Courtland Brooks

"We Help iDating Businesses Grow"

Industry Review
iDate London 2015

403 posts categorized "All UK & Europe"

Danish Dating App Teazr Is Expanding To The US

ONLINE POST – Sep 24 – **Teazr** has received 1.5M kroner ($225K) to market the app in the US, which has been the goal of the three founders – Daniel Delouya, Umar Akram and Simon Degn – from the start. Teazr is similar to Tinder but users must take and send a selfie when they get a match before they can chat together. Teazr launched on the Danish market in June this year, and so far ~15K users have downloaded the app.

by Lucie Rychla
See full article at Online Post

This post also appears on InternetDatingInvestments.

Summarized by Courtland Brooks

Sep 28, 2015 | Permalink | Comments (0)

Meetic Laid Off Most Of Its Staff In Spain



SABEMOSDIGITAL – Sep 22 – IAC has decided that they can manage the Spanish business from France, and laid off most of **Meetic**'s staff in Spain. This will also affect Portugal, Italy and the Netherlands, which will also be controlled from Paris, and the Nordic countries, which will be led from UK. Meetic laid off more than 10 people including the country manager Jose Ruano, and marketing director, Miguel Javier Mangas. The remaining staff (rumored to be just 3 people) moved into a smaller office.

by **Miguel Ángel Uriondo**
See full article at SabemosDigital

See all posts on Meetic

Summarized by Courtland Brooks

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STRATEGY/PR/BD

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What is OPW

What is Courtland Brooks

Full Disclosure:

Dating Factory
POF
White Label Dating

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"We Help iDating Businesses Grow"



PR
Strategy
Business Development

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

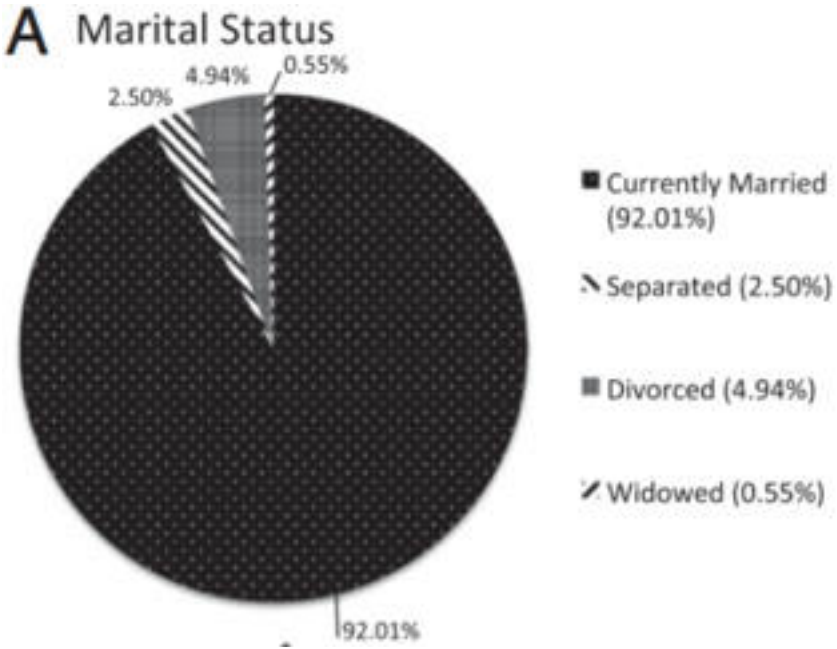
- [x] Scene Setting
- [x] Market Numbers
- [x] Mobile
- [x] Top News
- [x] Acquisitions
- [x] Interesting Launches
- [x] Interesting Startups
- [x] Our Two Greatest Challenges
- [x] Biases & Heuristics

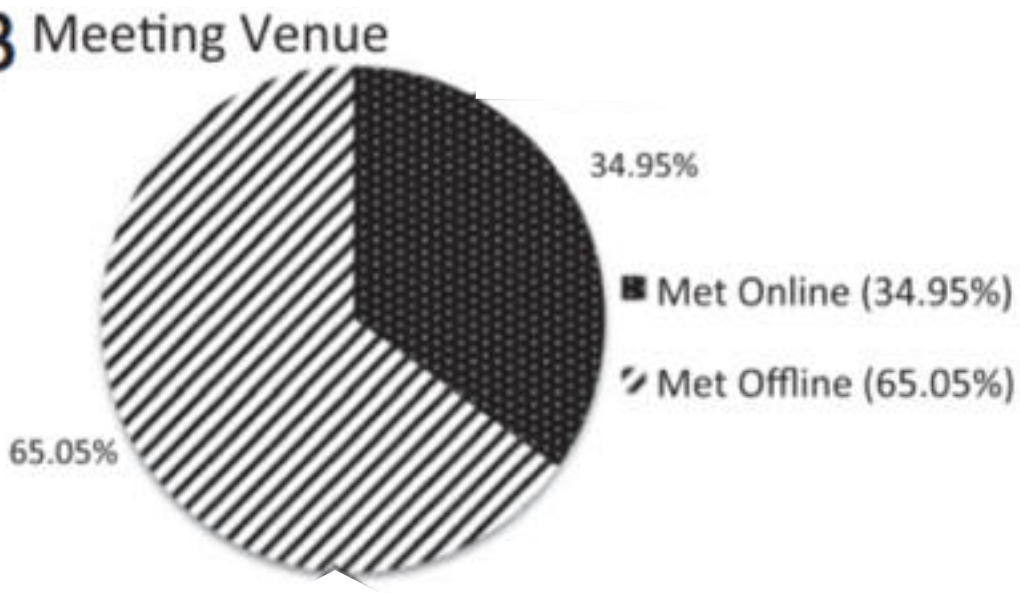
Scene Setting

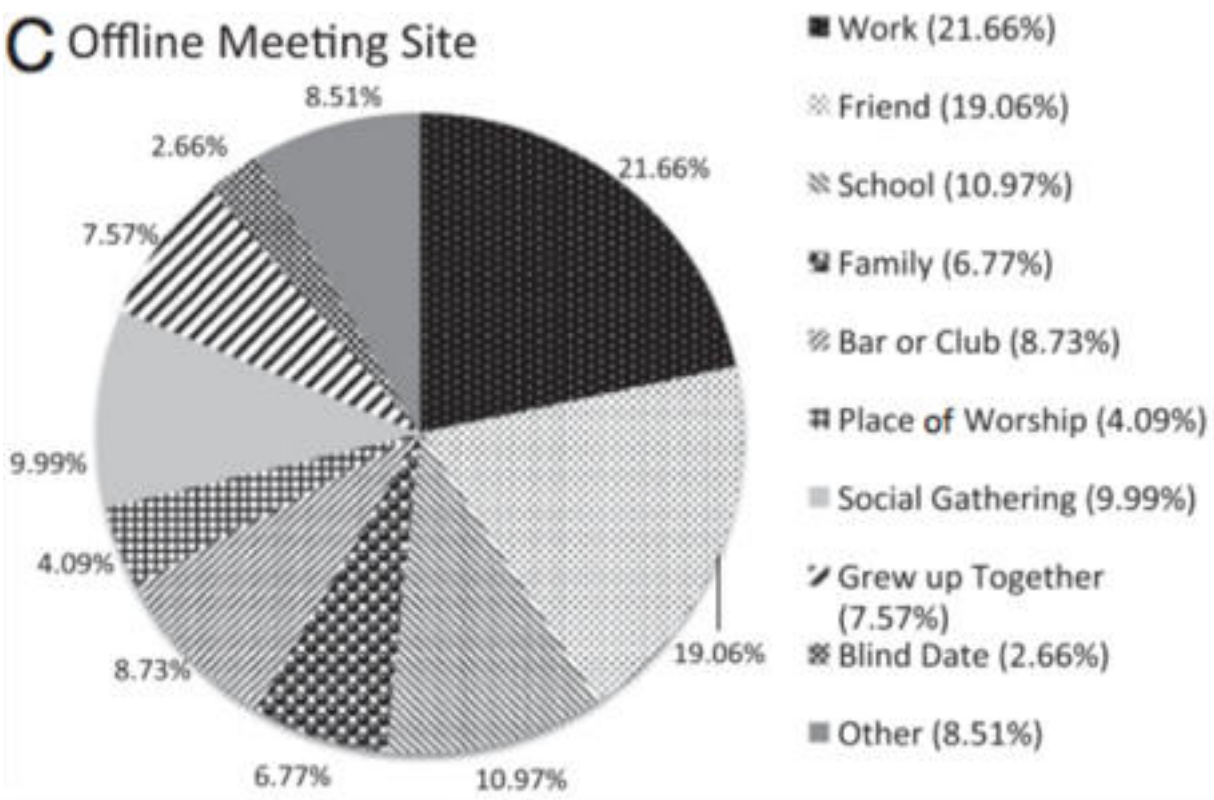
"Meeting online leads to happier, more enduring marriages."

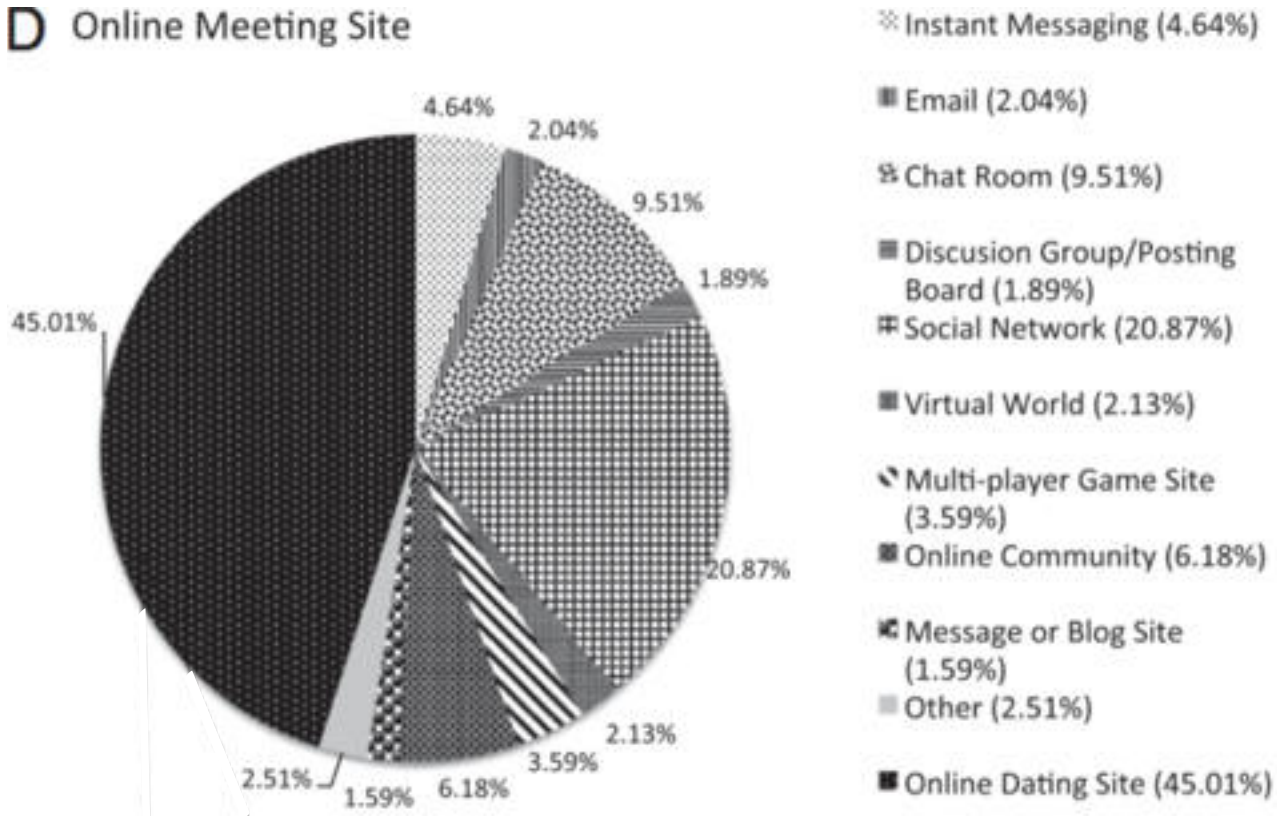


John Cacioppo,
Professor in Psychology at the University of Chicago

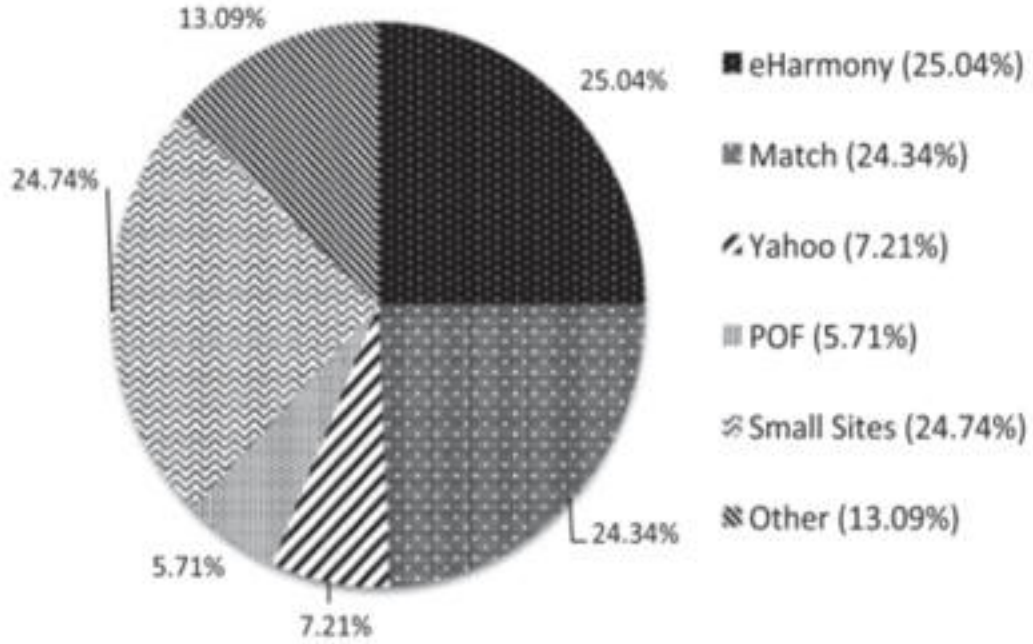

A Marital Status
4.94%
0.55%
2.50%
92.01%
Currently Married (92.01%)
Separated (2.50%)
Divorced (4.94%)
Widowed (0.55%)


