



Postmortem: Candy Crush – An Update

Tommy Palm King





Candy Crush Saga in Figures

Currently:

- * 40+ Million Facebook fans
- * Played 600 M times a day on just mobile devices



Disruptive innovation



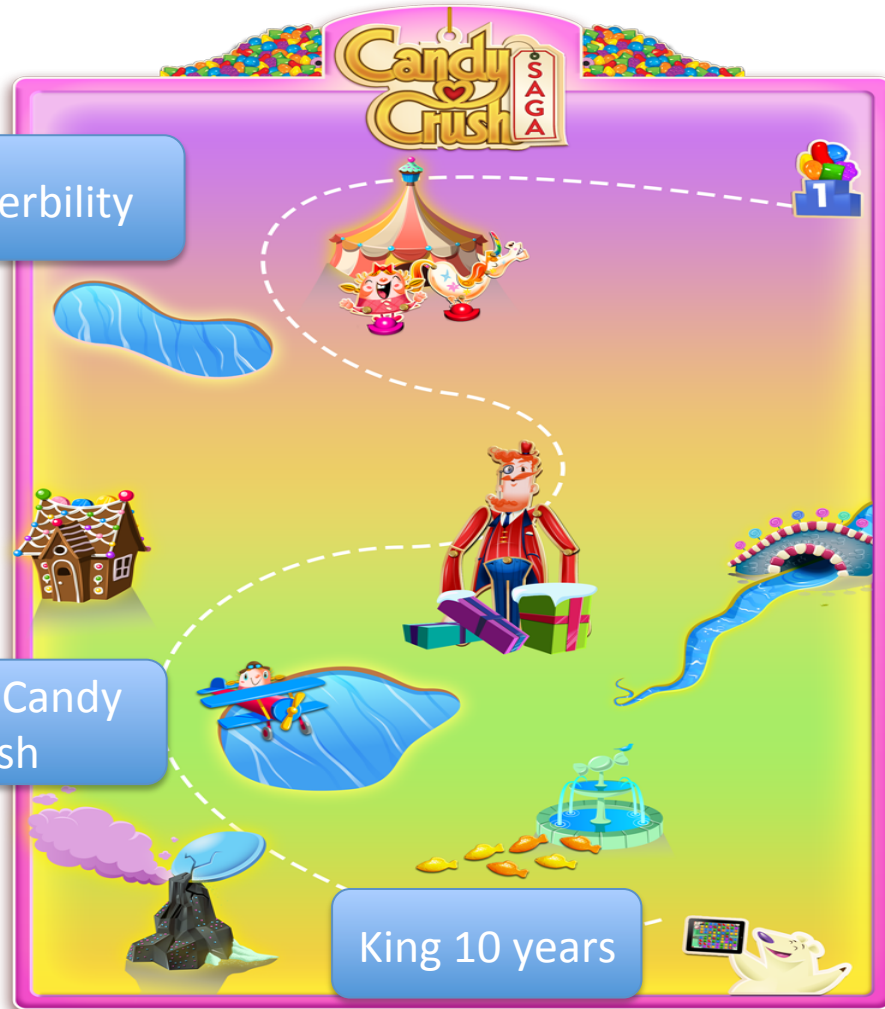


Discoverability

Making Candy
Crush

King 10 years

Candy Crush
Game board



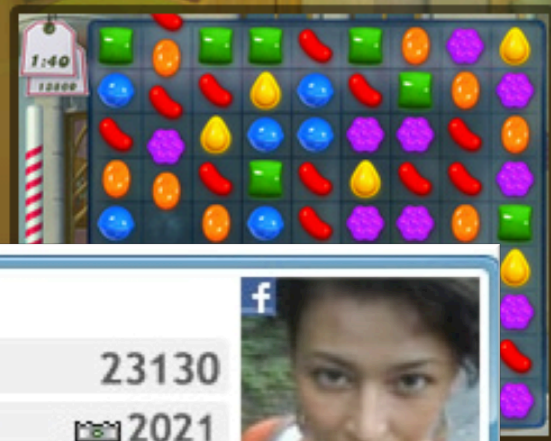
Candy Crush

PLAY NOW



Description

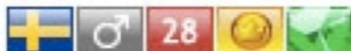
Welcome to the Candy Shop! Which one is your favourite? Crush candy to create special sweets such as striped candy, wrapped candy and rainbow candy. Combine these specials to create spectacular effects such as Super Stripe and Mega-Candy.



