



# 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

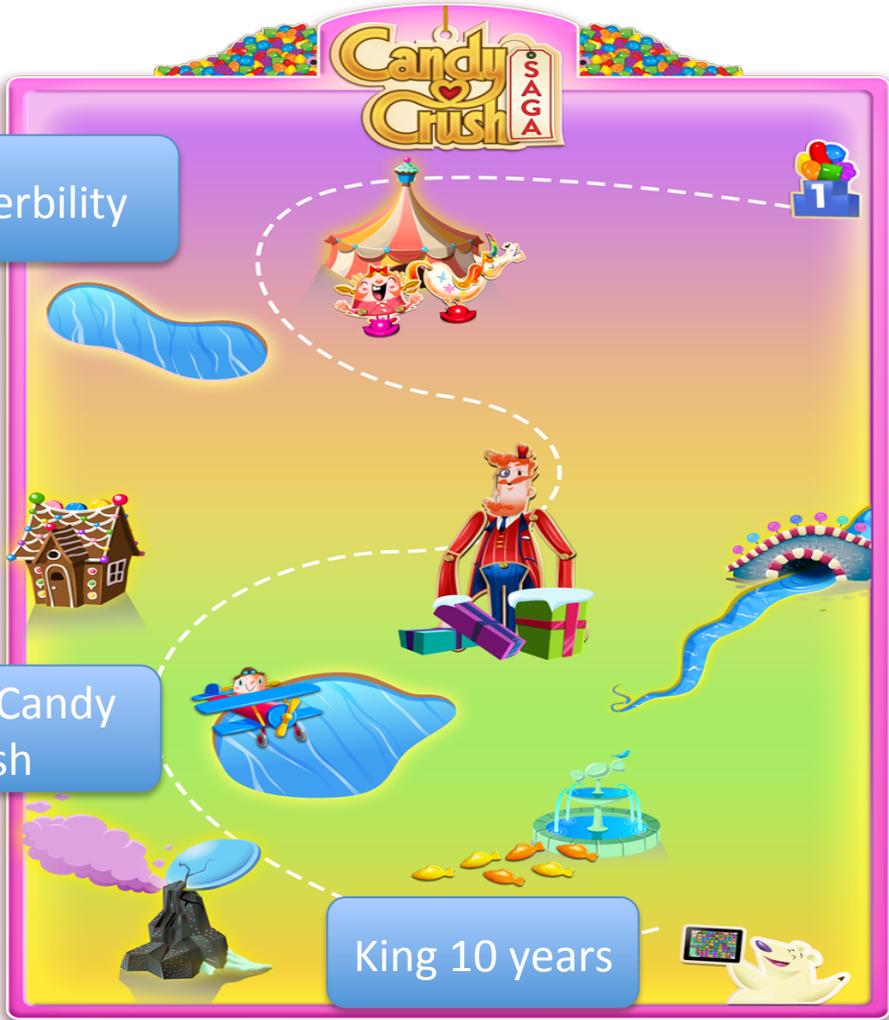


# King

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

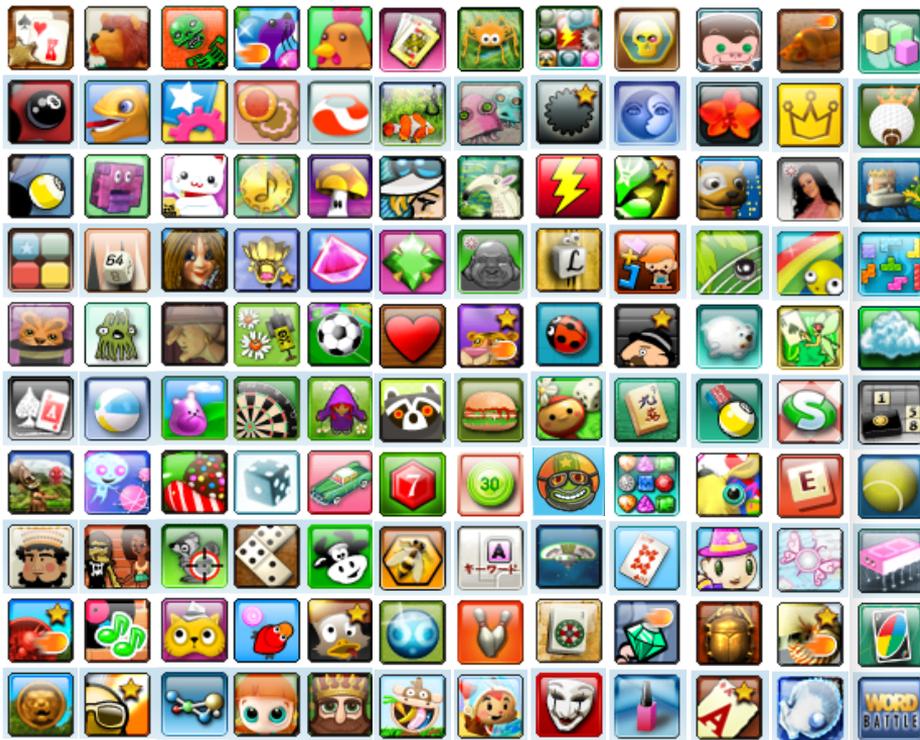
RANKING: 2021





2003-2010

# 150+ casual games

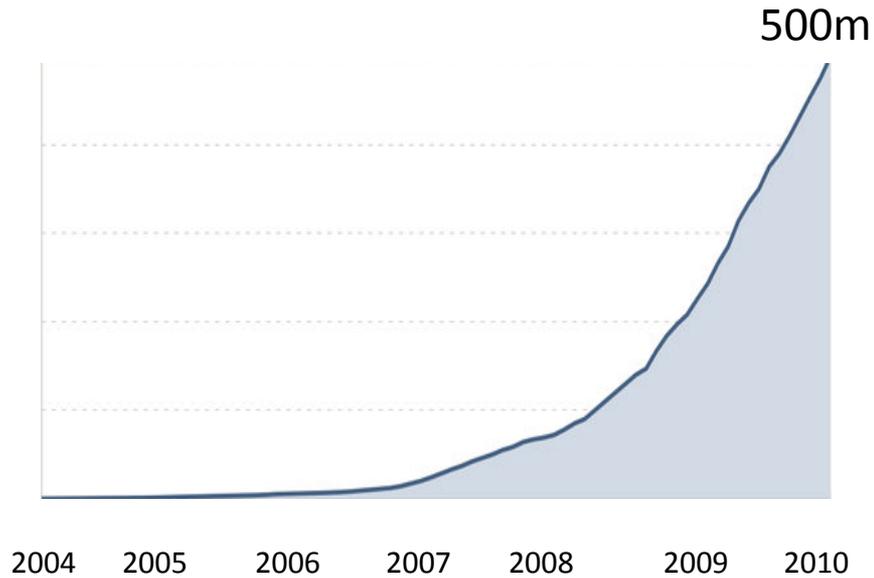


Sep  
2010

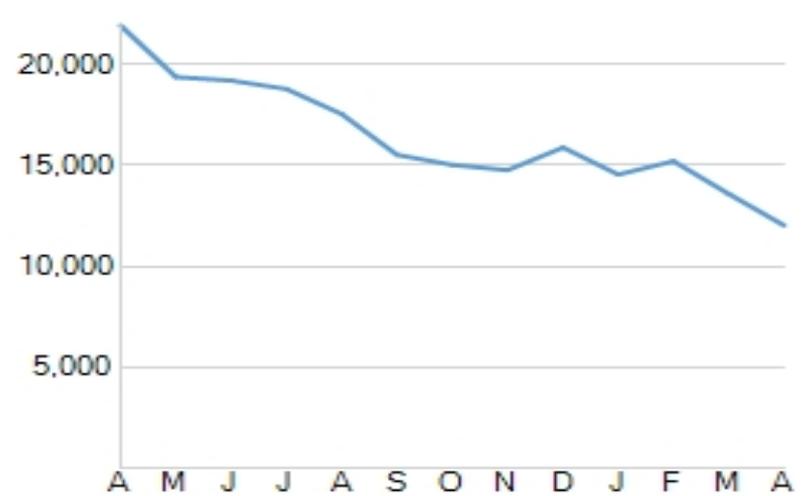
# Partners lose traffic to Facebook



### Facebook unique visitors



### Yahoo Games US unique visitors



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



H 12-10

4520

LUB  
NO

RADIANT THAW  