B Meeting Venue
34.95%
65.05%
Met Online (34.95%)
Met Offline (65.05%)


C Offline Meeting Site
8.51%
2.66%
21.66%
7.57%
9.99%
4.09%
8.73%
19.06%
6.77%
10.97%
Work (21.66%)
Friend (19.06%)
School (10.97%)
Family (6.77%)
Bar or Club (8.73%)
Place of Worship (4.09%)
Social Gathering (9.99%)
Grew up Together (7.57%)
Blind Date (2.66%)
Other (8.51%)


D Online Meeting Site
4.64%
2.04%
9.51%
1.89%
45.01%
20.87%
2.13%
3.59%
2.51%
1.59%
6.18%
Instant Messaging (4.64%)
Email (2.04%)
Chat Room (9.51%)
Discusion Group/Posting Board (1.89%)
Social Network (20.87%)
Virtual World (2.13%)
Multi-player Game Site (3.59%)
Online Community (6.18%)
Message or Blog Site (1.59%)
Other (2.51%)
Online Dating Site (45.01%)

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**.

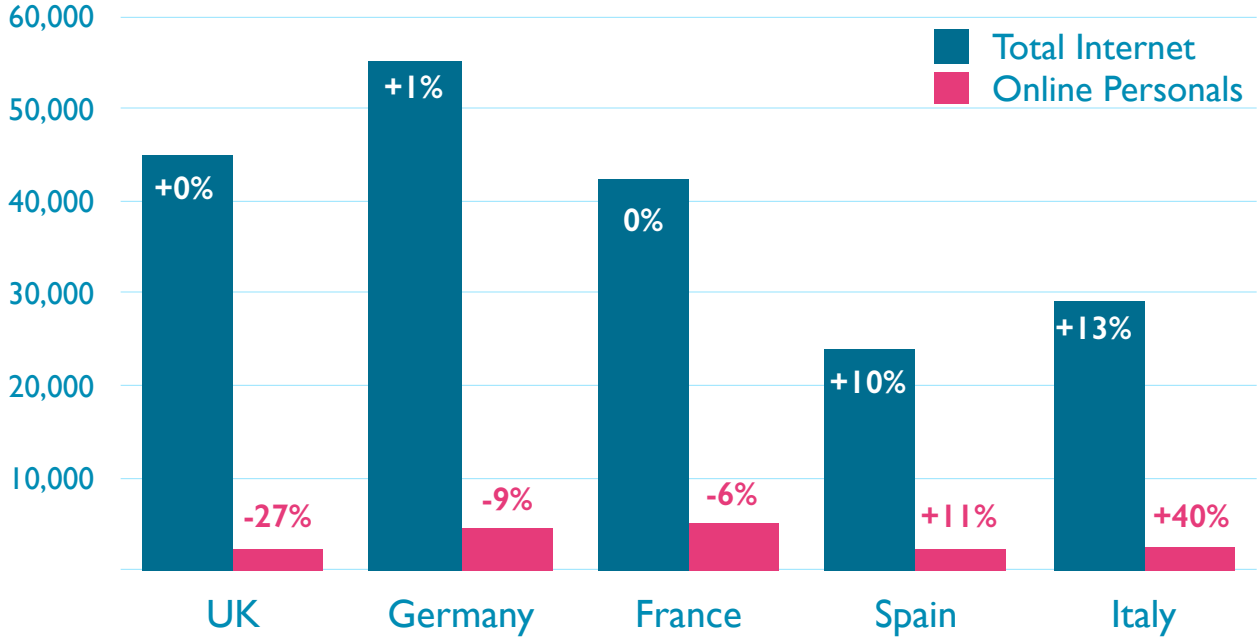
*"Men are **healthier** when they are in relationship."*

Match.com & American Heart Association
Survey - September 2014

Market Numbers

EU5 Online Dating Audience

Uniques (000), YOY Growth



ComScore, July 2015

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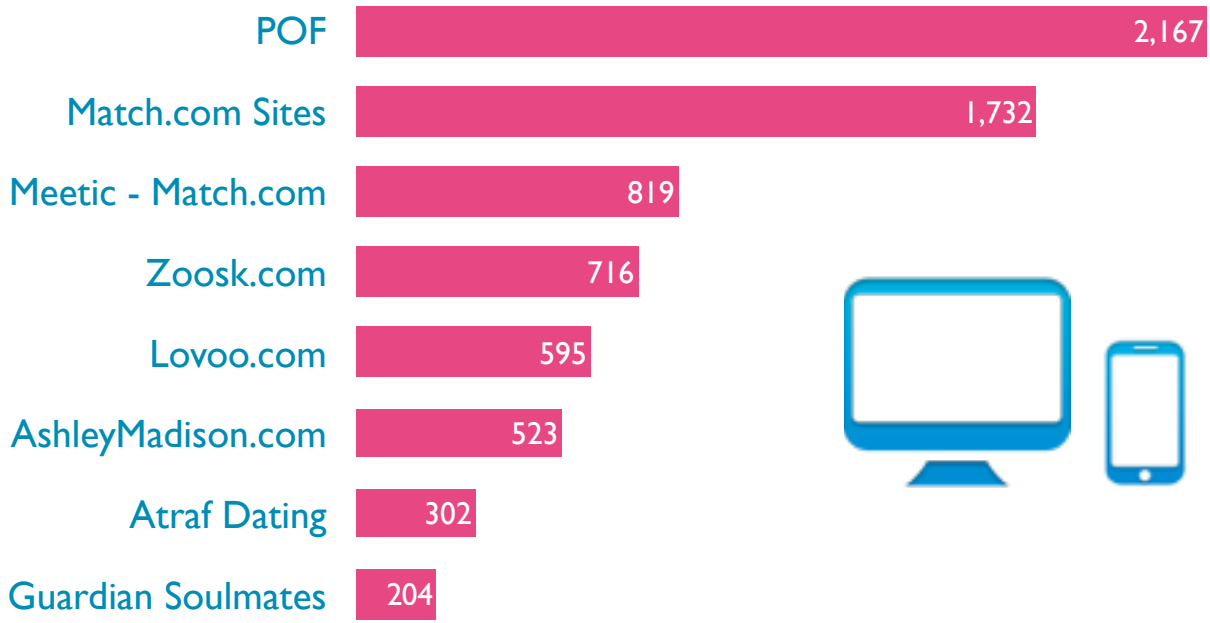
Sam Yagan, CEO of **Match Group**

Top UK Dating Sites

Desktop & Mobile unique visitors (000)



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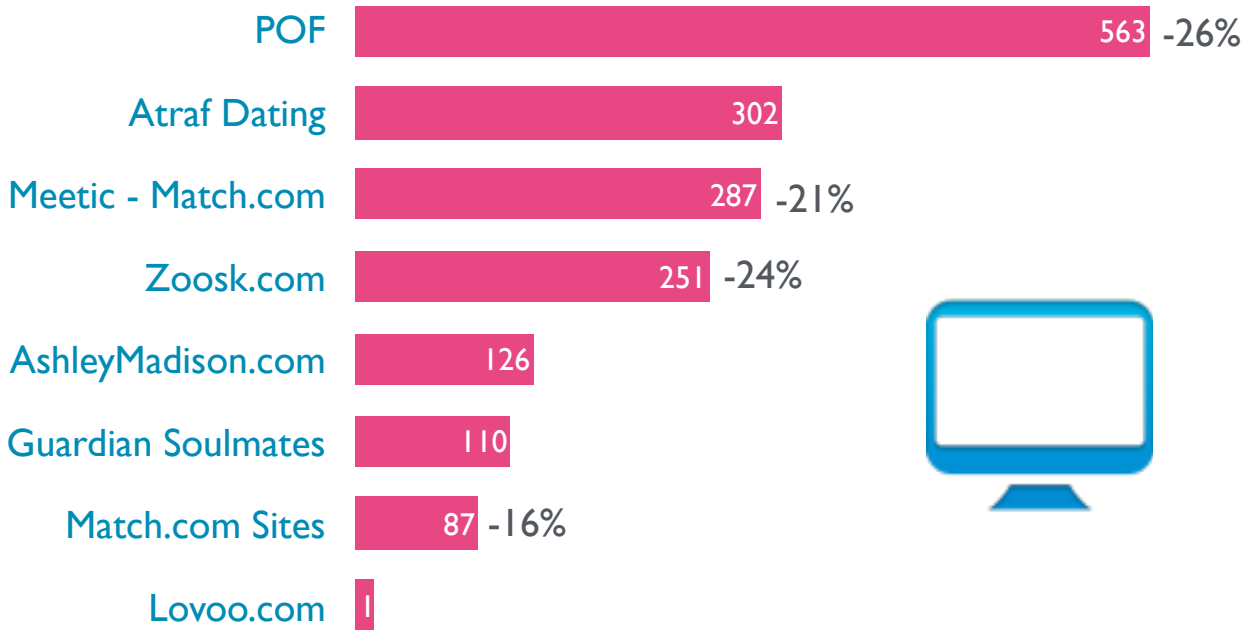
Top UK Dating Sites

Desktop only, unique visitors (000)



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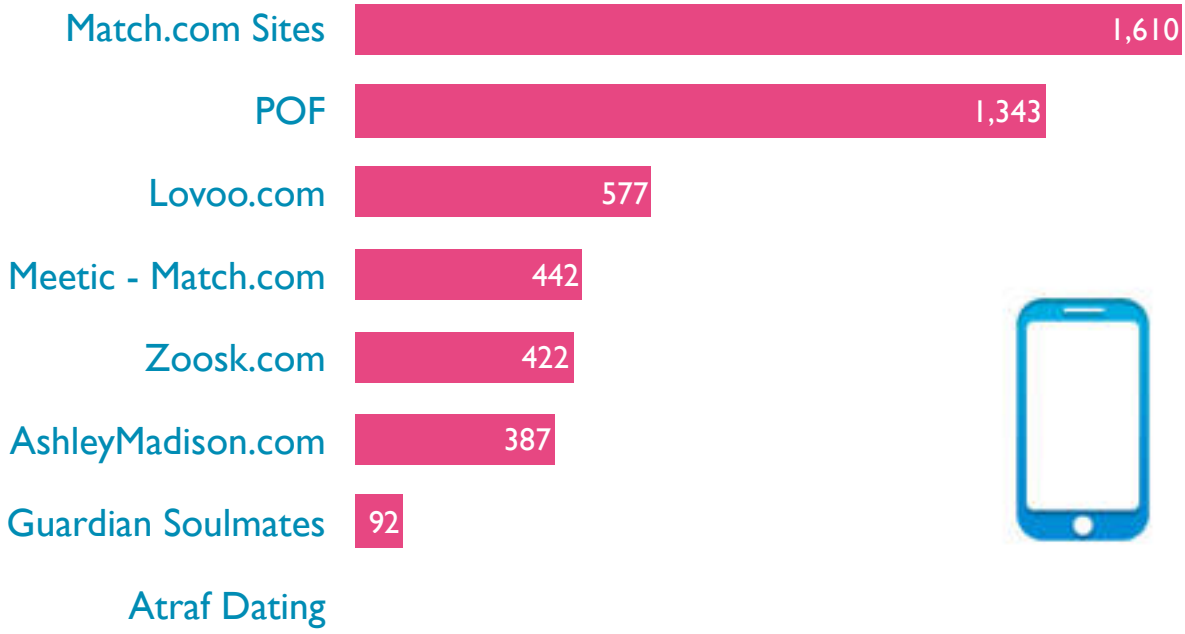
Top UK Dating Sites

Mobile only, unique visitors (000)



