

## Factsheet Flirtmaschine

Status: November 2001



### Agentscape AG

Bülowstraße 66

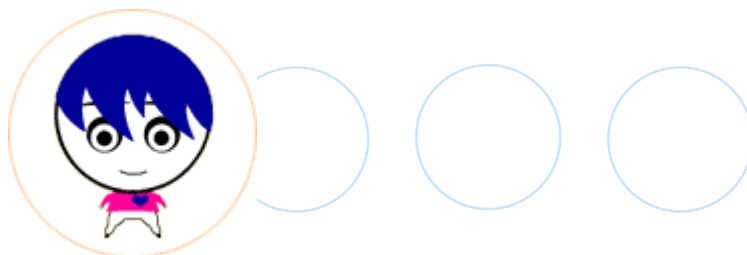
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## 1. Technology

The FlirtMachine acts as a matchmaking and dating agent, but in the same time offers personalized entertainment (dialog with the virtual character in natural language) and personalized content from the domain of life style and all that is relevant for the “flirt universe”. There is a whole spectrum of categories and types of matchmaking, starting with reactive ones (user triggered) like quick-match, surprise-match, and ending with proactive ones like romantic-match, dream-partner-match etc.. A number of communication and notification services are offered like Chat, SMS, WAP, Newsletter, and also shop, travel, tickets. The FlirtMachine can be seen also as a mediated community site.

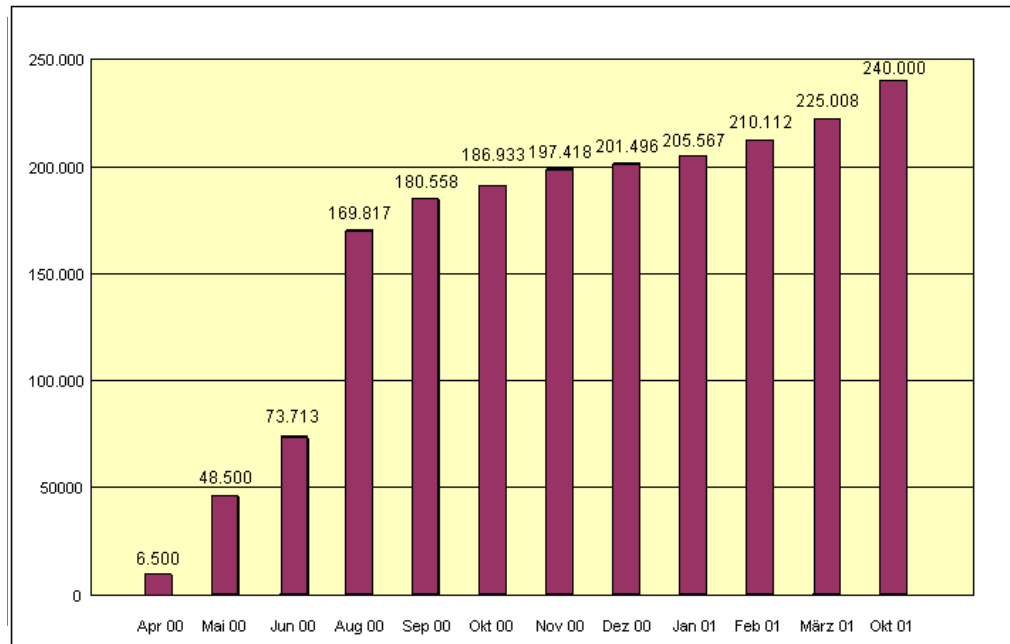


FlirtMaschine represents the first application developed on the CyMON platform. CyMON – the software agent platform of Agentscape AG – enables maximum personalization of services and content. Content- and User-Profiles are exactly matched to and against each other. At the presentation level, embodied conversational characters – Cybs- offer the individual user a true personalization experience. Agentscape AG offers in the FlirtMachine:

- building of XML-based Content-Profiles of the Websitecontent
- building of User-Stereotype-Profiles
- dynamic building of User-Profiles
- dynamic matching of User-Profiles and Content-Profiles (inside and between the two profile categories)
- the Cyb and his conversational system as well as the dynamic adaptation of this natural language system to the changing environment
- the implementation of flexible notification services via email, SMS or WAP
- the implementation of a mediated (via the agent) online community