HEAT ONLY  
MAX ALUMINUM  
TEMP 250° F

70

470A 3-04

P8A-HEIPUA

107309



# Bubble Saga

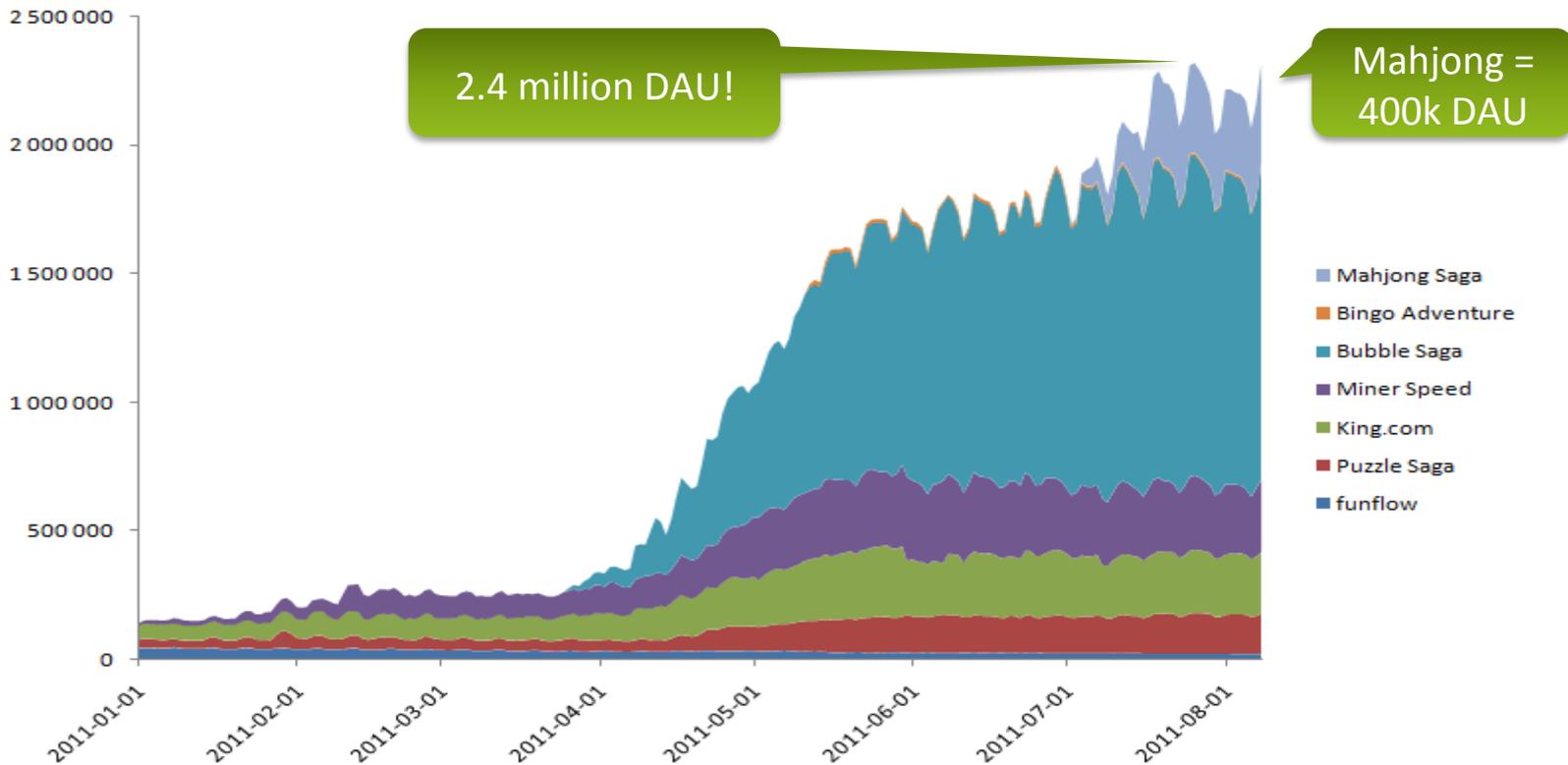




# Bubble Saga was a hit...

## n.7 on Facebook after 4 months

### Daily Uniques



# Growth on FB



**18 APRIL**  
NEW! CANDY CRUSH SAGA  
LAUNCHED ON FACEBOOK  
(LEADS US OVER 10M DAU,  
SWEET!)



**20 JANUARY**  
HOOP DE LOOP SAGA  
LAUNCHED ON FACEBOOK  
(#1 BALL SHOOTER)



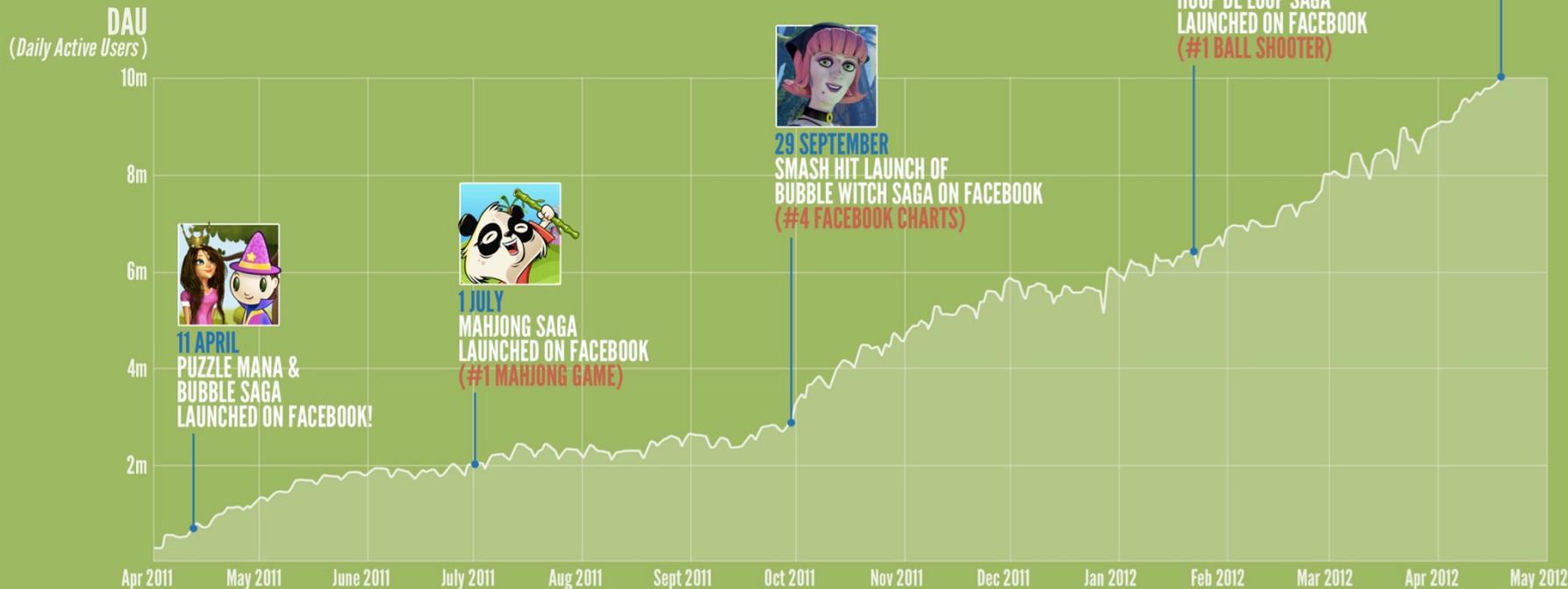
**29 SEPTEMBER**  
SMASH HIT LAUNCH OF  
BUBBLE WITCH SAGA ON FACEBOOK  
(#4 FACEBOOK CHARTS)



