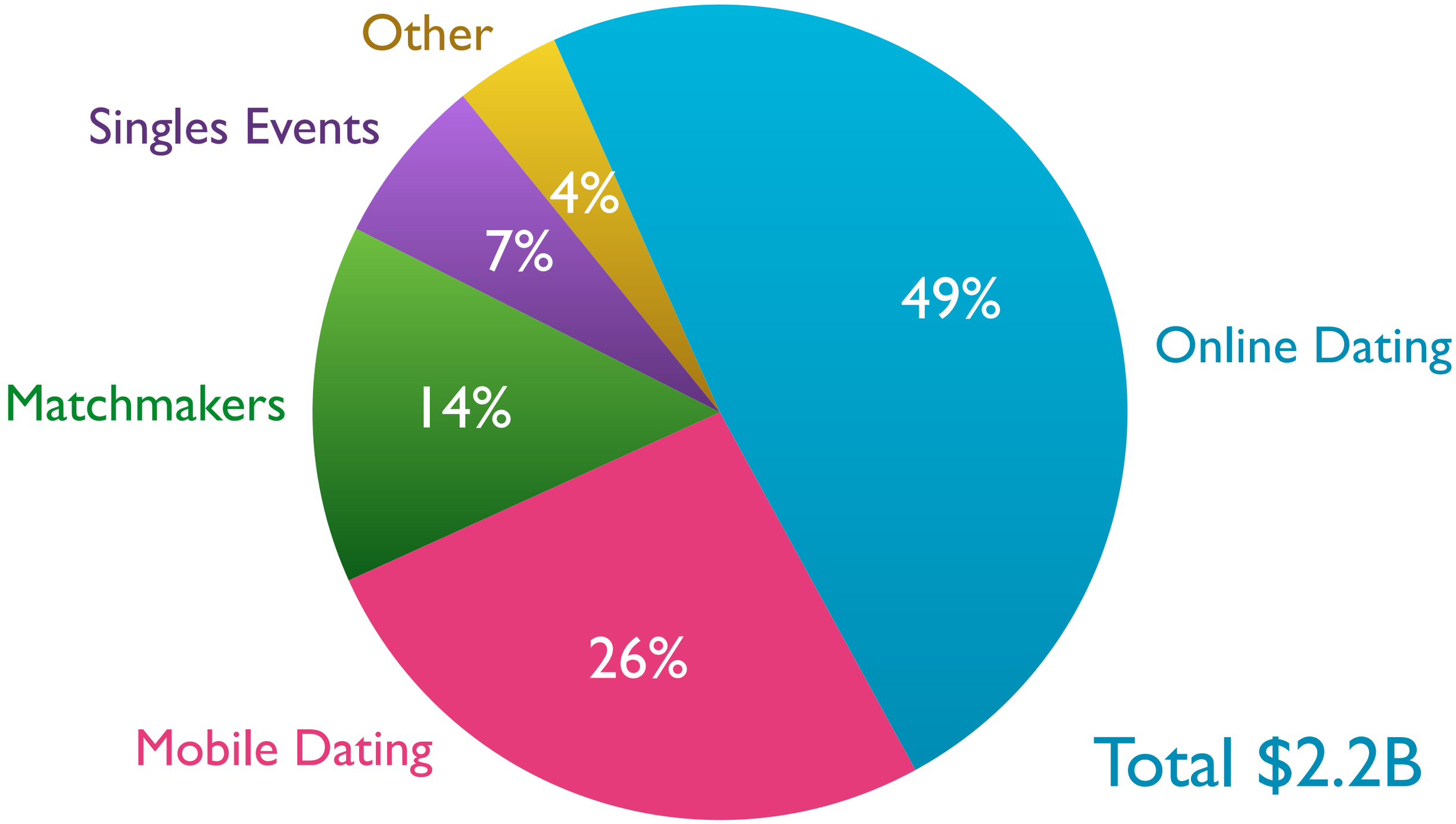
- Educator, Codman Academy Charter Public School

Courtland Brooks



Aaron Schildkrout, CEO of HowAboutWe

US Mobile Dating Revenue Segmentation



Total $2.2B

IBIS World 2014

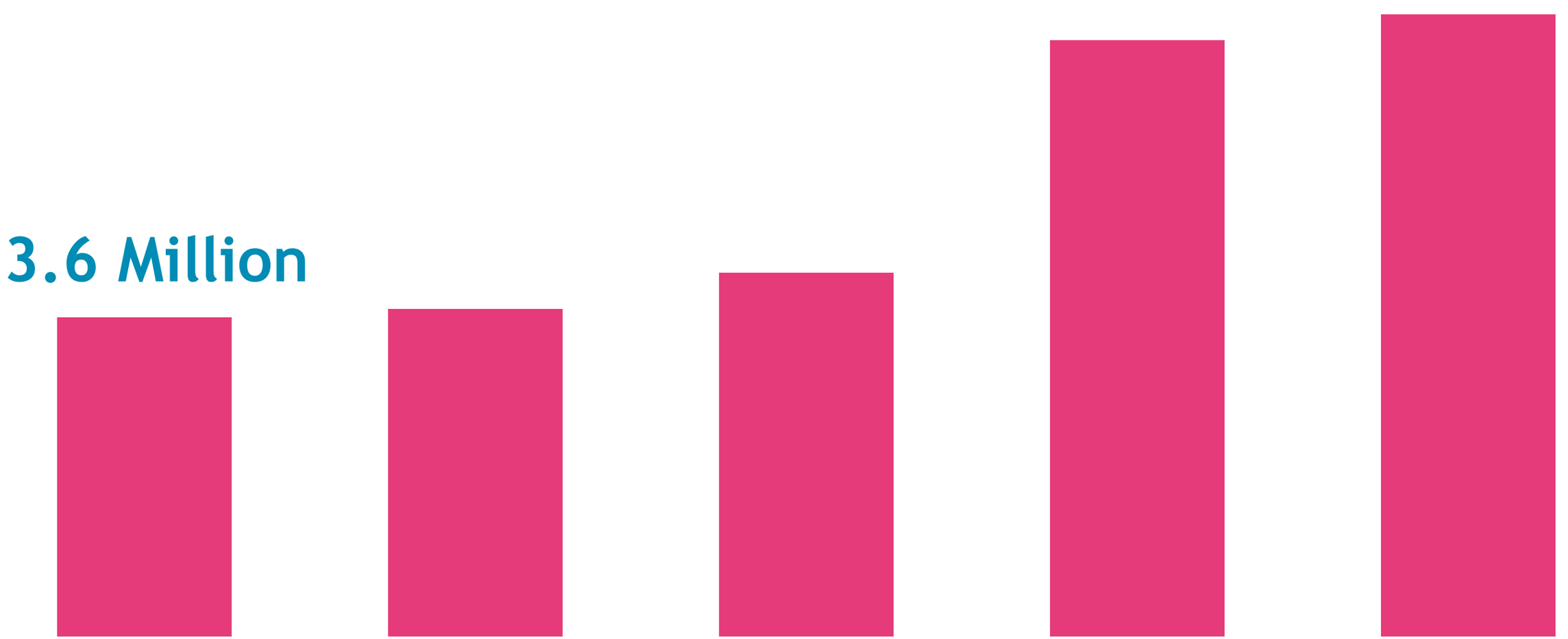
Courtland Brooks



Sam Yagan, CEO of Match Group

meetic

Mobile Dating Revenue (€)