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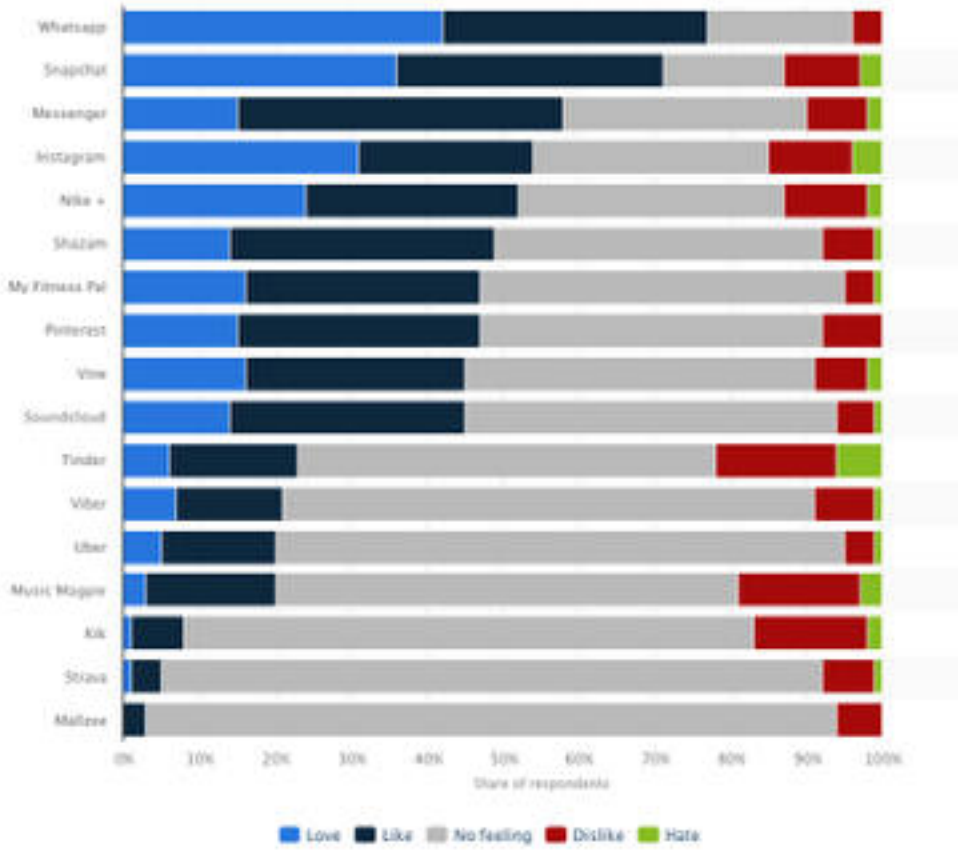

Statista

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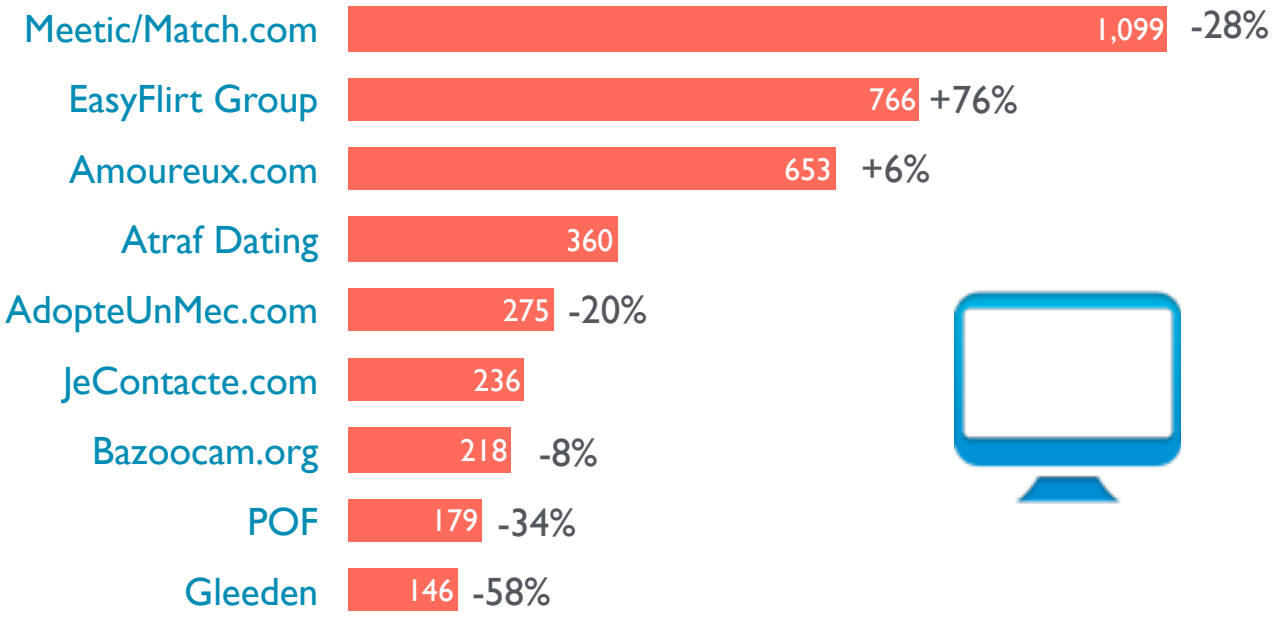
Top French Dating Sites

Desktop only, unique visitors (000)



ComScore, July 2015

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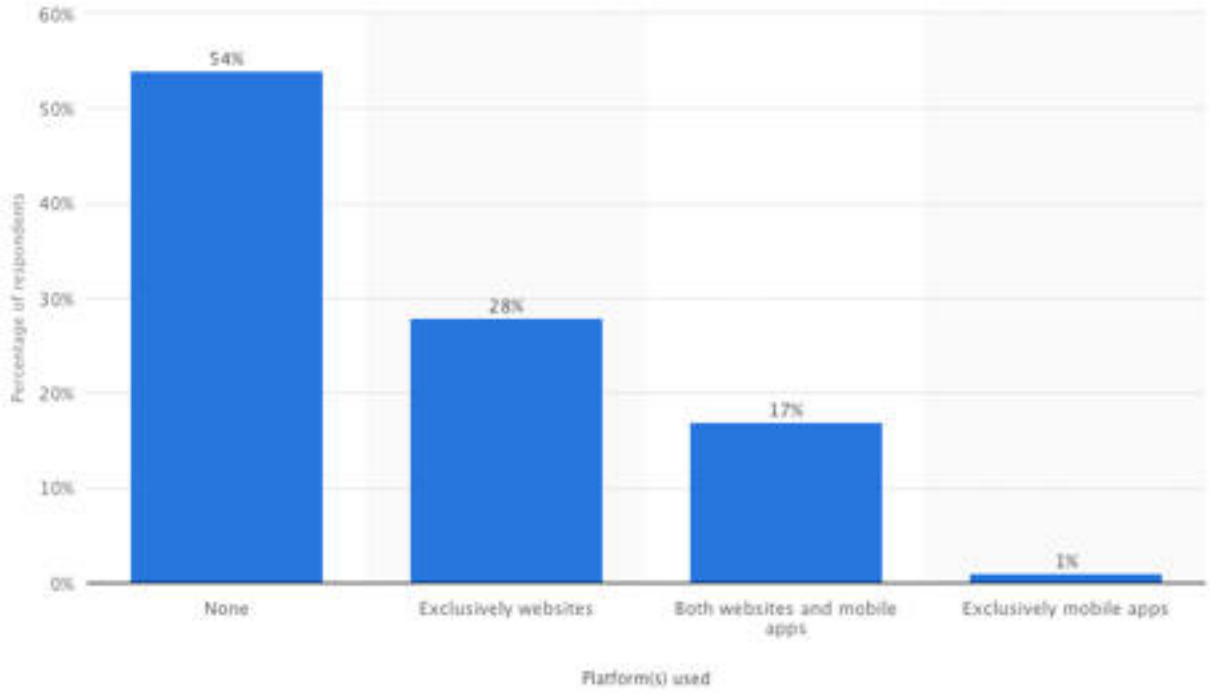
% Of People in France Who Used A **Mobile Dating App** Or Subscribed To A **Dating Site** At Some Point In There Life



Statista, 2015

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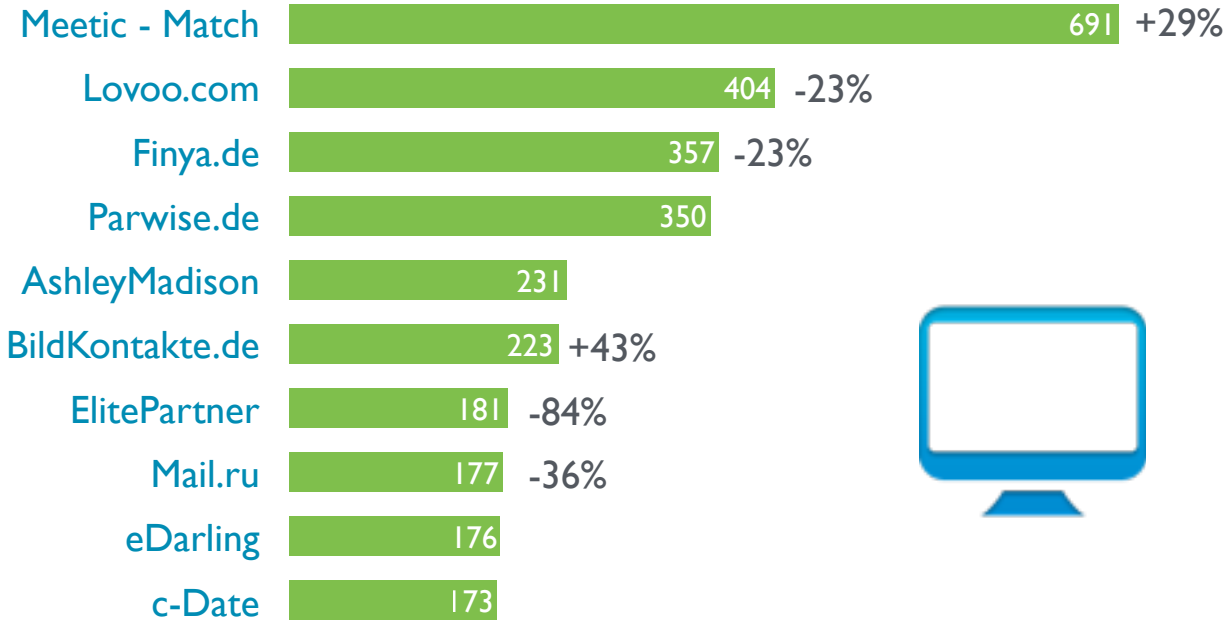
Top German Dating Sites

Desktop only, unique visitors (000)



ComScore, July 2015

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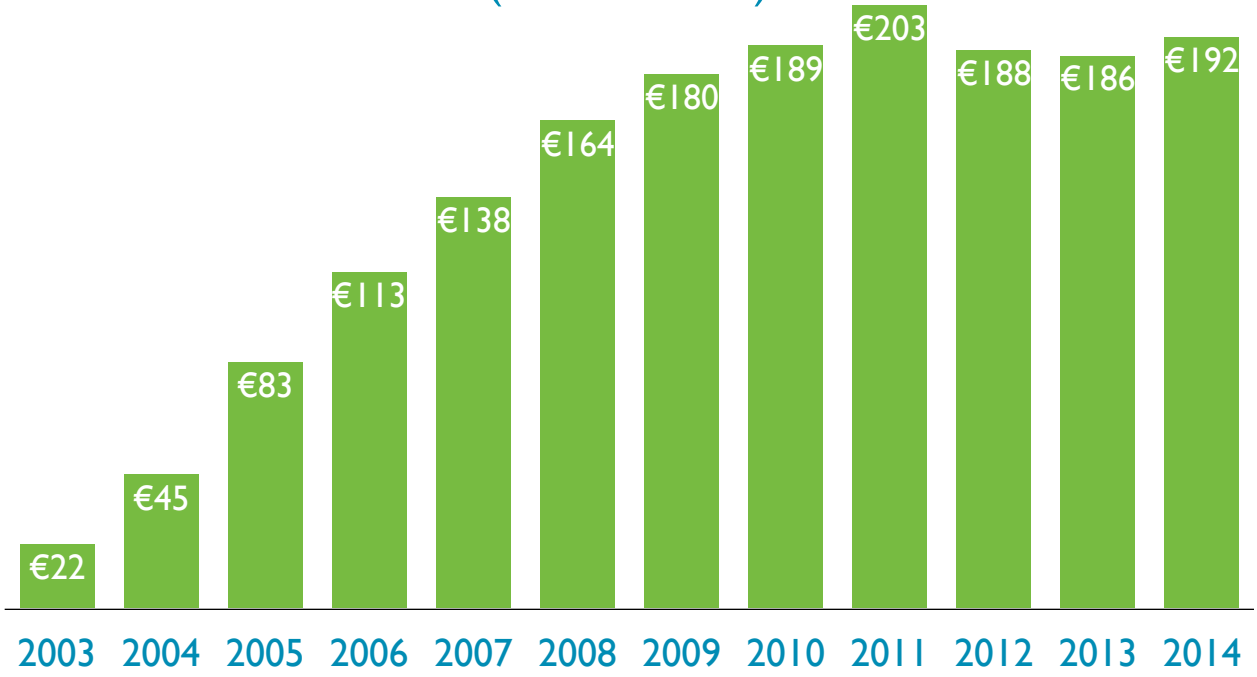
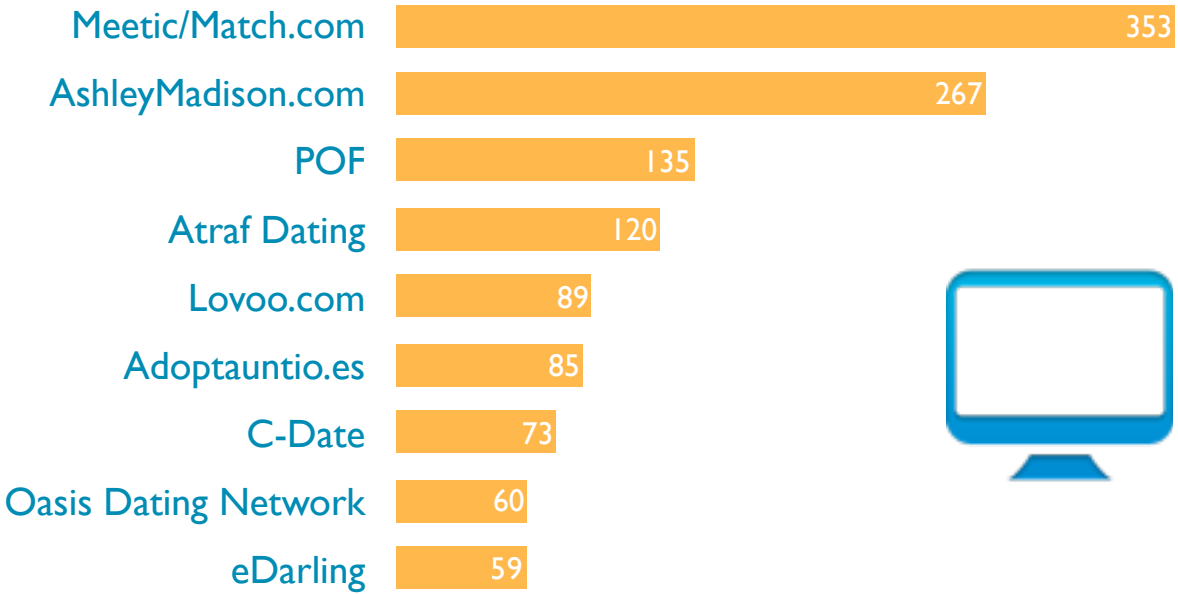
Online Dating Revenue In Germany