kingakkssel

SCORE: 24935

RANKING: 2079



Play Again

kimdean

SCORE: 23130

RANKING: 2021





2003-2010

150+ casual games

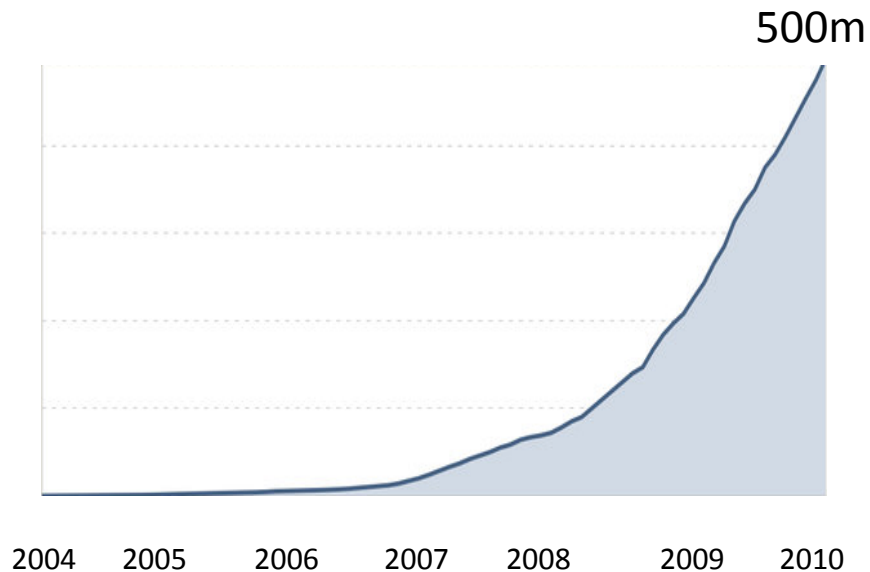


Sep
2010

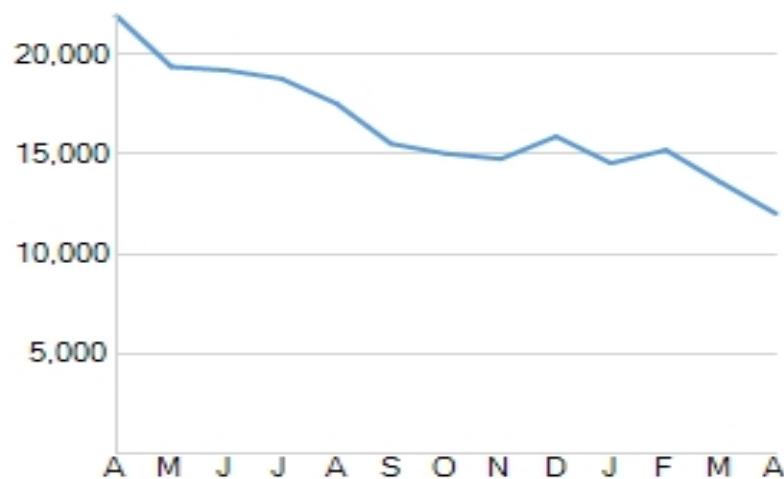
Partners lose traffic to Facebook



Facebook unique visitors



Yahoo Games US unique visitors



Total Unique Visitors (000) to Yahoo! Games
decreased 45.1 % since Apr 2009





Bubble Saga

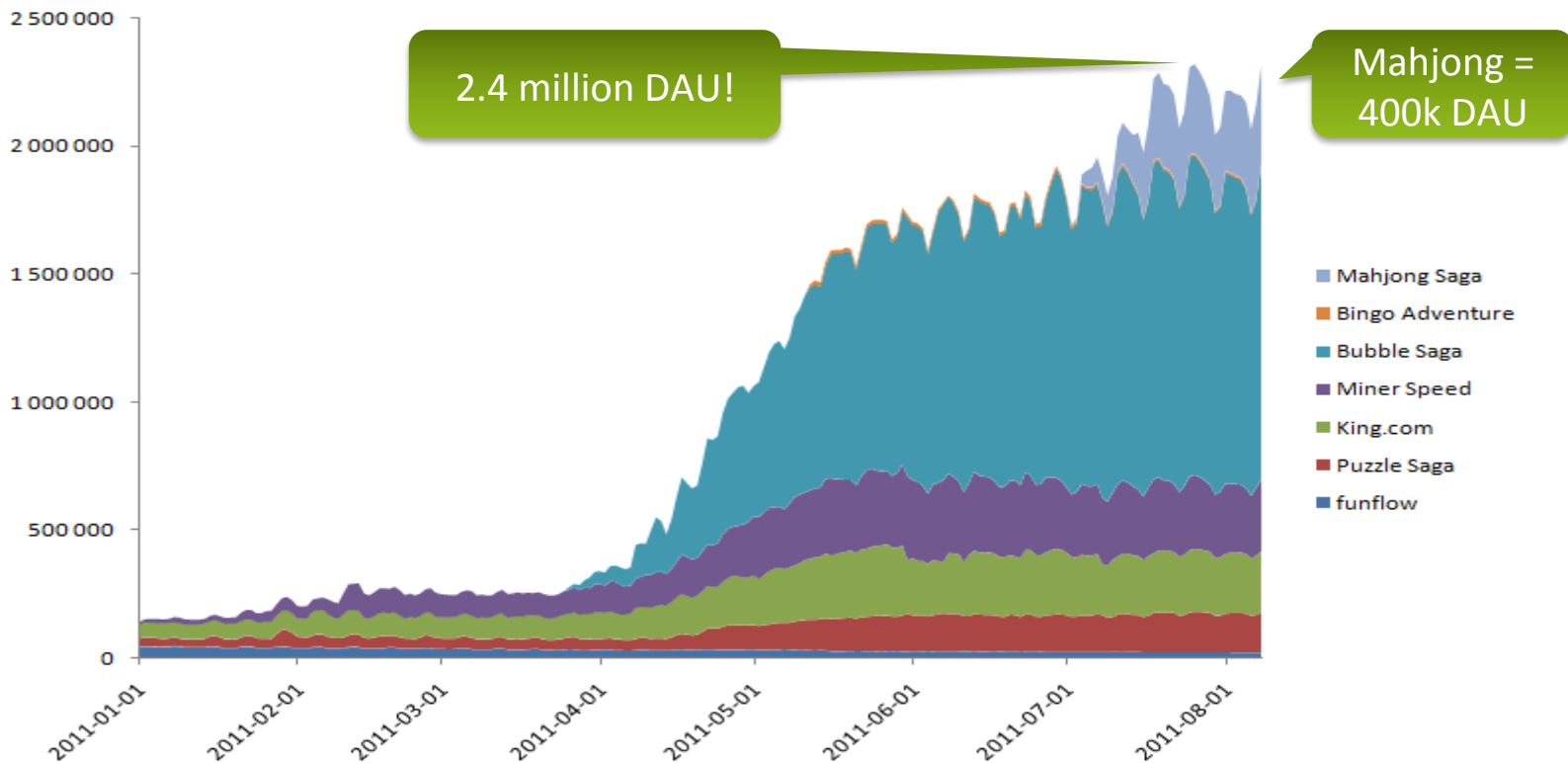




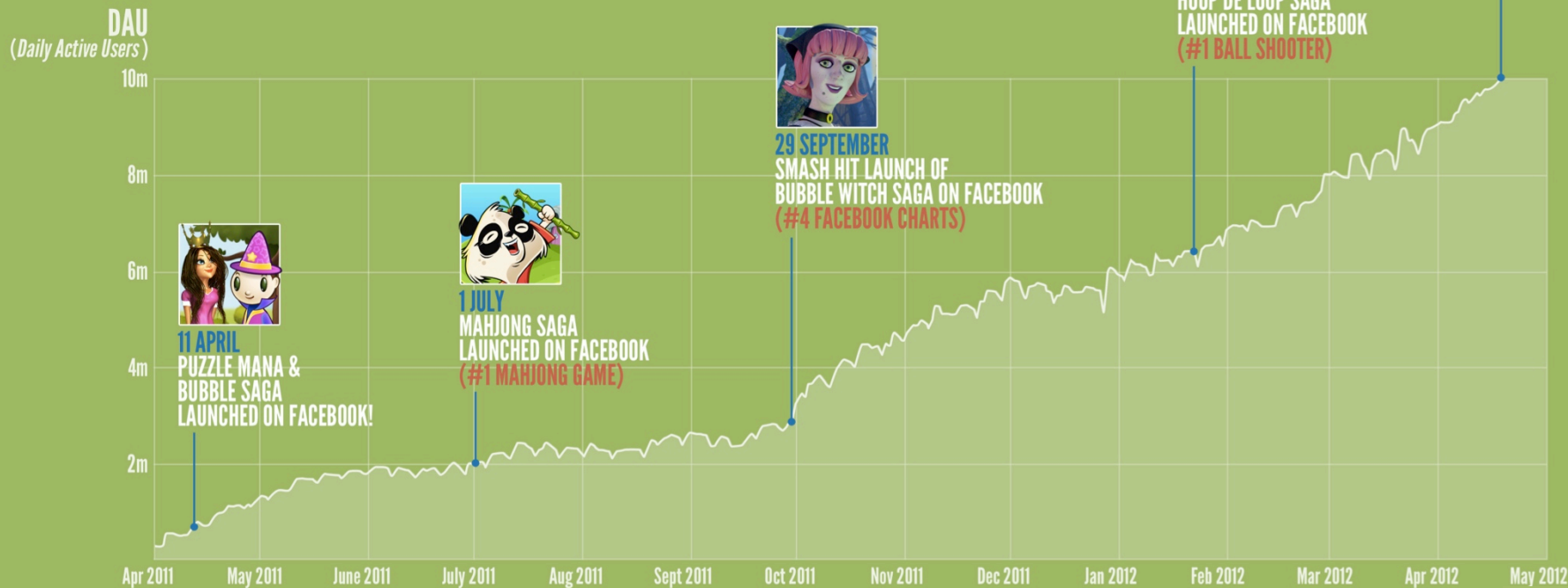
Bubble Saga was a hit...

n.7 on Facebook after 4 months

Daily Uniques

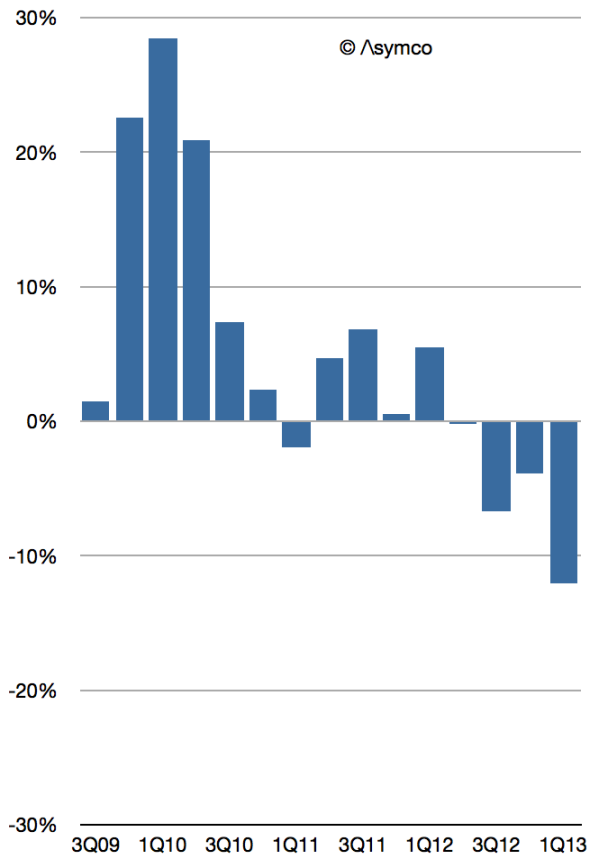


Growth on FB

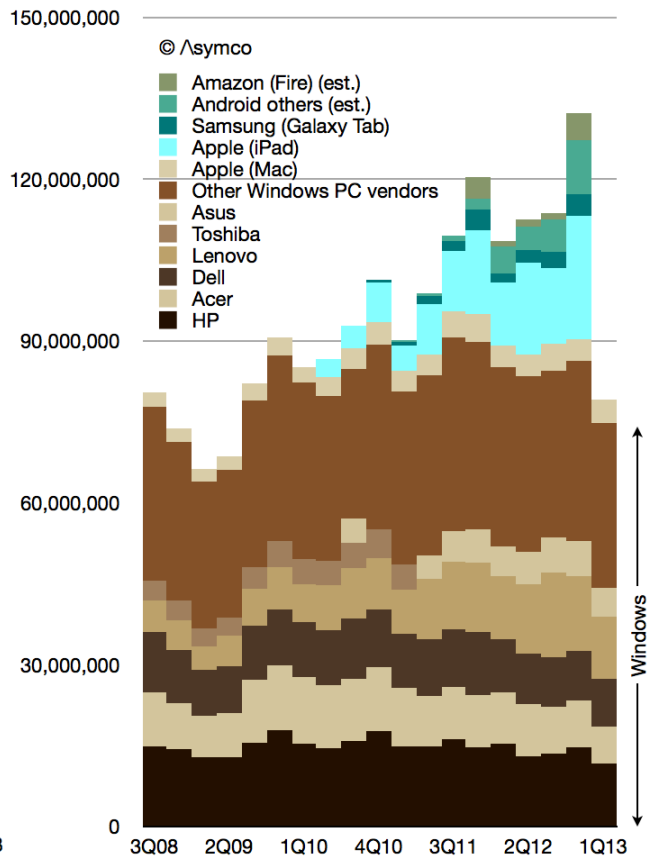




Windows PC Shipment Growth Rates (y/y)

