



20 years of DATING ONLINE = COX



2000

2020

eHarmony launched with a matching questionnaire of 450 questions. (*Match.com* originally launched in 1995)

Swipe right.

There were **361M** internet users.

Currently about **4.39B** internet users.

People had point-and-shoot cameras and had to take film to a store to be developed.

Every phone is a camera and photos can be posted in real time.

The vast majority of people didn't have a photo on their dating profile.

Must have photo. It's mostly just a photo.

If someone emailed you a photo, it would take about **forever** to download (assuming your phone never rang.)

Downloading a photo is pretty much **instant**.

Most people who had personal email had **Hotmail** or **Yahoo**.

Maybe **Gmail** but most likely a text will do.

Dial up connections were the home internet option of choice with a theoretical speed of **56kbit**.

Cox Internet offers speeds up to **1 GIG** in all homes today.

There was no **Skype**.

Skype is commonplace. **FaceTiming** and video chatting the norm.

Online dating was "dangerous."
You are meeting a stranger!

Meeting in a bar is "dangerous."
You can't **Google** the person.
They are a stranger.

