



DATING SITES ARE *DATA* SITES

Fairfax Media

A photograph of two young women in an urban setting, smiling and eating street food. The woman on the left has long blonde hair and wears glasses and a dark jacket. The woman on the right has her hair in a bun and wears a green jacket. They are standing next to a brick wall. The background is a blurred city street with other people and buildings.

OASIS & RSVP AUDIENCE STATISTICS

1.8 MILLION

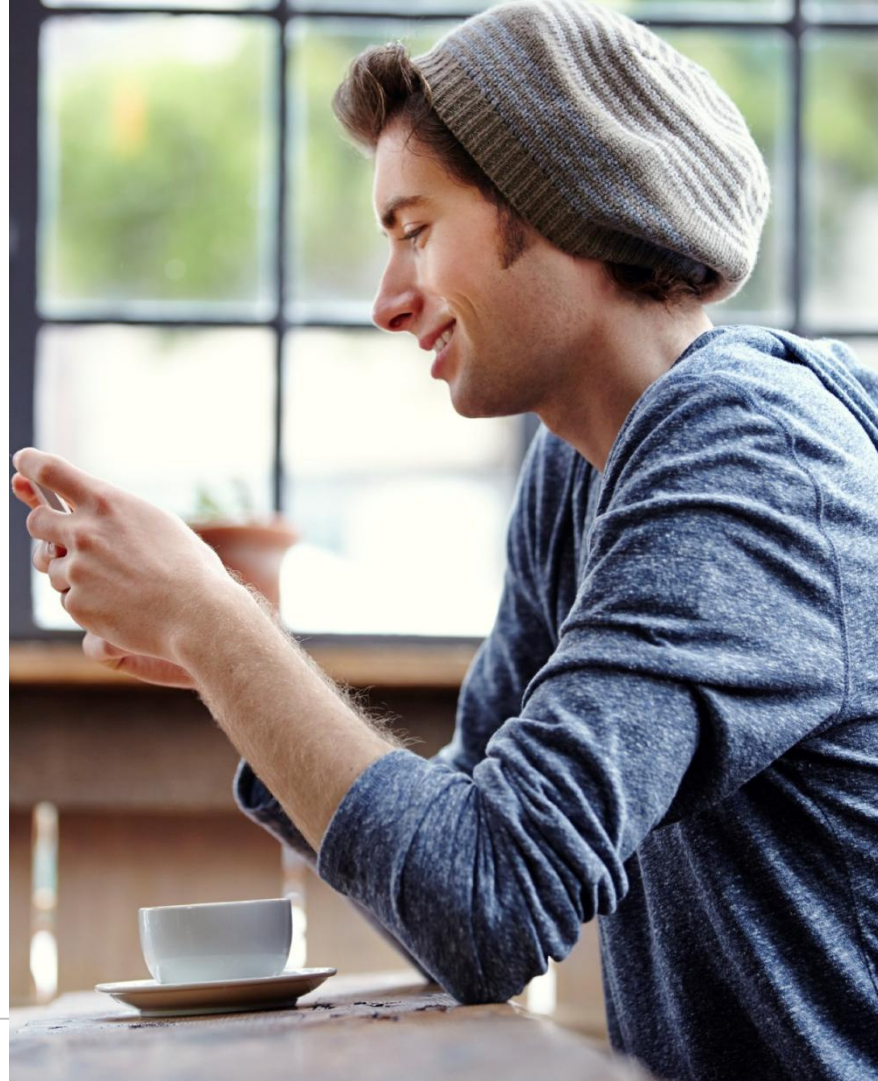
MONTHLY USERS (UBs)

160,000

ACTIVE DAILY LOGINS

60,000

NEW MEMBERS
JOIN EACH MONTH



OASIS RSVP

"DATA SITES, NOT DATING SITES."

Online dating appeals to Australian singles of all ages. Different dating brands, and the technologies they offer, appeal to different singles depending on their age, lifestyle and relationship goals.

RSVP is Australia's leading and most successful online dating site. Over the last 18 years, RSVP has helped more than 4 million Australians meet other singles for romance, relationships and friendship.

Oasis is Australia's largest free online dating platform, with more than 3 million Australians having made new, real time connections through the platform. Over 1.3 million profile likes and 250,000 conversations are exchanged between Australians every day.