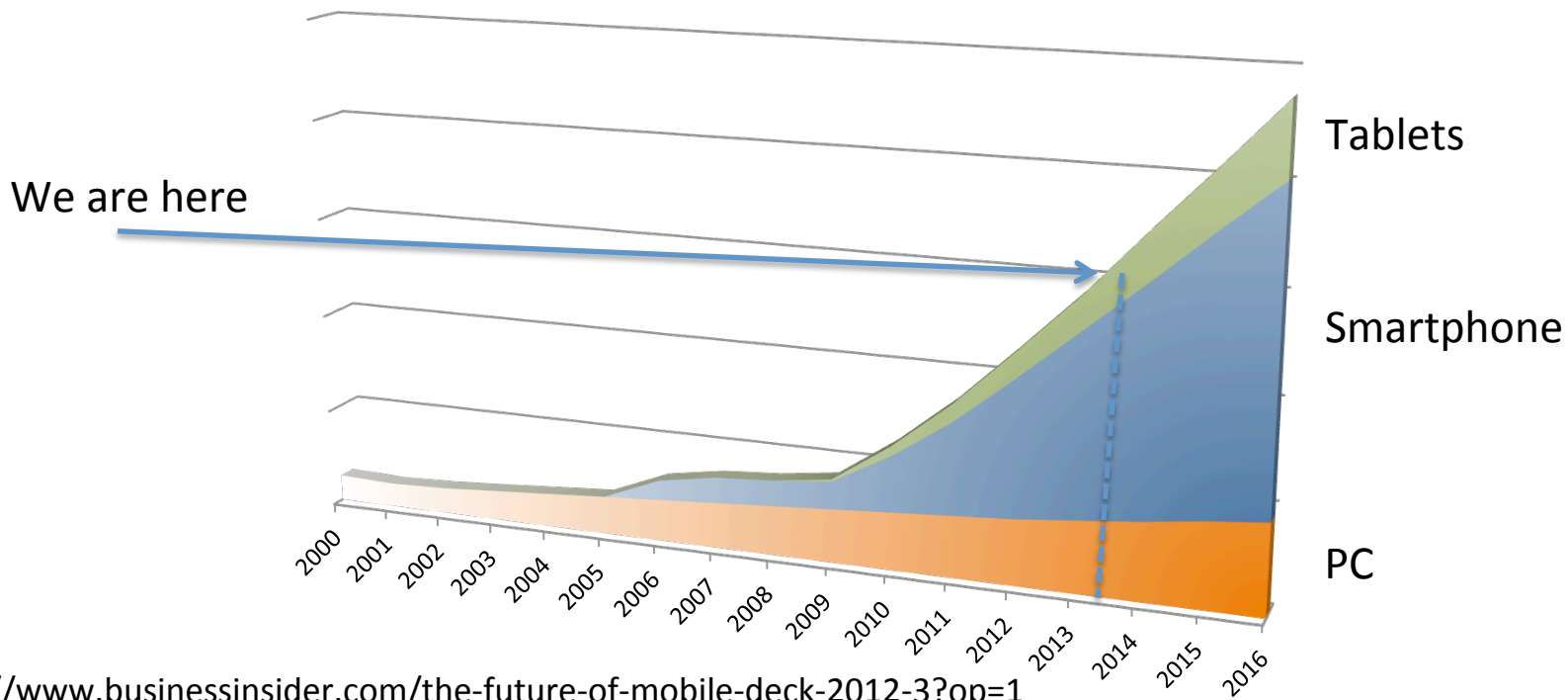


PC (+tablet) Shipments





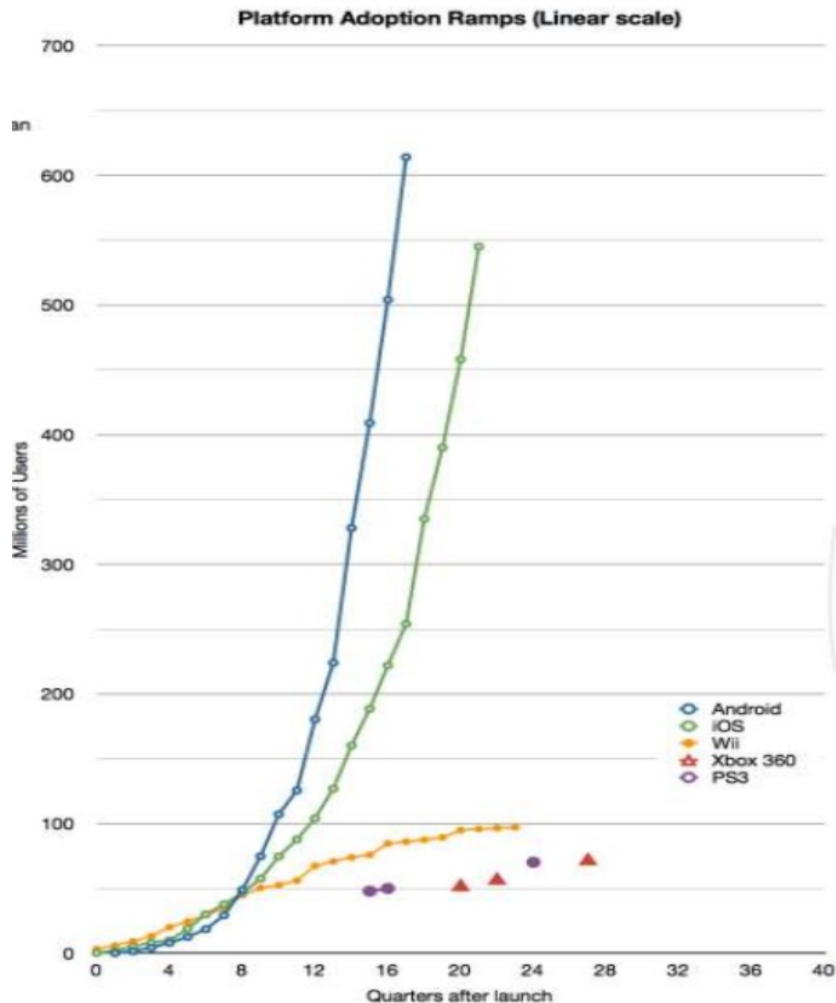
Portable future





Mobile is the fastest
scaling games platform
of all time

Android and iOS
combine for more than 1
billion devices



King



King

Discoverability

Making of
Candy Crush

King 10 years

Candy Crush
Game board



King



Play like this:

You can also combine the special sweets for additional effects by switching them with each other. Try these combinations for a taste you will not forget:



King



King





Candy Crush Saga:
Lollipop Forest
= levels 51 to 65



Target: 310000

Moves:

Clear all the jelly!

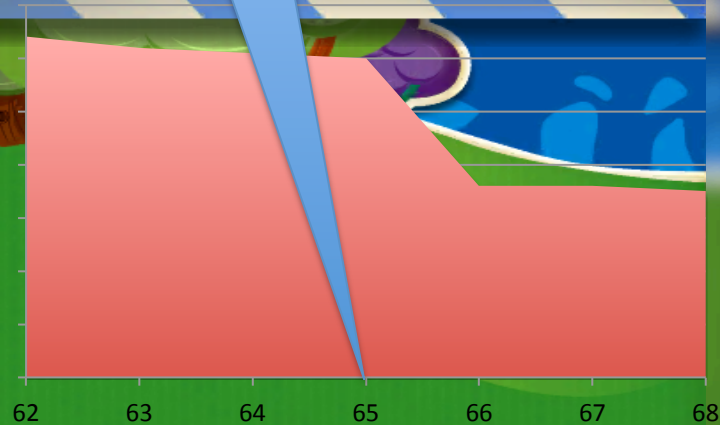
**Objective: clear jellies
and achieve score within
available moves**



e.g. level 65: lollipop forest...