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Top Grossing iPhone Apps

1. Match
2. Zoosk
3. Grindr
4. POF
5. Badoo

1. Lovoo
2. Badoo
3. Friend Scout24
4. Zoosk
5. Grindr

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

1. Meetic
2. Badoo
3. Zoosk
4. Lovoo
5. Grindr

1. Badoo
2. Meetic
3. Grindr
4. Lovoo
5. Zoosk

App Annie Sep 2014

Courtland Brooks

Top Free iPhone Apps

1. Tinder
2. POF
3. Zoosk

1. Lovoo
2. Tinder
3. Badoo

1. Tinder
2. Badoo
3. Lovoo

1. Tinder
2. Lovoo
3. Badoo

1. Lovoo
2. Tinder
3. Badoo

App Annie Sep 2014

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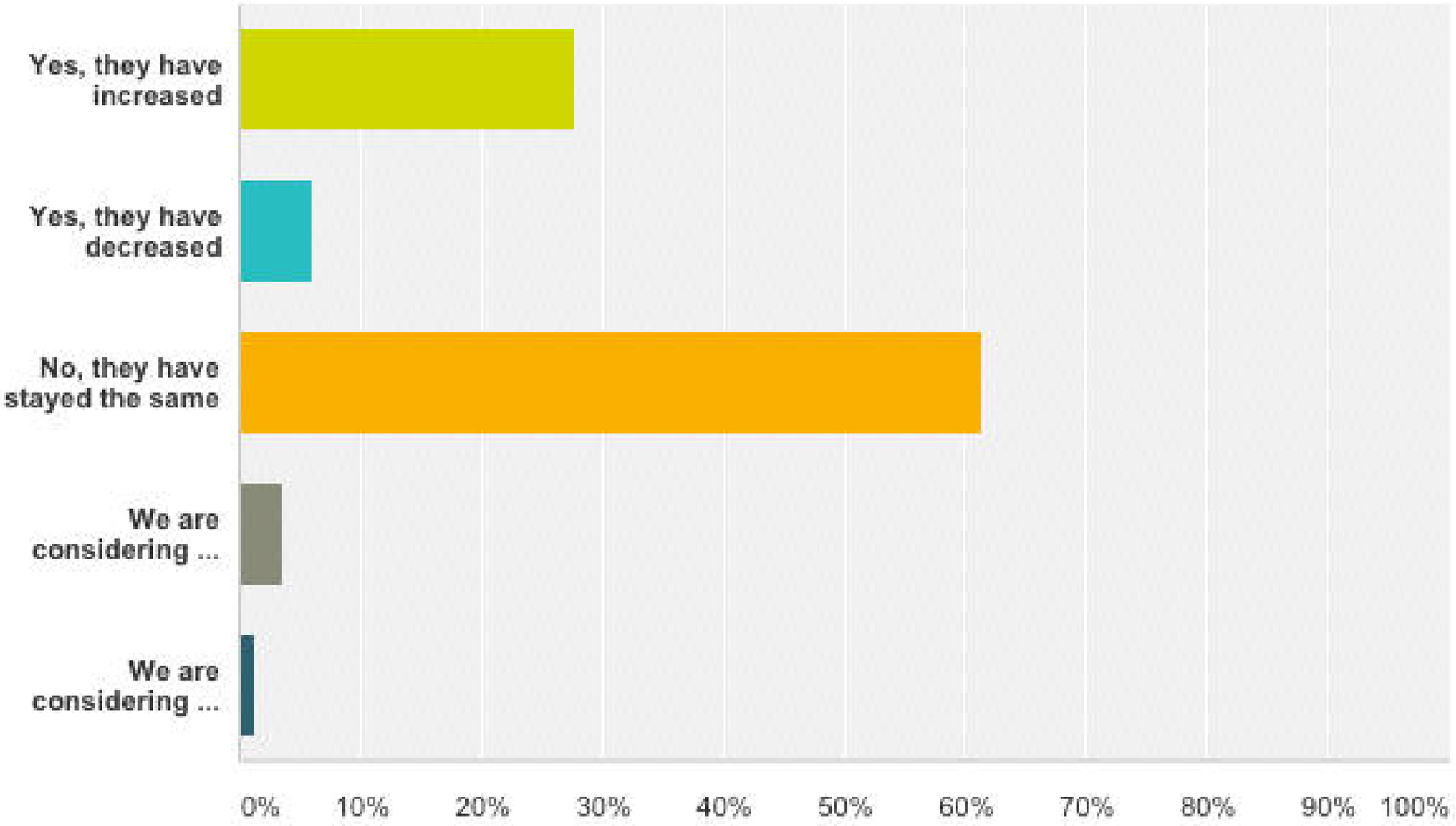
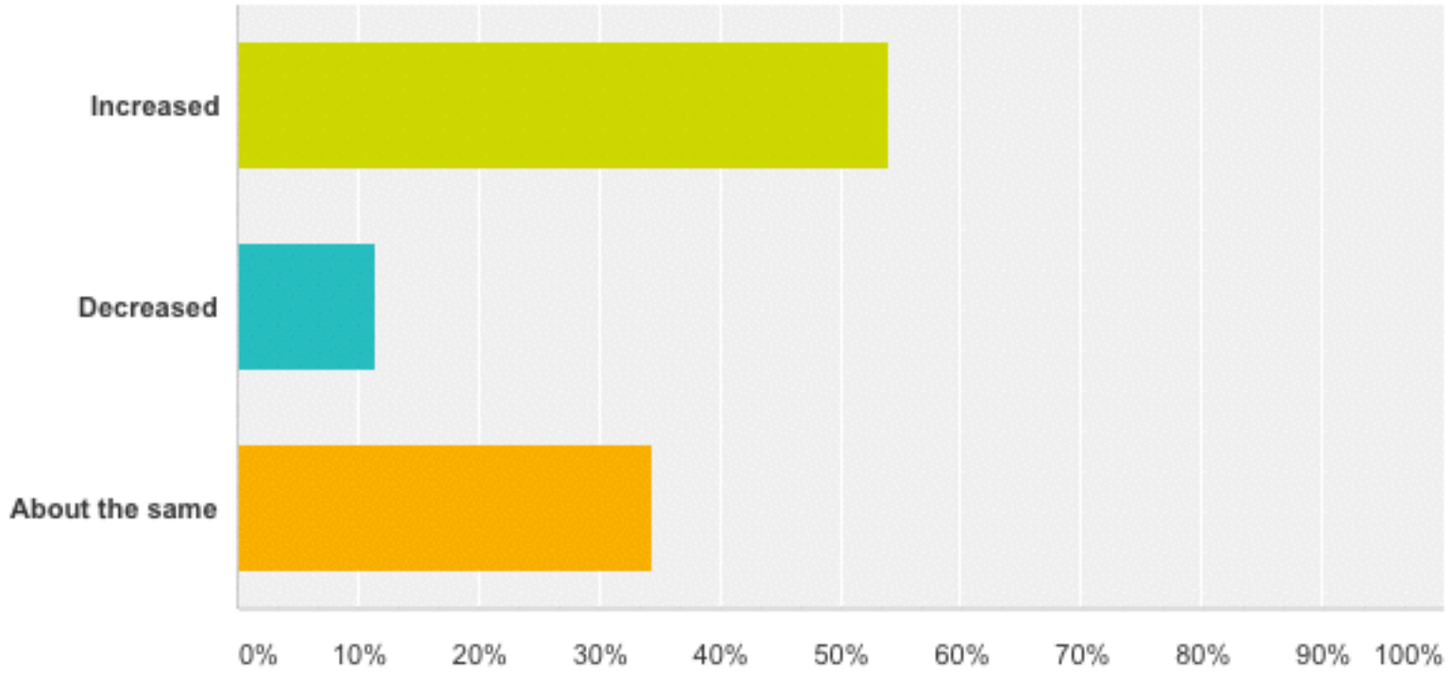
Have your subscription prices changed this year?

Answered: 83 Skipped: 35



Has your average revenue per user (ARPU) increased or decreased in 2014?

