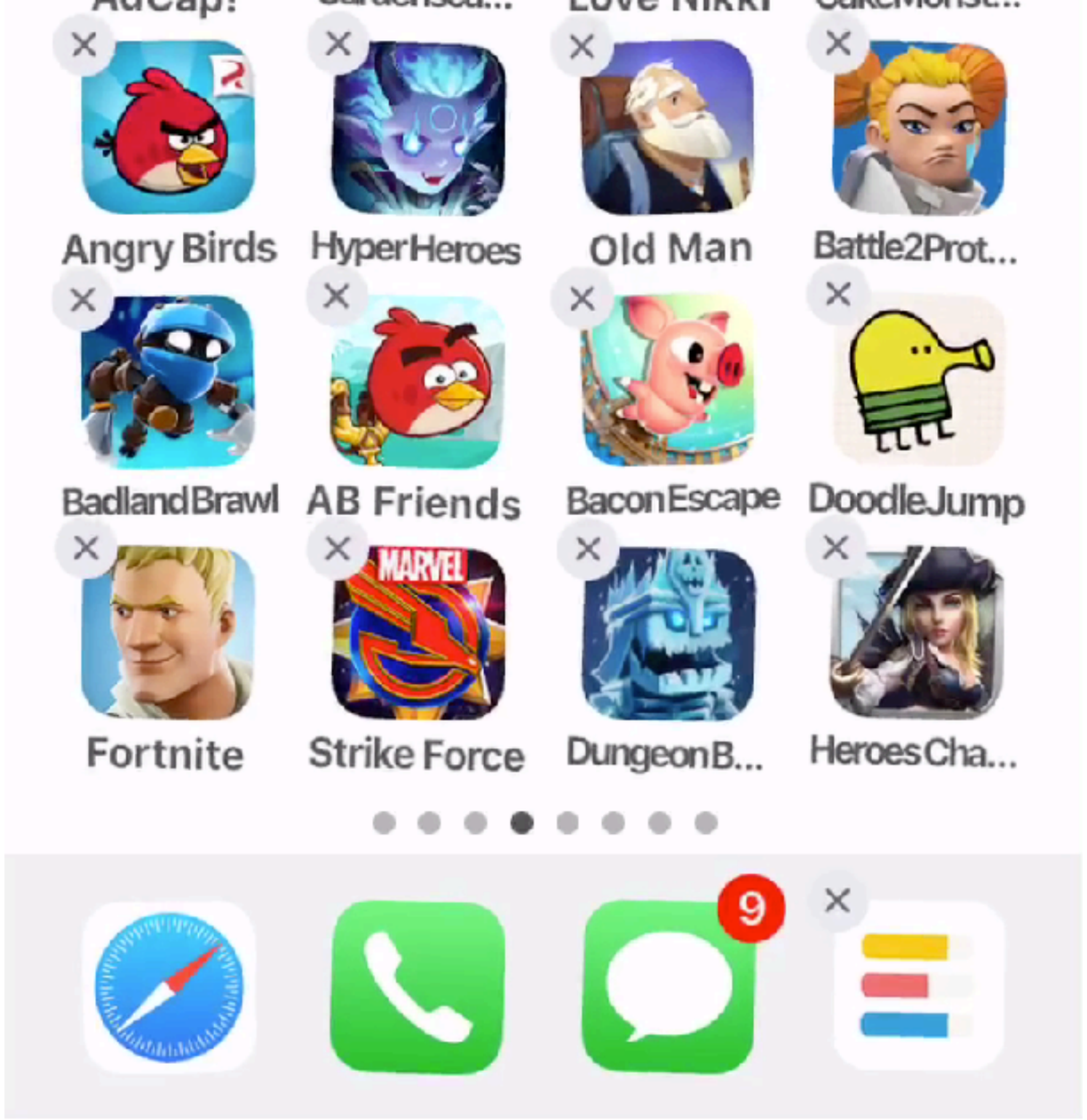
The Guy Who Ruined Angry Birds

Måns Wide
Director of Monetization & Design - Rovio

GAME DEVELOPERS CONFERENCE
MARCH 18–22, 2019 | #GDC19


Angry Birds
HyperHeroes
Old Man
Battle2Prot...
BadlandBrawl
AB Friends
BaconEscape
DoodleJump
Fortnite
Strike Force
DungeonB...
HeroesCha...
MARVEL
9

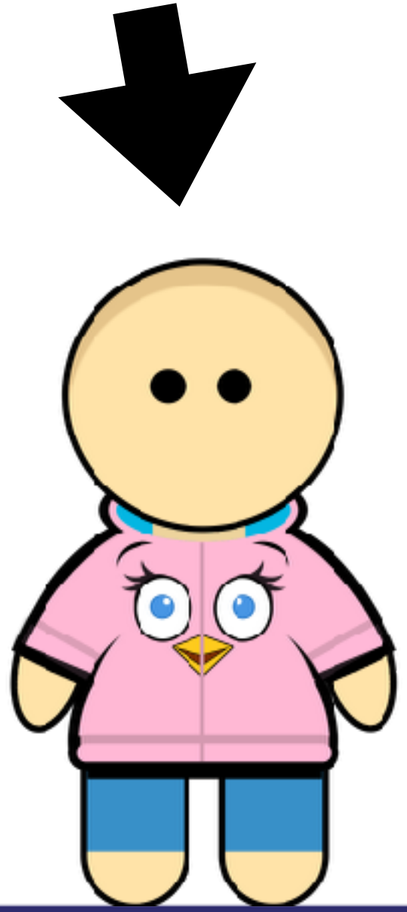
Angry Birds 2

FRIENDS
SPACE
STAR WARS
SEASONS
RIO
STAR WARS
Stella
TRANSFORMERS
GO!

$0.99

FREE!

"The Guy Who Ruined Angry Birds"



Swedish West Coast

2000 days before launch

LEVEL 6
"BLOCK ON BLOCK"
TOO HEAVY!

LEVEL 2
"A ROOM WITH A VIEW"