40% drop out at the
"notorious" level 65

*Level failed!
You did not reach the goal!*



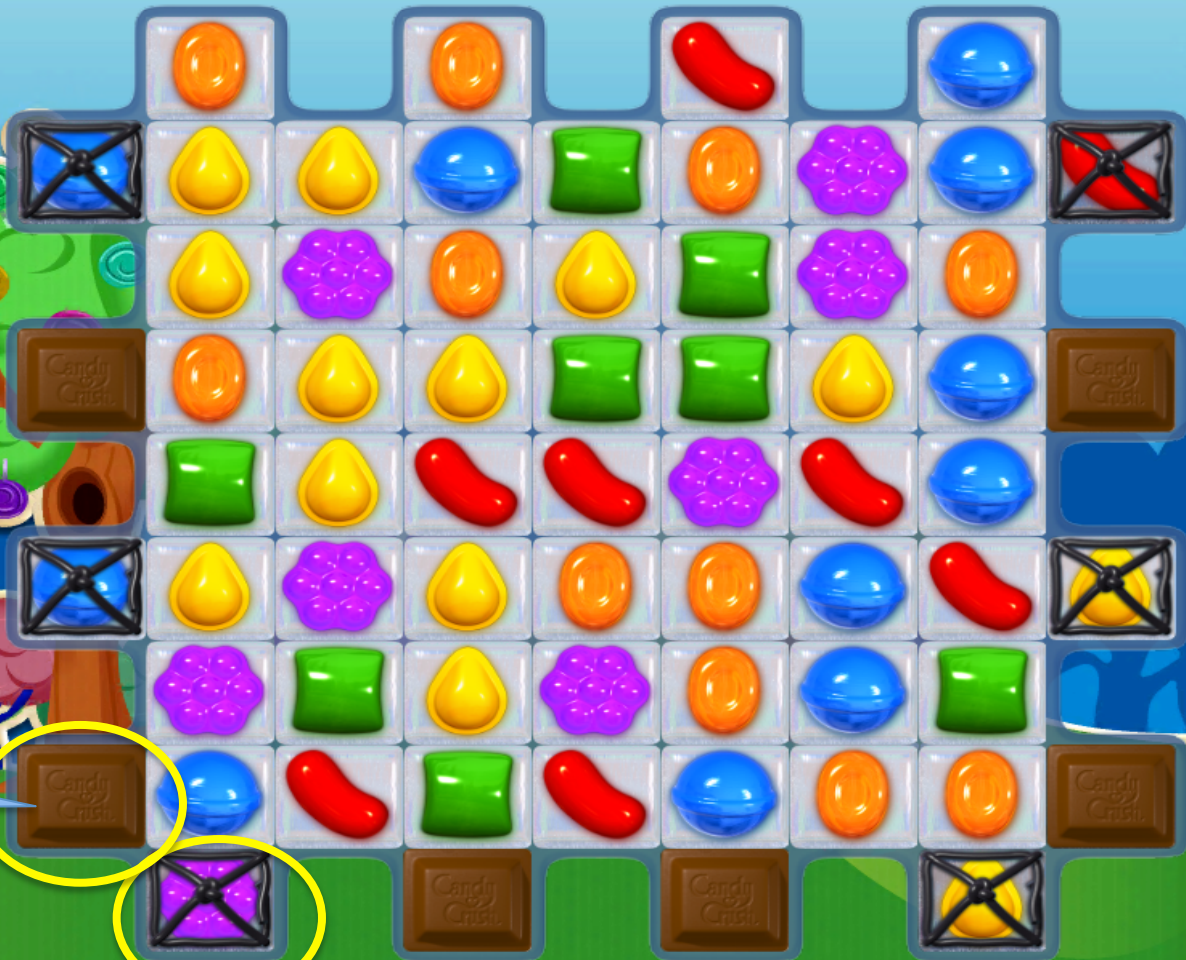


Target: 310000

Moves:
50

Score:
0

Move to single
layer of jelly





**WHOEVER DESIGNED CANDY CRUSH
SAGA LEVEL 65...**

I WILL FIND YOU AND I WILL KILL YOU







Play everywhere



Reprogram in C++





Challenges

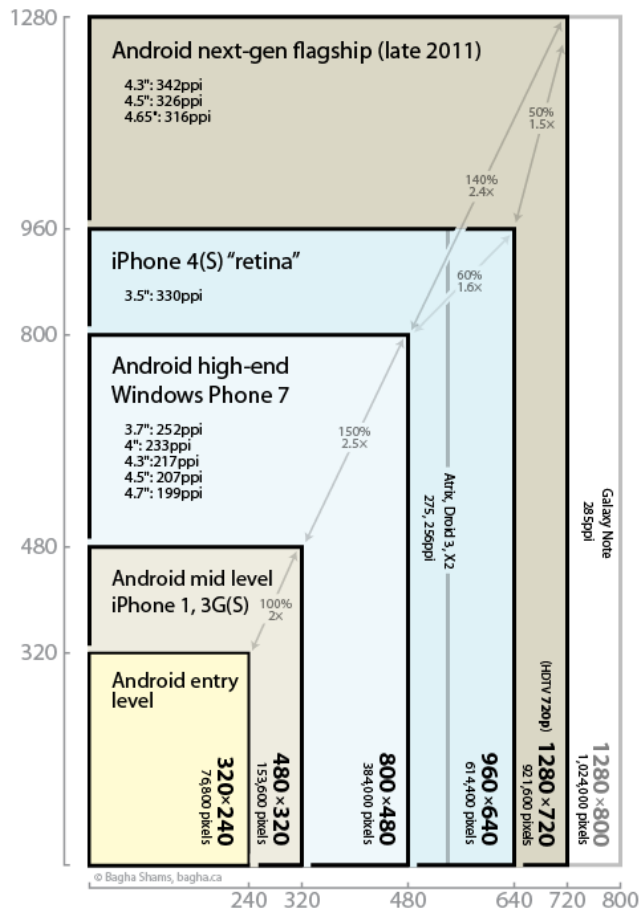
Different resolution

Network traffic

Different user behavior

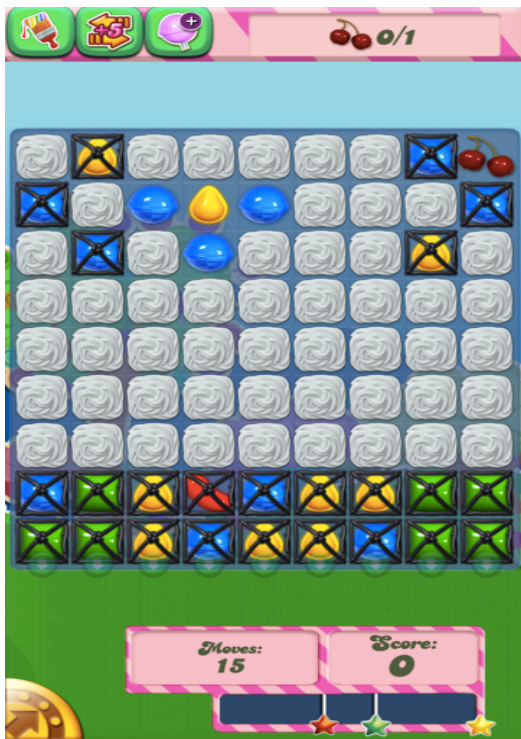
Discovery

Smartphone Displays Resolutions, Pixel Densities





Seamless cross-platform play: Same Game

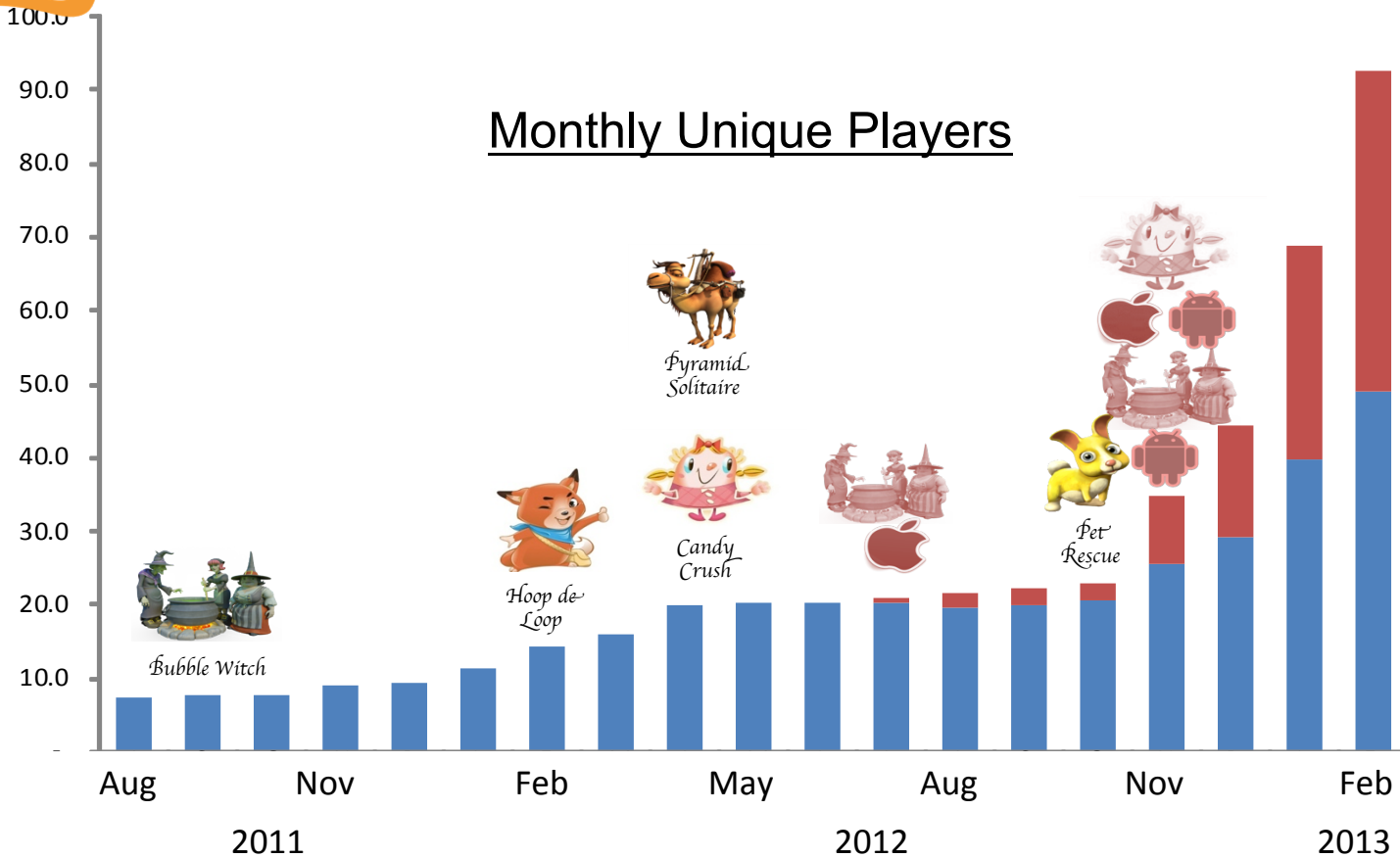




Present day

May:
190m+

Monthly Unique Players



Mobile

Facebook



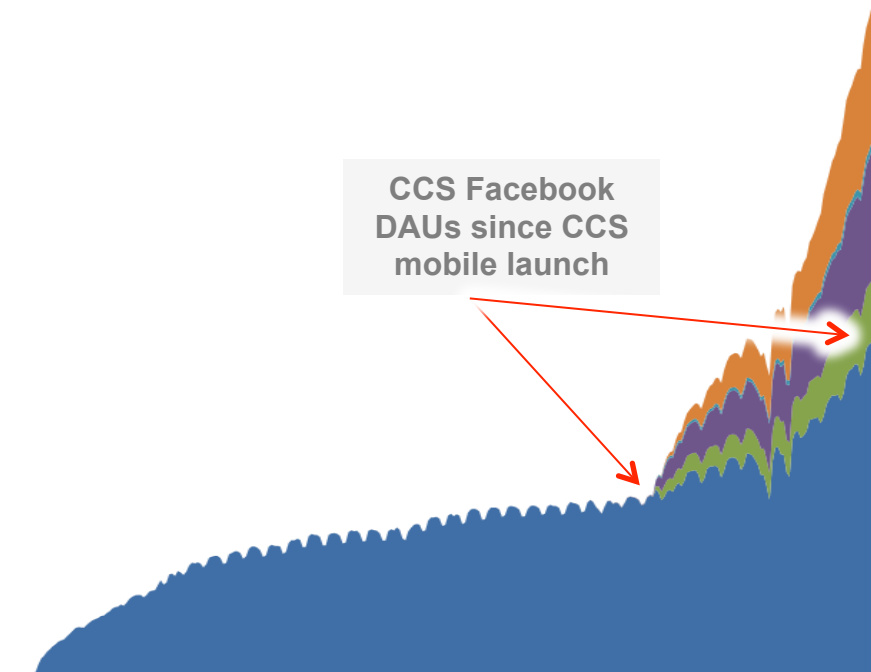
Launch on mobile has improved the network performance

Better player experience

- Play with all your friends
- Continue playing wherever you are

Improved network performance

