Courtland Brooks



EUROPEAN ONLINE DATING MARKET

October 2017

MARK BROOKS

CourtlandBrooks.com
OnlinePersonalsWatch.com

WHO ARE WE?

ONLINE PERSONALS WATCH

Illuminating the top news and ideas since 2004

Powered by Courtland Brooks

Matrimony.com IPO On Last Day Subscribed 4.4 Times



FINANCIAL EXPRESS - Sep 12 - The IPO of Matrimony.com was subscribed by 4.4 times on the last day of the issue, with investors bidding for 1.23 crore shares of the 28.11 lakh shares on offer.

See full article at Financial Express

See all posts on Matrimony.com

This post also appear on InternetDatingInvestments.

Summarized by the Courtland Brooks team

Sep 14, 2017 | Permalink | Comments (0)

70% Of Tinder Users Think Political Differences Are A Deal-breaker



ELLE - Sep 13 - According to a new report out from MSNBC's The Beat with Ari Melber, 71% of Tinder users believe political differences are a deal-breaker, 60% of people on Match.com report they're not as open to a relationship across political lines as they were just two years ago, and OkCupid has discovered a 30% increase in users' desire for "same politics" over "good sex."

by Mattie Kahn

See full article at Cosmopolitan

See all posts on Tinderk

See all posts on Match.com

See all posts on OkCupid

Summarized by the Courtland Brooks team

Sep 14, 2017 | Permalink | Comments (0)

ABOUT

Contact mark@onlinepersonalswatch.com

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CEO Interviews

Our Other Dating Industry Blogs

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Besedo: moderation

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WHO ARE WE?



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"We help iDating businesses grow"

CONTACT:

www.MarkBrooks.Info

STRATEGY

BUSINESS DEVELOPMENT

MARKETING

MEDIA RELATIONS

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FULL DISCLOSURE

- ANASTASIADATE
- BESEDO
- CUPID
- KOUNT
- MEETME (THE MEET GROUP)
- PLENTYOFFISH
- TOGETHER NETWORKS

TOPICS

- SCENE SETTING
- MARKET NUMBERS
- $$$
- MOBILE
- TOP NEWS
- M&A
- FUNDING
- INTERESTING FEATURES
- {BEHAVIORAL ECONOMICS OF DATING}

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SCENE SETTING



Couples who meet online are 25% less likely to separate than couples who meet through more traditional means.

Over 50% of people are likely to meet their partner online by 2031 and 70% by 2040.

One third of Brits use dating apps while in a relationship.

We have seen a rise in the apps being referred to in divorce proceedings in the past two years.

Study By Slater & Gordon Law firm

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MARKET NUMBERS





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ATTITUDES TOWARD ONLINE DATING

Survey result

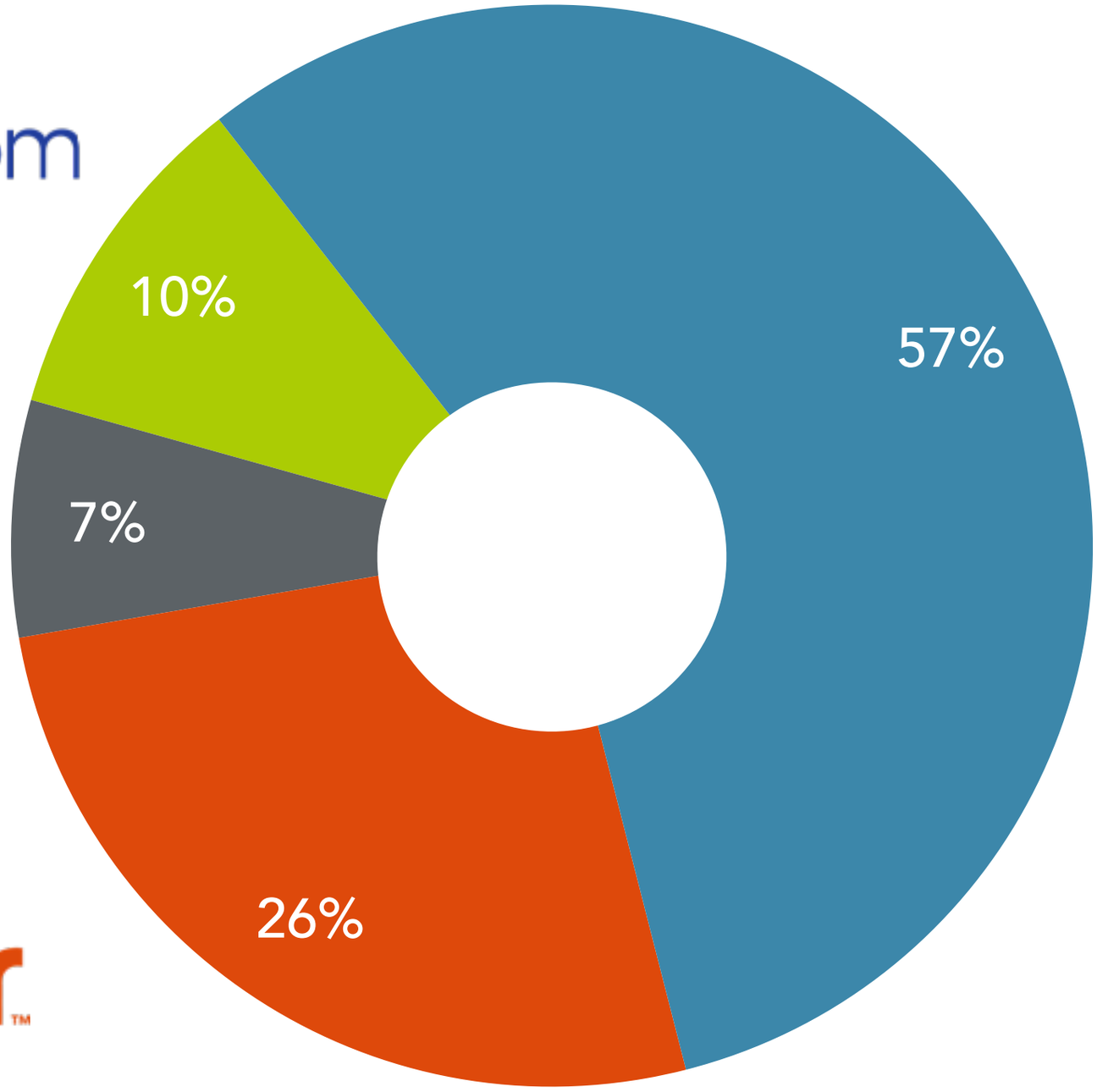
Online Dating Service	Cost	Reader Score	Survey Results										
			Quantity of Matches	Quality of Matches	Amount of Information Provided About Potential Dates	Value	Ease of Sign-Up/ Profile Setup	Ease of Making Changes	Search Features	Filter Features	Privacy Settings	Appearance	Messaging Features
OkCupid	Free	56											
Tinder	Free	52											
Grindr	Free	52											
PlentyOfFish	Free	50											
JDate	$19 [3]	49											
Match.com	$21 [3]	49											
AdultFriendFinder	$20 [4]	47											
SeniorPeopleMeet	$15 [3]	46											
eHarmony	$20 [4]	46											
OurTime.com	NA	46											
Christian Mingle	$39 [5]	44											
Zoosk	$30 [5]	40											
Chemistry	$13 [3]	38											
Ashley Madison	$49/Free [6]	37											

CRIMES INVOLVING DATING APPS ON THE RISE

match.com

GRINDR

tinder



POF

Sun Online, UK

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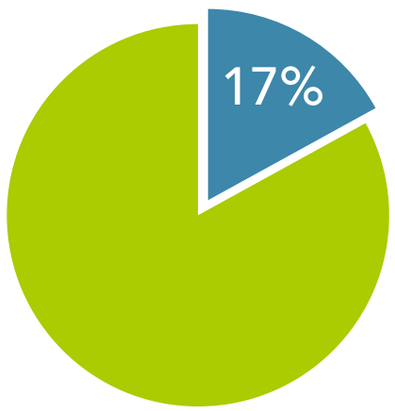
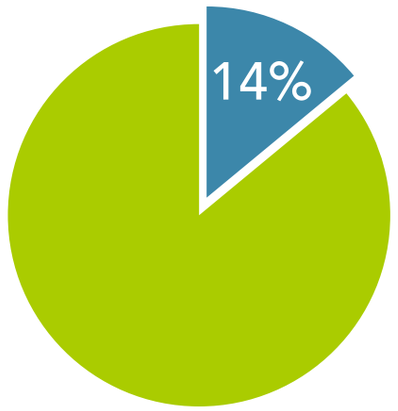
ONLINE DATING AUDIENCE

Unique visitors, multi-platform

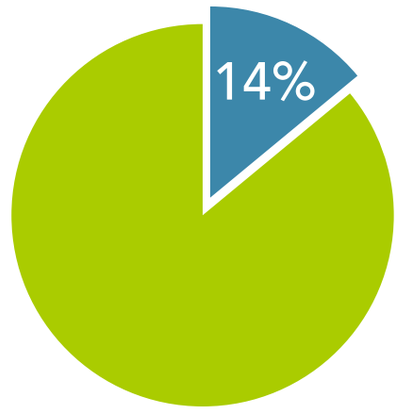
Total Audience: **51M**
Online Dating: **8.6M**



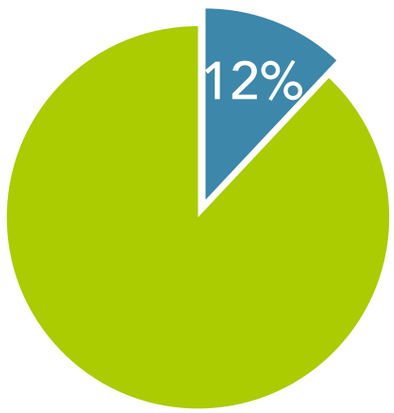
Total Audience: **60M**
Online Dating: **8.5M**



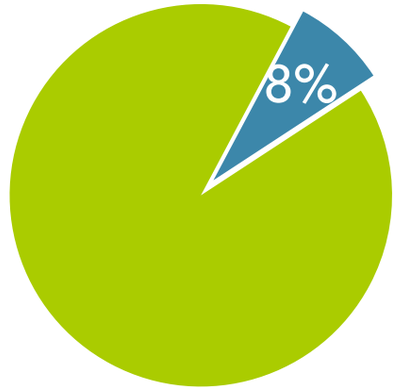
Total Audience: **46M**
Online Dating: **6.4M**



Total Audience: **32M**
Online Dating: **3.7M**

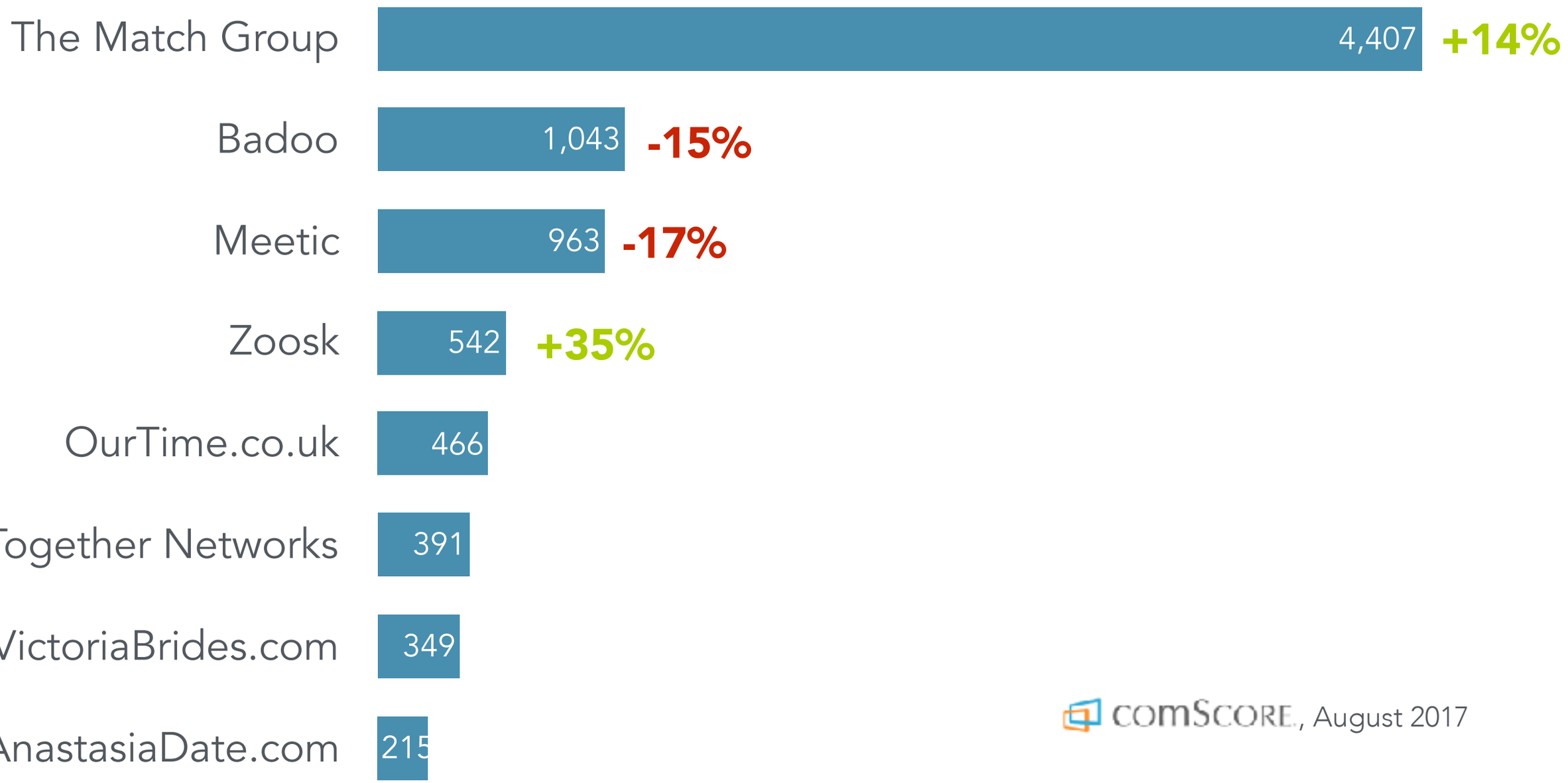


Total Audience: **38M**
Online Dating: **3M**



TOP UK DATING SITES

Desktop+mWeb+Apps (unique visitors 000)



comScore, August 2017

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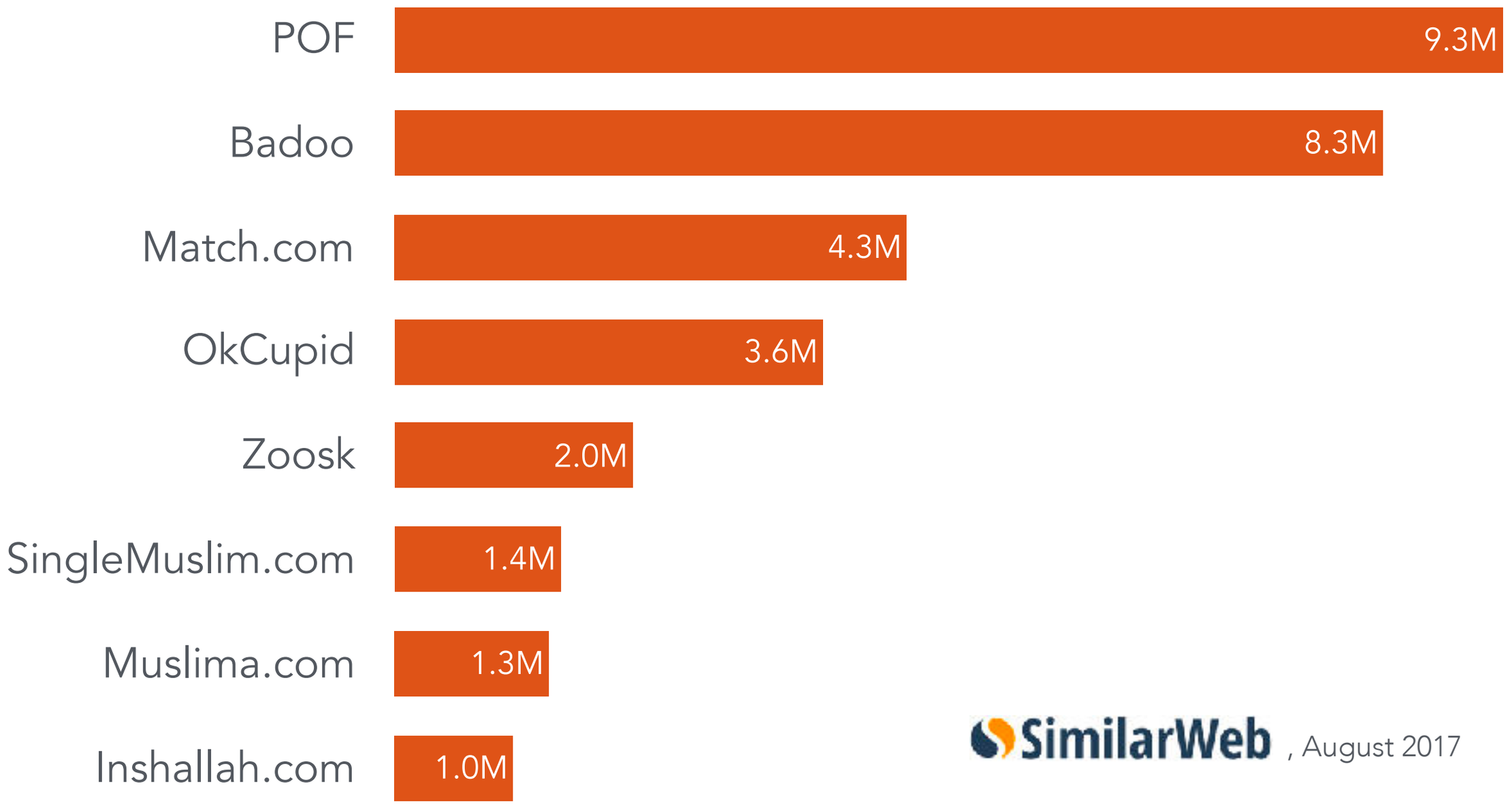
TOP UK DATING SITES

Desktop+mWeb (Avg. monthly total visits)



