

Nielsen//NetRatings confirms Match.com is Europe's number one in online dating

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Research released today shows Match.com as clear leaders in Europe

Independent Internet audience measurement firm Nielsen//NetRatings has named Match.com and its affiliated sites as the leading online dating provider in Europe. According to Nielsen//NetRatings data, dating sites owned or provided by Match.com drew 2.3 million unique visitors in November 2004, 35% more than Meetic, its closest European competitor, which had 1.7 million unique visitors during the month. Match.com has more than nine million registered users in Europe.

Kevin Cornils, Managing Director of Match.com in Europe, said, "We are delighted now to have the leading Internet audience measurement company, Nielsen//NetRatings, confirm our leadership in Europe. In the end, though, it's all about the superior service we can offer our members – and the fact that we have the biggest database of eligible singles in Europe means that we can offer them the best experience, whichever type of person they might be seeking through the site. We have been in existence for nearly ten years now and it's clear that people value our experience and authority when they decide to make online dating a part of the way they meet friends and potential partners."

"Match.com is also clearly the partner of choice for Europe's largest web properties. We power the personals service for market leaders such as MSN, T-Online, Tiscali, AOL (UK), Wanadoo (Spain) and Telia. Our partners realise that by working with Match.com they can provide the best experience to their users while at the same time participating in the revenue potential of one of the fastest growing paid content categories today."

Gabrielle Prior, European Internet Analyst at Nielsen//NetRatings commented, "Match.com is clearly the number one in online dating in Europe. They are either leaders or a leading challenger in every market we survey. Online dating, led by players like Match.com, seems now to be replicating the kind of growth seen over the past few years in the United States – and in Europe we expect this sector to continue its growth.

Nielsen//NetRatings covers Internet behaviour in seven countries in Europe – France, the UK, Germany, Italy, Sweden, Spain and Switzerland.

Match.com celebrates its tenth anniversary in 2005. Over the ten years it has been in existence, more than 42 million people have been registered on the service at one time or another. 80% of its members are college educated and are in managerial positions.

Match.com gets news of more than 200 marriages or engagements each month. Last year, according to resignation survey data, more than 200,000 people found the person they were looking for through Match.com and affiliated sites.

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About Match.com

Match.com is the biggest online dating and personals property in Europe in November 2004 according to a custom report of the personals sector by industry-leading independent measurement firm Nielsen// Net Ratings. Match.com is also ranked number one in Europe and the world according to the October 2004 ranking of the Personals category by comScore Media Metrix. Match.com also owns and operates uDate.com in the UK. Match.com operates leading subscription-based online dating sites in 32 countries, in 18 languages and spanning six continents. Since its launch in 1995, Match.com has led the way in providing adults worldwide with a fun, private and secure environment for meeting each other. Based on resignation survey data, Match.com calculates that more than 200,000 Match.com members met the person they were seeking on the site in 2003 alone. Match.com powers online dating on MSN across Europe, Asia, the United States, Australia (NineMSN) and Latin America and for companies such as T-Online, RTL, Wanadoo, Telia and Tiscali in Europe. Internationally, Match.com is the premier provider of personals for Love@AOL, offering the Match.com service across AOL.com and AOL.co.uk. Match.com is an operating business of IAC/InterActiveCorp (Nasdaq: IACI).

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis. For more information, please visit www.nielsen-netratings.com