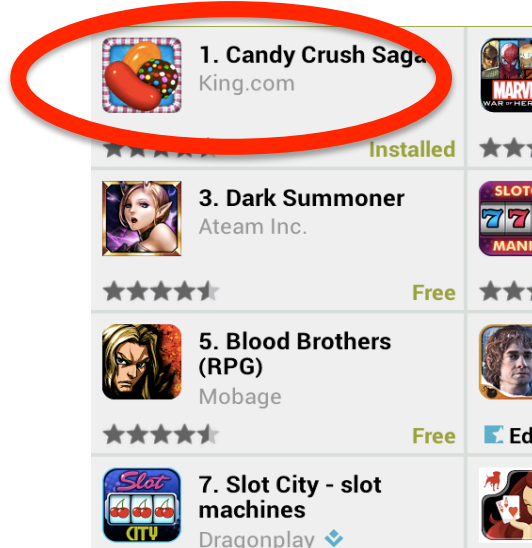
- + Virality
- + Retention
- + Monetization



CCS Facebook
DAUs since CCS
mobile launch



Hattrick



1.	Candy Crush Saga	15,567,962
2.	FarmVille 2	8,417,796
3.	Texas HoldEm Poker	6,636,164
4.	Pet Rescue Saga	6,021,336
5.	Words With Friends	5,223,286
6.	Dragon City	4,859,143
7.	Diamond Dash	3,944,650
8.	Top Eleven Be a Football	3,521,635
9.	Subway Surfers	3,367,551
10.	Criminal Case	3,255,983
11.	Bubble Witch Saga	3,198,095
12.	Bejeweled Blitz	2,826,043



Key factors for CCS

Proven mechanic & Candy theme

Accessibility

- Cross platform
- Free to Play
- Family friendly
- Easy to understand

Social

- Playing with friends = fun++

Longevity

- Game as a service



Internet



Hot Searches

Top Charts **New!**

Explore

Search terms ▾ ?

candy crush

+ Add term

Limit to

Web Search ▶

Worldwide ▶

January 2012 -
June 2013 ▶

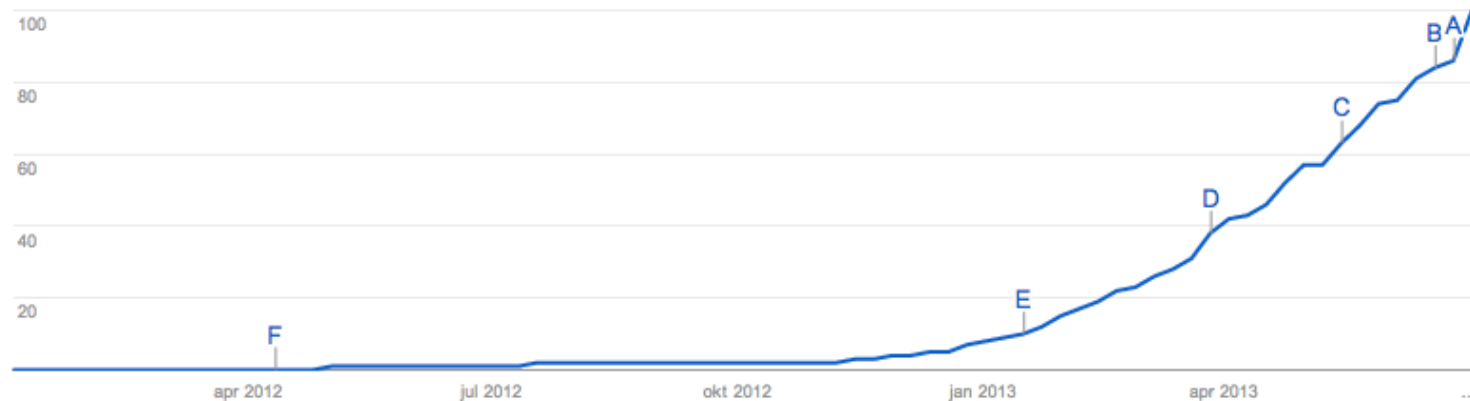
All categories ▶

Interest over time ?

