

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

Los Angeles, Sept 15, 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 expanding its video in profile feature to more members around the world in additional countries across Europe, Asia, and Latin America, with expanded availability coming soon. First introduced in a handful of markets earlier this year, this global expansion is another step in the company's video roadmap, which will give members the ability to express themselves, discover more about others and find the right match. 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.

In the markets where the feature is already available, video bios quickly became the best way to show off your summer sizzle reel to a potential match. Top categories of videos showcased outdoor adventures like hiking, jet skis and even long walks on the beach (Tinder predicted [first dates would become more activity-based](#)). More than half (56%) of Gen Z daters agree it's easier to show off your personality in a video than in a photo*, and millions of members are already using the feature.

Video can easily be added to any profile by simply selecting Add Video from the profile page. Members are able to trim and crop the video from within the app. The introduction of video within profiles is part of an overall roadmap of new features that lays the foundation for a deeper, richer next-generation of Tinder. Members all over the world will soon have access to Explore, a newly-created hub within the app that will host completely new, interactive ways to use Tinder.

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*Survey of 1,000 dating app users

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 65 billion matches.

Additional assets available online: [_____ \(1\)](#)

<https://ca.tinderpressroom.com/news?item=122515>