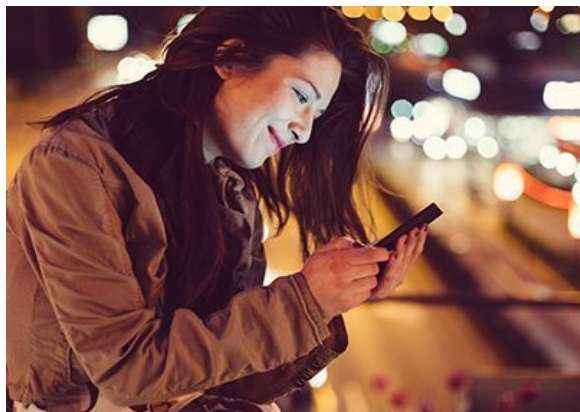


Online Dating - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“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**

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

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Match completes full acquisition of Hinge

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

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More collaborative efforts made to protect online daters

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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

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Family/friend recommendations are the most important factor encouraging dating site selection
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