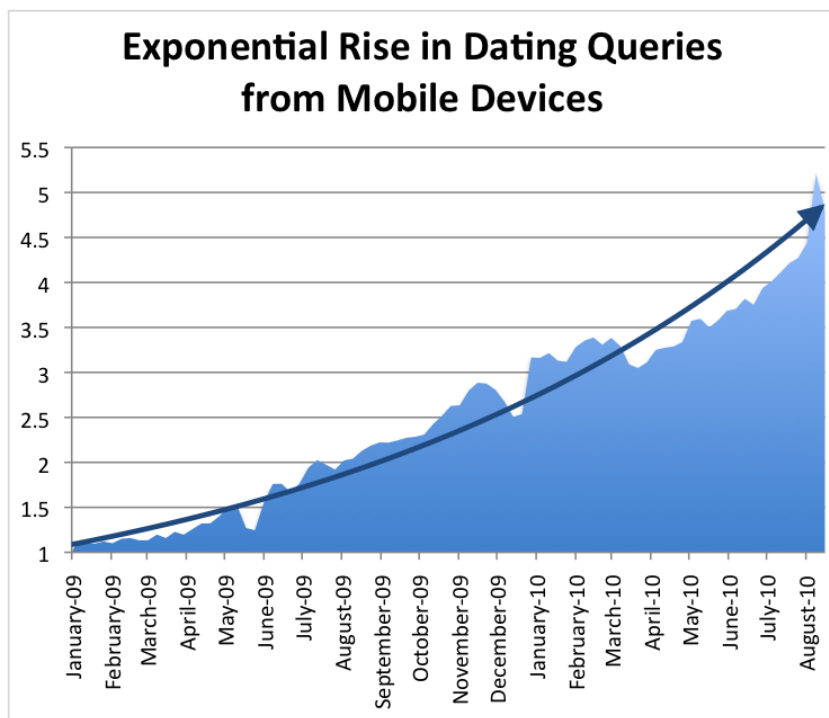


# Rising Trends in Online Dating (Jan-Jun 2010)

## “Mobile Dating” comes of age

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### 1. Dating Queries from Mobile Devices Take Off



In the UK alone, the volume of Google searches on mobile devices related to dating grew by 215% YoY since 2008. Even more impressive, the volume of dating queries on mobile phones shot up ten fold in just three years' time.

This accelerated growth illustrates how single Britons are increasingly checking dating information on the go. With constant internet access on mobile devices, users can search for potential dates or check for new messages from prospective partners with greater frequency.

Online advertisers can take advantage of this dramatic surge of interest from mobile devices by

activating search campaigns that target mobile users and capture this growing segment of the search market.

### 2. The mobile dating market also explodes

Mobile devices themselves offer new ways for singles to engage in online dating, particularly as smartphone use flourishes and mobile technology enables greater real-time interactivity between potential partners. Market research firm Juniper estimates that the overall mobile dating sector will grow to \$1.4 billion worldwide by 2013.

Google searches from laptops and desktops for “mobile dating” or “text dating” have grown over 72% YoY (Jan-Aug 2010) in the UK.

The screenshot below taken from Google Insights for Search highlights the kind of search terms used as internet users research which sites offer mobile dating services. The top and rising searches in this sector indicate that consumers are still highly interested in brand, generic, and free “mobile dating” sites.

Search terms	
<b>Top searches</b>	<b>Rising searches</b>
1. <a href="#">free mobile dating</a> 100	1. <a href="#">dating direct mobile</a> Breakout
2. <a href="#">mobile phone dating</a> 65	2. <a href="#">free mobile dating</a> Breakout
3. <a href="#">dating direct mobile</a> 50	3. <a href="#">mobile dating sites</a> Breakout
4. <a href="#">mobile dating sites</a> 40	4. <a href="#">mobile phone dating</a> Breakout

This nascent yet rapidly growing interest in dating using mobile technology is poised to grow and become a lucrative future segment of the dating sector.

### 3. Opportunities to integrate mobile functionality

As mobile use accelerates, new interactive features such as proximity dating, which uses GPS systems or Bluetooth technology to alert users to singles in their area, will allow online dating to harness a new array of opportunities.

With romance just a call or a text away, singles can interact immediately with potential partners in local contexts, making the dating process swifter and more convenient. As researchers at the University of California Berkeley have reported, the speed of replies on dating sites correlated positively with continued interaction between singles.\*

In addition to speed, mobile and location dating offer a new way of introducing real-life context into the dating scene. By making interaction easier and more location-based, mobile dating can make this process less detached from users' everyday lives, social networks, and gathering places.

As a result, mobile has the promise to breathe new life into the dating sector. Advertisers can use their campaigns to promote additional features and applications that help bridge the gap between the online and offline worlds by integrating these new mobile capabilities.

\* Fiore, A.T., Shaw, Taylor, L., Zhong, X., Mendelsohn, G.A., and C. Cheshire. (2010) *Who's right and who writes: People, profiles, contacts, and replies in online dating*. ([http://people.ischool.berkeley.edu/~atf/papers/fiore\\_hicss\\_2010.pdf](http://people.ischool.berkeley.edu/~atf/papers/fiore_hicss_2010.pdf))