

Name-that-tune game Heardle dropped by Spotify after a year

April 16 2023



The Spotify app on an iPad is pictured, March 20, 2018, in Baltimore. Heardle, the name-that-tune game inspired by the Wordle craze, is being dropped by Spotify less than a year after the music-streaming giant acquired it. "After careful consideration, we have made the difficult decision to say goodbye to Heardle," Spotify said in a statement, Saturday, April 15, 2023. Credit: AP Photo/Patrick Semansky, File

Heardle, the name-that-tune game inspired by the Wordle craze, is being dropped by Spotify less than a year after the music-streaming giant acquired it.

"After careful consideration, we have made the difficult decision to say goodbye to Heardle," Spotify said Saturday in a statement. A similar announcement was posted on the Heardle homepage.

First appearing in February 2022 amid a surge of games that used the format of Wordle, which the New York Times bought in January of that year, Heardle plays fleeting moments of a [song](#) and challenges users to see how quickly they can guess it. Saturday's mystery song was (spoiler alert) 1998's "Why Don't You Get a Job" by the Offspring.

After [Spotify bought Heardle](#) in July, users could go from revealing the song to playing it on the app. That sort of music discovery, or rediscovery, was Spotify's intention in acquiring the [game](#) from its creators, according to the blog post announcing the acquisition.

But the statement on the game's end said Spotify plans to "focus our efforts on other features for music discovery."

The [company](#) did not give further details on why it was ending the game, and it's not clear whether Heardle may continue life elsewhere. Spotify did not identify the apparently publicity-shy creator and seller when it announced the purchase.

[Variety](#) identified the man as a "London-based web and app designer" in a May 2020 interview, but he declined to be identified further.

© 2023 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed without permission.

Citation: Name-that-tune game Heardle dropped by Spotify after a year (2023, April 16)
retrieved 24 April 2024 from

<https://techxplore.com/news/2023-04-name-that-tune-game-heardle-spotify-year.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.