Answered: 113 Skipped: 5



Answer Choices	Responses	
Increased	**53.98%**	61
Decreased	**11.50%**	13
About the same	**34.51%**	39
Total		113



Whats Hot

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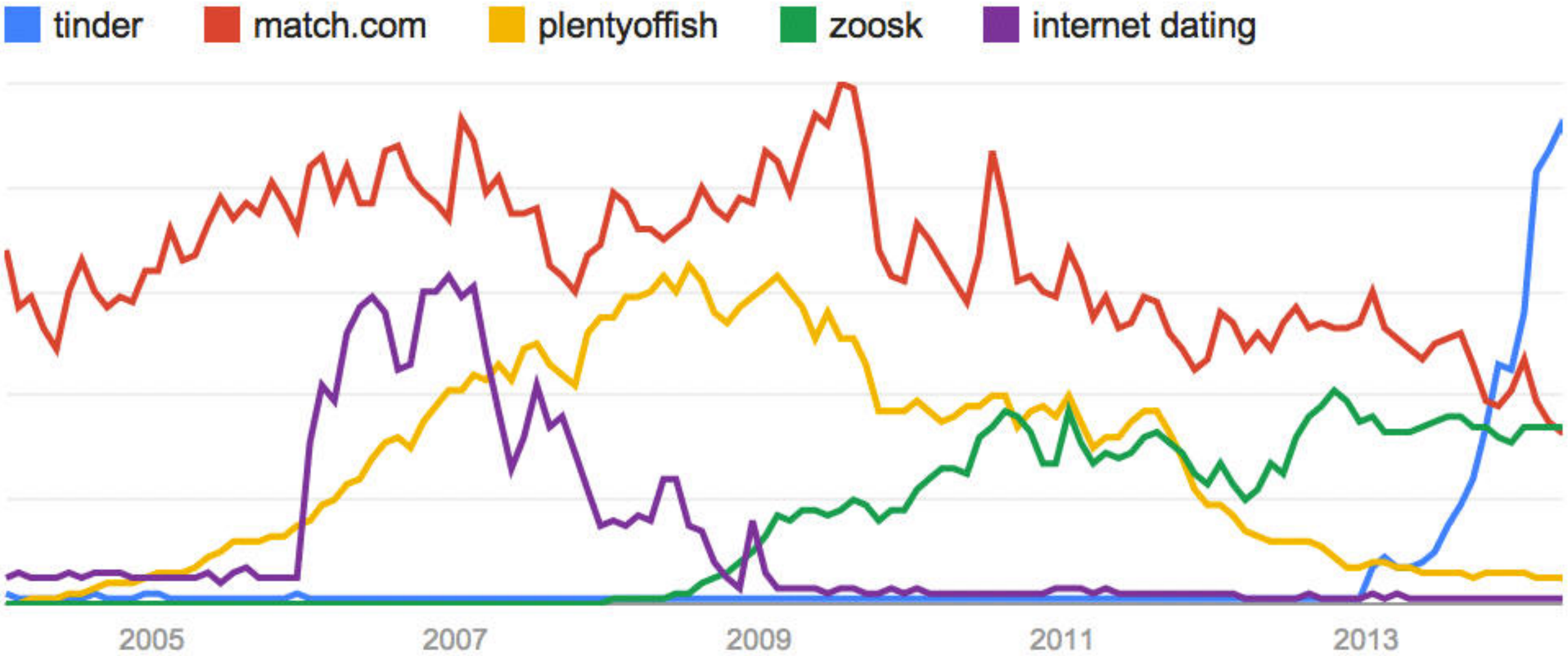
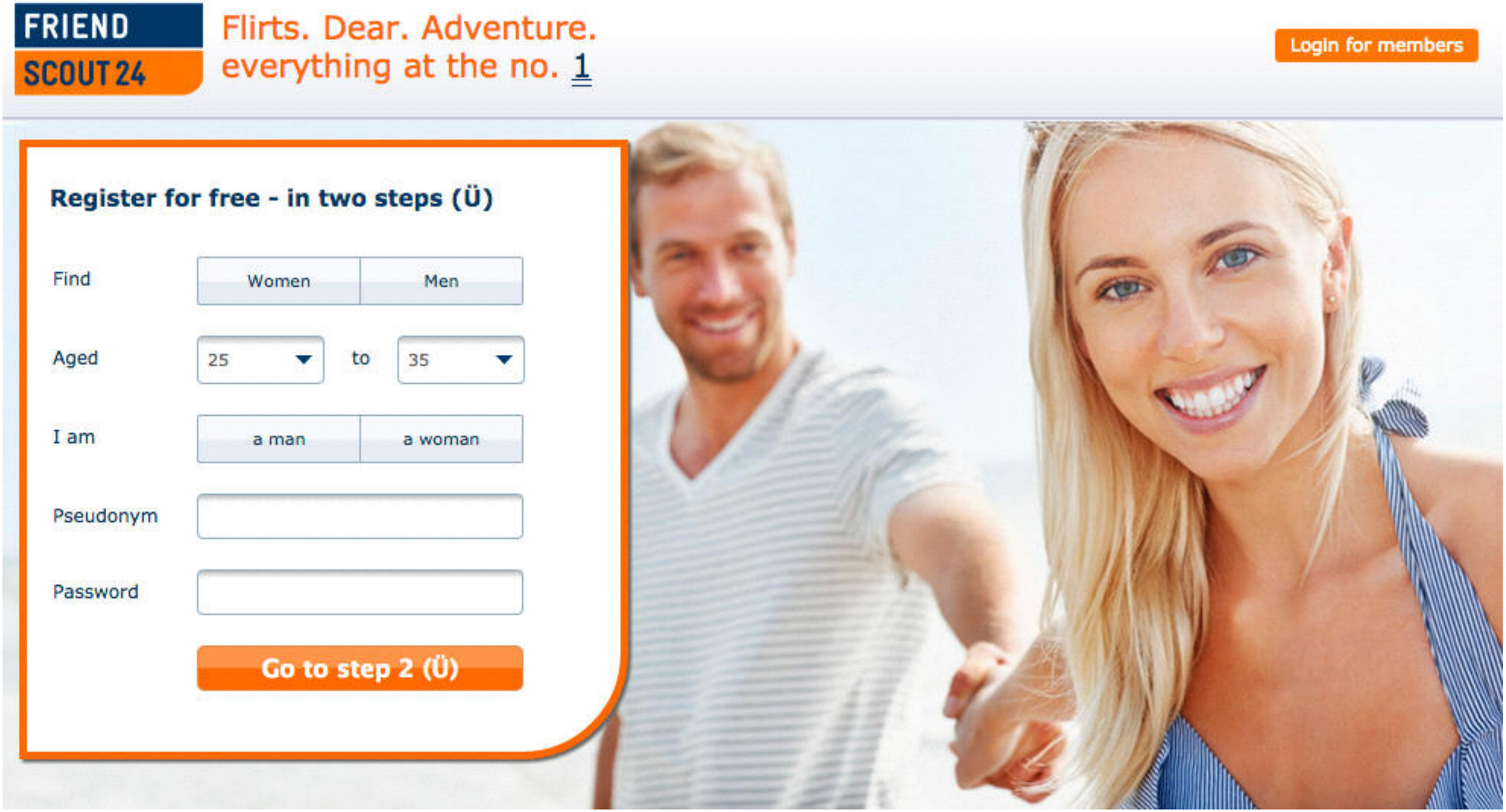
Interest over time. Web Search. Worldwide, 2004 - present.



