Courtland Brooks

Industry Review

Mark Brooks

mark@courtlandbrooks.com

Courtland Brooks

"Helping iDating businesses grow"



PR
Strategy
Business Development

mark@courtlandbrooks.com

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

ONLINE PERSONALS WATCH
illuminating the top news and ideas since 2004
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RESEARCH

onlinepersonalswatch.com
OPW Search

Research And Reviews

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You and 642 others like Online Personals Watch.



Spark Networks Shutters Hurrydate

OPW – Jan 7 – All things have a beginning and an end, and today marks the end of Hurrydate after 14 years in business. The company was started by **Ken Deckinger** and **Adele (Testani) Tongish**. This speed dating company was **acquired by Spark Networks in 2007**.

Ken left Hurrydate in 2009 and in 2013 started **JessMeetKen**, a promising little dating app where women put forward their male friends as venerable for dating. So all the guys have at least one woman vouching for them. We like this 'social dating' spin because it effectively bridges the age-old divide between social networking and Internet dating. Social networks have a vouching process that dating sites lack. Dating sites give users privacy, so its tough to get that social vouching process to work in the world of Internet dating. Ken met his wife in a similar process, and they've branded themselves heavily into the dating site storyline, which is great!

Adele left Spark/Hurrydate in 2013. I'll ask her what she's up to and update this post shortly.

These kinds of events businesses can be quite onerous to run. The problem is, Internet dating is a very different kind of business and is a superior business. You should only ever hook an events business to your Internet dating business as a branding piece, and then make damn sure the events are A1 experiences. Otherwise the entire exercise will rapidly become an entire waste of time and actually quite detrimental to your core business. A certain very vocal and social portion of your audience loves events. Its a good idea to captivate them. They're a good audience to have in your fold, provided you please them. But don't expect your events business numbers to outshine your Internet dating business. They won't. And the events business will be the one that keeps you up at night. Therein lies the challenge, for the motley few.

Meanwhile, premium speed dating company Fastlife endures under POF, Predating was sold by Cupid back to its original owner, Speeddater.co.uk is still being operated by Cupid for the UK, 8 Minute Dating somehow endures, and long-standing regional speed-dating outfits like 10 minute dating (San Francisco) malinger and die.

Thanks to Carl at **Slowdating.com** for giving me a heads up on this morsel of news.

See all posts on HurryDate
See all posts on Spark Networks
See all posts on JessMeetKen

CONSULTING

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ABOUT US

What is OPW

What is Courtland Brooks

MARK BROOKS

Contact Mark

Testimonials

More Press

CEO Interviews

RECOMMENDED EVENT

iDate DATING INDUSTRY CONFERENCE

IN THE PRESS

theguardian
The Washington Post
San Francisco Chronicle
BUSINESS INSIDER
USA TODAY
WIRED

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Full Disclosure:

Avid Life Media
BeehiveID*
Cupid
FriendFinder
Meetme
Online Buddies / Manhunt
POF
Webpurify*

*current clients

- Market Overview
- Mobile Landslide
- $$$
- Top News
- Funding & Acquisitions
- New Interesting Startups
- Rising From The Dead
- Innovation
- Controversial

Market Overview

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*"Meeting **online** leads to **happier**, more enduring marriages."*



John Cacioppo,
Professor in Psychology at the University of Chicago

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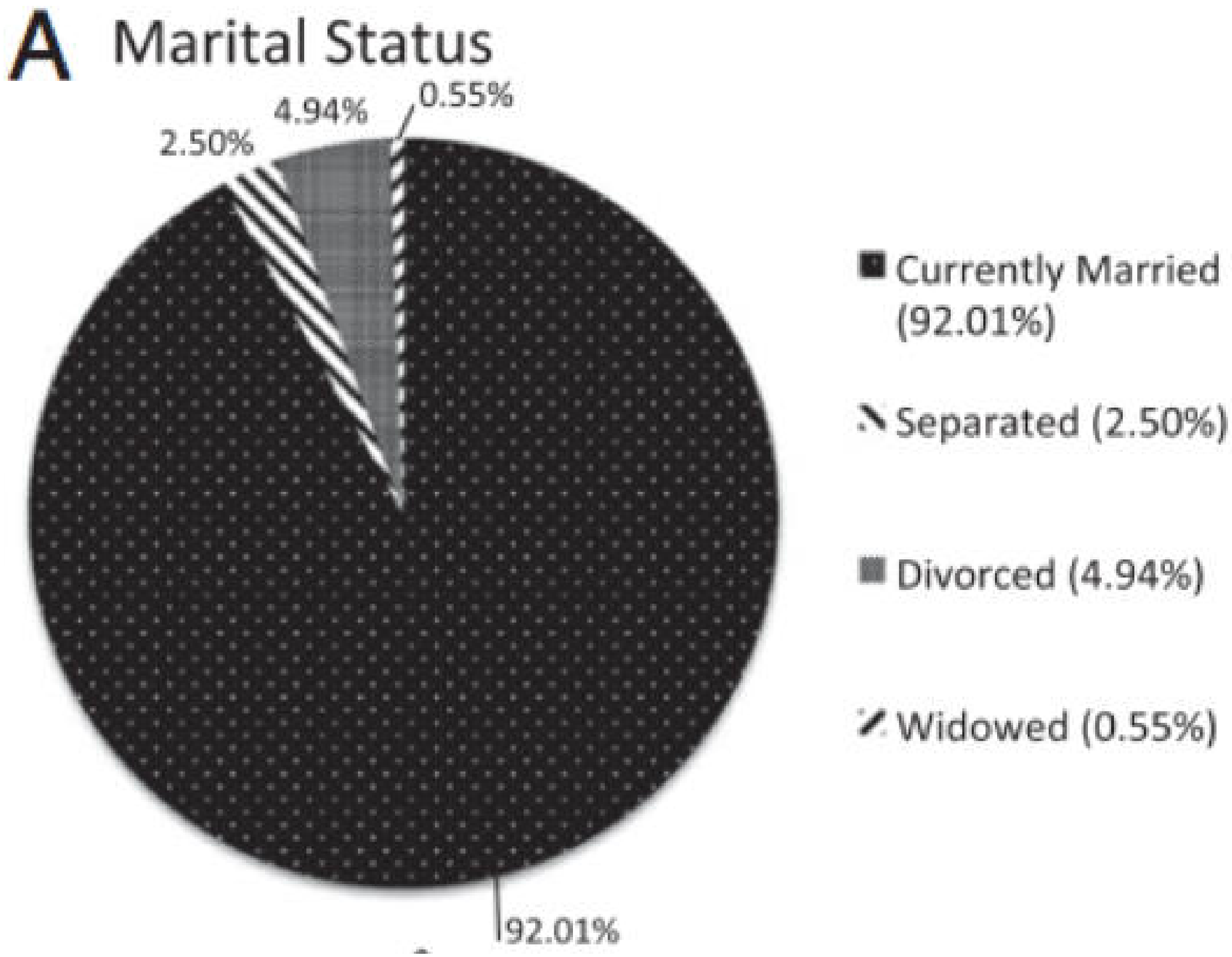
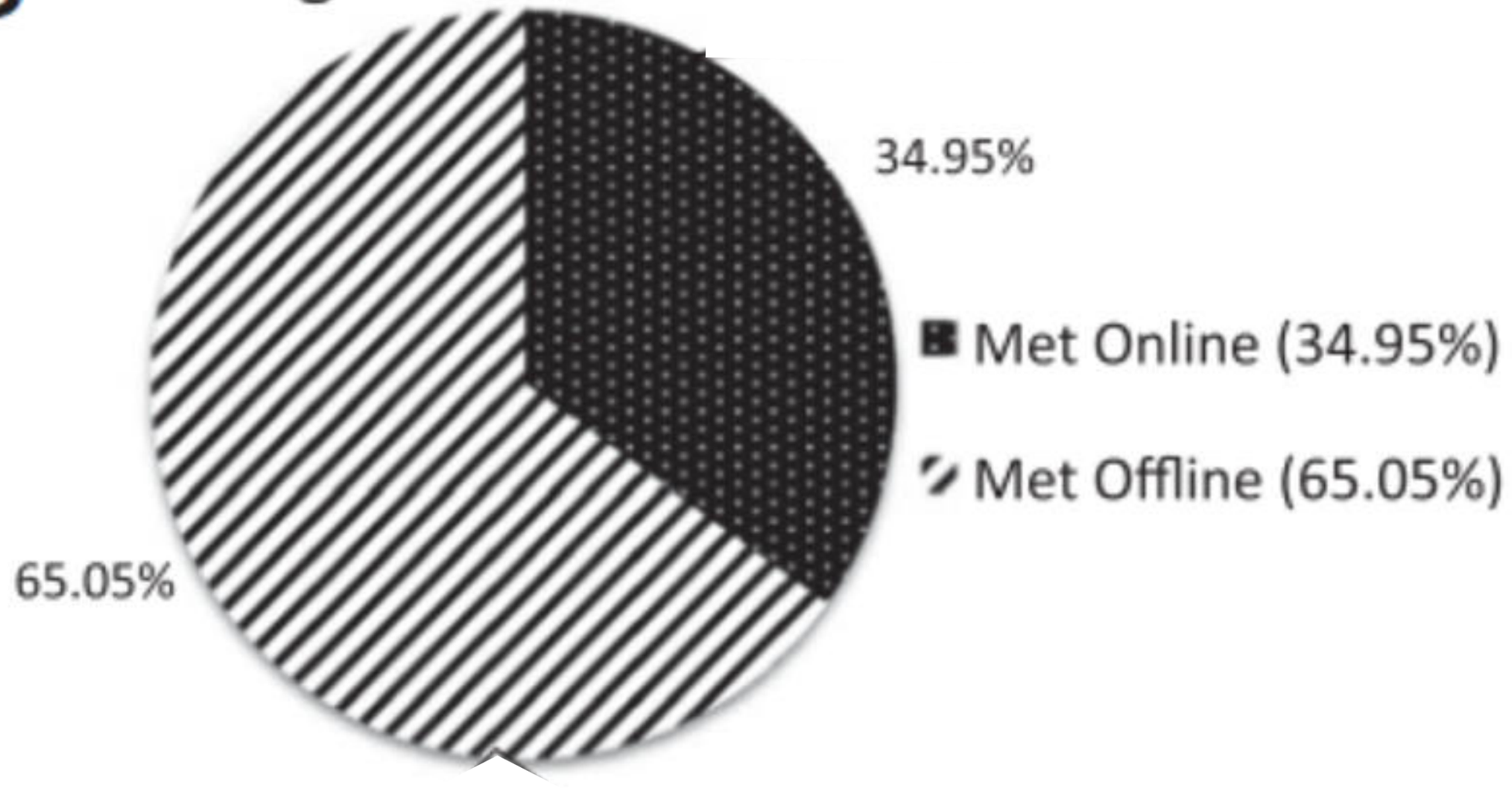
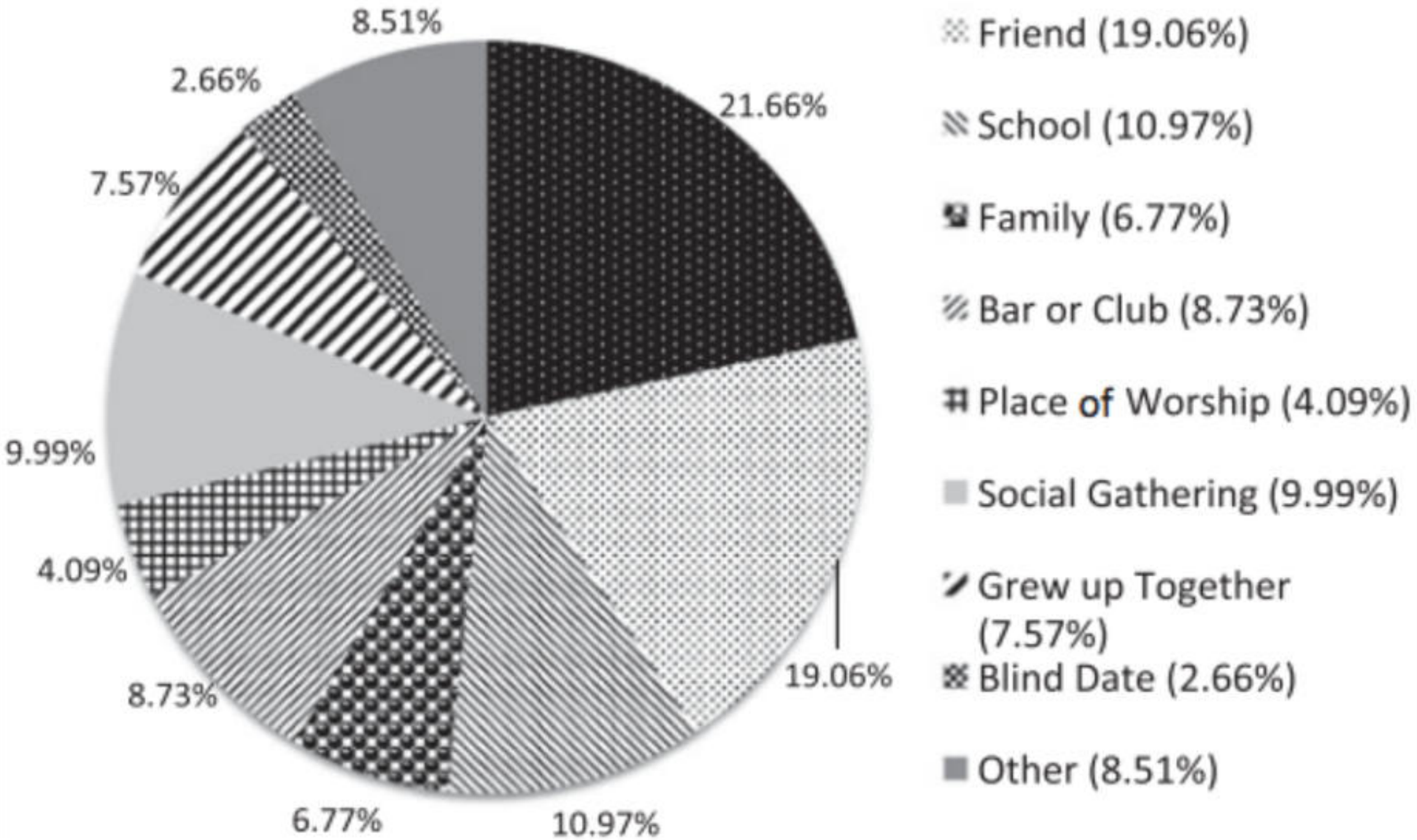

A Marital Status
4.94%
0.55%
2.50%
92.01%
Currently Married (92.01%)
Separated (2.50%)
Divorced (4.94%)
Widowed (0.55%)

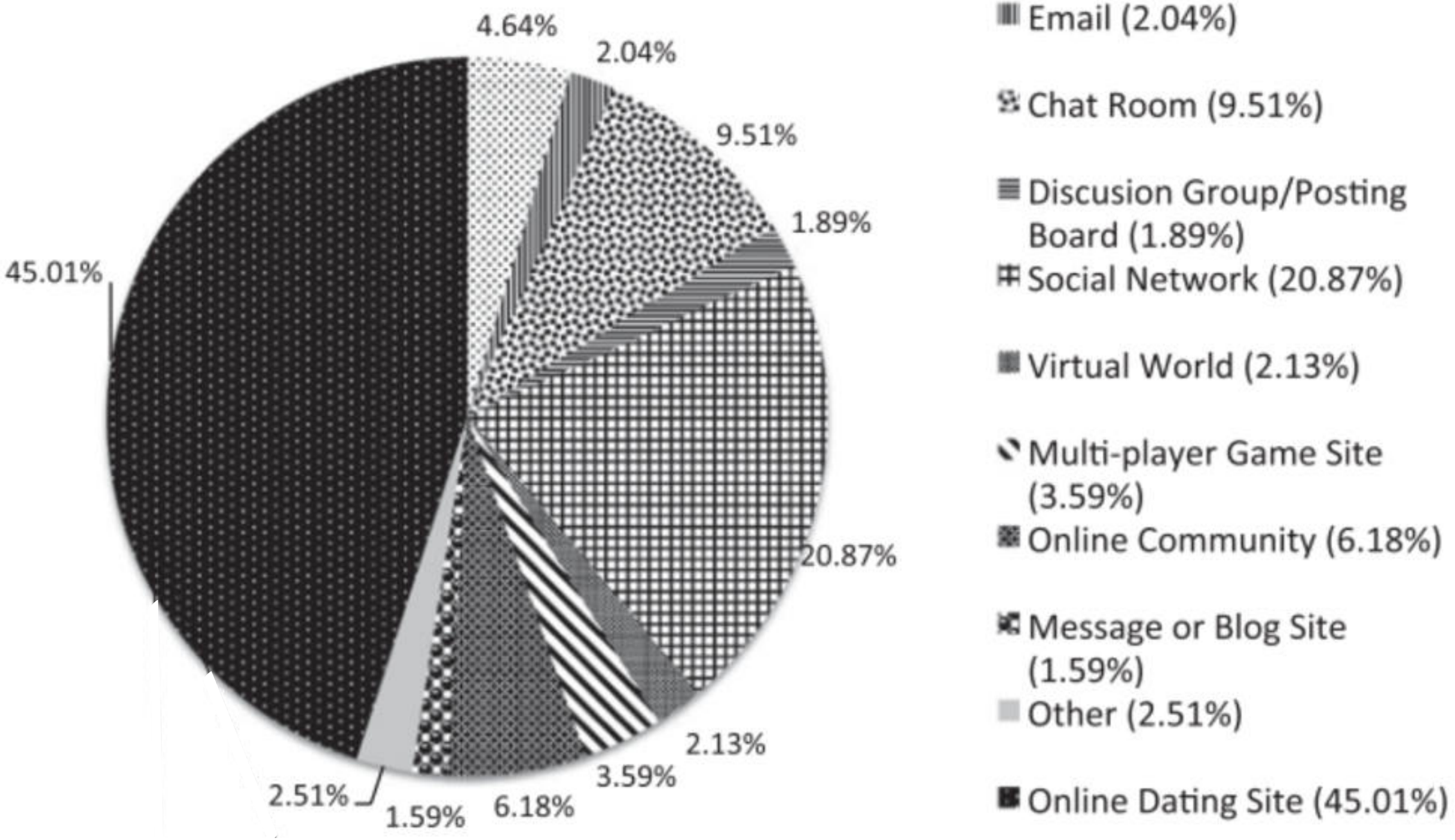
B Meeting Venue



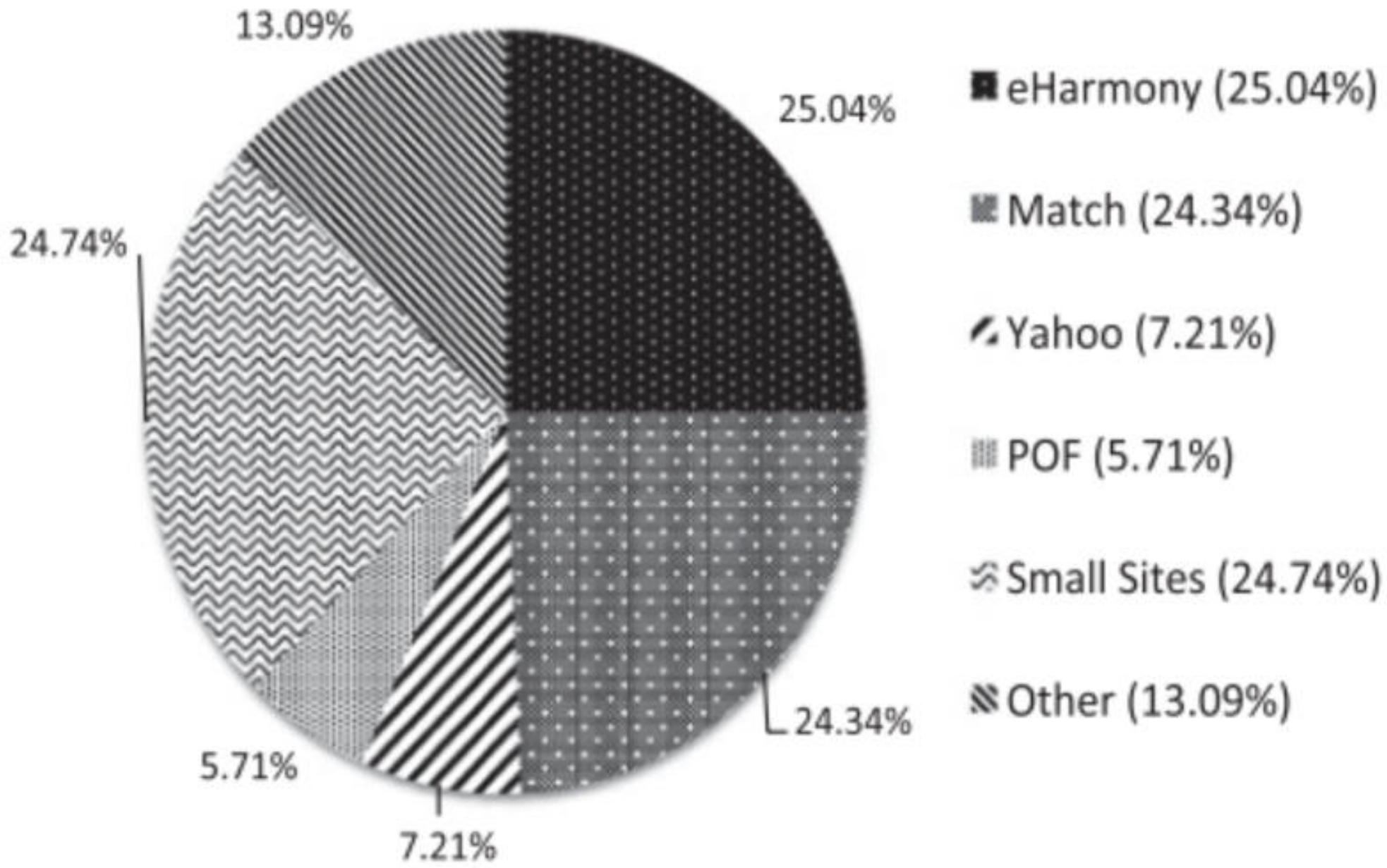
C Offline Meeting Site



D Online Meeting Site



E Online Dating Site



Couples who met **online** were more likely to **stay together**, than couples that met offline.

Among the **least successful** marriages were those in which people **met at bars**.

People who met **online** were more likely to be **older**.