SimilarWeb, August 2017

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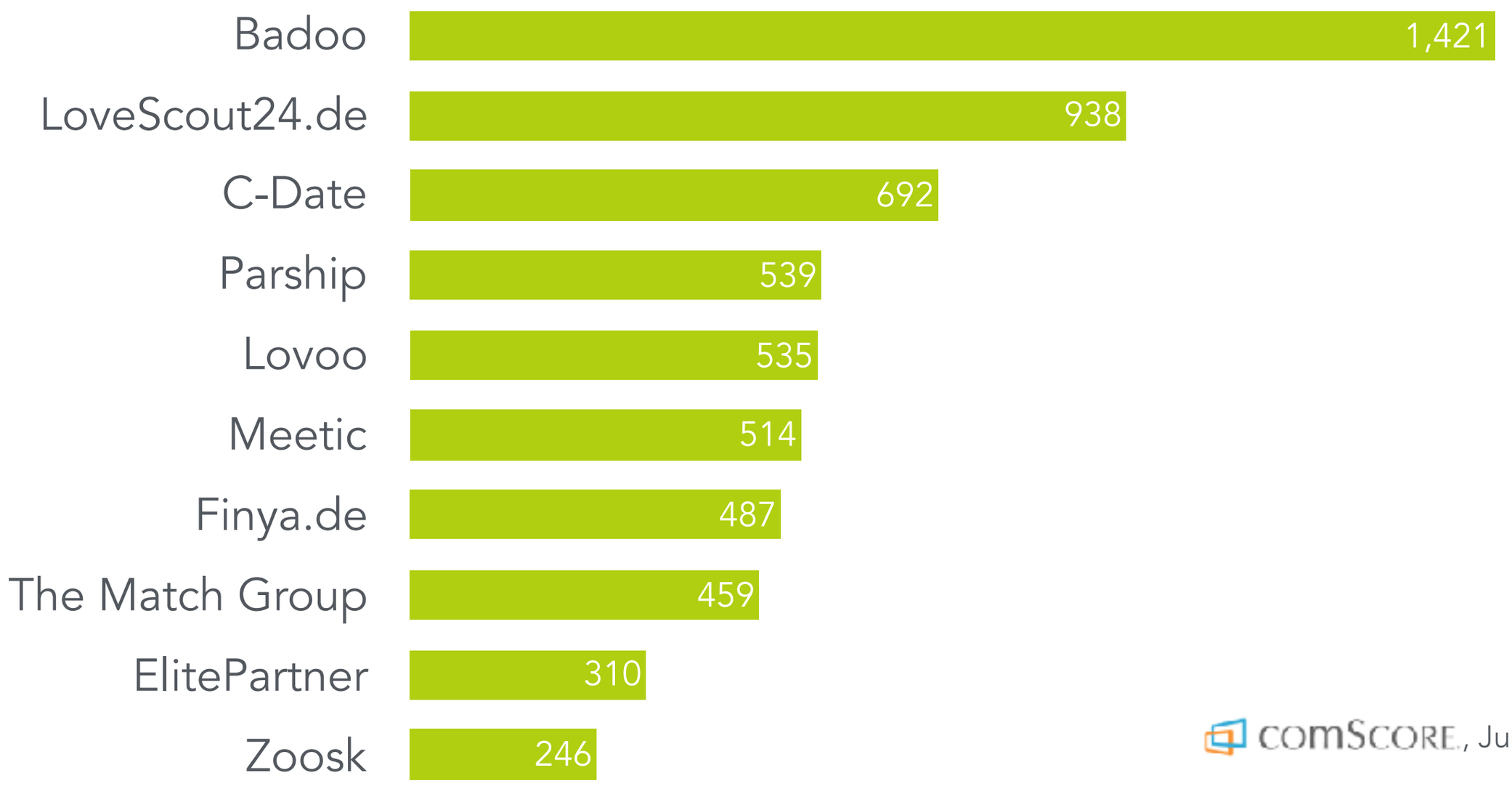
TOP GERMAN DATING SITES

Desktop+mWeb+Apps (unique visitors 000)



comScore, July 2017

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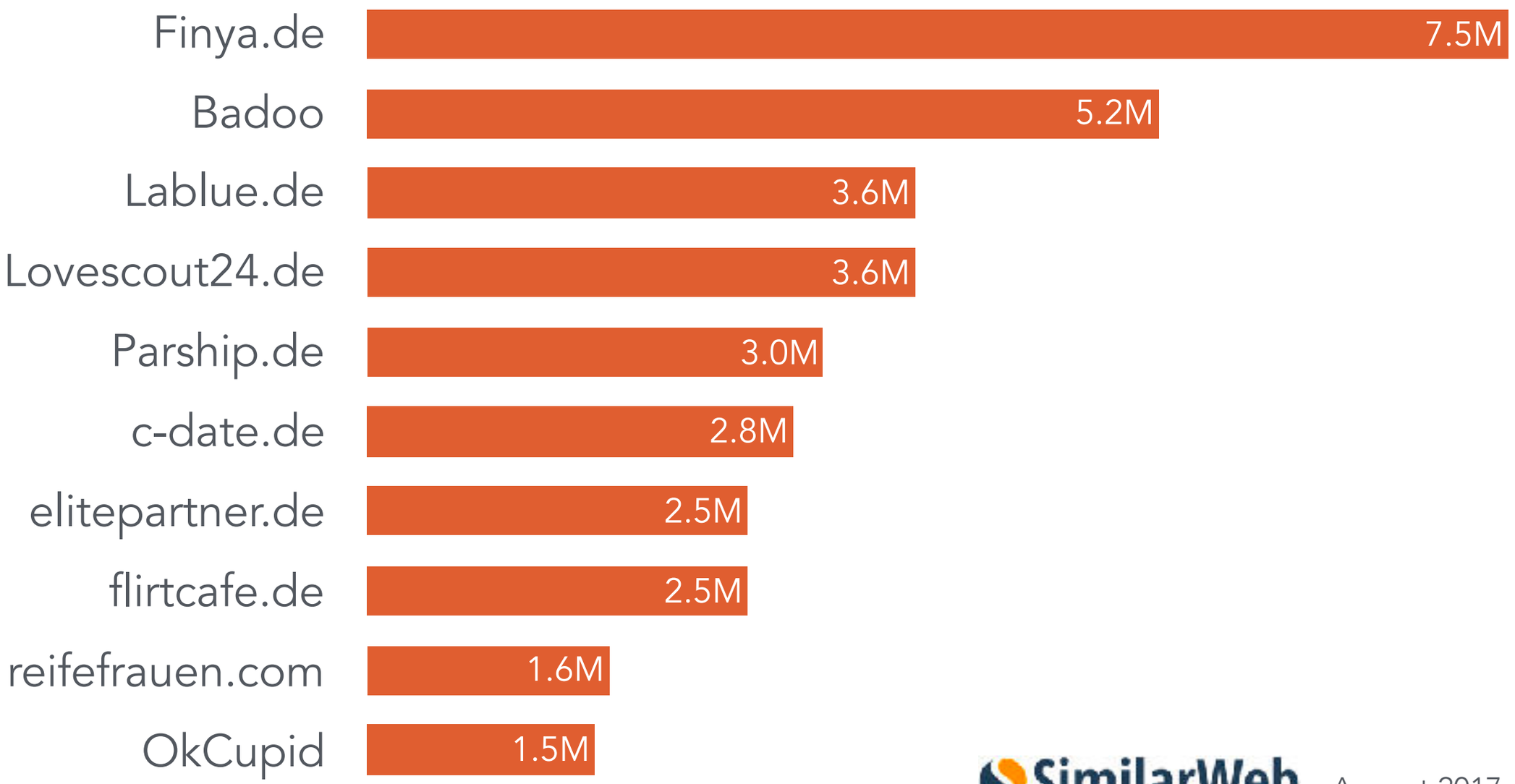
TOP GERMAN DATING SITES

Desktop+mWeb (Avg. monthly total visits)



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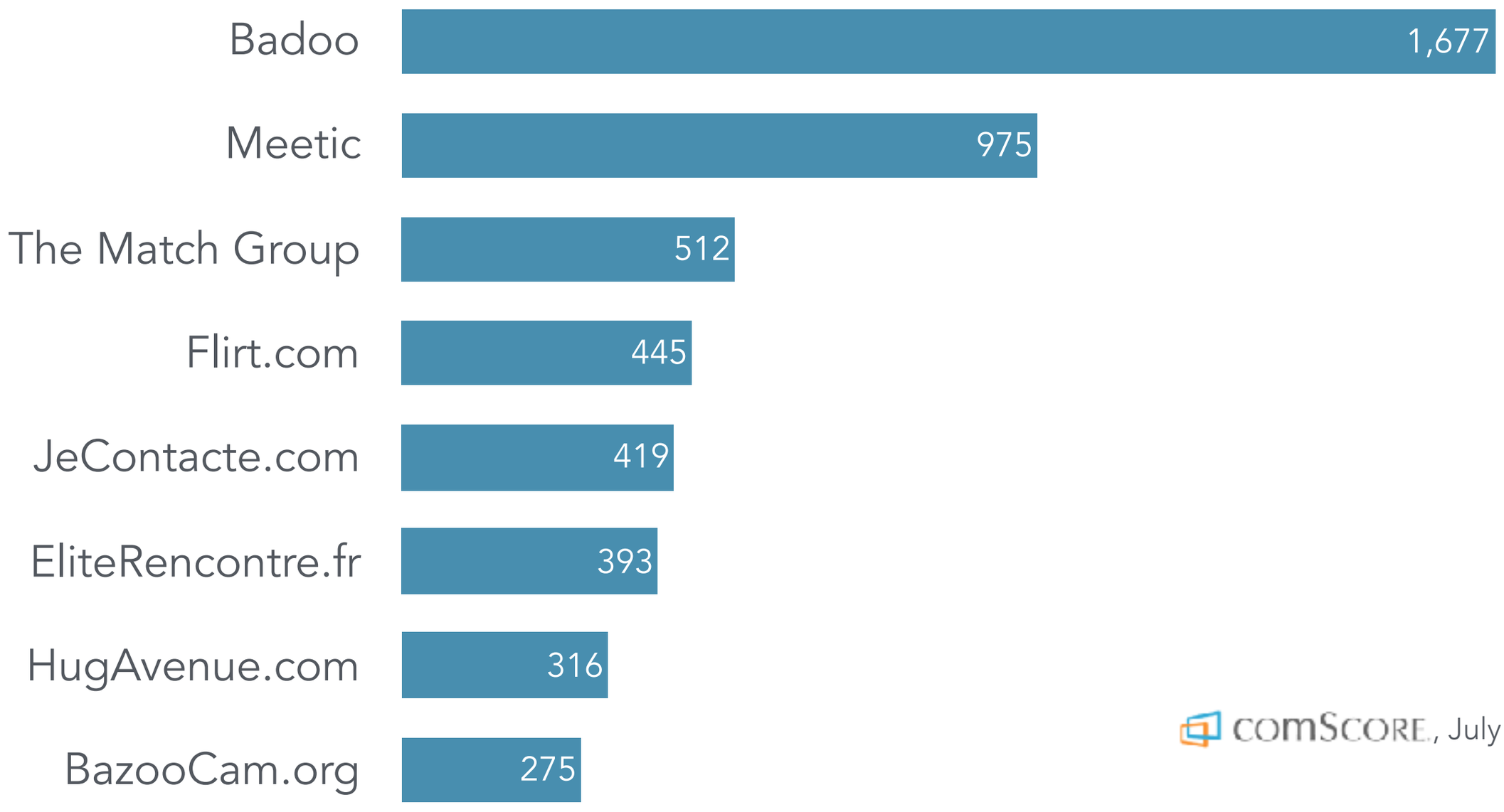
TOP FRENCH DATING SITES

Desktop+mWeb+Apps (unique visitors 000)



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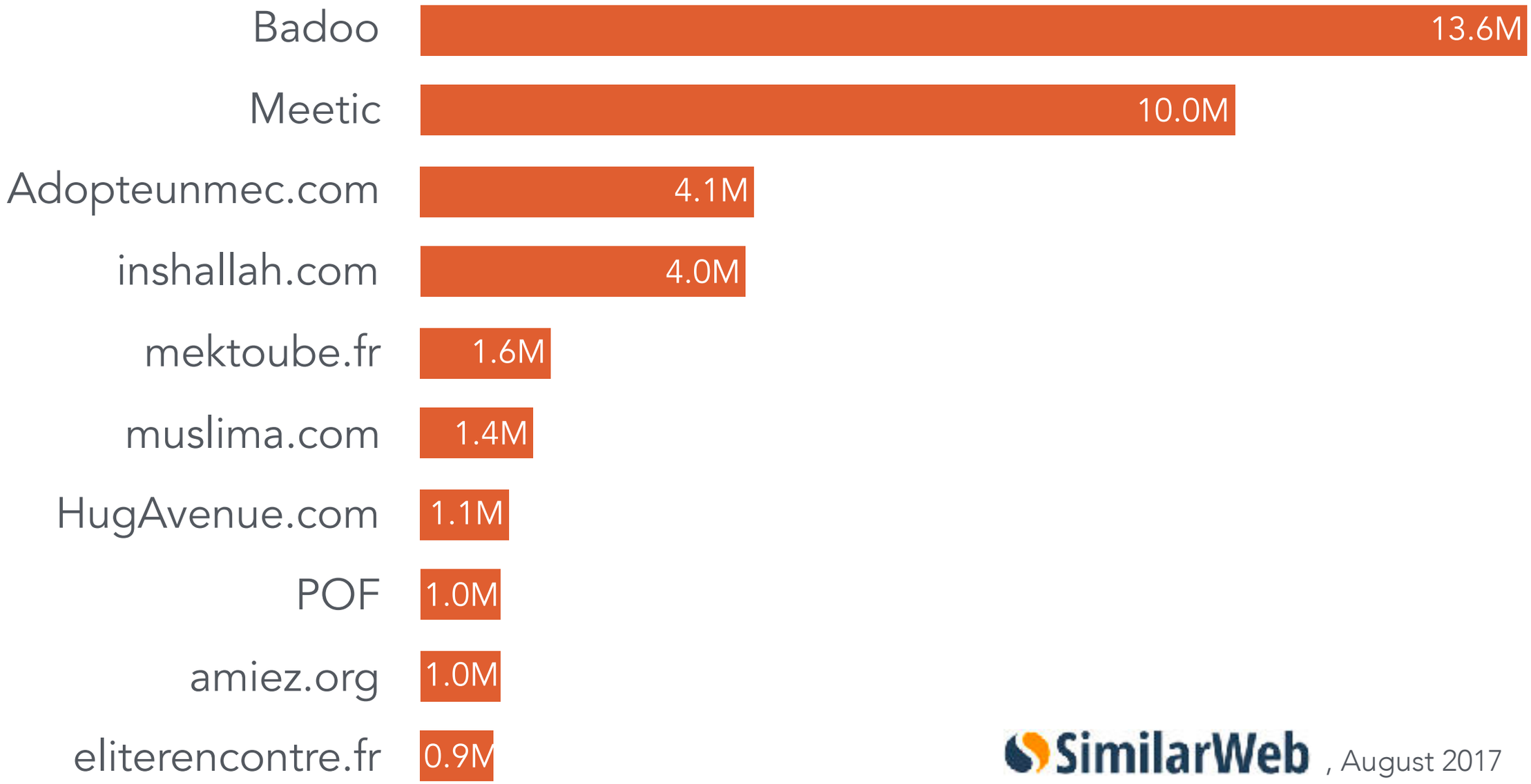
TOP FRENCH DATING SITES

Desktop+mWeb (Avg. monthly total visits)



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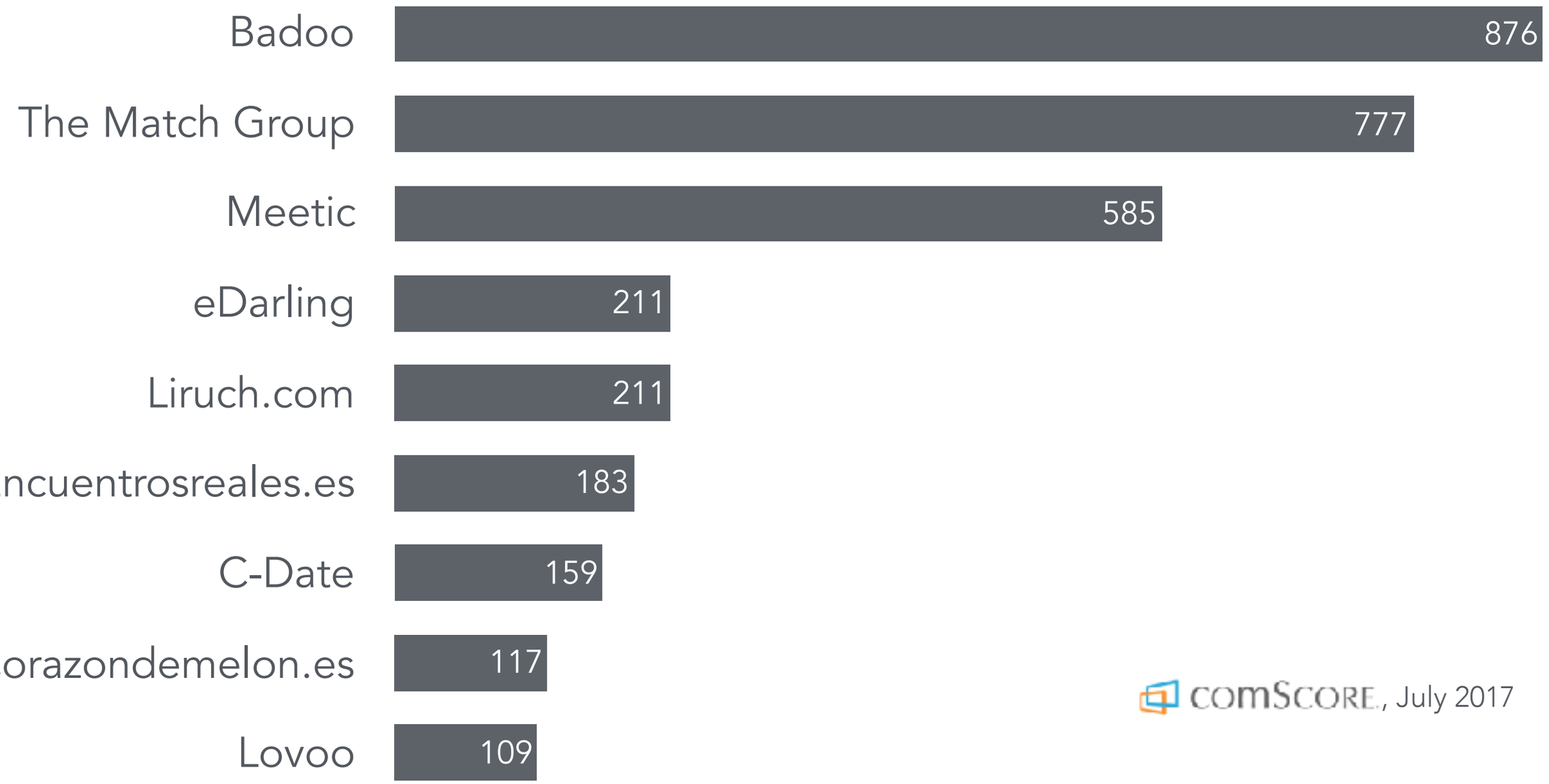
TOP SPANISH DATING SITES