ONLINE DATING UNION

In July 2014, a union between Australia's largest online dating businesses was formed, aligning OASIS and RSVP under the one banner. The combination of OASIS and RSVP significantly strengthens each brand position in the dating market. **There is only a 9% membership cross over between OASIS and RSVP.**

OASIS.COM

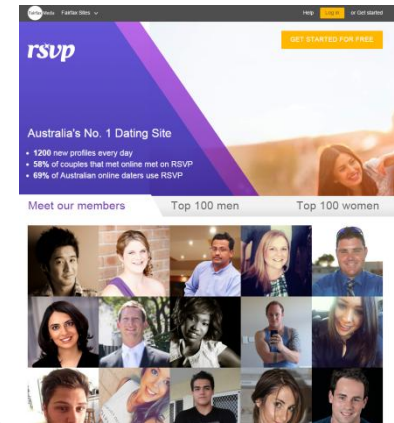


Oasis is a free service, with 63% of members between 18-35 years of age

RSVP is a paid service, with 51% of between 36-55 years of age

People aged 25-40 is the strongest age group when you combine both OASIS and RSVP

RSVP.COM.AU



OASIS/RSVP - THE NUMBERS



ADULTS

Members of Oasis and RSVP must be 18 years of age and over.

ENGAGED

Over 160,000 members login daily to the OASIS/RSVP network in Australia.

AUDIENCE

1.8 million unique browsers visit the OASIS/RSVP network monthly.

RICH DATA

Option to target users using rich 1st party member registration data. Every member must provide their age, gender and location.

NEW MEMBERS

50% of the active membership base is refreshed on average every 10 weeks.

OASIS/RSVP IN FOCUS



Travel Lovers

45% of the OASIS members love to travel and 85% of RSVP members go on Holiday (3+ days) one or more times a year.



Healthy and Fit

The OASIS/RSVP audience think a healthy and fit lifestyle is important. Over 50% of OASIS/RSVP members exercise one or more times a week .



Socialising

The OASIS/RSVP audience like to go out and socialise 45% of RSVP members go out one or more times per week and 49% of OASIS members like to go out in general.



Love to have a drink

71% of the audience love to have a drink.

OASIS IN FOCUS



MOVIE LOVERS

56% of the OASIS audience like watching and going to the Movies.



SPORTS FANS

The OASIS audience LOVE sport, with 46% of the audience identifying as an avid sports fan.



MUSIC ENTHUSIASTS

The OASIS audience are music enthusiasts. 55% of the audience tell us they love music .

RSVP IN FOCUS



DISPOSABLE INCOME

Members like to save as well as spend their disposable income on social activities, travel clothing and technology.



LOVE PETS

RSVP members are pet lovers, with over 60% having indicated they have a pet or like them.



HAVE CHILDREN

Over half of the members on RSVP (51%) have children.



FITNESS FANATICS

A healthy and fit lifestyle is important to members, with half exercising every week.

ONLINE SAFETY

Safety of our members online and an advertiser's brand safety is paramount. OASIS/RSVP are the industry leaders with existing practices and protocols that protects Australians online.

REVIEW

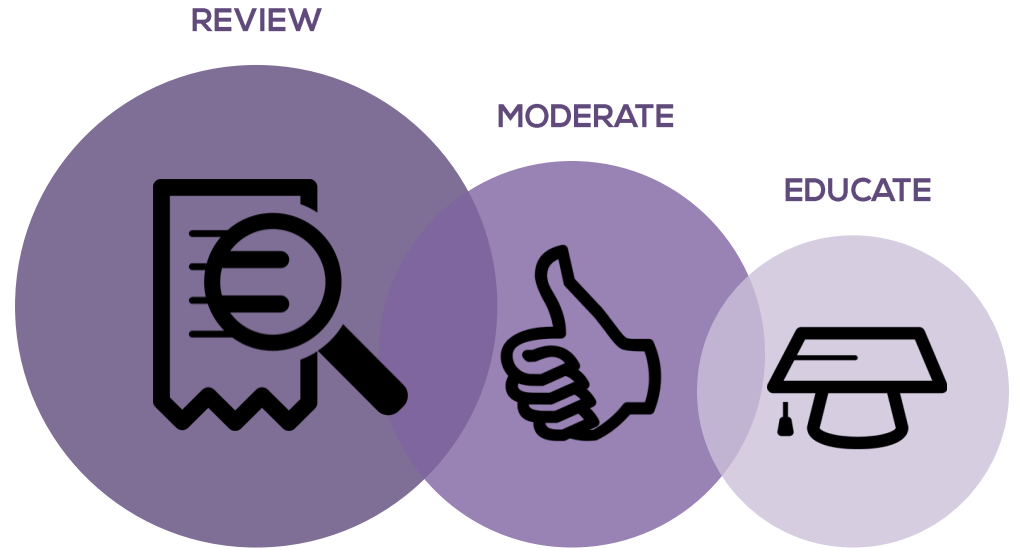
All pictures are manually reviewed and held to the strict standards of our user photo guidelines (unlike Facebook, which is flagged after publication).

