

Asian Online Dating Market

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Courtland Brooks

"We Help iDating Businesses Grow"



Strategy
Marketing & Media Relations
Business Development

mark@courtlandbrooks.com

AnastasiaDate Cupid Dating Factory
Friendster FriendFinder Friend.ly
Meetme PlentyofFish
SayHi SuccessfulMatch

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ONLINE PERSONALS WATCH

Illuminating the top news and ideas since 2004

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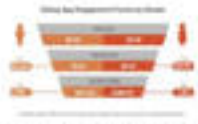
Study: Women Spend More On Dating Apps Than Men



SFWEEKLY – May 13 – A new study by the app marketing platform Liftoff found that men install dating apps more frequently than women do, but women are more likely to use all features. 52% of men will create an account upon learning about a new dating app, compared to 40.70% of women. 6% more women will pay for premium services within the app than men. "Men have a strong interest in browsing but women have a stronger interest in finding a companion," said Dennis Mink, Liftoff's VP of Marketing.

by Jessica Nannine
See full article at SFWeekly

Summarized by Courtland Brooks

May 15, 2015 | Permalink | Comments (0)

Baihe CEO To Speak At iDate In Beijing

WEBWIRE – May 12 – Jason Tian, CEO of Baihe, will be interviewed by Mark Brooks at the next iDate (Internet Dating Conference) that is taking place in May 28 – 29th, 2015 in Beijing. Baihe.com is one of the leading matchmaking service provider in China. Baihe has ~80M registered users and is operating ~130 matchmaking centers in ~80 cities.

See full article at Webwire

See all posts on Baihe

Summarized by Courtland Brooks

May 15, 2015 | Permalink | Comments (0)

The Indian Matchmakers Targeting Divorcees



BBC – May 12 – India still has one of the lowest divorce rates in the world, but marriage breakdowns are becoming more common. This has led to a huge rise in the number of matrimonial services targeting divorcees. ~13 marriages in every 1,000 end in divorce – in the US, it is ~500 in every 1,000. Bharat Matrimony runs a separate site for divorcees – Divorcee Matrimony – which records about 70% annual registration of divorcees.

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What is Courtland Brooks

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iovation
Jack'd*
POF
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TRUE

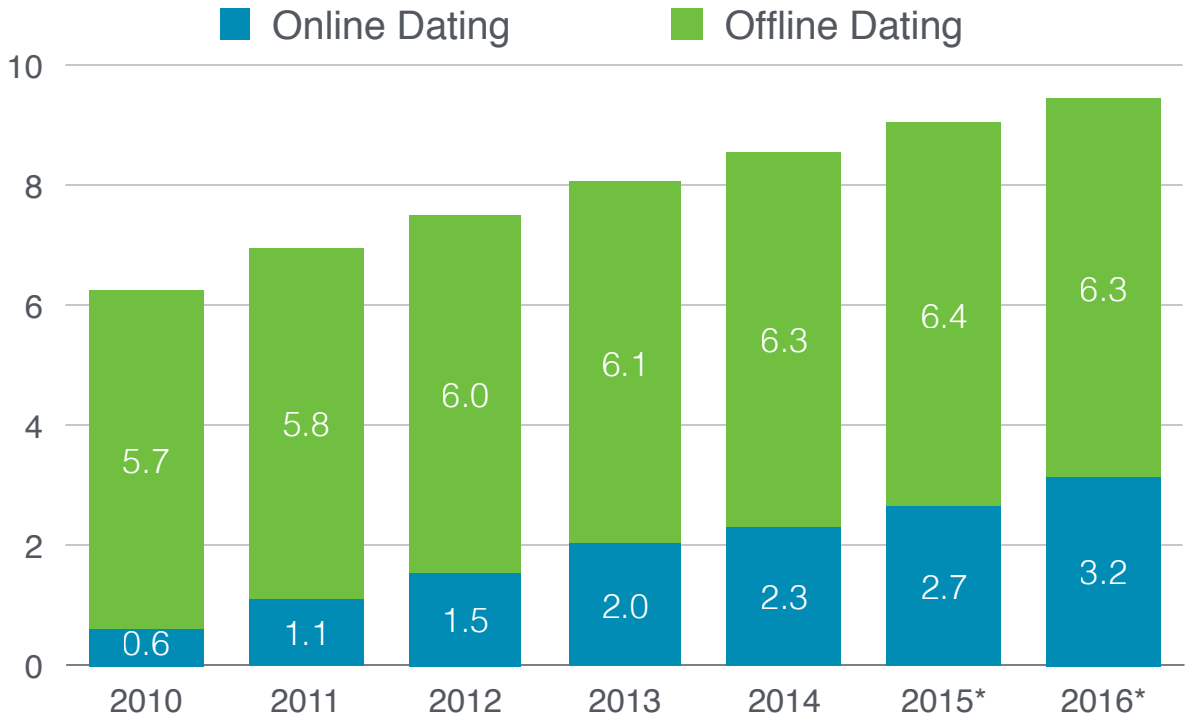
*current client

1. The Numbers

2. Votes of Confidence

3. A Few Crazy Ideas

China's Dating Market Volume (in billion yuan)



Statista, 2015

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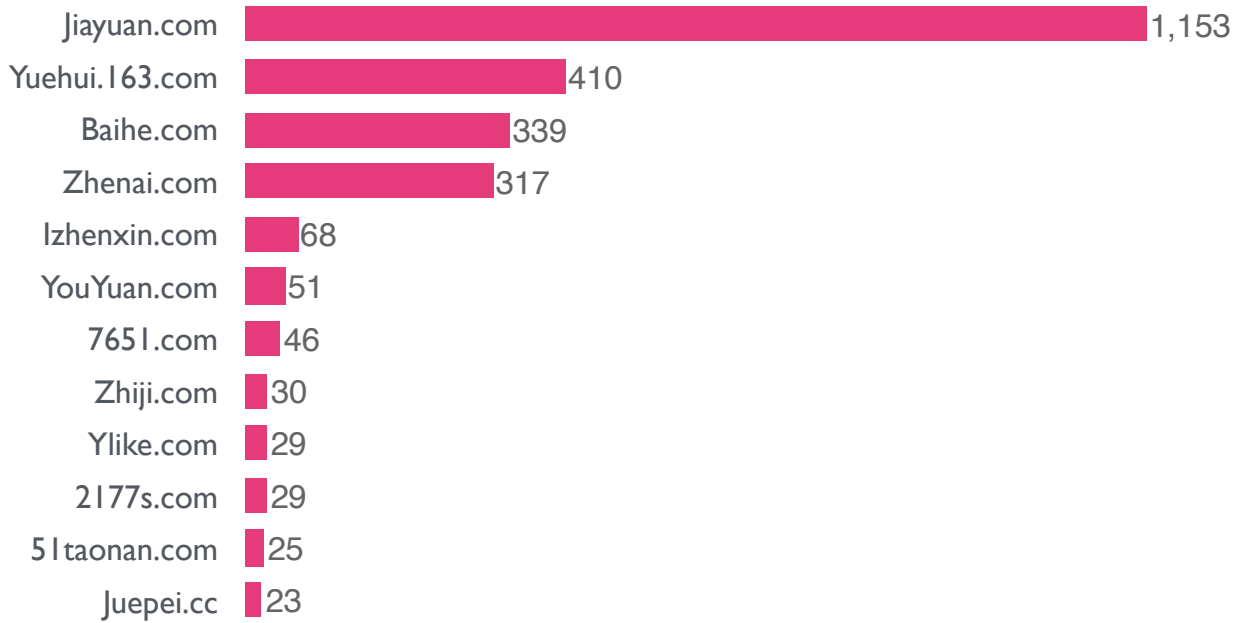
Top Chinese Dating Sites