LEVEL 7
ROUND AND AR AND AROUND AND AROUN

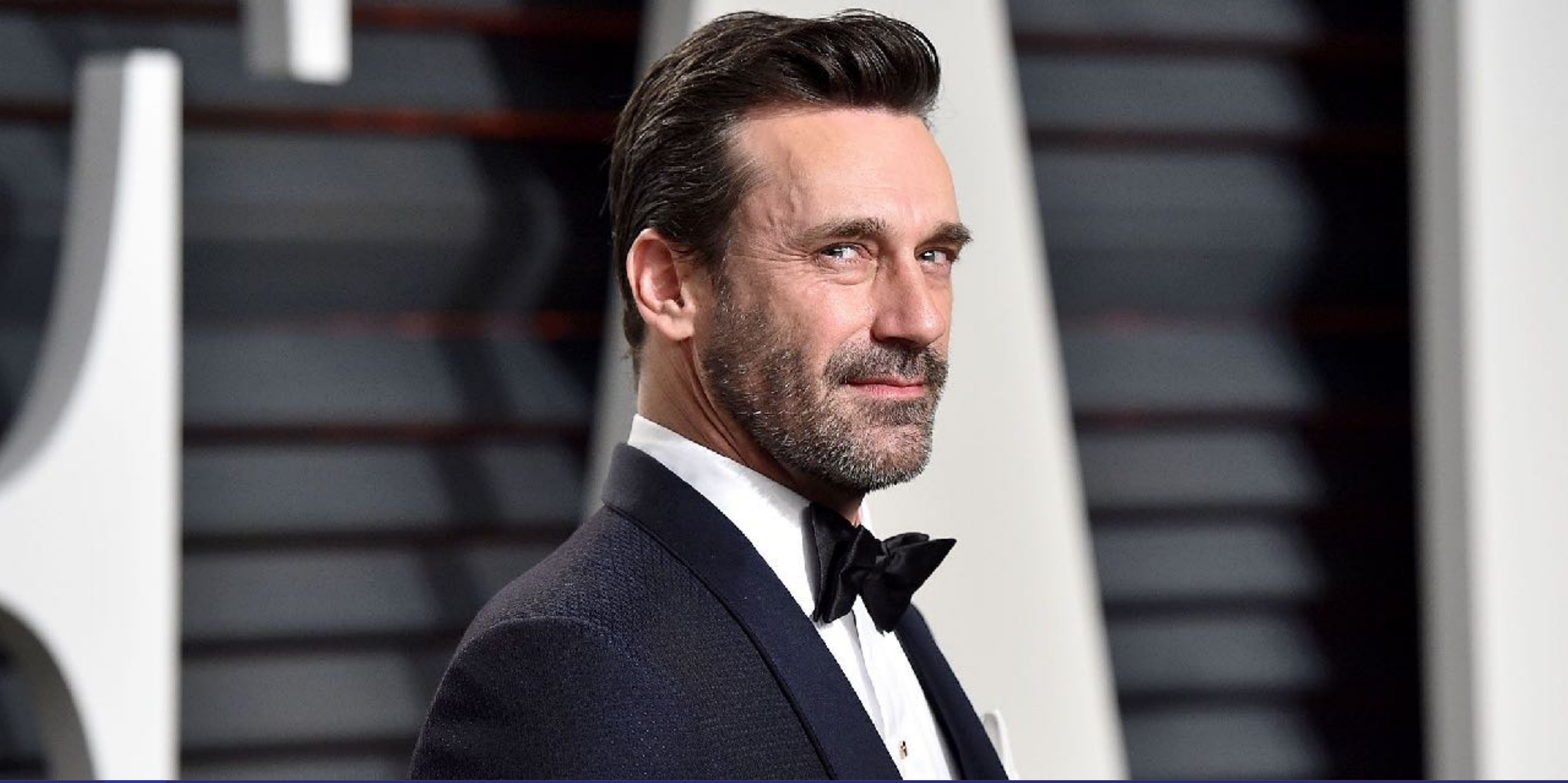
Meanwhile
in Helsinki

Birds!