Desktop+mWeb+Apps (unique visitors 000)



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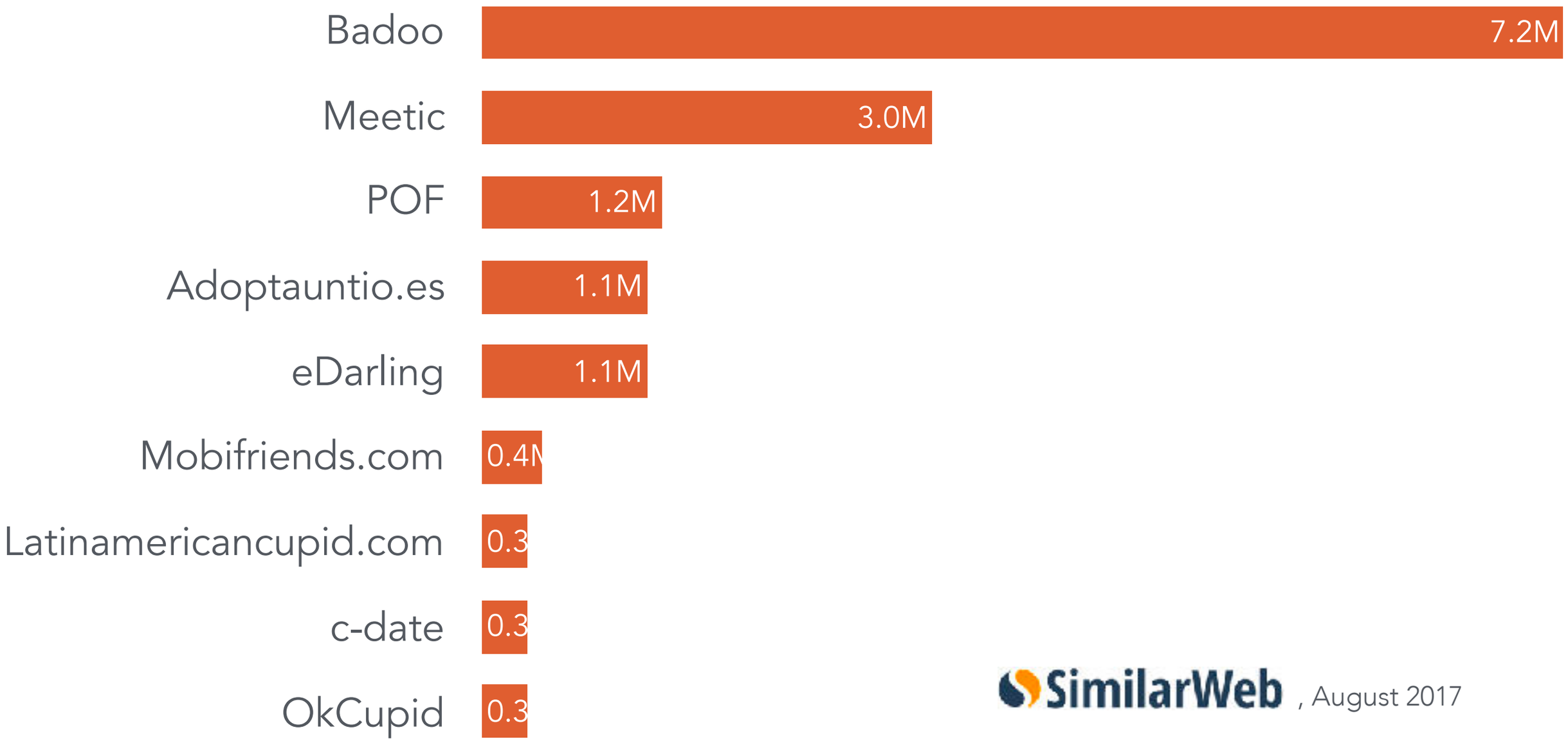
TOP SPANISH DATING SITES

Desktop+mWeb (Avg. monthly total visits)



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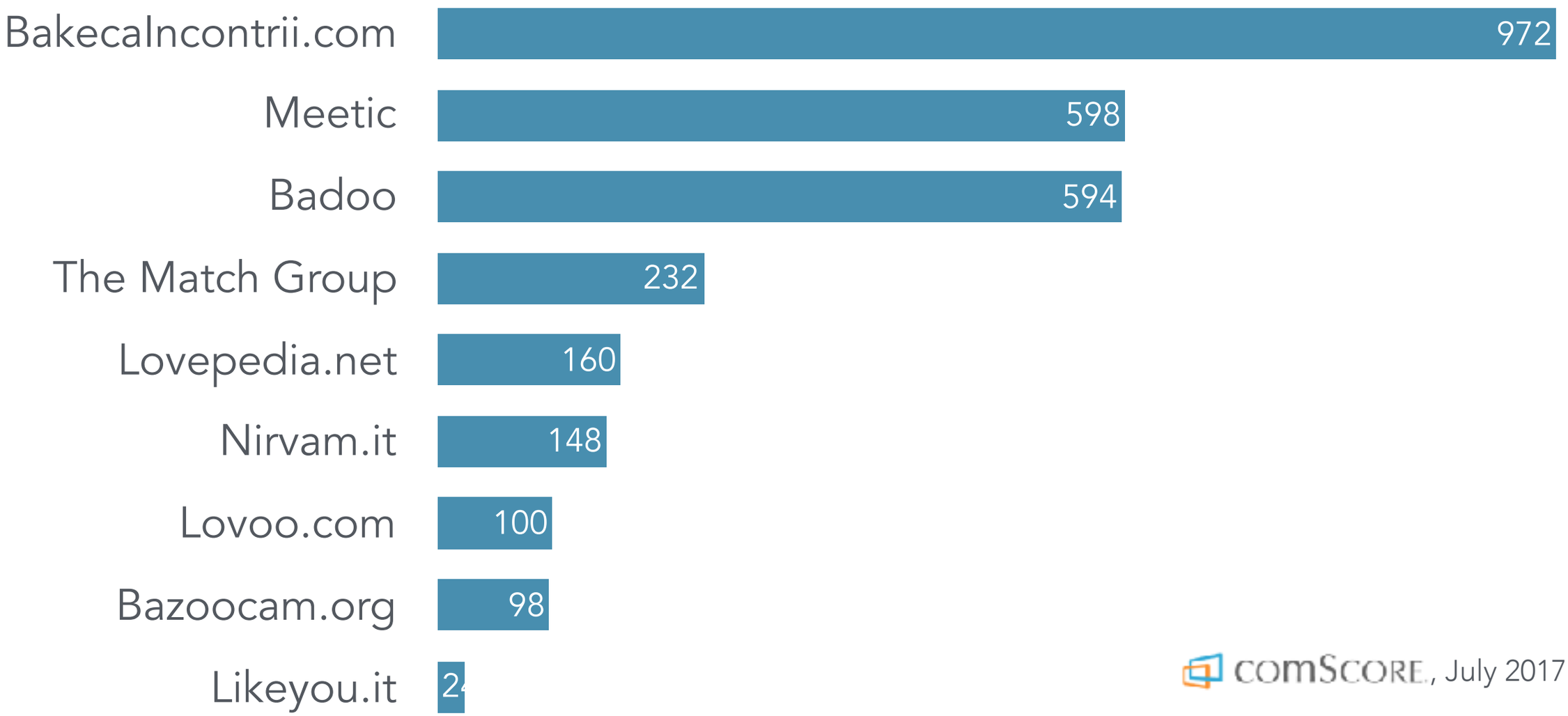
TOP ITALIAN DATING SITES

Desktop+mWeb+Apps (unique visitors 000)



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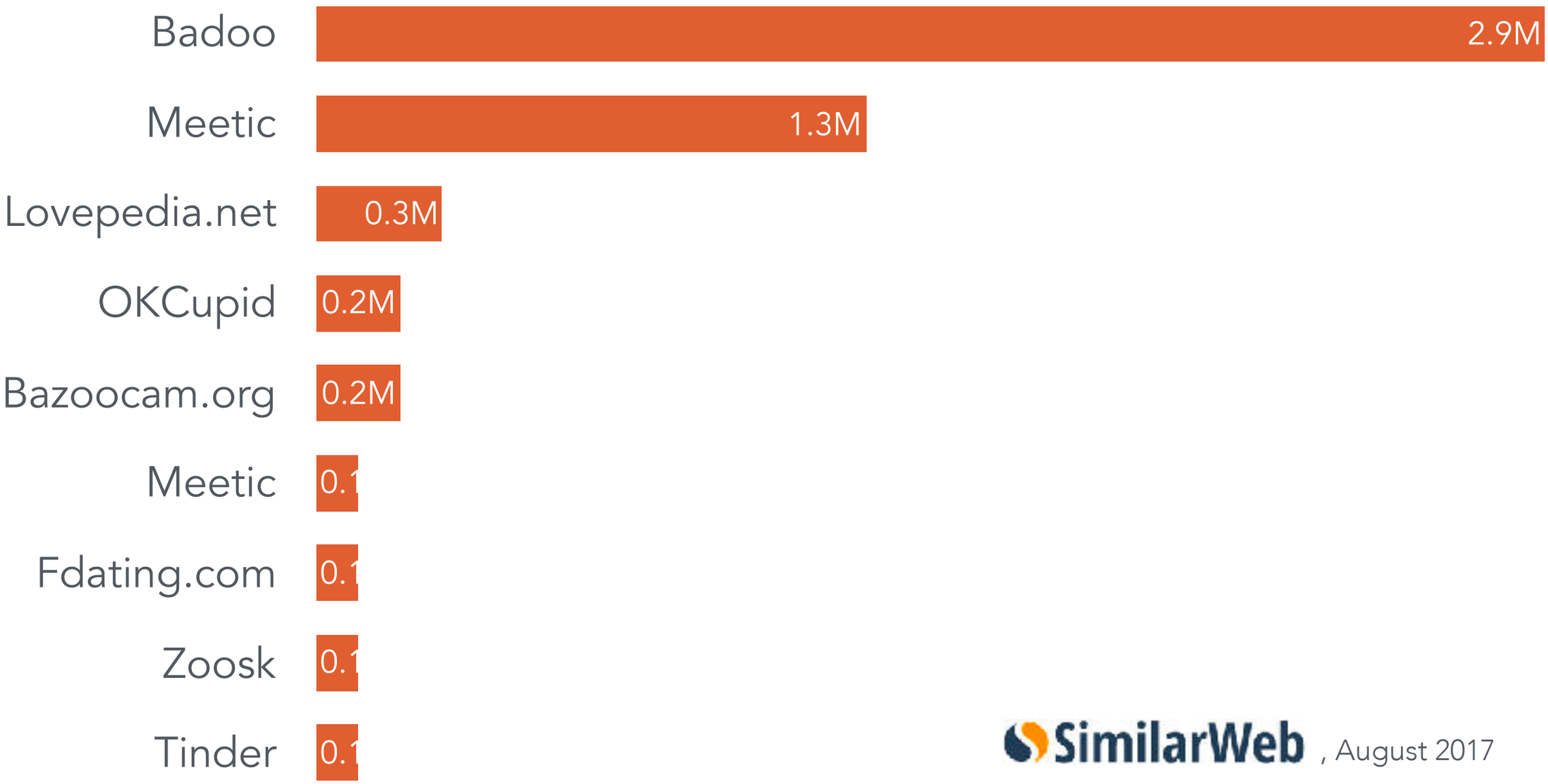
TOP ITALIAN DATING SITES

Desktop+mWeb (Avg. monthly total visits)



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$$$



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BRITS SPENT £6B FOR DATING IN 2016



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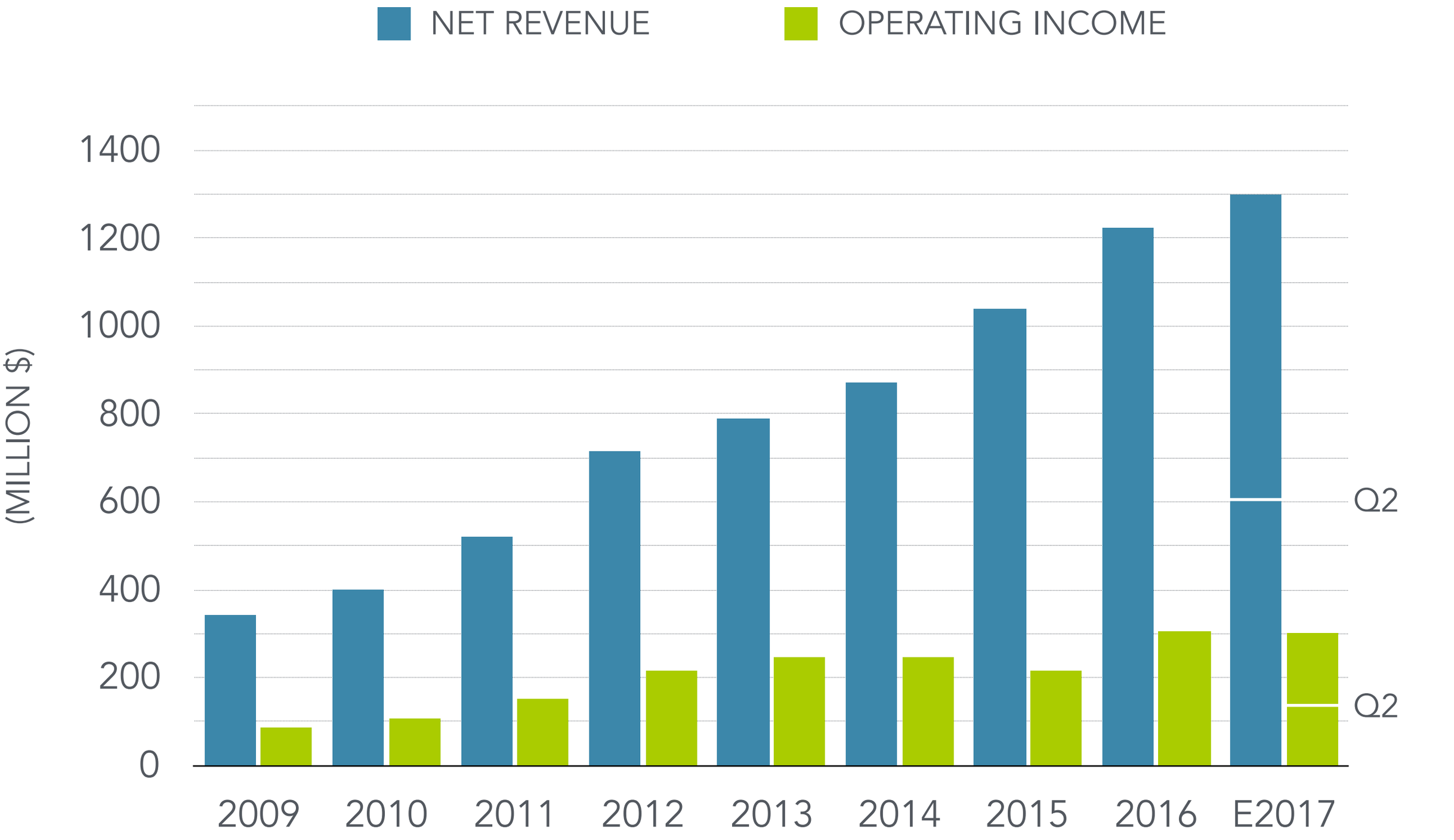
MATCH GROUP REVENUE & INCOME



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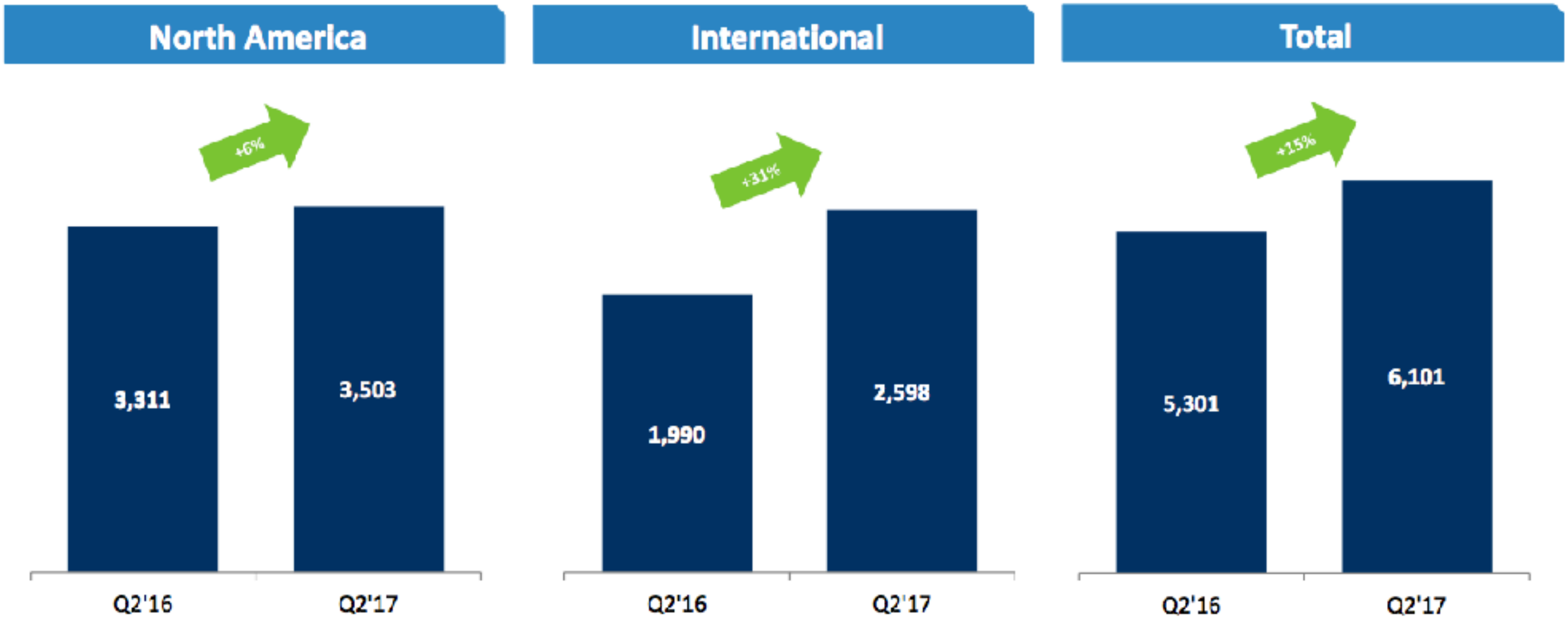
Q1 2017 MATCH GROUP AVERAGE PMC TRENDS



