

## Network Ten announces investment in Oasis Active as online dating site nears one million users

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Network Ten today announced its investment in Australia's fastest growing online dating site, as Oasis Active heads towards the milestone of one million unique users worldwide.

The investment has been built over the past 18 months, from start-up of the business, through a combination of air-time support and cash consideration. Network Ten currently holds just under 40 per cent of Oasis Active, with the remainder held by private investors.

Oasis Active ([www.oasisactive.com](http://www.oasisactive.com)) commenced operation in April 2008 and, since that time, has grown to become Australia's leading 100 per cent free online dating service and the second largest overall. Its international network of users is currently 998,000, with average monthly growth of around 15 per cent or more than 80,000 users. From its base in Australia, Oasis Active has established a presence in a number of countries in South America – including Argentina, Chile, Colombia, Venezuela and Peru – and this year commenced expansion into Asia, with the launch of the business in China in February. Each month, there are nearly 4.8 million visits worldwide to the entire Oasis Active network.

Network Ten CEO, Grant Blackley, said: "We are delighted that Oasis Active has achieved this considerable growth and built its presence in such a short period of time."

"This affirms our initial view of the valuable combination of the ad-funded business model, the credentials of its management team who have previously built successful online businesses in other markets, the highly scalable infrastructure and, most importantly, its strategic fit with Network Ten's digital and broadcast media operations," Mr Blackley said.

"Online dating is one of the top revenue-generating business streams on the internet and Oasis Active provides a distinct and highly appealing offering within that increasingly crowded market. In addition, Oasis Active's core market is those aged 18-35, which corresponds well to TEN's prime time audience.

"The primary source of promotion of Oasis Active since launch has been through advertising on-air and online on TEN. It's a powerful testimony to the effectiveness of television advertising, and in particular TEN's brand and highly targeted audience profile."

Mr Blackley added: "Given the success of this exercise, Network Ten will consider applying this investment model to other attractive digital media start-up opportunities."

Network Ten chief digital media officer Nick Spooner said: "Just as much as Network Ten has effectively supported the rapid growth of Oasis Active through on-air and online promotion, our strategic partnership also provides the opportunity for us to engage with Oasis Active's vast, growing and highly active online membership base."

"Dating sites have experienced remarkable growth in the past decade and this is certainly the case with Oasis Active as it nears one million unique users. High levels of meaningful interactivity are an inbuilt feature of the offering and, in addition, each visitor to the site stays for an average of 20 minutes. That scale of activity and level of online engagement has valuable affinity for ten.com.au," Mr Spooner said.

Oasis Active was developed and is managed by 3H Group Pty Ltd. 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 acquired by match.com (the largest dating site in the world) in 2001. Mr Heysen previously ran the Australian and New Zealand operations of match.com.

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Developing and launching a new online dating service, 3H Group had the opportunity to build the site using the latest technology and most up-to-date, interactive features.

Oasis Active provides a complete 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.

3H Group chief executive officer Dave Heysen said: "We have a very high level of active members, compared to most sites of this type where many members remain dormant due to the need to pay subscription fees."

"Many people are put off joining dating sites as active members due to the cost involved. We started Oasis Active to address the gap we saw in the market, offering the guarantee of full membership for free," Mr Heysen said.

"As well as being 100 per cent free to members, the network is based around real-time communication, making 'meeting' prospective dates more natural. Each member must agree to participate in real-time chat, one of the security features of this online dating experience. Oasis Active is continuously monitored, 24 hours a day.

"We recently notched up our busiest day ever – at one point we had more than 7500 users chatting online at the same time. More than 70,000 users come to the site each day. Each month, over 600,000 Australians use the Oasis Active site.

"This level of engagement and interactivity provides a targeted and active audience for advertisers. Oasis Active currently generates over 200 million ad impressions per month in Australia alone.

"An additional appeal to investors like Network Ten is that Oasis Active is a low cost operation with a scalable business model. The cost per Oasis Active member acquisition has dropped by over 80 per cent in less than 12 months," Mr Heysen said.

Source: Hitwise.

#2 in the Hitwise Australia Lifestyle Dating category, July 2009, based on market share of visits.

Visit: [www.oasisactive.com](http://www.oasisactive.com)

**For more information:**

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