## 2. Members and Traffic

### Registered Members



The number of registered members grows continuously and reached in April 2001 over 240,000. August is with almost 7 Mio. Pageimpressions, despite the summer time, the most traffic intensive month until now. Marketing activities have been stopped in September 2000

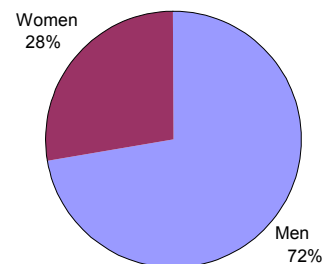
### Usage Duration

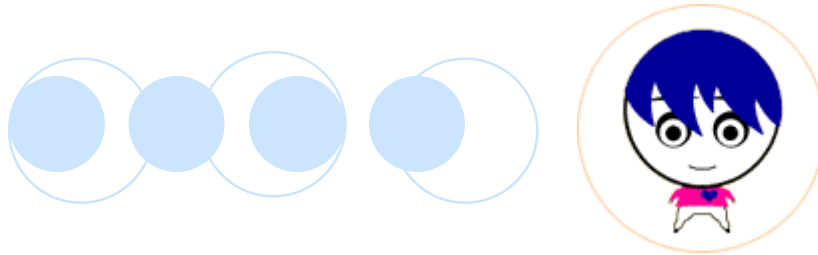
In average each user spends **15 Minutes** each time she/he logs-in the FlirtMachine (average session duration).

## 3. User Demographics

### Sex / Average Age

The average age of men is **28 Years**, while that of women is **25 Years**.





## 4. User Profiling

The user profiles are deep semantic structures comprising typically around 700 concepts / properties derived from a proprietary ontology.

The profiling of a user is based on two components:

- Explicit profiling, i.e. answers to direct questions
- Implicit profiling, i.e. dynamic behavioural and interest tracking in relation to the content (profile) presented on the site

## 5. Profile Data

The FlirtMachine distinguishes between three data models for user profiling, which are used subsequently by the matching engine.

The Basic Set (10 factors)

The Basic Set contains “hard data”. The “life style” factor is obtained by means of a multiple choice question. The 4 answers cover the possibilities (combinations) along two axes:

Competition oriented vs. Harmony oriented: Competition oriented people tend to compare to others and measure Characteristics, performance / achievements, Ownership/Material assets, etc. Motif: Ambition, performance sport, Status.

Harmony oriented people prefer not performance/achievement-oriented activities (family celebrations, loveparade, etc.)

Extroversion vs. Introversion: Extroverted people prefer activities outside their homes (Parties, loveparade, marathon, jogging), while introverted people prefer to stay home or to visit friends (go out together for dinner, TV, etc.)

**The Basic Set comprises the following 10 factors:**

- Sex
- Partner Sex
- City of residence
- Age
- Height
- Life Style
- Smoking
- Allergies
- Pets
- Sex Style (only for gays)

**Reward Factors (20 factors)**

**Physical Attractivity (3 Scales)**

Is computed from a combination of *Body-Measure-Index (BMI)*, *Self Assessment*, and a scale for the measurement of the *Bodypicture* (for the evaluation of the objectiveness of the self assessment).

**Social Status (3 scales)**

The status of an user results from her/his

- Education (High school, bachelor, master, PhD, etc.)
- Prestige of his Job category (5 scales)
- Net Income (5 scales)

**Positive Social Properties (5 scales)**

This value is computed from the following scales :

- Sociability – how the user appreciates to be in the company of other people
- Trust – how much trust the user shows to peers
- Emotional Stability – how stable are the moods of the user
- Satisfaction with the Life – how satisfied the user is with her/his present life
- Self Trust – how confident the user is with himself

**Role Behavior (4 scales)**

**Based on the 4 scales we evaluate how the user is living or wishing / expecting to live with respect to classic sex-role-stereotypes.**

**For men this is calculated based on:**

- Achievement / Performance Orientation – looks for Tasks that can be measured, and for success
- Dominance – tendency to impose his own view / will, or wish to impose his own will / views
- Solicitude – tendency to help somebody, even if this brings a loss to itself
- Lean on Someone – tendency to find rest at someone, or to find shelter / protection

### **Views / Opinions Similarity (5 scales)**

The similarity of views and opinions between people has high importance for the possibility of a partnership.

