Tinder Newsroom

Tinder Releases Face to Face Video

Control is front-and-center, with the ability to enable the feature on a match-by-match basis

LOS ANGELES, July 8, 2020 - With happy hours, concerts and coffee catch-ups becoming virtual by default over these past few months, our team had a lot of questions about how we could help our members get to know each other through in-app video: Would weekend date nights still be a thing? Would matches want to stream an *entire* season of that one series (you know the one, about a workplace) together? While we don't have the answers to all these questions yet, the only way to find out is by giving our community the chance to try it out. And, starting today, we're beginning to roll out a Face to Face test with some members in the US*, Brazil, Australia, Spain, Italy, France, Vietnam, Indonesia, Korea, Taiwan, Thailand, Peru and Chile.

One answer was clear when we were developing Face to Face, though: our Trust and Safety Team should build it. We prioritize safety in everything we do, and understand that putting yourself out there and meeting new people requires a certain level of both control and comfort. So we built our feature with some thoughtful tweaks that help it stand out from your typical video experience. And no, you don't have to worry about unwanted calls.

Here's how we designed 1:1 video calls, prioritizing control and comfort along the way:

- **We let you *both* decide when it's time for video:** Tinder pioneered how you can *only* chat once you've *both* Liked each other. Just like matching, we want to make sure you're on the same page with video: so Face to Face is enabled on a match-by-match basis. Once the conversation is flowing and you're ready to show you're interested in a Face to Face, tap the video icon. The feature won't be enabled until you've both opted in. And don't worry: it doesn't tell your match when you toggle it on.
- **You can disable it at any time:** Just like you can enable the possibility of a Face to Face on a match-by-match basis, you can also toggle it off at any point. Not feeling like a video chat today? No problem.
- **We set the stage:** After Face to Face is unlocked, callers must agree to our *ground rules* so your chat can start on the right foot.
- **You can see eye-to eye:** No one should be put in the corner when it comes to getting to know a match. Conversation is a two-way street, and it's better when you're together 50/50. Plus, this helps you make sure you're putting your best face forward with your match.
- **We want to know how it goes:** Once the call has ended, we'll ask how it went. Remember: you can send a report to our team at any time once the call ends.

We recently surveyed our members in the US, and half of them have had video dates with a match off Tinder in the past month. Not only that, but 40 percent of Gen Z members wanted to continue using video as a way to decide whether to meet IRL in the future - even once their favorite date spot is open again**.

It's clear that video is here to stay, and we're excited to see what else we learn during this test. Stay tuned for updates on the feature over the coming weeks, as we continue evolving it while bringing it to more Tinder members around the world.

**Face to Face is testing first with members in Virginia, Illinois, Georgia and Colorado in the US*
***Findings based on a survey of ~5,000 Tinder members in the US between May 6 and May 12, 2020*

Additional assets available online: **Photos** (1)

https://www.tinderpressroom.com/Tinder-Begins-Testing-Face-to-Face-Video