

TINDER AND TIKTOK ANNOUNCE LANDMARK PARTNERSHIP TO BRING REALITY DATING SERIES DOUBLE DATE ISLAND TO YOUNG ADULT AUDIENCES

London, 22nd June - [Tinder](#) and [TikTok](#) today announce a landmark strategic partnership that signals a defining moment for the entertainment and dating industries alike. [Double Date Island](#), [Tinder](#)'s flagship reality dating franchise, will premiere its first full season on [TikTok](#) this summer, making it the ultimate viewing destination, cultural hub and amplification engine.

It is the first time in Europe that [Tinder](#) has partnered with a platform of [TikTok](#)'s scale and cultural authority, along with Studio 55, part of ITV Studios and digital content experts Cowshed Studios (*Sidemen XIX Inside*, *Foot Asylum presents Locked In*), to bring a full reality dating series to life. This partnership sets a new standard for how dating platforms, media brands, and social entertainment platforms can collaborate to reach young adults audiences where they actually live.

What is Double Date Island?

[Double Date Island](#) is [Tinder](#)'s reality dating show where pairs of best friends are selected from all around the world (*the US, Brazil, Australia, the UK, France, Spain, Italy and Germany*) as participants and brought together to go on double dates, meet other international pairs, and experience a sun-drenched getaway of spontaneous, pressure-free connections, all captured on camera. Built around [Tinder](#)'s [Double Date feature](#), Double Date Island turns modern romance into a shared adventure: more laughs, unexpected moments, and a genuinely fun way to meet someone. This summer, the show heads to Portugal, lands on [TikTok](#) and will feature adult participants with the content only available to 18+ on TikTok. Alongside the real-people casting, select talents will be joining the island as hosts, bringing their own energy to the adventure.

Who's behind the production?

It will be produced by Cowshed Studios, co-developed by Studio 55 and distributed by Zoo 55, part of ITV Studios, with the support of [OMD](#), [Tinder](#)'s agency in EMEA for media strategy, planning and buying.

A new format for a new generation

Double Date Island was born from the success of one of [Tinder](#)'s most innovative product launches: [Double Date](#), a feature that lets you and a friend pair up and match with other pairs, turning the classic [Tinder](#) experience into a collaborative, community-based adventure built for how young adults want to date. Double Date Island represents a significant evolution in how dating platforms are moving beyond the app to create culturally resonant experiences and content.

The partnership

The [Tinder](#) x [TikTok](#) partnership is a fully integrated collaboration designed from the ground up to be native to how [TikTok](#)'s community consumes and amplifies content. Under the framework, [TikTok](#) brings unparalleled reach, a world-class creator ecosystem, and premium placements alongside a community-first storytelling strategy built to drive cultural conversation well beyond the screen.

For [TikTok](#), it reinforces its position as the home of landmark entertainment moments, not just a discovery tool, but a cultural stage. For [Tinder](#), it marks a decisive step in its evolution: to create more social, dynamic spaces where connection feels effortless and fun.

The partnership has been officially unveiled at the [Cannes Lions International Festival of Creativity](#), cementing Double Date Island as one of the standout entertainment and marketing launches of Summer 2026. Alongside today's announcement, [Tinder](#) has opened [an international casting call across several countries](#), inviting single best friend duos to apply for the chance to travel to Double Date Island and live a once-in-a-lifetime dating experience this summer.

"This partnership is a genuine milestone. Double Date Island on TikTok isn't just a distribution deal, it's a shared statement about how two platforms committed to authentic, social-first experiences can come together responsibly to move culture forward. For us, this is a natural next step in bringing our communities more interactive entertainment." [Paolo Lorenzoni, VP Marketing EMEA, Tinder](#)

"Creators are at the heart of how entertainment is discovered, shared and talked about on TikTok, and Double Date Island brings that energy to life in a fresh new way. We're pleased to be the home for this season series, bringing a new creator-led entertainment format

to young adults across Europe. It's an exciting next step in how new formats can meet audiences where they watch, participate and connect with culture today." [Kris Boger, Regional General Manager, UK, Ireland, Benelux - Business Solutions at TikTok](#)

"Double Date Island is exactly the kind of format Studio55 was built to create, authentic people, genuine connections, and a production model designed for the platforms where young adults naturally connect. We're proud to bring this to life with Tinder and TikTok." [Will Scougal, EVP Brand and Commercial Partnerships, ITV Studios](#)

"Alongside the recently launched Say Goodbye to Hellos campaign, Double Date Island is another brilliant example of cultural marketing in action, and we're excited to partner with Tinder again for it. Tinder has always been focused on shaping what's next in modern dating culture, and as their EMEA media planning and buying agency, we've worked together to reimagine how the brand connects with audiences through media and partnerships". [Natalie Bell, CEO, EMEA, OMD](#).

About Tinder

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages — a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™." Tinder is a registered trademark of Tinder LLC.

About TikTok

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok's global headquarters are in Los Angeles and Singapore, and its offices include New York, London, Dublin, Paris, Berlin, Dubai, Jakarta, Seoul, and Tokyo.

About OMD

OMD, an Omnicom Media agency, is the world's largest media network, with more than 12,000 people working in over 100 countries. At OMD, We Create What's Next - delivering transformative media solutions that drive growth, build meaningful connections, and redefine what's possible for our clients. Named the best-performing global media network overall by RECMA for record 11 consecutive Diagnostic reports, and Media Network for the Year at the 2022, 2024 and 2025 Cannes Festival of Media, OMD leads the industry in innovation, creativity, and cultural relevance. With bold ideas and measurable results, we empower brands to shape the future and make an impact in an ever-evolving world.

About Zoo 55 and Studio 55

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. It is home to 60 production labels, spanning 13 countries including the UK, U.S., Australia, France, Germany, the Nordics, Italy and the Netherlands. Zoo 55, a new label dedicated to expanding its digital and gaming activity, was launched in 2025. It manages 200+ owned and operated channels in the social space delivering 47bn views in 2025, as well as 20 FAST channel brands and 28 unique channels distributed in 43 countries and 318 live streams globally. In 2026, ITV Studios launched Studio 55, a global brand and licensing partnerships studio designed to offer brands, marketing agencies and content creators unprecedented access to ITV Studios' world-class portfolio of IP. Its focus spans bigger licensing deals and digital first formats targeted to deepen fan loyalty and build on how audiences interact with TV brands.

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