

the**lab**

Culture Pop

Spotify Wrapped Flop

Why are we all
underwhelmed by this
year's Wrapped?



“Wait, that’s it?”

‘So LAZY this year’: The internet is furious that Spotify Wrapped embraced AI—and got boring

Users are saying the music platform focused too much on AI features at the expense of its more creative and fun elements.

FASTCOMPANY

Spotify users are disappointed by an underwhelming Wrapped this year

TE TechCrunch

This year’s Spotify Wrapped has been met with one giant shrug of the shoulders

It's the hope that kills you

This year's Wrapped still did what it said on the tin, collating people's most played tracks and artists - but it was never about the raw data and stats.

The lovingly crafted sprinkles and sparkles and the categories we never knew we needed are what people connected with.

Taking them away meant people couldn't help feeling let down.

And hell hath no fury like a fandom scorned

←  **r/truespotify** · 9 days ago
CautiousAd240

...

2024 Spotify Wrapped was awful

Rant

No interesting stats, no genres, nothing. It felt super anti climatic tbh. Even the theme felt meh. Anyone else?


 **corb**
@awshuqs · [Follow](#)

spotify wrapped is SO LAZY this year

they didn't tell me whether that gay little town in Vermont still matches my music taste

1:06 AM · Dec 5, 2024

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 **Nia**
@_johnsonator · [Follow](#)

Spotify Wrapped is a bit...underwhelming this year.

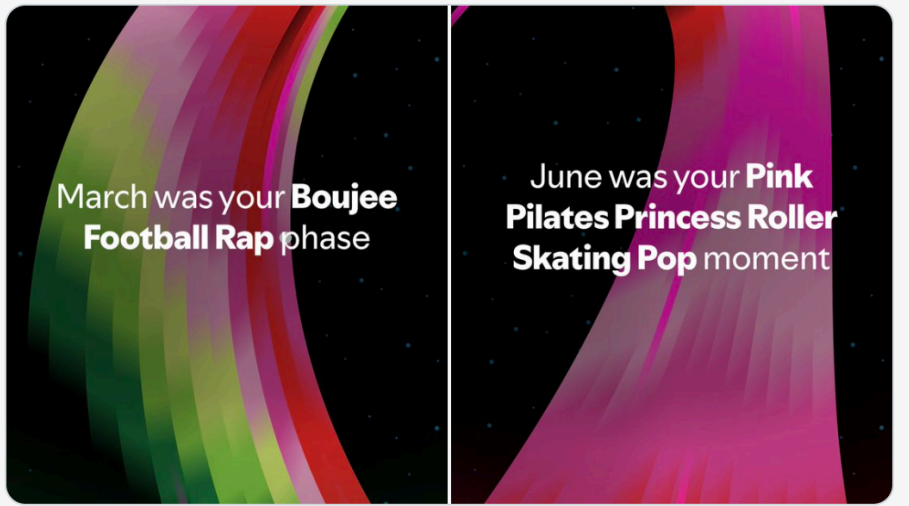
Less unconventional data viz moments like in previous years (like the city matches, zodiac signs, etc). It was all very obvious.

The layoffs really show here.

1:09 AM · Dec 5, 2024

 **j aubrey**
@jaubreyYT · [Follow](#)

What the hell is this



March was your **Boujee Football Rap** phase

June was your **Pink Pilates Princess Roller Skating Pop** moment

"This is what we waited for? This is so lame and anticlimactic. No top genres, no music aura and all the other cool stuff that was there before. It's giving turned in homework late for participation points it feels so lame"

zeynabhereee - Reddit

The enduring importance of the human touch

It wasn't just about missing what we loved, the sadness over what was left out was equally matched by the derision for what was introduced:

A collection of ill-conceived AI generated 'genres' instead of the carefully considered and crafted descriptions that have been delighting people year on year.

"This year's Wrapped was met with almost universal disappointment because they took away most of the shareable fun that encouraged community and conversation...The reactions showed why we can't rely purely on stats and tech to make fans stick around"

**Dr Georgie Carrol
Fan Engagement Expert**

Quicker + Easier ≠ Better

With the rapid recent advances in data technology it is tempting to default to the assumption that greater efficiency makes for greater outputs.

For us, this year's Wrapped served as a reminder of the importance of the craft and care needed to make and maintain connections with your consumers.

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