MODERATE

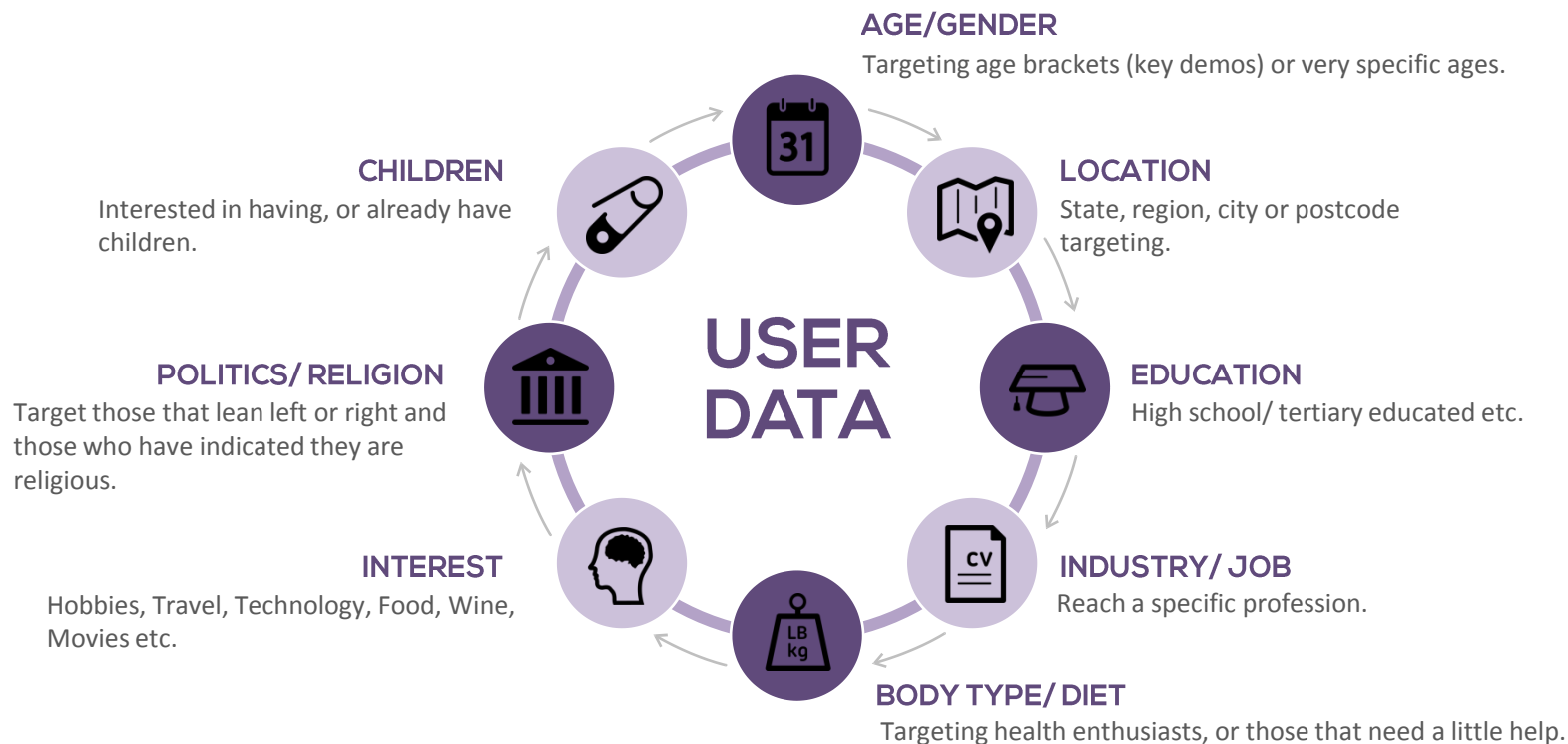
All comments on articles, blogs are viewed by moderators before posting, with any unsuitable content being removed, or edited. Around 8000 photos are manually reviews daily in Australia.

EDUCATE

OASIS & RSVP are continually educating our users, with tips on how to date safely and how to protect their personal information.



DATA SITE NOT A DATING SITE



rsvp

Welcome MineSweeper Buy stamps

Choose from a range of policies to suit your business insurance needs. wfi

Search Matches Mailbox 40 74 1

Dating advice Groups Events rsvp Help

Edit my profile Personality report Member management My activity feed My account Give feedback

MineSweeper
Chat status: online offline

Basic membership Upgrade to RSVIP »
Stamps Buy stamps »

Recent activity View all activity »

- Members who have recently... 200
- Members I have recently... 0

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My home

LEVEL UP @ Hijinks - The singles party remix
It's a party! With sharks! Dive into an underwater playground for grown ups, with pop-up bars, live performances and interactive activities that re-imagine the singles scene in Sydney!