Google

View full report in Google Trends

Courtland Brooks



Match.com Acquires FriendScout24

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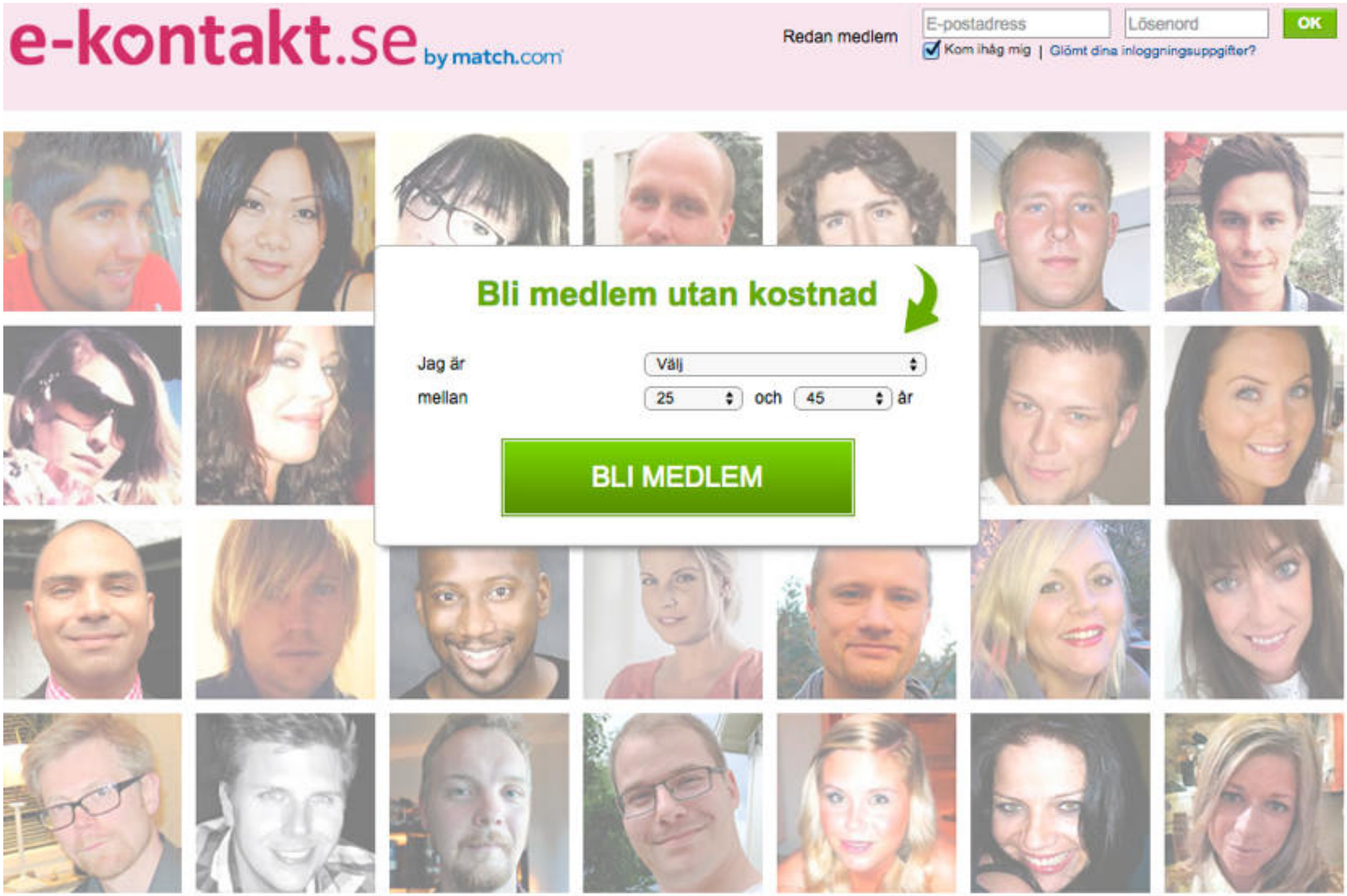

Meetic Acquires e-kontakt

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Affinitas Launches PrestigeSingles.de

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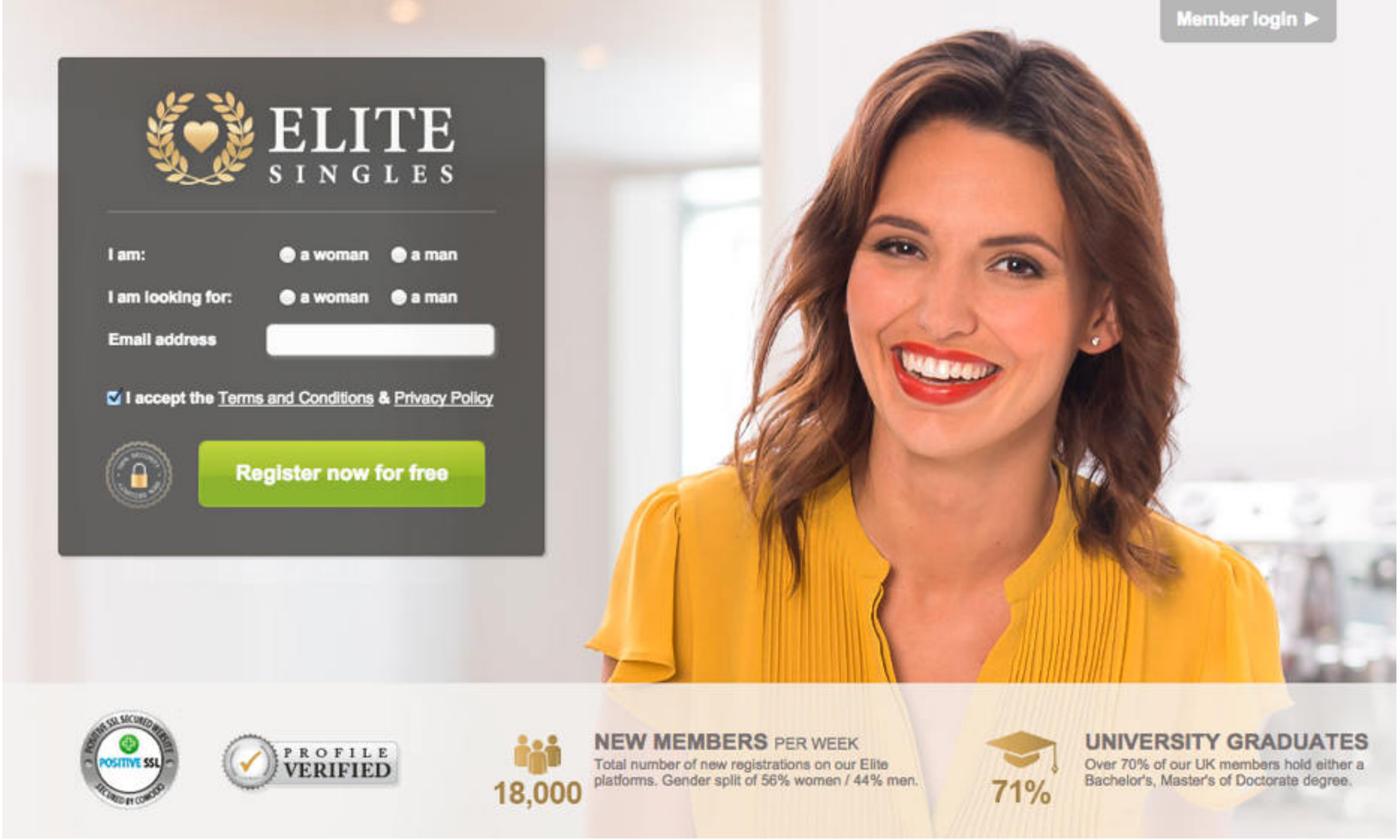

Affinitas Expands To UK, Ireland and Canada

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Cupid Launches Dating Site For Singles 40+

