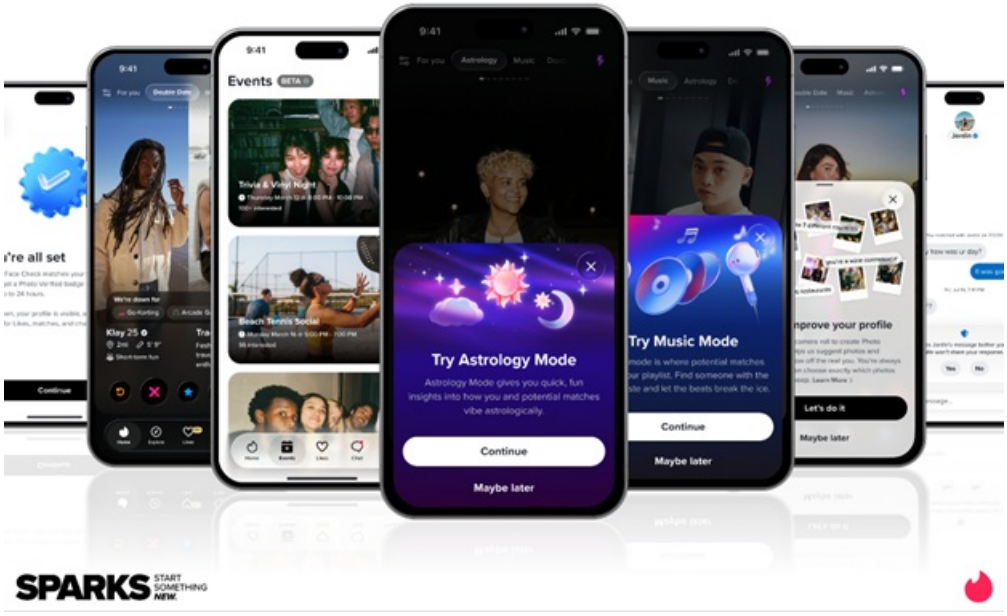
Tinder Newsroom

Tinder Debuts Inaugural Product Keynote Tinder Sparks 2026: Start Something New

New Modes, IRL and Virtual Events, Stronger Trust Infrastructure and AI-Powered Matching Designed to Help More People Start Something New



LOS ANGELES, March 12, 2026 — Today, Tinder took the stage at its inaugural product keynote,**Tinder Sparks 2026: Start Something New**, unveiling updates across product, safety, and AI - designed to expand how people spark real connections.

For more than a decade, Tinder has shaped how people meet. Today's updates reflect a broader evolution of the experience by introducing new social formats, continuing to raise the bar on safety, and using AI to deliver more intentional, personalized matches. Together, these changes are designed to create more sparks - the moments when a match turns into a real conversation.

Among the 10+ Major Innovations Announced Include:

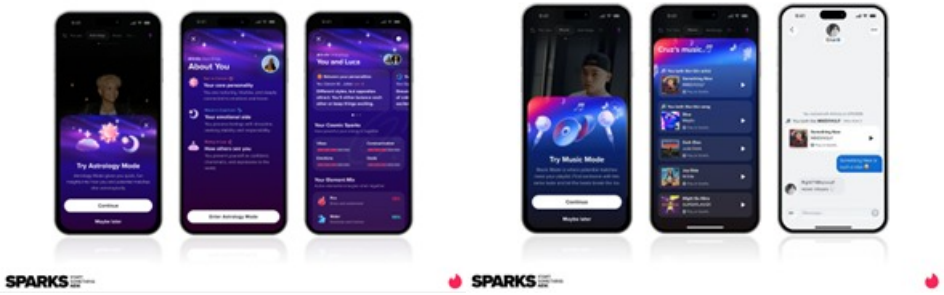
- New and Redesigned Global Modes
  - **Music Mode** – Redesigned to offer connections through shared music taste.
  - **Astrology Mode –** Match based on what the stars have to say.
- New Live Events Pilots
  - **Events –** Beta feature for discovering IRL events to connect offline, starting with Los Angeles, California.
  - **Video speed dating –** Live video chat events to spark real time connections.
- Trust & Safety Improvements
  - **Face Check** – Mandatory liveness check continuing to expand further globally.
  - **LLM-Powered Upgrades:**
    - **Are You Sure? –** Feature that alerts users to potentially harmful language before they hit send is receiving improvements to further prevent disrespect before it starts.
    - **Does This Bother You –** Detects potentially inappropriate messages on the receiving end and makes reporting simple. Now, elevating detection with new auto-blur.
- A More Personalized Experience
  - **Chemistry –** Tinder's AI-curated recommendations that cut through dating fatigue.
  - **Camera Roll Scan –** Making it easier to show your personality via photo insights.