Here we track:

- Openness – the readiness to engage in new terrain, or to look for the new
- Conscientious – the inner necessity to do something as good as possible, even if this brings an own disadvantage
- Extraversion – the tendency to present himself
- General Interested Attitude – how open and ready someone is to absorb things beyond his professional domain
- Playing Attitude – readiness to experience new things, even with own risk and how much someone tries to avoid binding situations.

### **Moderator Variables (8 factors)**

The moderator variable control the strength of influence of the reward-factors for an individual match.

The moderator factors include:

#### **Love Style (6 types)**

We distinguish between 6 love styles:

- Eros (passionate / romantic)
- Ludus (playful)
- Storage (friendly)
- Pragma (pragmatic)
- Mania (possessive)
- Agape (altruistic)

### **Self-Monitoring**

The scale “self – monitoring” is a good indicator for partnership.

High self-monitors would have liked to be an actor or similar and adapt quite well to group-norms.

### **Partner Expectation**

Corresponding to the Role Behavior we determine the importance of the typical role behavior.

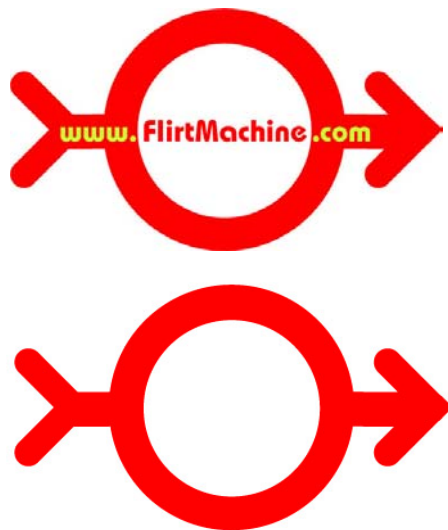
## 6. Brands and Domains

### Brands and Domains

flirtmaschine.de  
flirtmaschine.com  
flirtmaschine.com  
flirtmaschine.net  
flirtmaschine.de  
ich-verliebe-dich.de  
ichverliebedich.de

### Brand rights

Agentscape AG owns in relationship to FlirtMachine the following Word-, Graphic- as well as Word-Graphic Trademarks (registration with the Deutschen Patent- und Markenamt):



Both Logos are registered in Germany and Switzerland. The brand "FlirtMaschine" is already registered in Switzerland. The other brands are in the registration process. Included are the Logo and the trade mark for Germany and the European Union.

### Trademarks

Trademarks exist for:

- Flirtmaschine
- Flirtmaschine.TV
- ichverliebedich.de; ich\_verliebe\_dich (Campaign-Claim)



## 7. Press and Public Relations

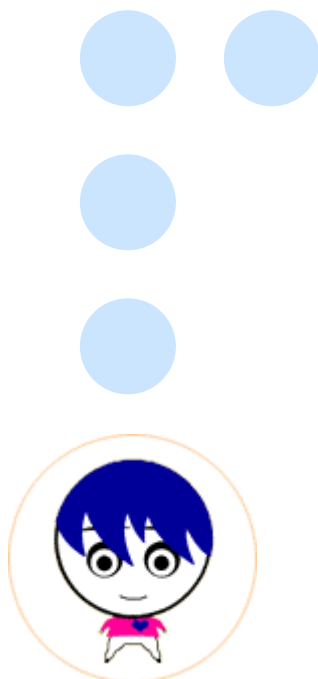
Since its launch around 500 contributions in Print, TV, Radio and Online media with a total coverage of 37.5 Mill., including contributions in:

- Euro am Sonntag
- FAZ
- Fit for Fun
- Amica
  
- Many Newspapers
- Many Magazines
- Many Radiostations
- ProSieben/Cinema TV
- tm3
- SAT.1 / RTL regional

Thematic coverage includes mainly

- Launch Press-Conference
- Special Promotion-Campaign in five big german cities
- Current Themes addressed in the FlirtMachine
- IR-relevant contributions

A comprehensive set of documentation is available.



### How can you contact us?

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