December 2009

1850 days until launch

ANGRY BIRDS



Paulig
ANGRY BIRDS
EXPLOSIVE ESPRESSO
COFFEE BEANS
PAPUKAHVIA
BÖNKAFFE
500 g

ANGRY BIRDS

ANGRY BIRDS
SEASONS

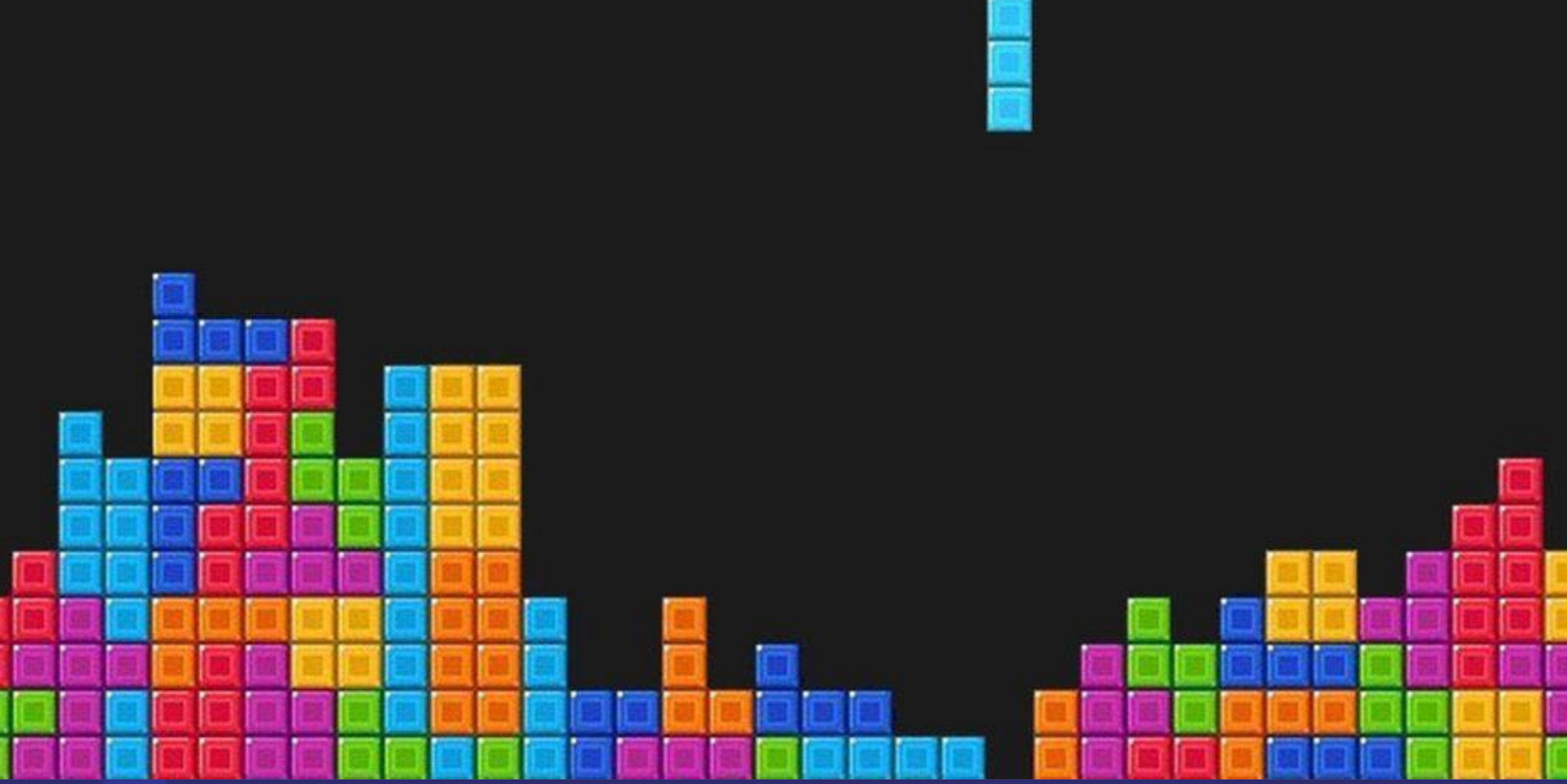
ANGRY BIRDS
RIO

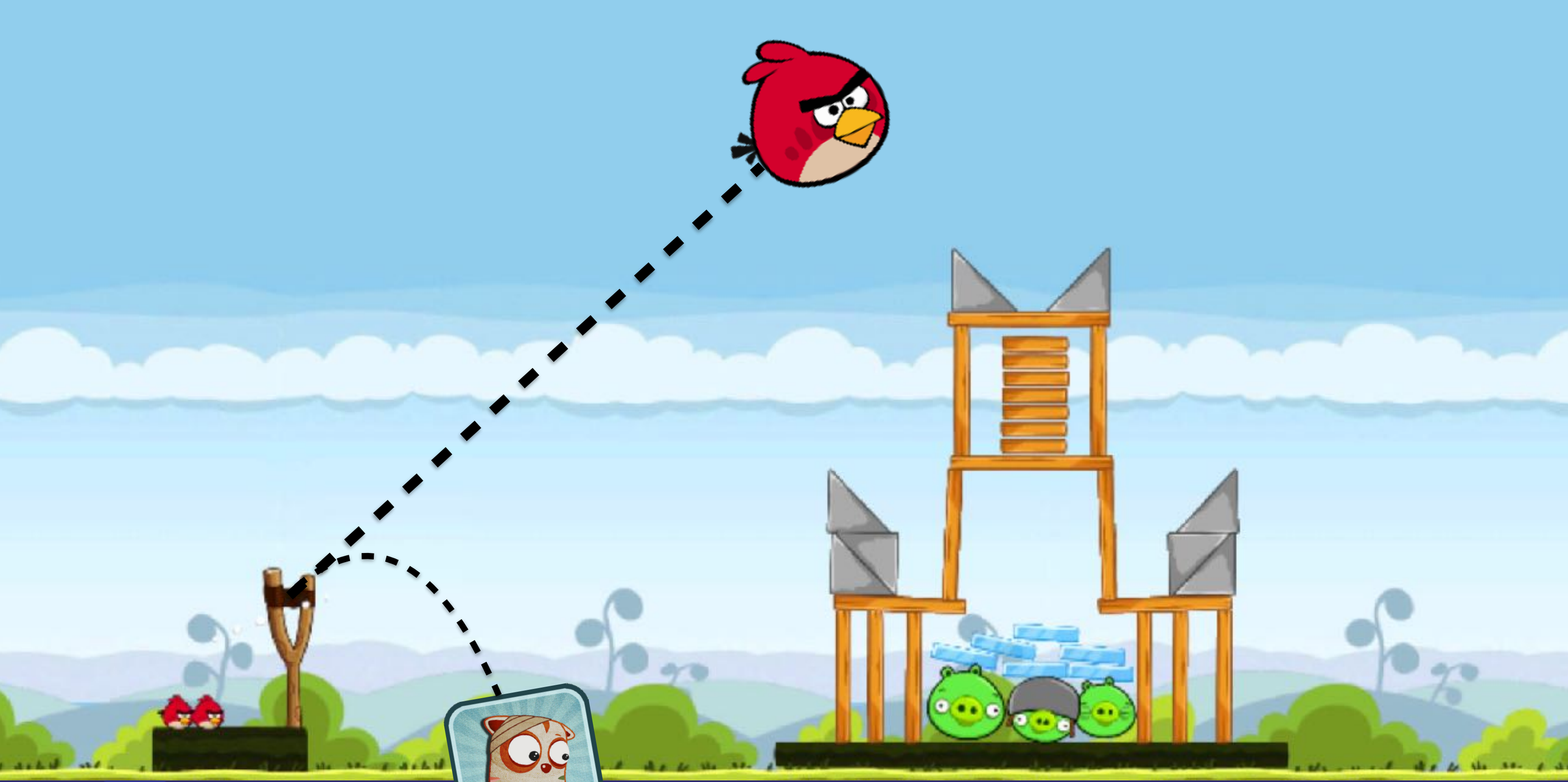
ANGRY BIRDS
FRIENDS

9TH MAY 2012

1182 DAYS UNTIL LAUNCH

1.000.000.000





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JULY 2012

1125 DAYS UNTIL LAUNCH

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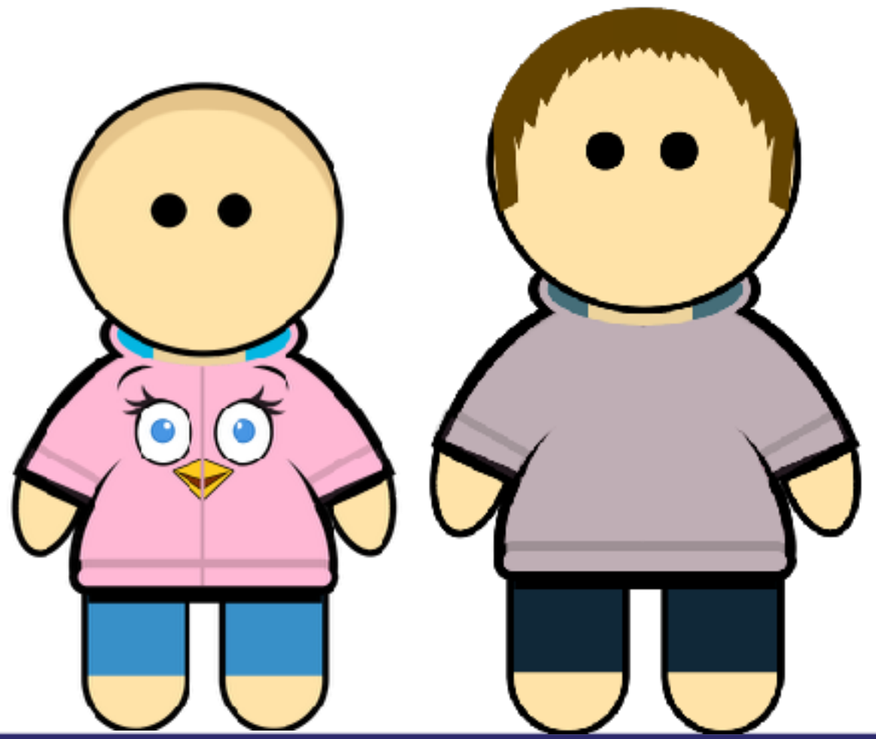
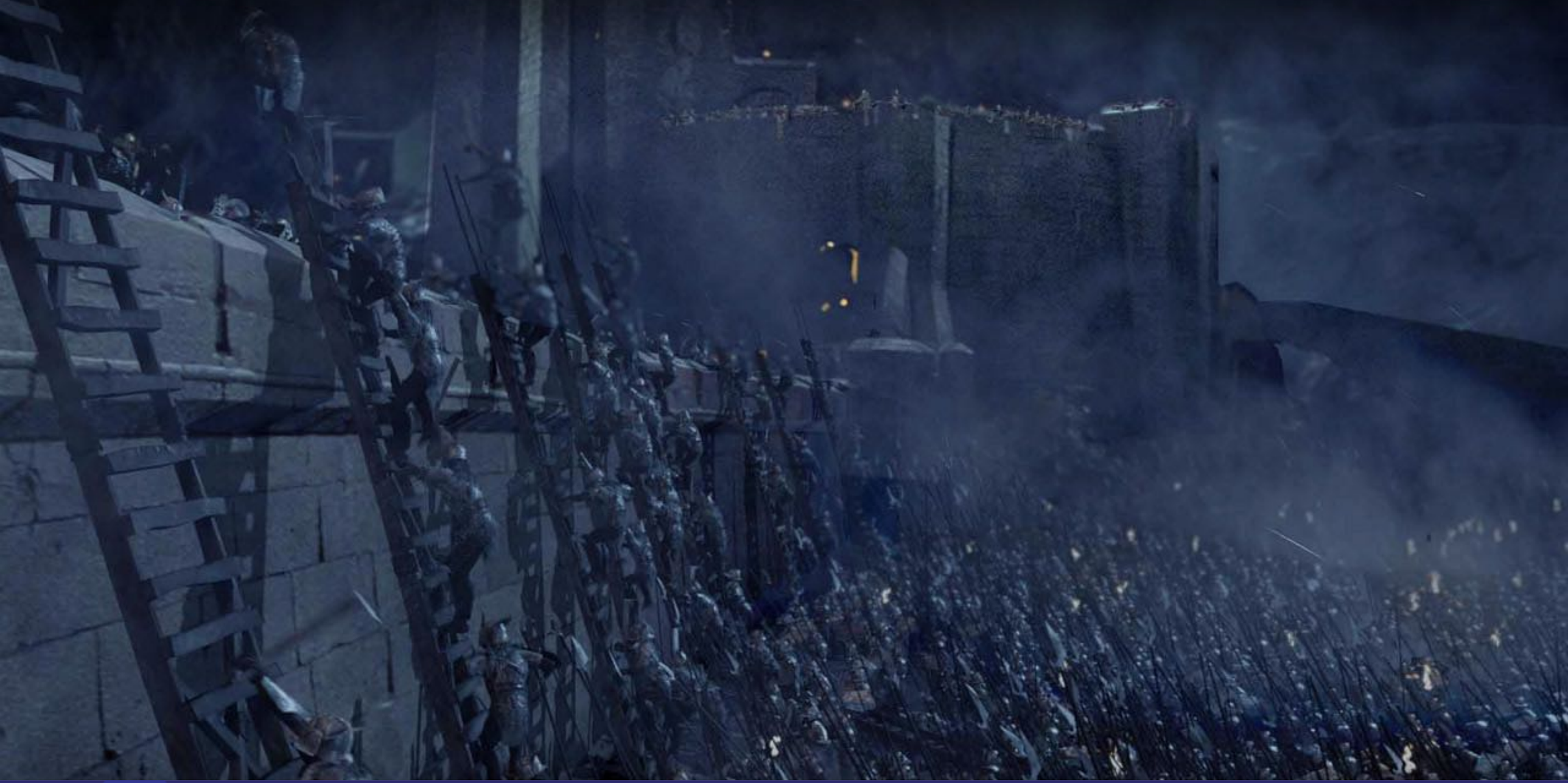
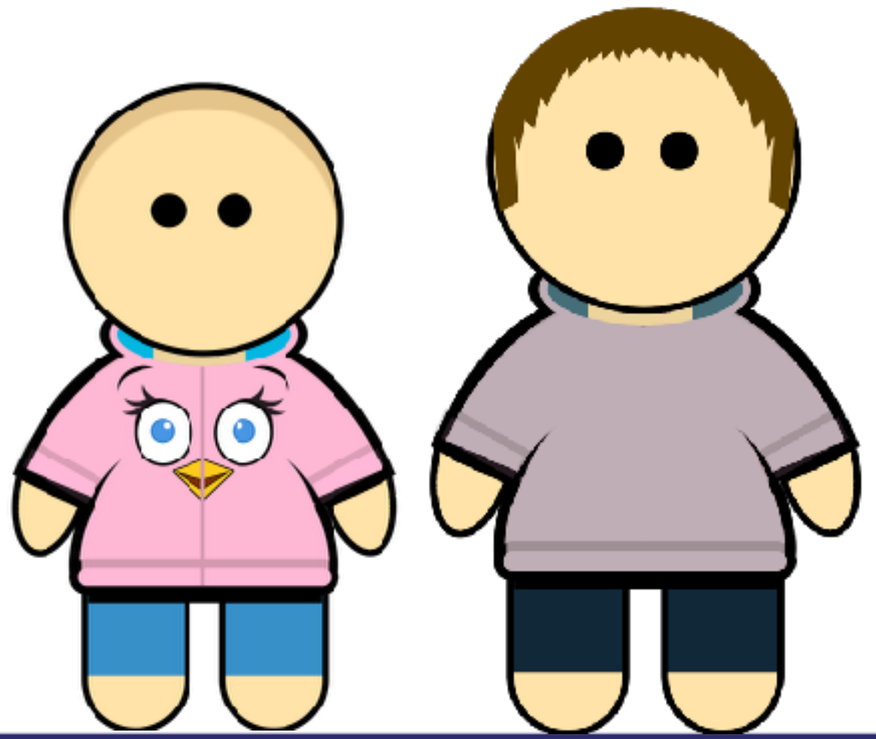