(Million EUR)



Top Spanish Dating Sites

Desktop only, unique visitors (000)



ComScore, July 2015

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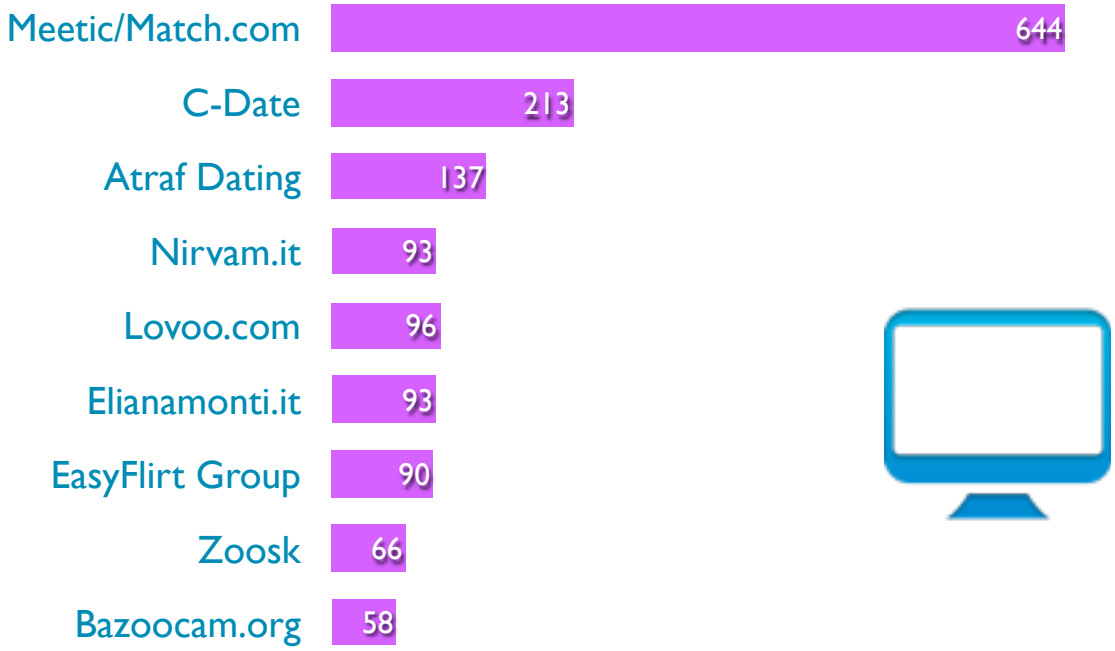
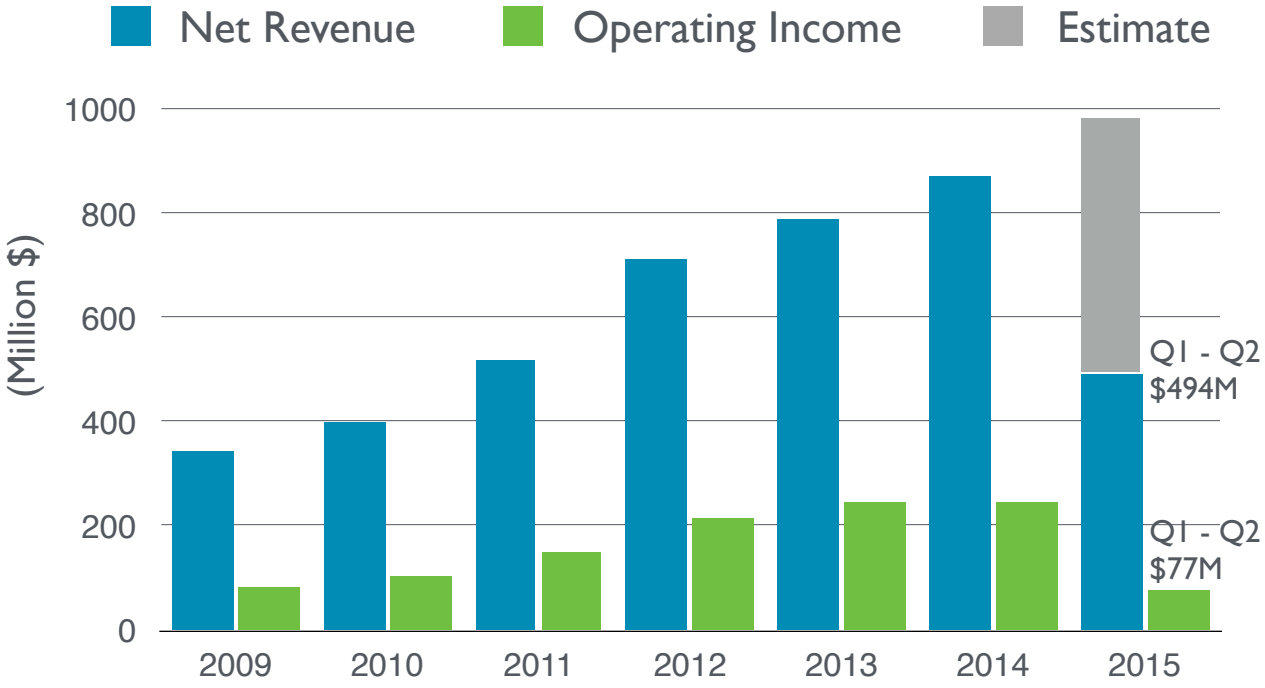
Top Italian Dating Sites

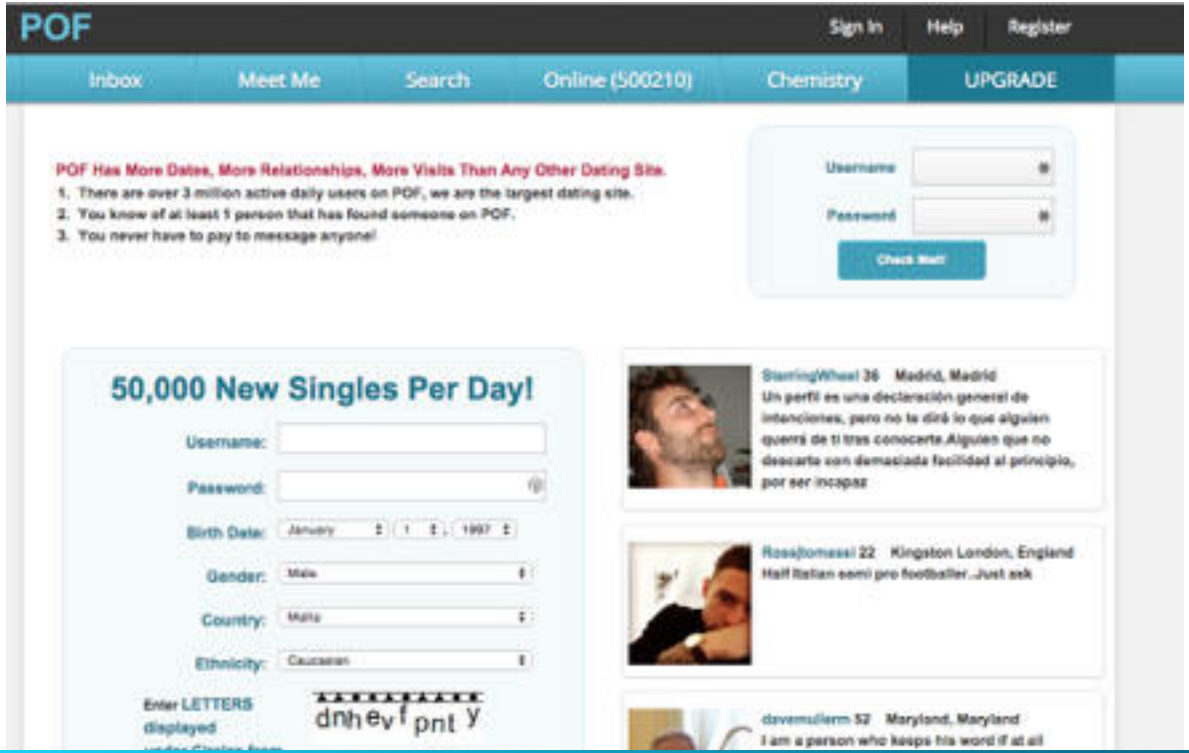
Desktop only, unique visitors (000)



match.com


Net Revenue
Operating Income
Estimate
(Million $)
1000
800
600
400
200
0
2009
2010
2011
2012
2013
2014
2015
Q1 - Q2
$494M
Q1 - Q2
$77M

Match.com Bought POF for $575M



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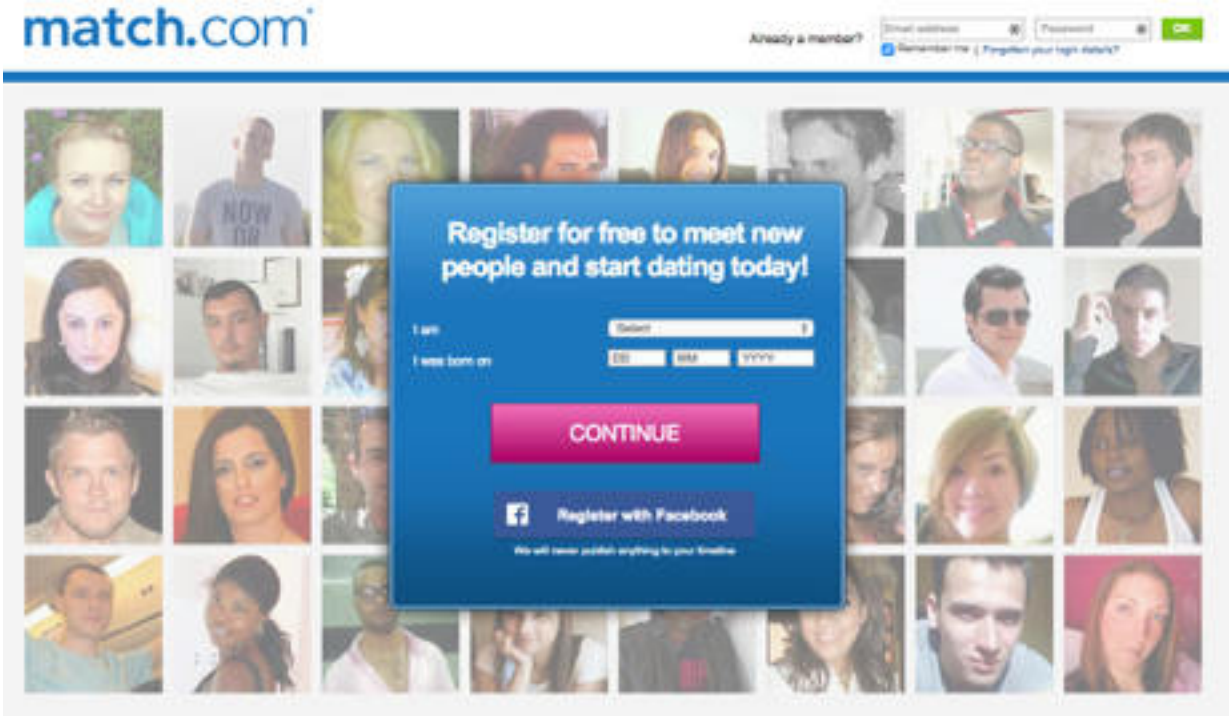
IAC Plans To Spin Off The Match Group

