

New York Times buys Wordle

The New York Times has bought the addictive puzzle game Wordle for an undisclosed seven figure sum. What is all the fuss about?

A BRIEF HISTORY



2021: Brooklyn-based software engineer **Josh Wardle** develops game for his puzzle loving partner – punning on his last name

Game becomes popular with friends, shared via **WhatsApp**

Oct: Wordle goes public using website Wardle used while studying and working in UK

Nov 1: Wordle has **90** online players

Late Dec: Social media score sharing enabled

Wordle 227 4/6



Jan 2, 2022: Popularity explodes, reaching **300,000** players

HOW TO PLAY WORDLE

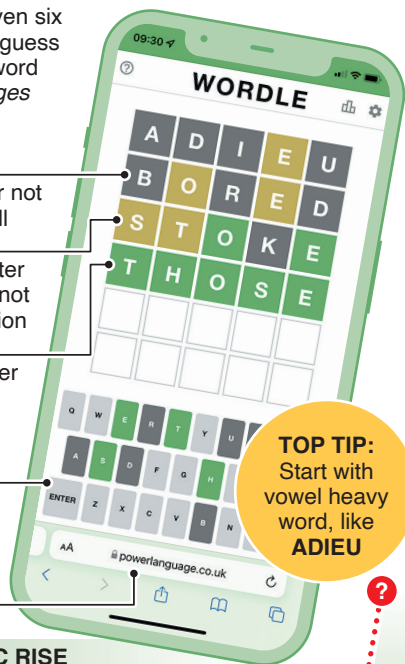
Player is given six attempts to guess **five-letter** word (*word changes each day*)

Grey: Letter not in word at all

Yellow: Letter in word but not in that position

Green: Letter in word and in correct position

Keyboard: Reflects letter states



METEORIC RISE

Wordle daily players (*millions*)

3

Mid-Oct: Launches online

Jan 19: 3m players

Jan 8: 2m players

Late Dec: Score sharing launches on social media

Nov 1: 90 players

Jan 2: 300,000 players

2

1

0

Oct 2021

Nov

Dec

Jan 2022