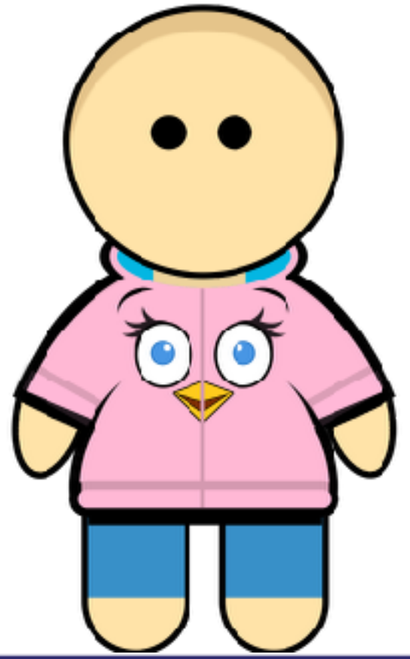
Angry Birds Big Adventure
Next-Gen Angry Birds

ZAP!!

Kings Diner
MARILYN
THE WAITRESS
THE KING
ROCK AND ROLLER







Free To Play!!!

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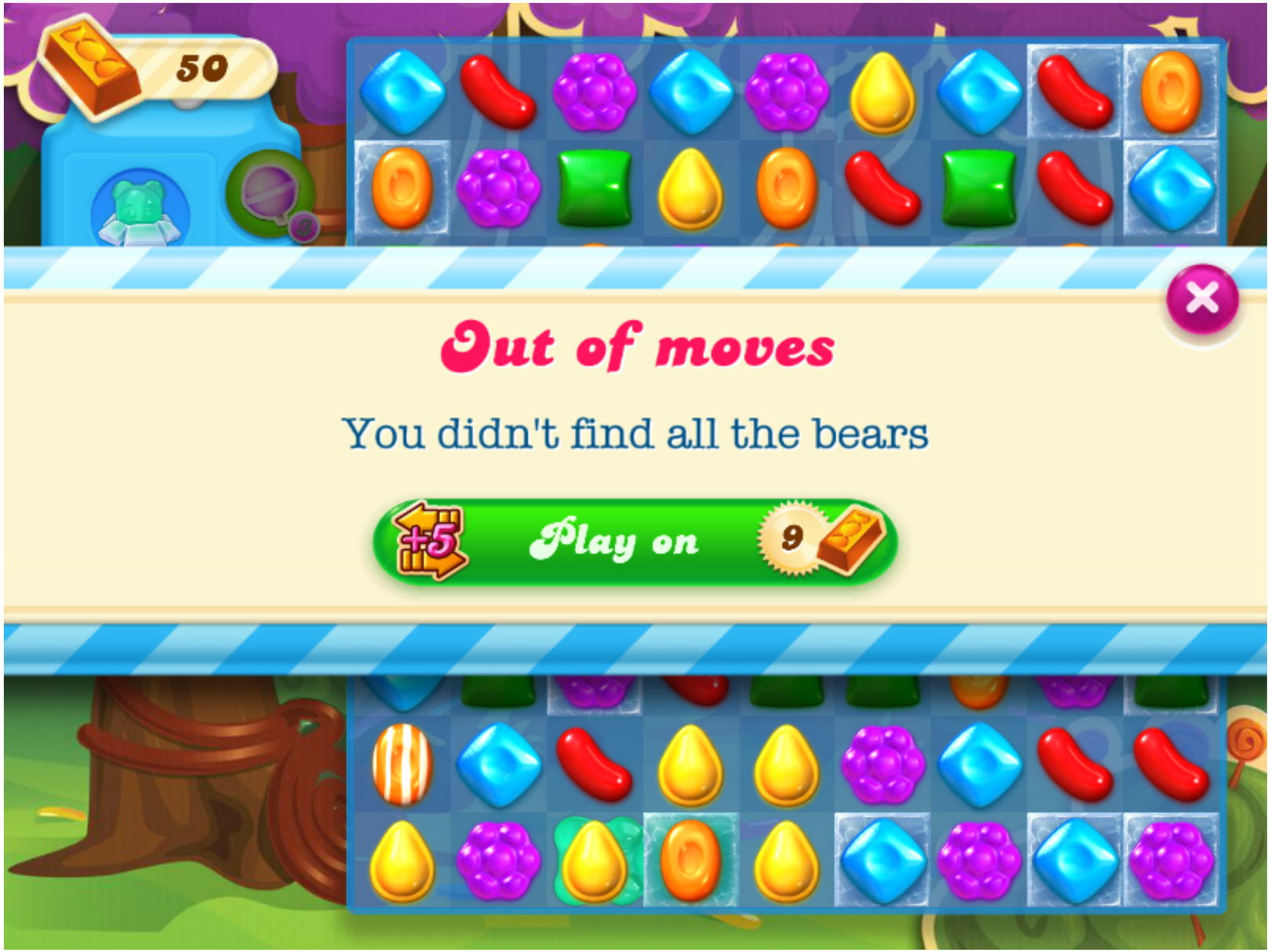
Candy Crush
SAGA
King

HAY DAY

CLASH
of CLANS


50
Out of moves
You didn't find all the bears
+5
Play on
9

*Too Short Levels

*Too Short Levels
*Not enough randomness

STAND

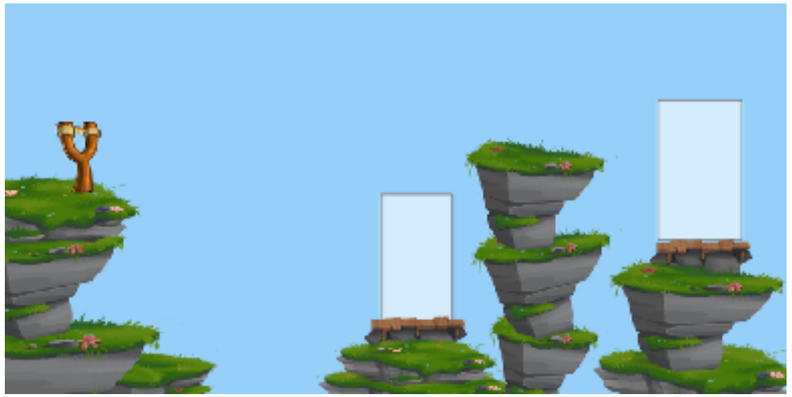
3: New Birds!