**1 JULY**  
MAHJONG SAGA  
LAUNCHED ON FACEBOOK  
(#1 MAHJONG GAME)

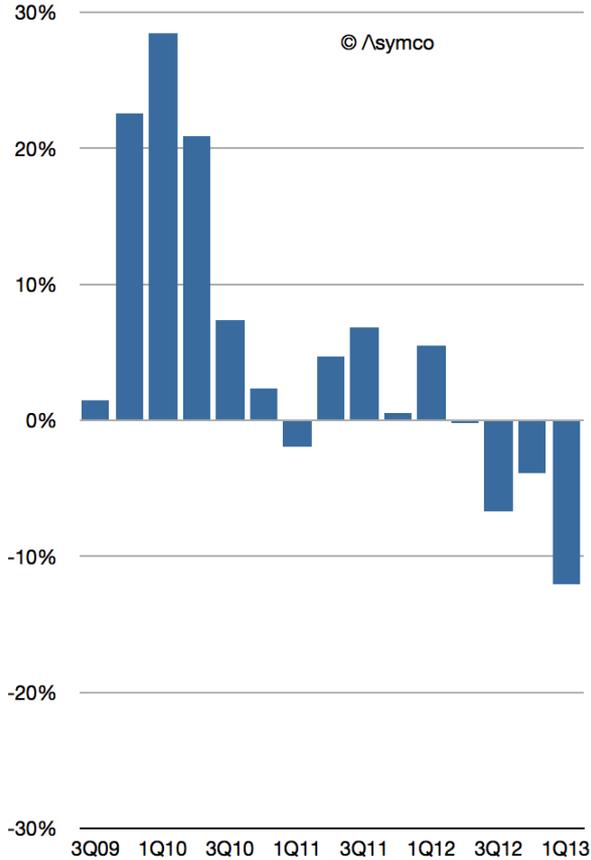


**11 APRIL**  
PUZZLE MANA &  
BUBBLE SAGA  
LAUNCHED ON FACEBOOK!

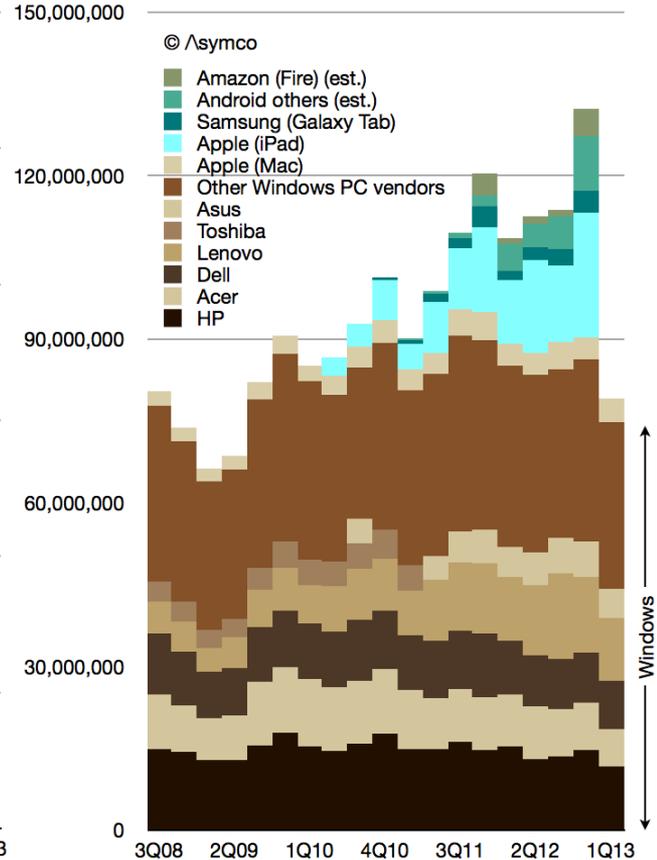




### Windows PC Shipment Growth Rates (y/y)

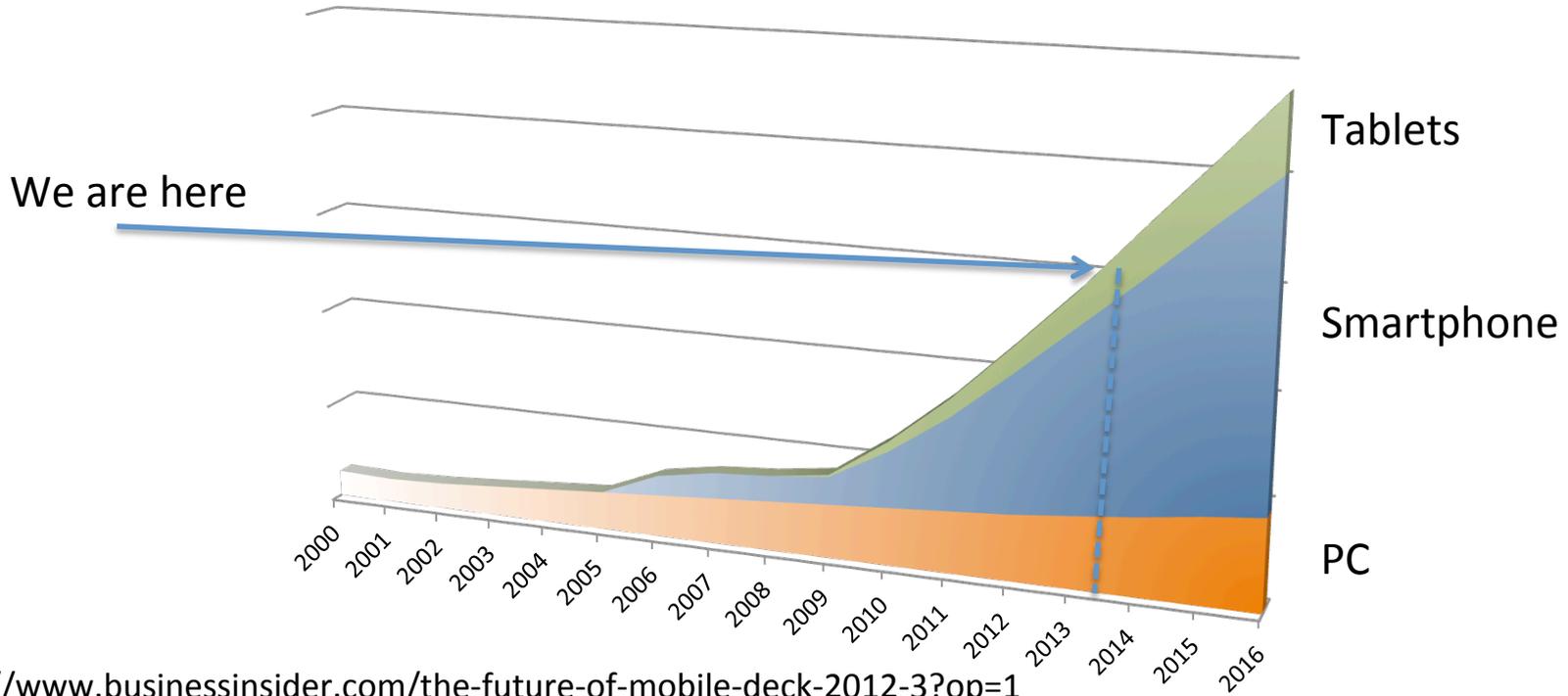


### PC (+tablet) Shipments





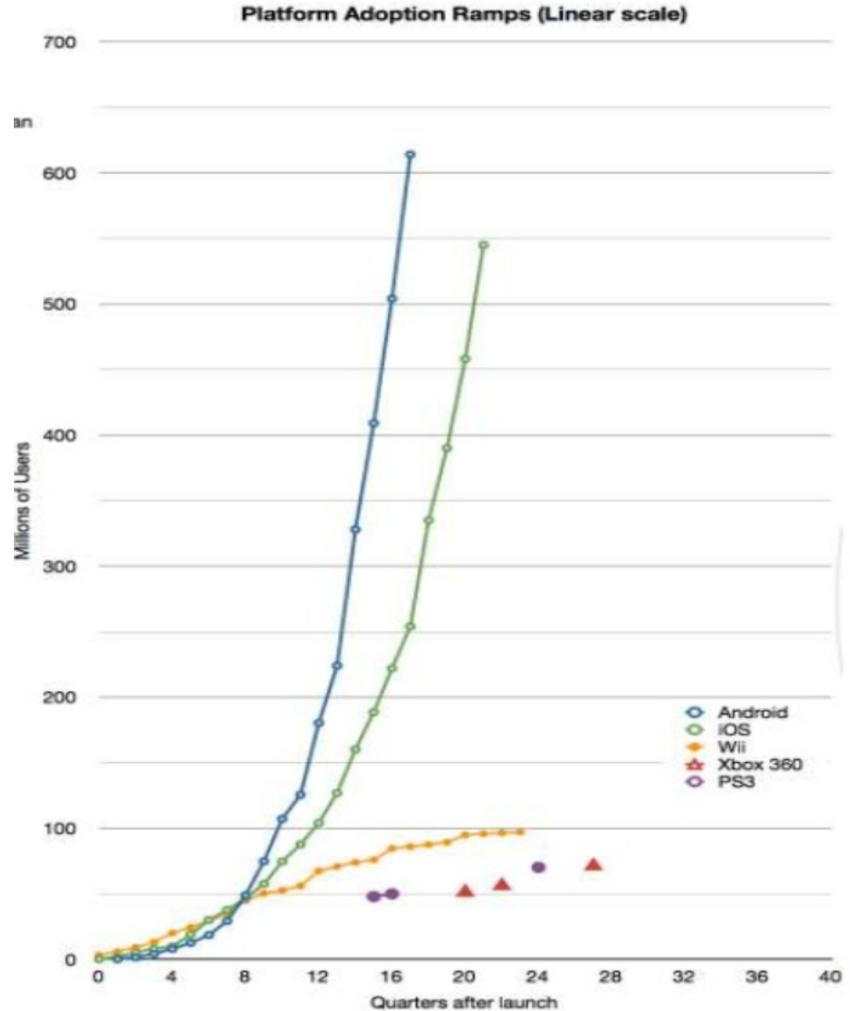
# Portable future





Mobile is the fastest scaling games platform of all time