Total Daily Unique Visitors (000)



iResearch, May 2015

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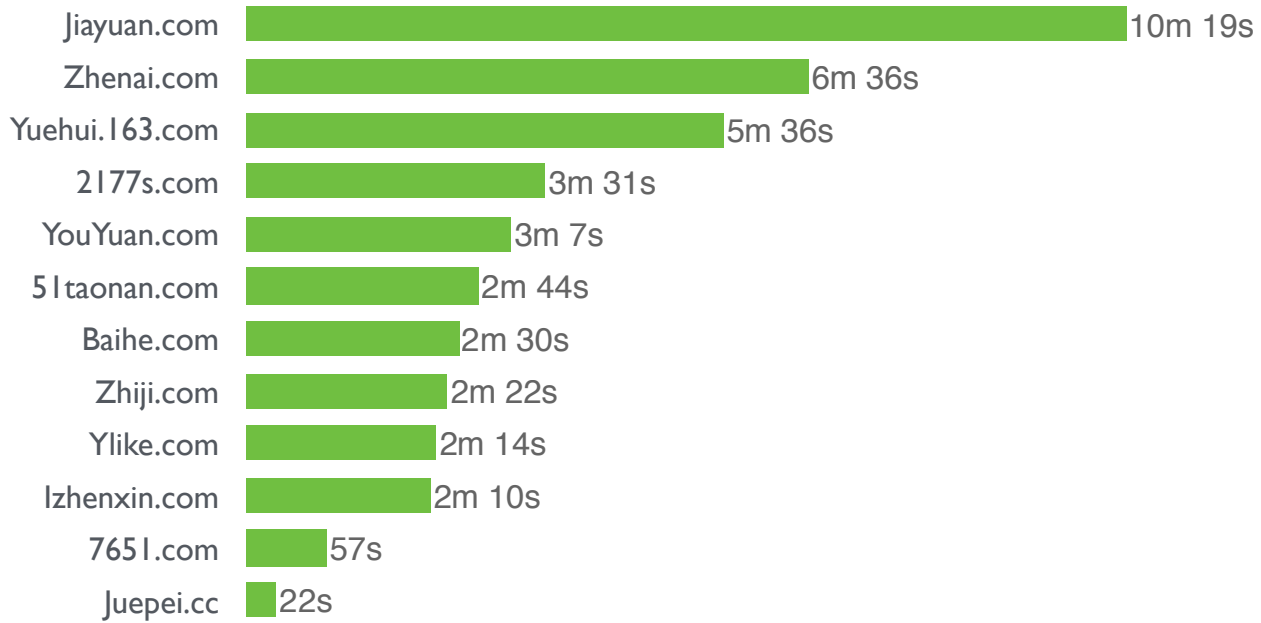
Top Chinese Dating Sites

Minutes Per User A Day



iResearch, May 2015

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Top Dating Sites In India



1	Shaadi.com
2	Jeevansathi.com
3	Telugumatrimony.com
4	Tamilmatrimony.com
5	Keralamatrimony.com
6	Bharatmatrimony.com
7	Simplymarry.com
8	Hindimatrimony.com
9	Bengalimatrimony.com
10	Marathimatrimony.com

Mobile

China Has 557M Mobile Internet Users

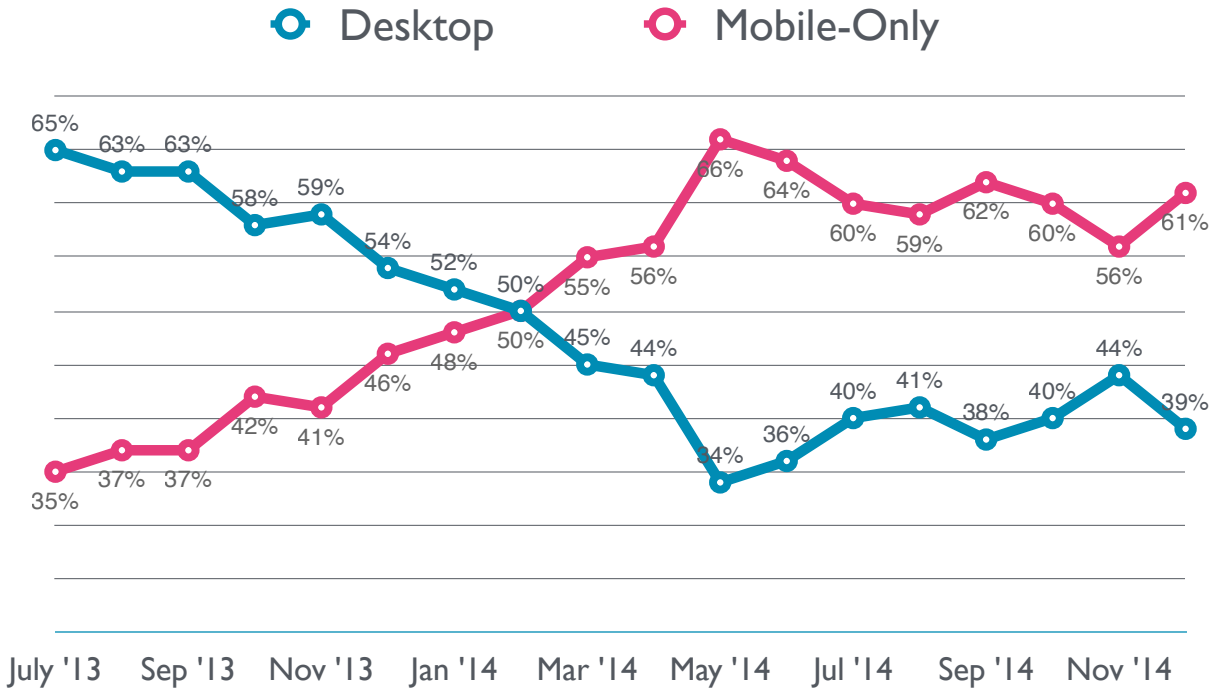


*"The shift to **mobile** has happened **faster** than we expected."*



Greg Blatt
Chairman of The Match Group

USA % Dating Visitors By Access Method



comScore, Jan '15

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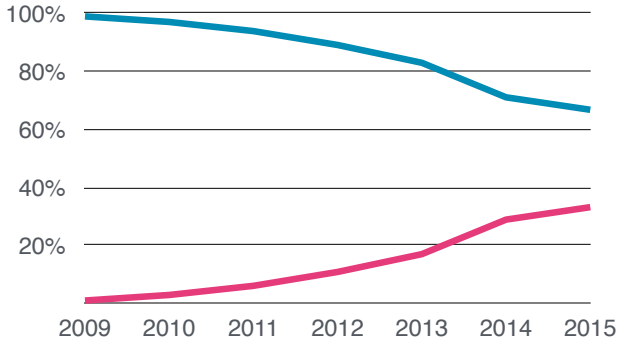
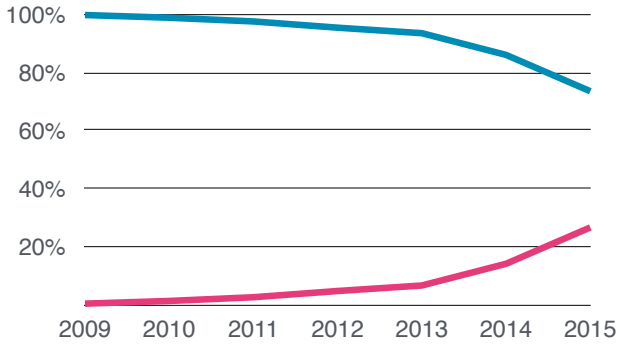
Mobile vs Desktop Traffic

Desktop Mobile

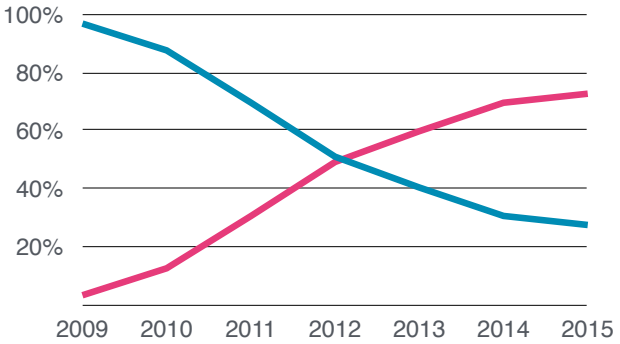
Worldwide



China



India



StatCounter, May 2015

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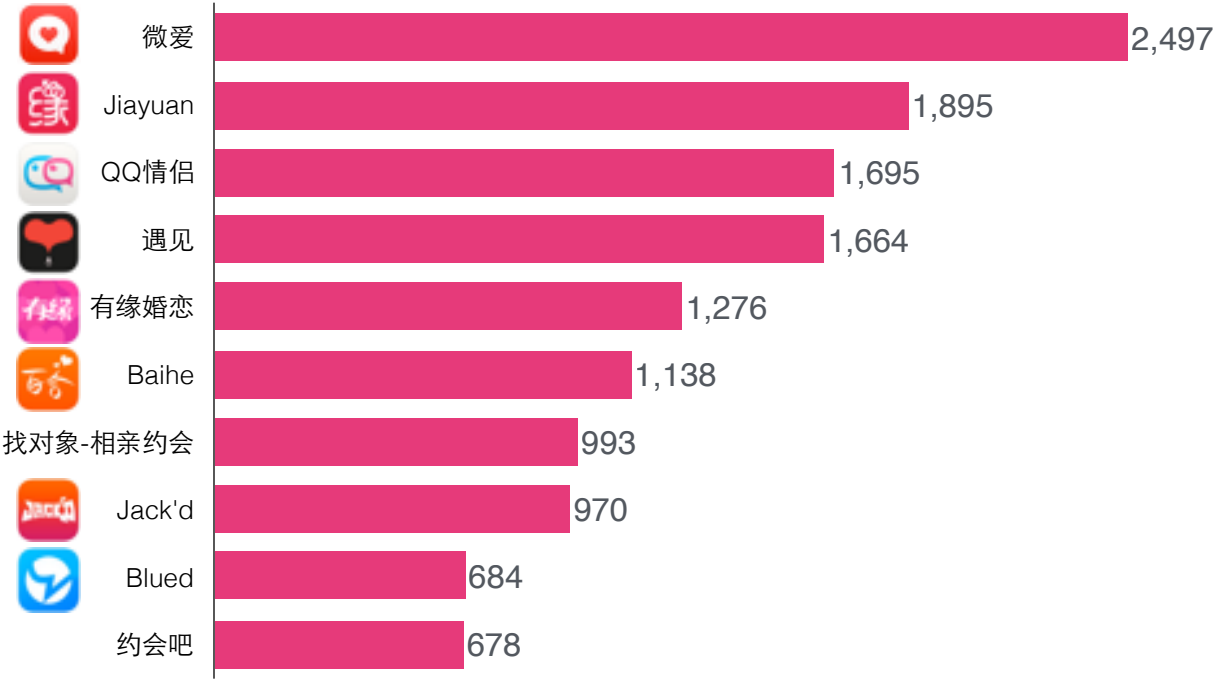
Top Chinese Dating Apps