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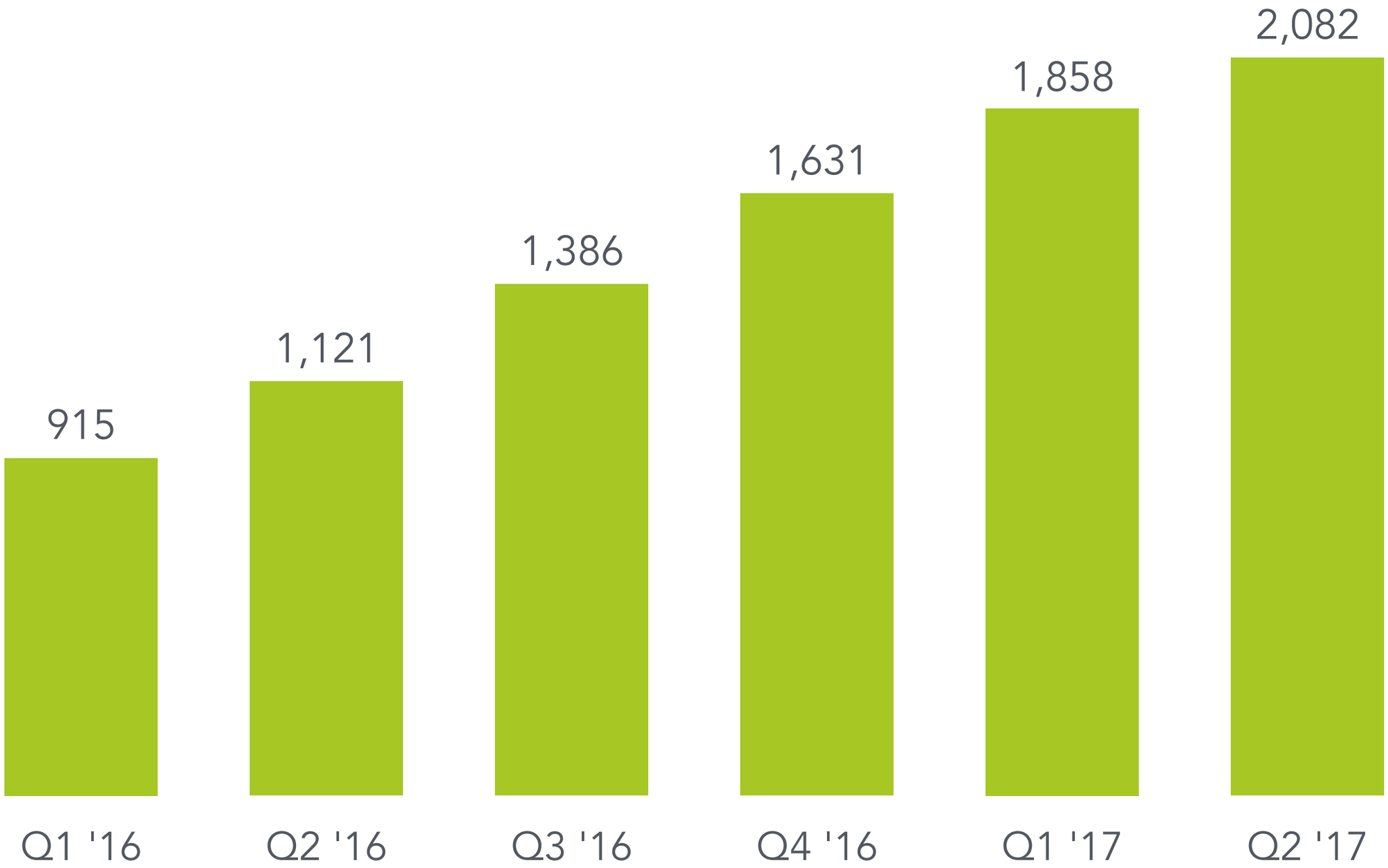
TINDER AVERAGE PAYING SUBSCRIBERS GROWTH

(in 000's)



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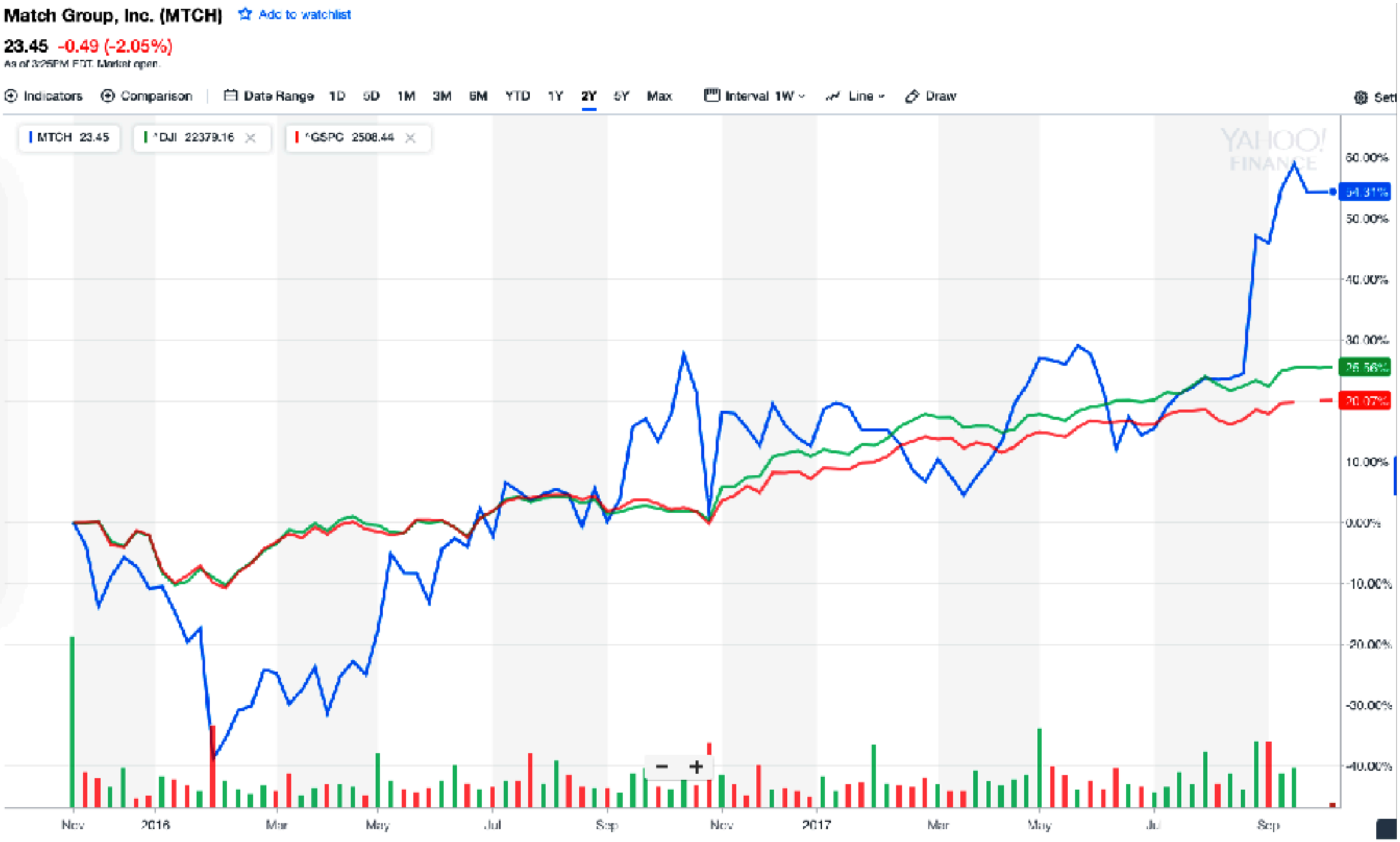
MTCH (THE MATCH GROUP) STOCK PERFORMANCE



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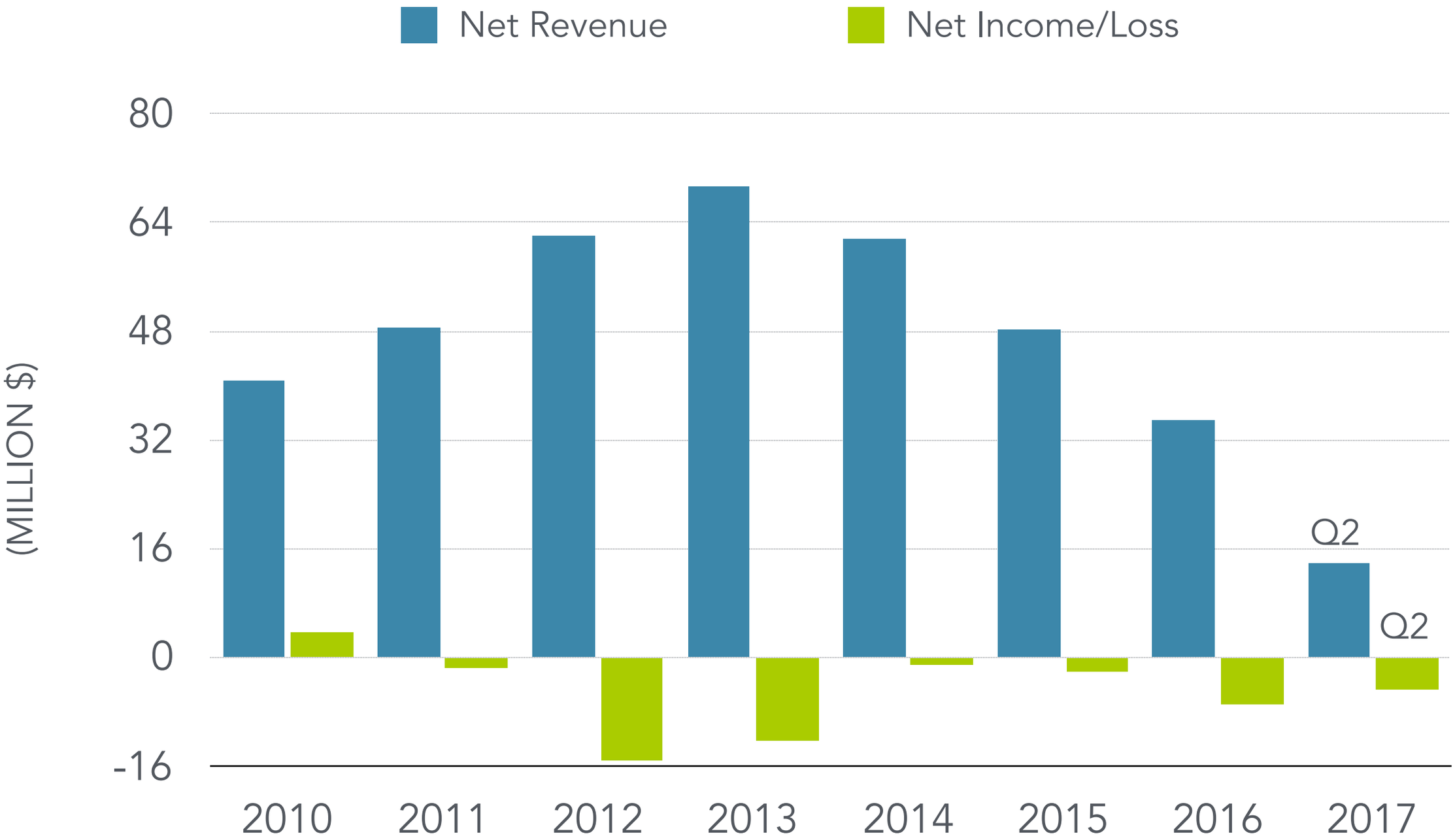
SPARK NETWORKS REVENUE & INCOME



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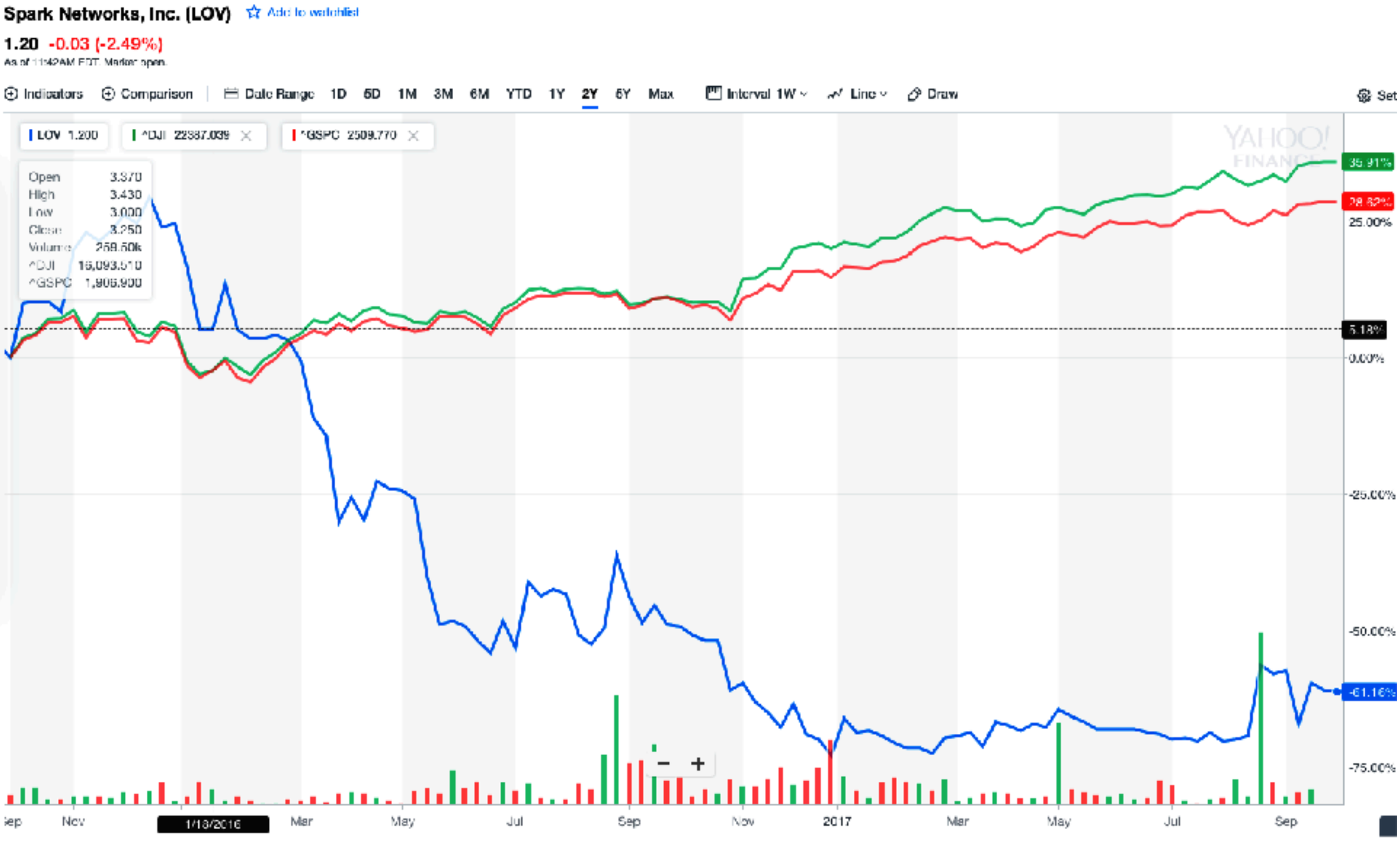
LOV (SPARK NETWORKS) STOCK PERFORMANCE



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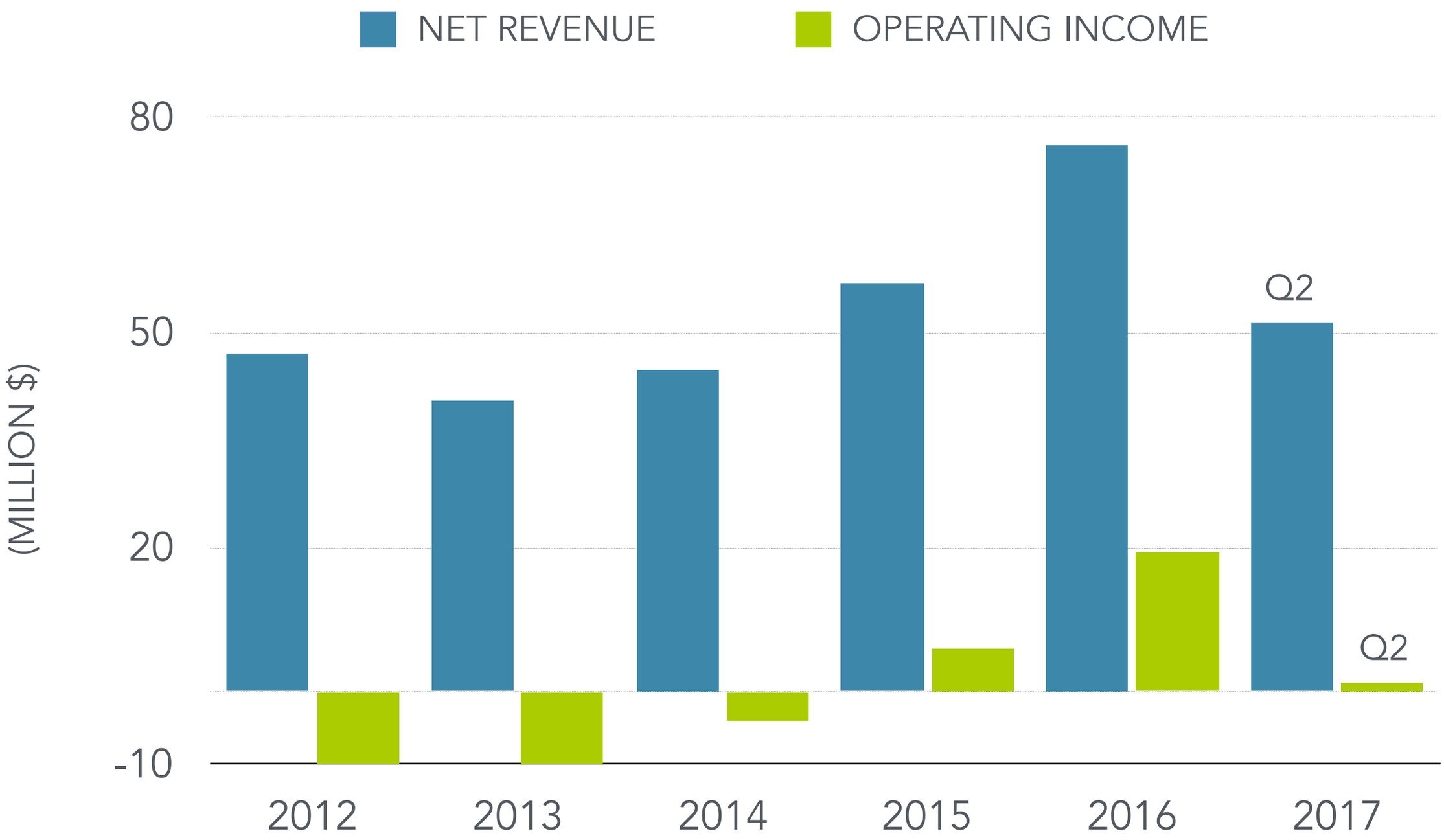
THE MEET GROUP REVENUE & INCOME