Android and iOS combine for more than 1 billion devices

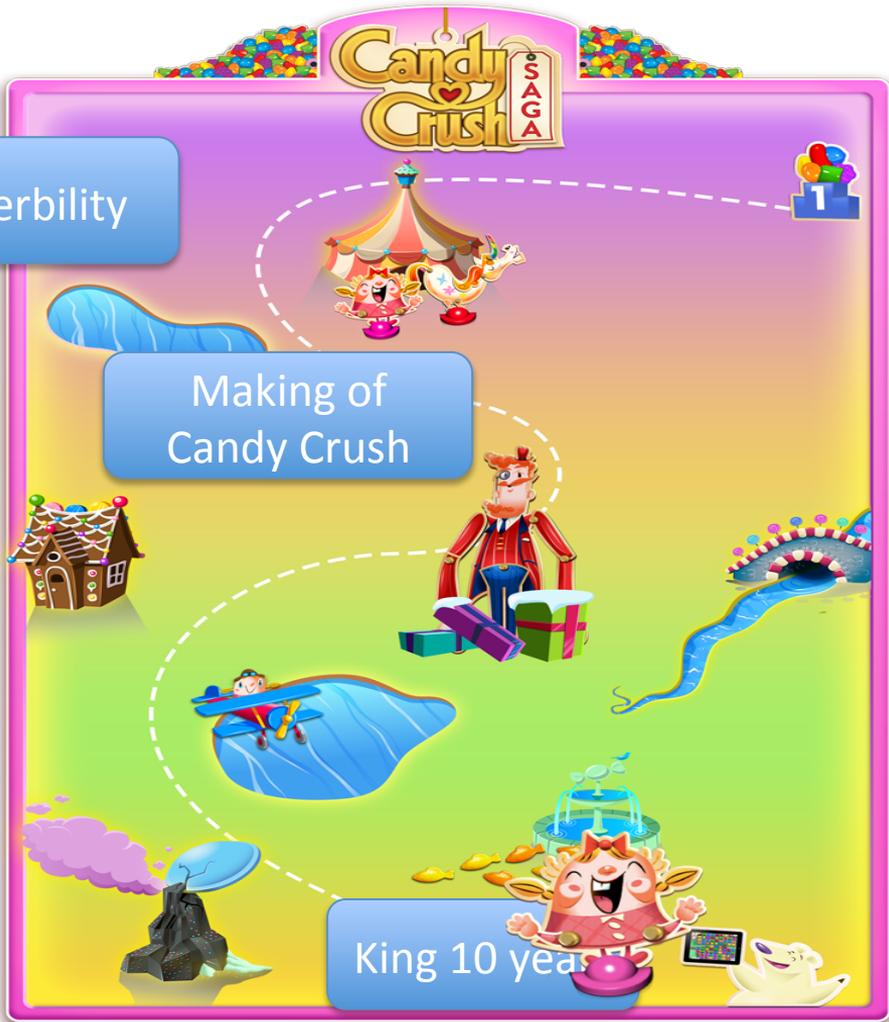


King



# King

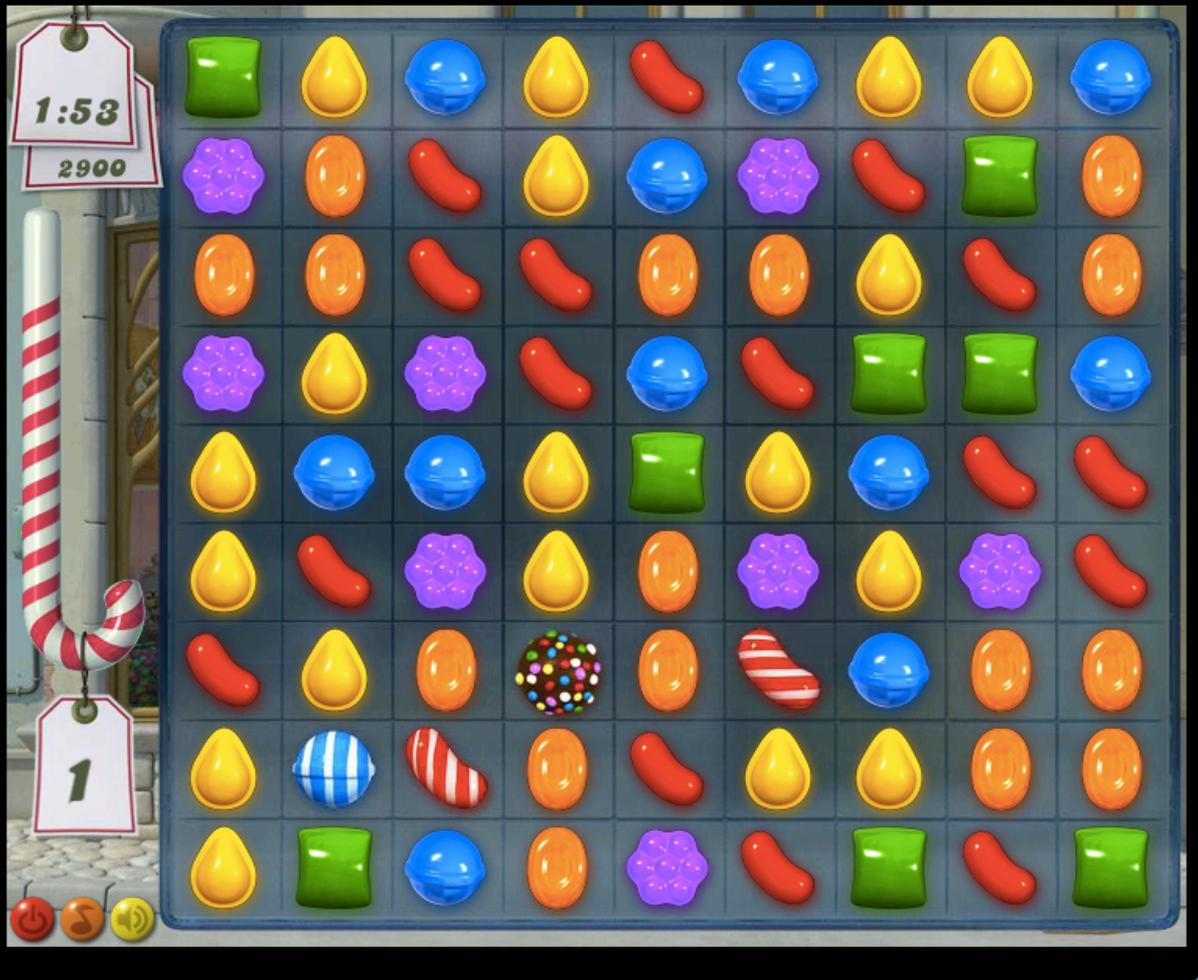
Discoverability

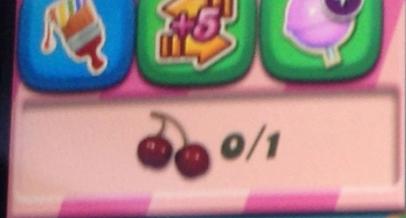


Candy Crush  
Game board

# King

# King





### *Play like this:*

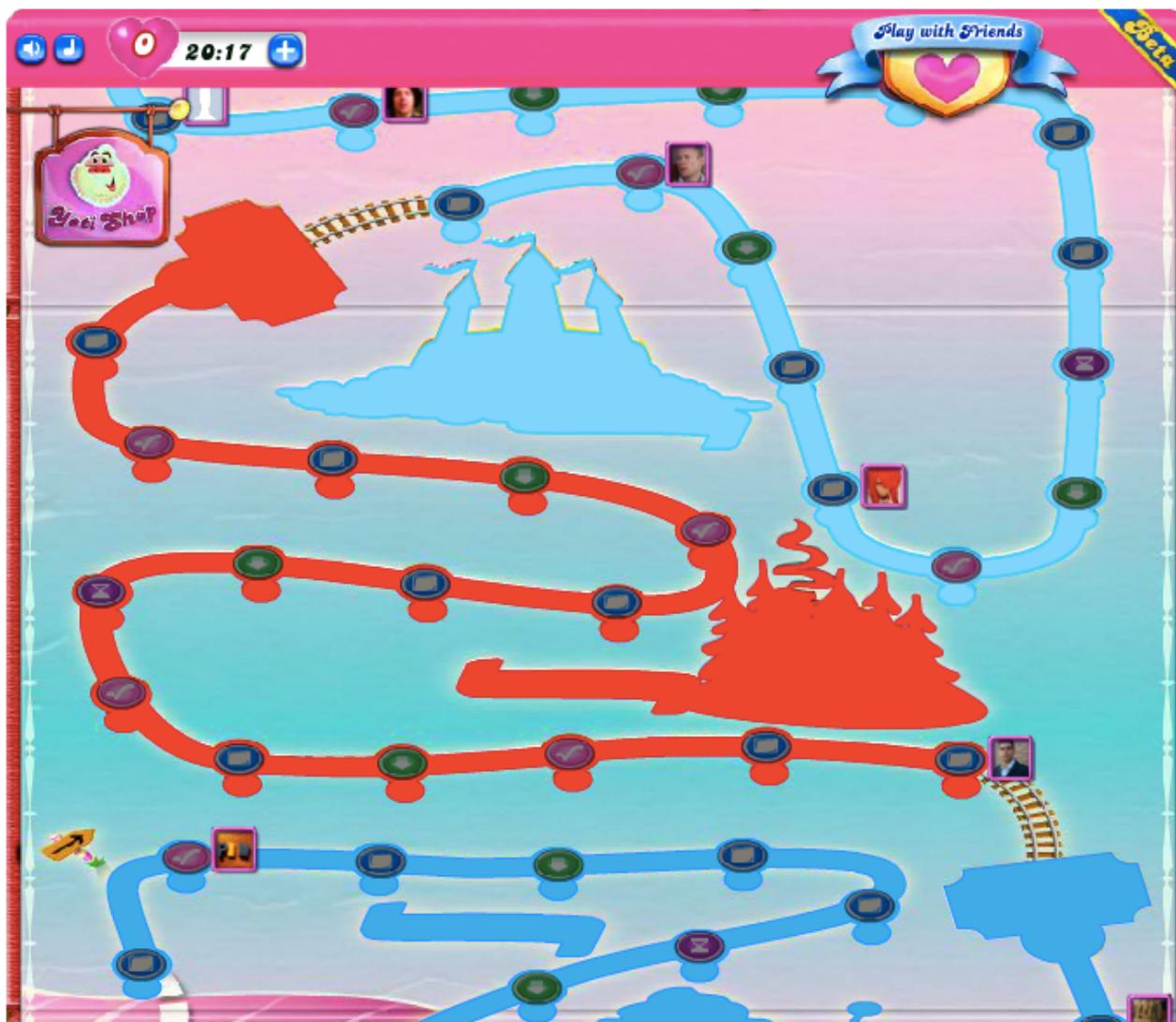
You can also combine the special sweets for additional effects by switching them with each other. Try these combinations for a taste you will not forget:



# 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



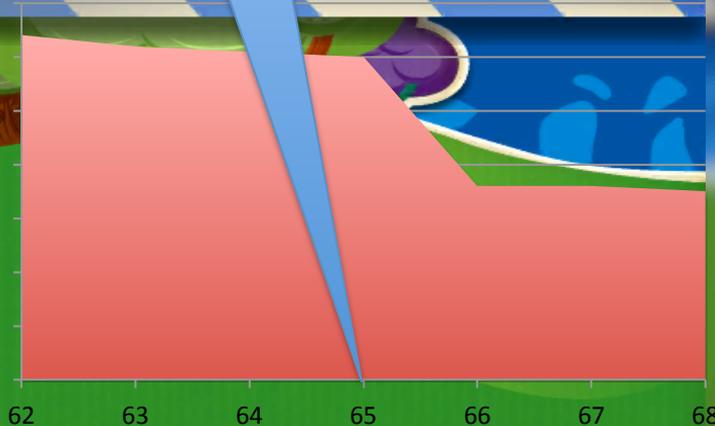
King

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



# Yeti Shop

## Easter Bunny Hills

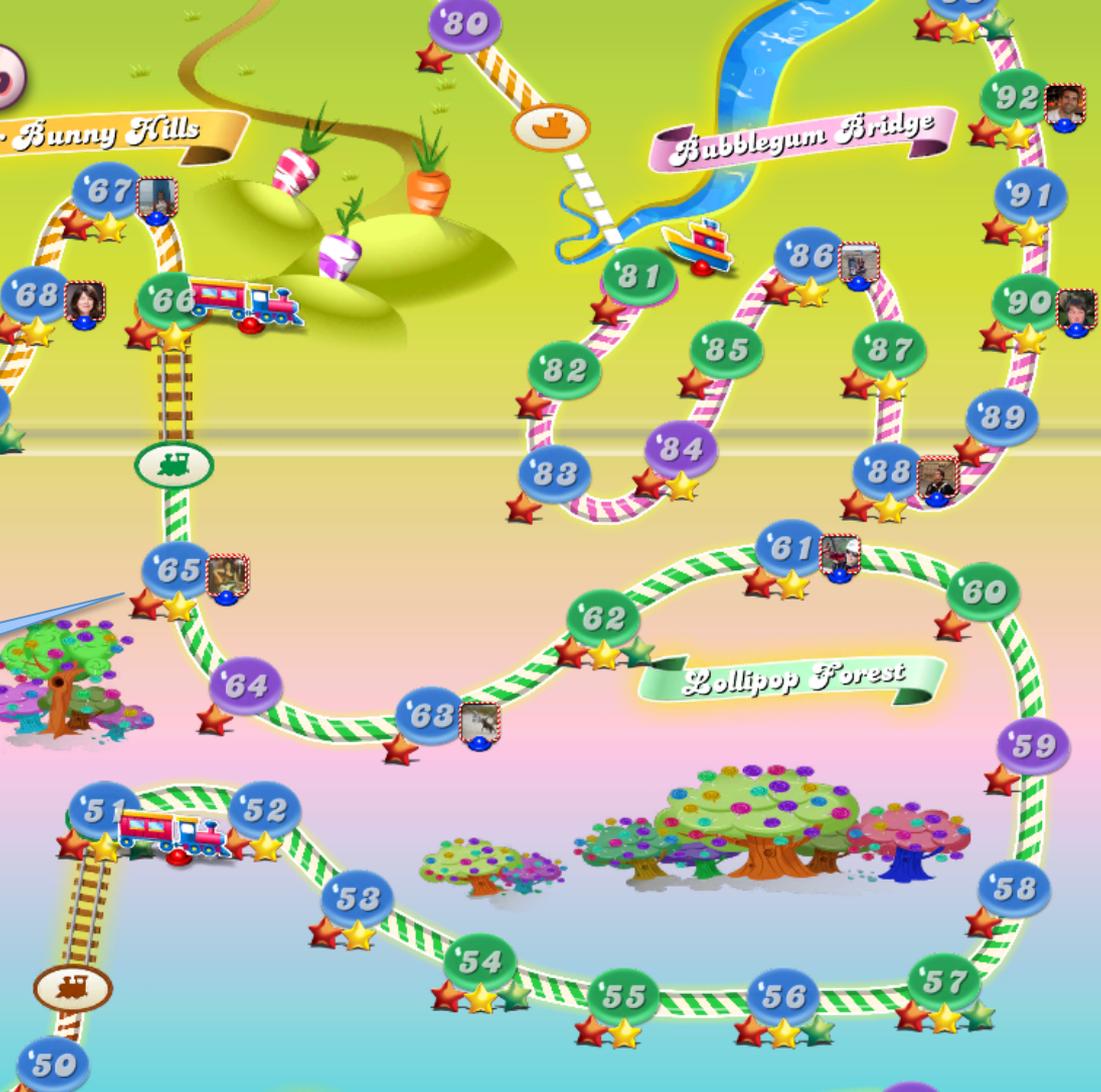
## Bubblegum Bridge

## Lollipop Forest

4 12:13

1

50% reduction in drop out rate on level 65



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

**I WILL FIND YOU AND I WILL KILL YOU**

**King**





# Play everywhere



Game State  
- Progress



# Reprogram in C++





# Challenges

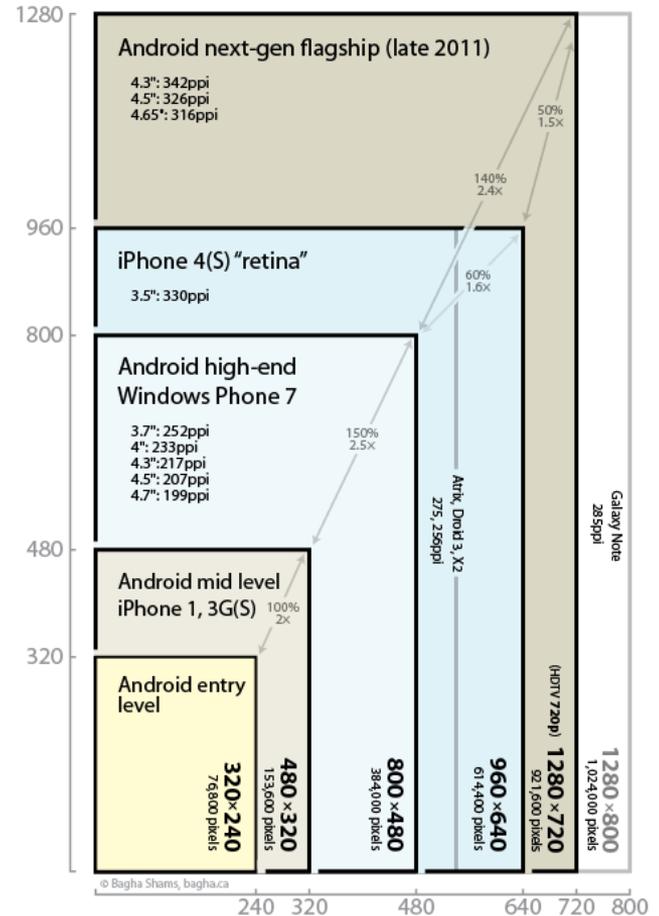
Different resolution

Network traffic

Different user behavior

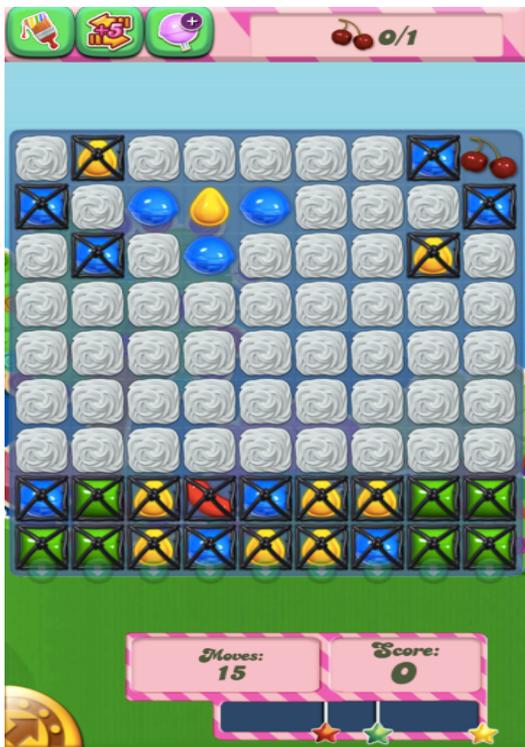
Discovery

## Smartphone Displays Resolutions, Pixel Densities





# Seamless cross-platform play: Same Game

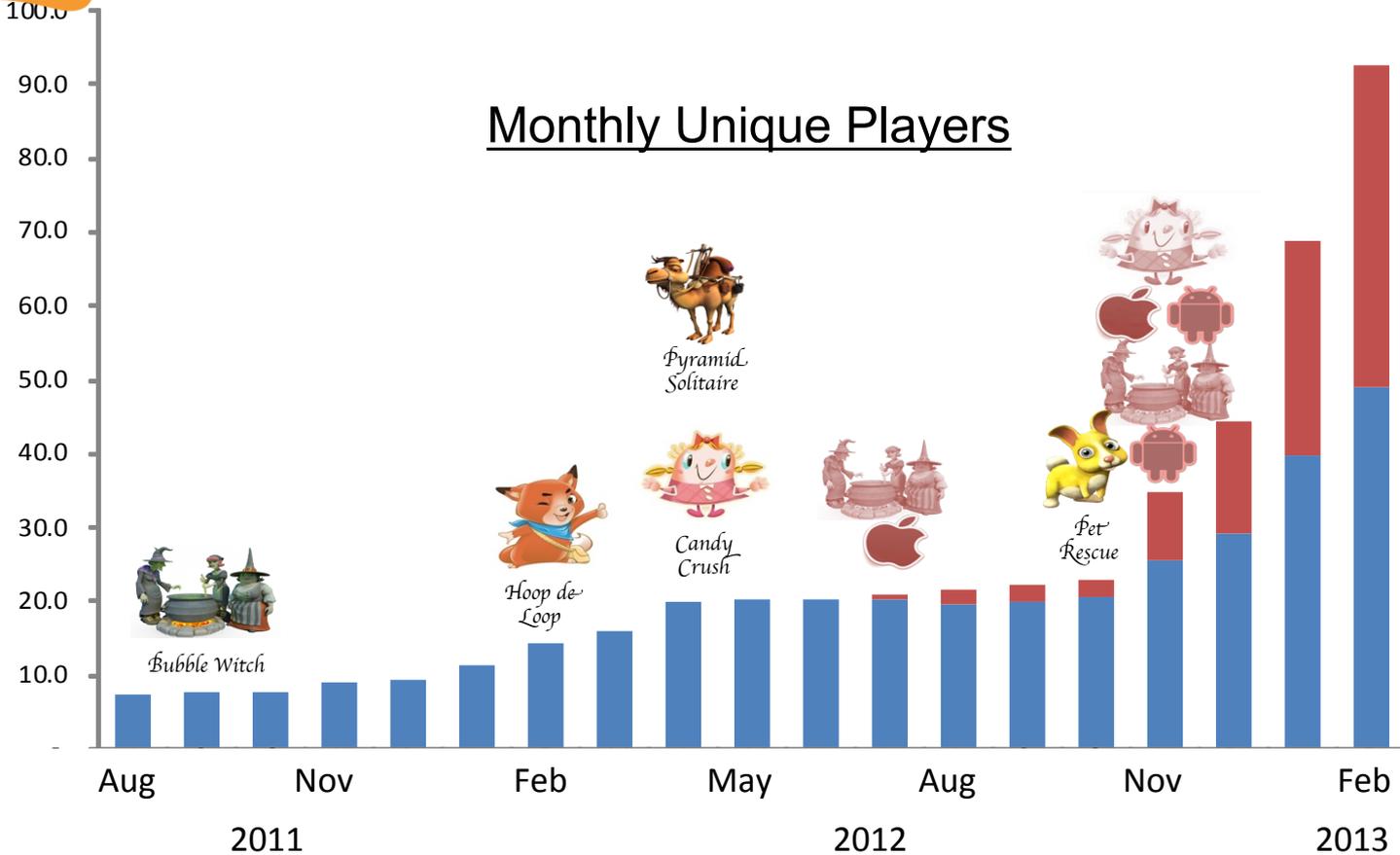




Present day

May:  
190m+

## Monthly Unique Players



Mobile

Facebook



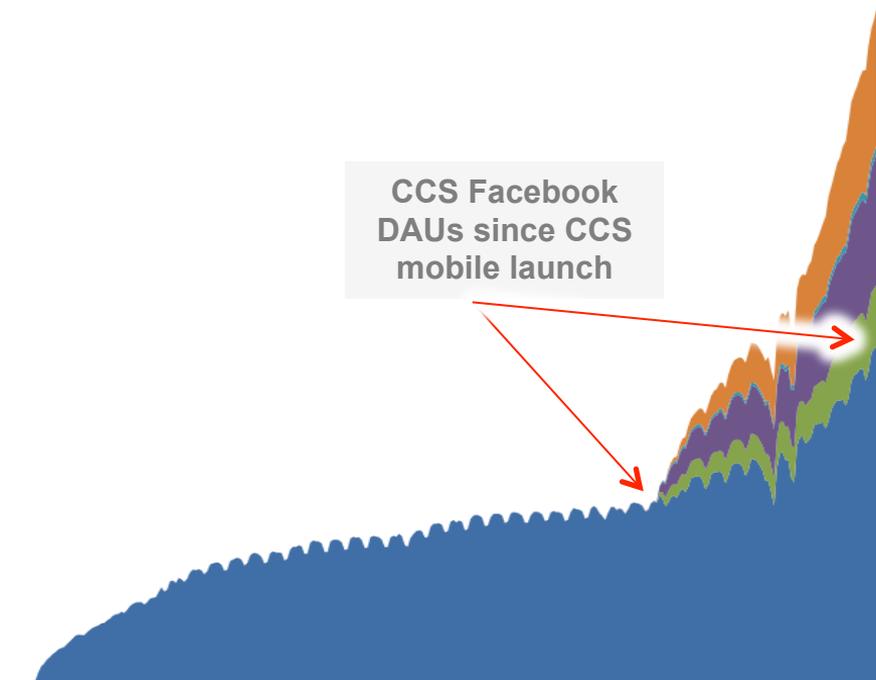
# Launch on mobile has improved the network performance