Monthly Unique Visitors (000)



iResearch, May 2015

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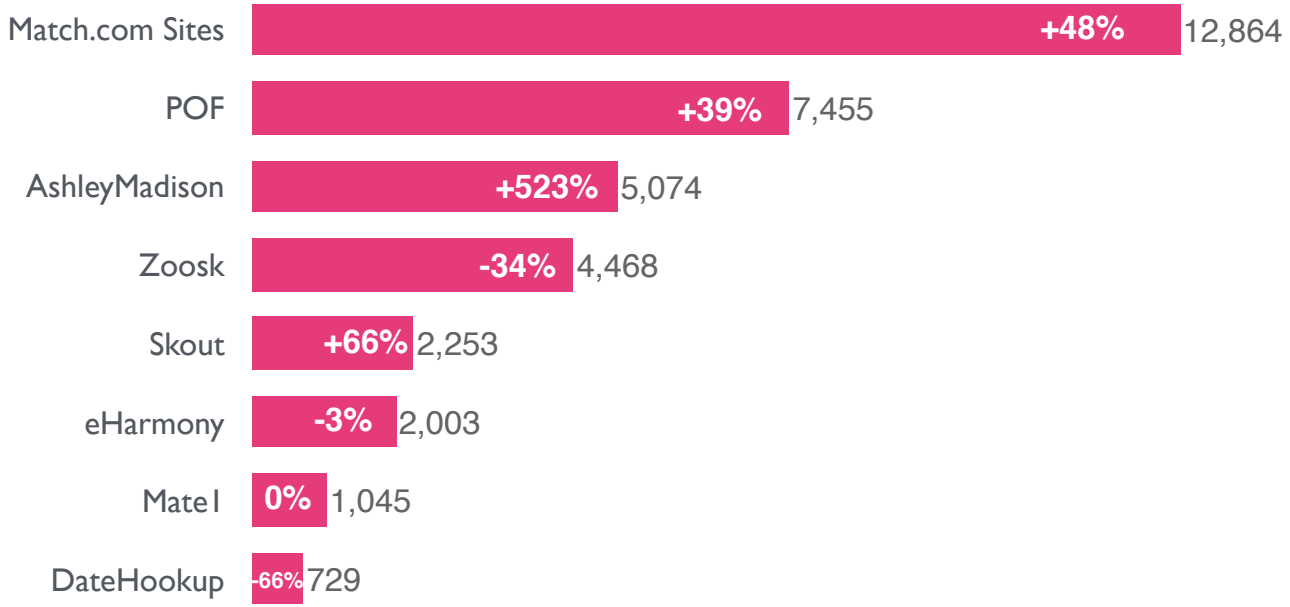
Top US Dating Sites

Total US Monthly Unique Visitors (000) - desktop + mobile



comScore, Dec '14

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match.com

okcupid

eHarmony



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tinder™



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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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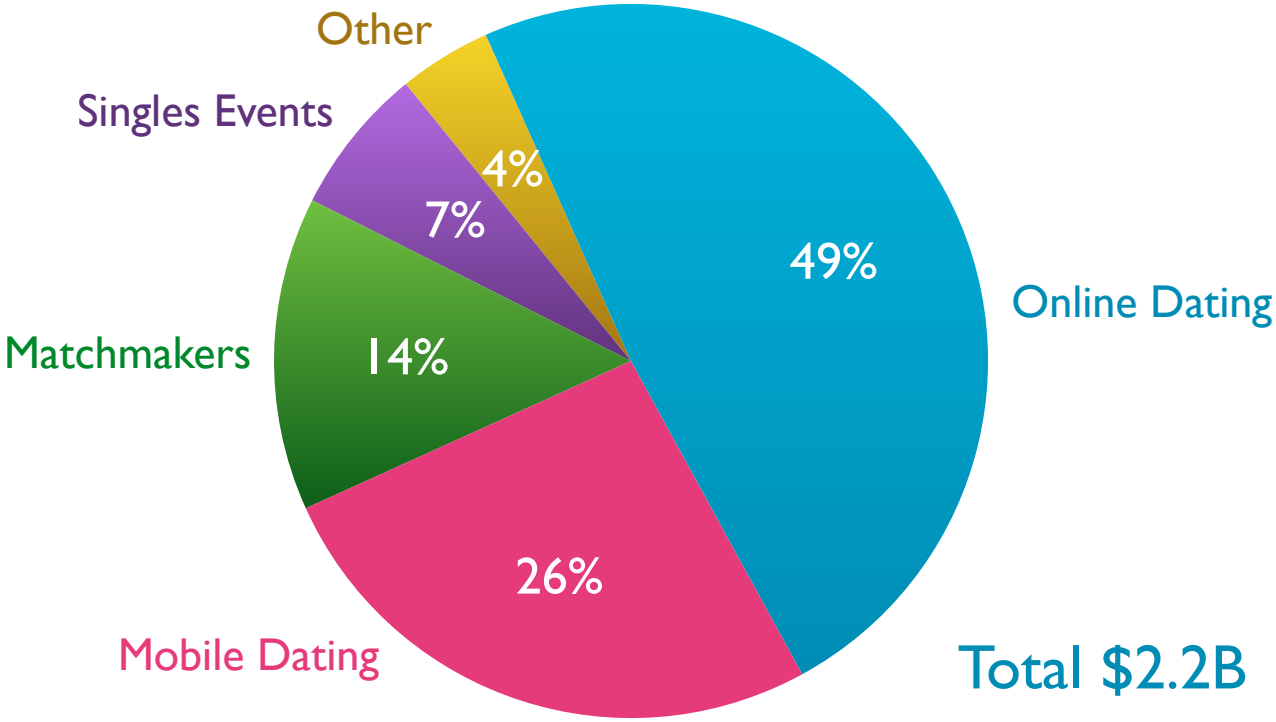
US Mobile Dating Revenue Segmentation