Book your ticket today!
Tickets & Info

Your matches

You have decided to not receive any matches. Change your settings

Recently viewed my profile in the last 21 days

- RSVP Member 36, Sydney - Western Suburbs, NSW
- RSVP Member 31, Dee Why, NSW
- RSVP Member 29, Zetland, NSW

Upgrade to rsvp to see all members who viewed your profile in the last 21 days

Why not consider

- newtosydney30
- Rich1988
- Rich6286

OASIS RSVp

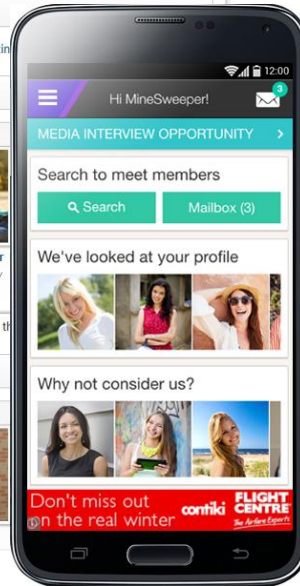
USER HOMEPAGE

The UHP is the personal home page of members and the first place members land after logging into the site. It's the central hub, the one place where members can view their activity, potential dates and news from the dating world.

Standard ad units and rich media placements are available.

Pinpoint ready - advanced targeting across all devices

Weekly Forecasted Traffic across both Desktop and Mobile:
over 3,500,000 impressions



Matches Who Likes Me Who I Like My Maybes Search

Filter: Show All Order: Automatic Page 1 / 50

Laura101
Female 25, North Sydney (2km)
I love being outdoors, running, swimming and going to the beach. I'm social and like spending time with friends.

KateM
Female 27, Balmain (3km)
Moved from Melbourne at the start of the year for two great jobs that I love. Really easy going, don't take myself too seriously. I generally find myself baking on my days off or eating of said baking.

Contacts

Online Show All

Share a message with your contacts...

Favourites
oasis2

Others
a107
5th
ilyuw
td0288

Delete Group | Add New Group



CFP THE SIGN OF GOOD ADVICE
CERTIFIED FINANCIAL PLANNER

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Your Hot Date is 1 Click Away.
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With over 25 million visible profiles, our Behavioral Matchmaking technology identifies the matches most likely to click with you. Date smarter.

RSVP Online Dating
www.rsvp.com.au
Winter Brightens Up When Shared

adventurous, independent human being who happens to have a nice
meone who is alike, get in touch. If you are looking for some casual
Internet is just a way of connecting people who have less chances

OASIS RSVP

SEARCH RESULTS

Search results is where Oasis and RSVP members spend most of their time - it's the place to be! Members are highly engaged with this section of the site, finding their potential next date and spending long periods of time on site

Standard ad units and rich media placements available.

Pinpoint ready - advanced targeting across all devices

Weekly Forecasted Traffic across both Desktop and Mobile:
over 4,000,000 impressions



The screenshot shows the RSVP website interface. At the top, there's a navigation bar with 'rsvp' logo, 'It's A DATE' logo, and 'Returns Thursday 18 October 9pm'. Below this is a search bar and various navigation links like 'Matches', 'Mailbox', 'Dating advice', 'Groups', 'Events', 'RSVP', and 'Help'. The main content area features a user profile for 'ScorpioMatt' (25, Male, Single, Fyness, NSW) with options to 'Send a FREE kiss to break the ice' or 'Send a message if you're feeling confident'. A large purple banner reads 'KISS SPONSORSHIP'. Below this, there's a 'kiss reply' section with a list of responses and a 'Send kiss reply' button.

RSVP INTEGRATION

The best way to say hi is with a **kiss!**

Fact: On average 54,000 kisses are sent each day.

Kisses are free, pre-set messages and perfect for breaking the ice. Once a member receives a kiss they reply with another kiss to either say 'I'd like to get to know you' or 'thanks but, no thanks'.

Placements Included:

- Leaderboard, MREC (Gutters) on contact history page
- BTYB logo on kiss contact
- BTYB logo on quick kiss reply prompt
- Banner on email send with each kiss
- Customized kiss*

*Pending RSVP approvals

WHY OASIS/RSVP?



AUDIENCE AT SCALE

Through the use of rich 1st party declared data, you can ensure that you are targeting the right people on which ever section of the site you choose.



NEW AUDIENCE

There is a low cross over between OASIS and RSVP (9%), with over 60,000 new members joining every month, RSVP/Oasis provide a continuously refreshed audience.



RICH DATA SET

Through the use of rich 1st party declared data, you can ensure that you are targeting people and note pages.



CROSS PLATFORM

Available to target users regardless of the platform they use – mobile, desktop and tablet.



IN SUMMARY

1

Large audience – reach 1.8m
UBs per month.

2

Pinpoint your audience with
OASIS/RSVP rich data.

3

Integration and custom
opportunities available.