Paper: Marital Satisfaction and Breakups Differ Across Online and Offline Meeting Venues

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*"Men are **healthier** when they are in relationship."*

Match.com & American Heart Association Survey - September 2014

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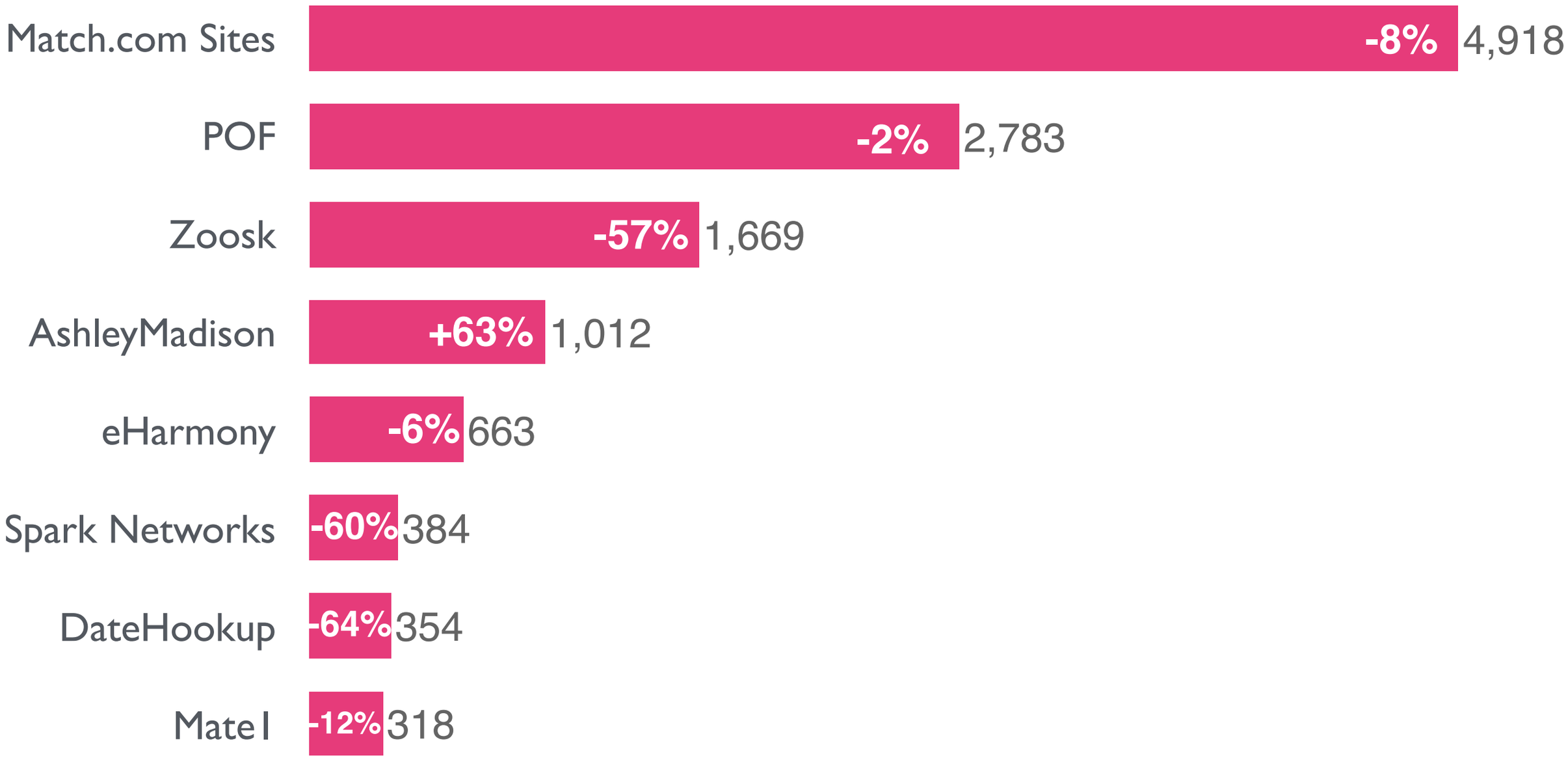
Top US Dating Sites

Total US Unique Visitors (000)



comScore, Dec '14

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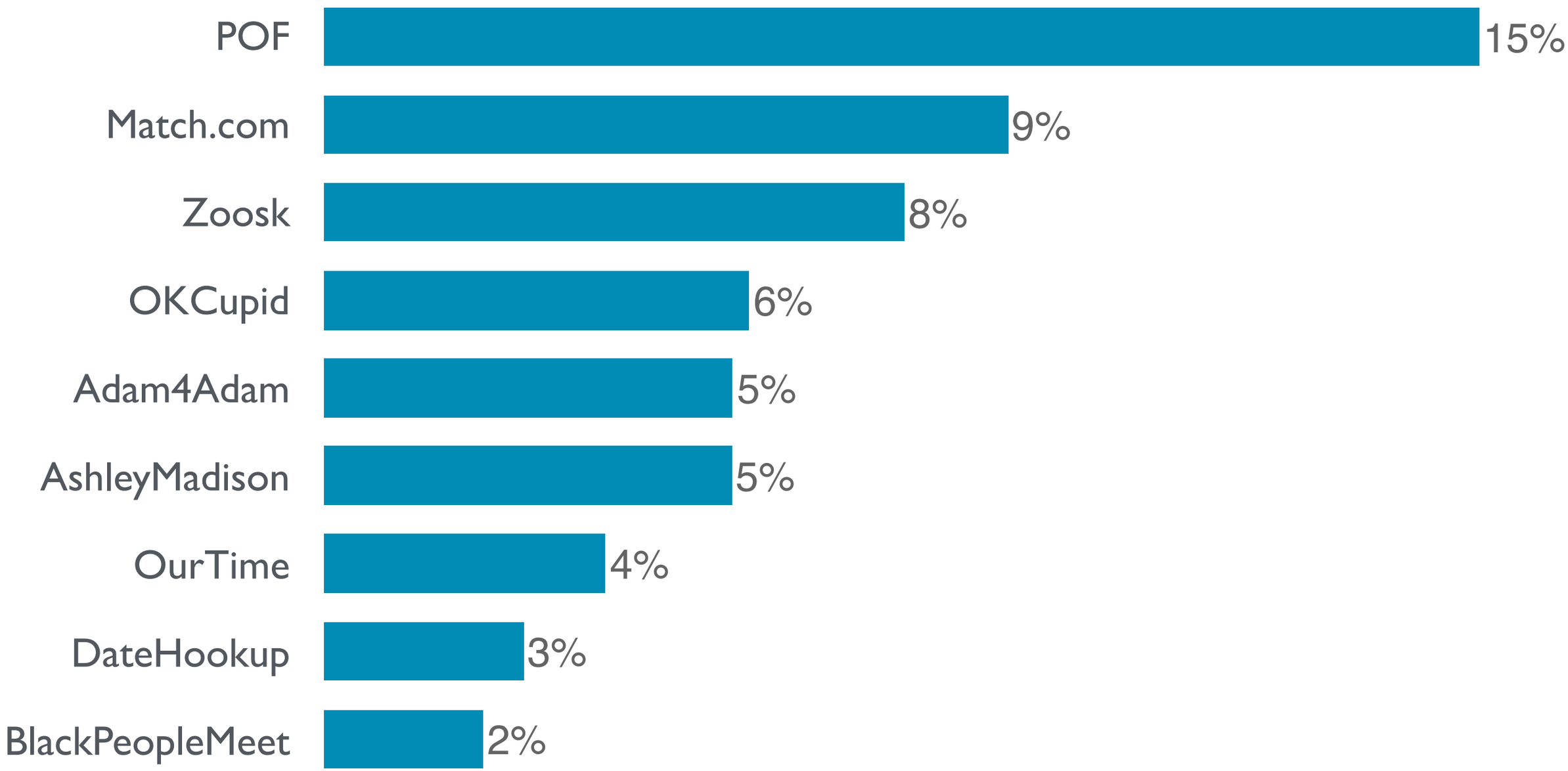
Top US Dating Sites

Traffic Share %



Hitwise, Dec 2014

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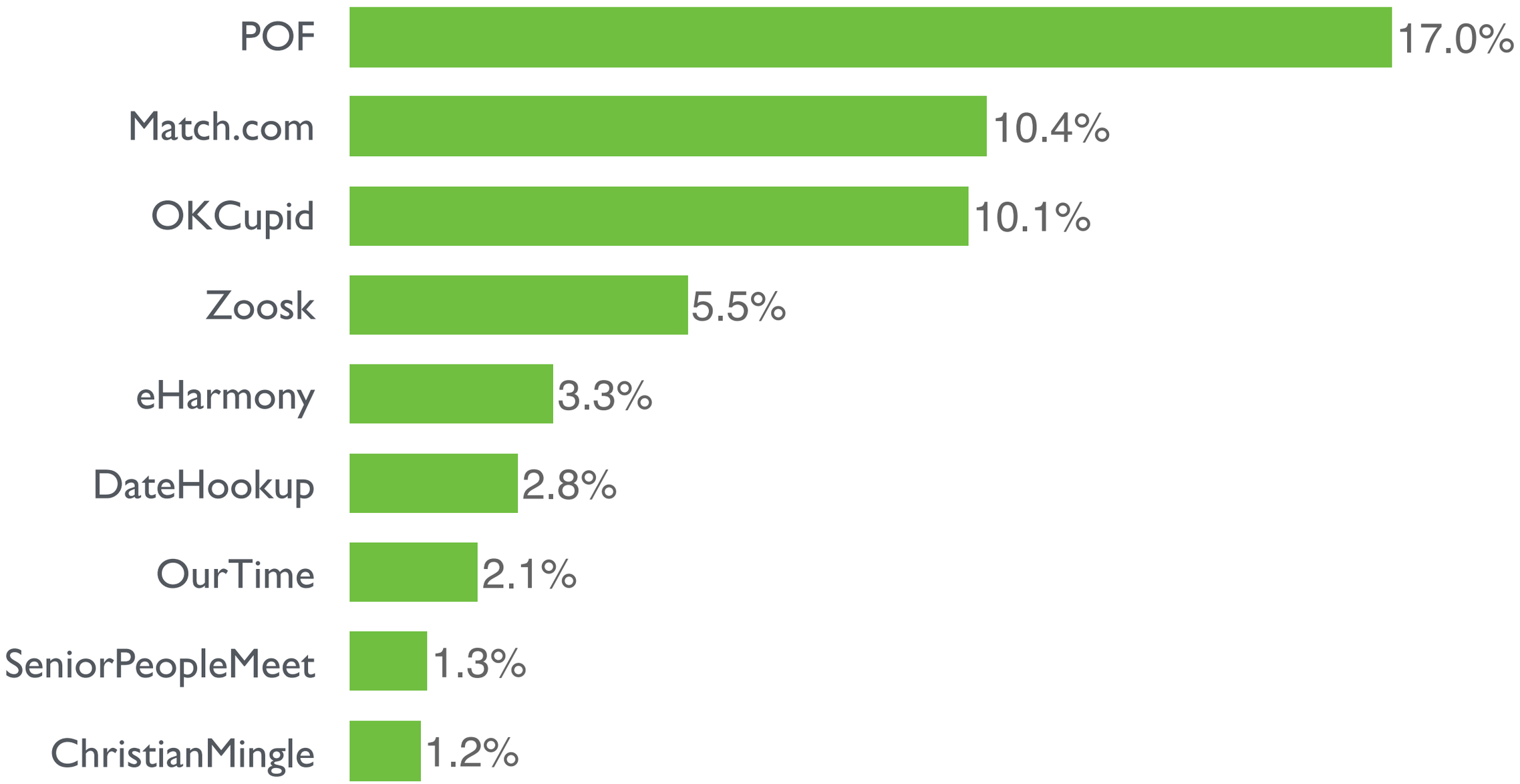
Top US Dating Sites

Traffic Share %



SimilarWeb, Nov 2014

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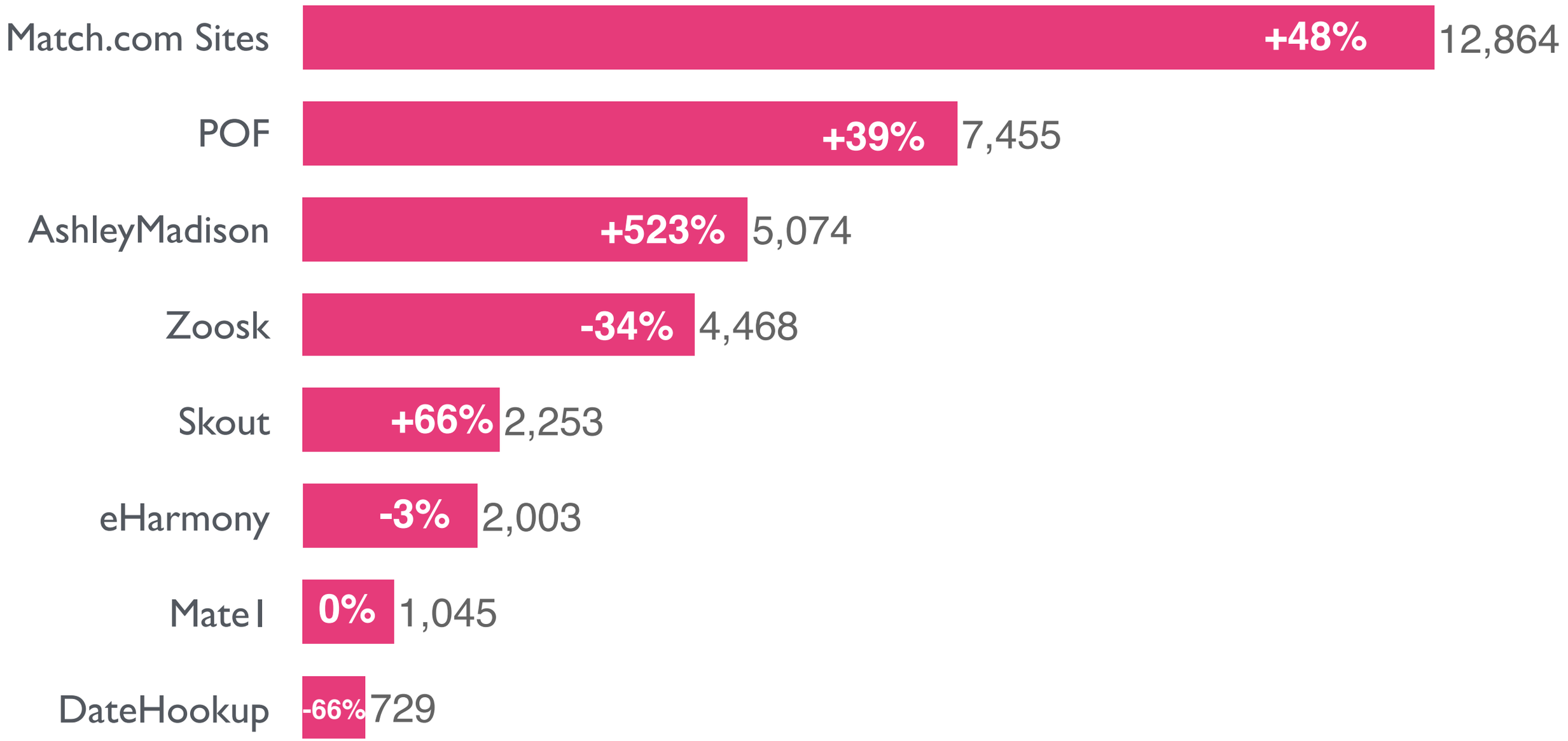
Top US Dating Sites

Total US Unique Visitors (000) - desktop + mobile



comScore, Dec '14

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Mobile Landslide

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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)

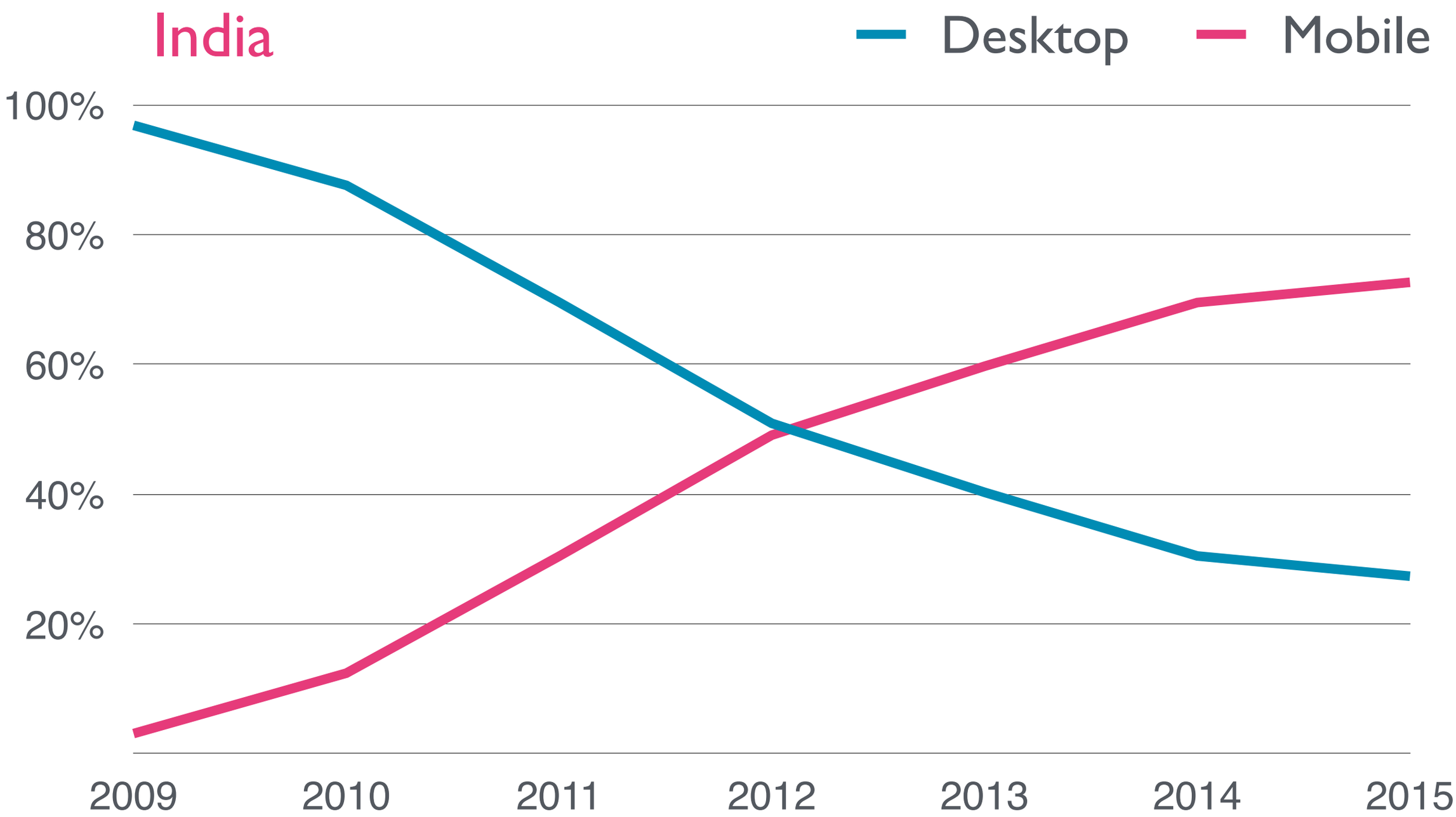
Experience

- 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

Mobile vs Desktop Traffic



StatCounter, Jan 2015

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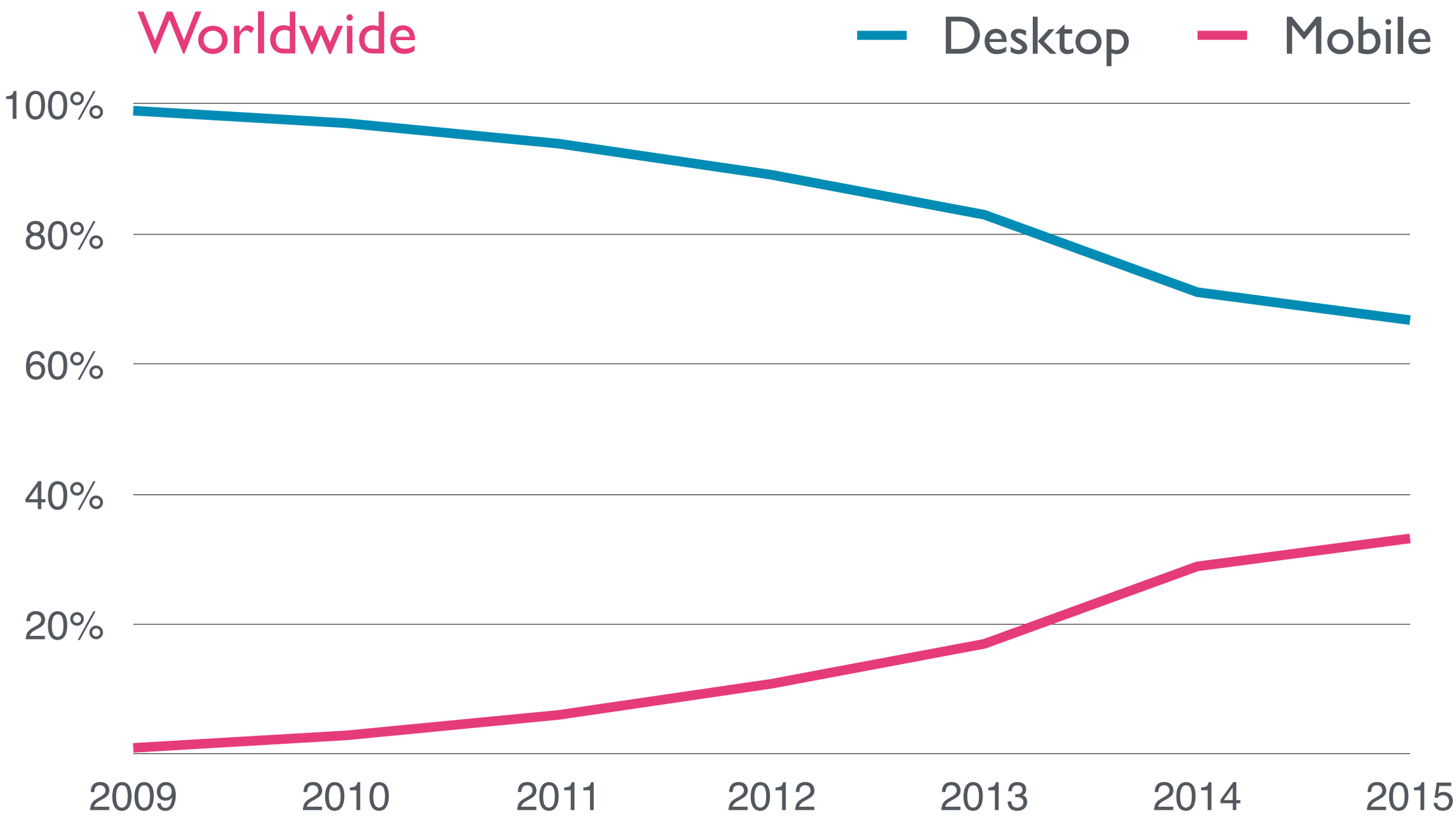
Mobile vs Desktop Traffic