IBIS World 2014

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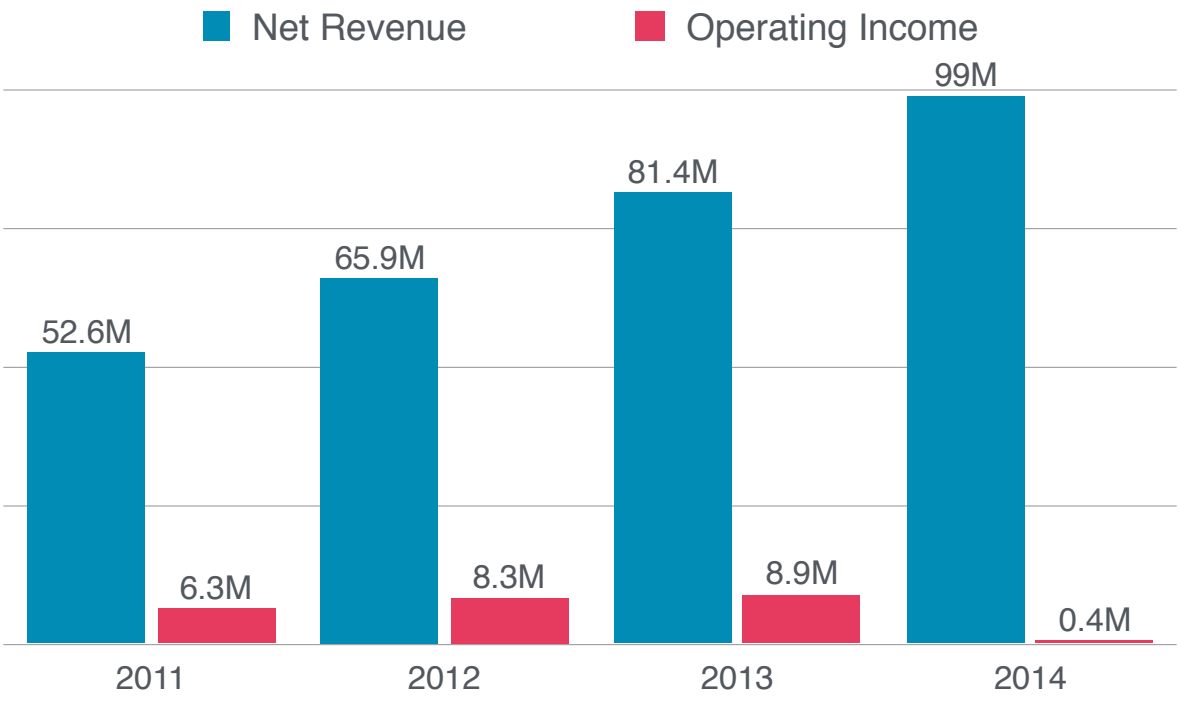
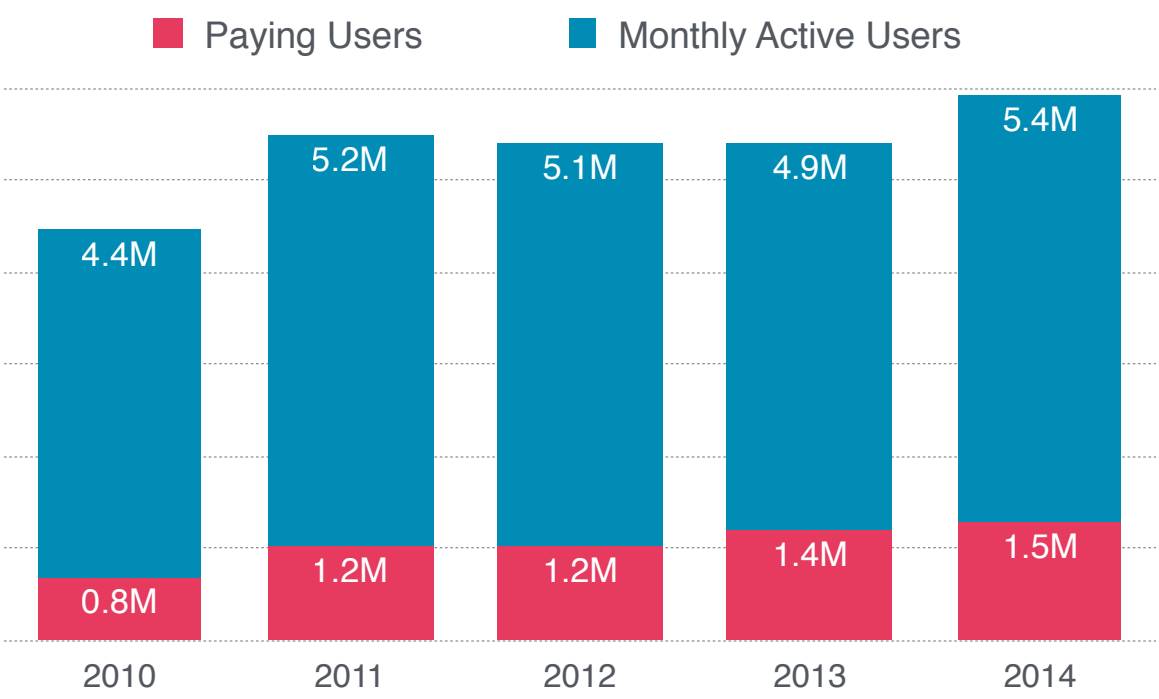
Public Companies

Jiayuan Revenue ($Million)



Jiayuan User Base (in Million)



Jiayuan Received Proposal Of "Going Private"



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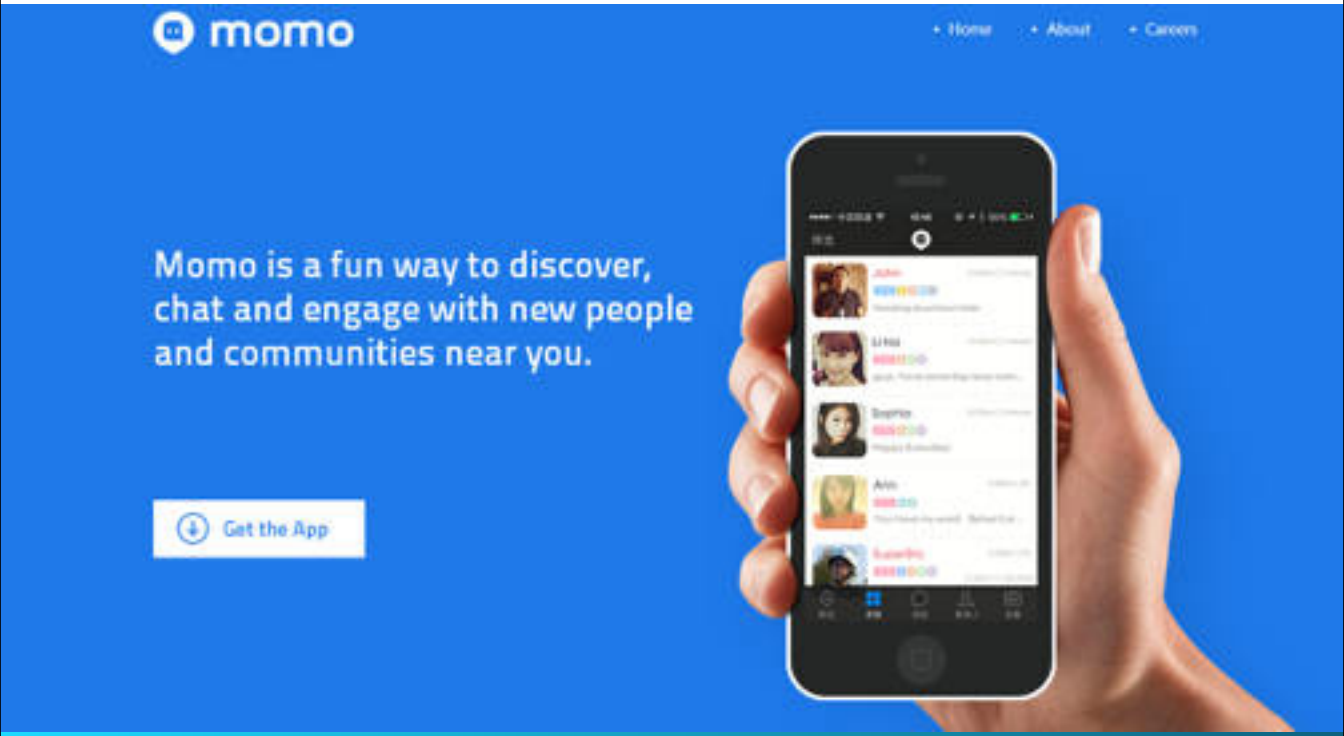
5D 1M 3M 6M YTD 1Y 2Y 5Y All From May 4, 2013 To May 4, 2015
DATE
10
8
6
4
Price
Jul '13
Oct '13
Jan '14
Apr '14
Jul '14
Oct '14
Jan '15
Apr '15


Jiayuan.com International stock price
S&P 500 index
5D 1M 3M 6M YTD 1Y 2Y 5Y All
From May 4, 2013
To May 4, 2015
+50%
0%
-50%
Jul 01, '13
Oct 01, '13
Jan 01, '14
Apr 01, '14
Jul 01, '14
Oct 01, '14
Jan 01, '15
Apr 01, '15