    - **Learning Mode –** Real-time recommendations tailored to your app activity.
- New Partnerships
    - **Tinder Connect** – New partnerships that create new forms of expression and new ways to connect starting with Duolingo and Beli, along with our existing partner since 2016, Spotify.

“With more than half our users under 30, we’re building alongside a generation that wants dating to feel more authentic, lower-pressure, and worth their time,” said **Spencer Rascoff, Match Group and Tinder CEO.** “We’re expanding the ways that people get started - from new formats and real-world experiences, to profiles that help show who you really are. We’re using AI to surface more relevant connections, and continuing to raise the bar on safety so that people feel confident taking the next step. Taken together, these changes mark the most significant evolution of our app in years and make Tinder more trusted, social, intelligent and expressive.”

Spark Something New With Someone New

Last year, Tinder introduced Modes, a way for users to match on their terms and vibe, beginning with College Mode and Double Date Mode. Double Date quickly showed how much Gen Z values low-pressure experiences. One of the most common ways, outside of Tinder, that Gen-Z women are hearing about Double Date is from their friends[1], and nearly half of surveyed Gen Z women on Tinder have called it a unique reason to use Tinder[2].



Building on that momentum, Tinder is expanding its approach with the launch of a brand new Mode and a bold redesign of a fan favorite, both rolling out globally.

- **Music Mode –** Since launching in 2021, Music Mode has helped people showcase more of their vibe to potential matches through their music taste. With more than half of US matches involving at least one person with a Spotify Anthem[3], it’s clear music plays a real role in sparking compatibility and conversation. We redesigned Music Mode to better reflect how people use music when dating, now prioritizing profiles with shared taste, with a sleeker UI and more prominent placement. Since redesigning Music Mode and making it more prominent, early testing showed that 1 in 10 users under 22 have adopted it.[4]
- **Astrology Mode –** Brings zodiac compatibility into the Tinder experience, allowing users to add their birth details to unlock their Sun, Moon, and Rising signs and see insights into how they might align with a potential match. Early testing showed a nearly 20% increase in Likes sent by women on Astrology profiles[5].

Bridging Online Sparks to Real Life Moments

Tinder has explored the event space for several years, and now it’s even easier to continue the connection offline by introducing a new discovery layer within the app. Tinder is piloting a new **Events** feature in Los Angeles and will test a new way for people to connect in real time with video speed dating later this spring.



