



Epic Lessons: An Angry Birds Epic Live Postmortem

Hendrik Lesser
Managing Director



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Who are we?



- ▶ Based in Munich.
- ▶ Founded 2006.
- ▶ „you can focus on development, we take care of the rest”
- ▶ Evolved to a relevant player in the games industry in regards to fostering talent, teams and games.

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Who are we?



Released: June 12, 2014



60+ million downloads
~2 million ratings
Rating average 4.5

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What is Angry Birds Epic?



► From slingshot game to tactical RPG.

► Why RPG?

- Surprise the players.
- Tap into new target groups.
- Tempt casual players with a complex RPG.

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Angry Birds Epic Live Care

WHAT'S NEW?

- Tinker Pigs invade Piggy Island!
- Win a great amount of **free mastery** and find **hidden presents**!

UPCOMING EVENT
"RAIDING PARTY"

STARTS IN 8:25:27

The banner features a blue sky background with white clouds. In the center, a group of four mechanical pig characters, known as Tinker Pigs, are flying in a line. The lead pig is orange with a yellow star on its forehead, while the others are yellow and grey. They are equipped with various mechanical parts like propellers and tanks. In the top left corner, there is a blue scroll-like box containing the 'WHAT'S NEW?' section. In the top right corner, there is a red circular icon with a white 'X'. The event title 'UPCOMING EVENT "RAIDING PARTY"' is written in a bold, yellow, stylized font. At the bottom right, a timer shows 'STARTS IN 8:25:27'.

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After the release is before the release!

Angry Birds Epic Live Care

Why?

- Elevates player retention / lowers players churn.
- Returns churned players.
- Helps acquiring new players.
- Opens new ways of monetization.
- Prerequisite for store features.
- Expands lifetime of the game.
- Showing the players the game is alive.



After the release is before the release!

Angry Birds Epic Live Care

How?

- Dedicated live team.
- Community management.
- Bugfixing and maintenance.
- Content updates on a regular basis.

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After the release is before the release!

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Major Content Updates

v 1.1.0	October 2014	Event System introduced
v 1.2.1	December 2014	PvP Arena Battlesystem introduced
V 1.3	coming soon	World Boss Battles / Enchantment System

Minor Content Updates

11 Updates with new content like:

- More endgame levels (Chronicle Cave).
- Cross promotion events (Puzzle & Dragons, Sonic Dash, google summer sale).
- Special Events (christmas, chinese new year, mini campaigns).
- New classes, enemies, abilities, epic sets items.

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After the release is before the release!

Angry Birds Epic Live Care

What went great!

- Mini Campaigns rewarding players with a new class.
⇒ Return of churned users.
- PvP Arena System.
⇒ Boost in playtime and retention.
- Events in general.
⇒ Boost in retention.

What went not so great?

- Never release major content updates two weeks before christmas!
- Don't ever do Ninja events! Especially not if these ninjas are ignoring your damage. Nobody wants to participate in events with tons of already hated enemies.

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After the release is before the release!

DO's and Don'ts of live ops

Avoid hard dates

- Submission to Apple has taken from 7 to 16 days.
- Buildsize overhead from Apple might cause submission to fail – and is impossible to predict.
- Featuring = blessing & curse.
- Rushed releases cause disasters.

Rotate team members – documentation is the key

- Always motivated
- Avoid fatigue
- Get new ideas onboard

Collaborating with a strong partner

What to DO

&

what NOT to do!



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Do's & Don'ts while collaborating with a strong partner

What to DO!



- Invest a lot of time building a relationship.
- Target the right kinds of people, make friends in person.
- Hire or find a "people person" if that's not you.
- Visit each other in person.
- Map out your mutual expectations in writing.
- Focus on working and polished code.
- Be aware of cultural differences.
- Be generous. In general.



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Do's & Don'ts while collaborating with a strong partner

What NOT to do!



- Don't micro manage.
- Respect your partner, but not unconditionally - everyone makes mistakes.
- Don't keep risks or problems secret.
- Don't just listen. Record, retain, print EVERYTHING.

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Thank you!

Hendrik Lesser

Managing Director & Founder
remote control productions GmbH



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*Time for
Q&A*