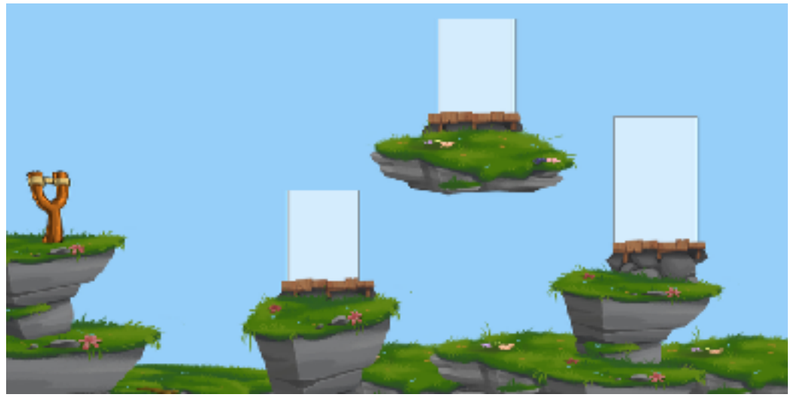
2: PvP!

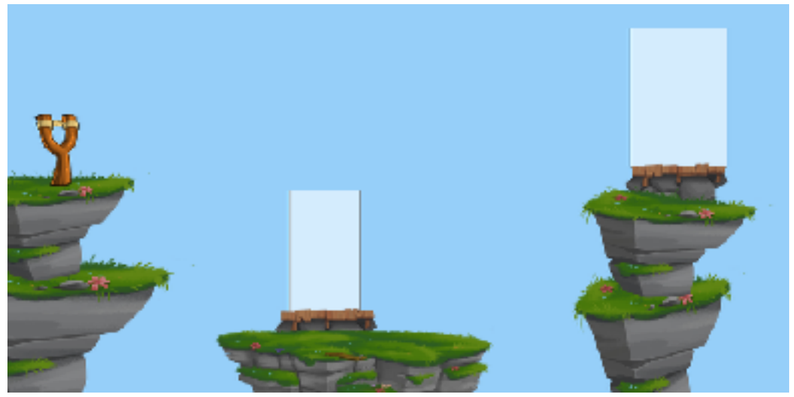
1: Level Editor!