Courtland Brooks



Tinder Could Make $75M A Year



Markus Frind, CEO of **POF**

Courtland Brooks

match.com

okcupid

eHarmony





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tinder™





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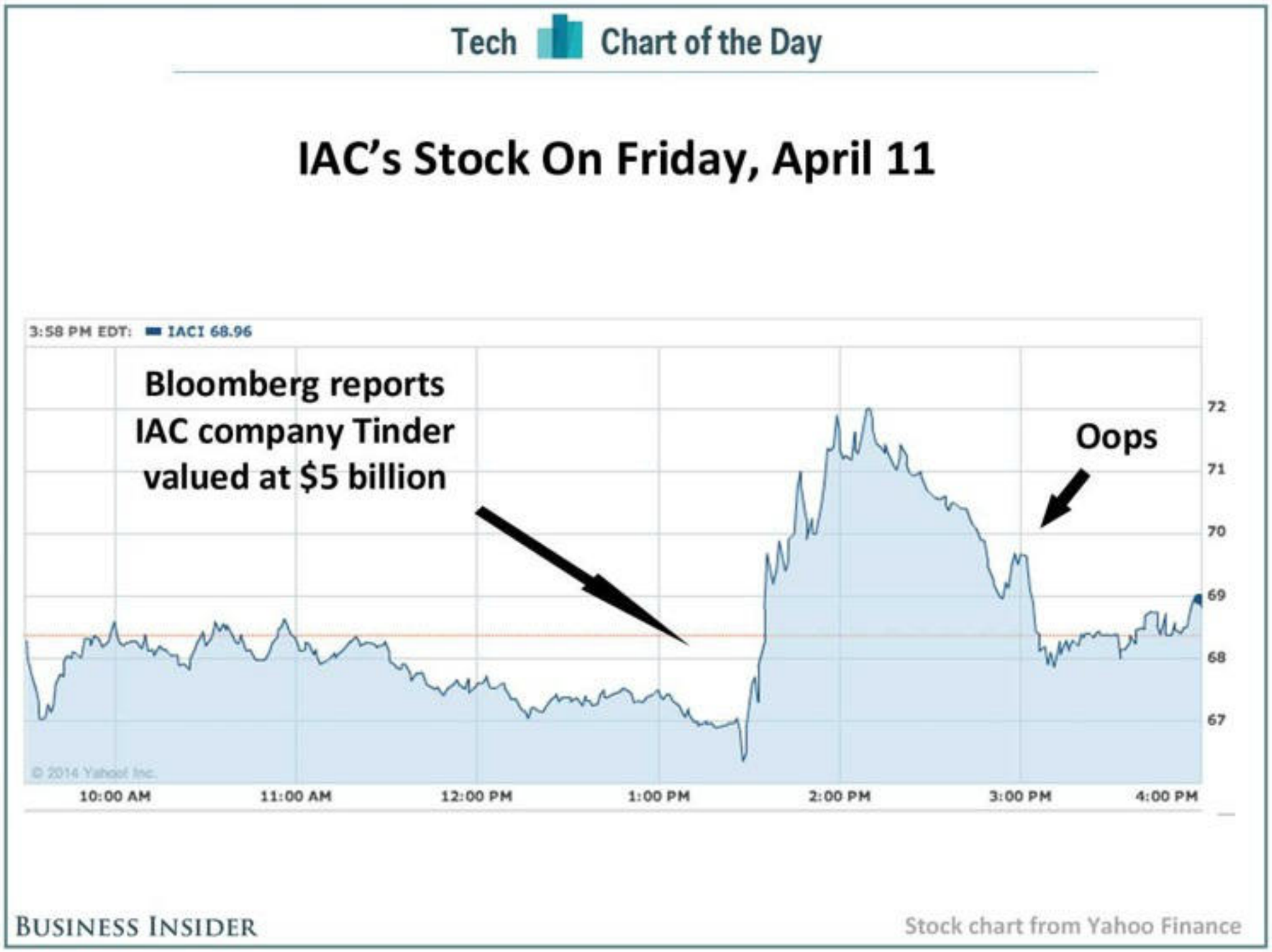
IAC Bought Back 10% of Tinder



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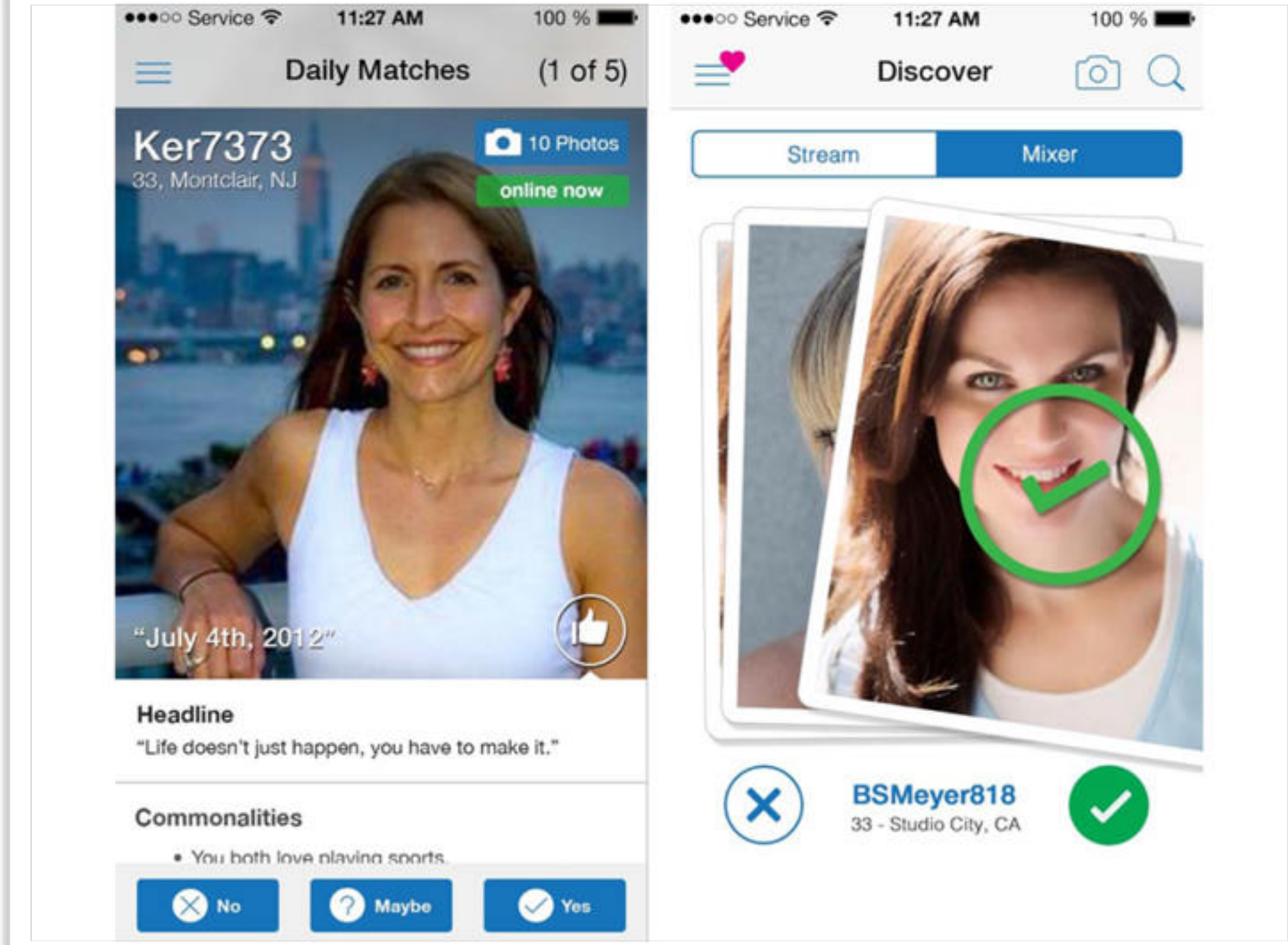
Match.com New App Inspired By Tinder



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ZOOSK

Discover your type.



Zoosk's unique Behavioral Matchmaking™ engine learns as you click to pair you with singles you're likely to be mutually attracted to. That means no lengthy questionnaire, just great matches based on your behavior and preferences.

Zoosk Files For $100M IPO

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Innovation & The Future

Match Getting Into Matchmaking

match.com®

tdr three day rule

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Sam Yagan, CEO of Match Group