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MEET (THE MEET GROUP) STOCK PERFORMANCE



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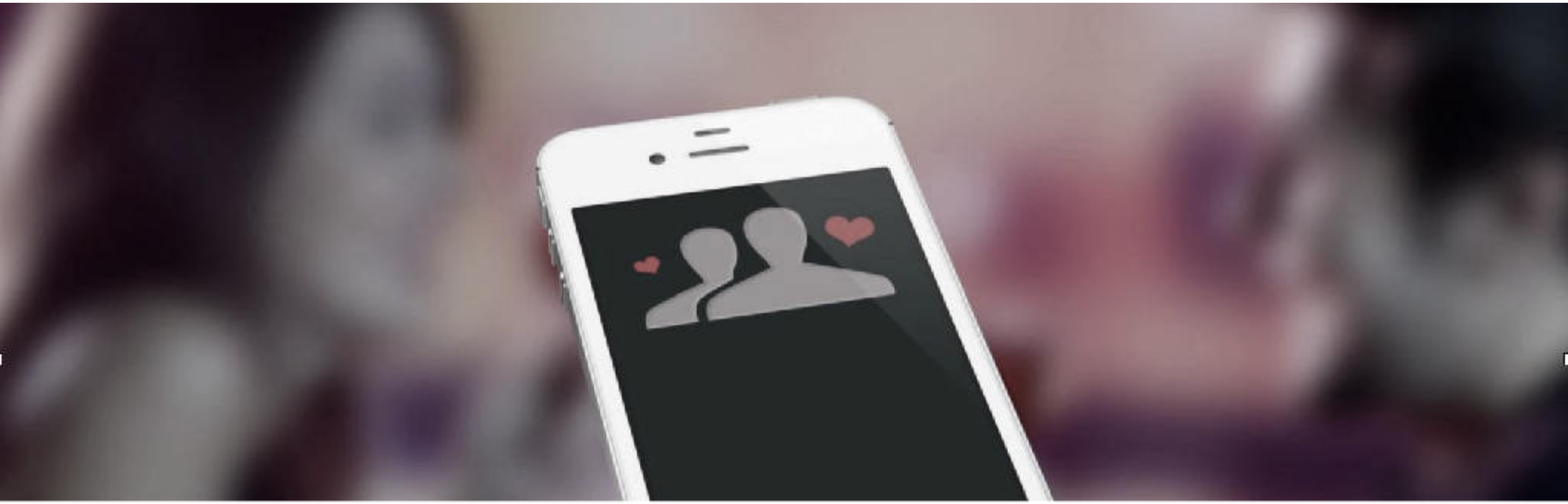
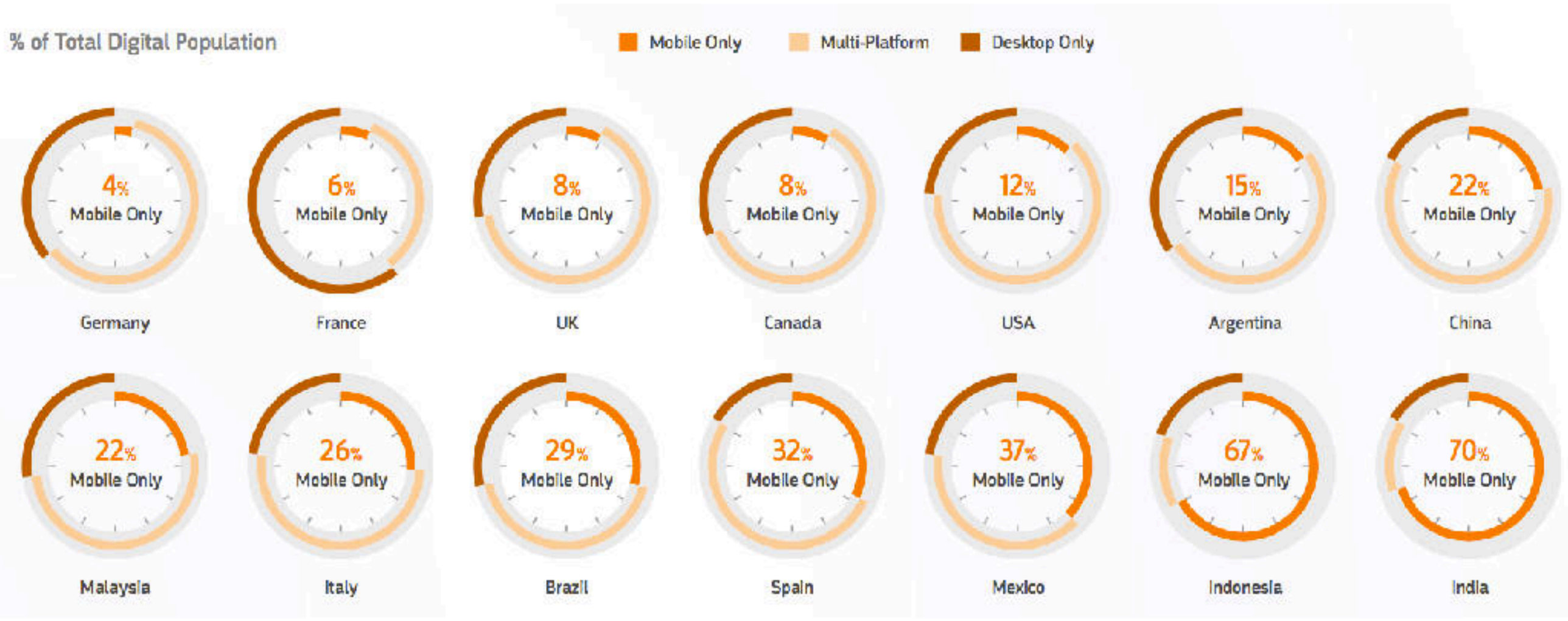
MOBILE



MOBILE ONLY SHARE OF DIGITAL AUDIENCE



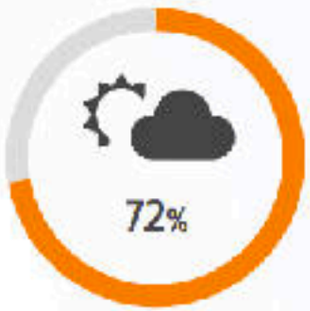
MOBILE ONLY SHARE OF DIGITAL AUDIENCE



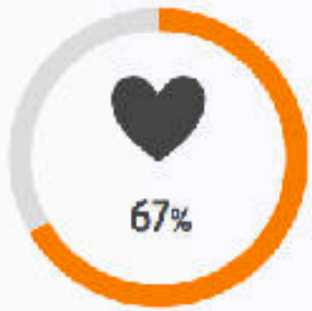
Instant Messenger



Incentives



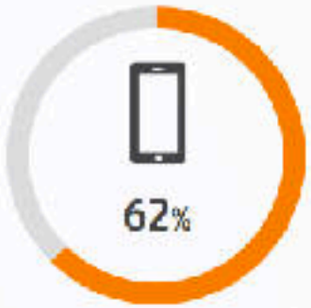
Weather



Personals



Job Search



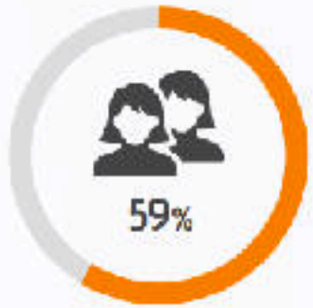
Telecommunications



Lifestyles – Food



Coupons



Gay/Lesbian



Beauty/Fashion/Style

UK INTERNET USERS



DESKTOP ONLY

14%

of Brits used **only** their desktops to browse the Internet



MULTI-PLATFORM

77%

of Brits used their desktop **and** smartphones/tablets to browse the Internet



MOBILE ONLY

9%

of Brits used **only** their smartphones/tablets to browse the Internet

comScore, July 2017

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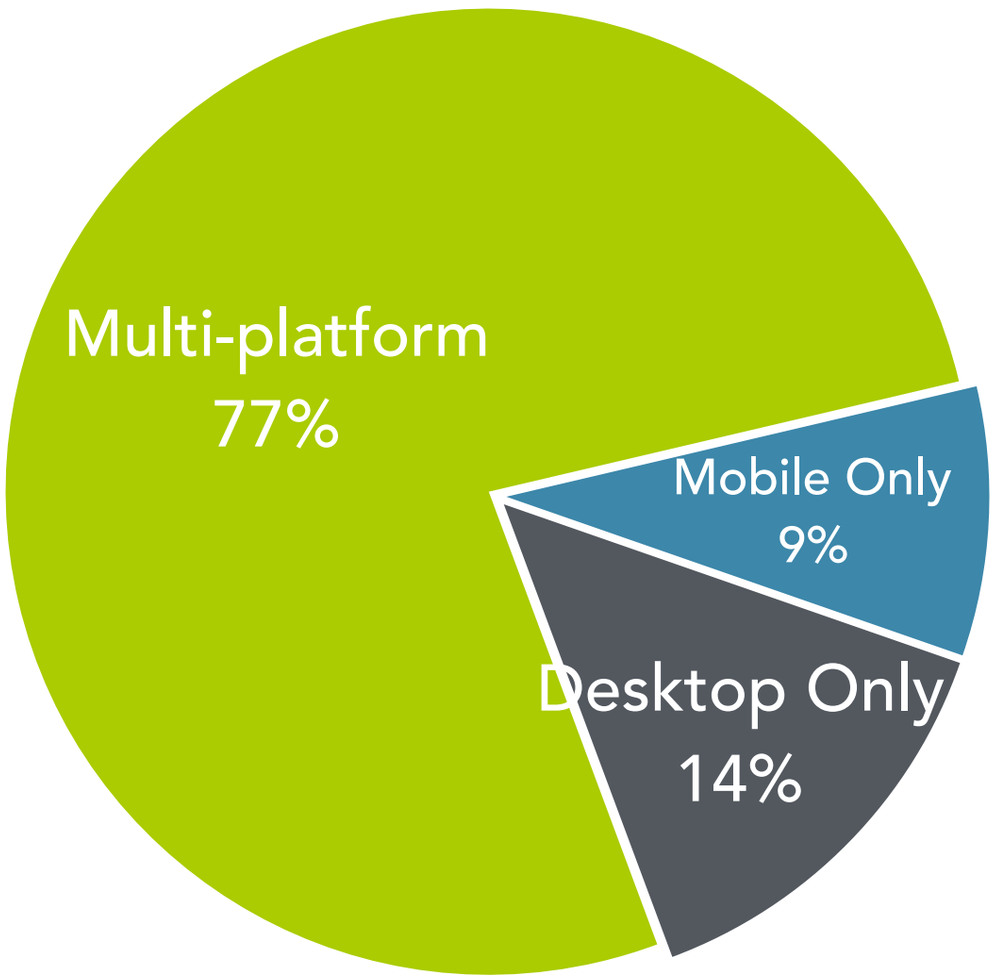
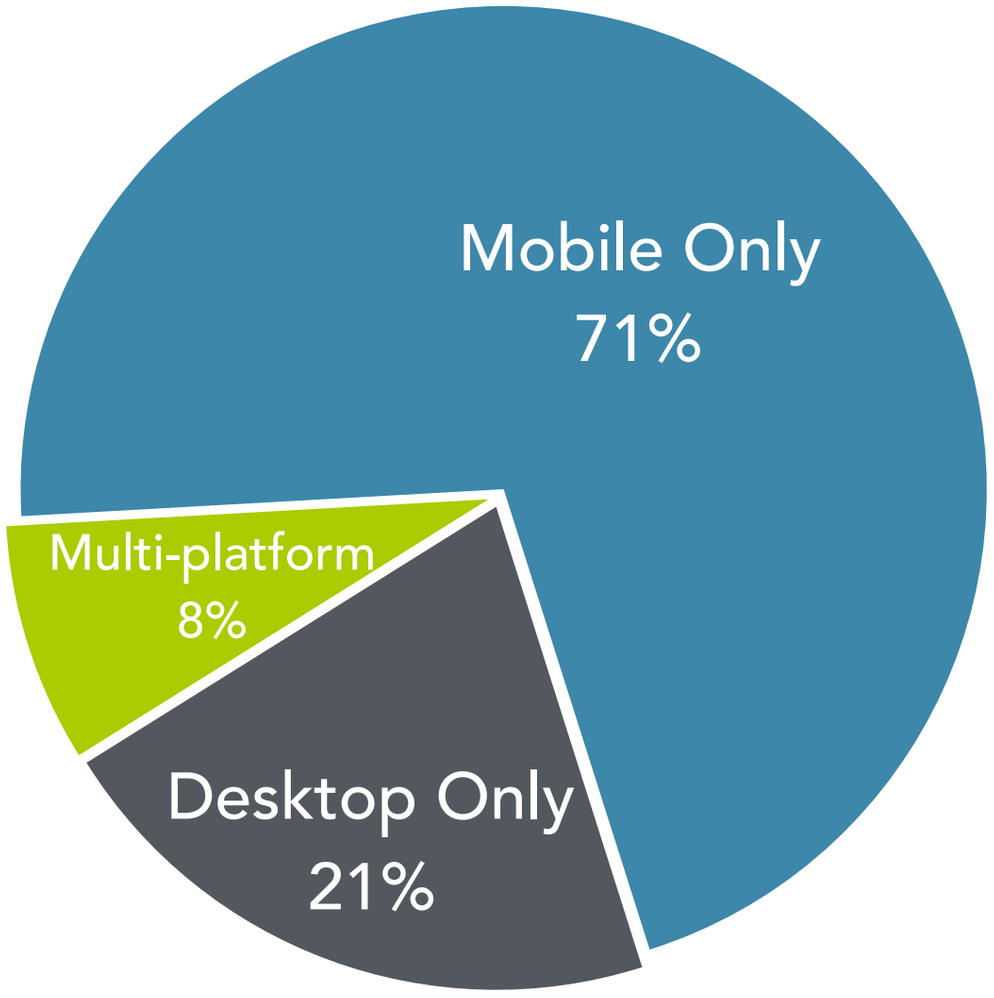
UK ONLINE DATING ACCESS METHOD