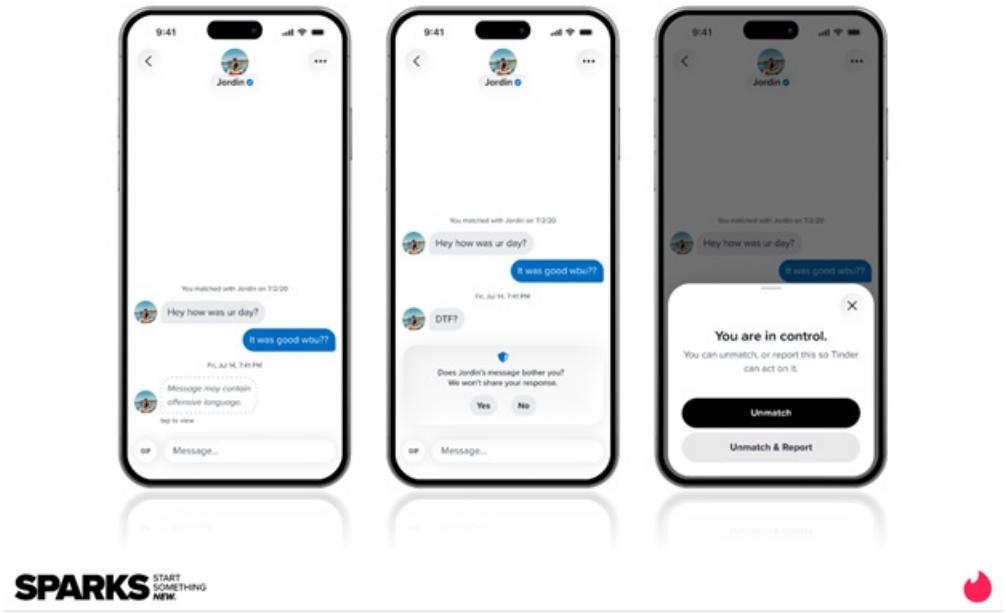
SPARKS START SOMETHING NEW.

- **Events –** Allows users to discover local Los Angeles events and see which singles are interested in attending. Through partnerships with event hosts, Tinder will bring these experiences to life, complementing the Swipe® experience by giving users a fun, easy way to show up to something like a pottery class or trivia night and the possibility of meeting new people there.
- **Video speed dating –** Coming soon, Tinder will launch a new speed dating experience. Photo Verified users can join scheduled virtual events for quick, three-minute video chats with the option to add more time and connect with multiple matches in real time.

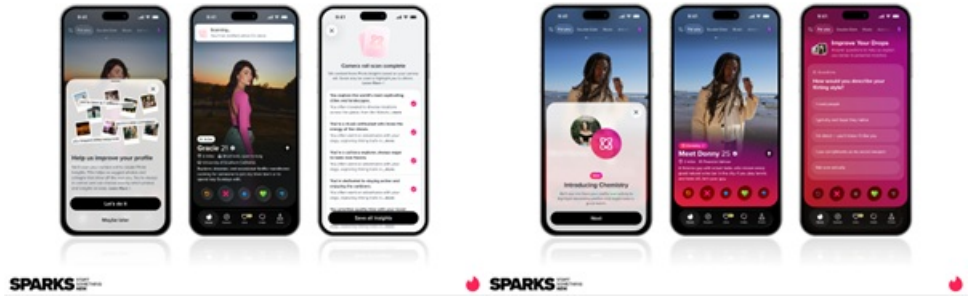
Strengthening the Trust Infrastructure

Trust is the foundation of real connection. Over the past several years, Tinder has launched more than 20 trust and safety features globally - raising the bar across the category. In addition to continuing to expand Face Check globally, today we're announcing Large Language Model-powered upgrades to the "*Are You Sure?*" and "*Does This Bother You?*" features.

These enhancements move beyond keyword detection to context-aware understanding of tone and conversational nuance, enabling smarter prompts that reinforce respectful behavior in real time.



- **"Does This Bother You?"** has been updated to detect more harmful messages, and we're introducing an auto-blur feature to hide potentially disrespectful content, giving daters more agency and control over their experience.
- **"Are You Sure?"** is being fine-tuned to more accurately detect harm, increasing the effectiveness of our interventions, aiming to foster more respectful interactions on Tinder.



More Personalized Matches

Tinder is using AI to better understand what you're into — and turn that into smarter, more personalized recommendations. Tinder is expanding parts of Chemistry, an AI-powered personalization layer, beyond Australia and New Zealand into the U.S and Canada as of today. Over time, elements of Chemistry will expand beyond a single feature to make the whole Tinder experience more intentional and personal.