StatCounter, Jan 2015

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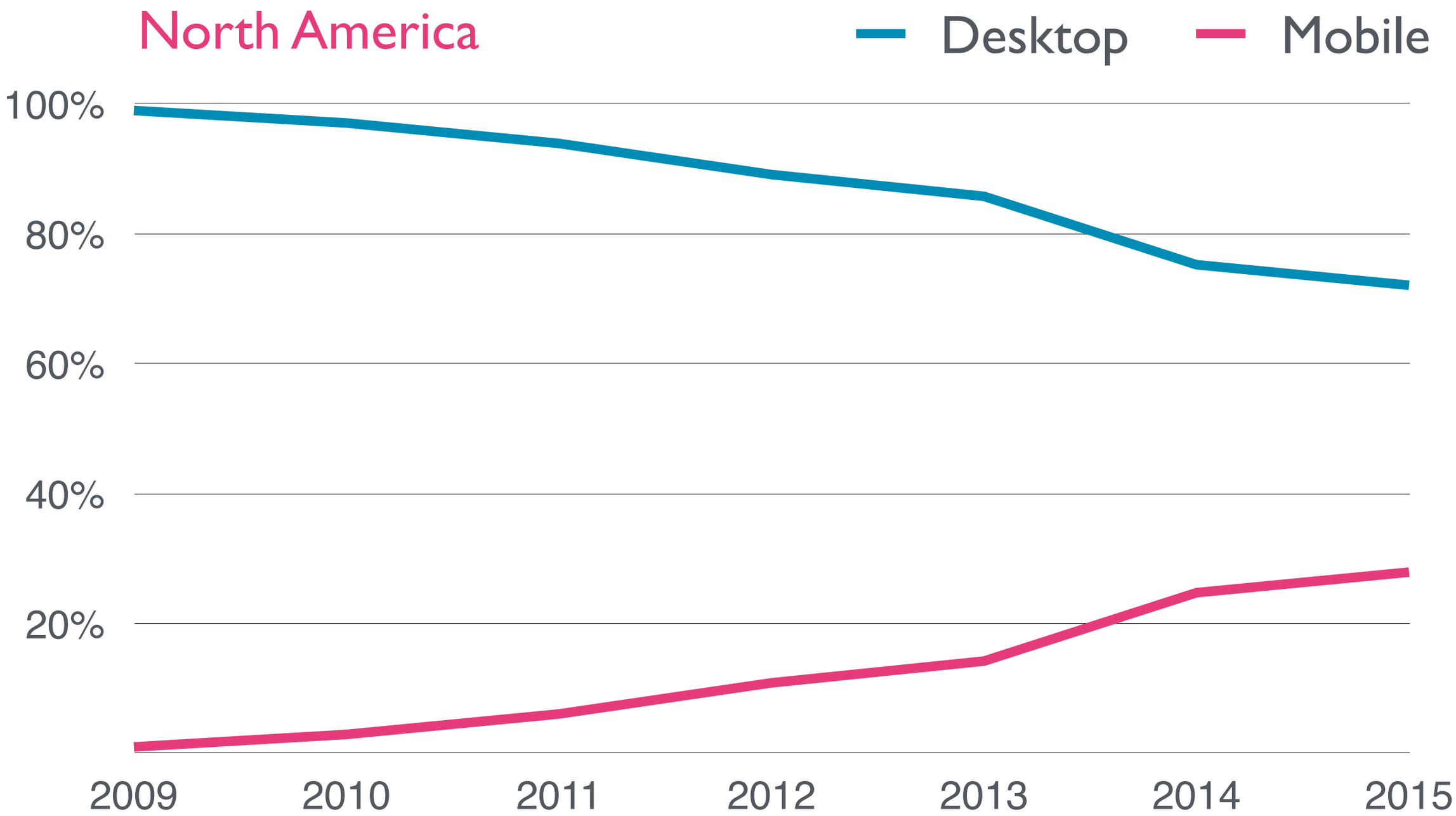
Mobile vs Desktop Traffic



StatCounter, Jan 2015

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USA % Dating Visitors By Access Method

Desktop

Mobile-Only

65% 63% 63% 58% 59% 54% 52% 50% 45% 44% 40% 41% 38% 40% 44% 39%

35% 37% 37% 42% 41% 46% 48% 50% 55% 56% 66% 64% 60% 59% 62% 60% 56% 61%

July '13 Sep '13 Nov '13 Jan '14 Mar '14 May '14 Jul '14 Sep '14 Nov '14

comScore, Jan '15

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*"The shift to **mobile** has happened **faster** than we expected."*



Greg Blatt
Chairman of The Match Group

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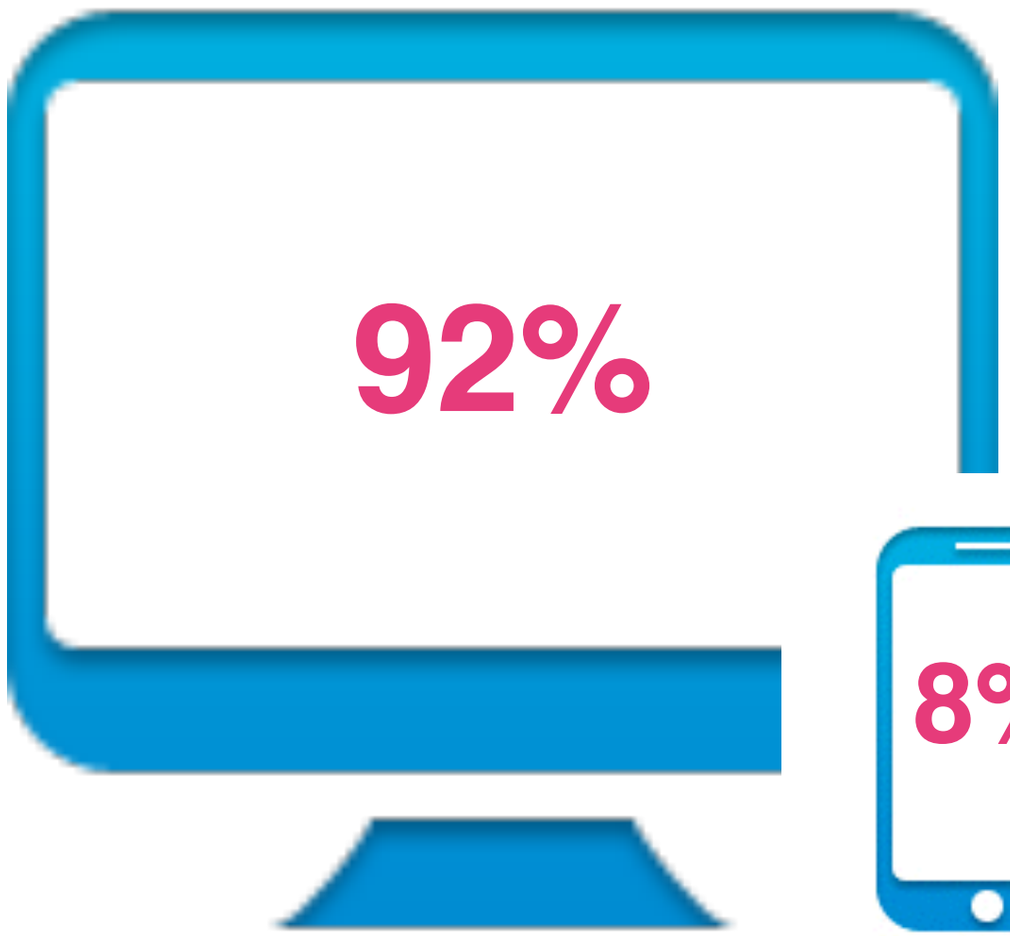
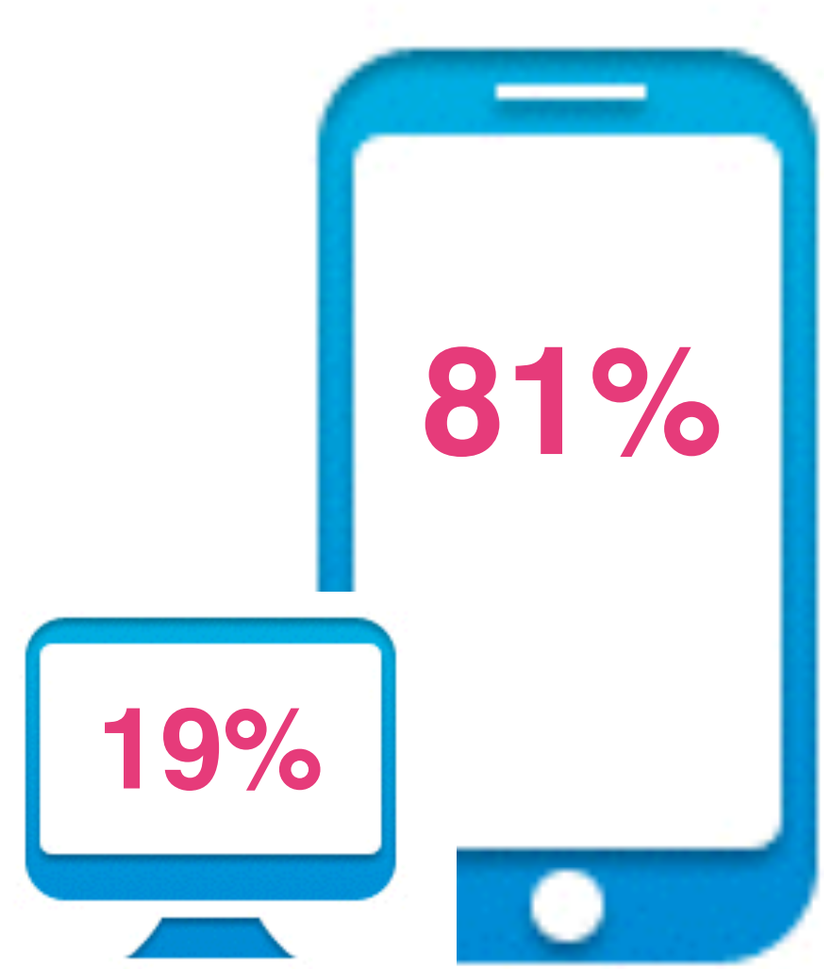
match.com

2010



2014



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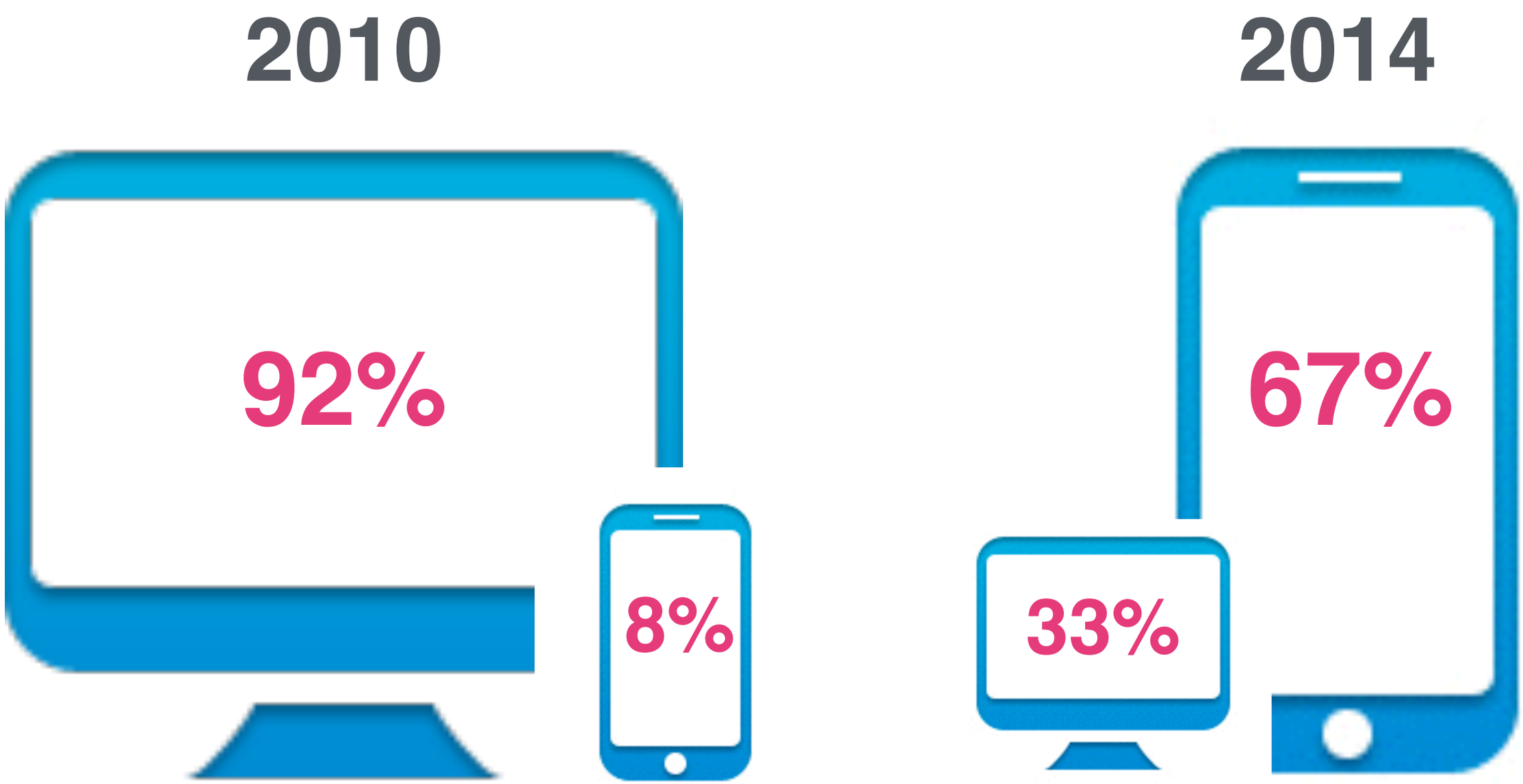
match.com



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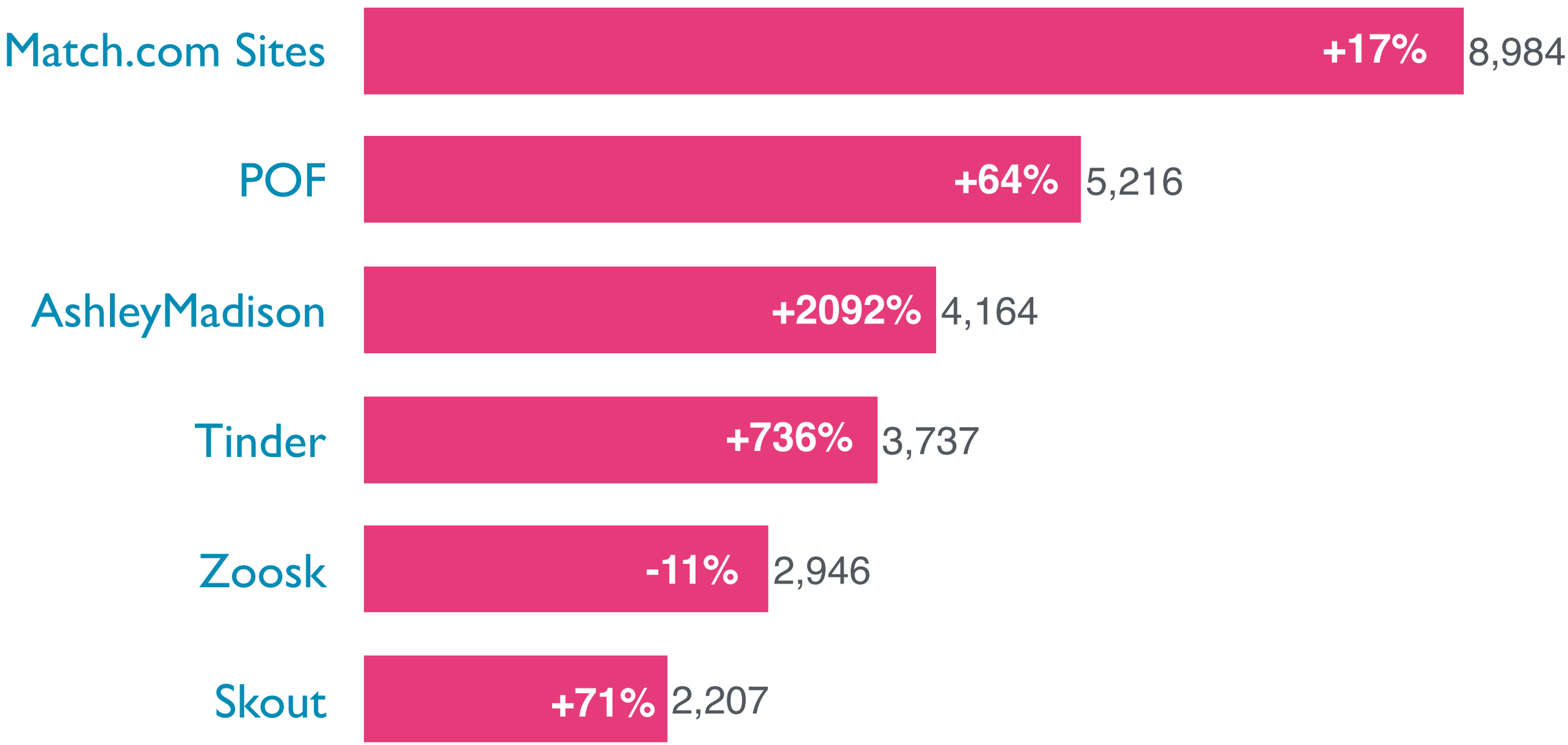
Mobile Dating Rankings

Total U.S. Unique Visitors (000)



comScore, Dec '14

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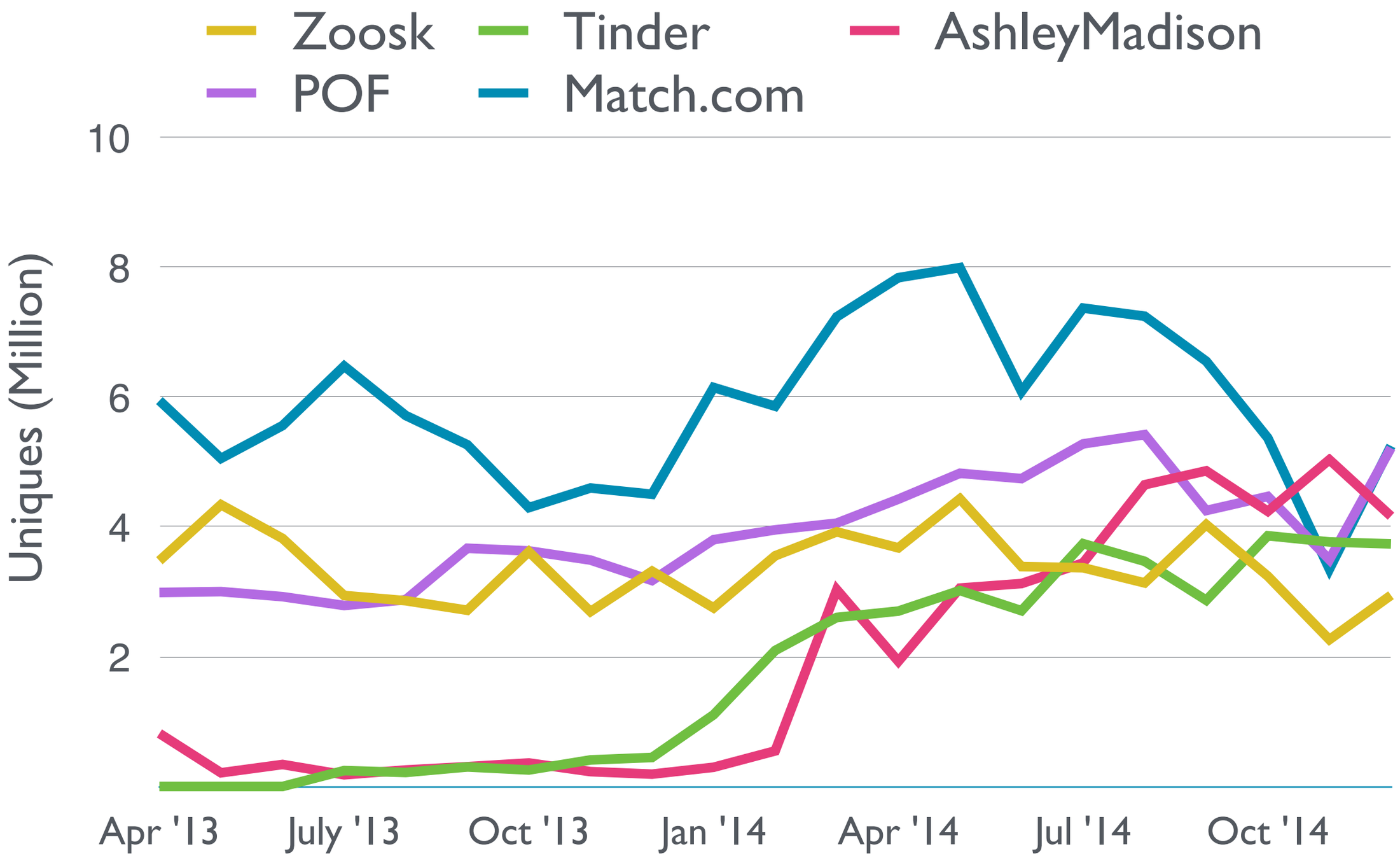
Mobile Dating Rankings Growth



comScore, Dec '14

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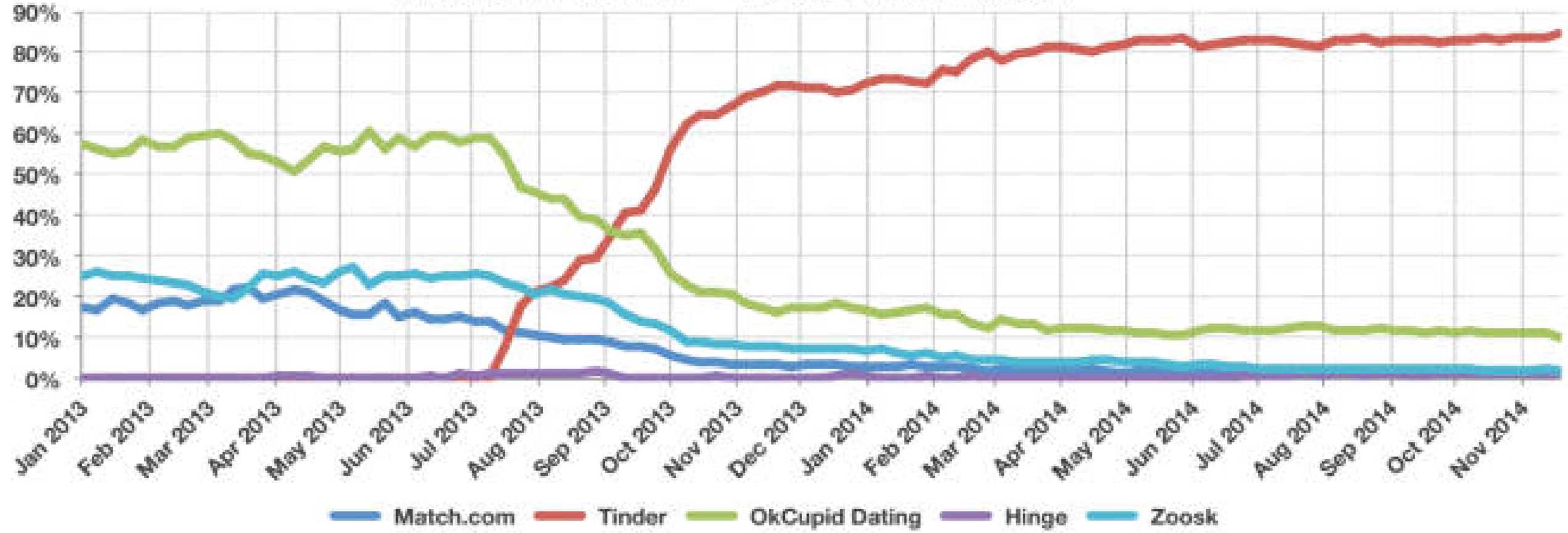
MOBILE DATING APPS
U.S. MARKET SHARE BY SESSION

