

Online Dating - UK - April 2019

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This report looks at the following areas:

- Increasingly sophisticated AI opens door for better matches and personalised advice
- Dating services should focus on regulating current interactions before adding video



“Many apps are moving away from the gamified swiping feature that drove Tinder’s popularity and helped bring online dating into the mainstream. Instead, focus is returning to helping make meaningful personality-based connections, with the aid of increasingly sophisticated artificial intelligence”.

– Rebecca McGrath, Senior Media Analyst

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- **Bumble and Match butt heads ahead of potential IPO**
- **Dating apps come under fire over child protection**
- **App stores put pressure on dating services over suggestive imagery**
- **White Label Dating offers new revenue deal to attract partners**
- **More collaborative efforts made to protect online daters**

MARKET DRIVERS

- **Match completes full acquisition of Hinge**
- **Bumble and Match butt heads ahead of potential IPO**
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- **Ashley Madison's survival shows the brand strength of a valued online dating service**
- **White Label Dating offers new revenue deal to attract partners**
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- **Facebook launches dating service**
- **Tinder changes ranking algorithm**

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- Grindr launches initiative to challenge discrimination
- Manchester City partners with Tinder
- Bumble lets users pay to boost their profile

LAUNCH ACTIVITY AND INNOVATION

- Facebook launches dating service
- Tinder changes ranking algorithm
- Grindr launches initiative to challenge racism
- Manchester City partners with Tinder as more brands look to utilise advertising potential of online dating
- Bumble lets users pay to boost their profile

THE CONSUMER – WHAT YOU NEED TO KNOW

- One in 10 used a free dating website/app in the last 12 months
- Many are using multiple online dating sites/apps
- Preference for meeting in person biggest roadblock for online dating
- Most are looking for long-term relationships
- Family/friend recommendations are the most important factor encouraging dating site selection
- Stricter banning policies is main desire from users

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- **Stricter banning policies is main desire from users**

Figure 28: Features interested in dating websites/apps offering, February 2019

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