TOTAL INTERNET AUDIENCE

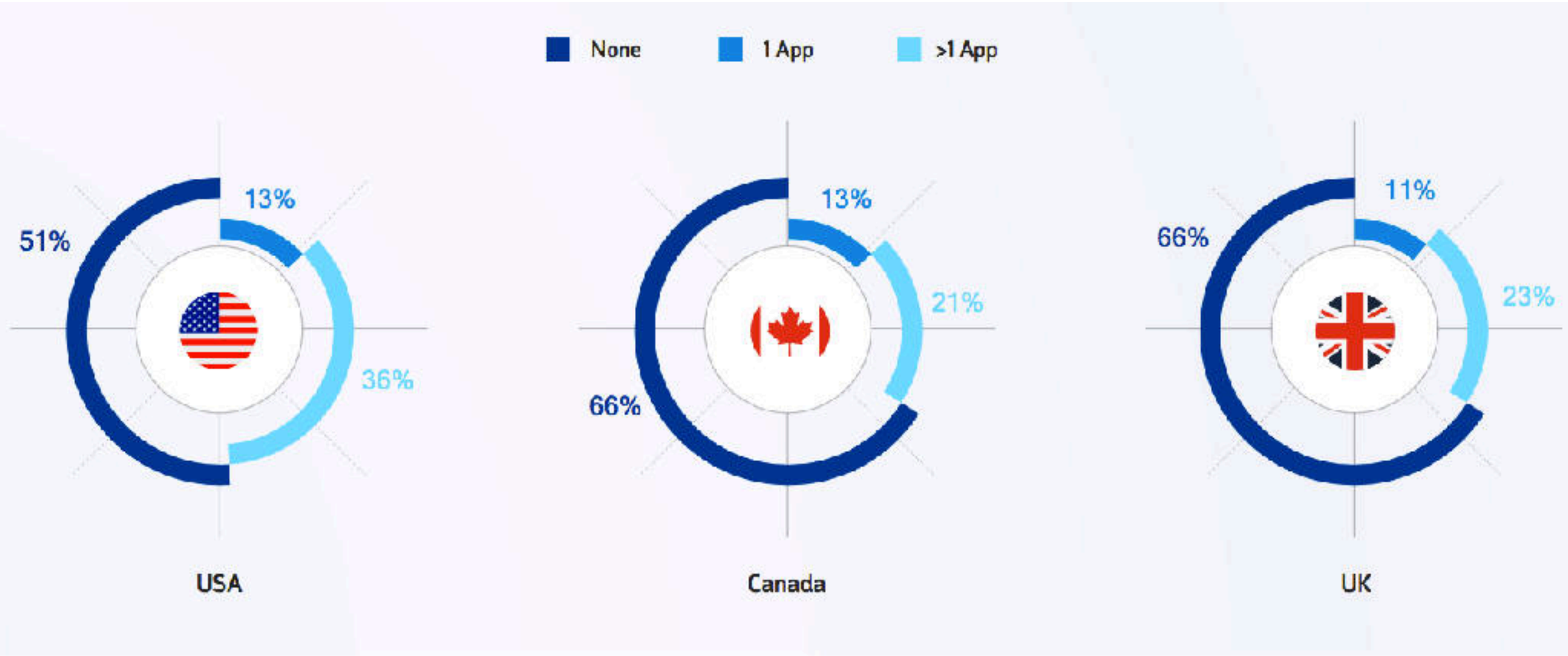


ONLINE DATING AUDIENCE



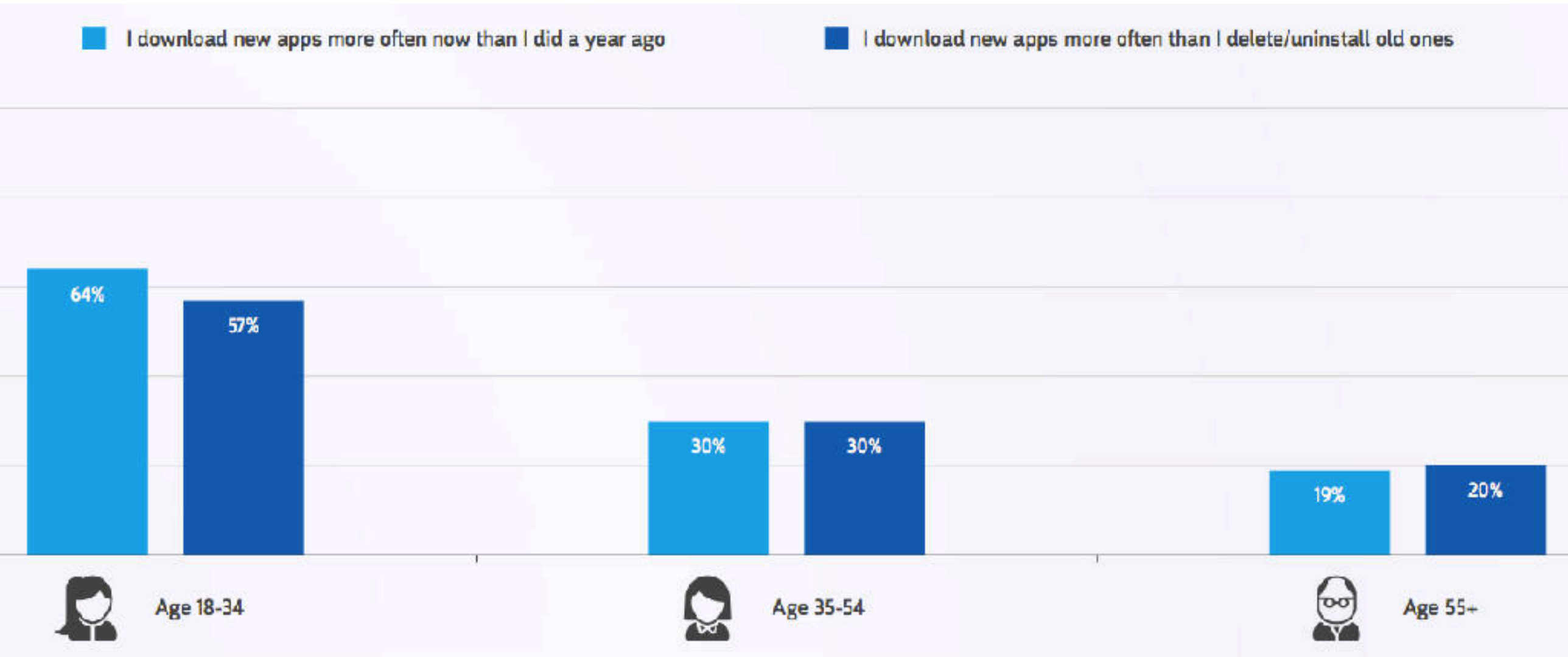
NUMBER OF APPS DOWNLOADED IN A MONTH

% of smartphone owners

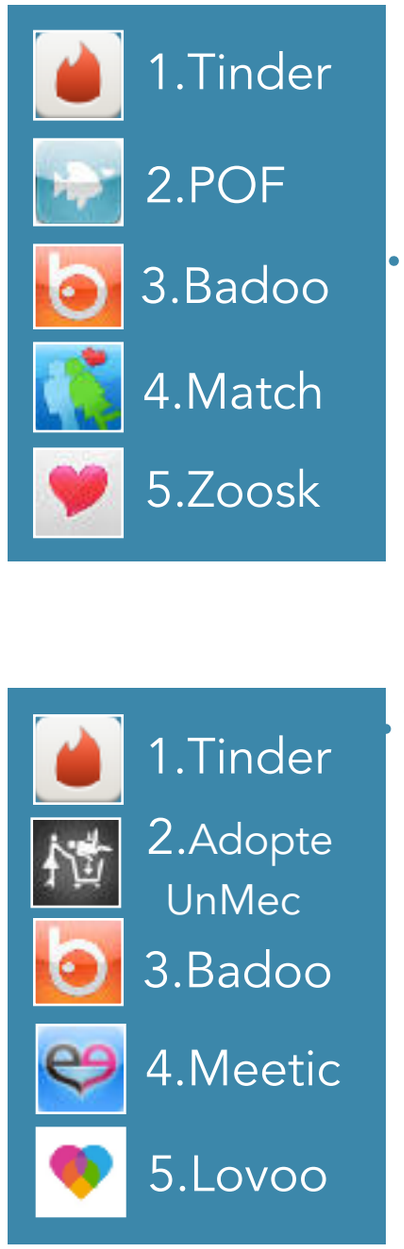


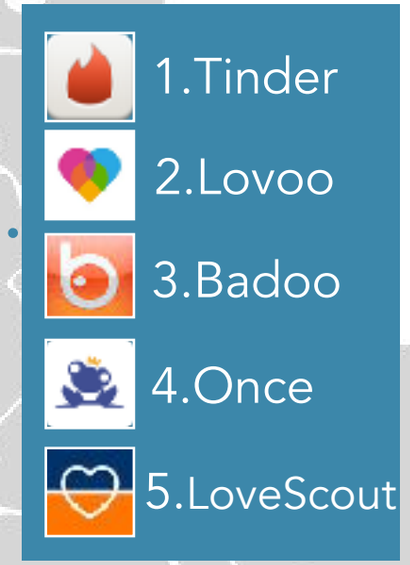
APP DOWNLOADS SURVEY

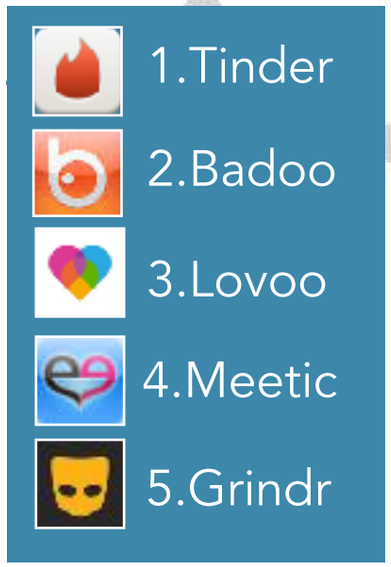
% of smartphone users by age

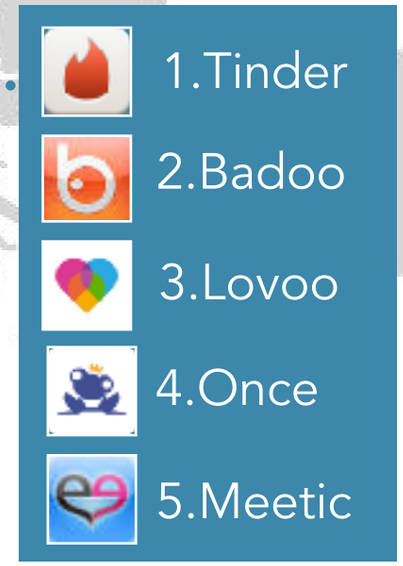


TOP GROSSING IPHONE DATING APPS

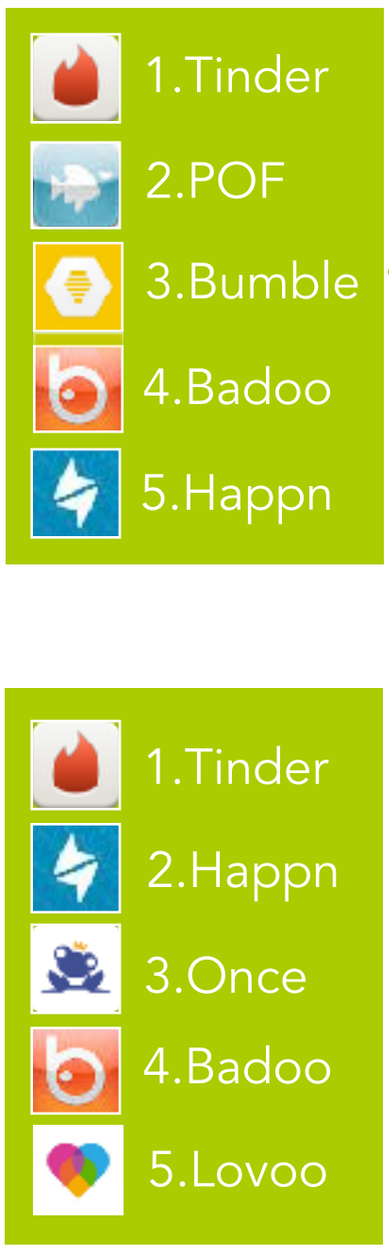


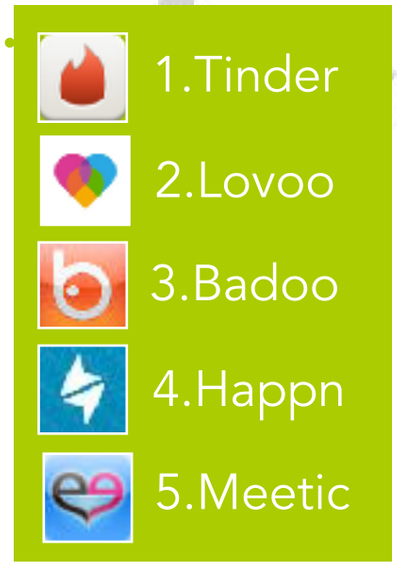


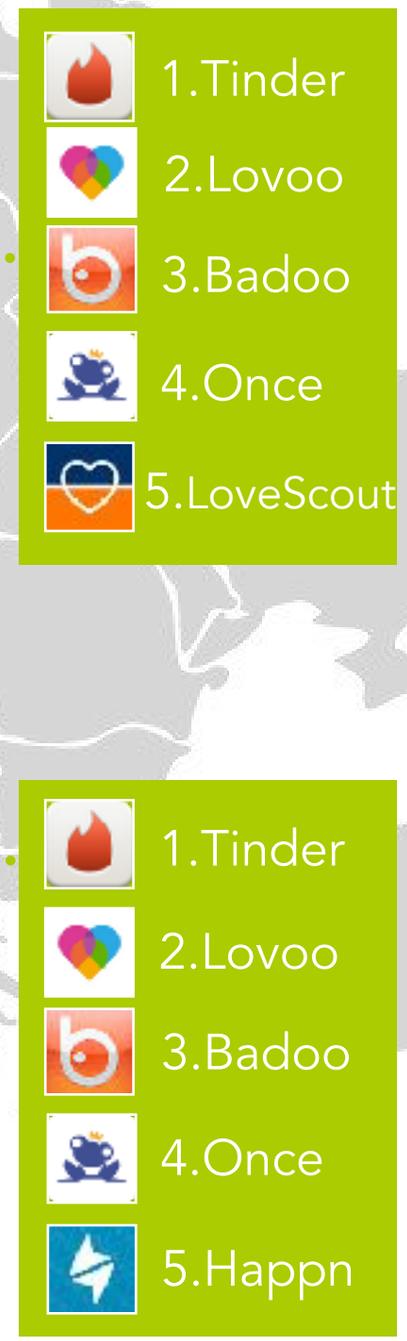




TOP FREE IPHONE DATING APPS







App Annie Sep 2017

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TOP NEWS



MATCH.COM LAUNCHES OURTIME IN UK



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MEETIC LAUNCHES DATING SITE FOR 50+ IN FRANCE



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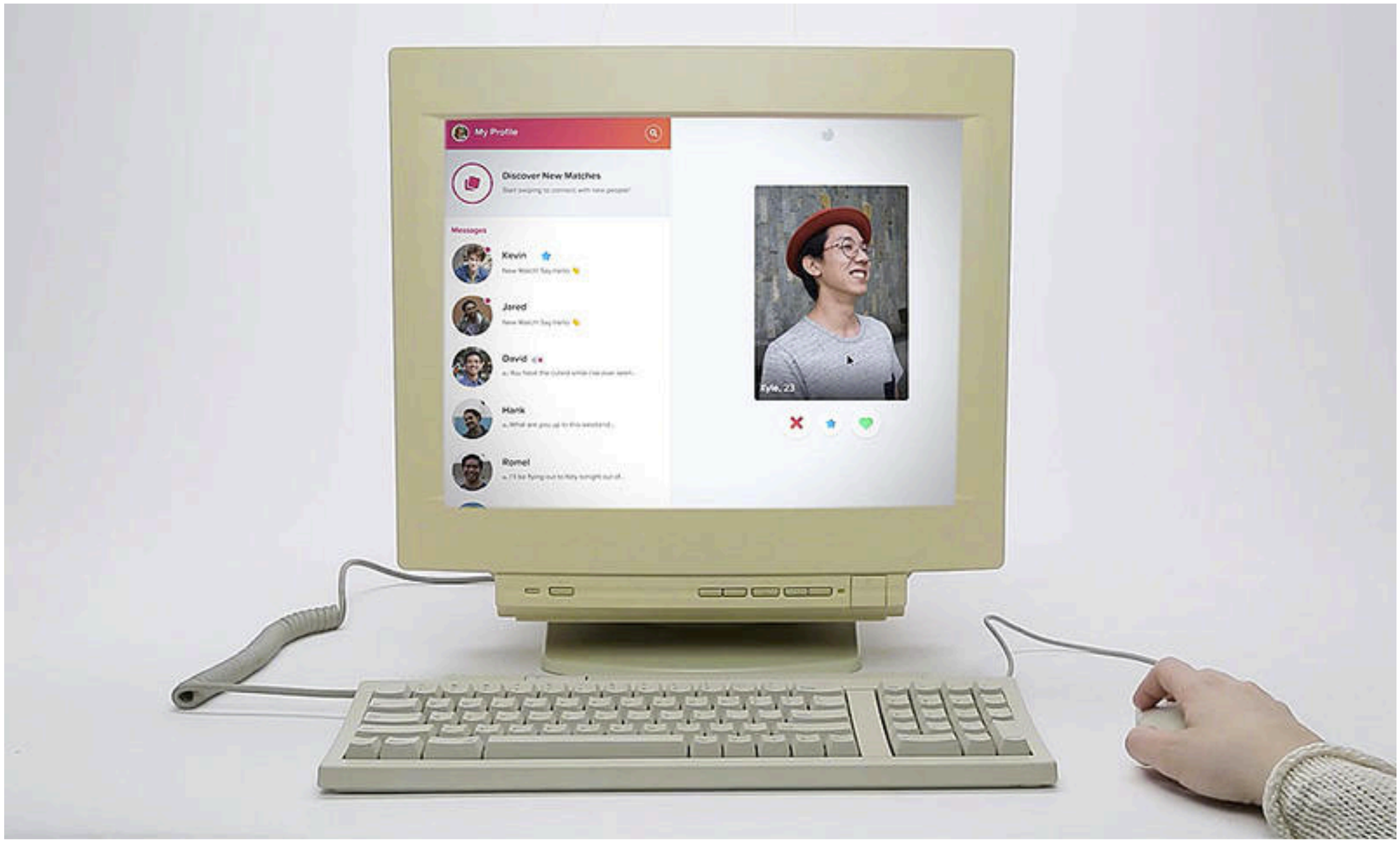
TINDER AVAILABLE ON DESKTOP



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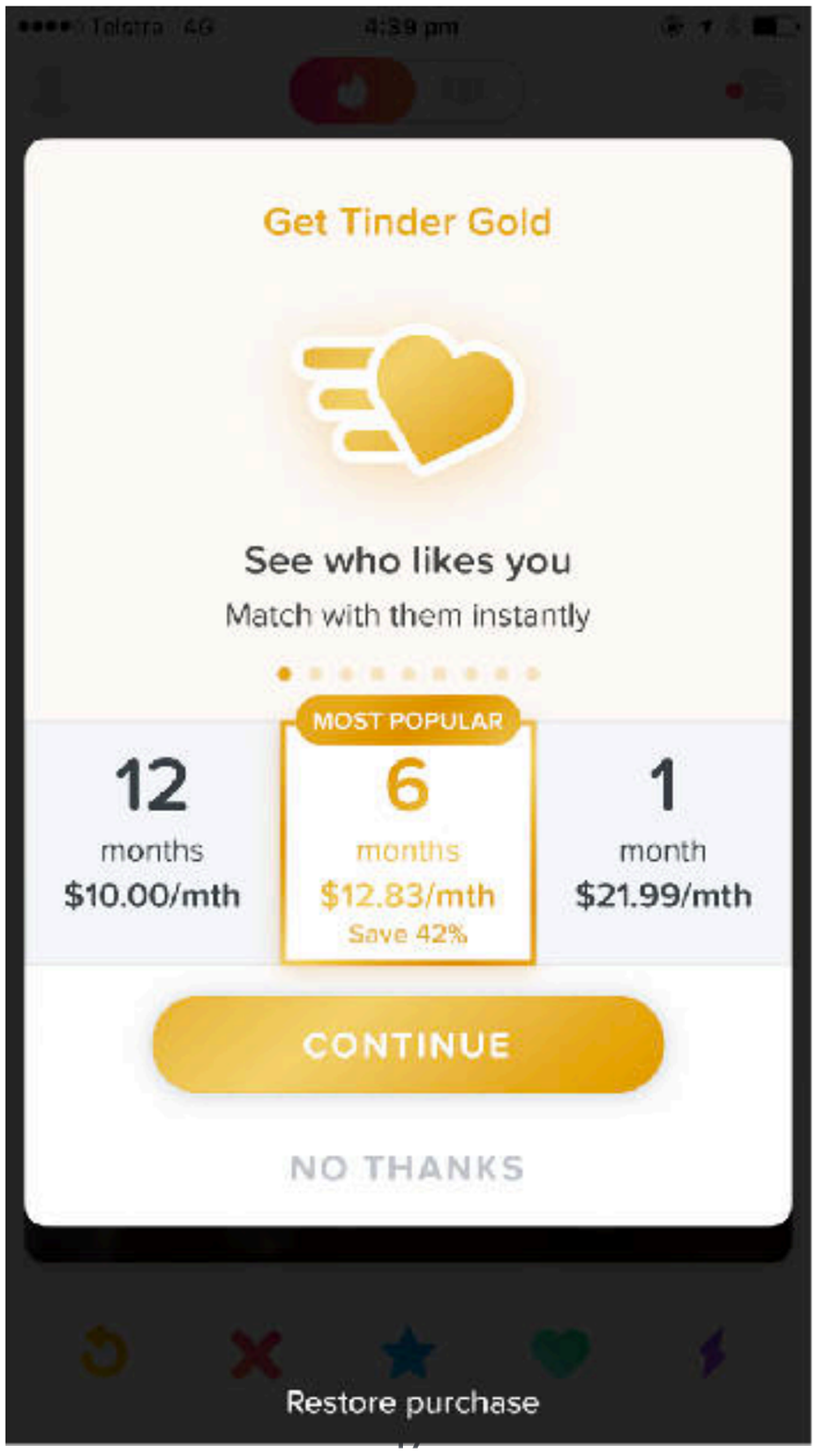
TINDER GOLD AVAILABLE IN THE US