## Better player experience

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

## Improved network performance

- + Virality
- + Retention
- + Monetization



# King



Free

1. Icomania Games FREE

2. 4 Pics 1 Word Games FREE

3. Angry Birds Games FREE

4. 9 Games FREE

Top Grossing

1. Candy Crush Saga Games FREE

2. Clash of Clans Games FREE

3. Modern War Games FREE

4. P Mus FREE

Featured | Top Charts | Genius | Search | Update

# Hattrick



1. Candy Crush Saga King.com

3. Dark Summoner Ateam Inc.

5. Blood Brothers (RPG) Mobage

7. Slot City - slot machines Dragonplay



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

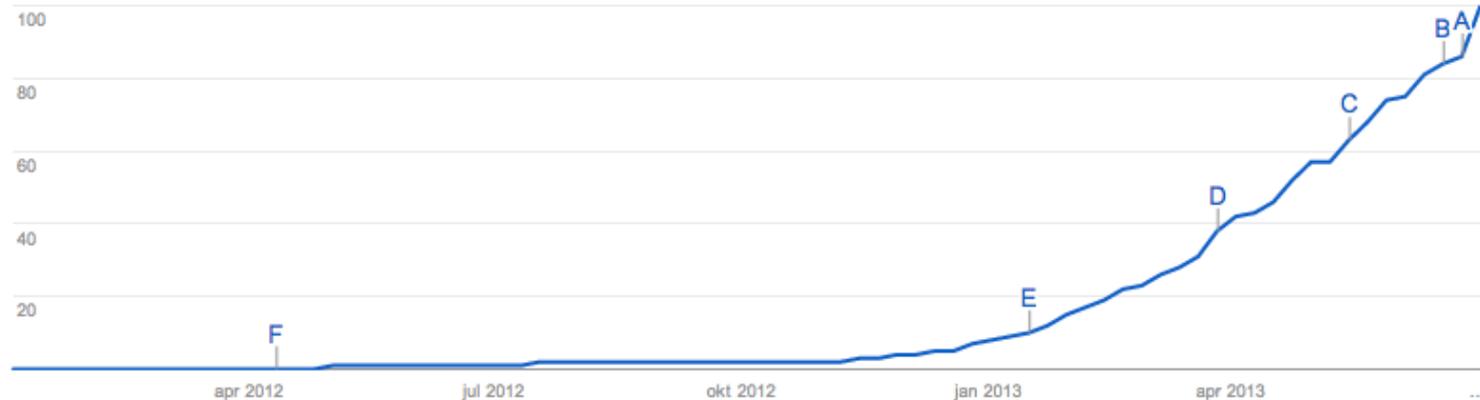
January 2012 -  
June 2013

All categories

## Interest over time

The number 100 represents the peak search interest

News headlines  Forecast



Regional interest



Related terms

Hot Searches

Top Charts [New!](#)

**Explore**

Search terms  [?](#)

- × candy crush
- × super mario
- [+ Add term](#)

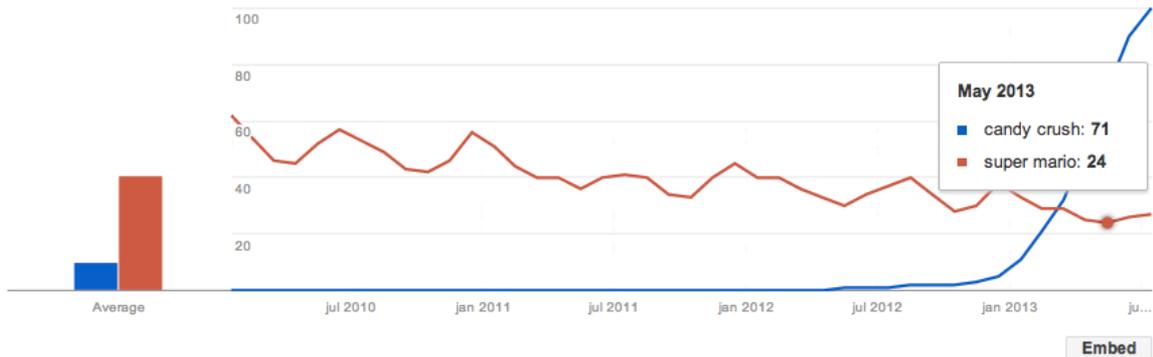
Limit to

- Web Search ▸
- Worldwide ▸
- 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 style="width: 100%;"></div>
candy saga	100	<div style="width: 100%;"></div>
candy crush facebook	20	<div style="width: 20%;"></div>
candy crush cheats	15	<div style="width: 15%;"></div>
candy crush 33	10	<div style="width: 10%;"></div>
candy crush 65	10	<div style="width: 10%;"></div>
cheat candy crush	10	<div style="width: 10%;"></div>
candy crush download	10	<div style="width: 10%;"></div>

# King 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



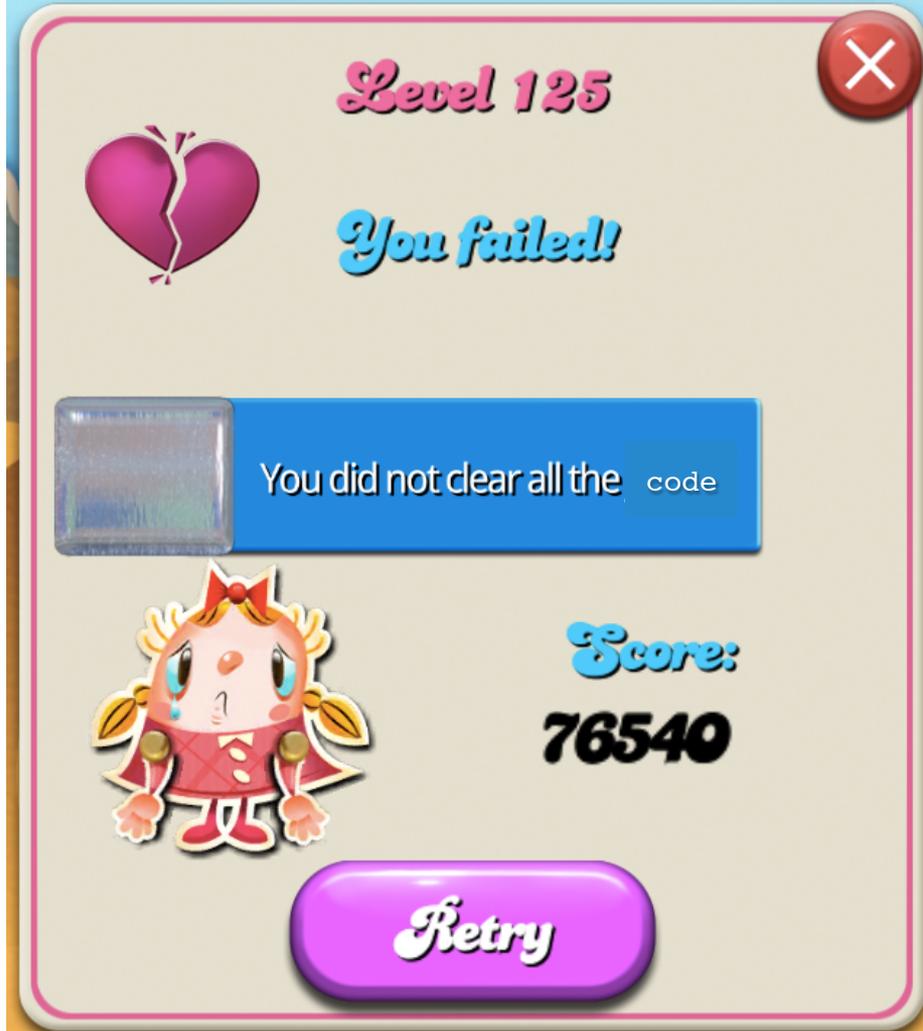
# What went wrong?