Courtland Brooks



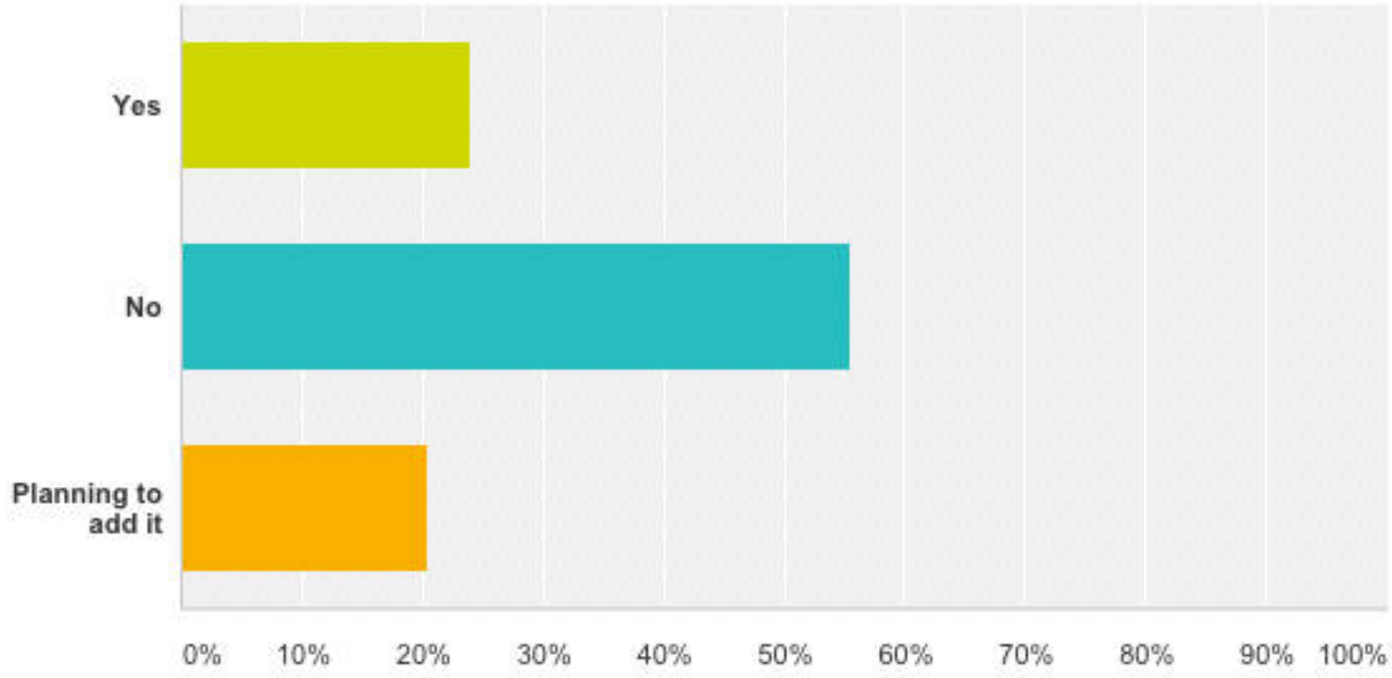
Aaron Schildkrout, CEO of HowAboutWe

Matchmaking will converge with online dating!

Bill Broadbent, CEO Instinct Marketing

Do you offer personality profiling?

Answered: 117 Skipped: 1

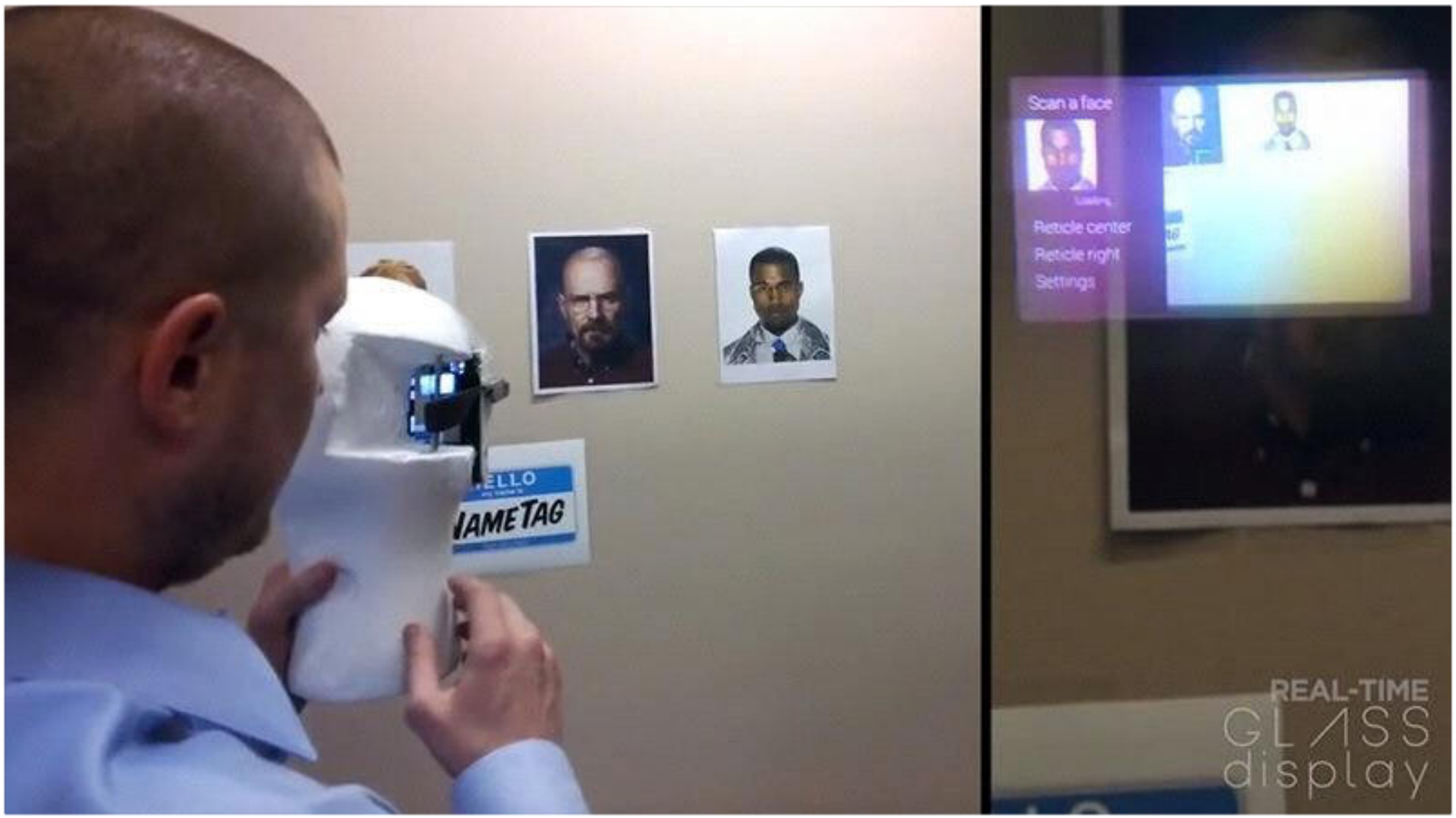


Answer Choices	Responses	
Yes	**23.93%**	28
No	**55.56%**	65
Planning to add it	**20.51%**	24
Total		117

eHarmony To Use Post-Date Feedback For Better Matching



NameTag: First Dating App Developed For Google Glass



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Offline?