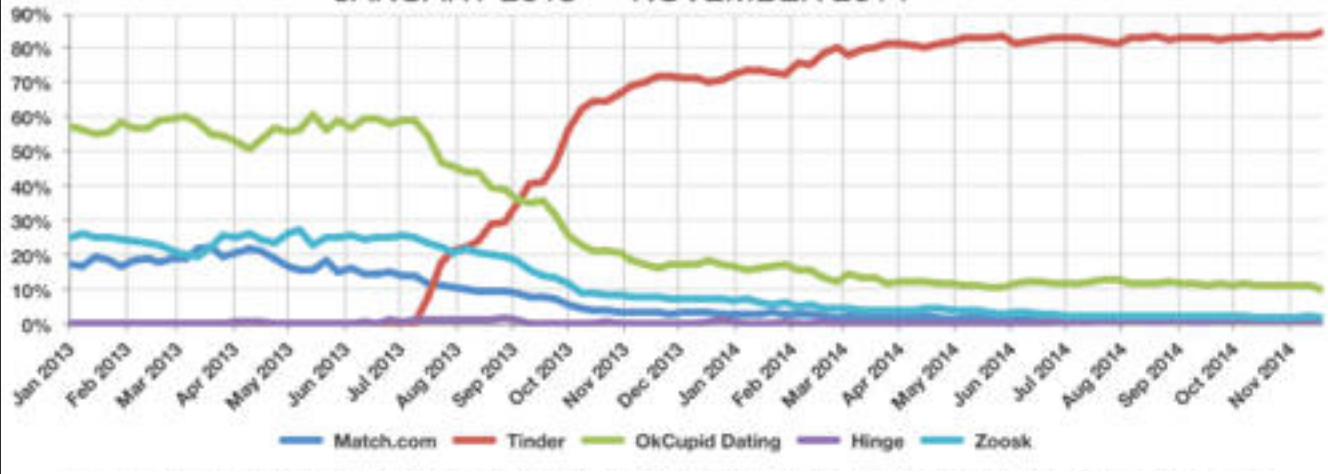


Mobile

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)

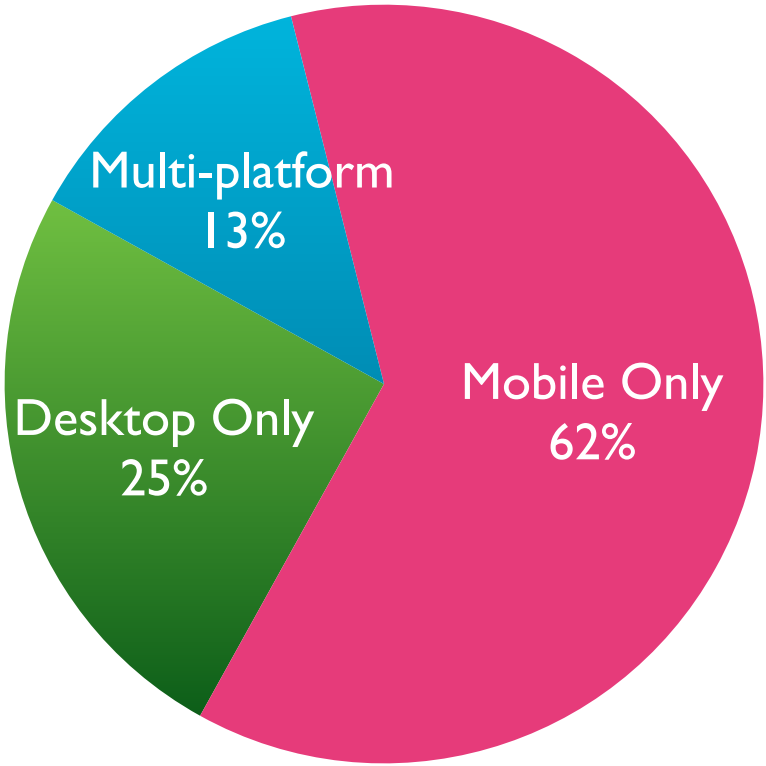
Specialties

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



Markus Frind, CEO of **POF**

UK Online Dating - Access Method



ComScore, July 2015

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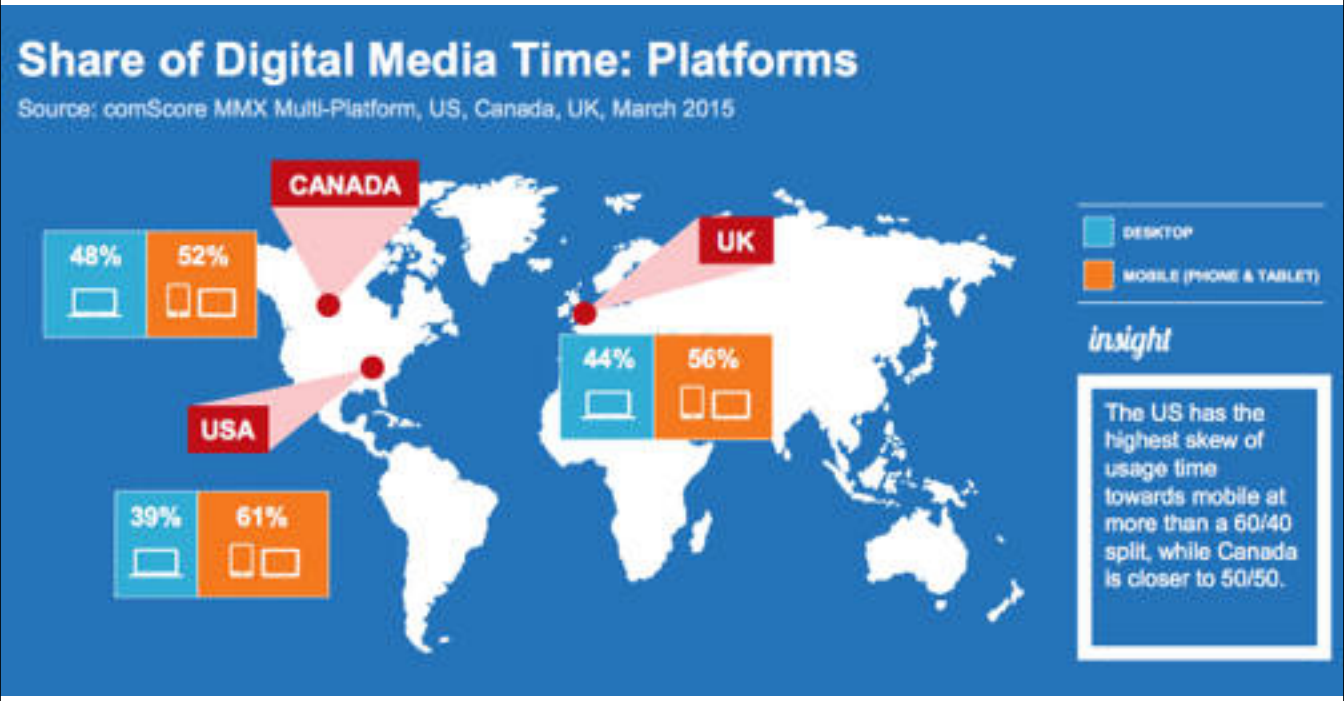
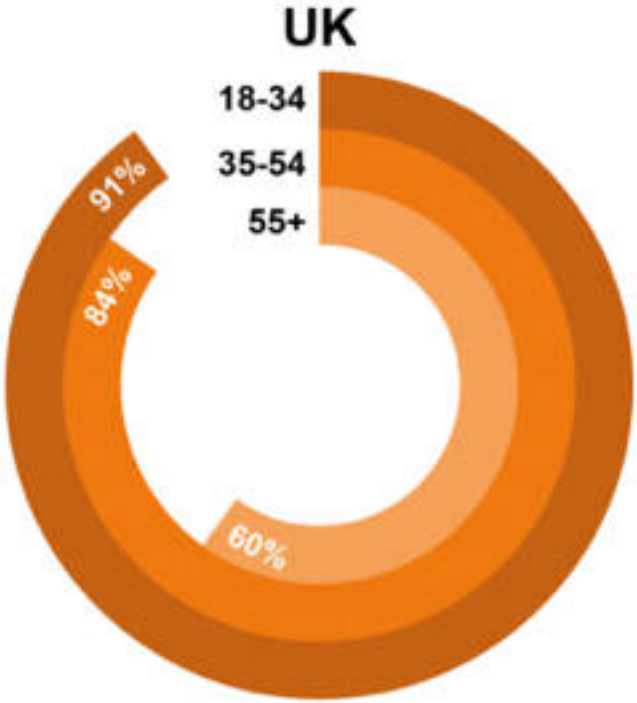

Share of Digital Media Time: Platforms
Source: comScore MMX Multi-Platform, US, Canada, UK, March 2015
CANADA
48%
52%
USA
39%
61%
UK
44%
56%
DESKTOP
MOBILE (PHONE & TABLET)
insight
The US has the highest skew of usage time towards mobile at more than a 60/40 split, while Canada is closer to 50/50.

Smartphone Penetration Of Mobile Phone Owners



ComScore, Mar 2015

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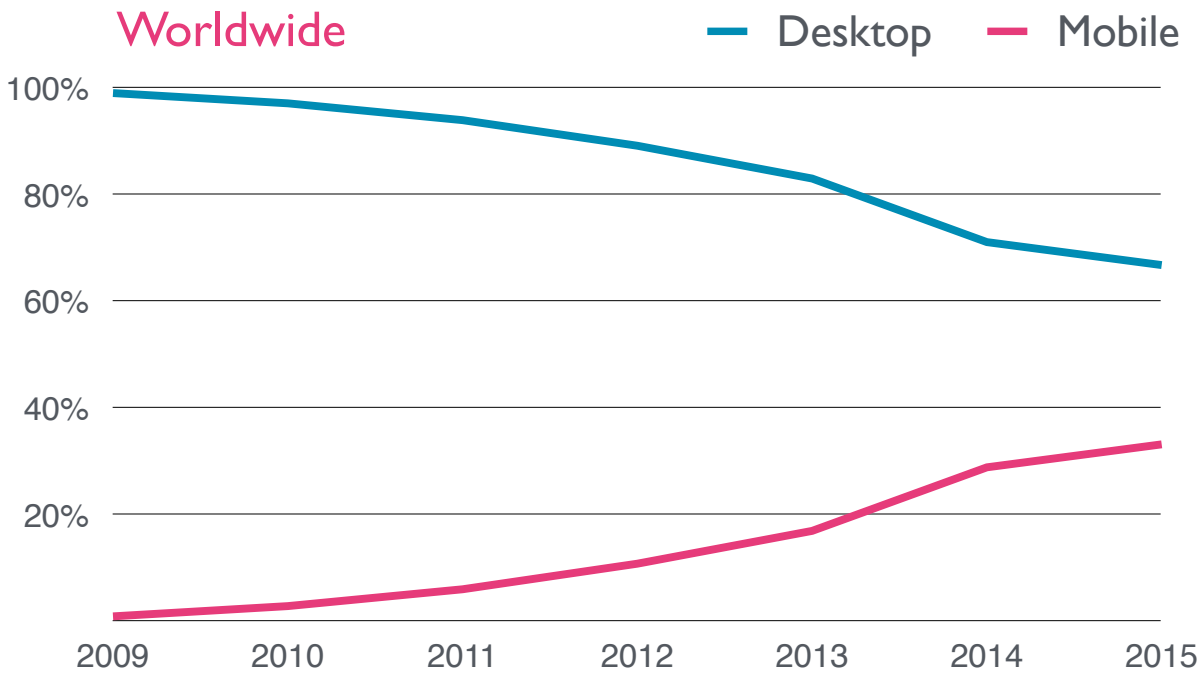
*"The shift to **mobile** has happened **faster** than we expected."*