Momo Went Public



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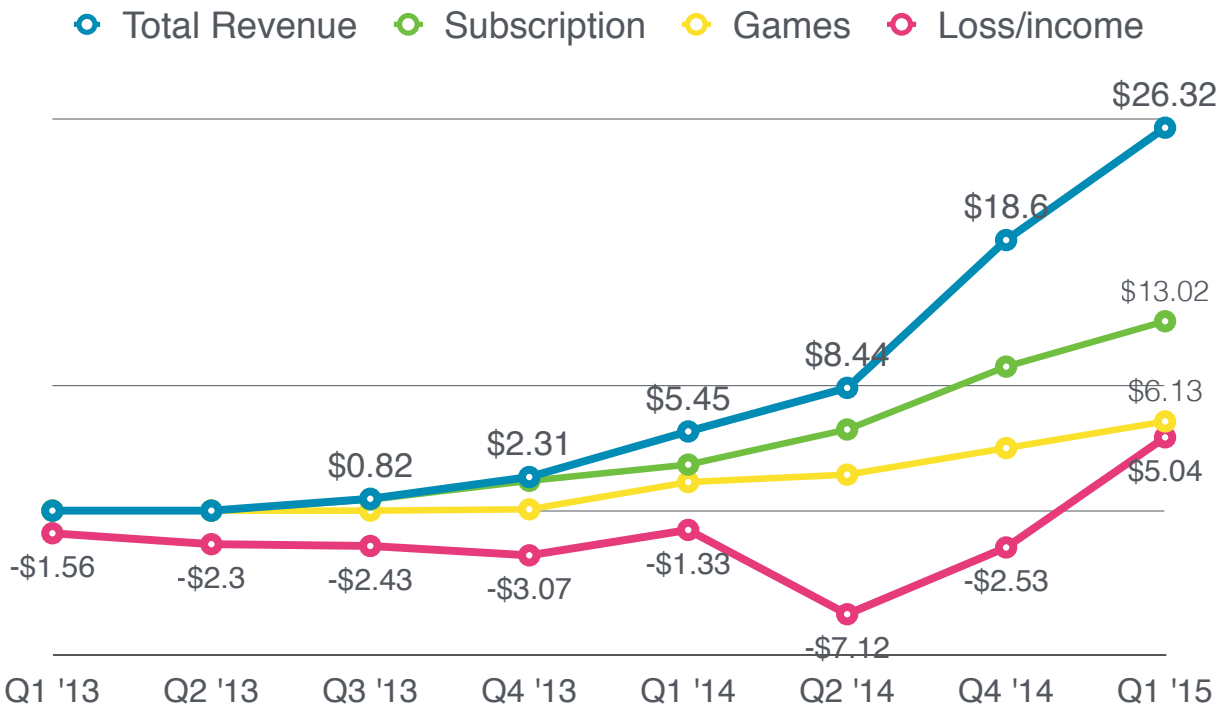
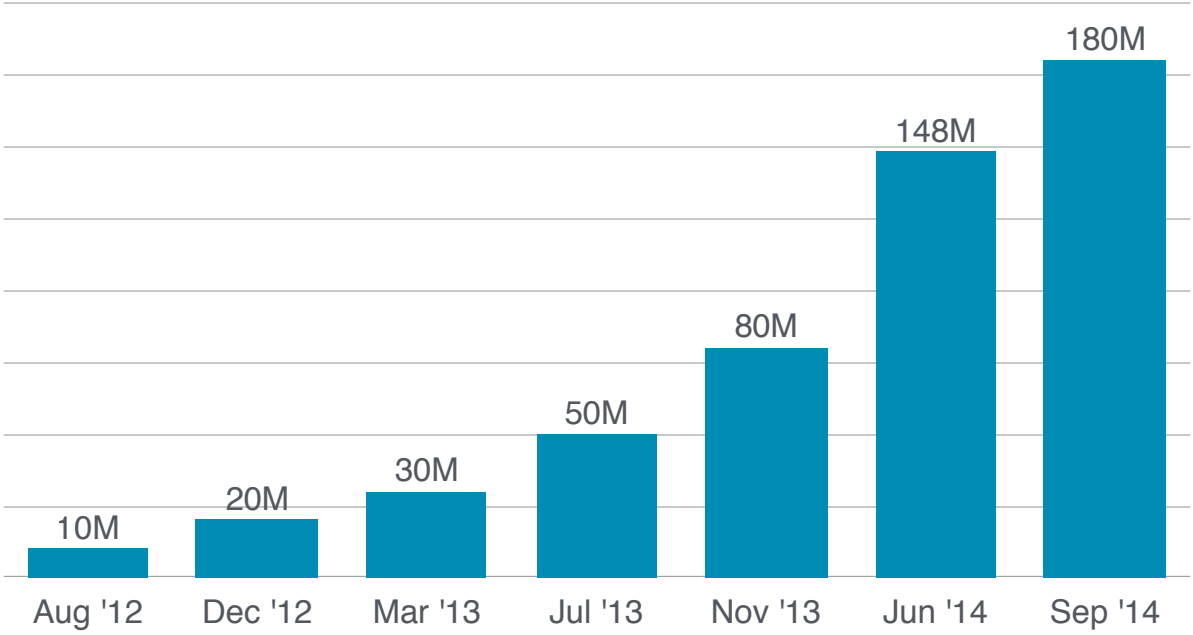
Momo Revenue ($Million)



Momo Registered User Base



Statista, 2014

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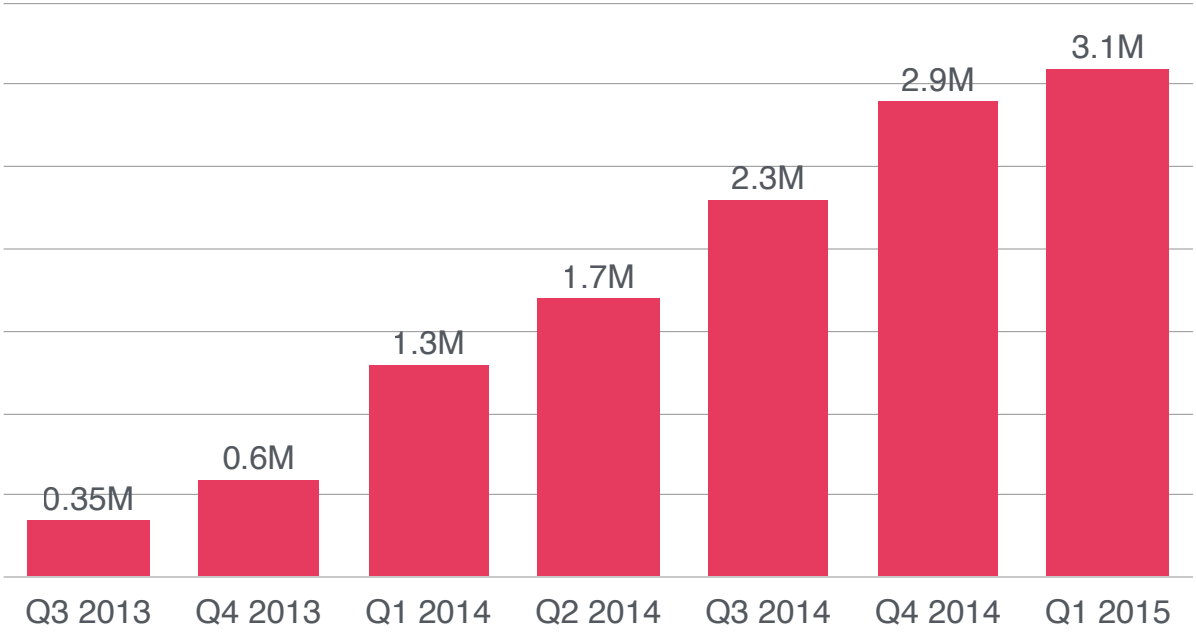
Momo Paying Members



Funding

Baihe Raises $242M



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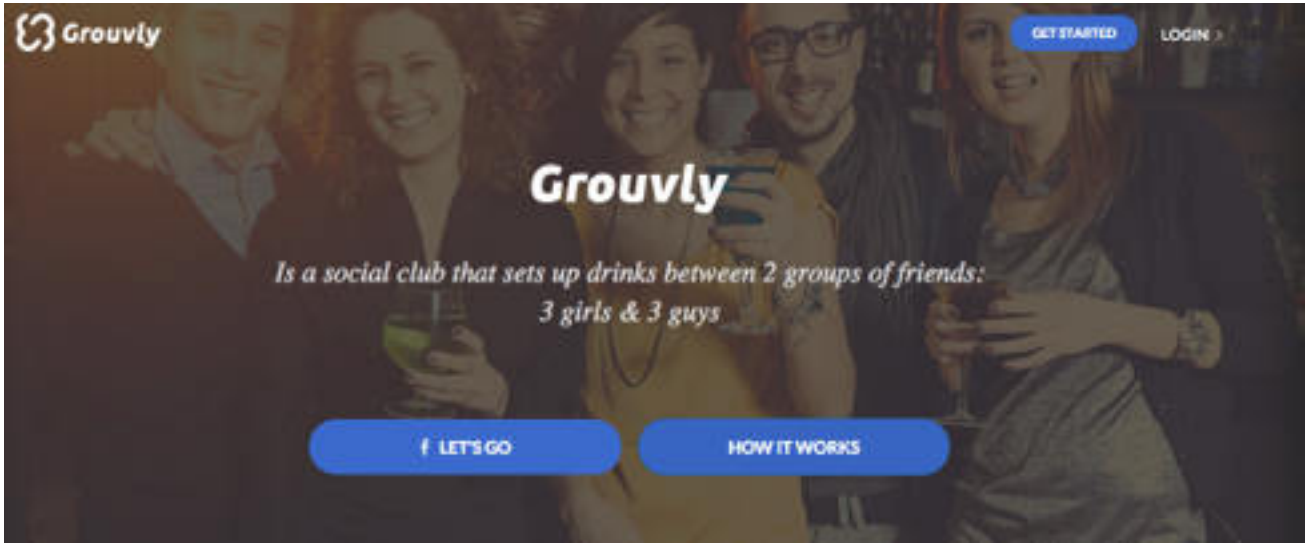
Chinese Gay App Blued Raised $30M