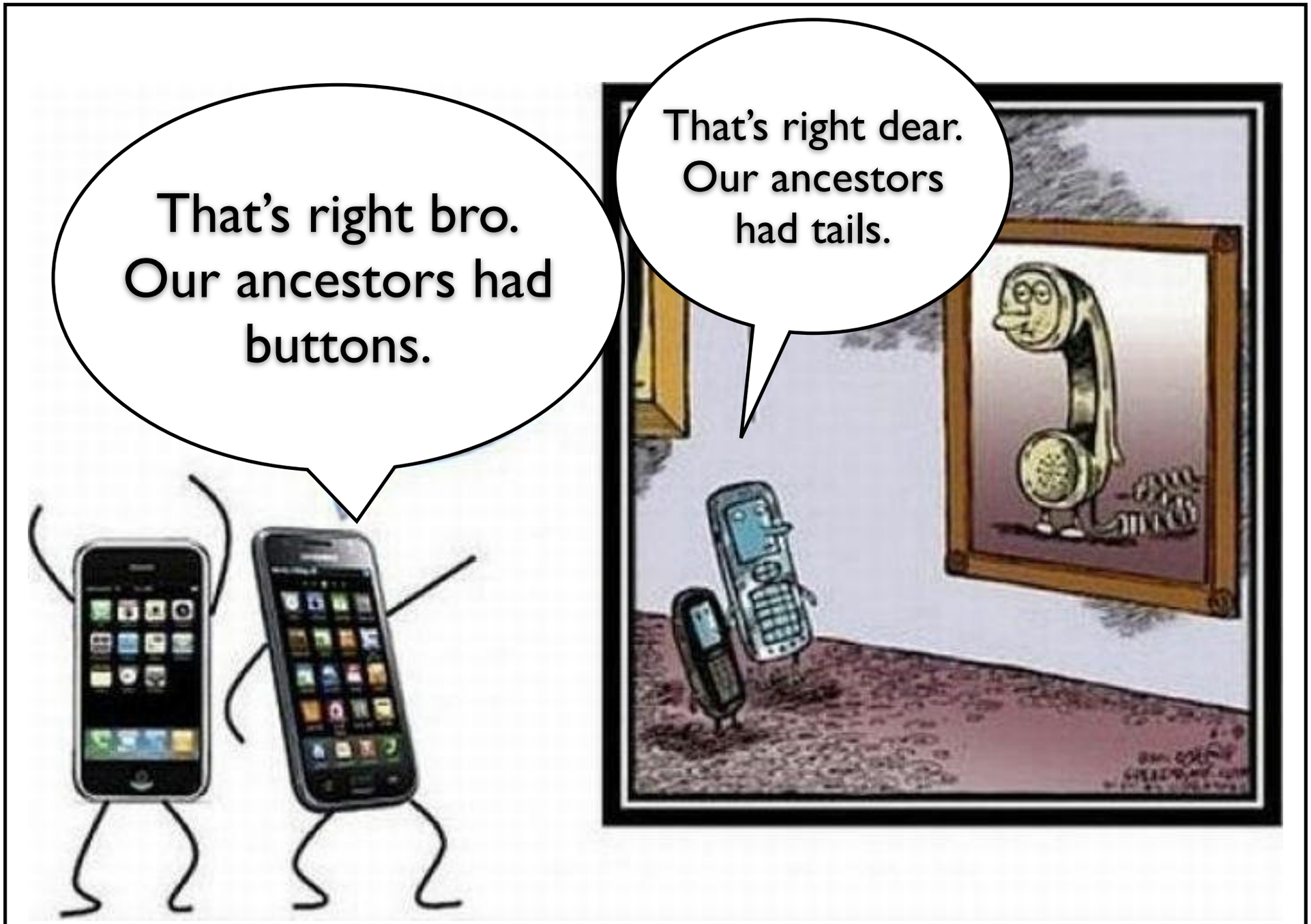
Aaron Schildkrout, CEO of HowAboutWe

Couples?



Aaron Schildkrout, CEO of HowAboutWe

Future



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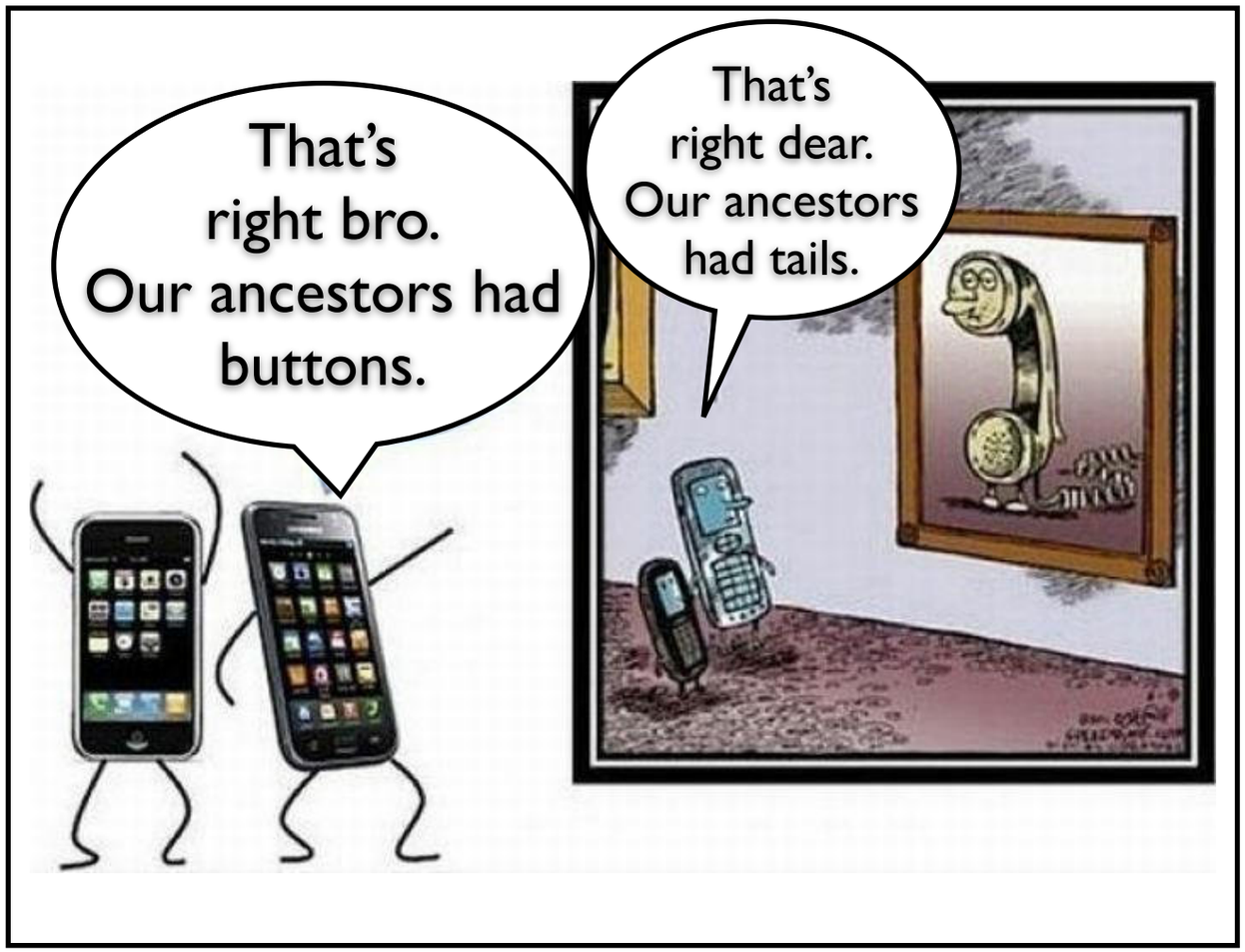
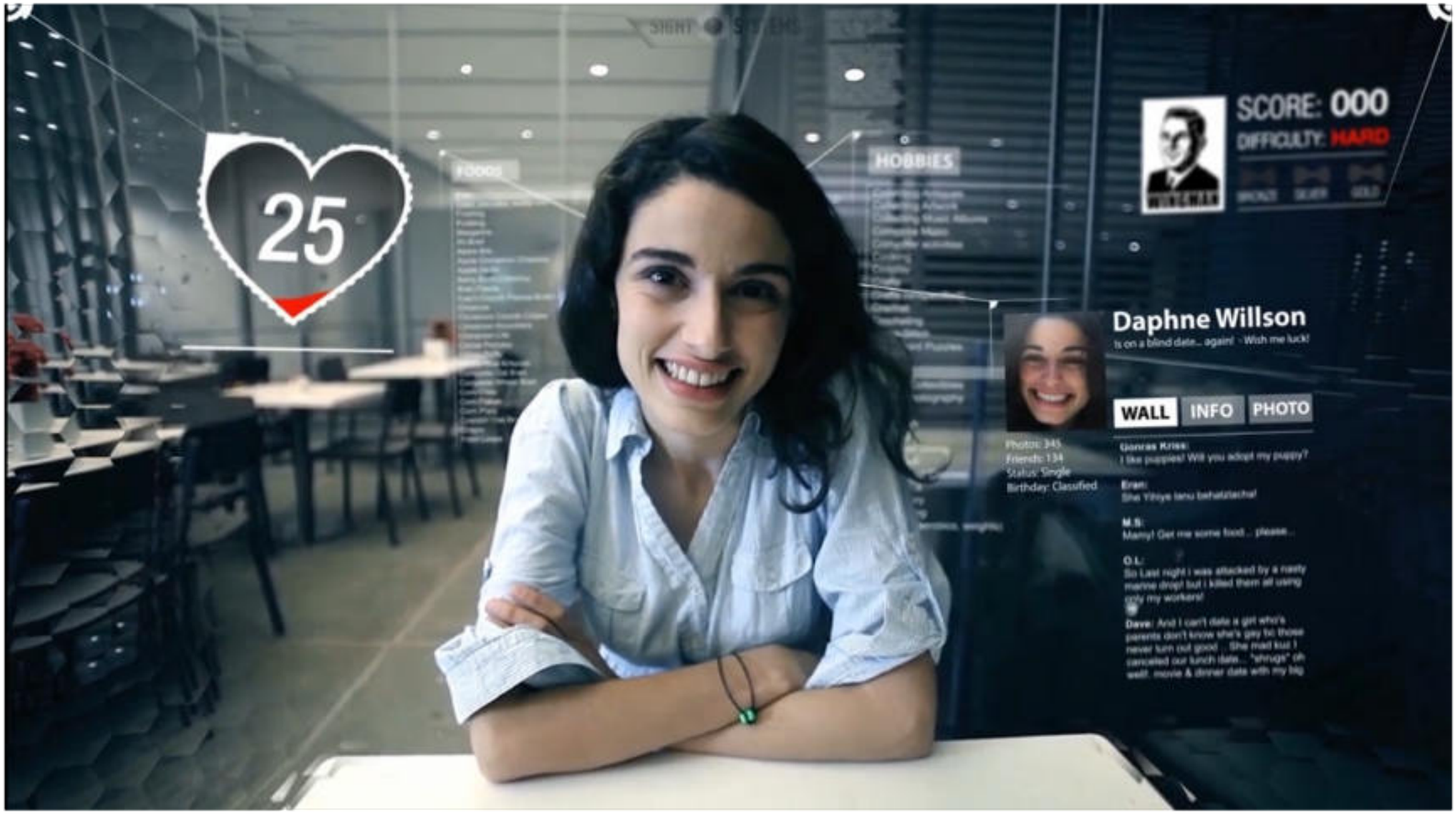
Flexible Displays