Greg Blatt
Chairman of The Match Group

Mobile vs Desktop Traffic



StatCounter, Jan 2015

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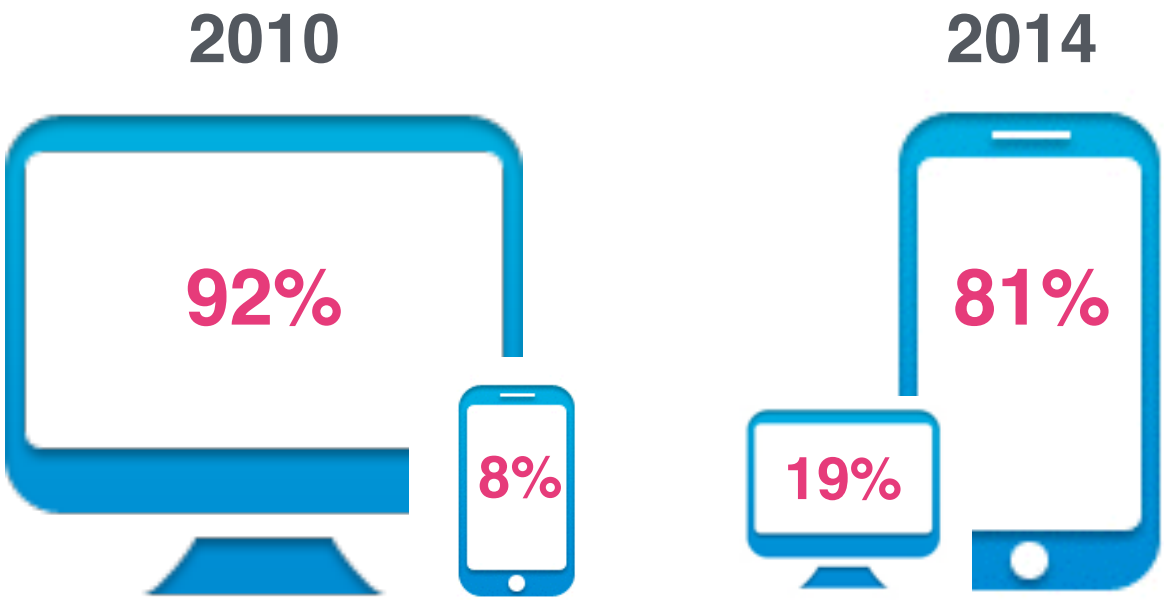
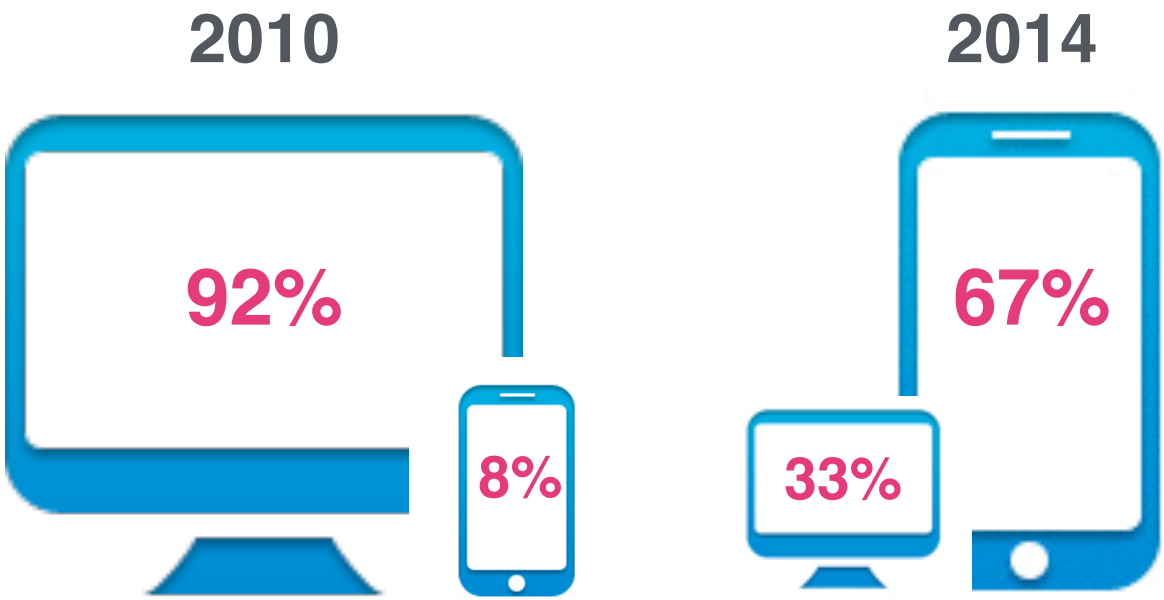
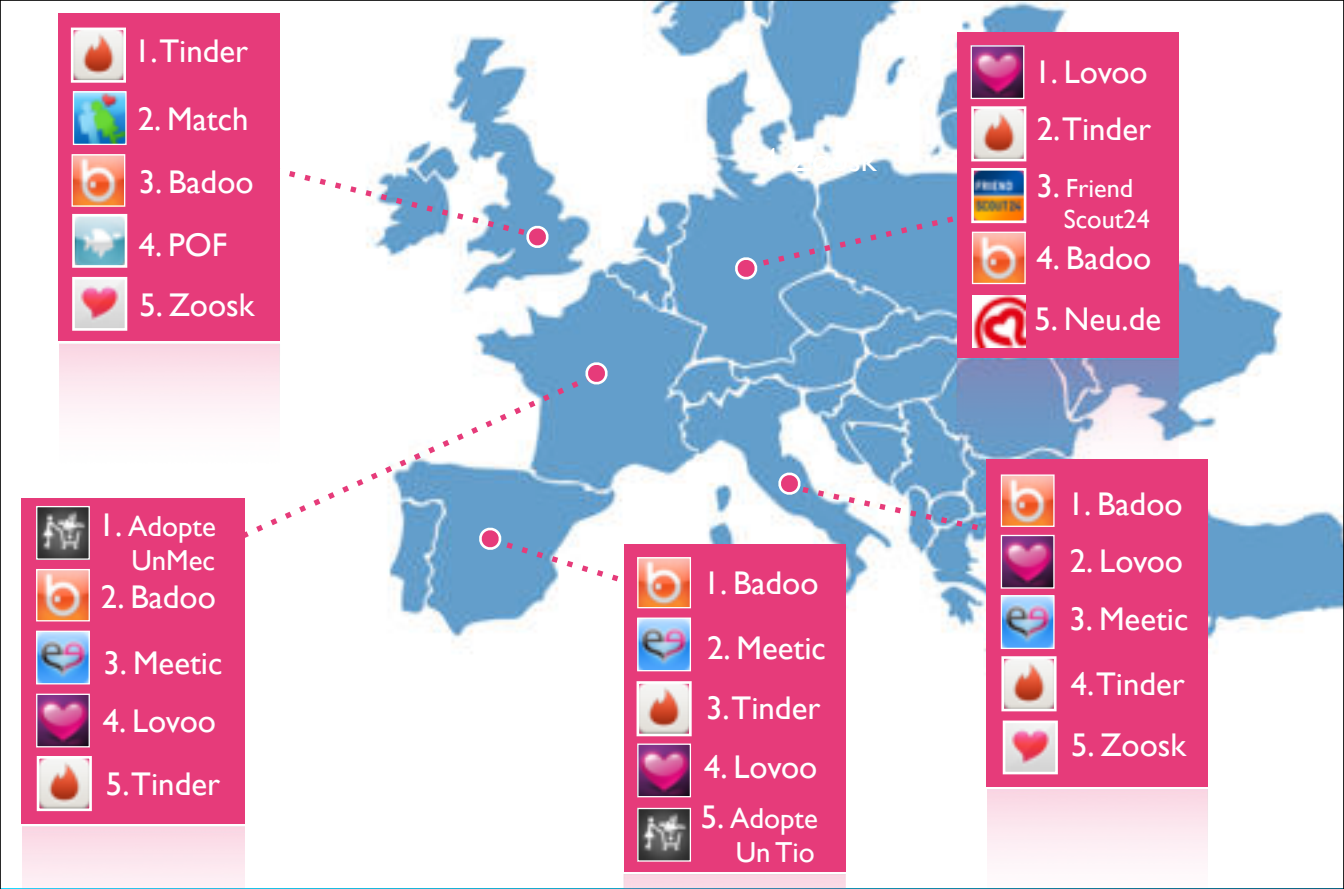
match.com



match.com



Top Grossing iPhone Apps



App Annie Sep 2015

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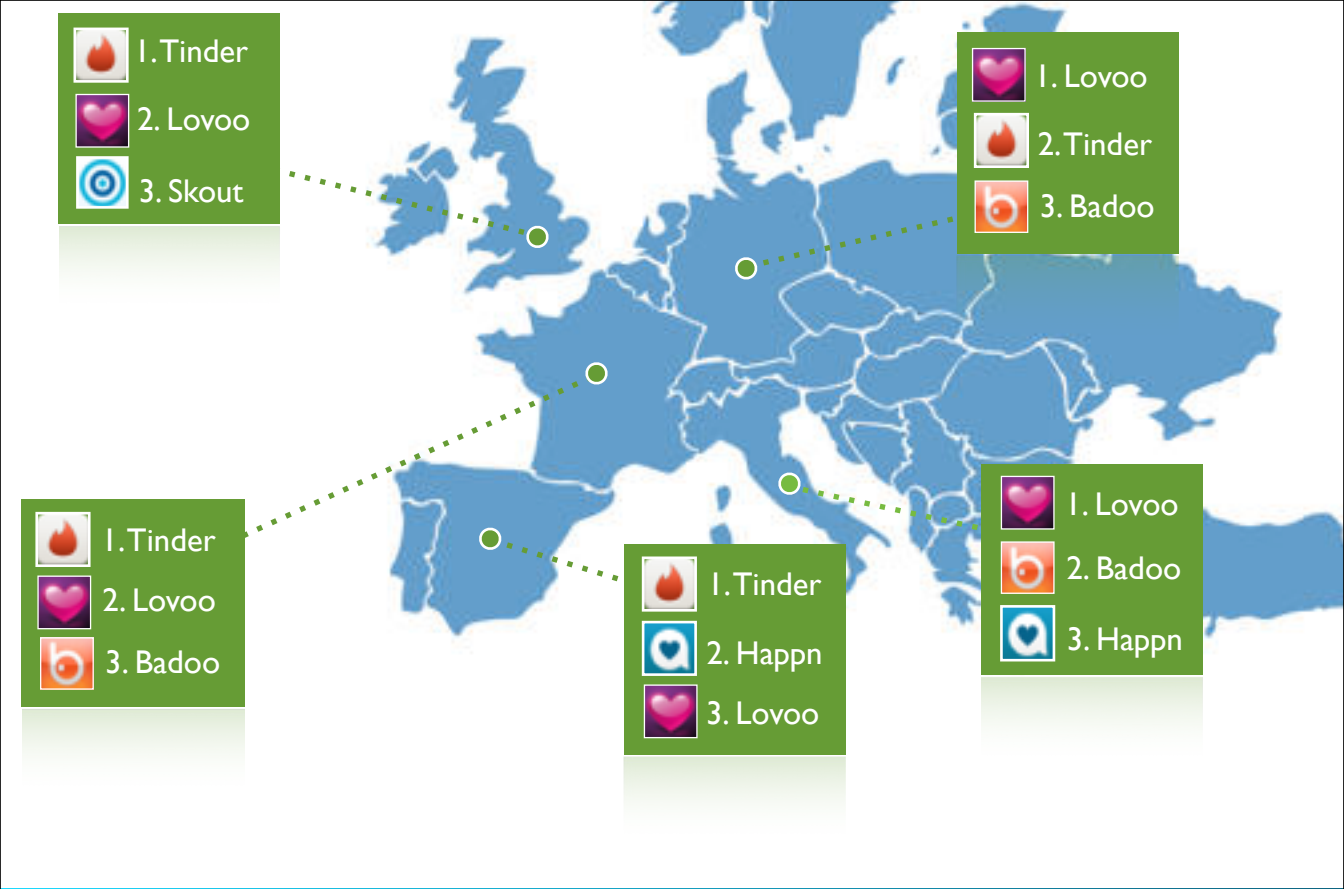
Top Free iPhone Apps



App Annie Sep 2015

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Top News

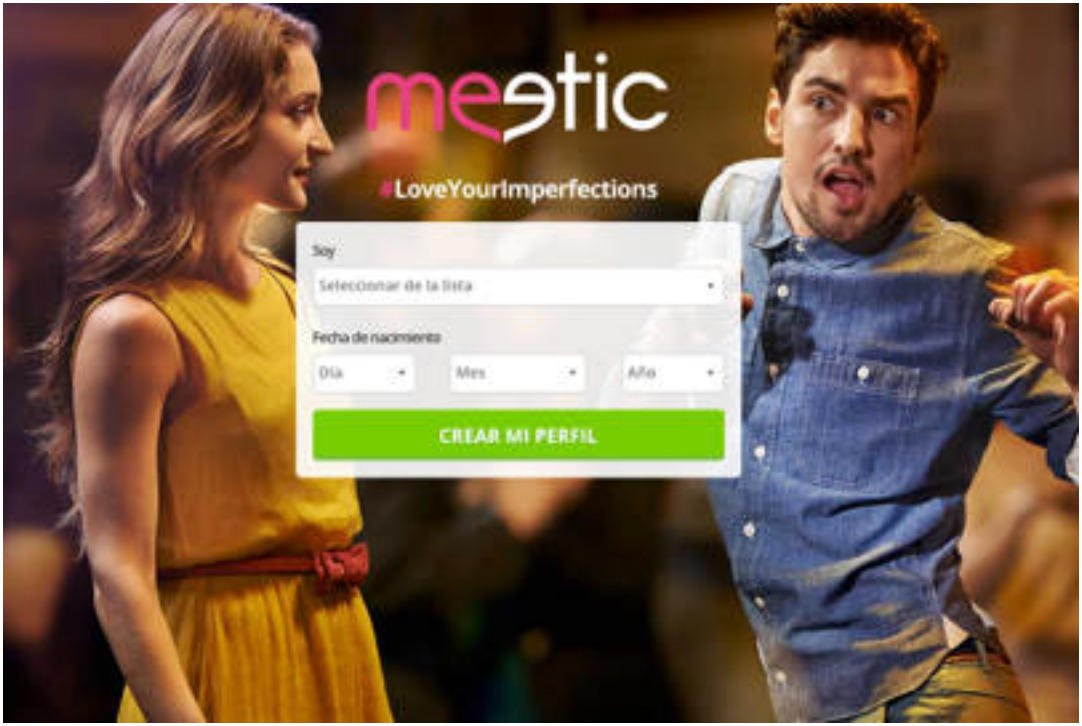
AshleyMadison Hacked, London IPO - PR Hoax