The number 100 represents the peak search interest

☒ News headlines

☐ Forecast ?



Embed

Regional interest ?



Related terms ?

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Search terms ☐ [?](#)

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[+ Add term](#)

Limit to

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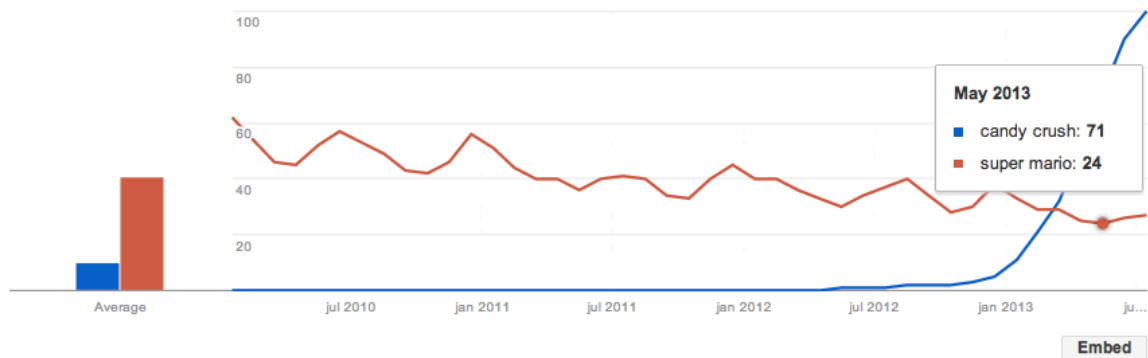
January 2010 -
July 2013 [▶](#)

All categories [▶](#)

Interest over time [?](#)

The number 100 represents the peak search interest

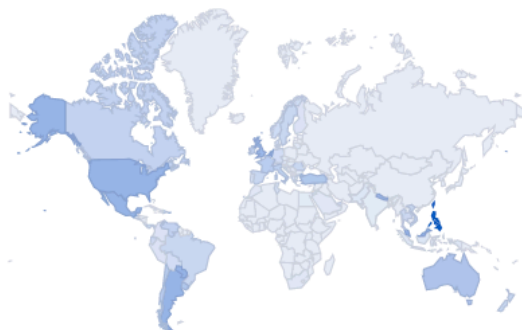
☐ News headlines ☐ Forecast [?](#)



candy crush

super mario

Regional interest [?](#)



Related terms [?](#)

Top

Rising

candy crush saga	100	<div></div>
candy saga	100	<div></div>
candy crush facebook	20	<div></div>
candy crush cheats	15	<div></div>
candy crush 33	10	<div></div>
candy crush 65	10	<div></div>
cheat candy crush	10	<div></div>
candy crush download	10	<div></div>



Debunking common myths

1. All players are treated equally
2. The blinking hints are purely random
3. The candies are added to the board randomly



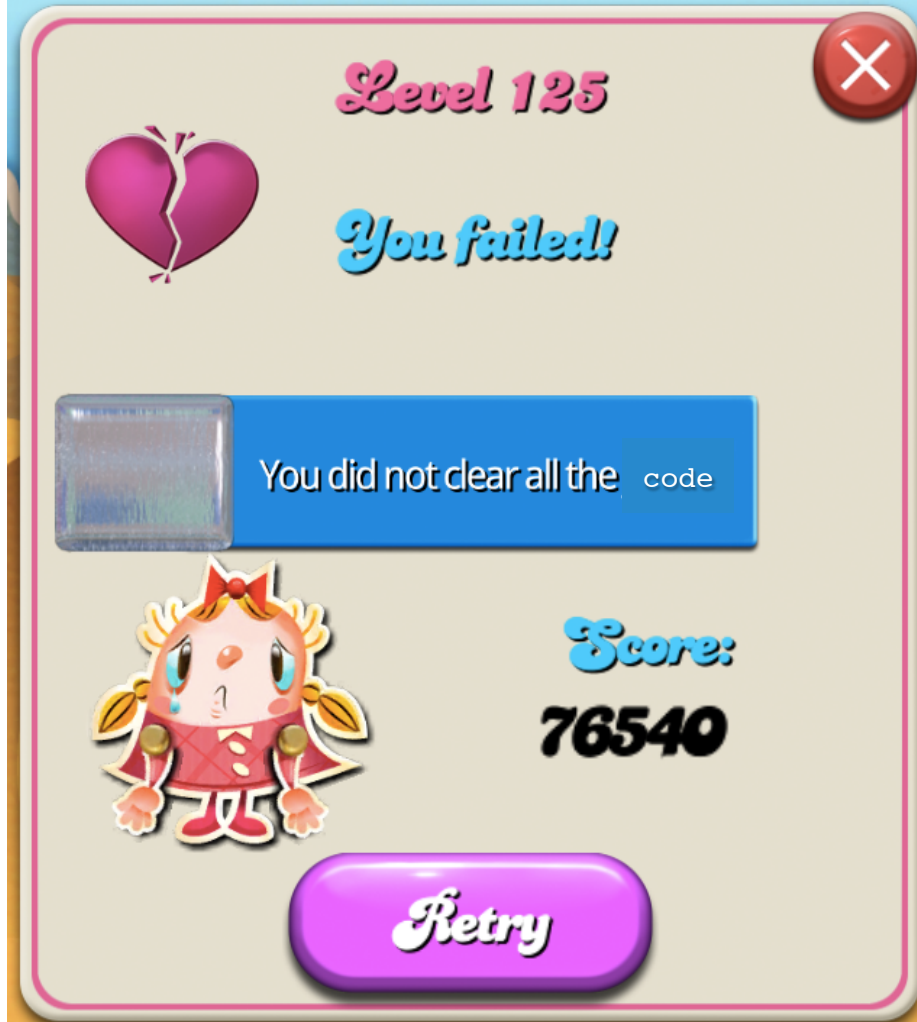
What went wrong?