JANUARY 2013 — NOVEMBER 2014

7PARK DATA



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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**

Courtland Brooks



$$$



The **dating** industry in USA is worth **$82 billion.**



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Paying Members

3.6 Million

match.com

1.5 Million

+9.6%

世纪佳缘 jiayuan.com

258 K

-14%

sparknetworks®
Igniting Relationships

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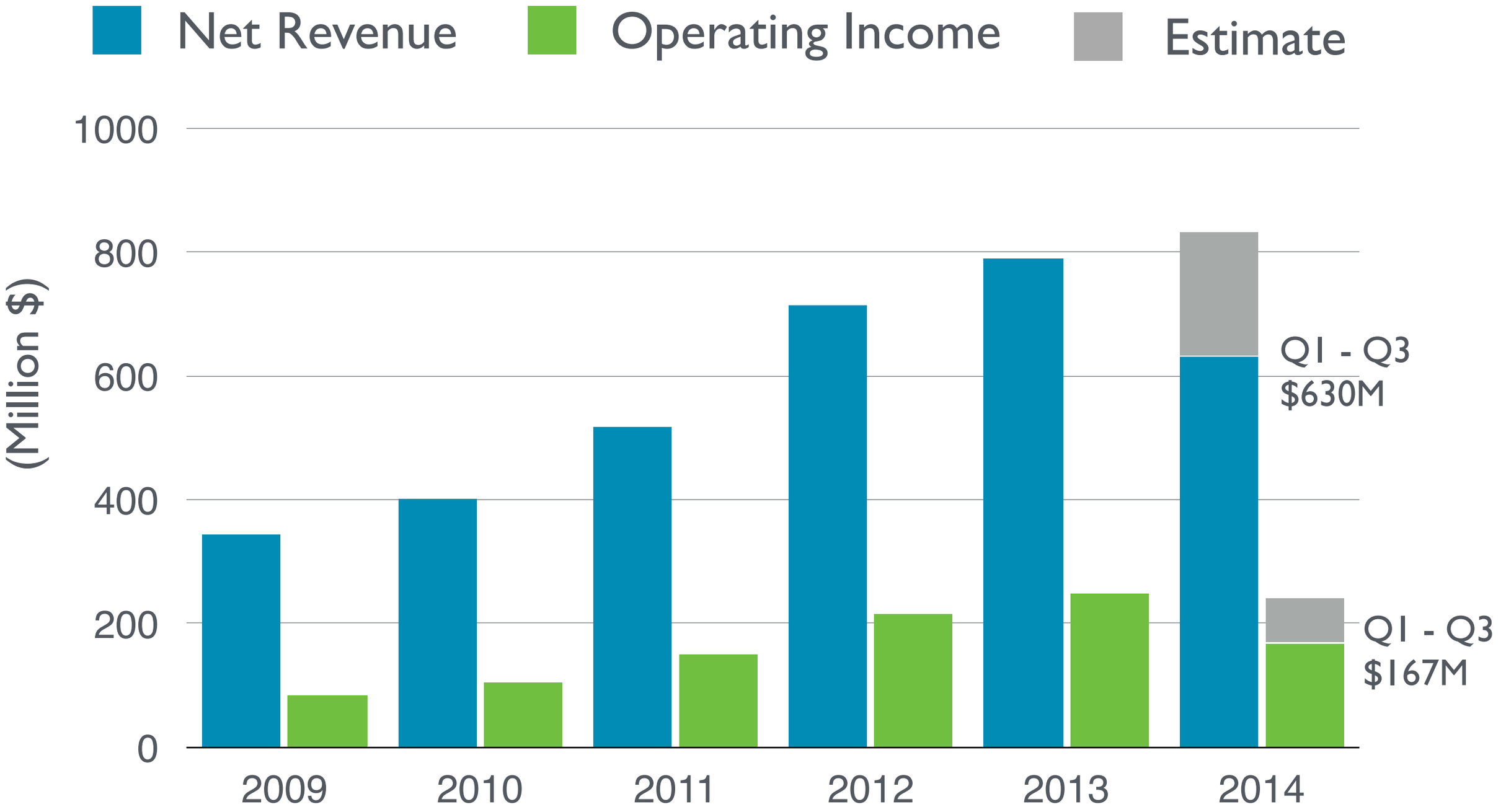
match.com



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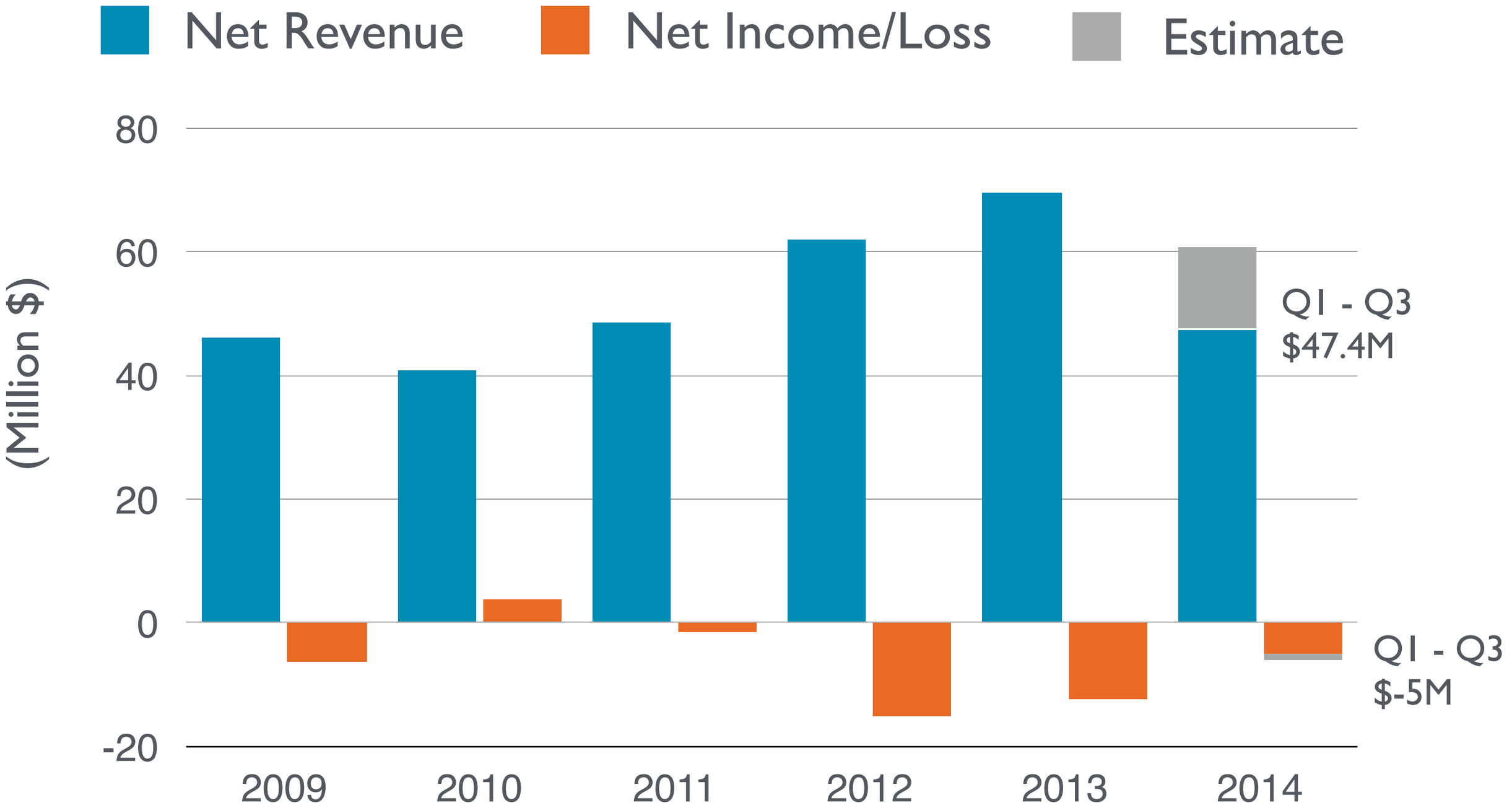
sparknetworks®
Igniting Relationships



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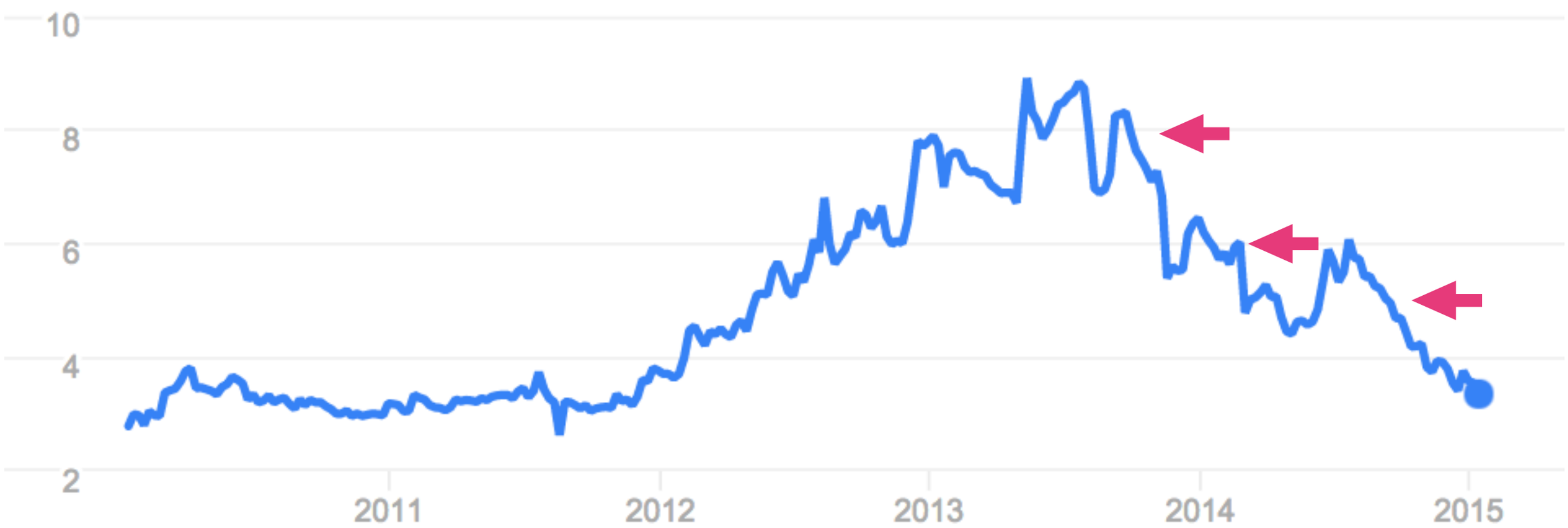
Spark Networks Inc

NYSEMKT: LOV - 15 Jan 14:54 ET

3.34 ↓0.10 (2.94%)

1 day | 5 day | 1 month | 3 months | 1 year | 5 years | max



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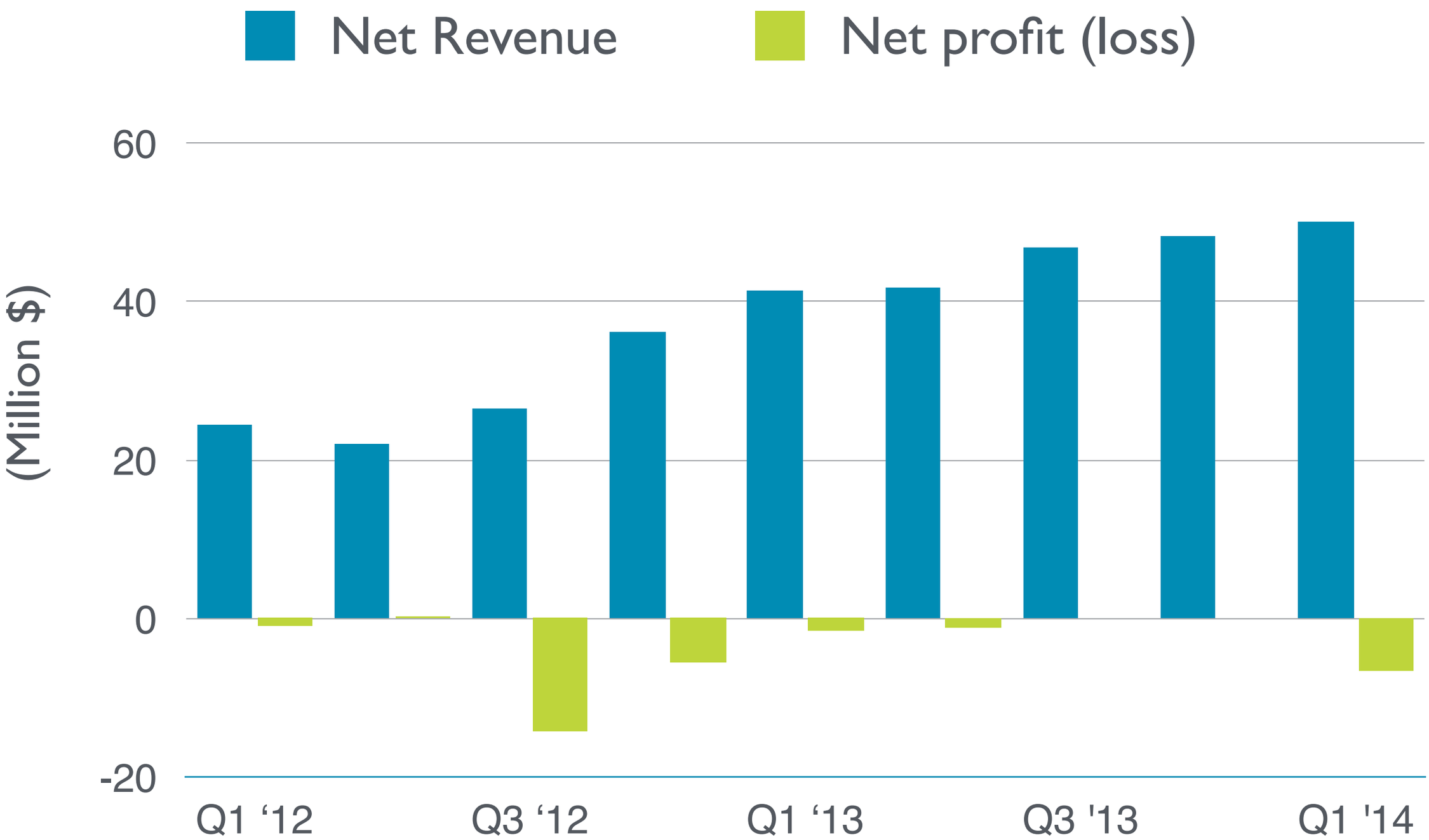

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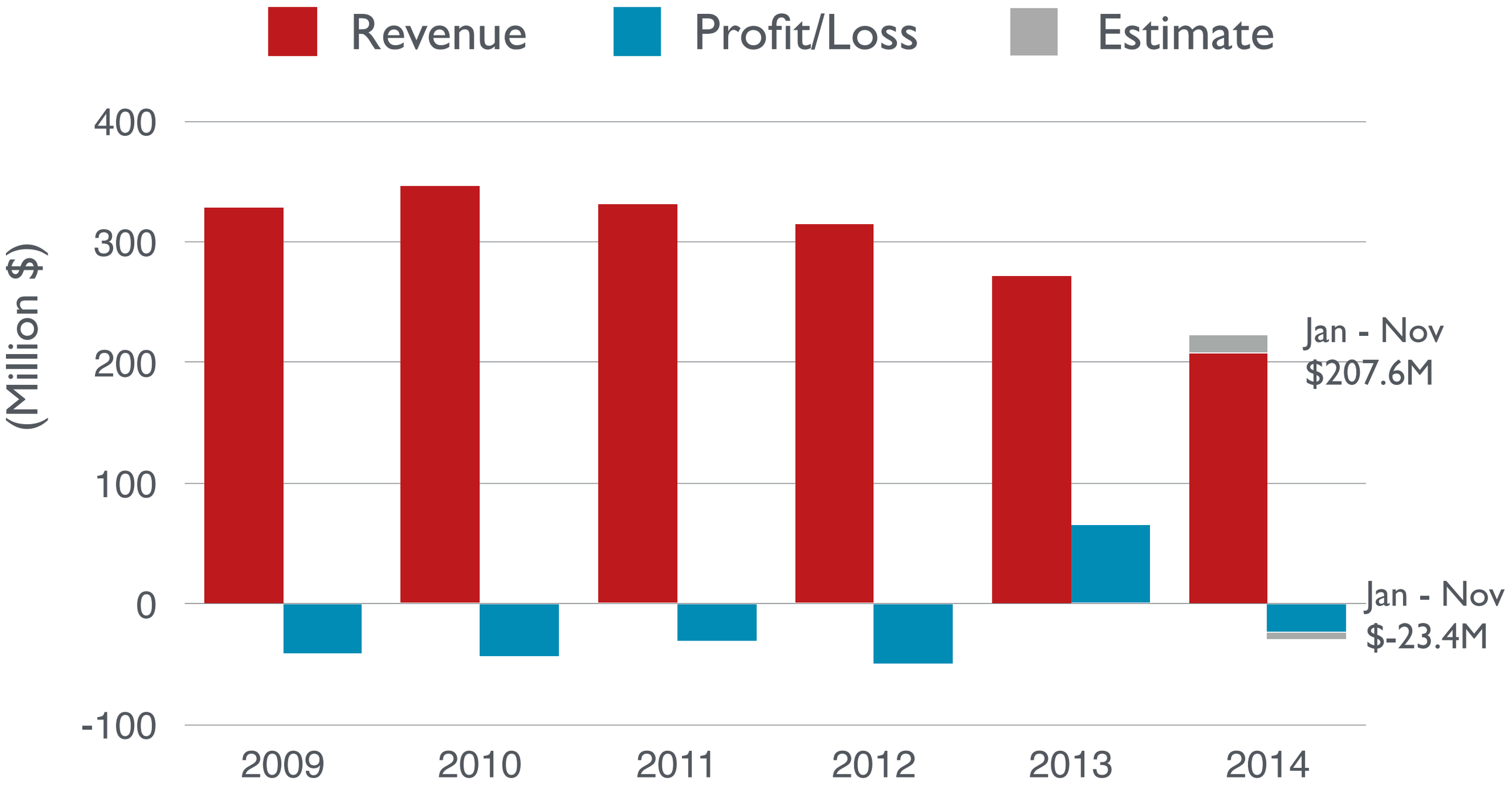
FriendFinder Networks



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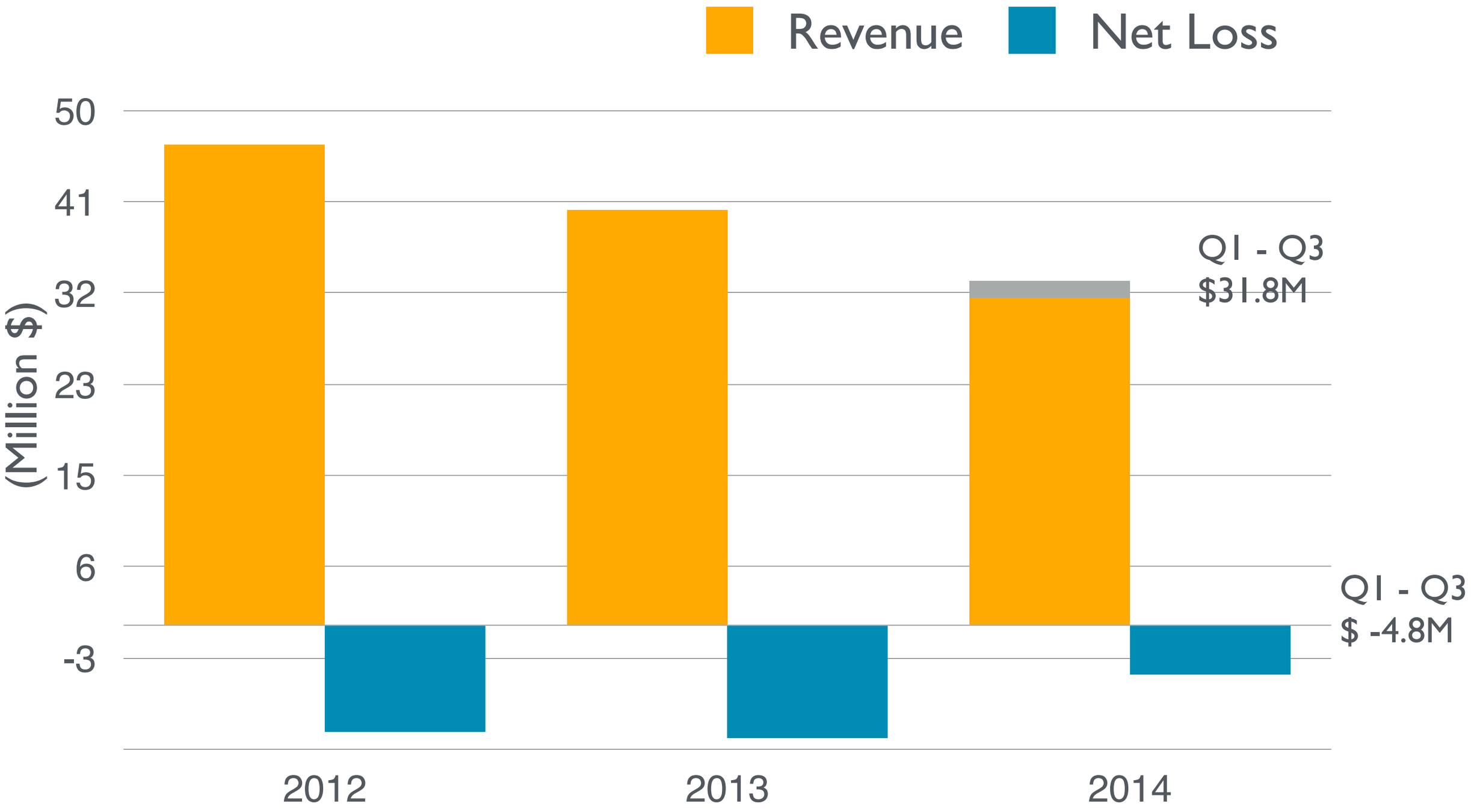
meetme



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How can we do better?