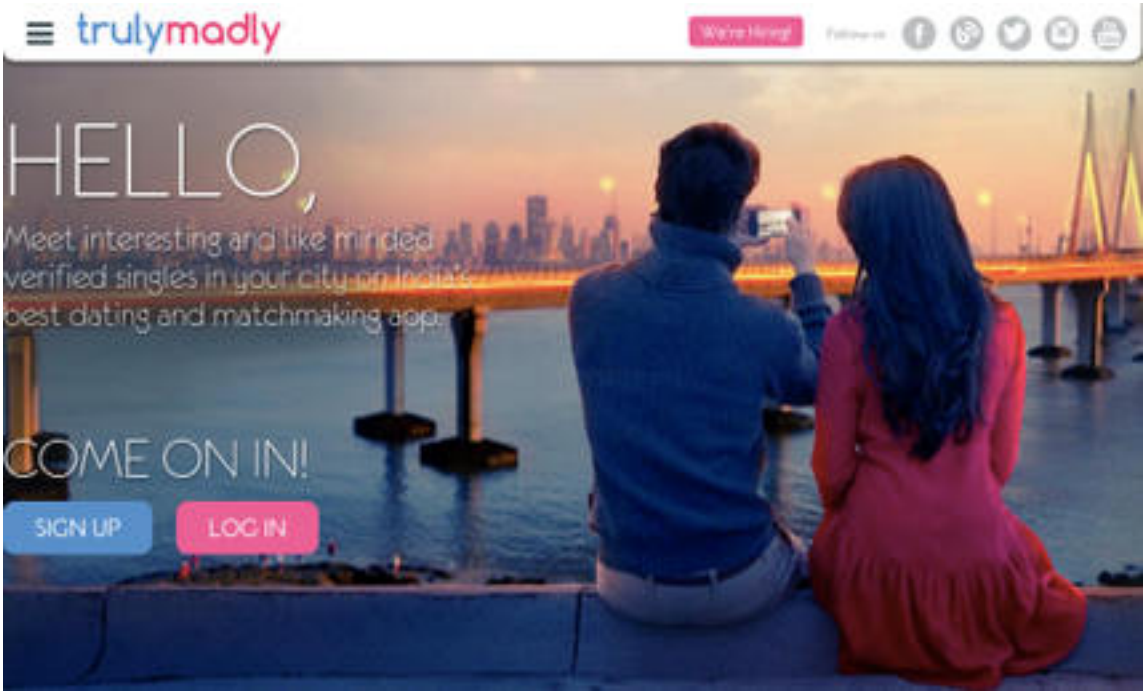
Tantan, Chinese Tinder Close, Raises $5M