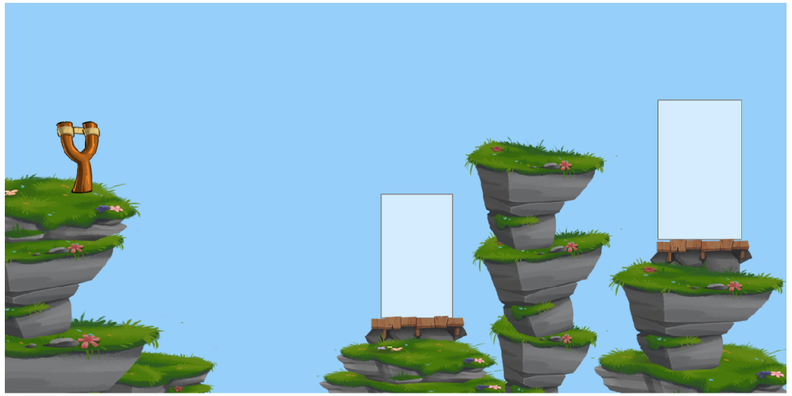
BUILD AND DEFEND

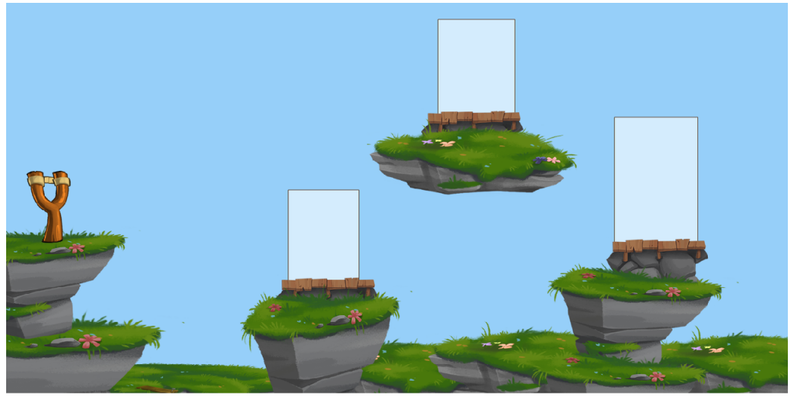
BUILD & DEFEND!
16
28
36

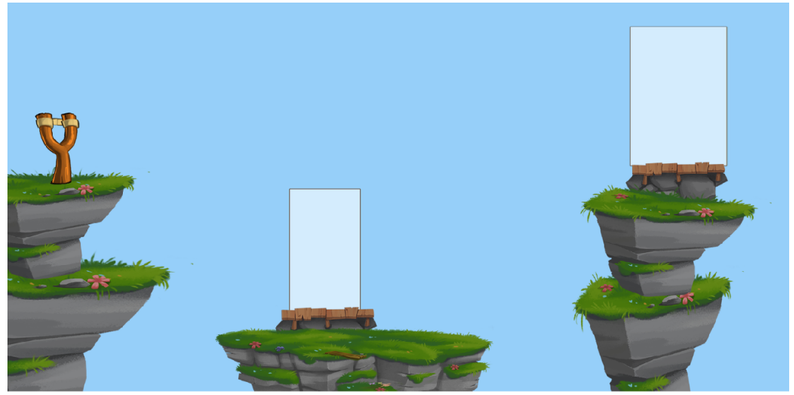


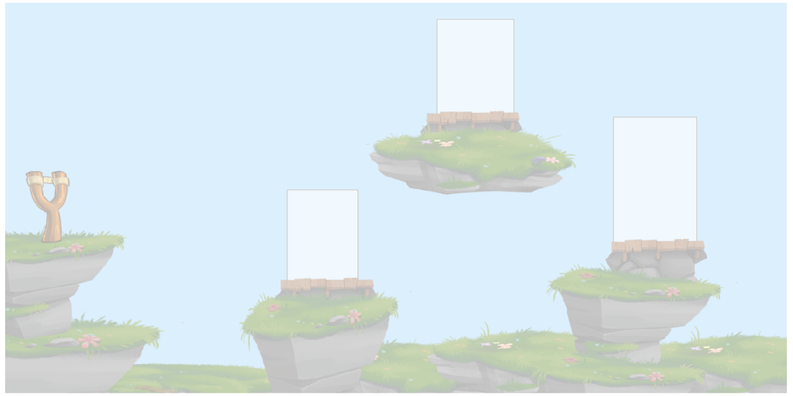


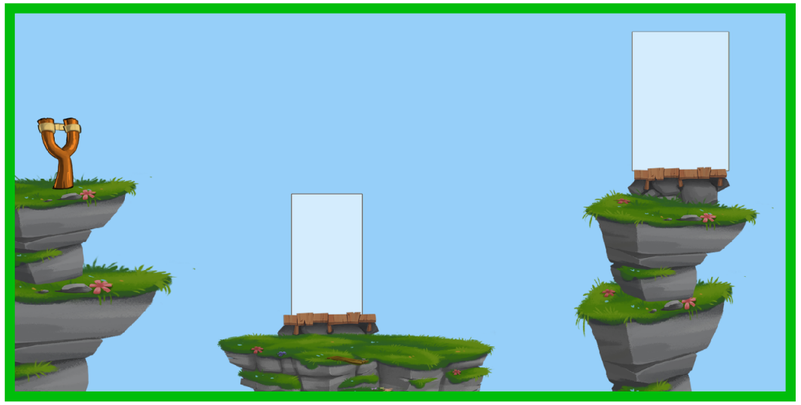


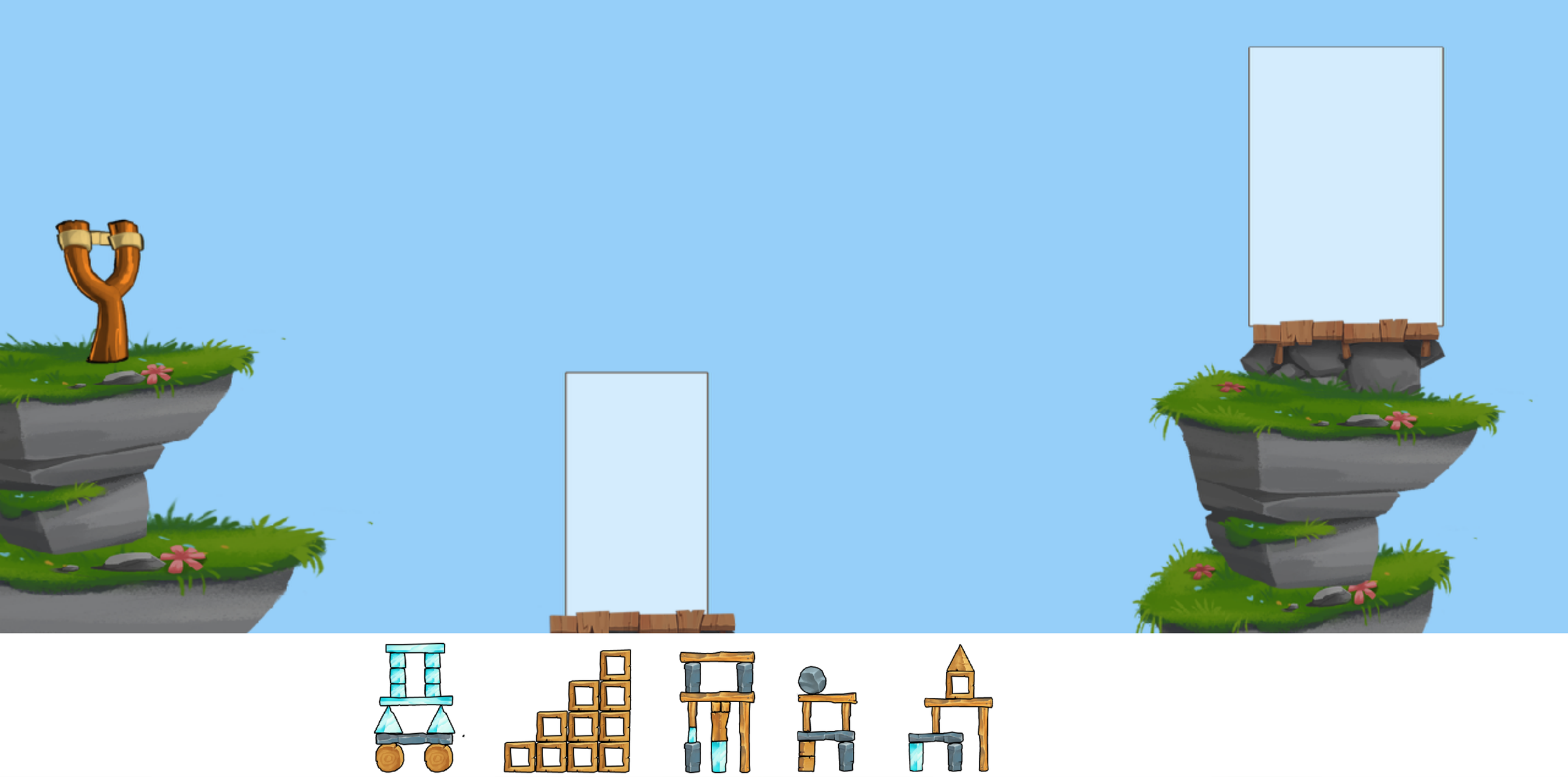


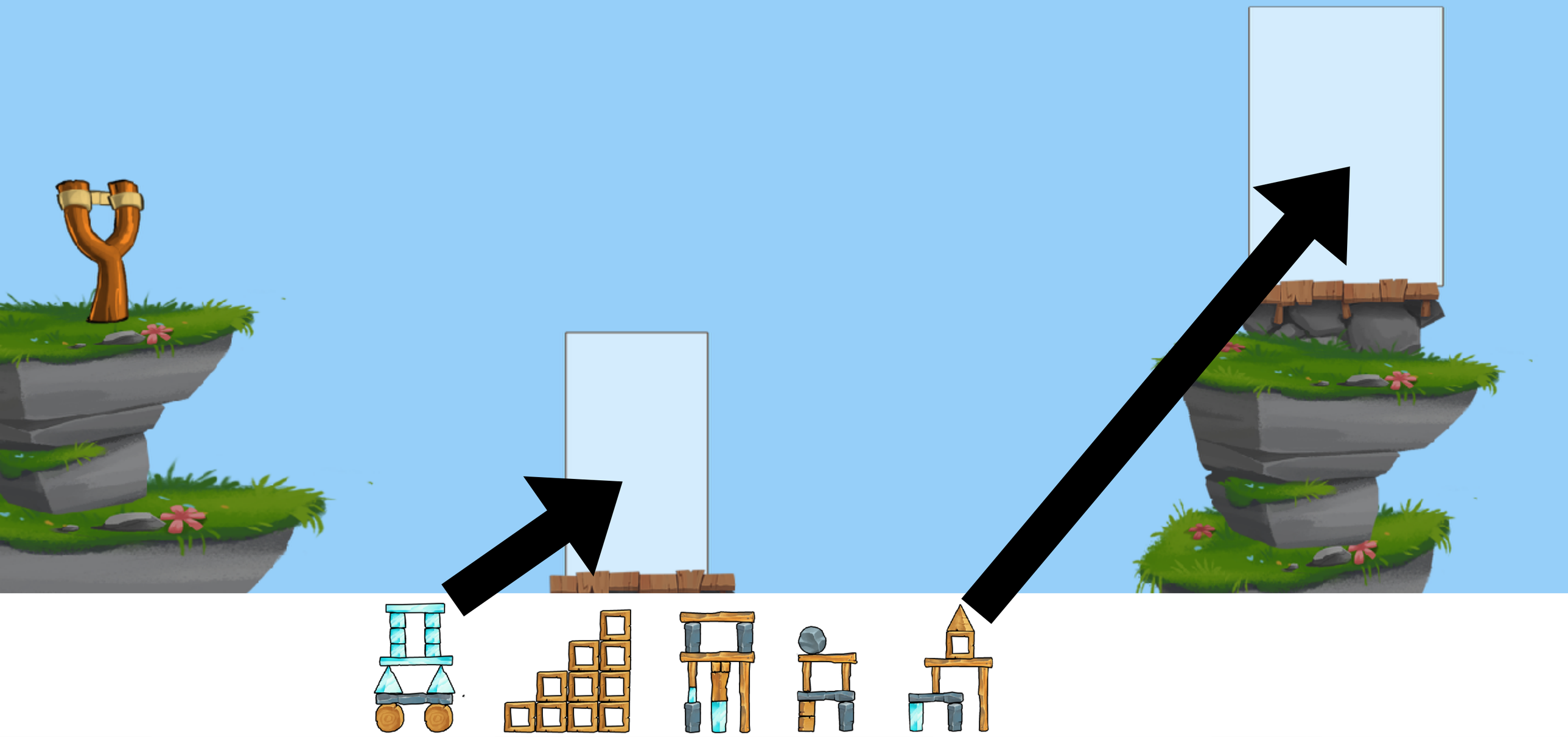








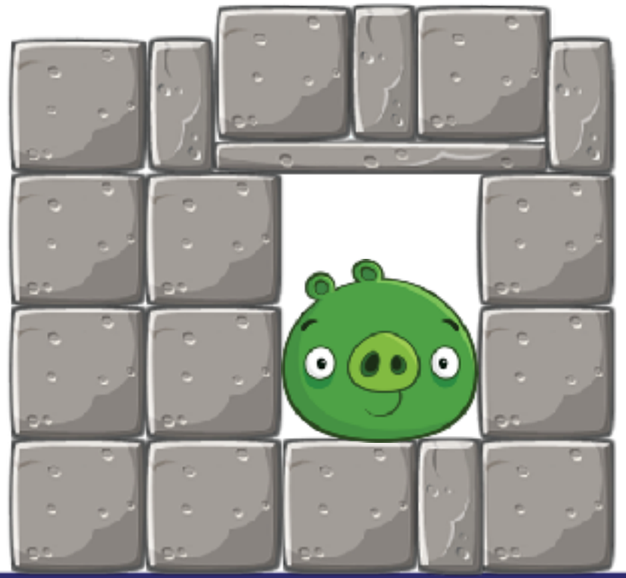


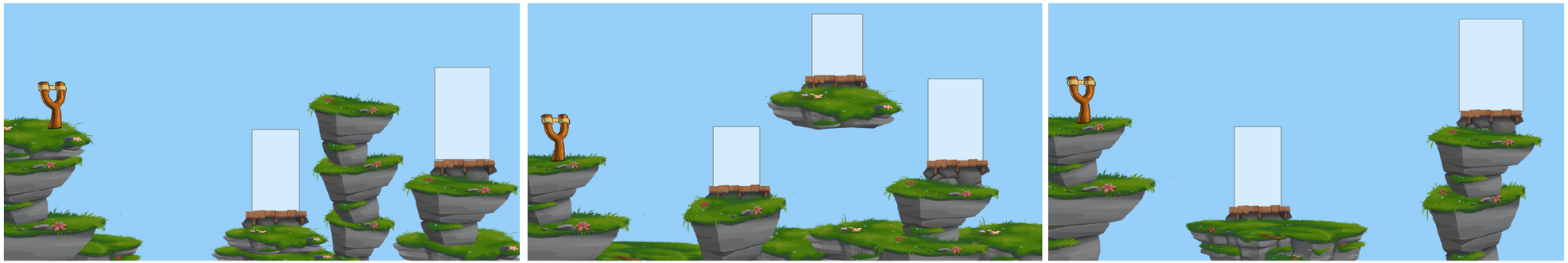


Max: 1 000
1 000
Max: 1 000
1 000
499
Wow, nice going! Now we need to get this village into fighting shape.