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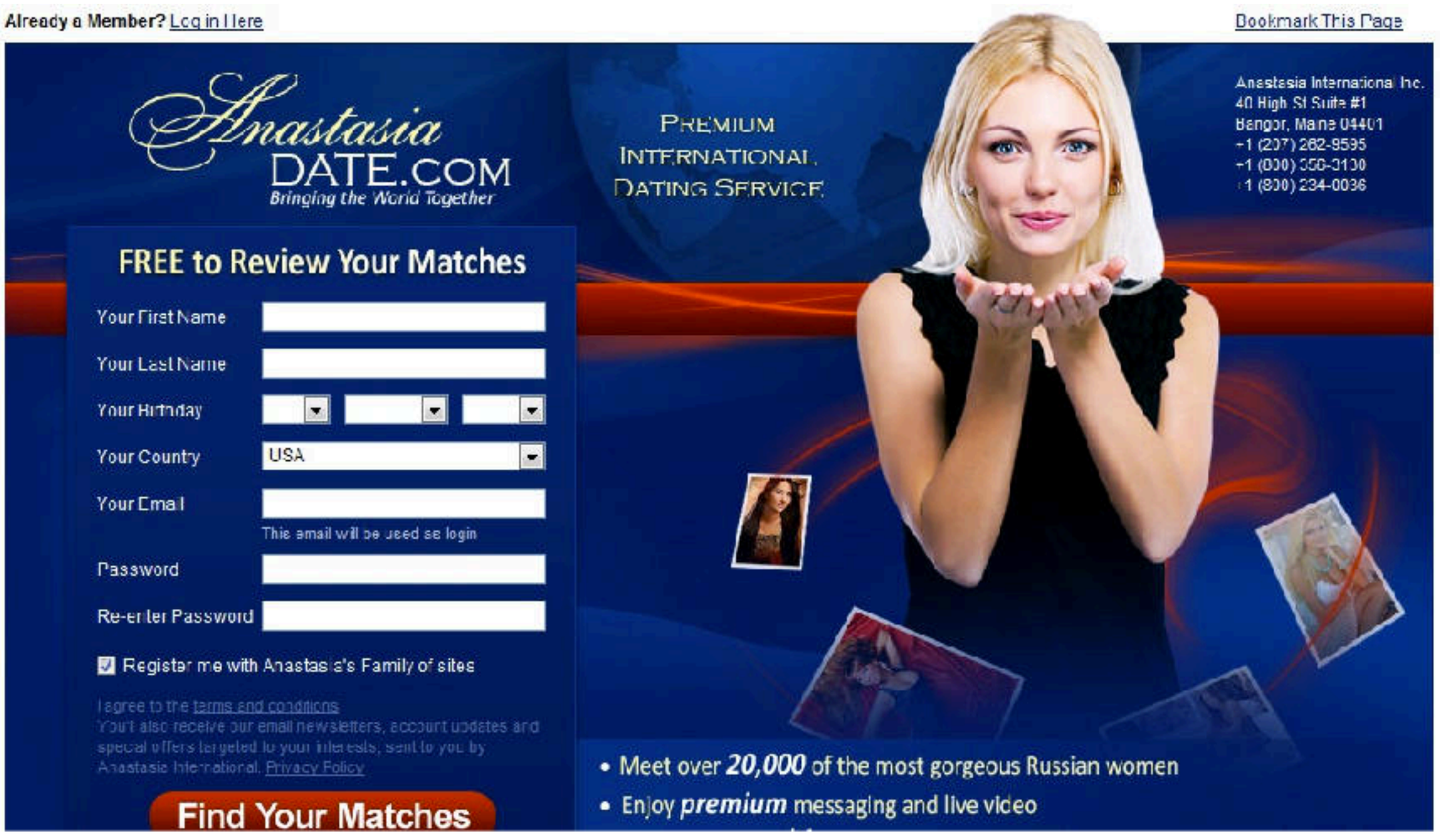
GOOGLE TO BAN PREMIUM INTERNATIONAL DATING SITES



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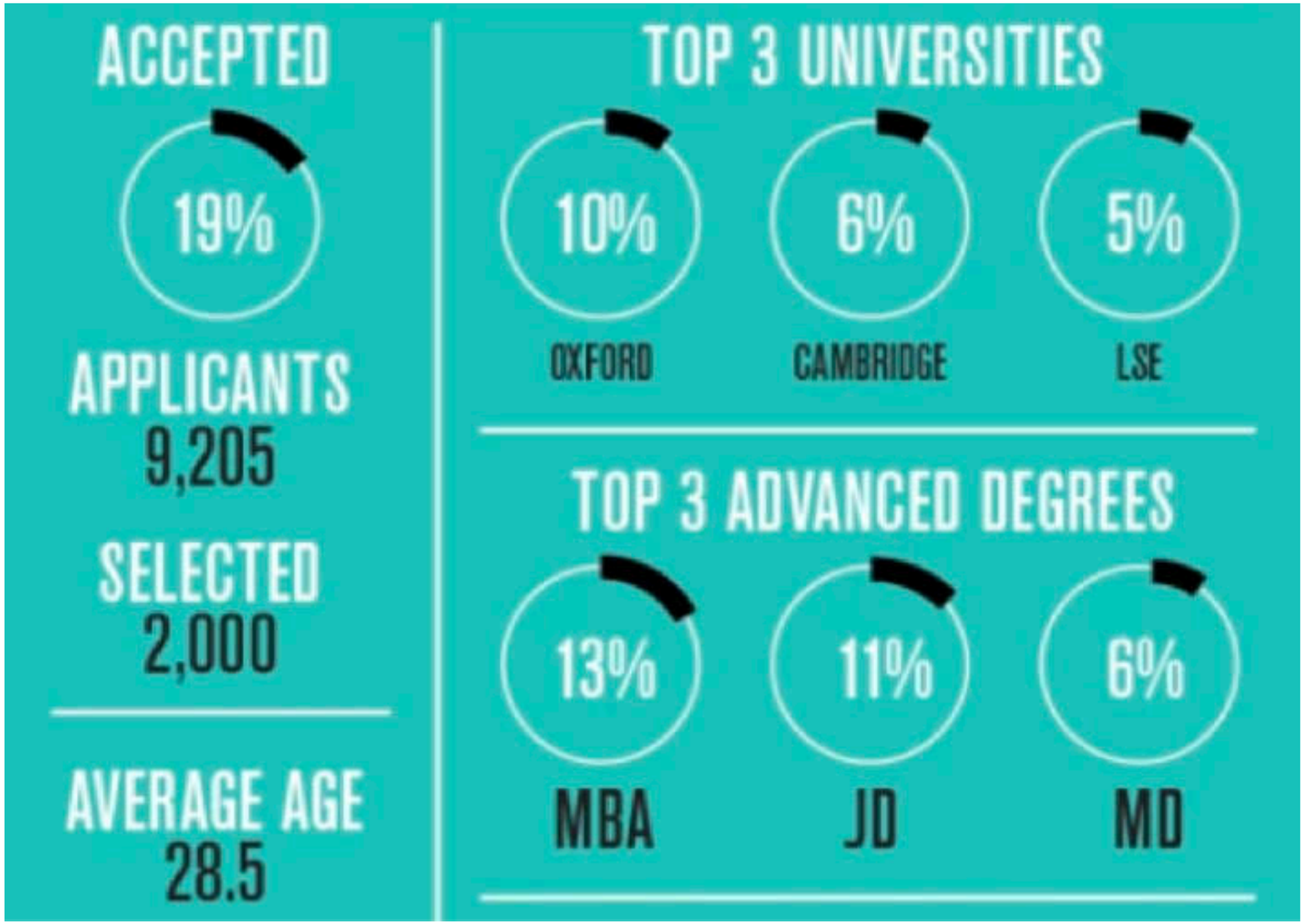
THE LEAGUE LAUNCHES IN LONDON



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M&A



SPARK NETWORKS TO MERGE WITH ELITE SINGLES

EliteSingles

Elite SINGLES

eDarling

Attractive World

369,000
paid subscribers
(Q1 2017)

Spark Networks

JDATE

christian mingle

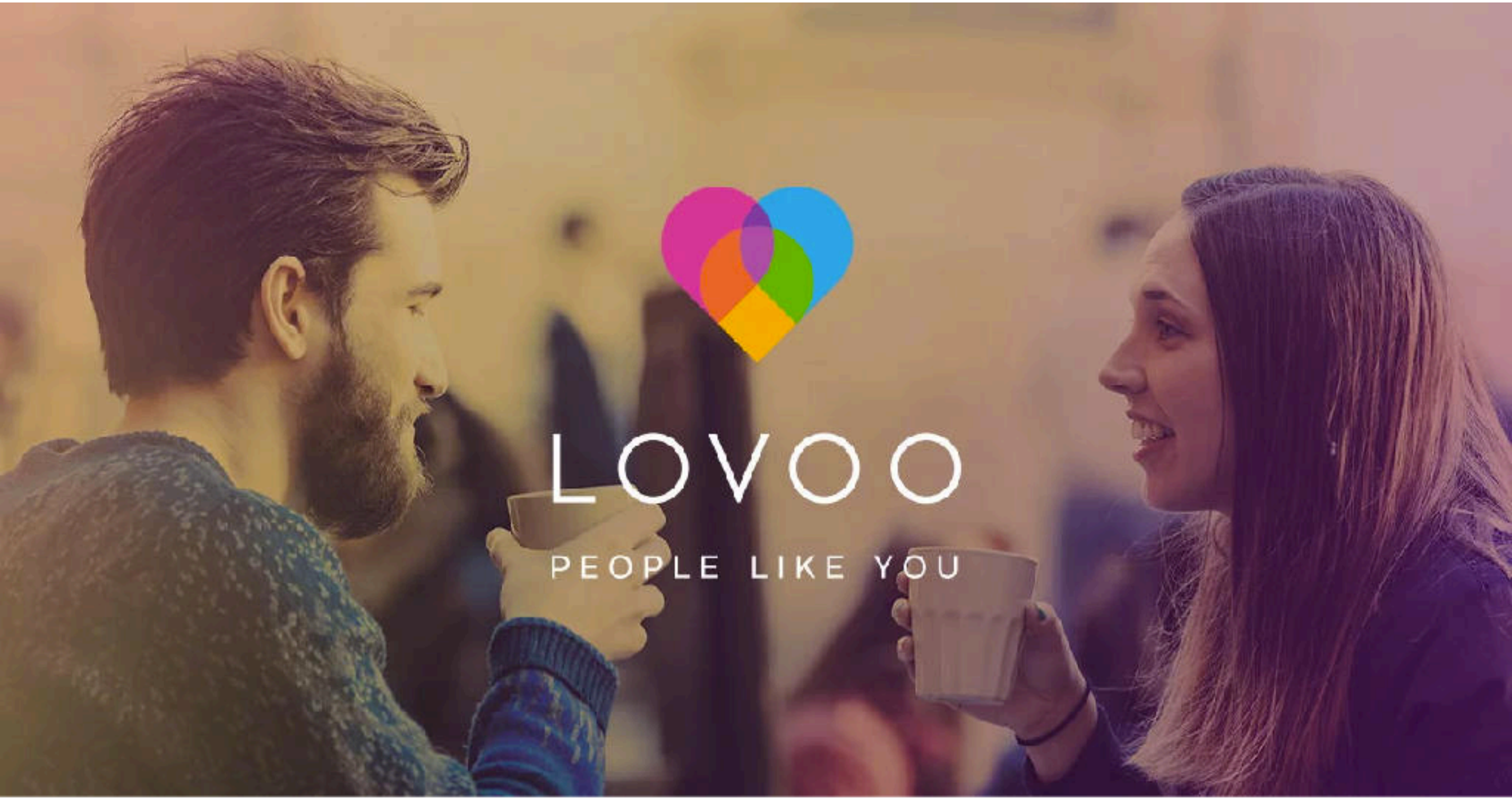
JSWIPE

LDSSingles

120,000
paid subscribers
(Q1 2017)

Powerful portfolio of brands with nearly 500,000 total paid subscribers

MEET GROUP TO BUY LOVOO



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BUMBLE TURNED DOWN $450M OFFER FROM MATCH GROUP



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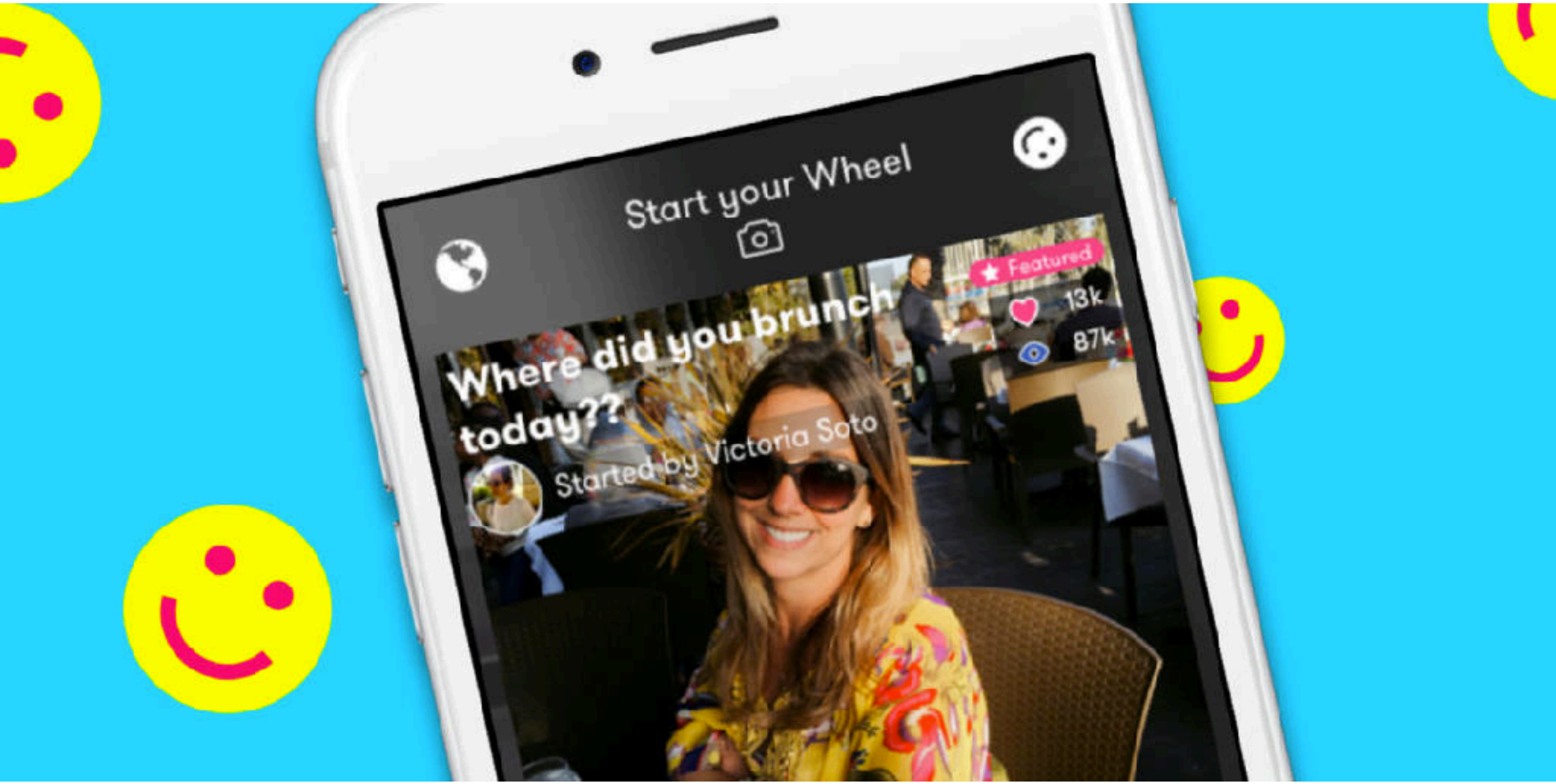
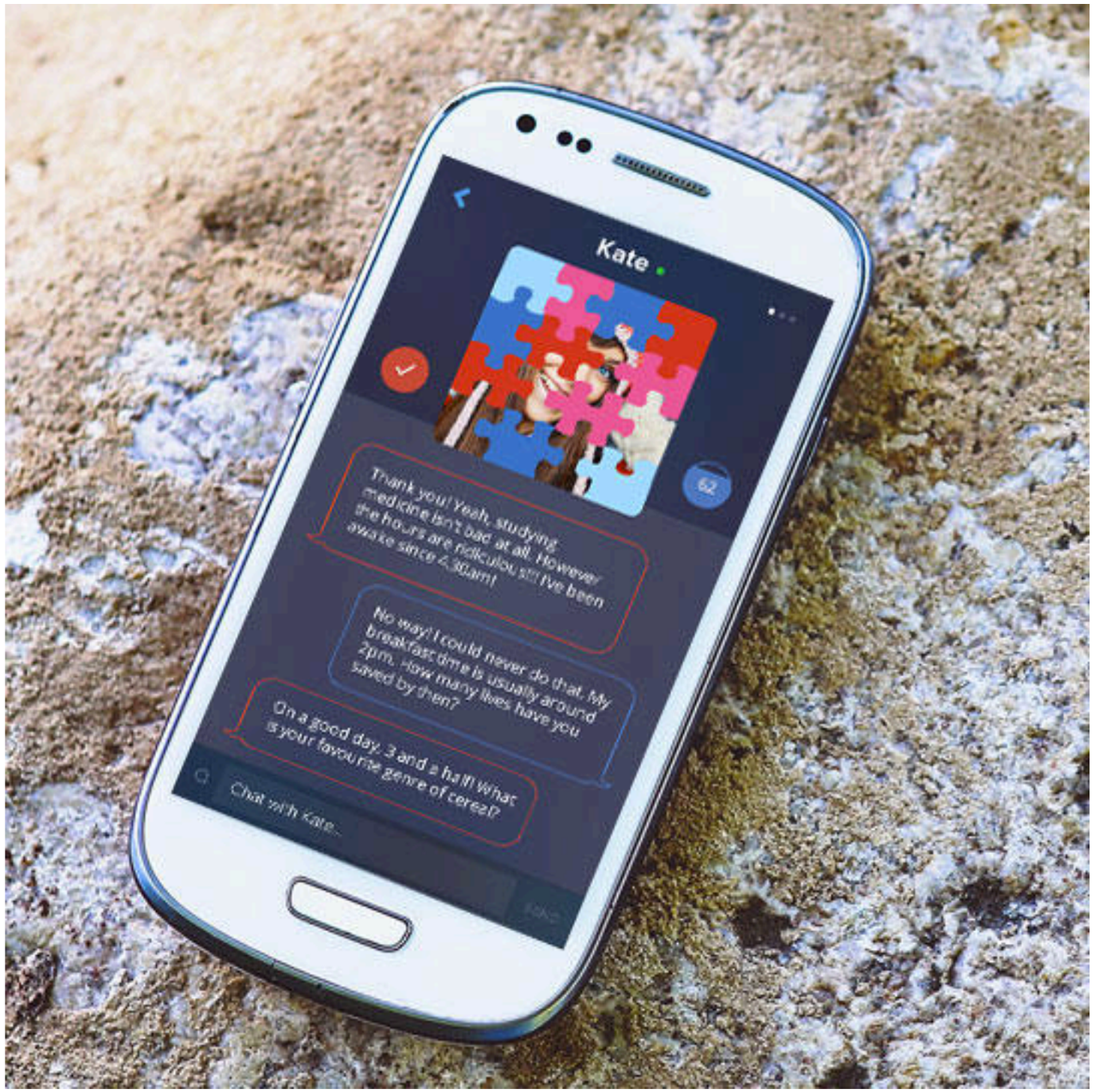
TINDER ACQUIRED SNAPCHAT-LIKE VIDEO APP WHEEL