Continued from the original game

- Technical debt

Mobile and FB two teams

- Two code bases



Discoverability

Making Candy

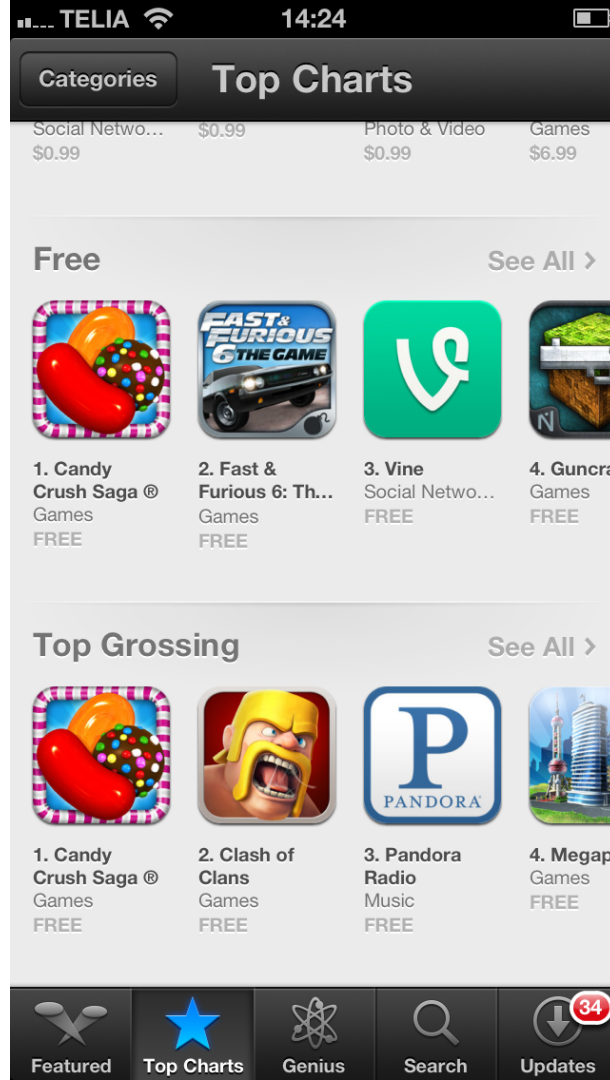
King 10 years



King

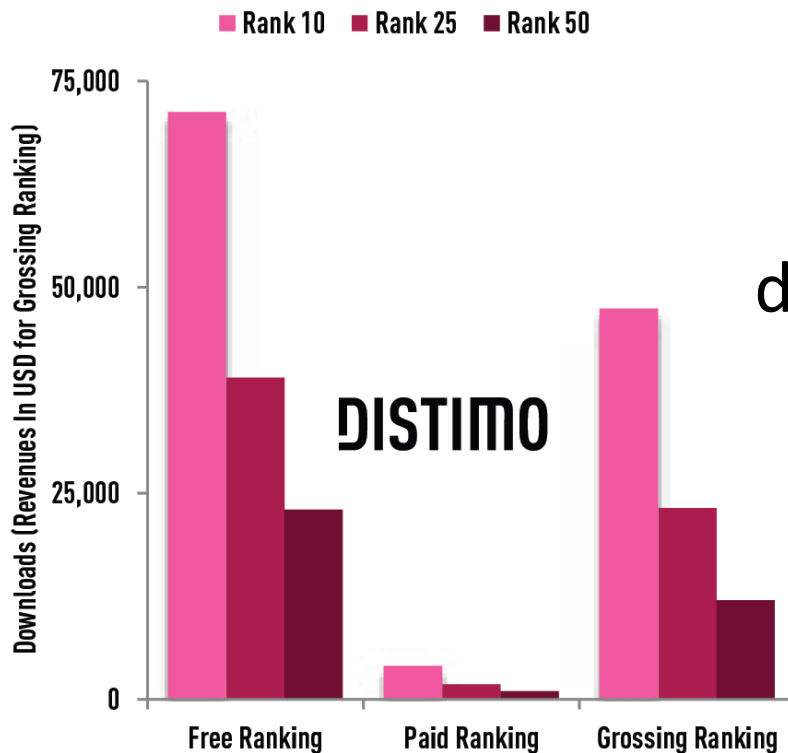


MARKETING & BRANDING



Downloads/Revenue Generated By Applications With Top Ranks

Apple App Store for iPhone U.S.,
Top Overall, May 2013, Daily Average

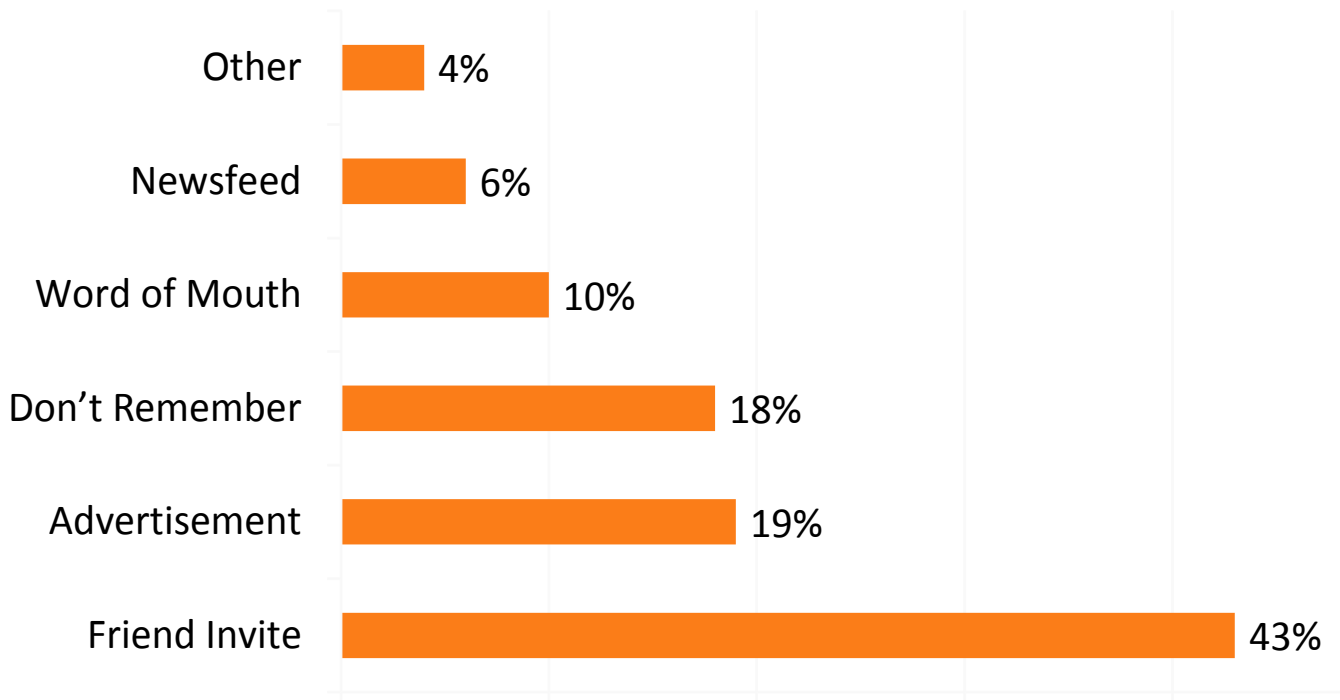


DISTIMO

distimo.com/blog



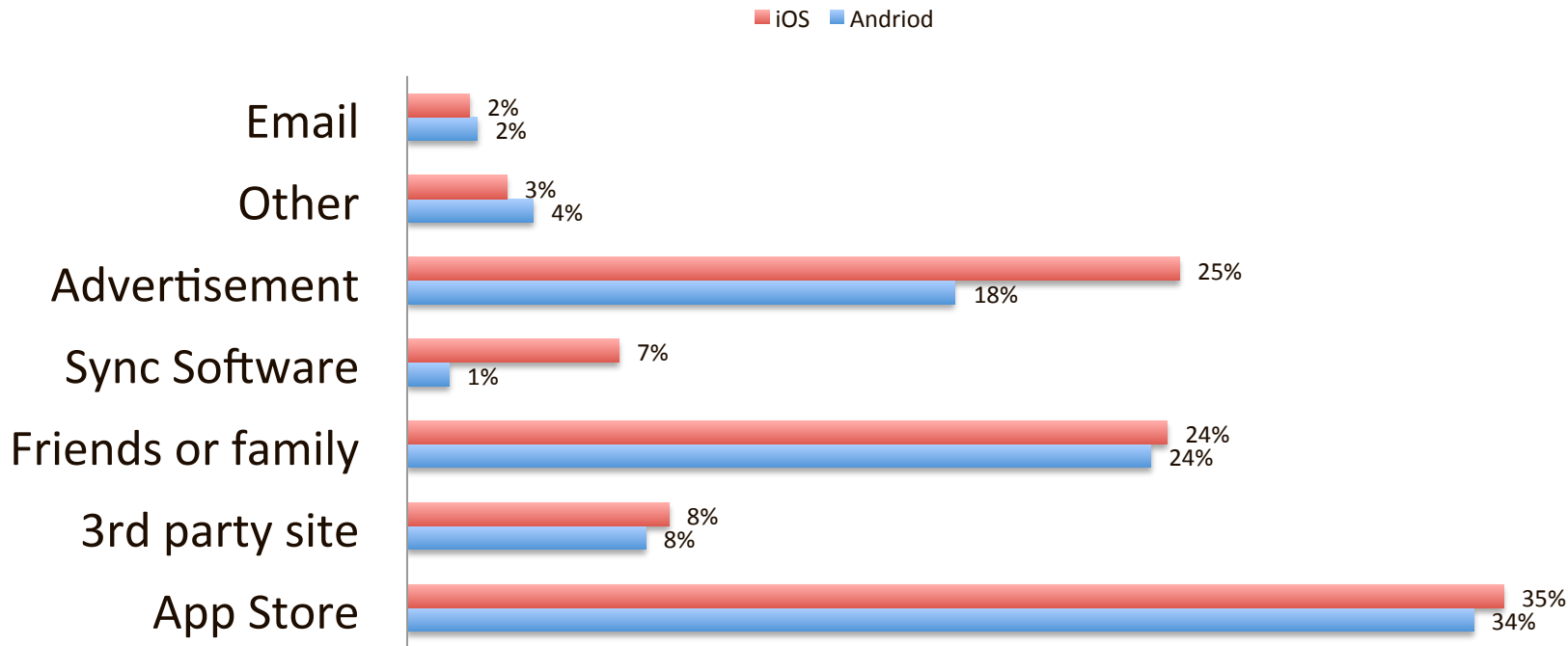
PC: Facebook App discovery mainly viral



(AppData 2012)



