

Oasis Active takes the lead as Australia's #1 dating site

8 July 2010

Network Ten today announced that the free online dating site Oasis Active had become outright Australian market leader, according to the leading global online competitive intelligence service, Experian Hitwise.

Oasis Active, which is 40 per cent held by Network Ten, was launched in April 2008 and quickly established itself as the largest 100 per cent free online dating site. It is now Australia's most-visited dating and relationship site overall.

Network Ten chief digital media officer, Nick Spooner, said: "Oasis Active was Network Ten's first lateral investment in an online start-up operation and our early support of the venture has been rewarded by its rapid growth and success."

"Oasis Active's achievement in creating a new leader in a significant online market segment – and within such a short period – also testifies to the power of a highly targeted combination of television and online advertising used to promote the site," Mr Spooner said.

"For Network Ten, this has already proved to be a sound model for further investments in online assets," he said.

Oasis Active is managed by 3H Group Pty Ltd. 3H Group chief executive officer, Dave Heysen, said: "We are delighted to have reached this market-leading position so quickly."

"We saw an opportunity for a secure, high quality and interactive site which members would enjoy using and which would be attractive for advertisers in reaching a distinct audience," Mr Heysen said.

"Our past experience gained from starting up similar businesses in other markets has been valuable in achieving this milestone. It has also been vital, given the intensity and breadth of competition in this sector in Australia where we have long established local operators in addition to many of the large international operators seeking to carve out a presence in this market.

"We are now in the process of taking Oasis Active to a small number of additional countries and we are encouraged by our early success," he said.

Oasis Active co-founder and 3H Group chief technical officer, Daniel Haigh, said: "The new technology we introduced in developing Oasis Active enables more natural interactions for members using the site."

"Clearly, the combination of our safe and sophisticated real-time matching technology with being 100 per cent free encourages more members to use the site regularly, to an extent that may be prohibitive for many users on paid sites," Mr Haigh said.

Network Ten's strategic investment in Oasis Active was built to a 40 per cent stake through a combination of air-time support and cash consideration. The remainder of Oasis Active is held by private investors.

Visit: www.oasisactive.com

Source

Oasis Active is #1 online dating site in Australia according to:

- Experian Hitwise – in the Lifestyle-Dating category from May 2010. The Experian Hitwise rankings are based on the market share of visits by Australian Internet users in the category of Lifestyle-Dating. Each day, Hitwise provides insights on how 3 million Australian Internet users interact with more than 1 million websites, across more than 165 industries.

Notes:

Oasis Active provides a full service and highly safe environment to members for free. The safety features are built into the complete online presence and enhance members' experience of the site. Members are able to accept and establish contact with each other only through the site (not by private email), and the site features real-time interactivity and instant messaging. In addition, all user-generated content and photographs are manually approved before being uploaded to the site. The total Oasis Active network has more than 1.6 million members, of which in excess of 800,000 are Australian-based.

3H Group was founded by chief executive officer Dave Heysen and chief technical officer Daniel Haigh. Mr Haigh previously established one of the largest international online dating websites, Soulmates Technology, which was subsequently acquired by match.com (the world's largest dating site). Mr Heysen previously ran the Australian and New Zealand operations of match.com.

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