*"We match people based on **who they tell us they are**, and on **what they say they want.***

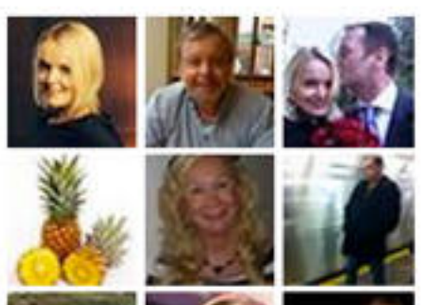
But they often fib, and don't <u>really</u> know what they want.

*We have to observe **behavior** to know who they really are, and what they really want."*

Mark Brooks
Courtland Brooks

Courtland Brooks

The promise of wDating



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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Global Wearable Computing Market Growth



BCC Research

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Top News

Your App Won't Be Able To Access Friends of Friends' Info



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Zoosk Ditches IPO Plan



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Cupid Sold For £3M



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Chinese Dating App Momo Went Public

momo

Home About Careers

Momo is a fun way to discover, chat and engage with new people and communities near you.

Get the App



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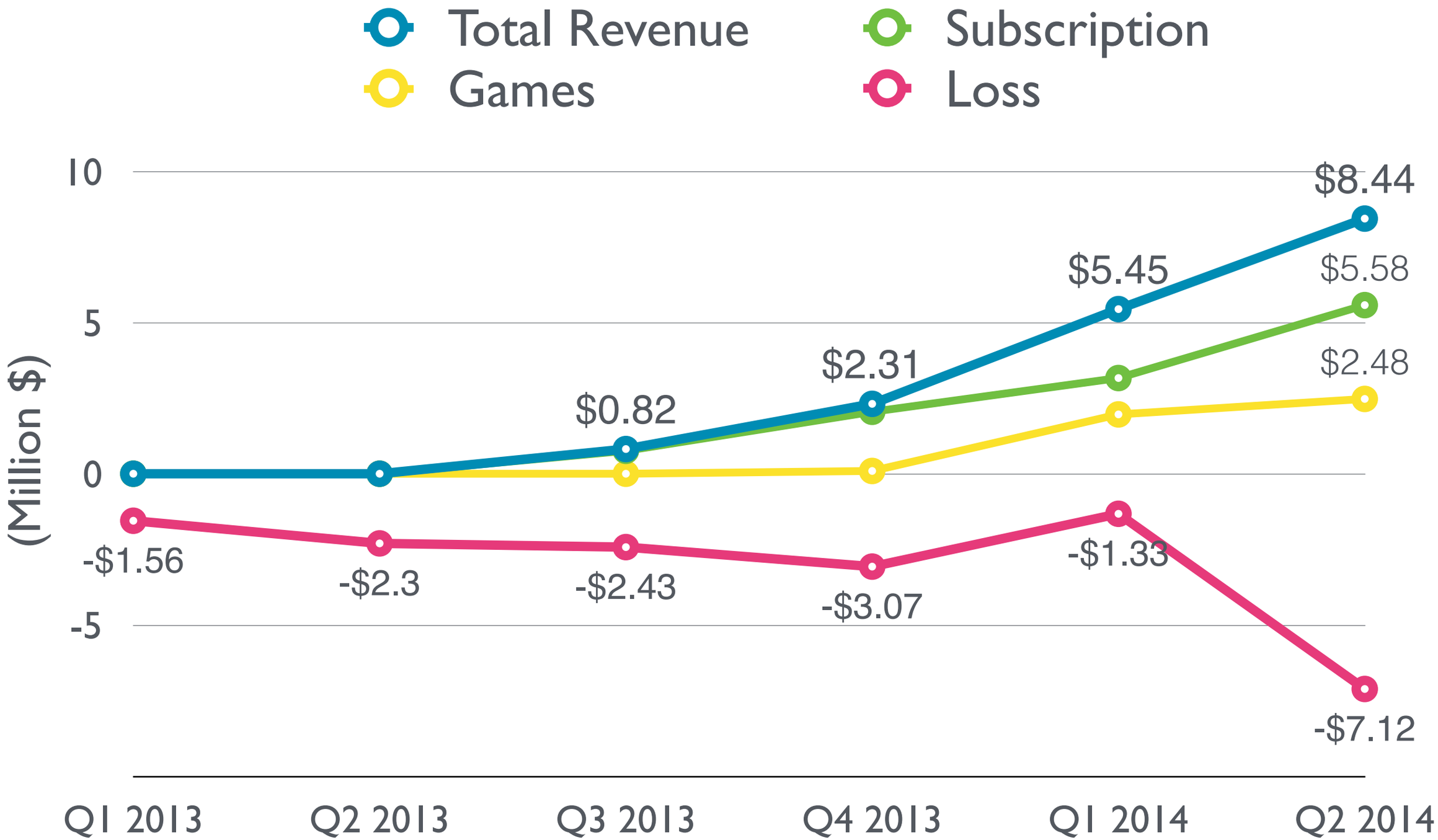
Momo Revenue ($Million)



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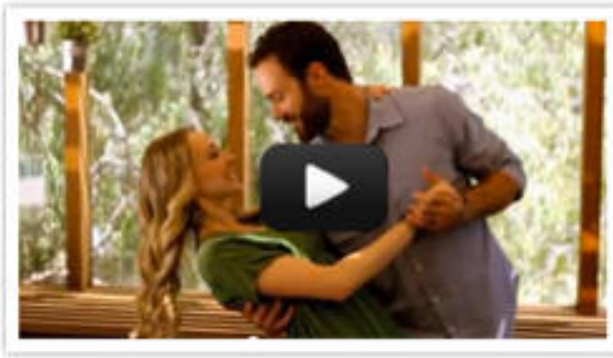
Osmium Partners Nailed Spark Networks

sparknetworks
Igniting Relationships

ABOUT US | OUR PORTFOLIO | INVESTOR RELATIONS | MEDIA CENTER | CAREERS | CONTACT US





About Us

At Spark Networks, our mission is to create iconic, niche-focused brands that build and strengthen the communities they serve. We are a leading provider of community-focused services, including online personals communities for single adults that offer safe, convenient places to meet and make special connections. Many of these connections lead to long term relationships and – quite often – marriage.READ MORE

Investor Relations

SYMBOL	LOV
PRICE	3.61
CHANGE(%)	+0.10 (+2.85%)
VOLUME	19,373
TODAY'S OPEN	3.51
PREVIOUS DAY CLOSE	3.51

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Funding & Acquisitions

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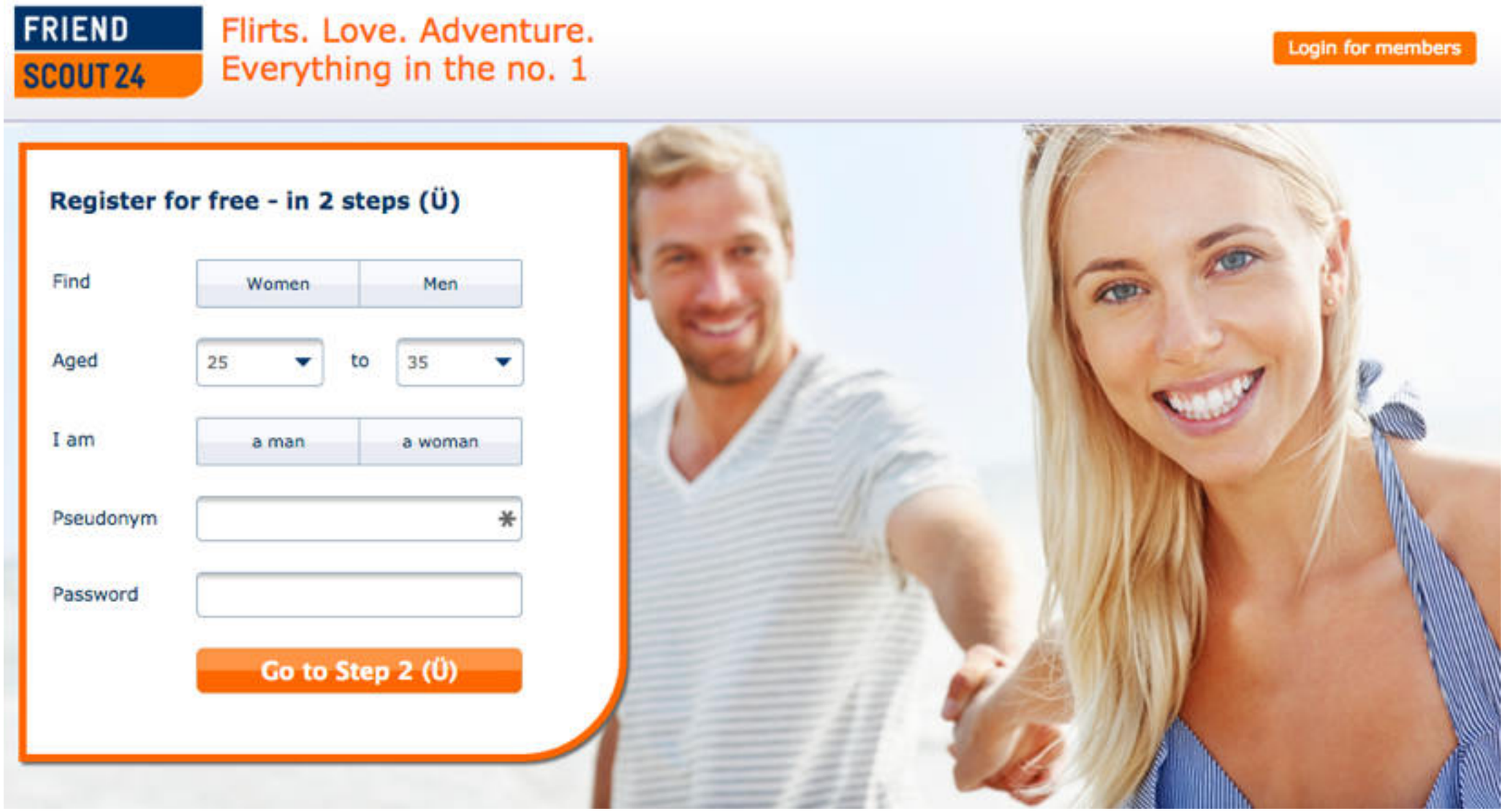
Match Acquired FriendScout24



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Match Acquired HowAboutWe



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Aaron Schildkrout

Founder & CEO of HowAboutWe

Education

- Harvard University (BA, Social Studies)

Experience

- Educator, Codman Academy Charter Public School

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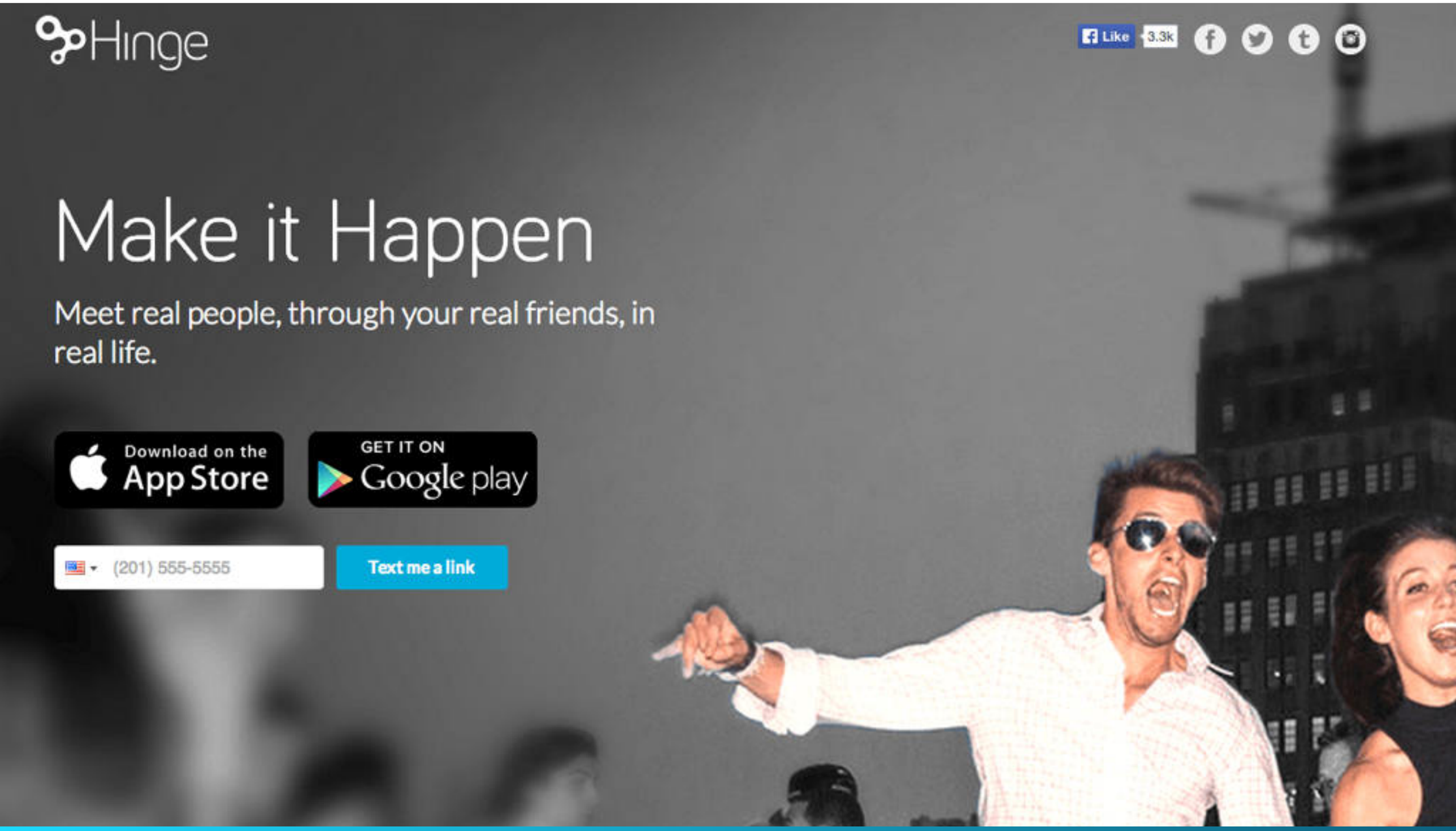
Aaron Schildkrout, CEO of HowAboutWe

Hinge Raises $12 Million



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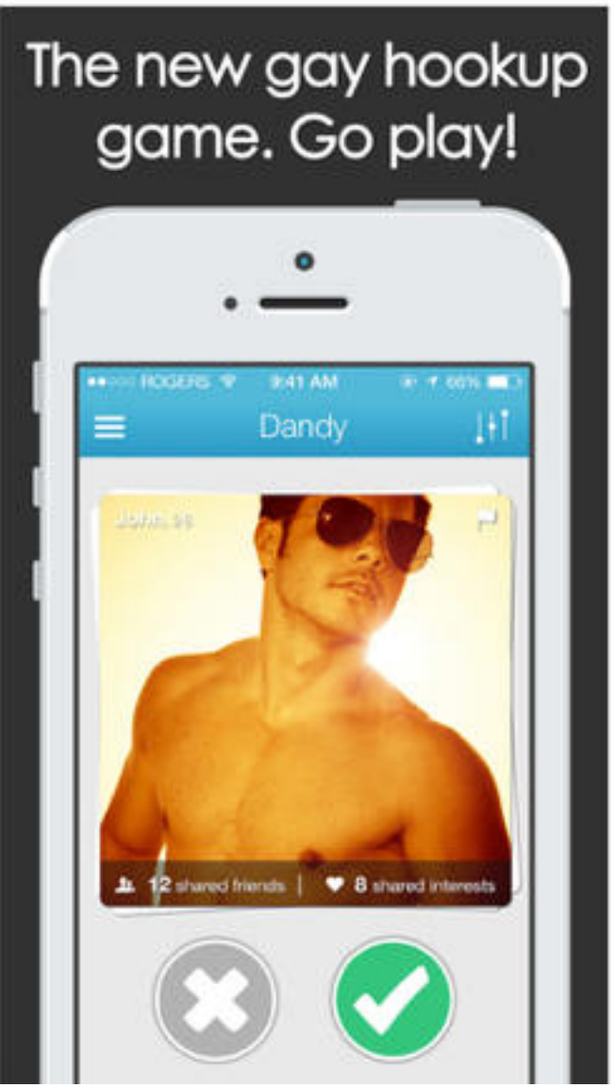
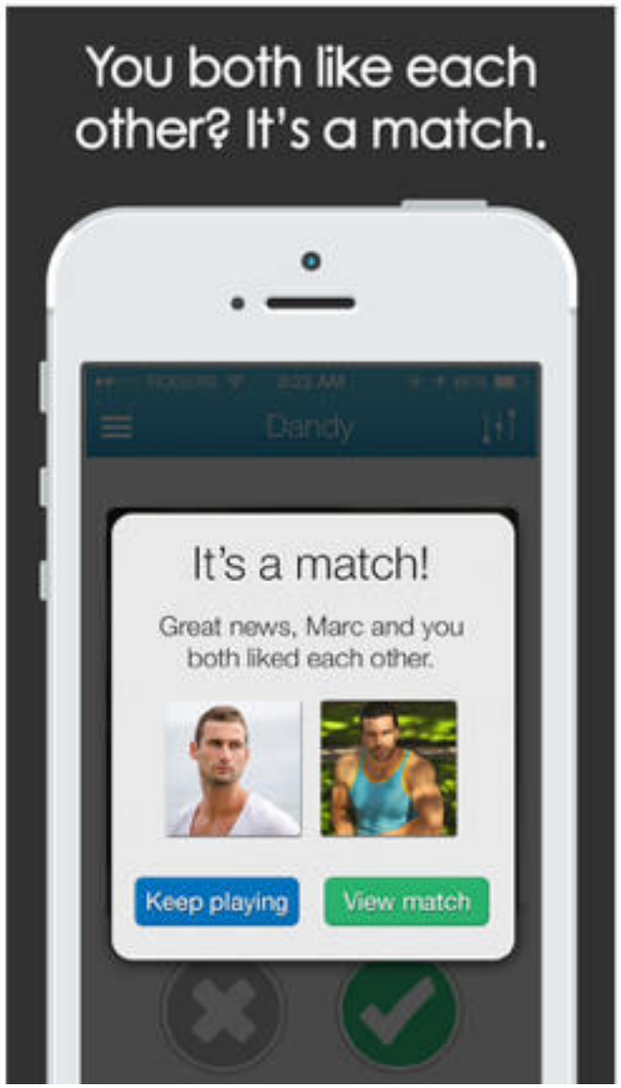
Online Buddies Bought Gay App Dandy To Start Gay "Tinder"









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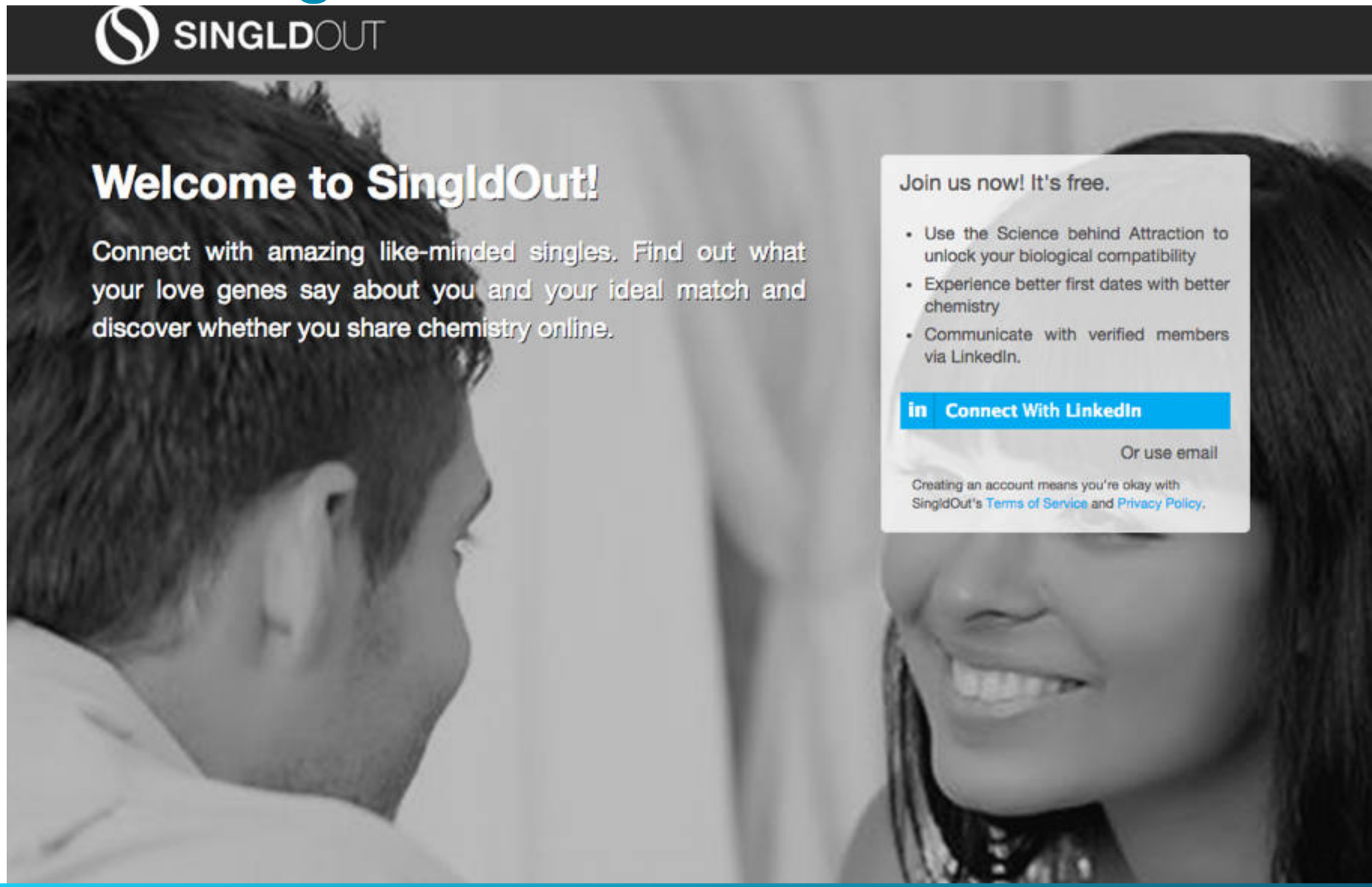
SingldOut.com Raised 600K