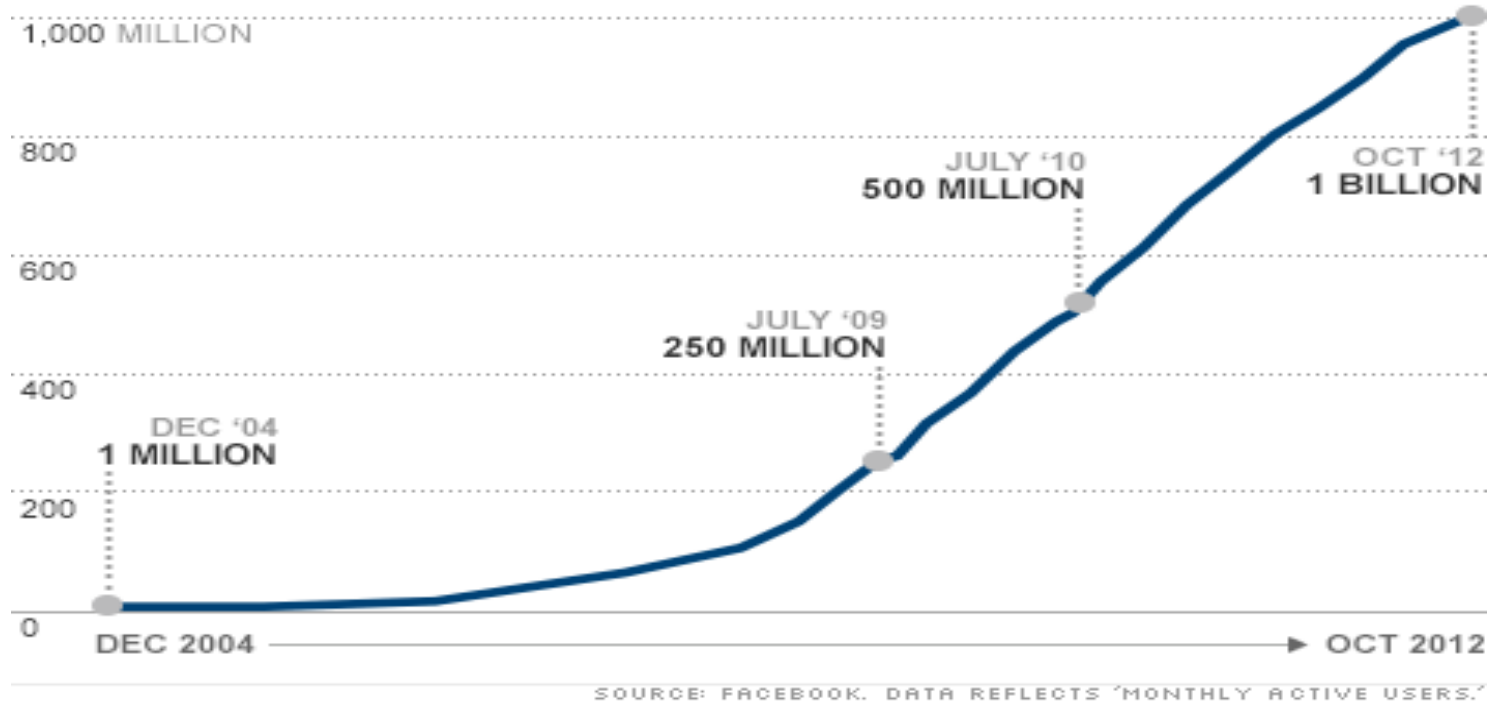
Mobile: App discovery driven by App Stores



Nielsen Q3 2011



Over 50% of smart phone users
are connected to Facebook

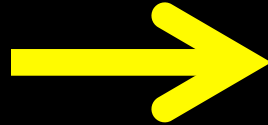


More than 500m of Facebook's monthly users use mobile

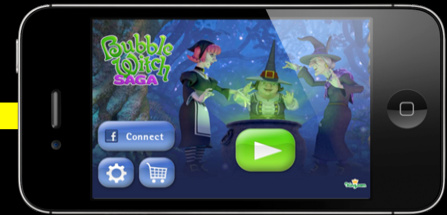


Facebook enables cross-platform viral user acquisition

Desktop to
mobile



Mobile to app /
app store



App to desktop





Facebook enables discoverability both on
canvas and mobile

Notifications



News feed and

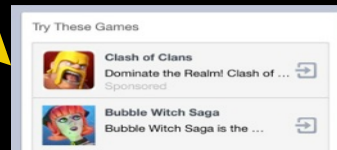


Timeline

Bookmark

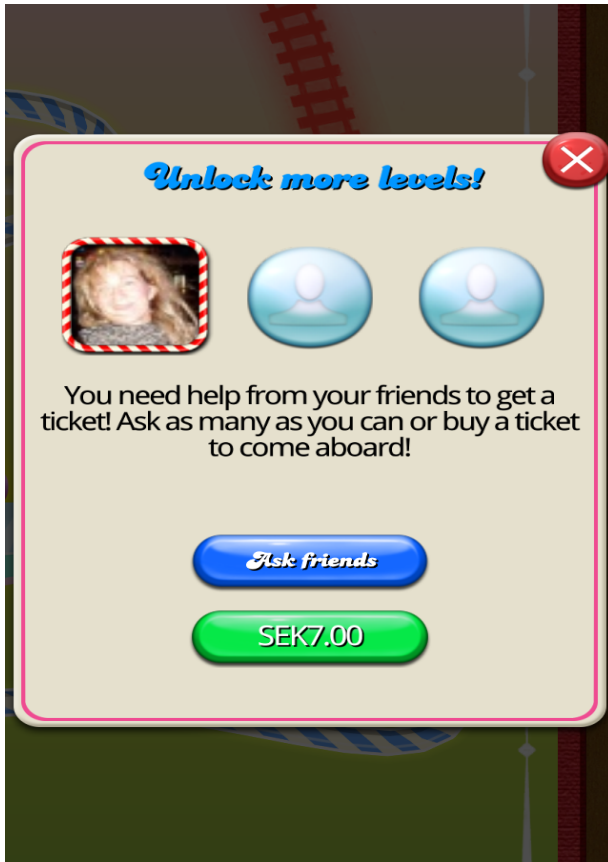


Ads





Collaboration episodes



Pay for instant
continuation



Social

Light social layer

Facebook is great tool for
game developers



King



nada_melhem ▾



13



1



King



jenlovesroy ▾

insta place
app



21



2



I ❤️ CANDY CRUSH

11:11 PM 27/1/13 HOUGANG





George Takei

Liked · August 8 · 🌐

I have a hard candy crush on the person who made this.

Unlike · Comment · Share



You, Tobias Nyblom and 52,744 others like this.

Top Comments ▾



29,140 shares



Jonathan Sriberg Took me 50 attempts to get through the @!*&!# cake.

Like · Reply · 🍌 1,522 · August 8 at 4:01pm



13 Replies



Jamie Collins i just want to flip that speckled candy and that striped candy and make magic happen so bad right now....

Like · Reply · 🍌 565 · August 8 at 4:06pm



13 Replies

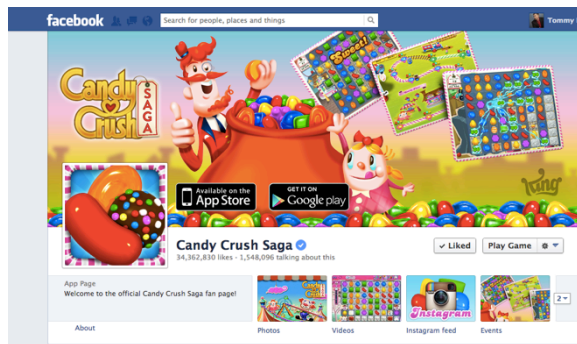


Michael Cook maybe not as flashy but this was still just as good, made my birthday awesome!



Write a comment...





41 M Fans on the App Page



Discoverability

Making Candy
Crush

King 10 years

King





Summary

Key success factors for King has been:

Repeatable formula for making of strong IP

Cross-platform architecture

Large growing network of players

Small agile teams



Thank you for listening!



Candy Crush

PRE-ORDER NOW!



King

tommy.palm@king.com
[About.me/tommy.palm](https://about.me/tommy.palm)