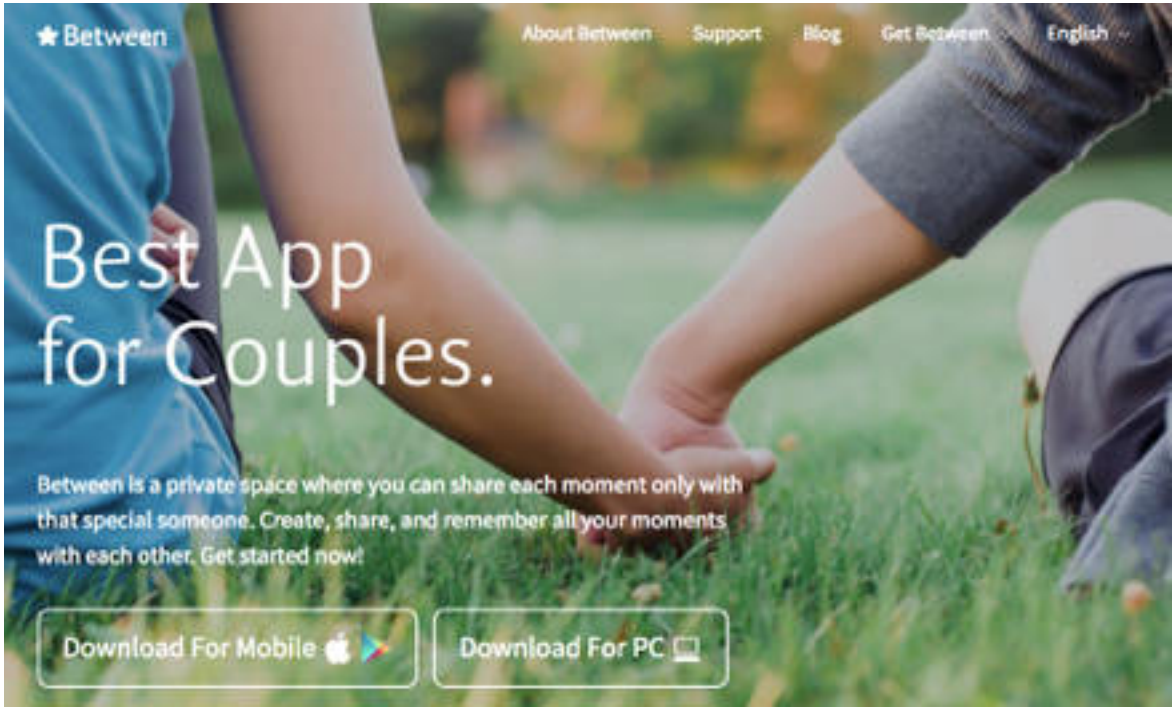
Group Dating App Grouvly Raised $200K



TrulyMadly Raises $5.6M



Between Pairs Up With Japanese Mobile Giant DeNA



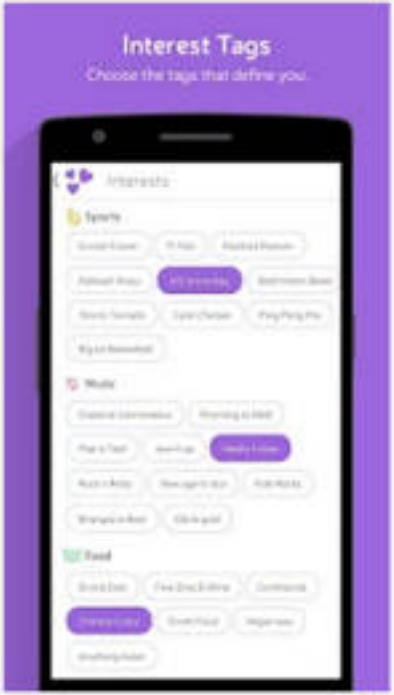
Acquisitions

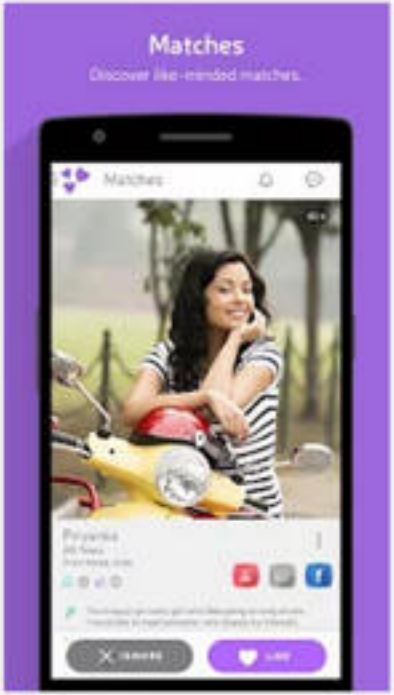
Shaadi Takes 25% In Thrill For $1M



Matrimony.com Buys Dating App Matchify







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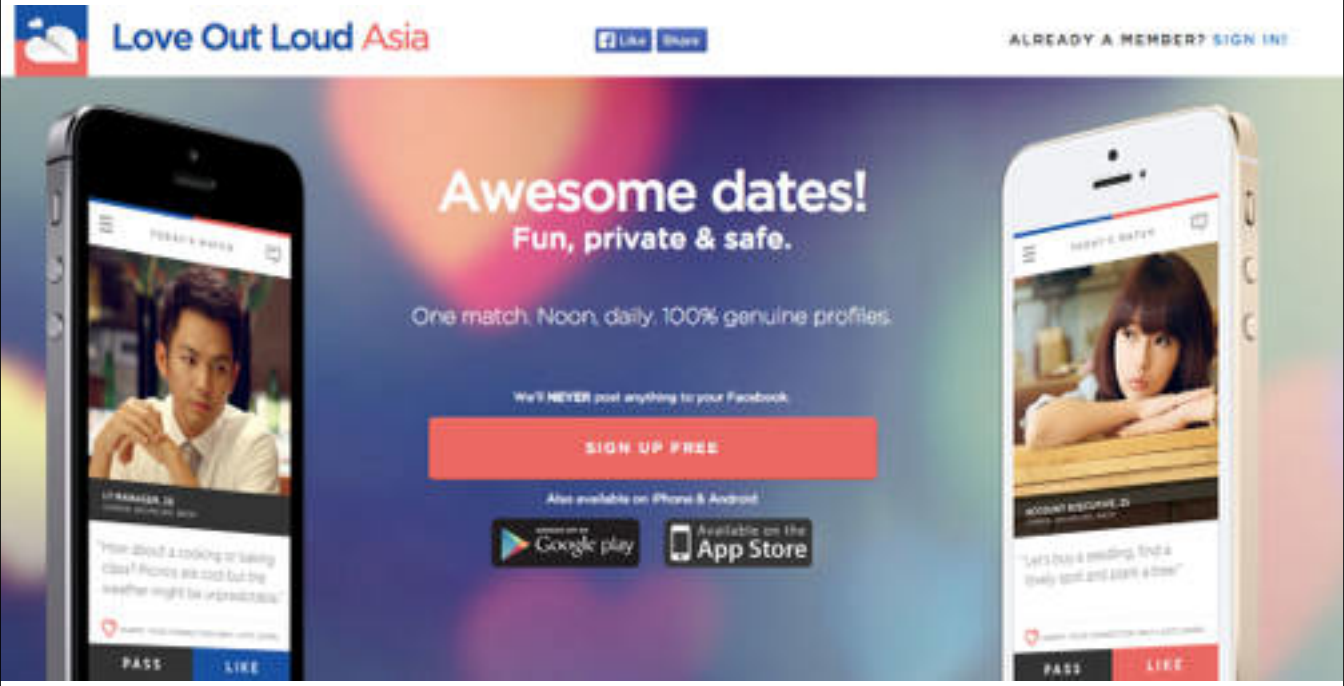
Lunch Actually Buys LOLA Dating App



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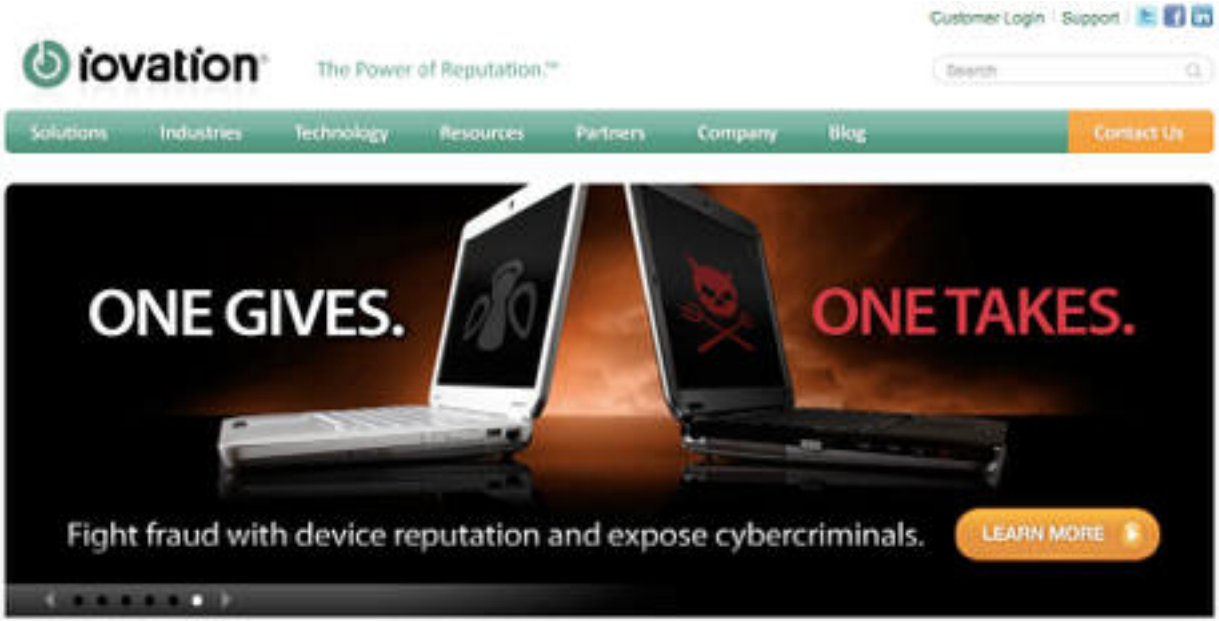
Market Realities

Short-sighted companies
will die more quickly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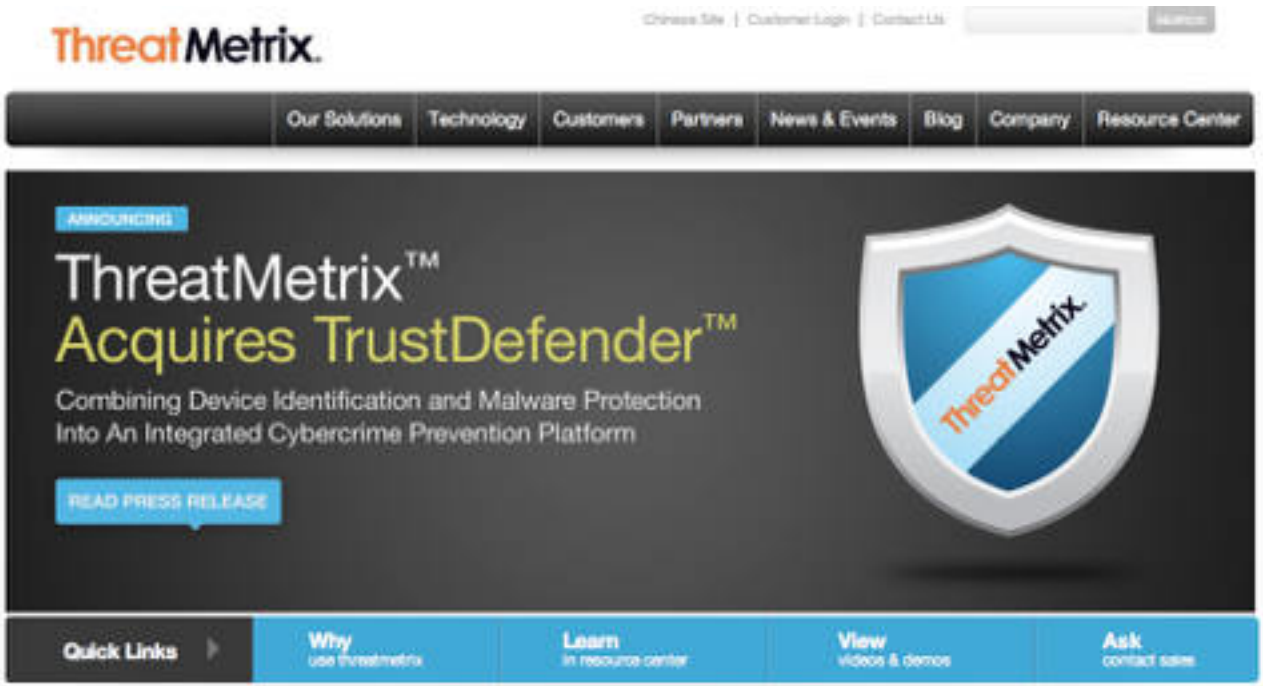
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In the physical world, the bad guys wear masks. Online, people with bad intentions hide behind fraudulent accounts creating opportunities for spam, fraud and abuse. BeehiveID protects online communites by identifying these fraudulent accounts and helping websites ensure their online accounts are backed by real people.