Lovoo Accused Of Creating Fake Profiles

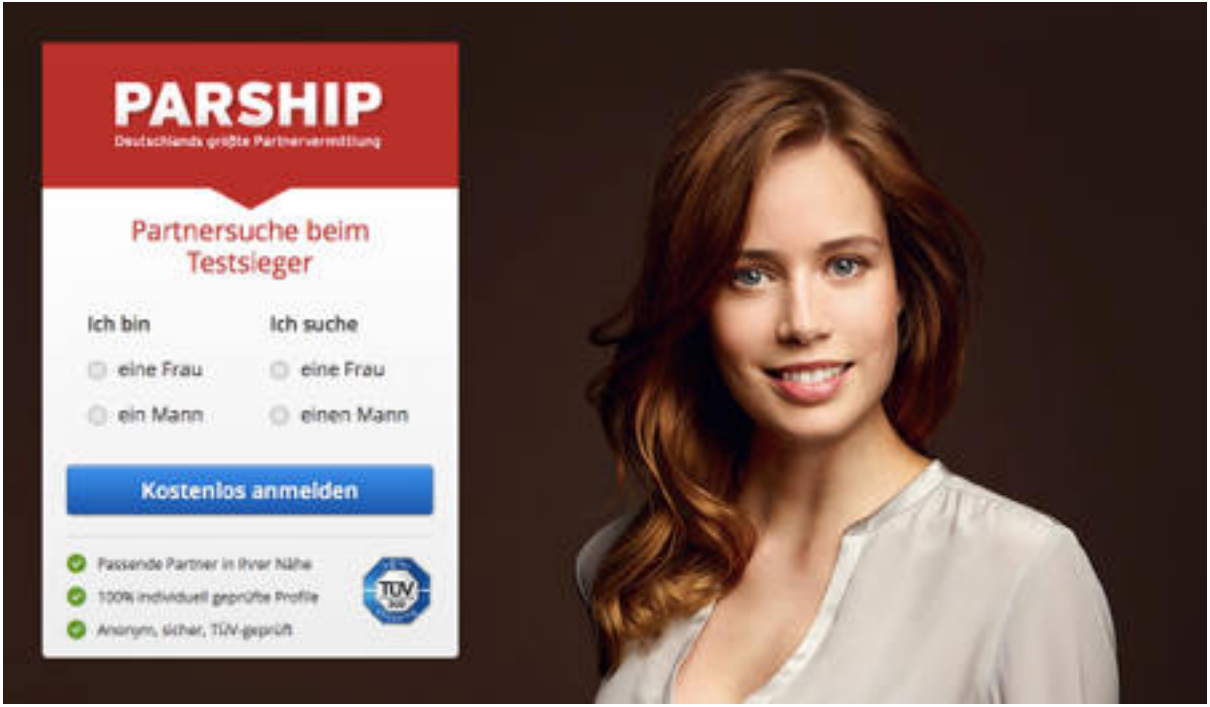


Meetic Laid Off Most Of Its Staff In Spain



Acquisitions

Oakley Capital Bought Parship



Oakley Capital Bought Elite Partner For 22M Euro



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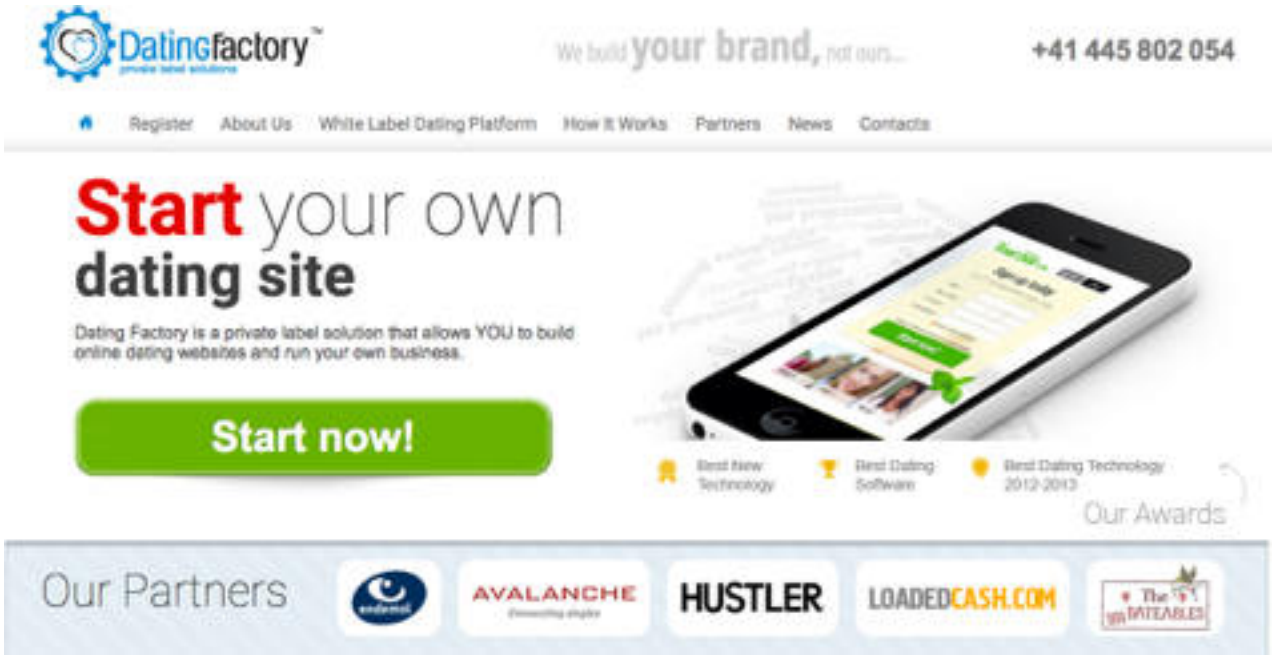
Dating Factory Acquired By AgileWings



Venntro Media Acquired Revealr



Match IPO?



Interesting Launches

Coffee Meets Bagel Coming To London

coffee meets bagel

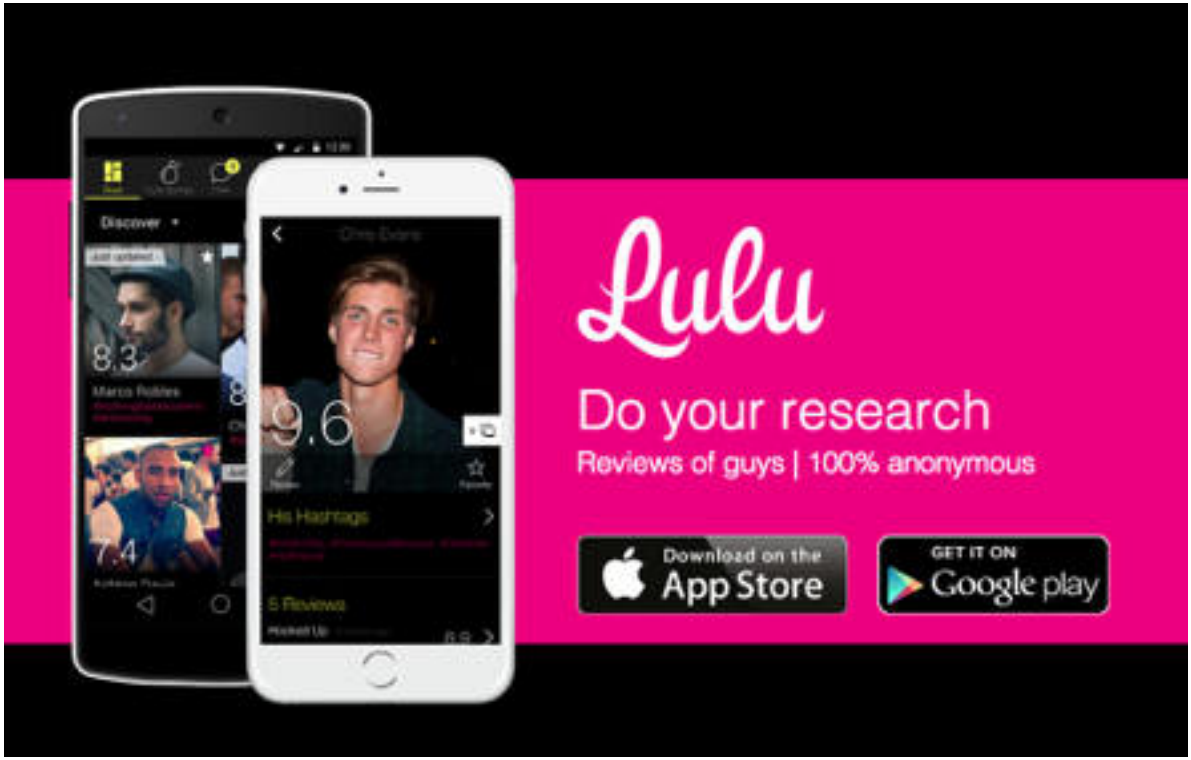


The Only Dating App That Women Love!

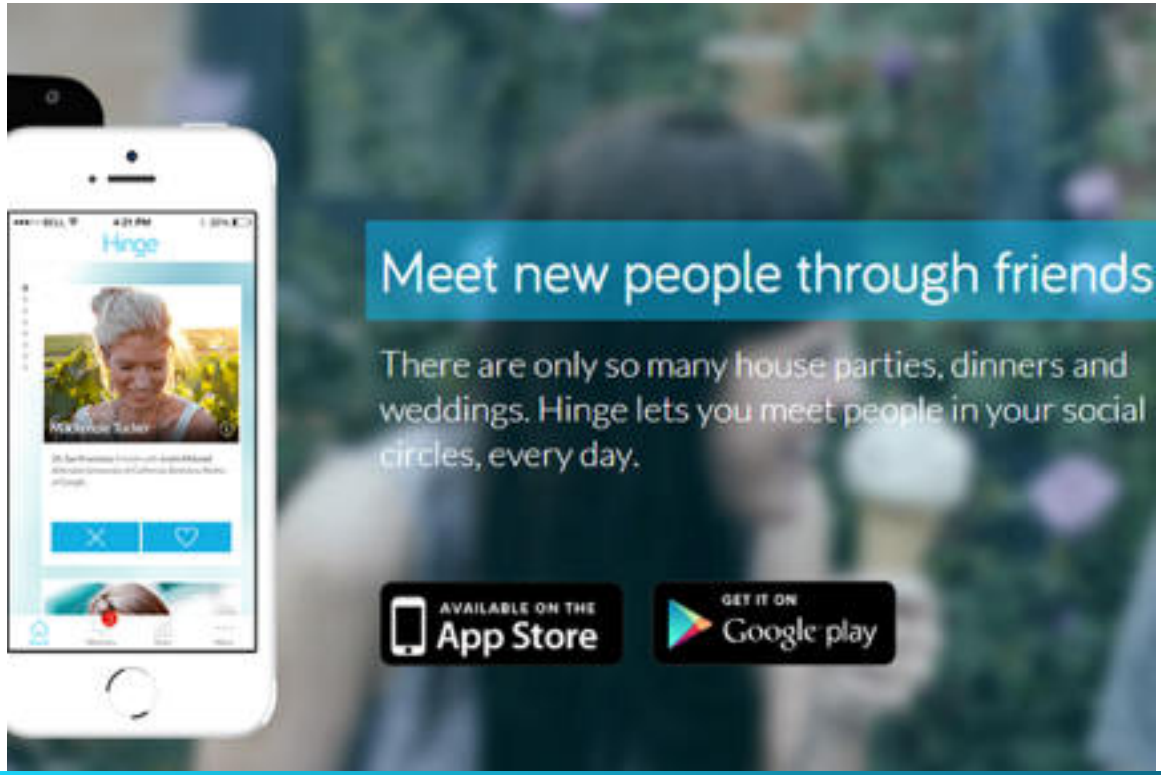
Safe. Private. Fun.