Continued from the original game

- Technical debt

Mobile and FB two teams

- Two code bases



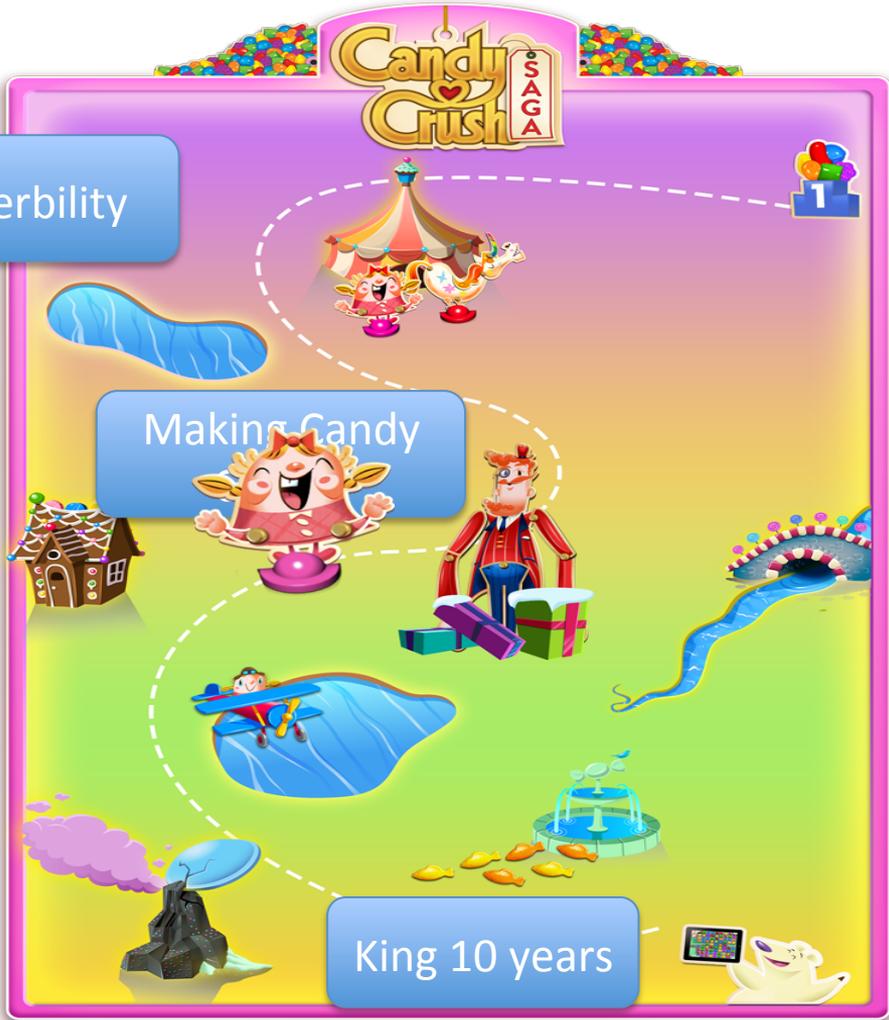
# Candy Crush SAGA

Discoverability



Making Candy

King 10 years



King

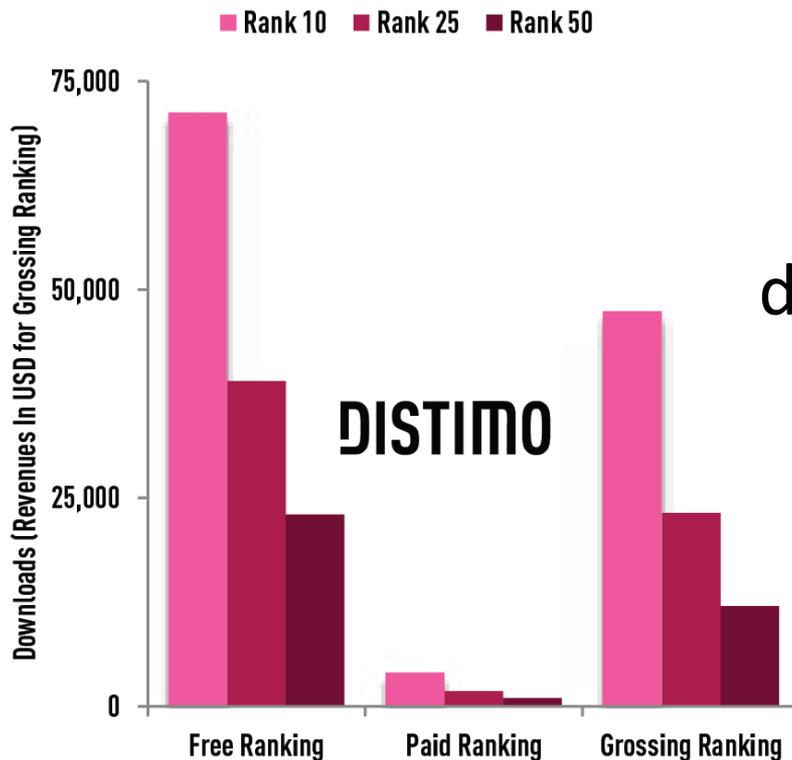


# MARKETING & BRANDING



# Downloads/Revenue Generated By Applications With Top Ranks

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

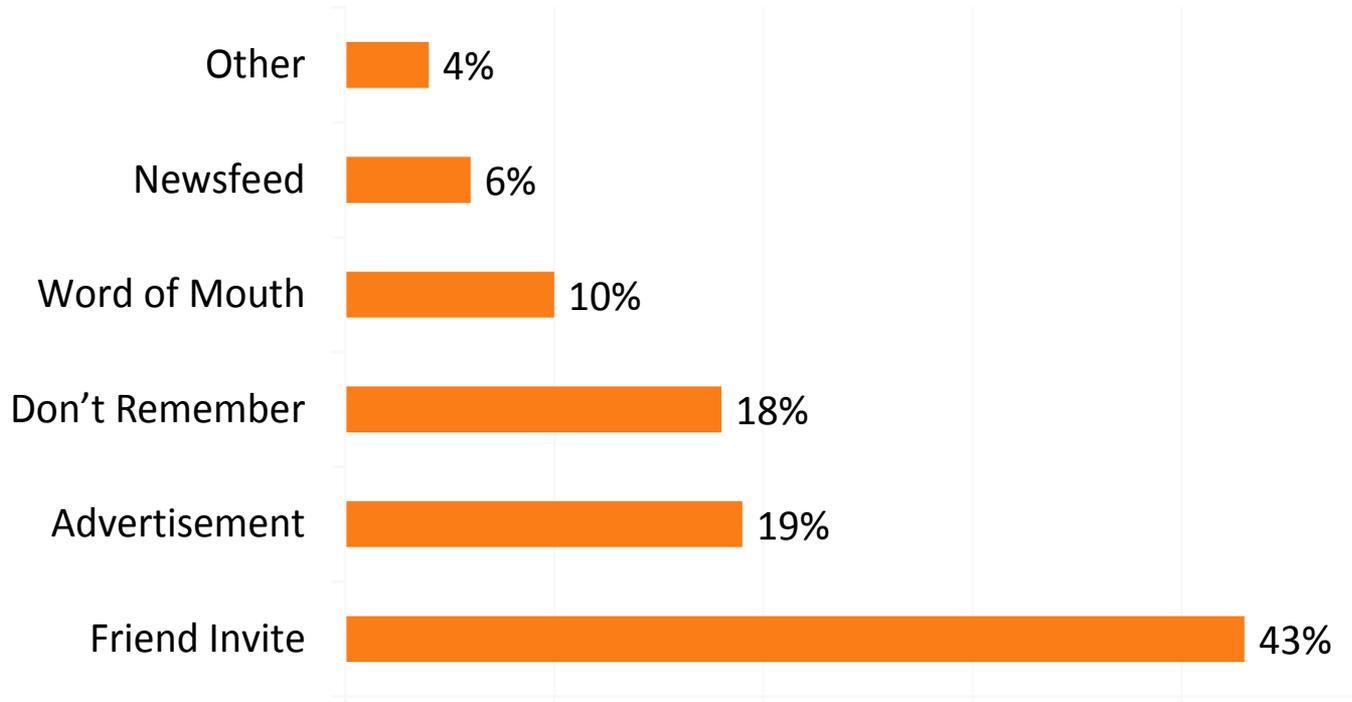


[distimo.com/blog](http://distimo.com/blog)

**DISTIMO**



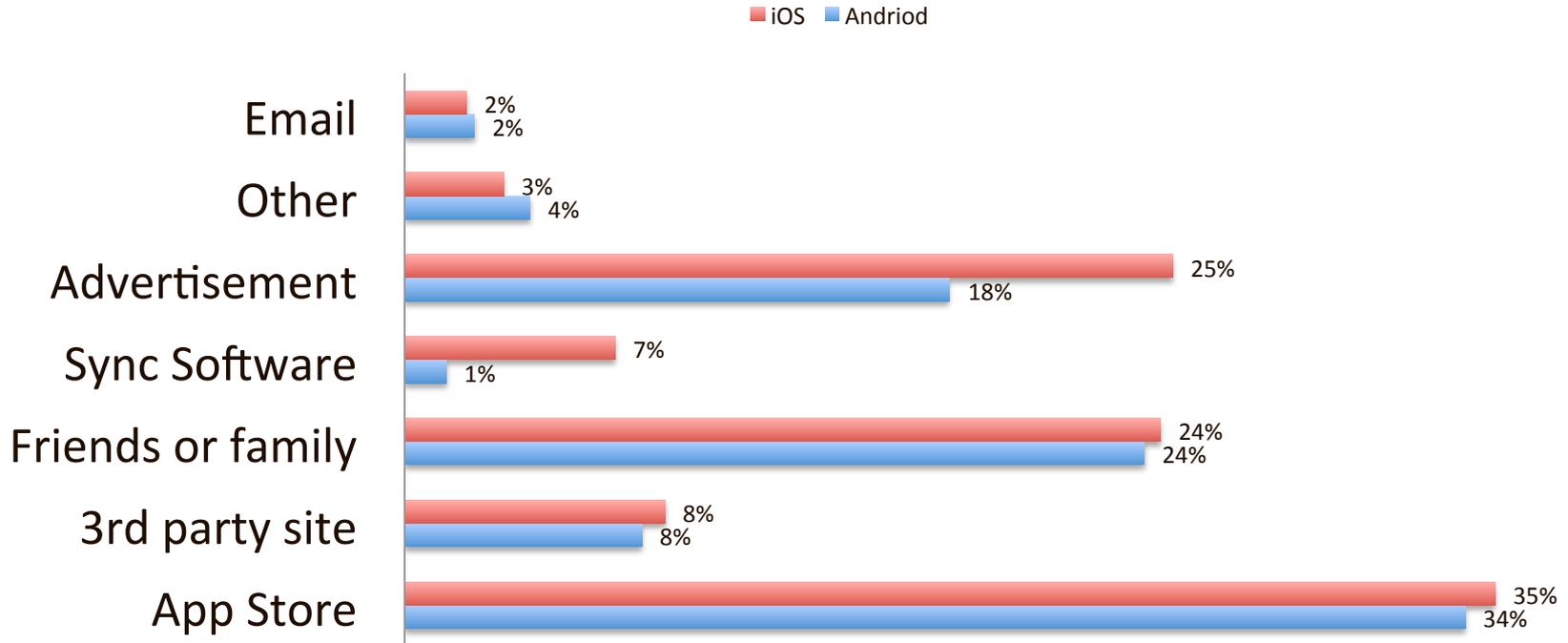
## PC: Facebook App discovery mainly viral



(AppData 2012)