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ThreadDating.com Raises $585K



Thread

A new way to connect with your campus

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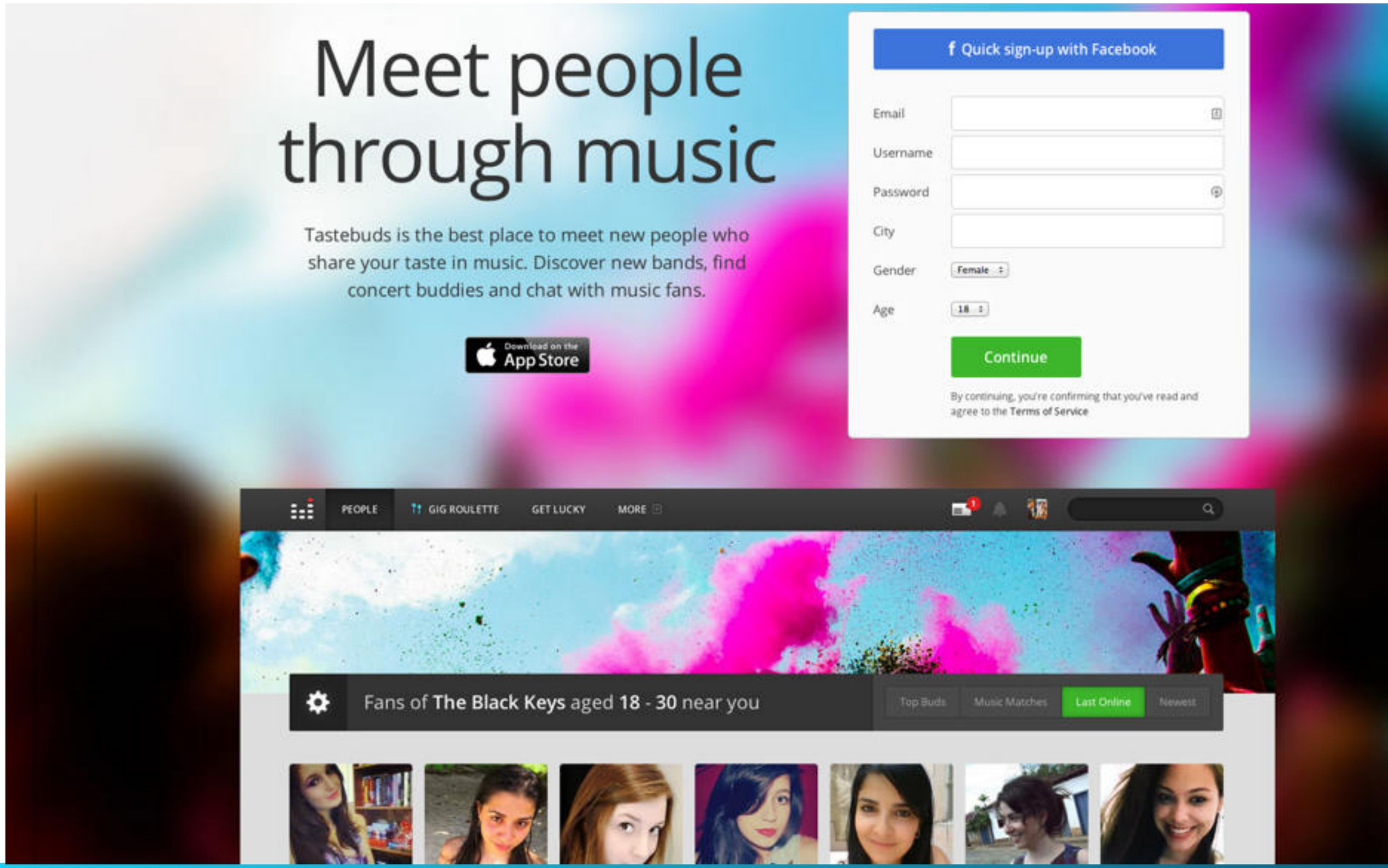
Tastebuds Acquired Moosify



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Sam Yagan, CEO of Match Group

New Interesting Startups

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THE GRADE™

Make the Grade or Be Expelled

A+ Popularity

B+ Response Rate

A- Message Quality

Get iPhone App

Or search "The Grade Dating" on the App Store

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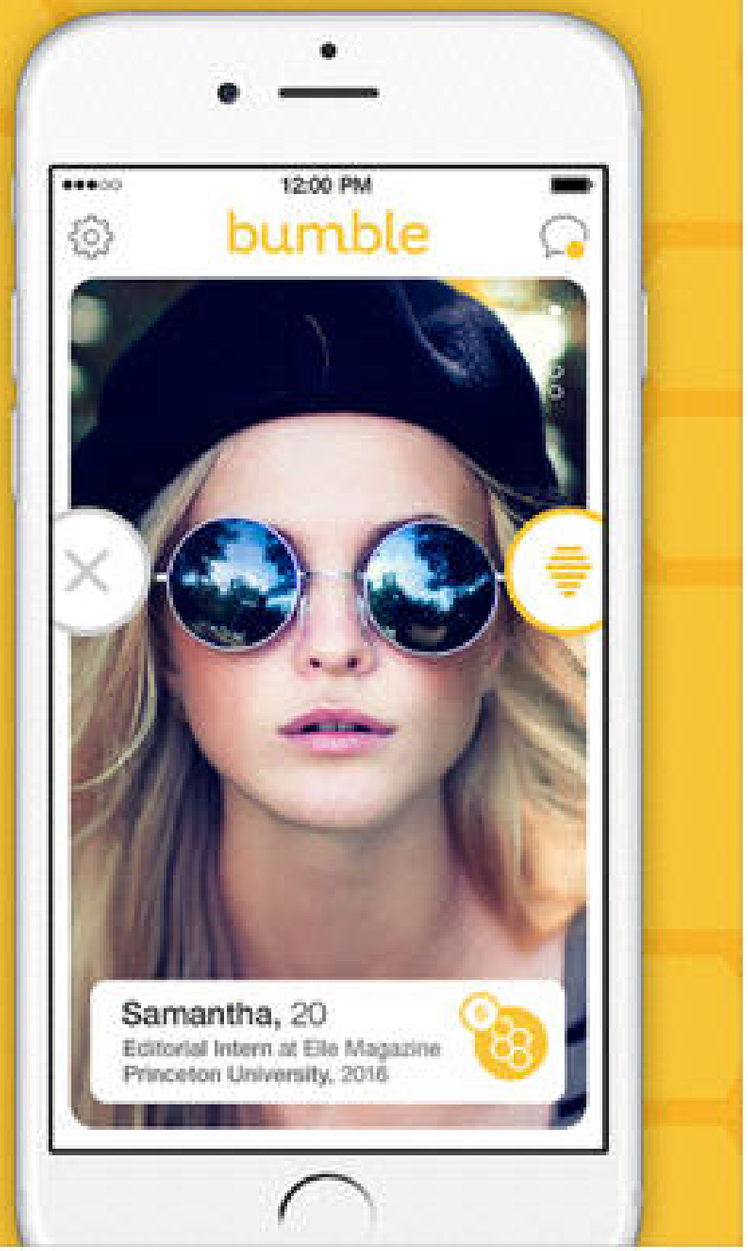
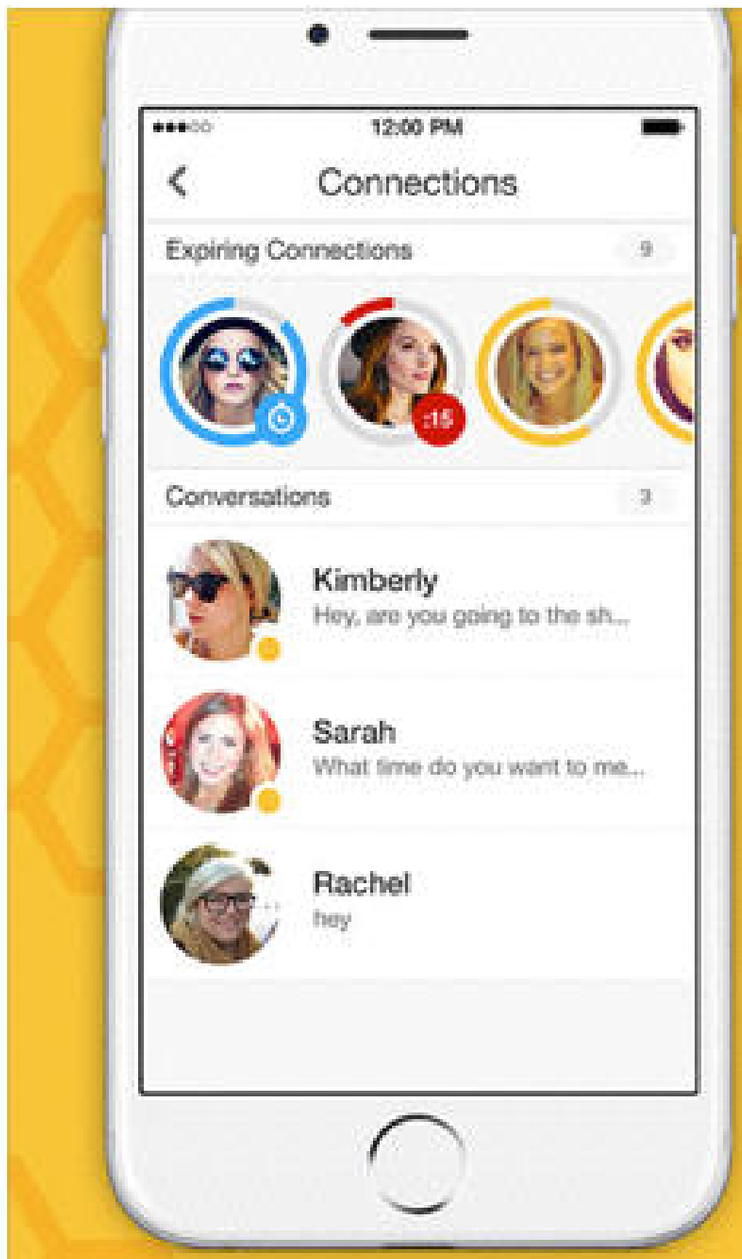
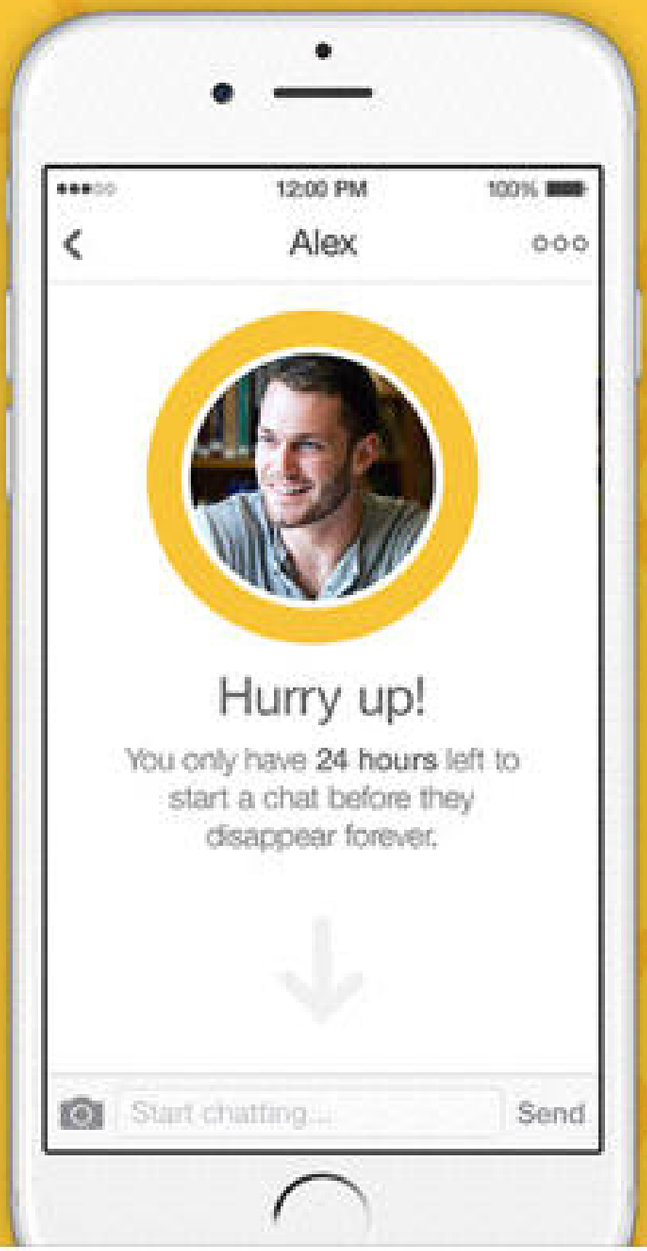
Bumble is changing the rules of the game.





Your connections are perfectly organized.

The girls get to make the first move.



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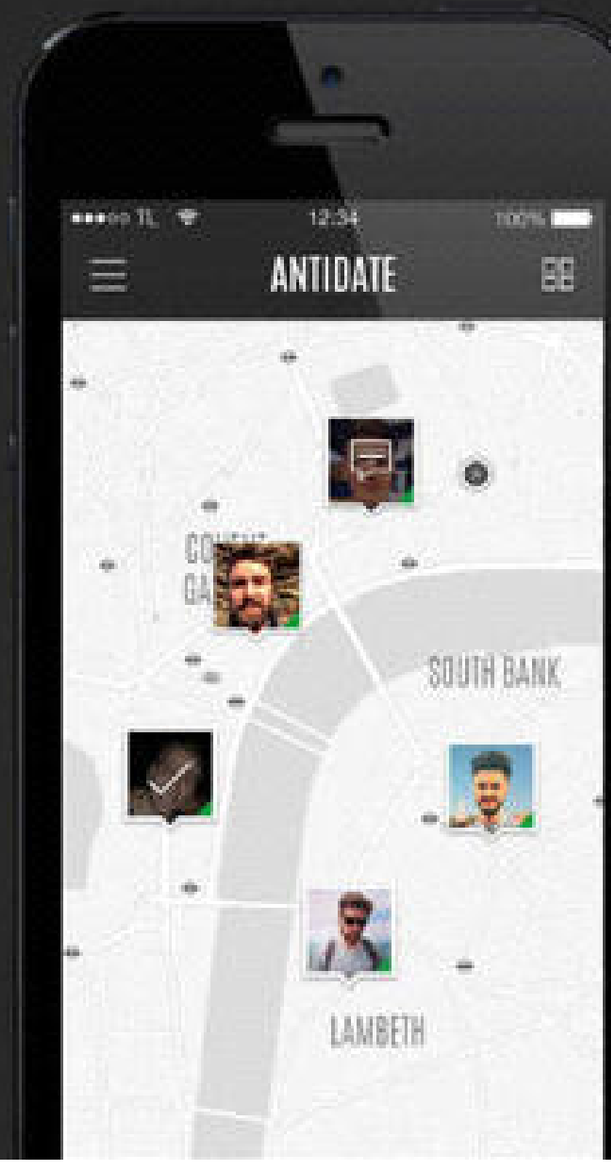
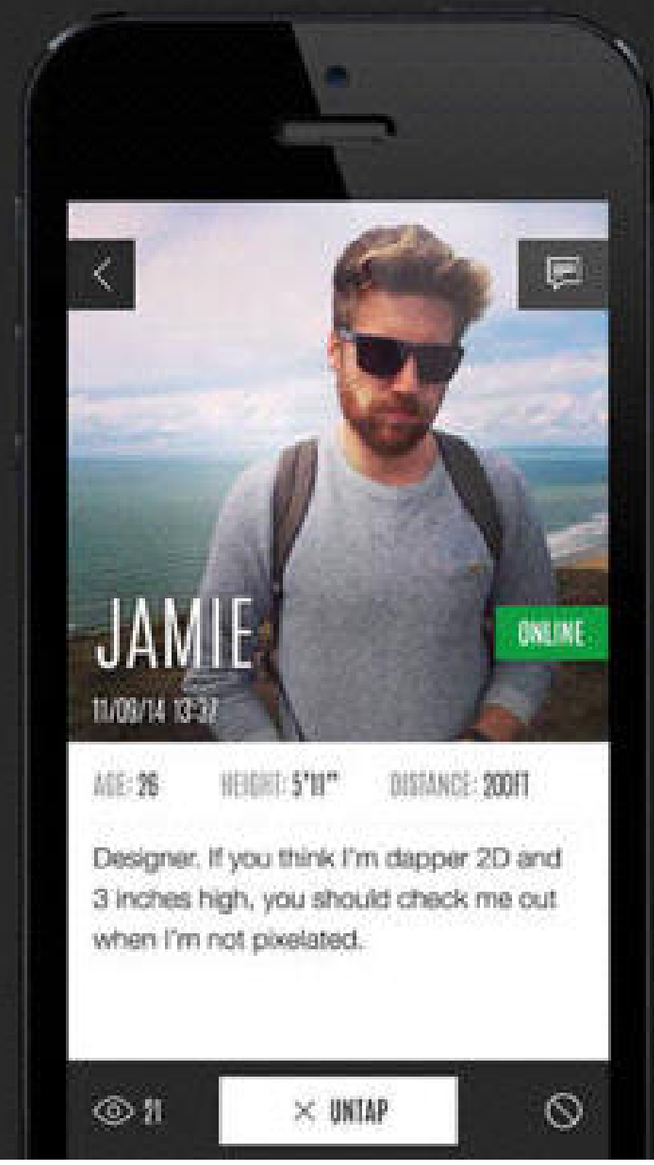
SELECT YOUR GENDER



GIRLS SEE GUYS ON A MAP



CHECK OUT THEIR PROFILE AND PICTURES



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A network **selected by ladies**, where guys are invited to join



Anonomously pass or like, or **send a HINT** to show interest



Our in-app chat countdown **gives ladies more control**



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BETA

Tell us what you think!

Jess meet Ken™

Meet great guys other women have recommended.

Post A Guy

Meet A Guy

But *I'm* a guy!

He's not right for you, but he's GREAT for someone else.

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Coffee Meets Bagel Turned Down $30 M



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dateforChange The dating site with a heart...

Sign up for FREE



See who's in your area now

First Name:
Last Name:
Your Email:
New Password:
I am: Male Female
Seeking: Male Female
Sign Up

BETA

Sign up, Search and Reply to Messages for FREE

BLOG dateforChange

In a relationship, want a relationship or want to meddle in someone else's? Then read our blog!

What's inside?
Dating Coaches
Sex Therapists
Professional Stylists
Completely unqualified people
And much more...

Go to Blog

For those in the know!

How to Date and Raise money!

1. Sign Up
2. Choose a Charity
3. Reply to Messages
   (money goes to your Charity)
4. Meet great people

Keep your community real by voting people off...

