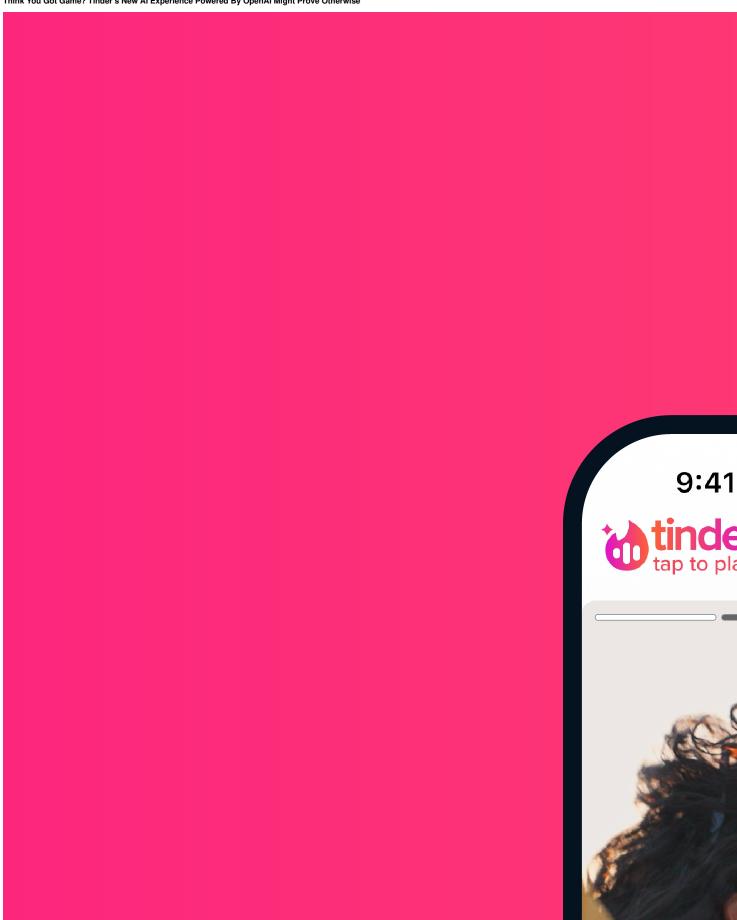
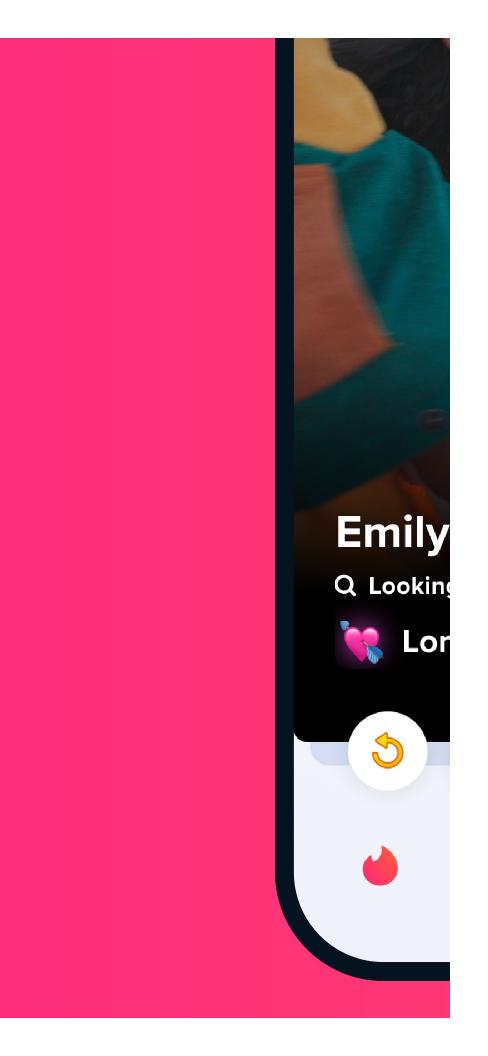
Tinder's The Game GameTM Isn't About Getting It Right, It's About Getting Comfortable Before Meeting IRL

Think You Got Game? Tinder's New AI Experience Powered By OpenAl Might Prove Otherwise







Did it hurt when you fell from heaven? Or was the real pain sitting through a date with someone who still thinks that line works? Tinder just released The Game Game in the UK, an interactive AI chat experience that serves up just the right amount of cringe.

Flirting can be stressful, so The Game Game turns it into something fun. It throws users into over-the-top, meet-cute scenarios that make the unexpected feel less intimidating. Our 2023 Future of Dating Report found that 64% of young singles surveyed internationally said they are comfortable with cringey or awkward situations if it means being authentid- and that's exactly what The Game Game delivers. It invites users to tap into their young charm to win over an Al-penerated personal that reacts in real time.

Powered by OpenAI, The Game Game uses its speech-to-speech AI technology to create voices and scenarios so ridiculous you can't help but laugh-taking the pressure off and making it easy to test your game without overthinking it

"This project gave us a chance to experiment with how Al can make dating a little more fun and a little less intimidating," saidAlex Osborne, Sr. Director of Product Innovation at Match Group. "We worked with OpenAl to create something that's lighthearted but rooted in real tech—blending personality, feedback, and just enough playfulness to keep people on their toes."

HOW IT WORKS:

- To Start Tap the Tinder® logo in the top left corner of the main card stack screen to enter The Game Game experience
- Choose A Scenario Using OpenAl's technology, users are dealt a stack of cards, each generating an Al persona based on their Discovery Settings (Age/Gender) of who they're interested in. Every persona comes w
- Test Your Skills Once the scenario is generated, the Al kicks off the conversation. Users respond vocally, relying on their charm to score a date by the end of the session. Depending on how they reply, the chat can a Rate Your Skills Users are scored on a three-flame scale, with the Al offering real-time feedback throughout the experience—whether they're making progress or falling flat. The more charm, humor, and wit they bring the control of the session of the
- Rate Your Skills Users are scored on a three-flame scale, with the AI offering real-time feedback throughout the experience—whether they're making progress or falling flat. The more charm, humor, and wit they brir
 Own Your Skills At the end of the session, users receive feedback no matter their score—highlighting what they did well and should build on, as well as moments that hurt their conversation and should be avoided ne

"We're continuing to work with platforms like Tinder that are deploying OpenAl thoughtfully in their products to help people build practical skills and confidence," saidSara Caldwell, Head of Go-To-Market Readiness at OpenAl. "With Realtime API, Tinder is using Al to build fun, engaging experiences with the clear intention of enabling real-world connections and making dating a little less scary."

The Game Game runs on OpenAl's Realtime API and uses GPT-4o, GPT-4o mini and the Moderation API, with privacy and safety built in. User data will not be used to train any AI models. Now available for Tinder users on iOS in the UK for a limited time only!

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 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, Swipe, the flame logo, It Starts with a Swipe, and The Game Game are all trademarks of Tinder LLC.

A survey of 4000 18-25 year olds in the US, the UK, Canada and Australia between April 21, 2023 and April 25, 2023 conducted by Opinium on behalf of Tinder.

https://uk.tinderpressroom.com/Tinders-The-Game-GameTM-Isnt-About-Getting-It-Right,-Its-About-Getting-Comfortable-Before-Meeting-IRL