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Chinese Internet Regulators Shut Down 128 Dating Sites



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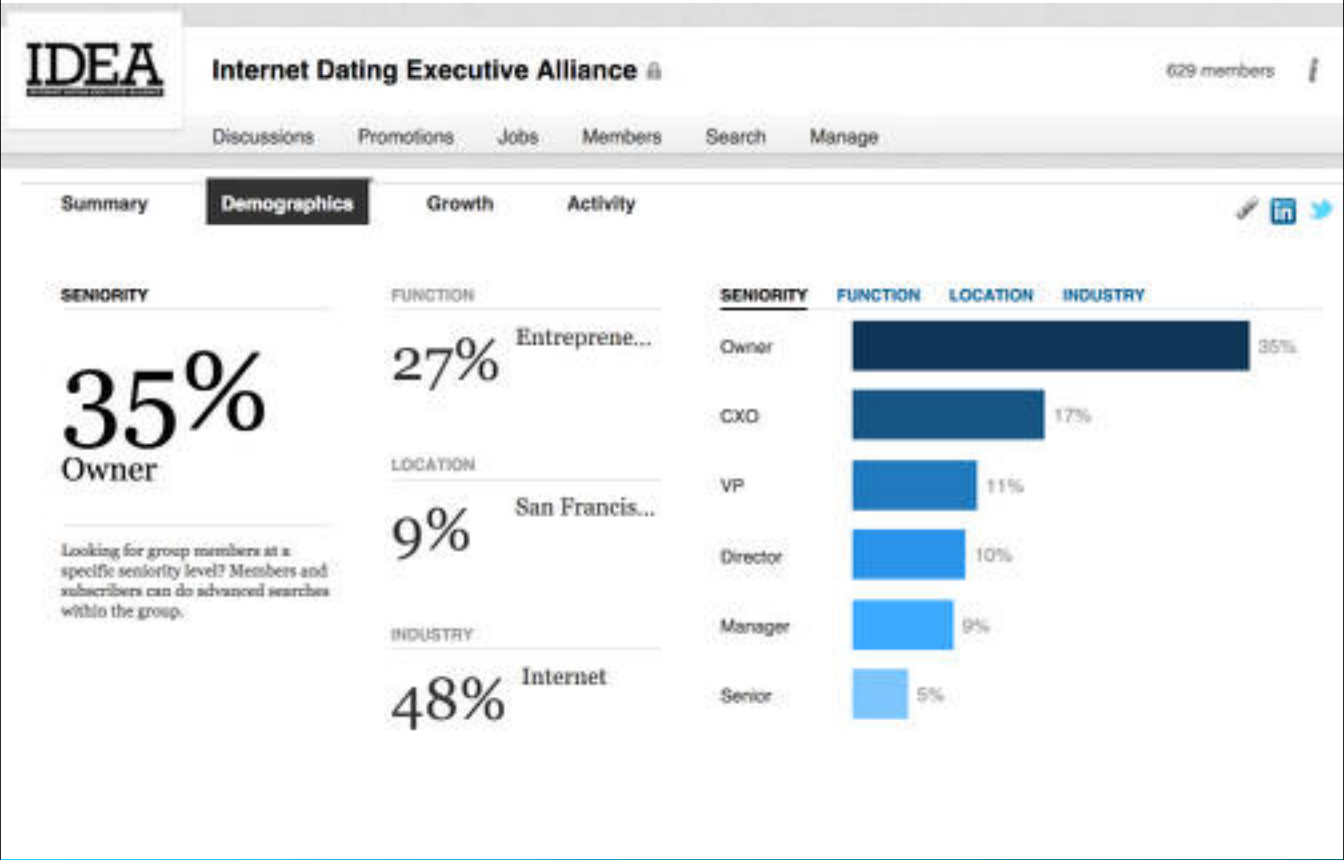
It will become easier to ‘build’ a dating service… but far tougher to make it successful



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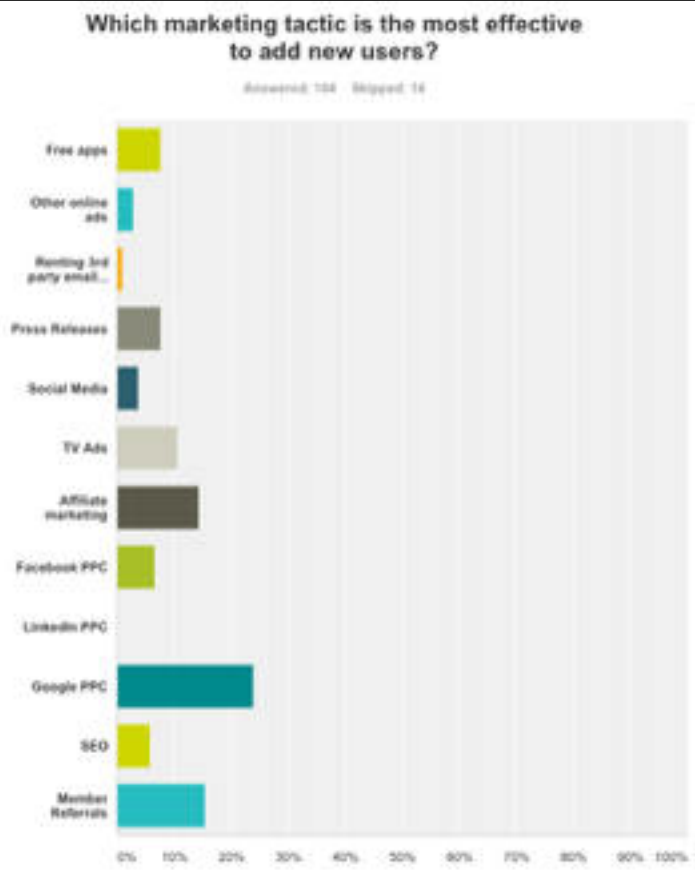
IDEA Survey

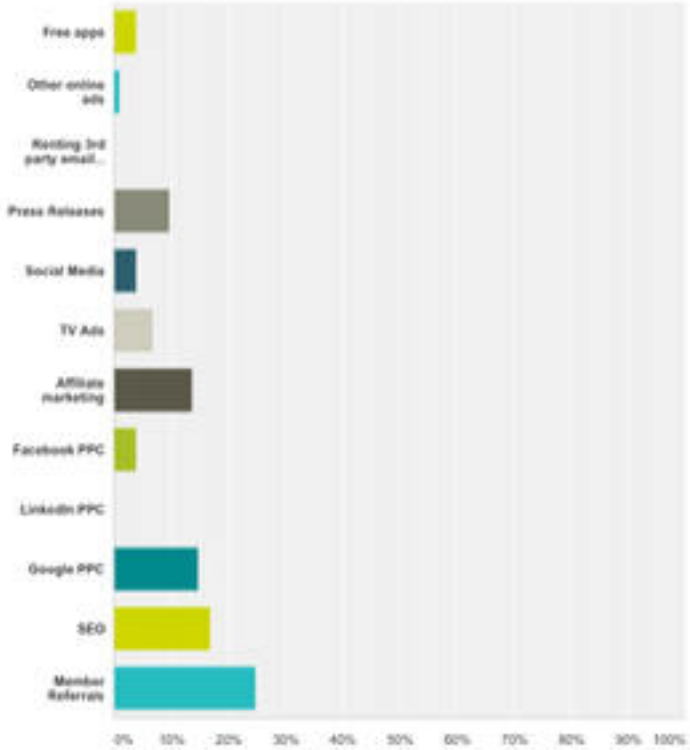
118 Respondents

60% Owner/CEO

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


Which marketing tactic is the most effective to add new users?
Answered: 104 Skipped: 14
Free apps
Other online ads
Renting 3rd party email...
Press Releases
Social Media
TV Ads
Affiliate marketing
Facebook PPC
LinkedIn PPC
Google PPC
SEO
Member Referrals
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

Which marketing tactic brings the most profitable users?



You're also in the health industry!

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

Match.com & American Heart Association
Survey - September 2014



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



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We're leaving a LOT
of money on the table!

Crazy Ideas

Make it easy to quit

Make communications a retention tool

…and add a backburner membership option

Strategic Competitive Advantage

Identify your matchmaking philosophy, but be prepared to defend it in the court of public opinion

Recommendation engines will become your greatest retention tool and differentiator

Think about couples.
Couples apps will help us ‘complete the broken iDating retention loop’

1. Invest in behavioral matchmaking

2. Consider your data sources


LSE
Executive MSc
Behavioural Science

SEARCH
Search
SUBSCRIBE
Daily News Summary
enter your email address
Subscribe
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)

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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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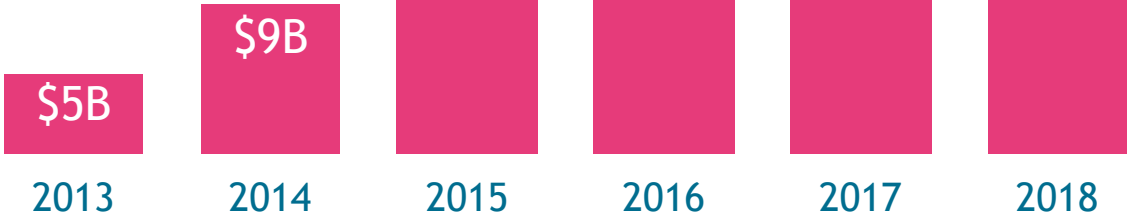
Global Wearable Computing Market Growth





BCC Research

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March
New visit from Harry


Swipe up to Wink!
Swipe down to Fave

1. The Numbers

2. Votes of Confidence

3. A Few Crazy Ideas

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Friendster FriendFinder Friend.ly
Meetme PlentyofFish
SayHi SuccessfulMatch

1. POF - $2m - $100m+
2. Global Personals - $0-$100m+
3. Friend.ly - Facebook Acquisition
4. Dating Factory - $2 - $20m+
5. Instinct Marketing - $7m - $20m+

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Social Responsibility



THANK YOU

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