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
LG

Augmented Reality



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3D Screens & Holograms





Markus Frind, CEO of **POF**

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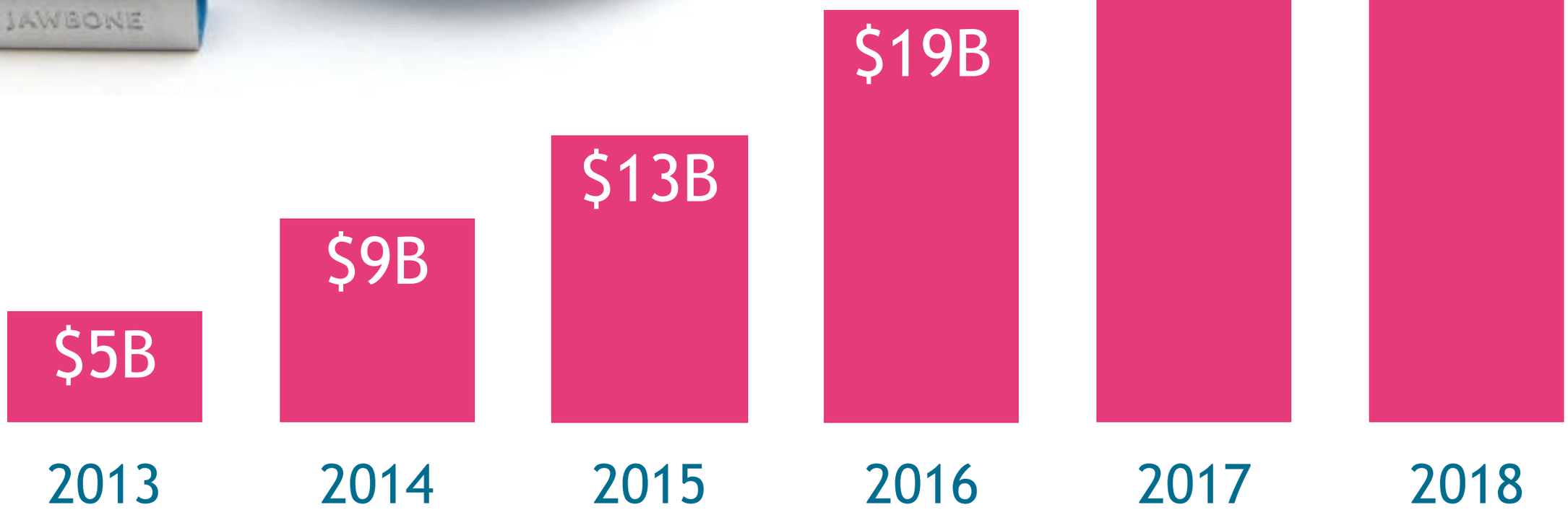
Global Wearable Computing Market Growth





BCC Research

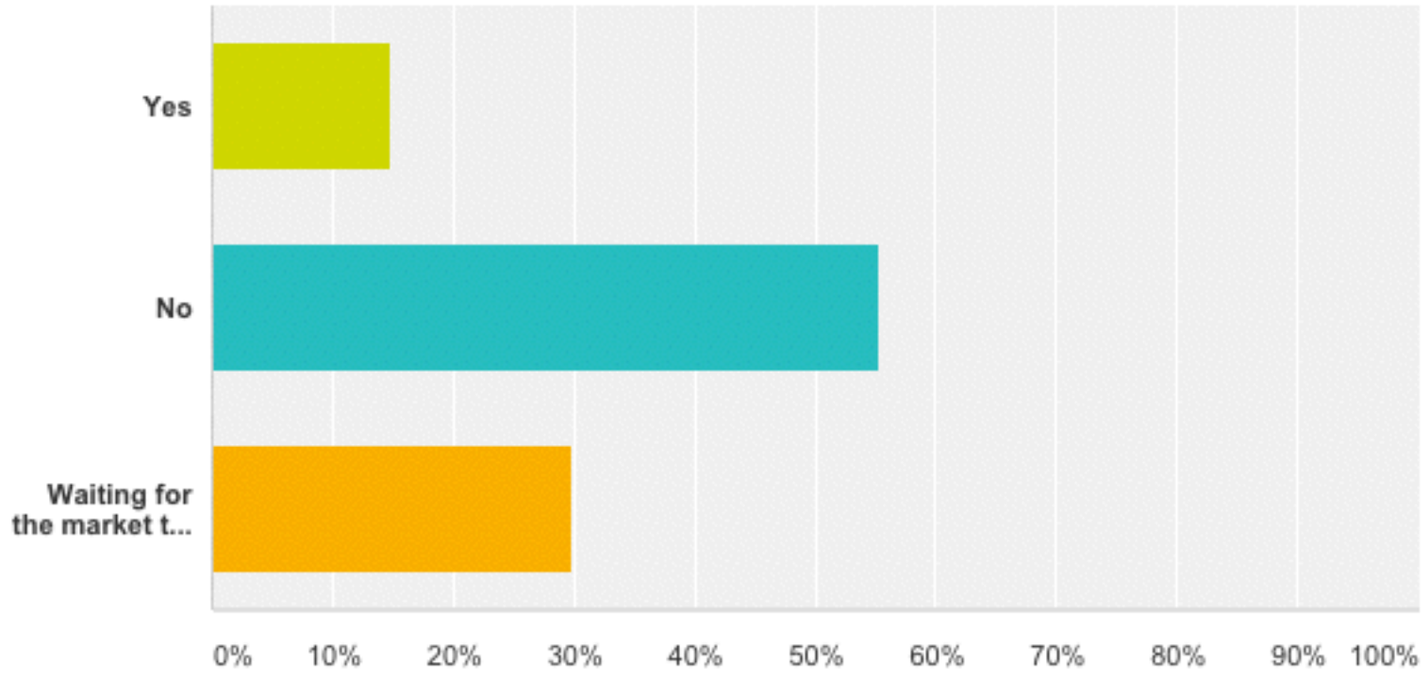
Courtland Brooks



Sam Yagan, CEO of Match Group

Have you considered wearable technology in your development roadmap?

Answered: 114 Skipped: 4



Answer Choices	Responses	
Yes	**14.91%**	17
No	**55.26%**	63
Waiting for the market to mature	**29.82%**	34
Total		114



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)**

g+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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Don’t Get Left Behind

Google play

Available on the iPhone
App Store

GLASS
Store

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"Helping the Internet dating industry grow"



PR

Strategy

Business Development

mark@courtlandbrooks.com