192
Warrior PG
0/4
5H 41M
9 727 521
4 204 597
141 022
90
4863
GEOS
Attack!
Shop
EPICNPC.COM

1
2
3
4





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Autumn 2014
200 days until launch

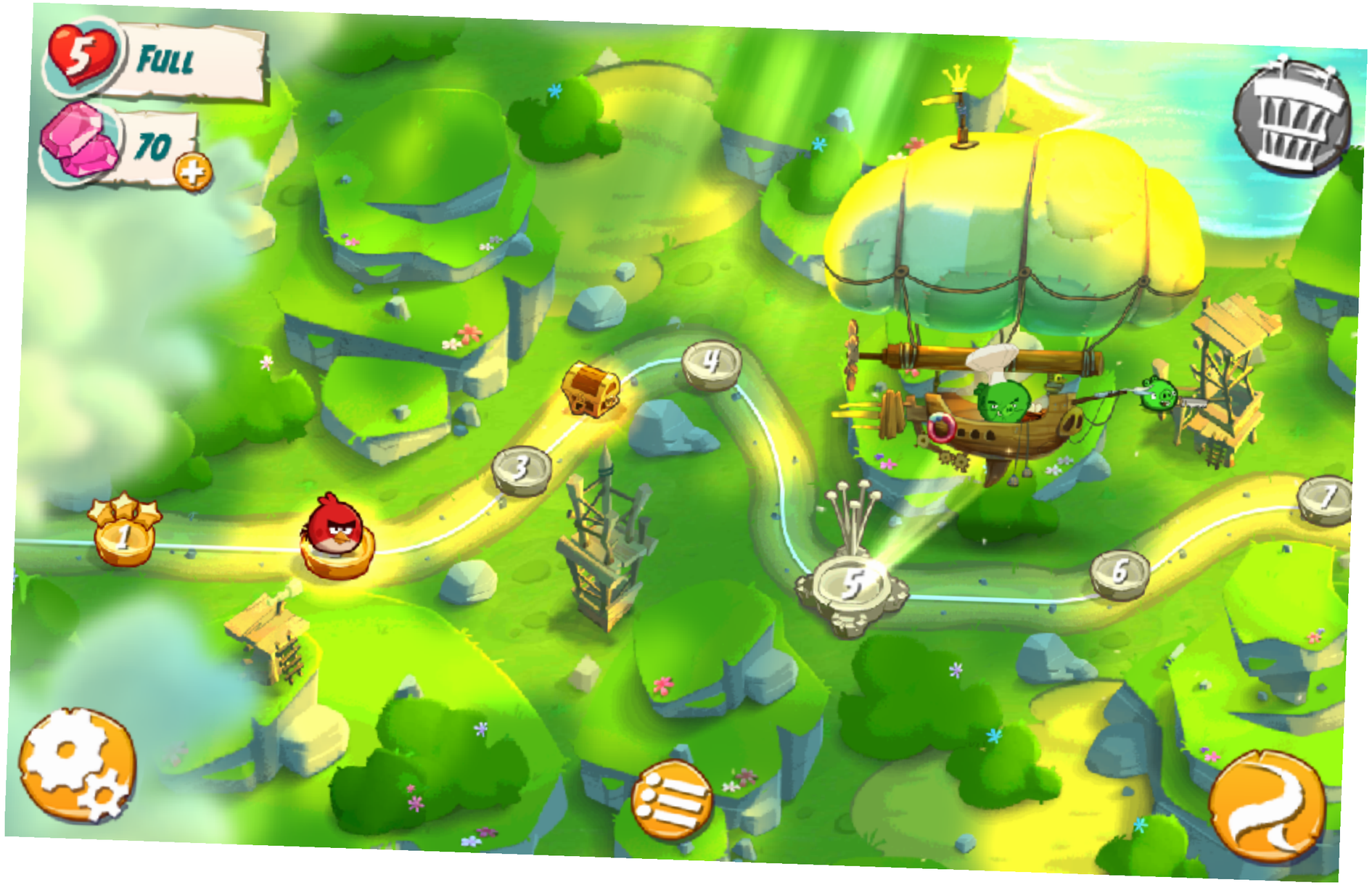
*Too Short Levels
*Not enough randomness

4
43
34
42

4
36
43
43

4
34
34
43

4
34
34
34


5
FULL
70
1
3
4
5
6
7

Spring 2015
88 days until launch

ANGRY BIRDS
GO!

THE PINK TRIPLE OFFER!
TIME LEFT: 5D 23H
100
500
$4.19
350
500
2,500
$13.99
2,000
15,000
$69.99
0/3
GET ALL 3 OFFERS AND WIN:
10,000
5D 23H
3D 23H

LAUNCH DAY!

30th of July 2015

20 MILLION DOWNLOADS!

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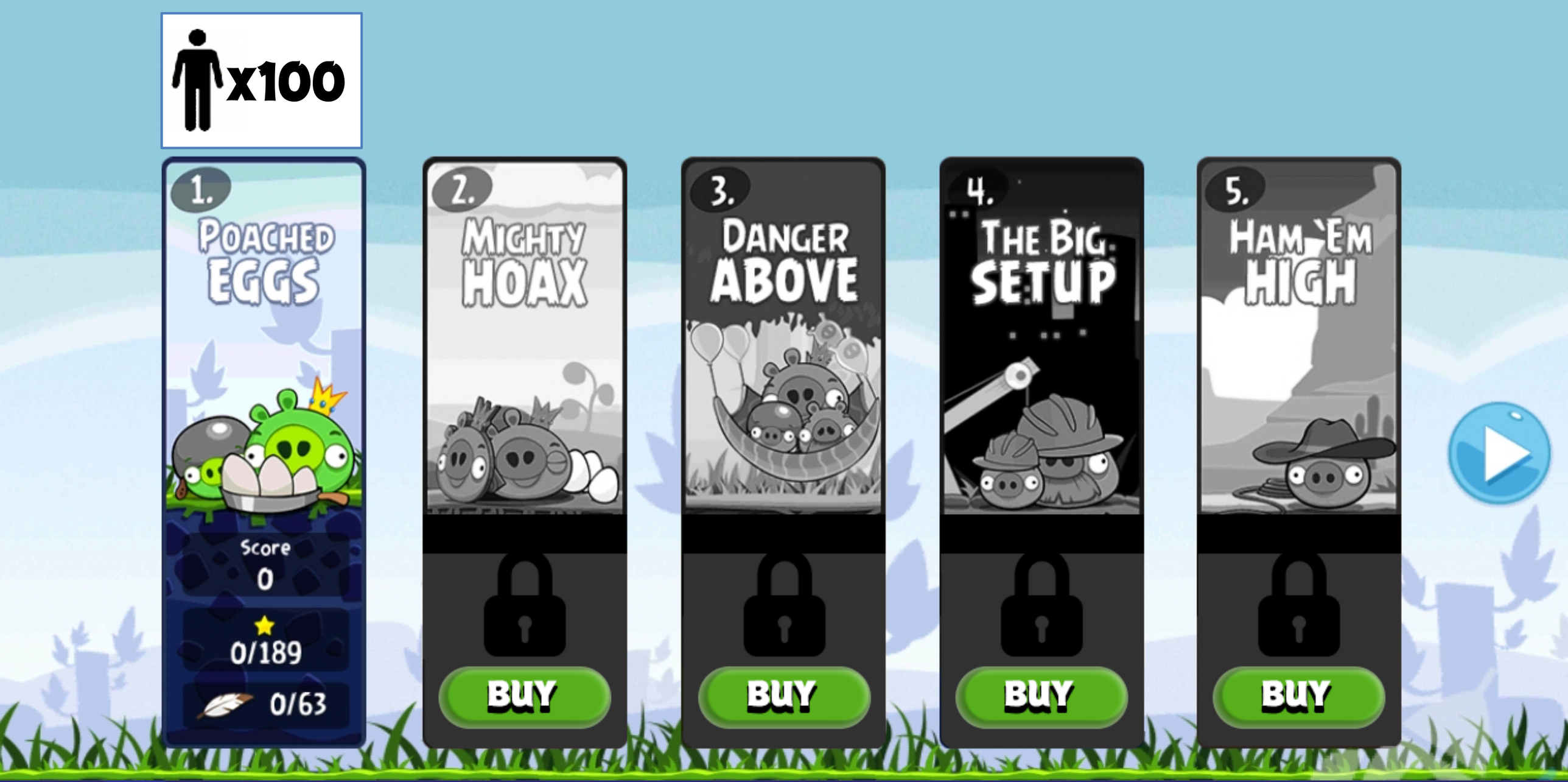
ANGRY BIRDS
PLAY

