Tinder Newsroom

Tinder Expands Into Video and Social Experiences

New Features Give Online Daters More Ways To Express Themselves, Discover More About Others, and Find the Right Match

LOS ANGELES, JUNE 22, 2021 - With more than 65 billion matches created worldwide, Tinder is the world's most popular app for sparking connections with new people. Starting today, Tinder is launching an array of new features that continue to expand the possibilities of online dating. This suite of industry-leading features includes the introduction of video within Tinder profiles, all-new social experiences that give members new ways to discover the right person, and a new Explore section that allows members to navigate by interest, activity or content type. Taken together, they lay the foundation for a deeper, richer next-generation of Tinder.

"Tinder is overwhelmingly the most popular way to make meaningful new connections around the world, " said Jim Lanzone, CEO of Tinder. "Meanwhile, a new generation of daters is asking for more from us in the post-Covid world: more ways to show off their authentic selves, more ways to have fun and interact with others virtually, and more control over who they meet on Tinder and how they communicate. They also want to date in a less linear fashion, at their own pace, and with the hope that sparks might fly with someone unexpected. Today's launch lays down the building blocks for all of this and more - a deeper, multi-dimensional experience that expands the possibilities of Tinder as a platform."

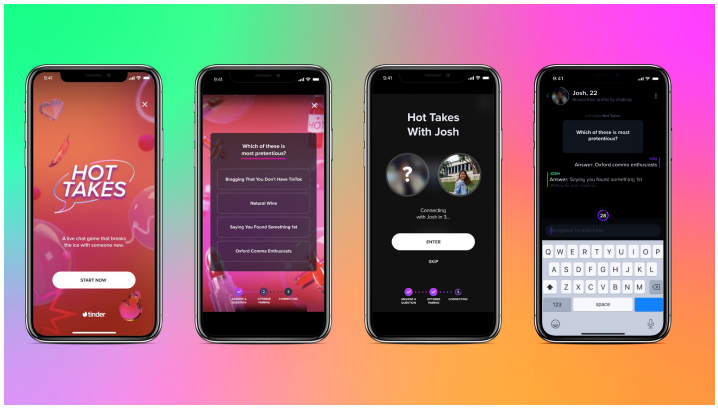
Bring the Main Character Energy Through Video in Profiles



Today, Tinder is announcing the first step in its video roadmap by giving our members the ability to express themselves through videos in their profiles. Video gives Gen Z a new way to tell their authentic stories and represents the evolution of Tinder into a multi-dimensional experience that mirrors what dating looks like in 2021.

Gen Z is a generation of storytellers that now represents more than 50% of Tinder's global members, and they are prioritizing authenticity over perfection. Discussions around mental health, boundaries, and values have grown exponentially in Gen Z's Tinder bios, and they are candid and vulnerable about what they expect and what their boundaries are. Gen Z is using Tinder on their terms; bios alone don't always tell enough of the story to get to a Like or a Nope.

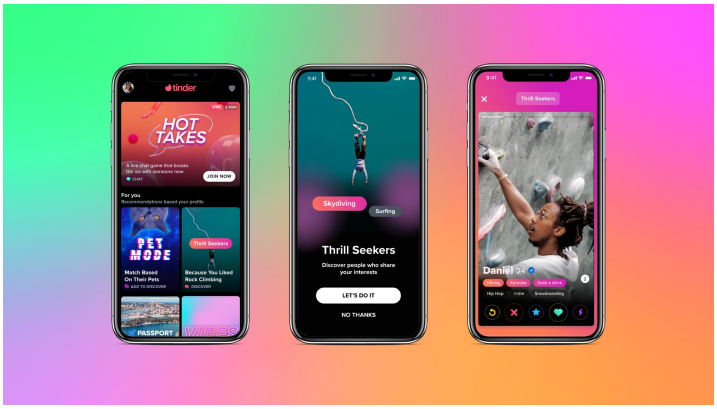
Tinder Is More Fun in Real Time: Introducing 'Hot Takes'



Participation in social experiences on Tinder has made it clear that Gen Z wants more ways to meet someone. Hot Takes, the latest social experience launching on Tinder, gives members the opportunity to chat with someone before they match in a low-stakes session of the feature's namesake. As the timer counts down they'll choose if they want to pair off as a match or let the timer expire to meet someone new. This is the first time members will be able to chat before they match, letting their flirty banter be their first impression. This new experience builds

on in-app experiences like Swipe Night, where more than 20 million members came together to participate in a shared storyline, and VIBES, which has led to more matches and Likes across the board. Hot Takes launches today and will be available everyday from 6 p.m. - midnight local time.

A Whole New Way To Explore and More to Match On



Meeting new people on Tinder has always been an open-ended adventure, and Gen Z is down to 'see where things go'. They're looking for a partner to explore every kind of activity - including roller skating and fort building. Enter, Explore. For the first time, Tinder is introducing a new section within the app that will expand the way you meet new people. In this space, members can discover matches who share similar Passions and explore different sides of Tinder like Festival or Chef Mode. Hot Takes and other in-app events will be live in the Explore section when it launches later this summer.

About Tinder:

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 450 million times and led to more than 60 billion matches.

Download video assets, b-roll and imagery here and here.

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