Still need to know more? How it works

Charities you support:

Proudly supporting:
David Suzuki Foundation
www.davidsuzuki.org

Dr. PeterAIDS FOUNDATION

Prostate Cancer Canada

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Rising From The Dead

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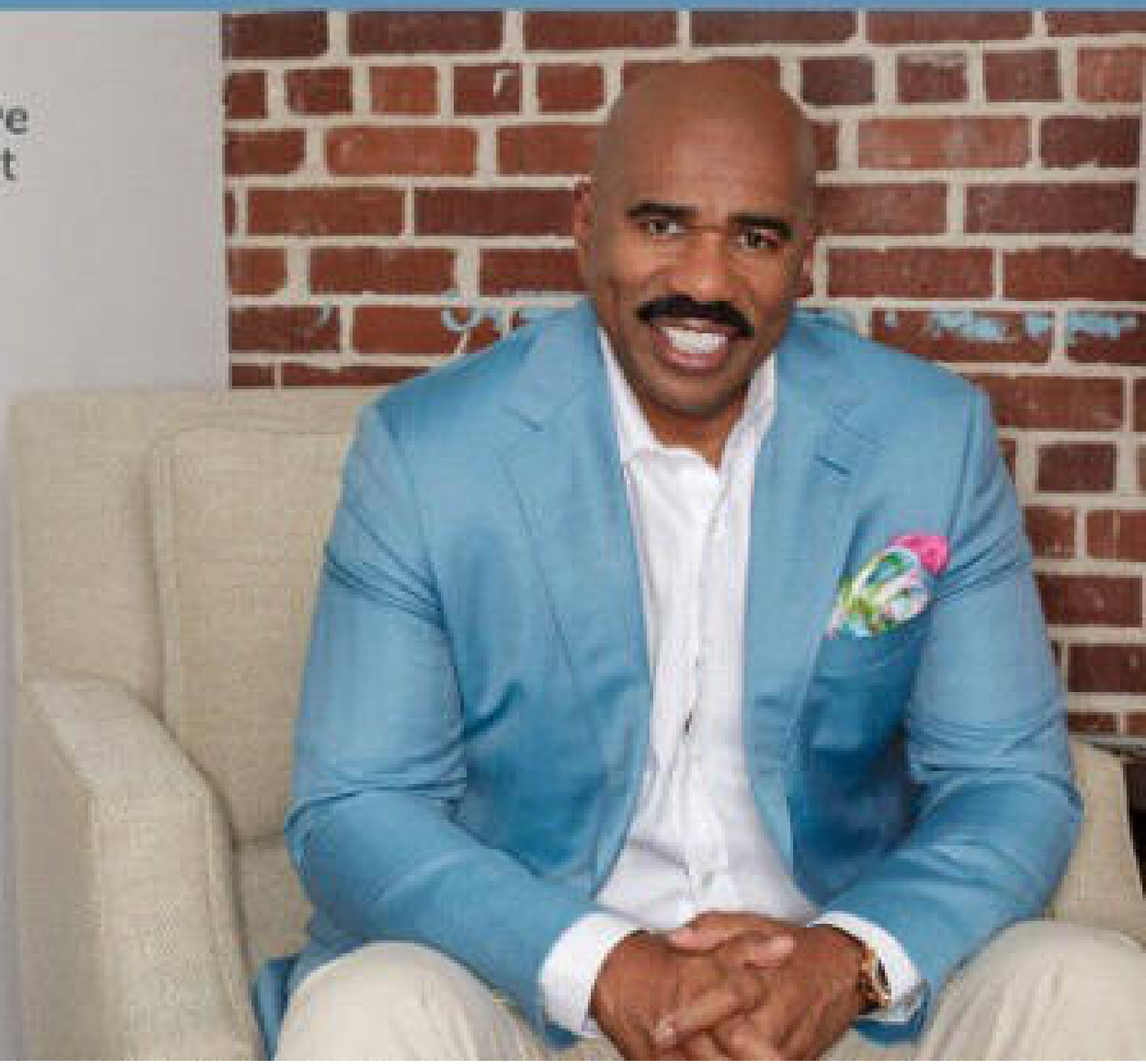
Already a member? Log In

Delightful Find Love & Keep It

The dating site from
Steve Harvey

Sign up
and search
for FREE

Search Now



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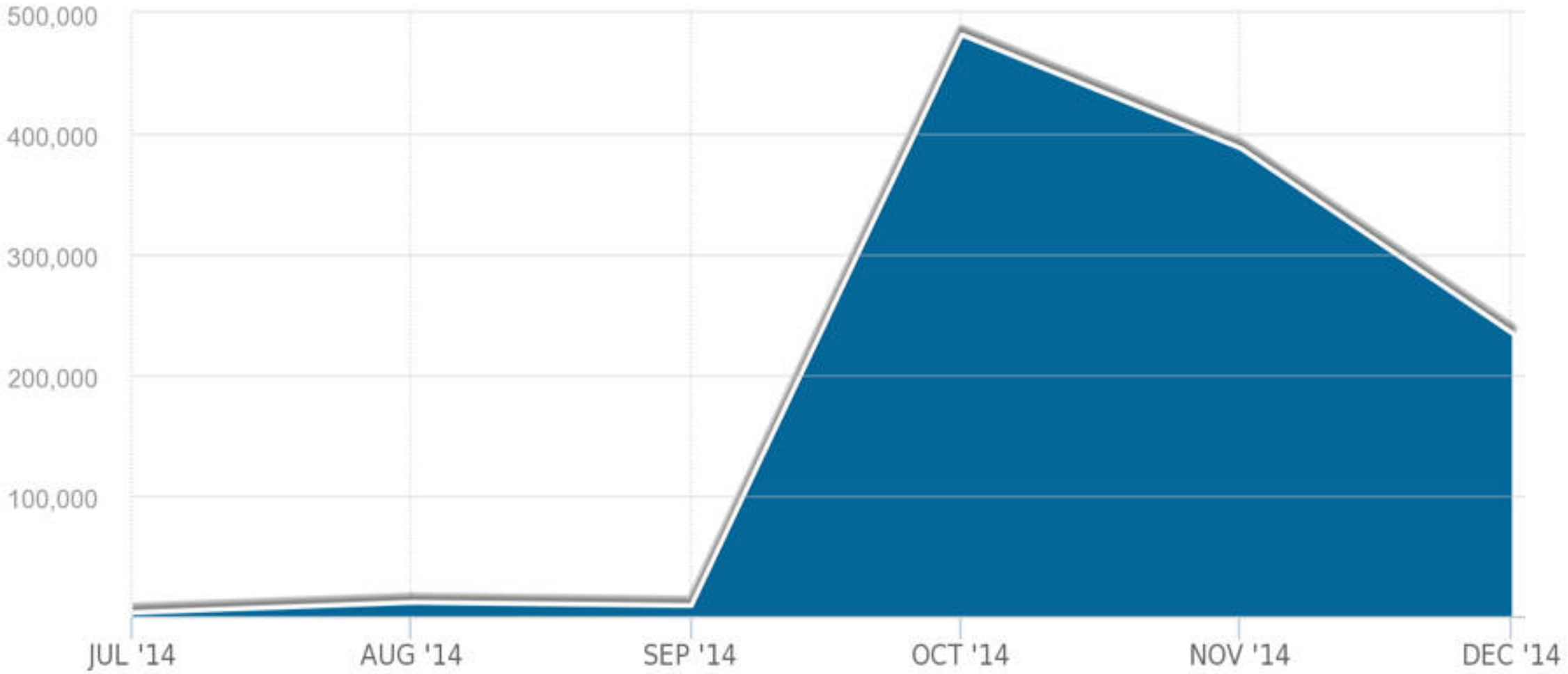
Delightful Traffic



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Make Dating Fun Again

Lavalife wants to put the excitement back in dating. We match your interests to help you break the ice, and give you online dating tips along the way to make sure you have the best experience possible. Get started today.

Sign Up

Login

This is an adult service. By selecting any of the options above and/or creating your Lavalife profile, you are confirming that you are 18 years of age or older. Please be sure you have read and agree to our Privacy Policy and Terms of Use.

QUESTIONS



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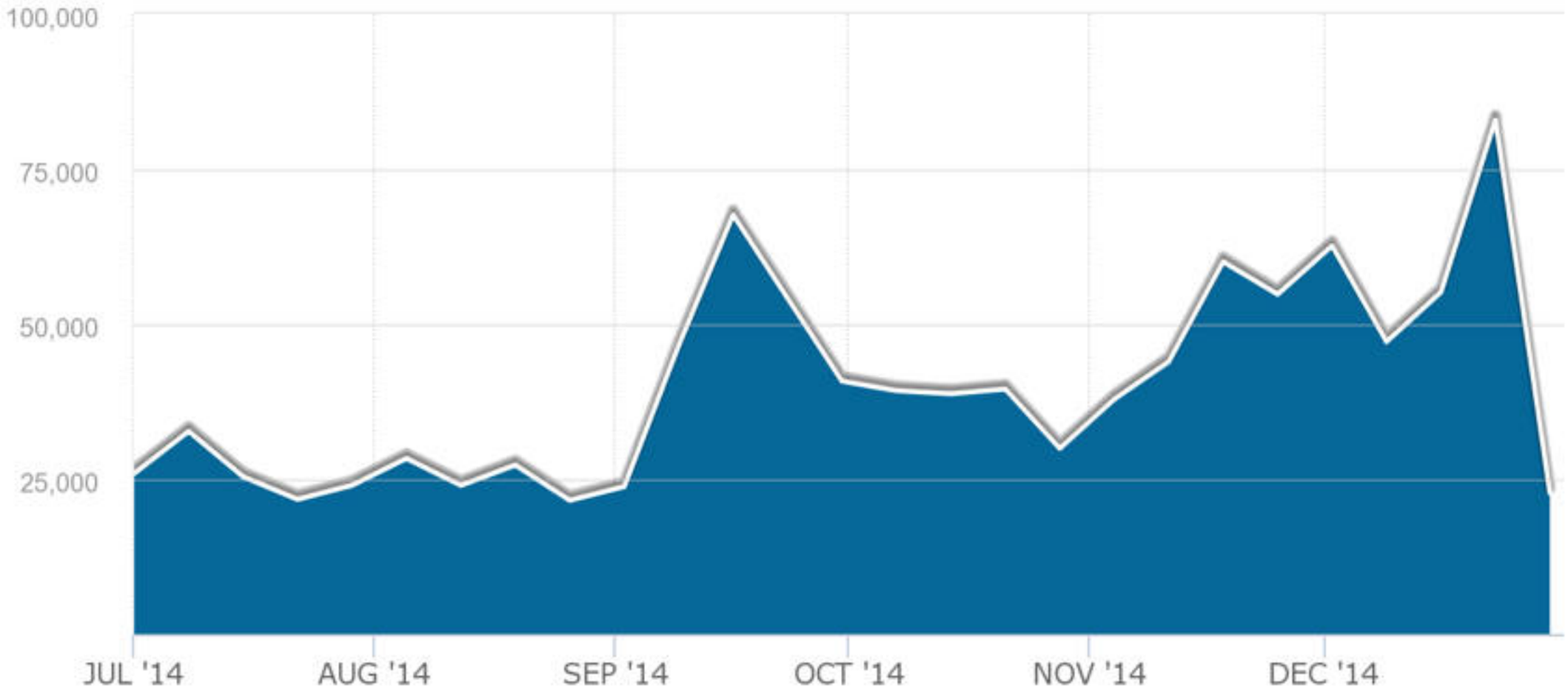
Lavalife Traffic



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Innovation


Match
New visit from Harry


Swipe up to Wink!
Swipe down to Fav!



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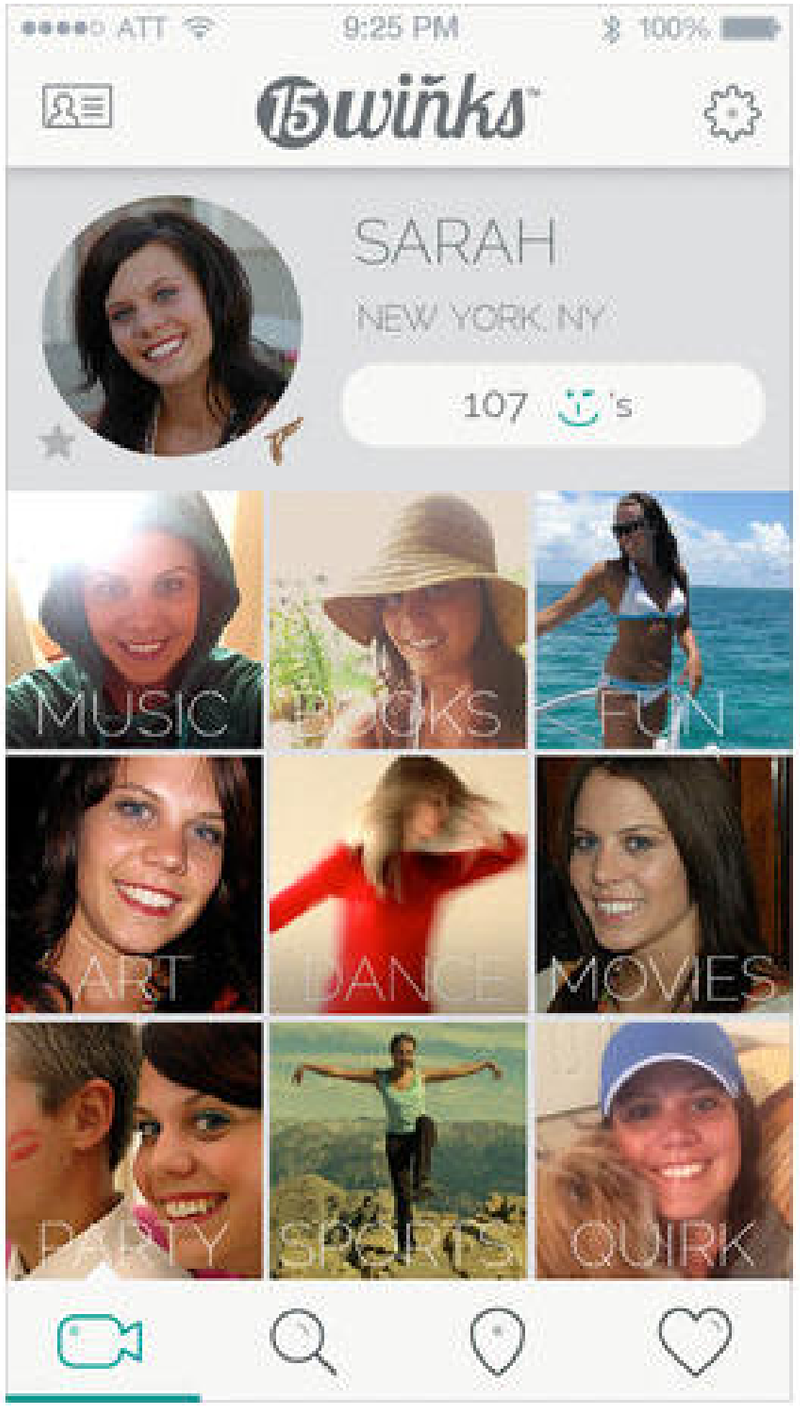
DANCE
:15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SARAH
NEW YORK, NY
107 's
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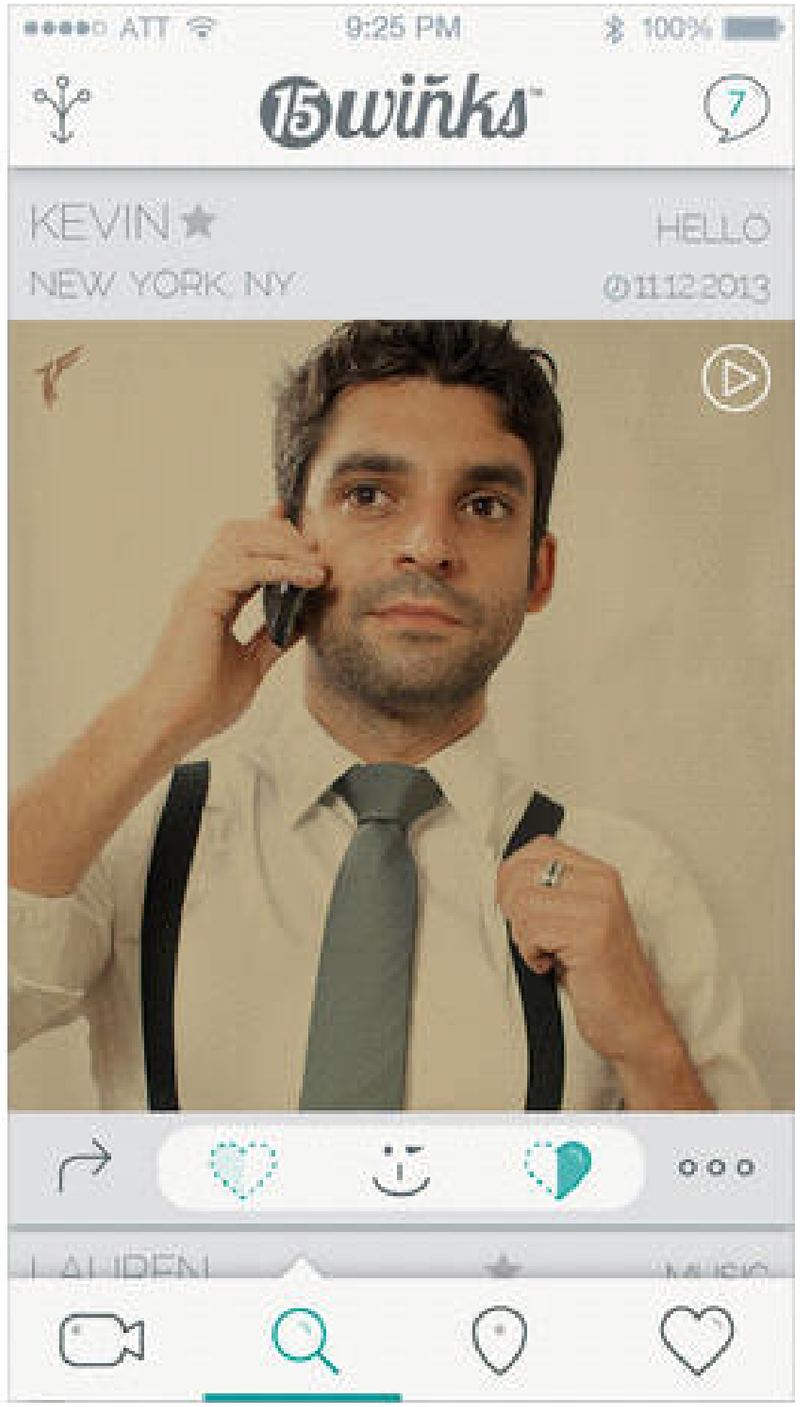
FUN
ART
DANCE
MOVIES
PARTY
SPORTS
QUIRK


ATT
9:25 PM
100%
15winks
7
KEVIN
HELLO
NEW YORK, NY
@11.12.2013

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.

Sign Up

Log In

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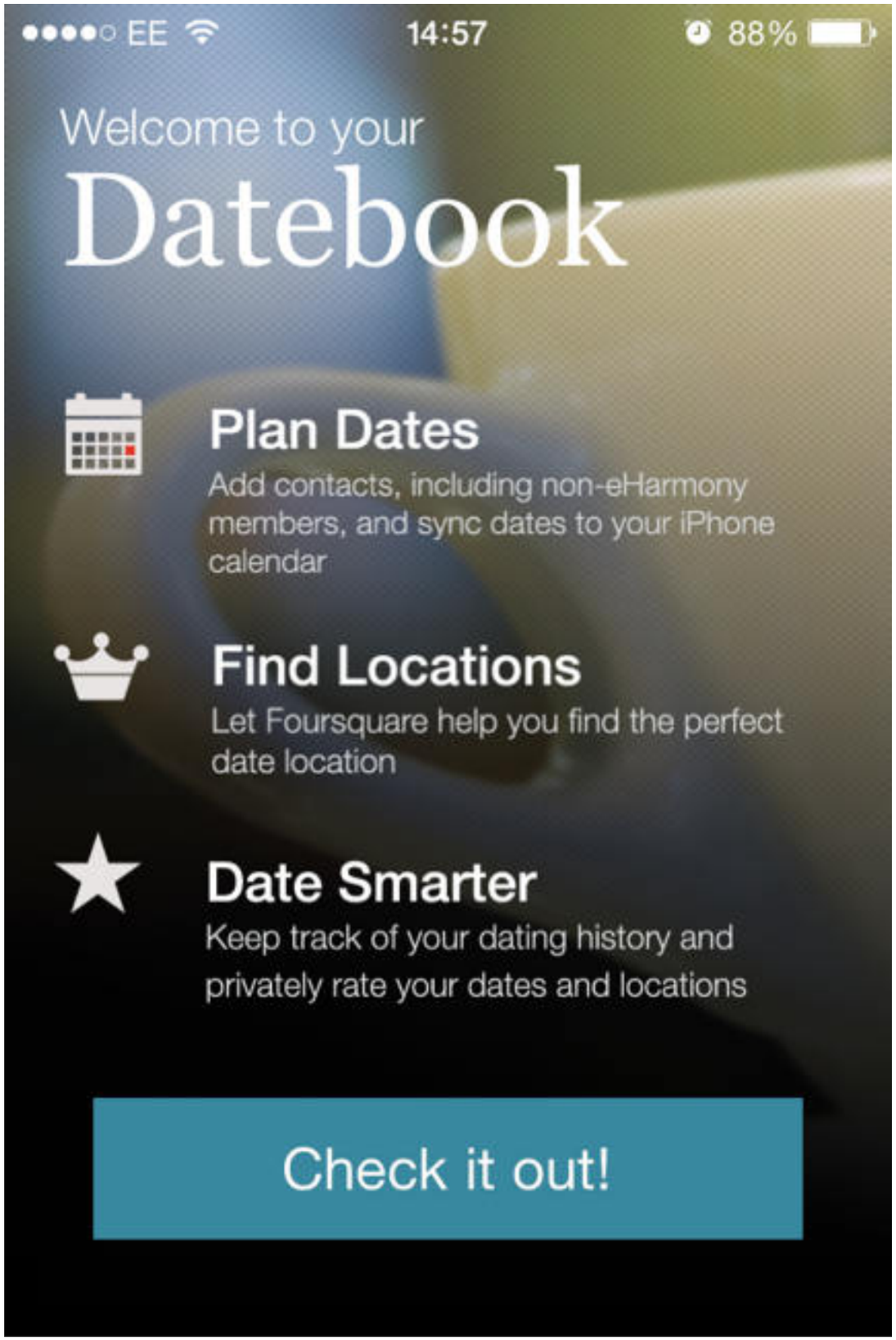

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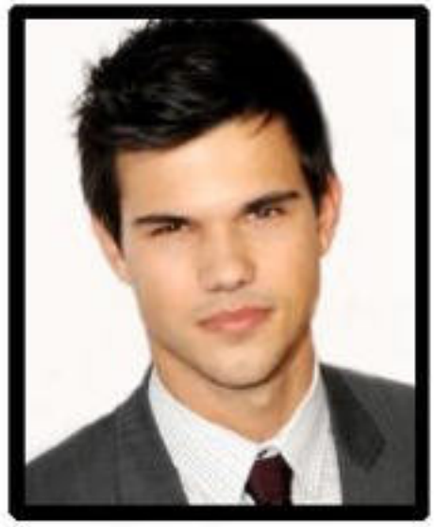
TAYLOR SWIFT *is attracted to* ***long, heart-shaped faces***

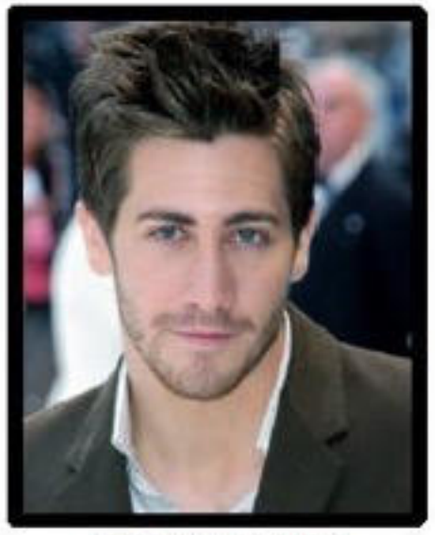
Taylor's Exes:



