Tinder Launches Newest Experience In Explore - Music Mode

New Audio Feature with Spotify Makes Connections More Personal

LOS ANGELES, Calif. (Dec 9, 2021) — Explore, the new interactive space on Tinder, has already become the hottest place to be, with more than 80% of members visiting since launching in the Fall. And soon, Tinder members can vibe out to their potential matches' favorite songs du jour with the launch of Music Mode, the newest immersive experience available in Explore. Through an integration with Spotify, Music Mode automatically plays members' chosen Anthems - that one song that defines them inside and out - right from their profiles. Members who link their Spotify accounts and add an Anthem to their Tinder profiles will be able to enter Music Mode.

About 40% of all Gen Z members globally have already added Anthems to their profiles and when they do, they see a nearly 10% increase in matches. Music Mode builds on the natural ties between music and human connection by letting members find others through their love of the same tunes, all while creating a party-like atmosphere that makes their Sunday night Tinder sesh more fun.

"Now with Music Mode, our members can experience that feeling when you're at a party and you find out someone else loves the same songs you do," said Kyle Miller, VP of Product Innovation at Tinder. "It's amazing how adding music as another element of discovery elevates the whole experience on Tinder. Songs are deeply personal, and Music Mode is a place to spark something new through music."

The biggest update to Tinder since the invention of the original Swipe feature, Explore introduces completely new and interactive ways to use Tinder. Similar to the IRL choices we make between going to a bar, coffee shop, or even the dog park to meet someone new, Explore gives members the option to view profiles arranged by interest, and offers them new ways to connect with a growing list of shared social experiences, like Hot Takes, Vibes, Swipe Night and now, Music Mode.

Music Mode is currently being rolled out to Tinder members globally, in all markets where Spotify is available.

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 430 million times and led to more than 60 billion matches.

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

https://www.tinderpressroom.com/Tinder-Launches-Newest-Experience-In-Explore-Music-Mode