App Store | Google play

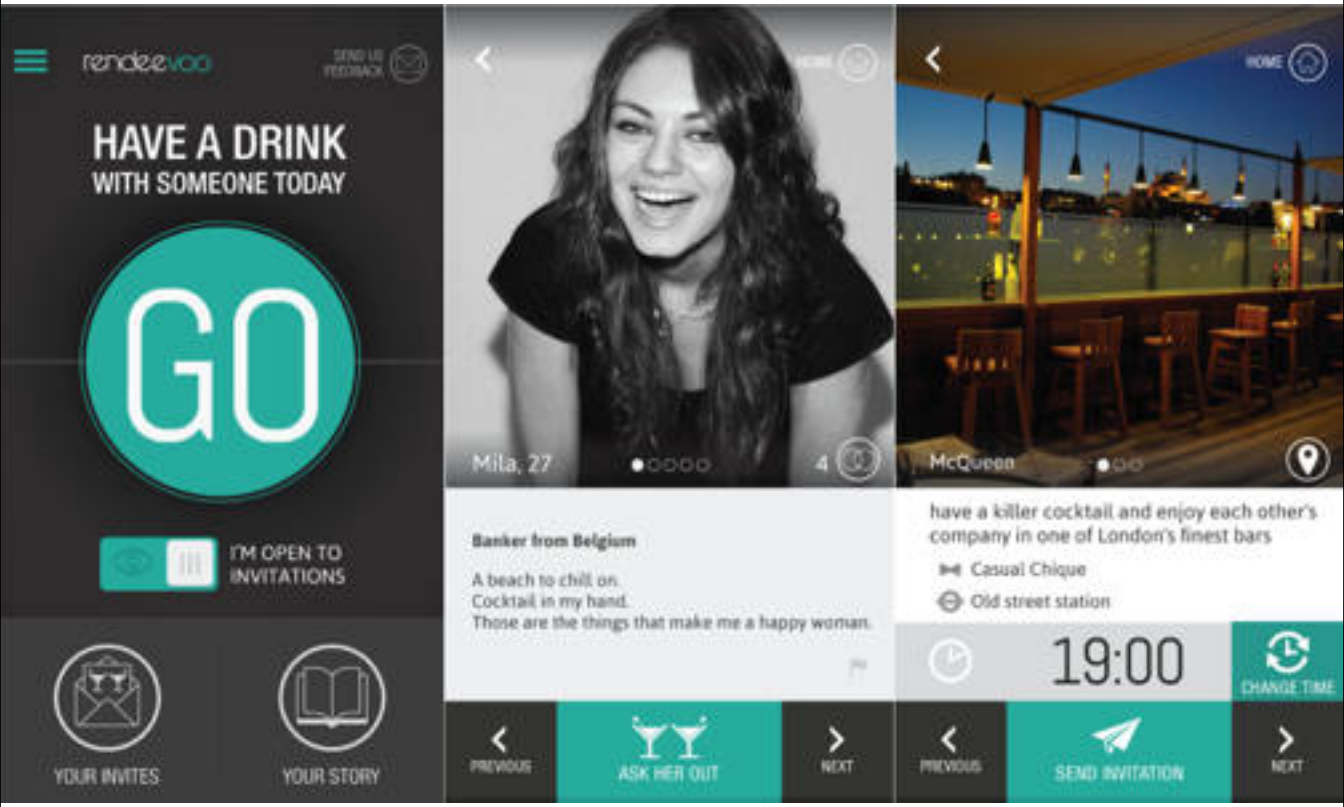
Lulu Launched In UK



Hinge Launched In UK



Interesting Startups



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7heaven



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BENEFITSBRITAIN

LOGIN





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Our Two Greatest Challenges



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



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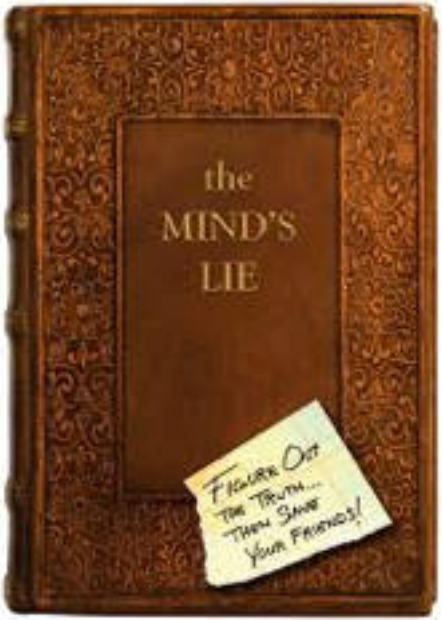
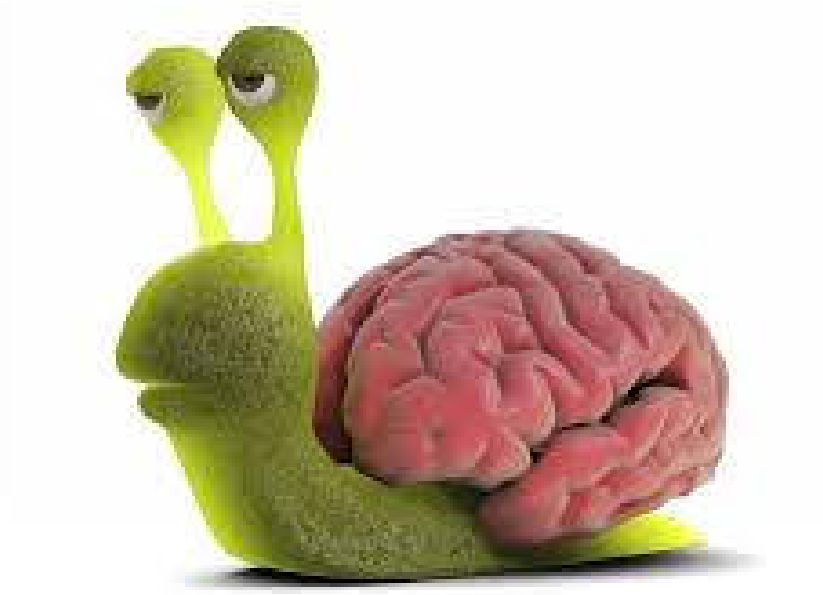
1. The Limited Information Problem

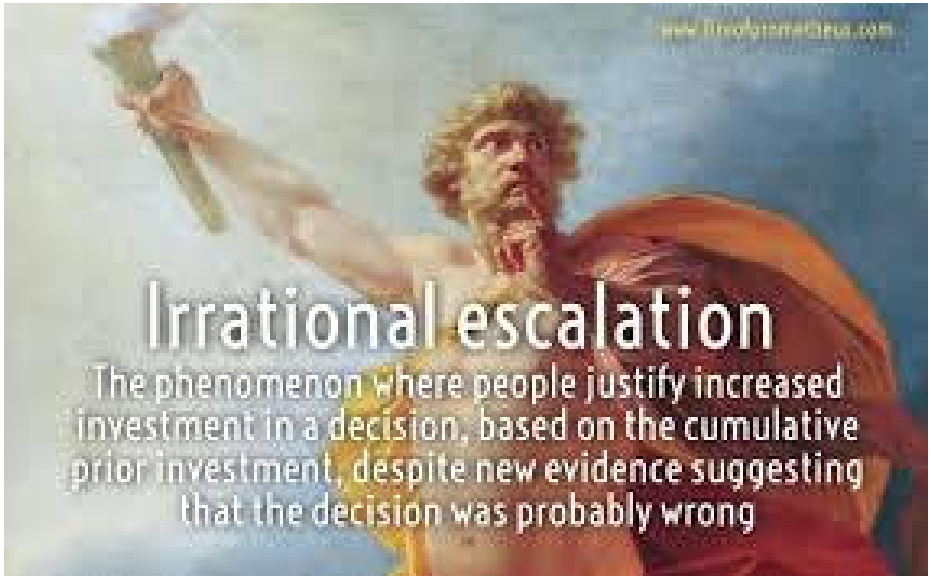
2. The Continuity Problem

Biases & Heuristics

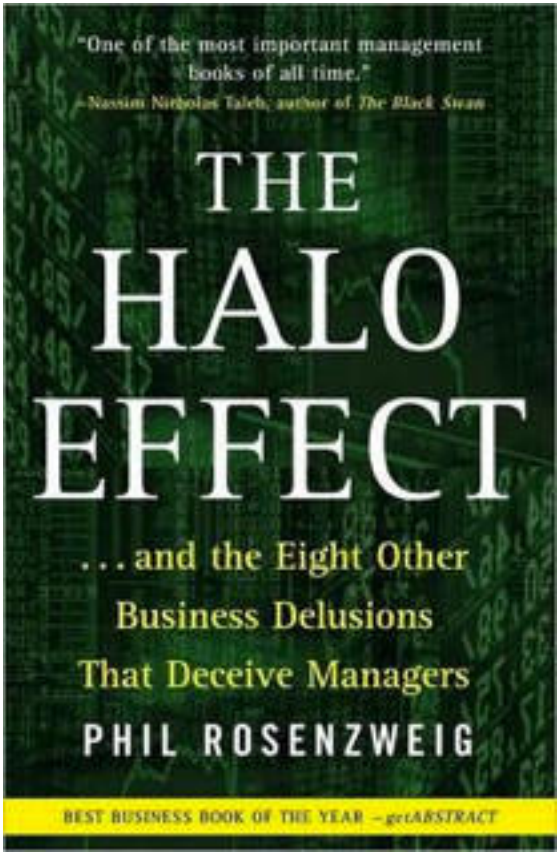







Irrational escalation
The phenomenon where people justify increased investment in a decision, based on the cumulative prior investment, despite new evidence suggesting that the decision was probably wrong





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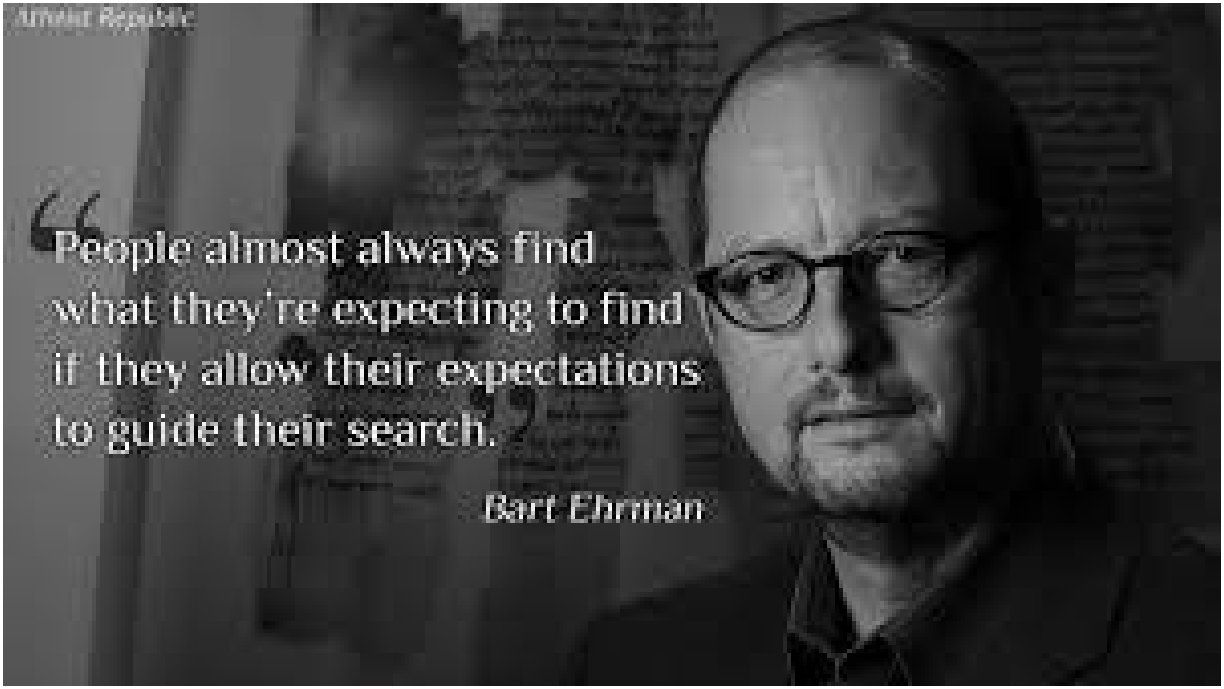

Atheist Republic
"People almost always find what they're expecting to find if they allow their expectations to guide their search.
Bart Ehrman



Courtland Brooks

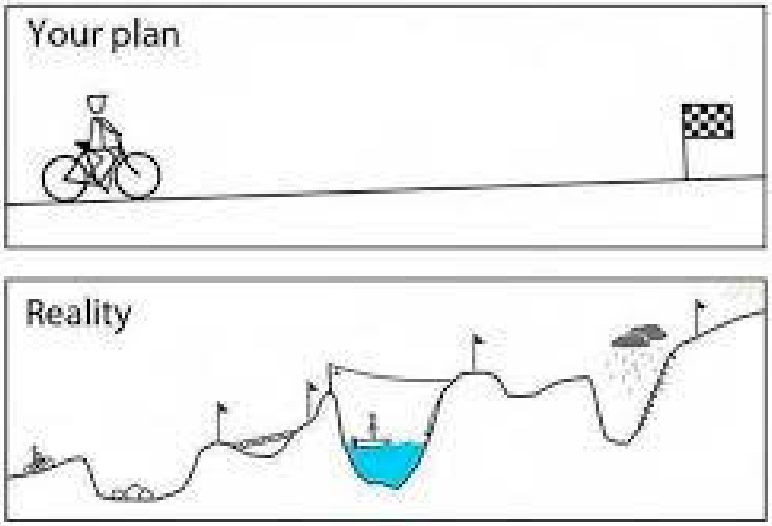

okcupid


what the BUZZ?
Ikea Effect
an increased value in what we help build.
Want your ideas and projects to grow in value?
Share the investment, allow others to take pride in the
end result. A great tip for leadership, management,
community builders, educators and entrepreneurs.






How to Find
"The One"


Your plan
Reality

Courtland Brooks

"We Help iDating Businesses Grow"



PR
Strategy
Business Development

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

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"We Help iDating Businesses Grow"

mark@courtlandbrooks.com