**Top 10 countries by mobile phone subscribers**

* China     - **350 Million**
* USA       - **170 Million**
* Japan    - **89  Million**
* Germany - **68 Million**
* Russia   -  **65  Million**
* UK           - **58  Million**
* Italy        - **58  Million**
* France  - **45  Million**
* Spain      - **39  Million**
* Mexico    - **37  Million**
* Youtube.com - 20 million visitors each month
* Youtube.com - 100 million clips are viewed daily with an additional 65,000 new
* 36.5 billion SMS messages were sent in 2006
* Jupiter Research estimated that the online dating segment would make around $516 million last year.

**Market Size**

* +2b Potential Users Worldwide
* Hundreds of Thousands of Corporate Advertisers
* {key facts regarding matching industry revenues/ spend, etc}
* You Tube - 20 million visitors each month**,**  100 million clips viewed monthly
* Match.com - $29.99 a month ($12.99 if you sign up for six months)
* EHarmony.com - $60 a month or $250 per year.
* Matchmaker.com - $24.95 per month or $95.95 per year
* Friendfinder.com - standard membership $22.94 a month, or $99.94 for Gold
* Personals.yahoo.com - $24.95 for "casual" or $39.95 for advanced features

**YouTube.com**

**Est:** 2005

**Current Revenues:** undisclosed (Acquired by Google for $1.65 Billion)

**Current Users:** 20 million visitors each month**,** 100 million clips viewed monthly

**Solution and Membership Portfolio**

YouTube is a video sharing website where users can upload, view, and share video clips. The service uses Adobe Flash technology to display video. The wide variety of site content includes movie and TV clips and music videos, as well as amateur content such as video blogging and short original videos.

YouTube is staffed by just 67 employees.

**How Does Next2Friends Differentiate?**

1. YouTube only allows videos to be uploaded or streamed via a webcam for later viewing. The Next2Friends service allows videos to be viewed in real time.
2. YouTube does not facilitate mobile phones so members cannot stream directly off their video devices if working away from their PC.
3. Next2friends members are able to post videos and photos. Personals.Yahoo is simple a chat exchange system
4. YouTube does not allow have a friend matching system to meet new people

**Match.com**

**Est Yr**: 1994

**Current Revenues**: $249 million (2005), with 26% growth over the previous year.

**Current Users:** 42 million singles registered globally, 15 million members using the service

**Solution and Membership Portfolio**

Match.com is an online dating service. Match.com, Match.com International, and other affiliated businesses span six continents, operating more than 30 dating sites in 18 local languages.

**How Does Next2Friends Differentiate?**

1. Match is focused on couples and the dating scene whilst next2friends includes all types of people and social interests
2. Next2friends allows people to meet other that go to the same real life places by Bluetooth tagging
3. Next2friends members are able to post videos and photos. Personals.Yahoo is simple a chat exchange system

**? eHarmony**

**• Est Yr:** 2000

**• Current Revenues:** $50-100 Million

**• Current Users:** 13 million (2005)

**Solution and Membership Portfolio:**

eHarmony is a marriage-oriented matchmaking website. The company does a great deal of advertising through television and the Internet and requires users to complete a detailed compatibility questionnaire.

The systems research methods and its models for compatibility matching have not been submitted to any peer-reviewed journals for evaluation and publication. This is eHarmony secret recipe and allows it to claim uniqueness in its service.

**How Does Next2Friends Differentiate?**

1. Match is focused on couples and the dating scene whilst next2friends includes all types of people and social interests
2. Next2friends improves on eHarmony’s algorithm by indexing live proximity data built into Next2friends device software.
3. Next2friends members are able to post videos and photos. Personals.Yahoo is simple a chat exchange system
4. eHarmony's services are selective, that is, not all who apply for the service are accepted.

**~~Matchmaker DROP MATCHMAKER.. THEY ARENT DOING SO WELL~~**

~~Est Yr: 1986~~

~~Current Revenues $xxx~~

~~Current Users xxx~~

~~Solution and Membership Portfolio;~~

~~Matchmaker.com is an internet dating service. It was founded in 1986, making it one of the oldest of the current online dating sites. From 2000 to January 2006, it was run by Lycos. In January 2006, it was purchased by Date.com.~~

~~Matchmaker.com aligns members into one of several demographic or geographic communities, with only limited communication between members of different communities.~~

**Friend Finder**

**Est Yr:** 1996

**Current Revenues:** undisclosed **-** ($200 Million revenue from parent company [Various Inc.](http://www.various.com/))

**Current Users:** 25 million (40% annual growth)

**Solution and Membership Portfolio**

FriendFinder is a dating site with 25 million active members wordwide. FriendFinder owns a number of other similar sites, such as Adult FriendFinder, FastCupid and Cams.com.

Friendfinder, Inc.'s different websites have a total worldwide membership of 100 million people.

**How Does Next2Friends Differentiate?**

1. Match is focused on couples and the dating scene whilst next2friends includes all types of people and social interests
2. Next2friends allows people to meet other that go to the same real life places by Bluetooth tagging
3. Next2friends members are able to post videos and photos. Personals.Yahoo is simple a chat exchange system

**Personals.Yahoo**

**Est Yr**: Yahoo established 1995

**Current Revenues:** £170 Million (2005)

**Current Users**: 10 Million

**Solution and Membership Portfolio:**Profile dating website that states that 75% of its members are looking for the “person that will change their life”.

**How Does Next2Friends Differentiate?**

1. Match is focused on couples and the dating scene whilst next2friends includes all types of people and social interests
2. Next2friends allows people to meet other that go to the same real life places by Bluetooth tagging
3. Next2friends members are able to post videos and photos. Personals.Yahoo is simple a chat exchange system