FUNDING



JIGTALK SECURES FUNDING FROM APADMI VENTURES



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INTERESTING FEATURES



EHARMONY IS COMING TO AMAZON ALEXA





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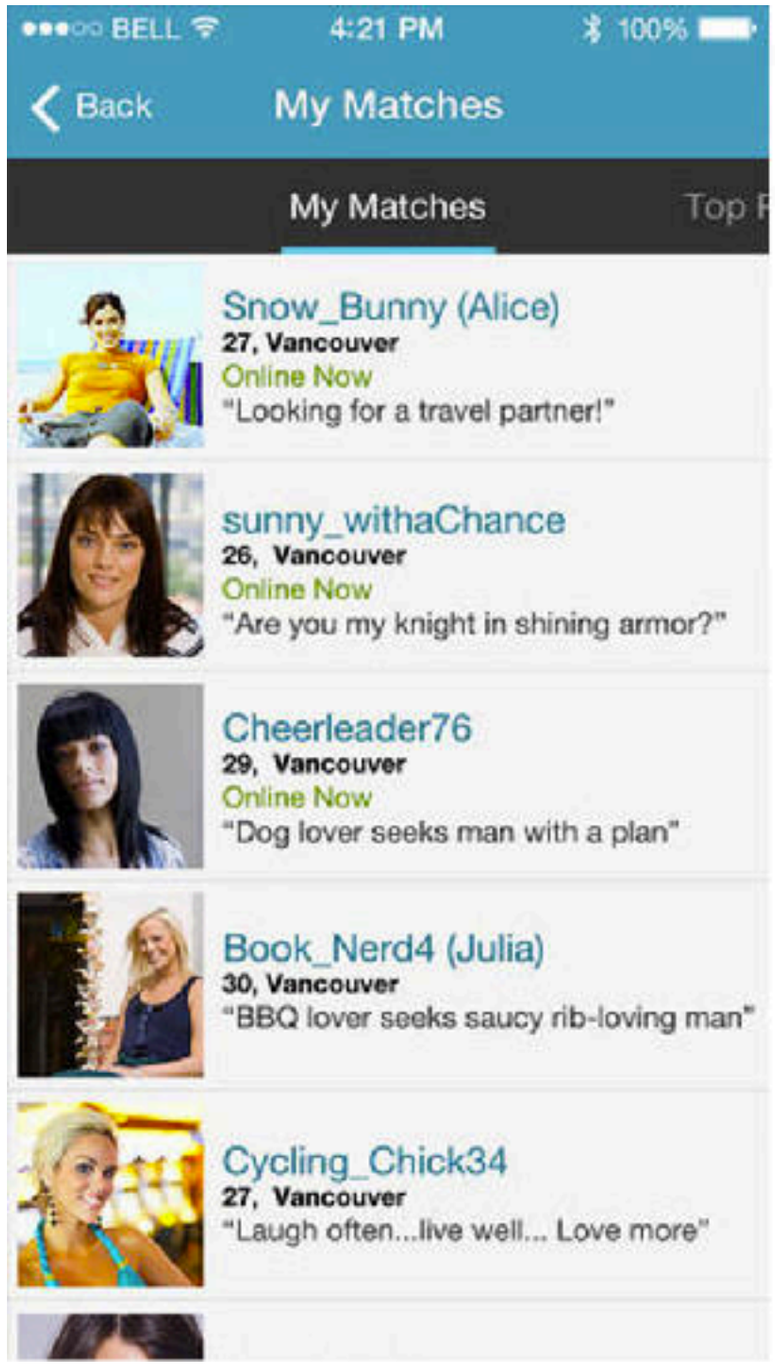
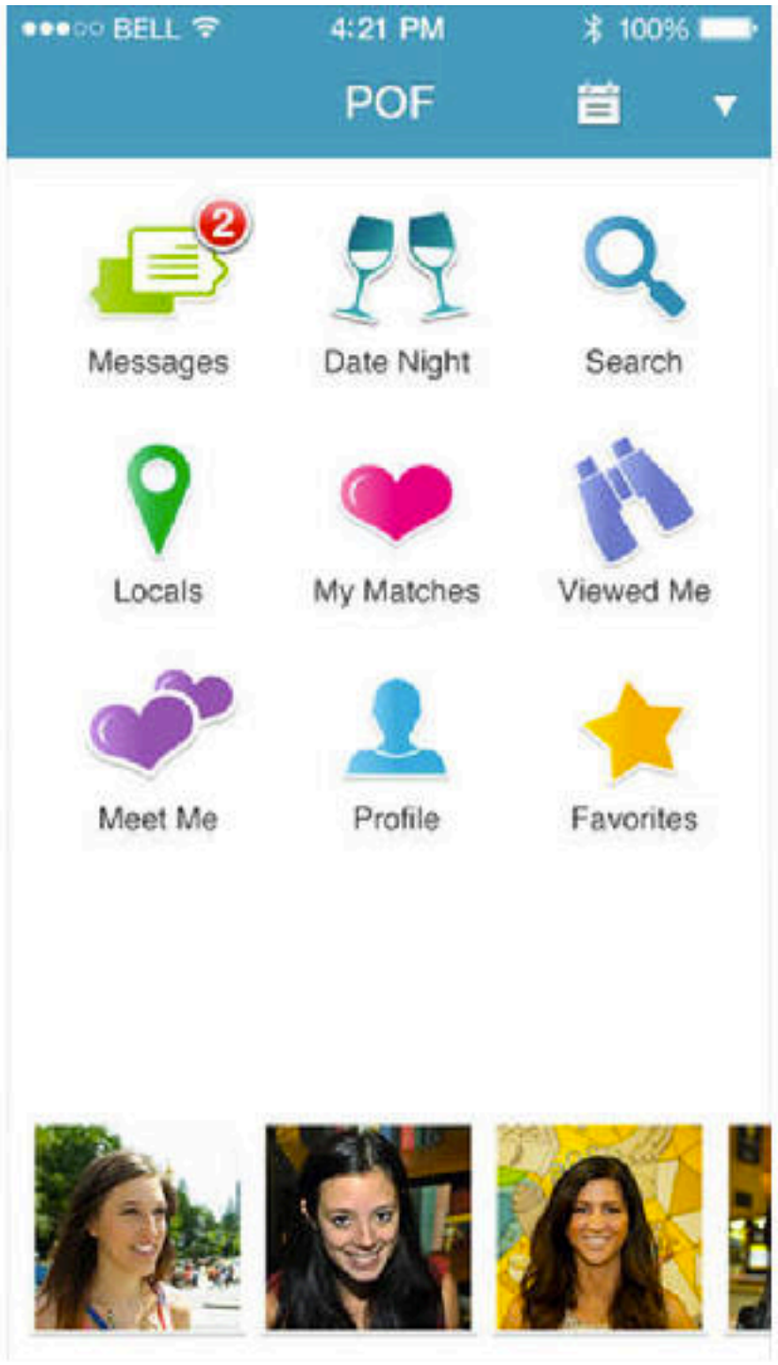
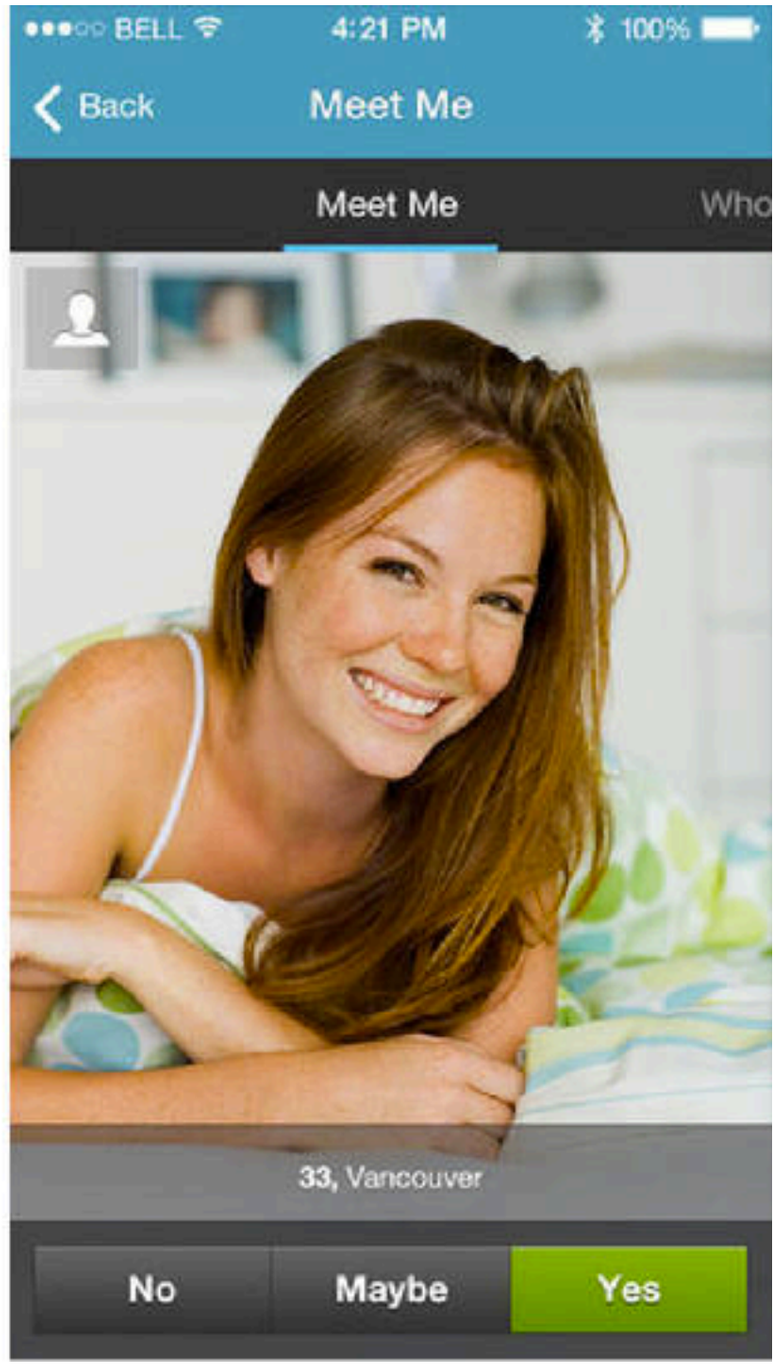
POF TO FOCUS MORE ON CONVERSATION







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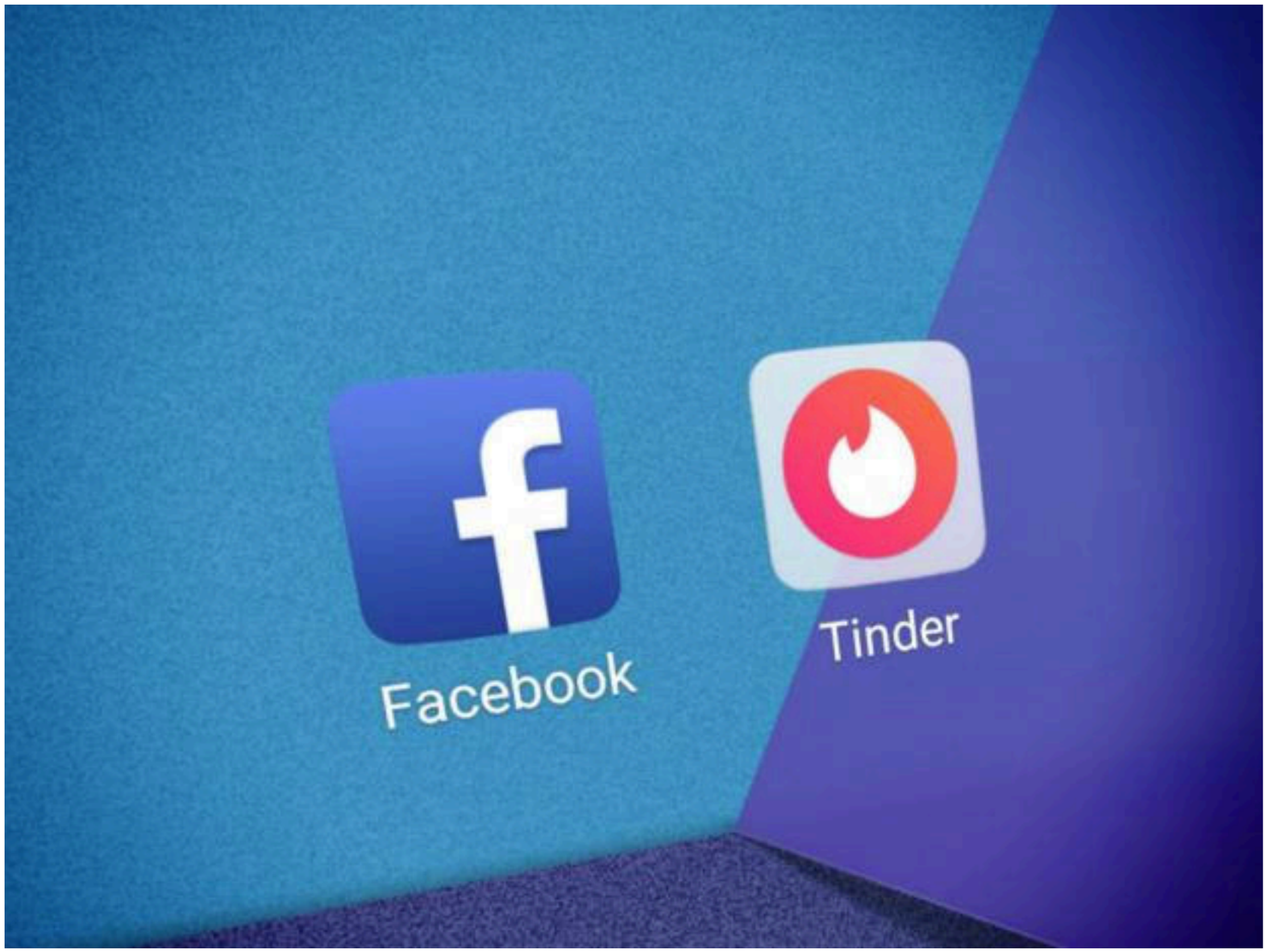
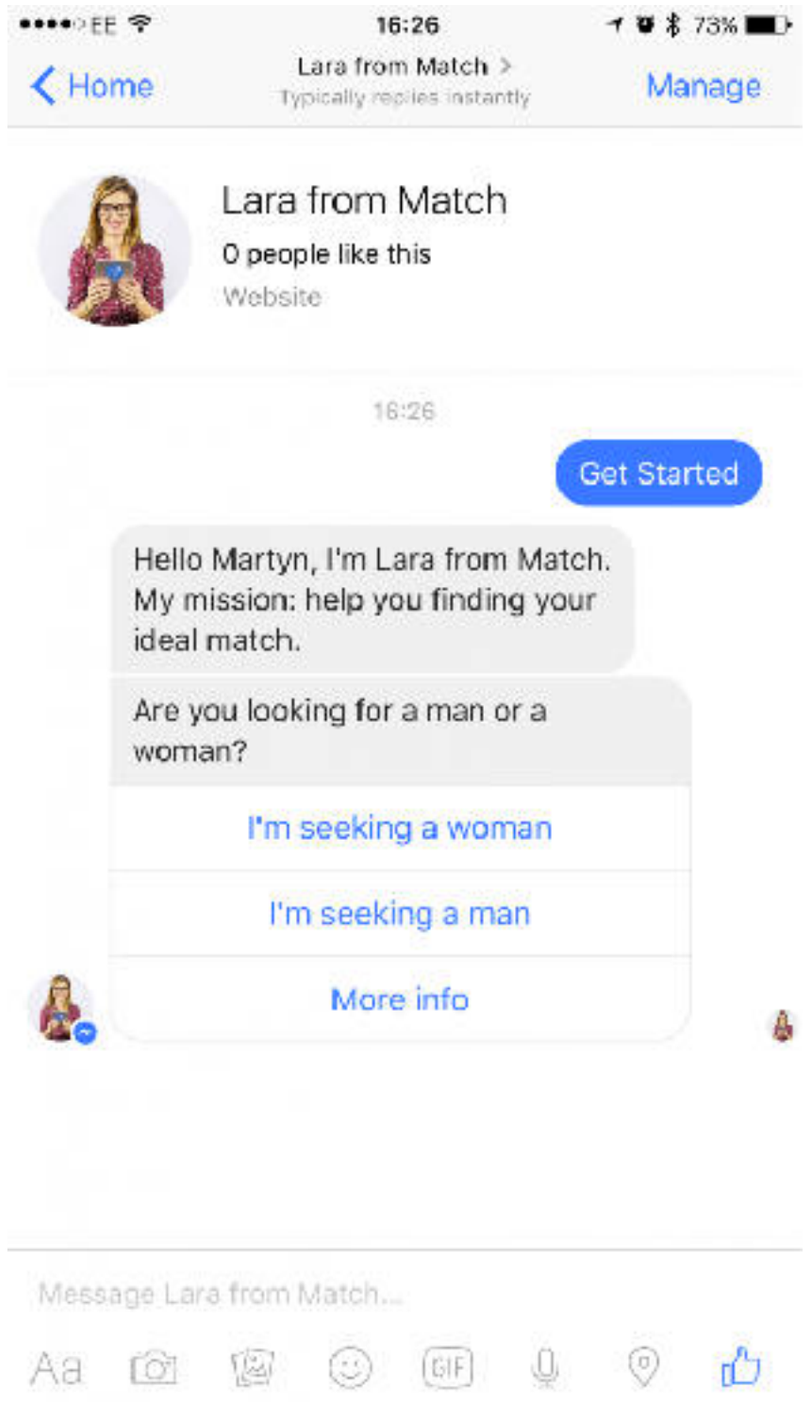
FACEBOOK TO ADD TINDER-LIKE FEATURE TO ITS MESSENGER



MATCH LAUNCHES CHATBOT "DATING COACH" ON FACEBOOK MESSENGER



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BADOO ADDS VIDEO CHAT



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LOVE FLUTTER MAKES TWEETS PART OF USERS' PROFILES



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