- **Chemistry** – Tinder's AI-powered way of cutting through dating fatigue. Instead of endlessly Liking profiles, users will get a daily curated recommendation based on what actually makes you, you. Using a Q&A and optional features like Camera Roll Scan, we get a better sense of your personality, your vibe, and what matters to you.
- **Camera Roll Scan –** An opt-in feature incubated within Chemistry that currently helps you discover "Photo Insights" based on patterns in your camera roll, things like your interests, lifestyle, and personality themes. It's designed to help you show more of who you are beyond just a few profile photos.
- **Learning Mode** – Tinder's real-time recommendation system designed to more quickly understand what you're looking for and better tailor your recommendations accordingly. Whether you're new or returning, it continuously gathers feedback to surface more relevant recommendations earlier, so you can spend less time browsing and more time exploring meaningful conversations. For new women joining Tinder, Learning Mode is associated with a higher likelihood of returning within the first week[6].

Profiles That Feel Like People, Not Personas

Every spark starts with a first impression. That's why Tinder is redesigning the profile experience to make it more authentic, expressive, and personal. While some enhancements are already rolling out, you can expect even more upgrades and new features across the Tinder experience throughout the year. All designed to help people spark something new with someone new, including:

- **Say Hello, Better:** Tinder is introducing a new initiative called **Tinder Connect** that brings more of your real life into your profile by partnering with the apps you already love. Building on the success of the Spotify integration, Connect introduces new partners: Duolingo and Beli — giving you more ways to showcase your interests, from language learning to food taste, and spark timely conversations rooted in shared passions.
- **More Authenticity:** Soon, features like Visual Interests and AI-powered tools like Photo Enhance will help you put your most authentic self forward. By making your photos clearer and your interests more visible, these updates will help make it easier for others to quickly get a sense of who you are. Finding common ground that can spark conversation. Tinder is also aiming to enhance onboarding and the profile home to encourage more complete profiles, highlighting how adding photos, bios, and prompts can boost success, helping new users express more of who they are beyond the selfie.
- **A Sleeker Look:** We're modernizing Tinder's look and feel to match the energy of today's daters. Clean, fluid, and immersive. Soon, profile photos now fill the entire screen with a subtle, edge-to-edge blur and a sleek liquid glass design across the Like and Nope bar for a seamless, modern experience.

Taken together, these updates reflect Tinder's continued commitment to helping people show up authentically. By blending real world interests, intuitive design, and thoughtful technology, Tinder is creating a profile experience that feels more dynamic, personal, and reflective of today's daters. Making it easier to spark engaging conversations from the very first glance.

"Real connection happens when people feel safe, understood, and confident enough to take the first step," said Rascoff. "Our job is to make that step easier, so more people can spark something new with someone new."

For an overview on the features announced including testing locations, see the attached PDF.

Please see all available media assets here.

About Tinder
Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving 185+ countries and 60+ languages - a scale unmatched by any other app in the category.

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[1]Based on an internal survey among Tinder users conducted in February 2026 involving ~900 participants in the United States, amongst 18-24 year olds.
[2]Tinder Double Date Survey, USA. Online survey of ~2500 current Tinder users aged 18–24, conducted December 23–31, 2025. ("December 2025 Survey").
[3]Internal Tinder data of Spotify Anthem feature usage on profiles globally; data pulled March 9, 2026.
[4]Tinder internal adoption data for Music Mode globally, excluding USA, NZL, MAR, MYS, NLD, NOR, UK, CHE, and URY.
[5]Tinder internal testing comparing Swipe Right Rates on February 2, 2026 between Astrology Mode profiles and standard profiles across CAN, CHL, DEU, IND, ITA, JPN, POL, THA, TUR, and ZAF;
[6]Tinder internal testing of the Learning Mode feature involving 14M users globally, conducted between December 2025 and February 2026.

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