Harry Styles



Taylor Lautner



Jake Gyllenhaal

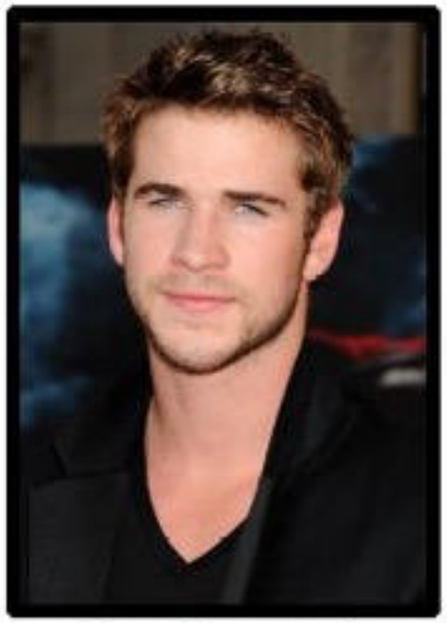
TDR'S Recommended Matches:



Jesse Eisenberg



Ryan Gosling

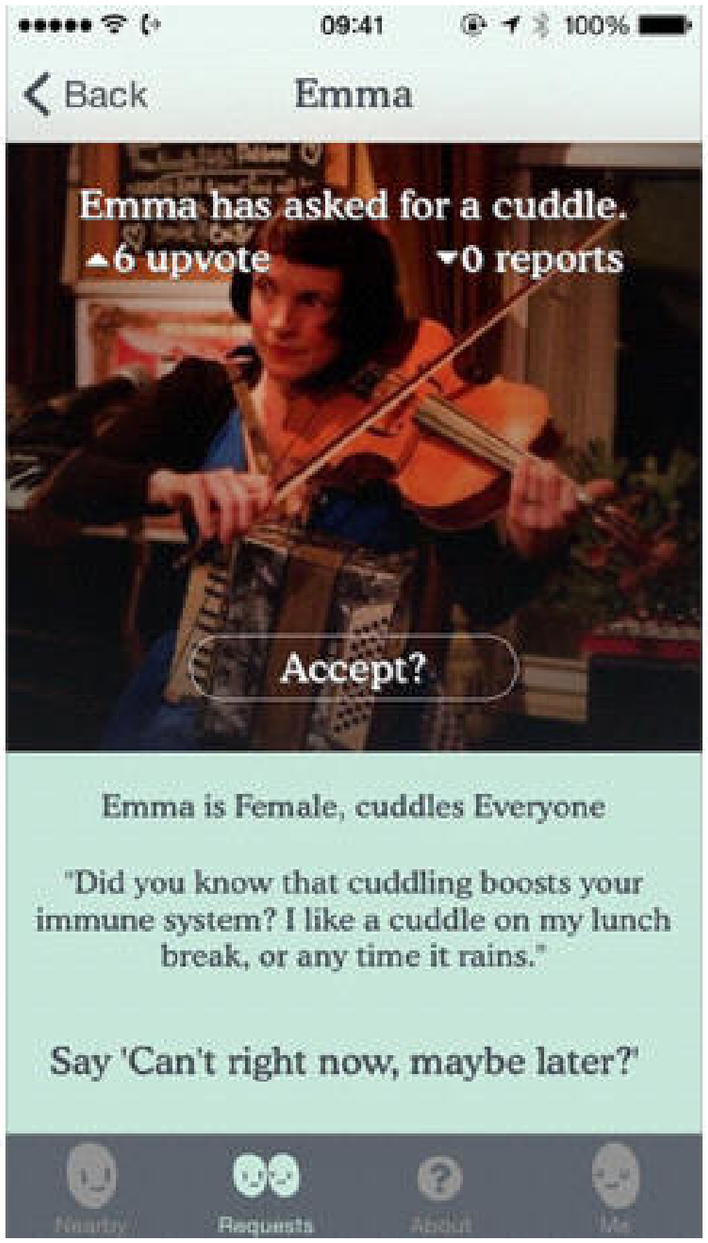


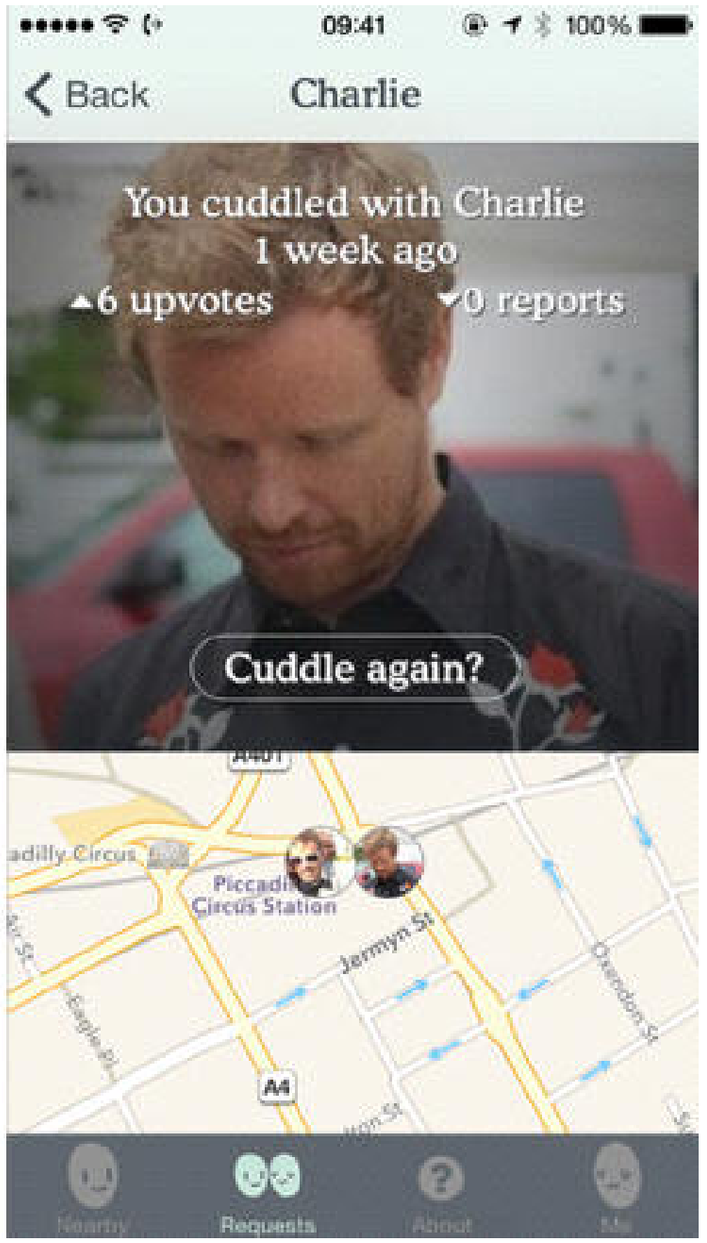
Liam Hemsworth



Controversial







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Create an Account

Registering for this site is easy, just fill in the fields below and we will get a new account set up for you in no time.

Username: Required

Email Address: Required

Password: Required Confirm

Sign Up



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its not cheating



unless you get caught

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Current Stats:

12,000,000

We have over 12 million members across our 18 dating sites.



About us

JDI Dating has grown to be one of the major players in online dating.

Find out what makes us tick »



Technology

Our in-house development team, contained in "The Lab", implement the latest technology to manage our millions of users.

Learn more about our platform and technologies »



Careers

Love working with intelligent, driven team mates? Relish a challenge? Want to work on sites that are used by millions of people across the world?

You've come to the right place »

JDI Dating Ltd stats:

- Millions of unique visitors per month
- Over 750,000 new members every month
- Over 20 new signups every minute
- Creativity inspiring offices
- Free meals for all employees
- Monthly social events

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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

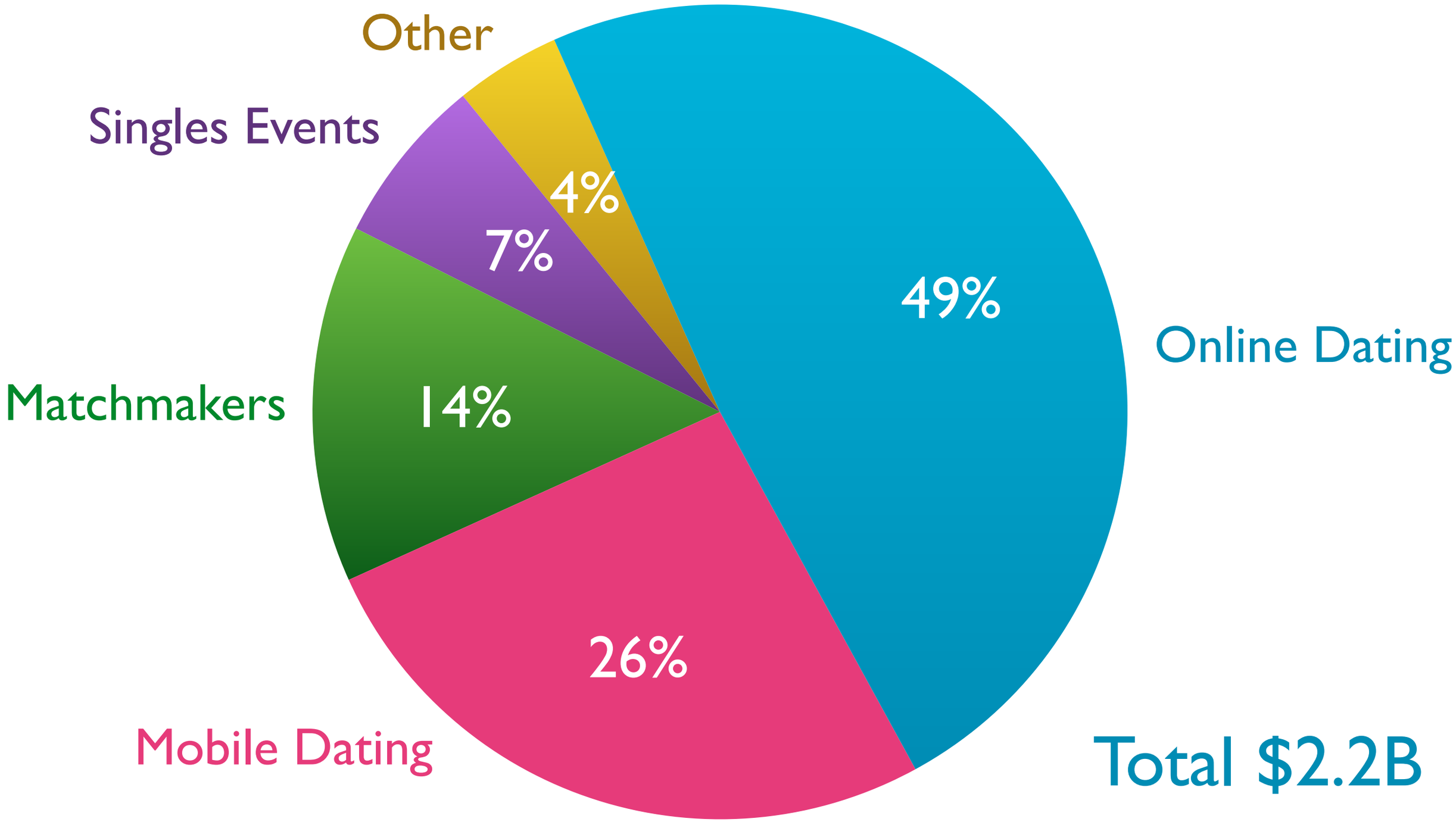


THANK YOU

Mark Brooks

mark@courtlandbrooks.com

US Mobile Dating Revenue Segmentation



Total $2.2B

IBIS World 2014

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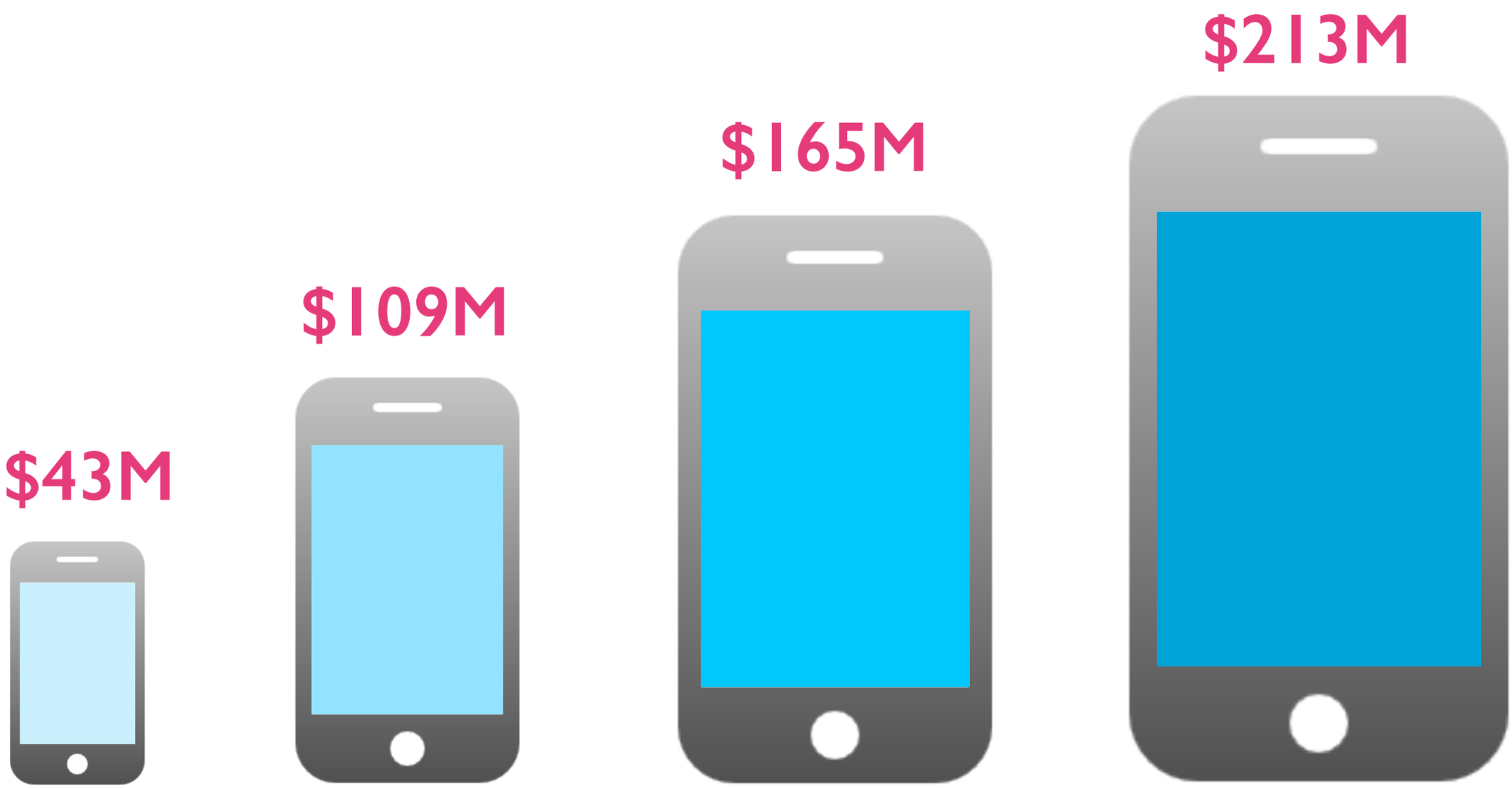
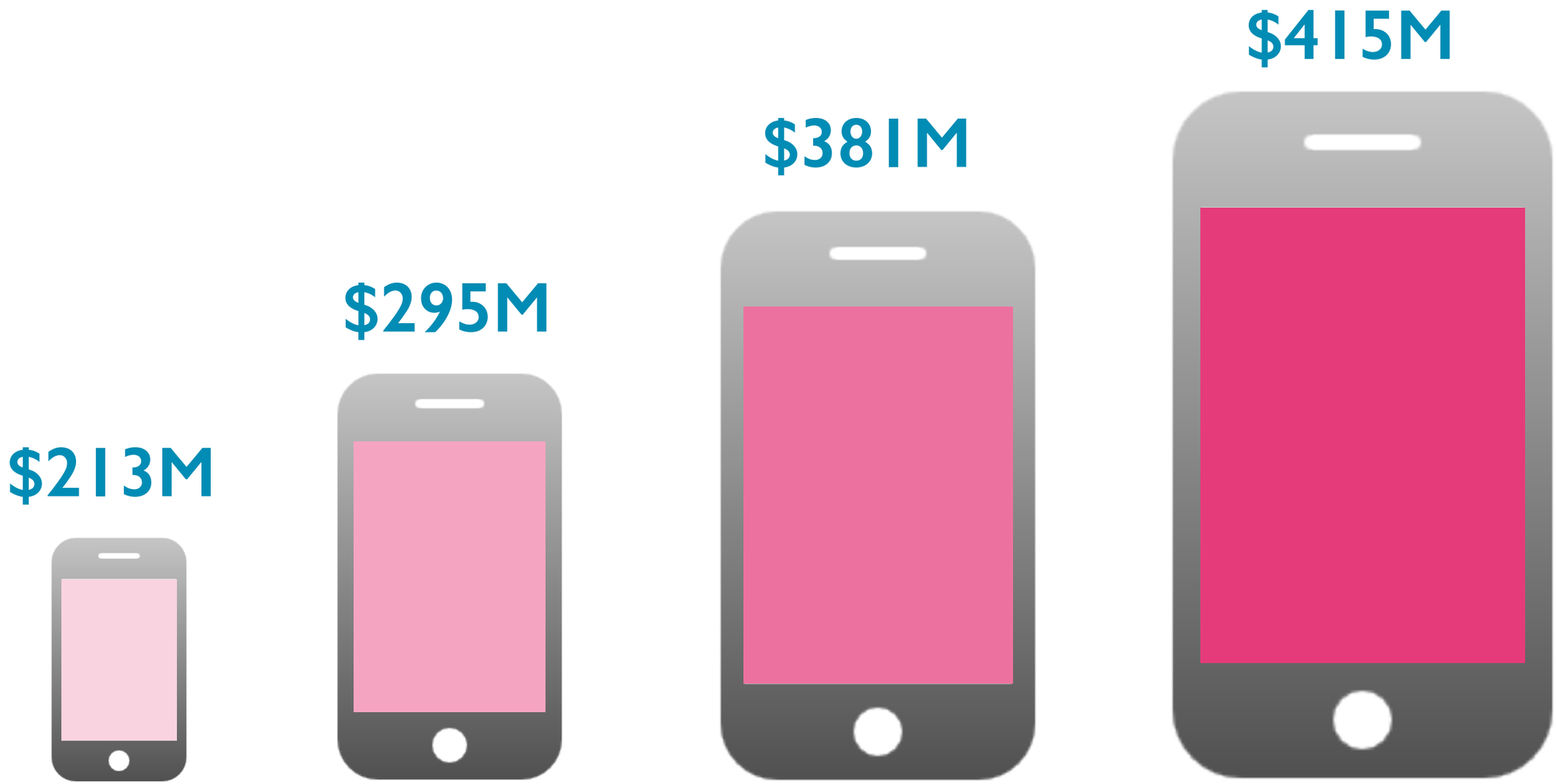
US Mobile Dating Revenue



US Mobile Dating Revenue Forecast



IBIS World 2012

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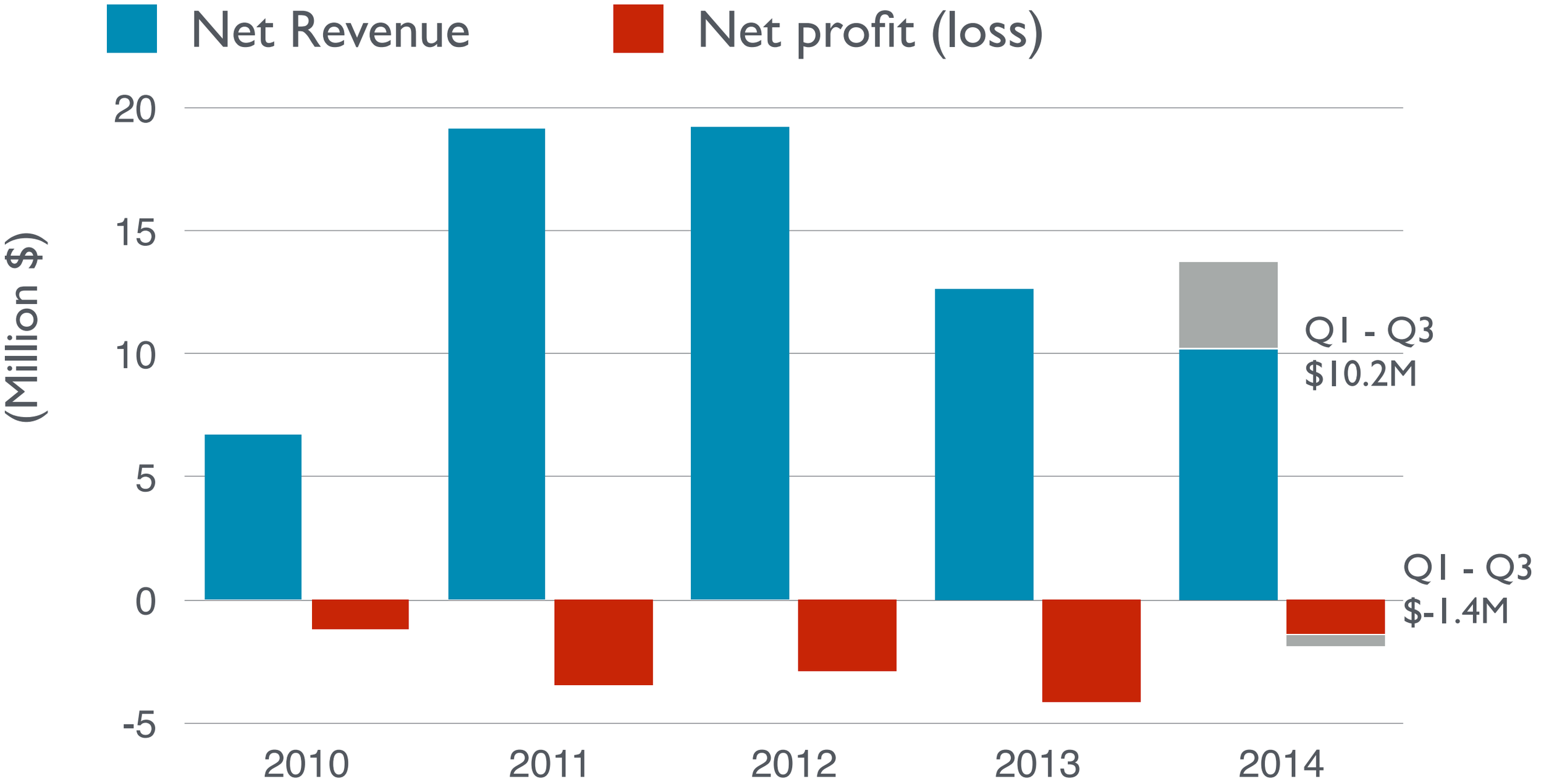

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