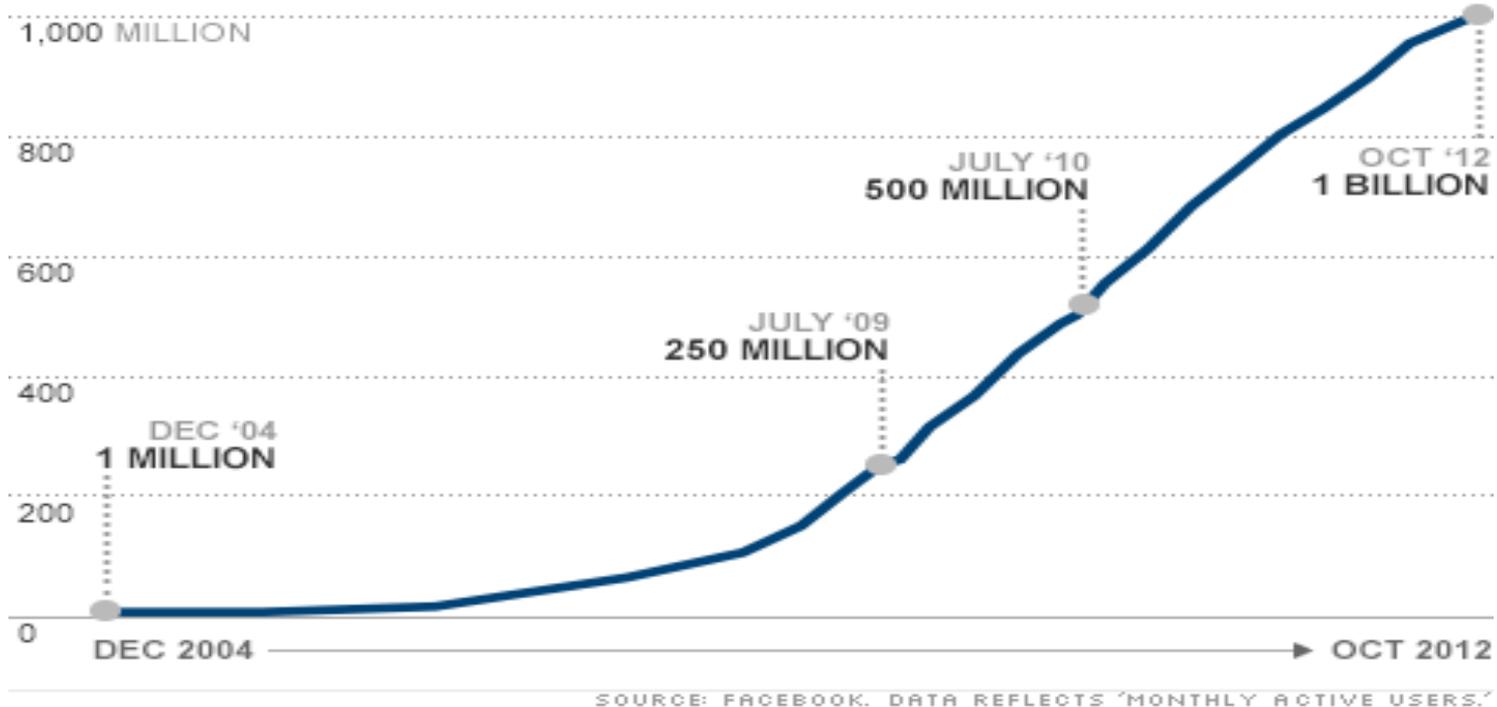


# Mobile: App discovery driven by App Stores





# 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

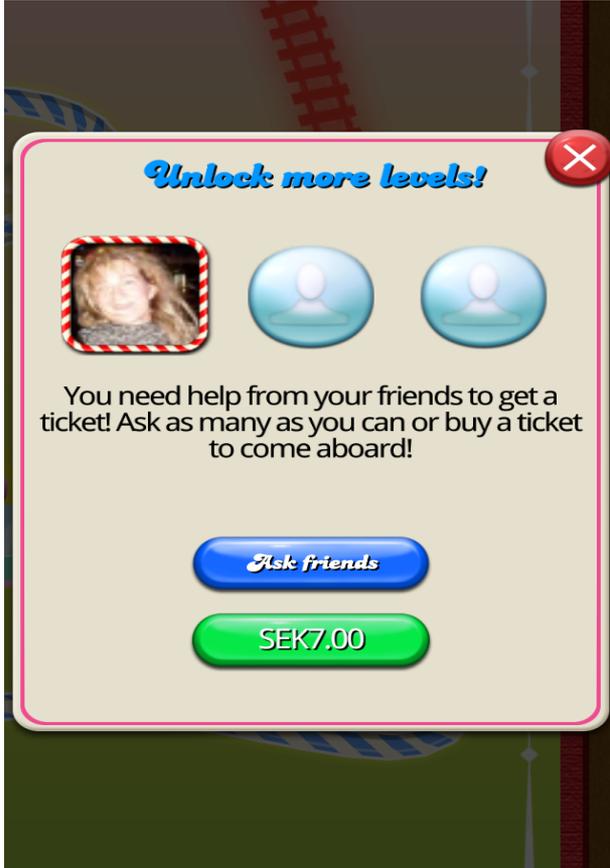


Ads





# Collaboration episodes



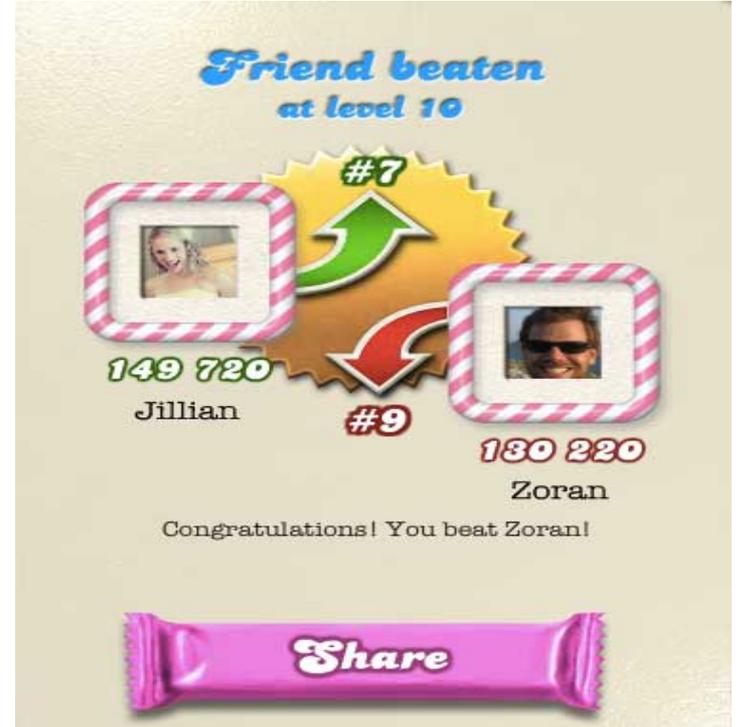
Pay for instant  
continuation



# Social

Light social layer

Facebook is great tool for  
game developers



# King



nada\_melhem ▾



13



1



King



jenlovesroy ▾

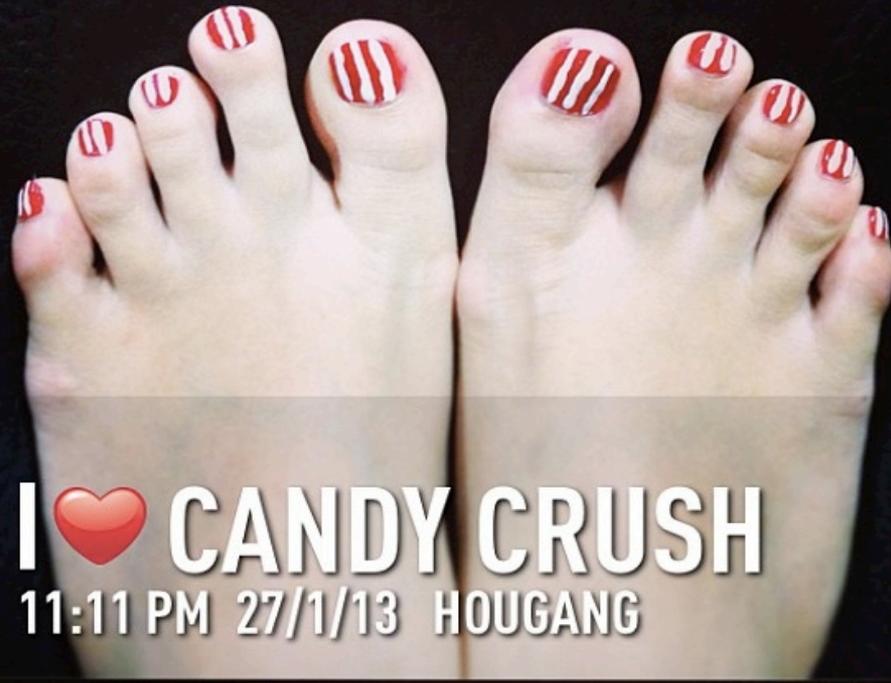
insta place  
app



21



2





**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

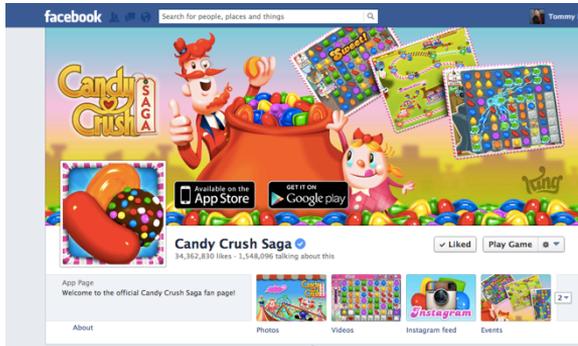


**Michael Cook** maybe not as flashy but this was still just as good, made my birthday awesome!



Write a comment...





41 M Fans on the App Page



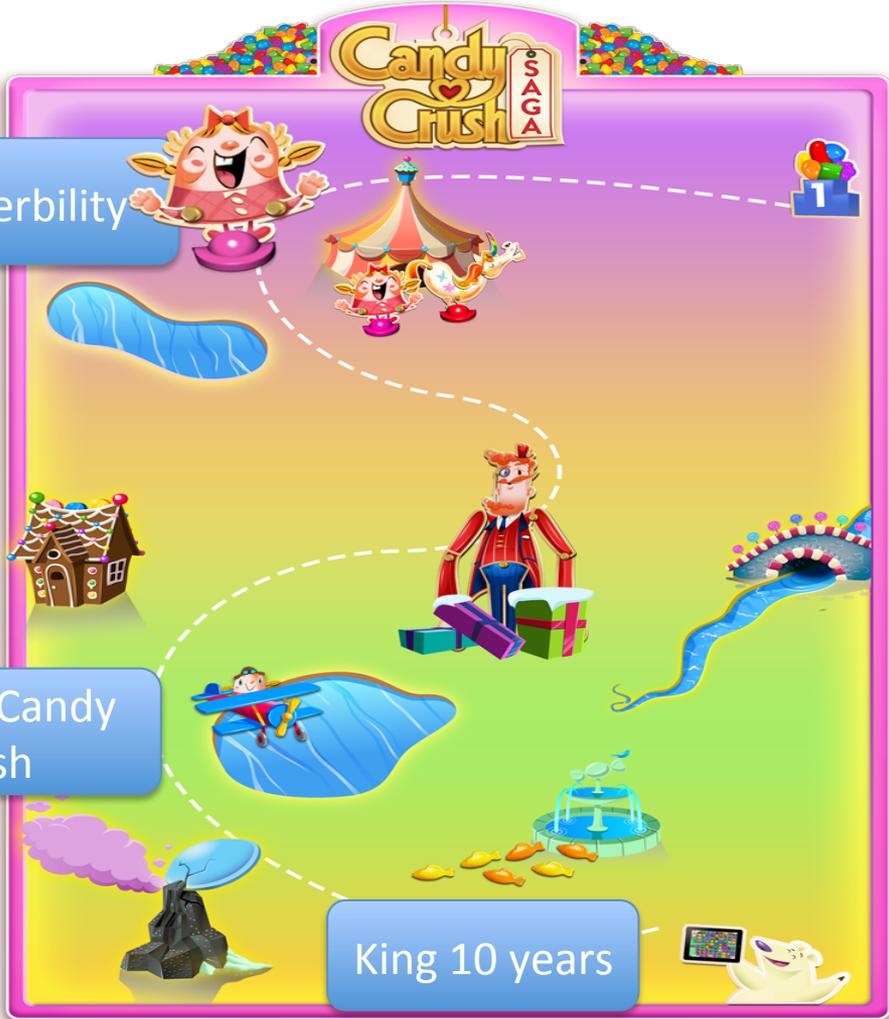
Discoverability

Candy Crush SAGA



Making Candy Crush

King 10 years





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