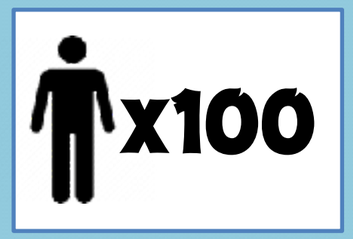
7
17/40
1,159
1,140
HAT SHOP
ROCKBOTTOM
76
9
17
11
8
12
9
10
7H 59M
2D 19H
3D 11H
1D 19H

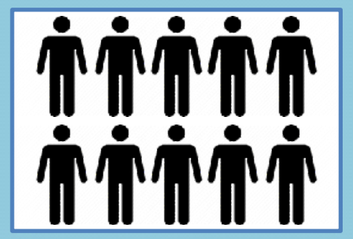
1.
POACHED EGGS
Score
0
0/189
0/63
2.
MIGHTY HOAX
Score
0
0/126
0/42
3.
DANGER ABOVE
Score
0
0/135
0/45
4.
THE BIG SETUP
Score
0
0/135
0/45
5.
HAM 'EM HIGH
Score
0
0/144
0/48

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21

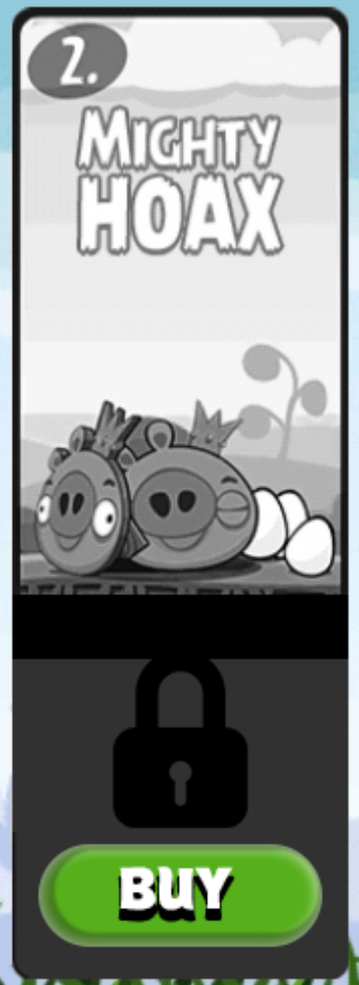
1.
POACHED EGGS
Score
0
0/189
0/63
2.
MIGHTY HOAX
BUY
3.
DANGER ABOVE
BUY
4.
THE BIG SETUP
BUY
5.
HAM 'EM HIGH
BUY


x100
1.
POACHED EGGS
Score
0
0/189
0/63
2.
MIGHTY HOAX
BUY
3.
DANGER ABOVE
BUY
4.
THE BIG SETUP
BUY
5.
HAM 'EM HIGH
BUY

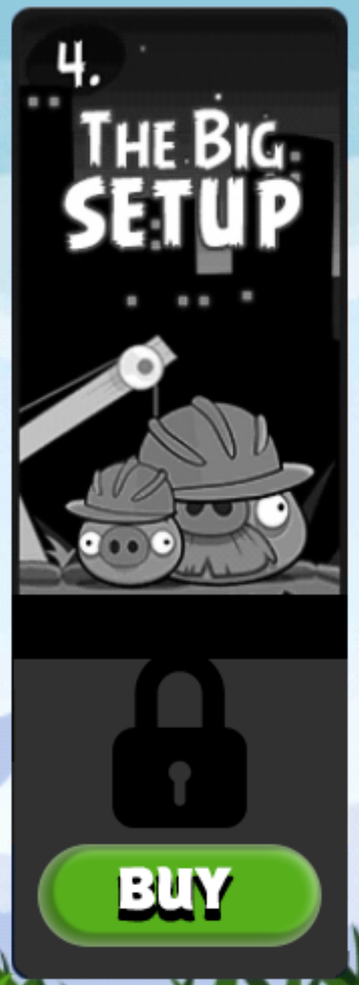

x100



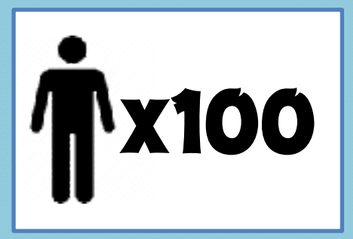
1.
POACHED EGGS
Score
0
0/189
0/63


2.
MIGHTY HOAX
BUY

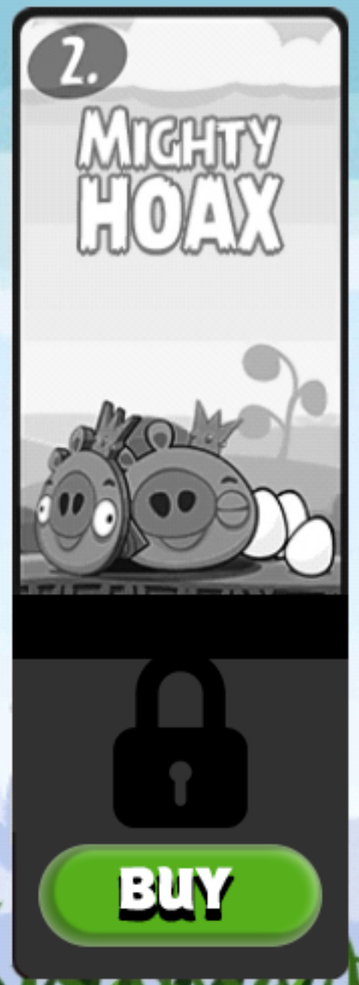
3.
DANGER ABOVE
BUY


4.
THE BIG SETUP
BUY

5.
HAM 'EM HIGH
BUY


x100

1.
POACHED EGGS
Score
0
0/189
0/63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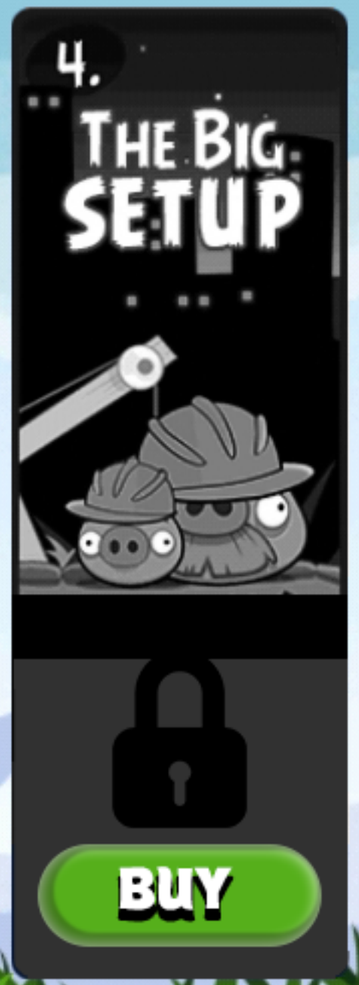
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BUY

5.
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BUY

x100
1.
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0/63
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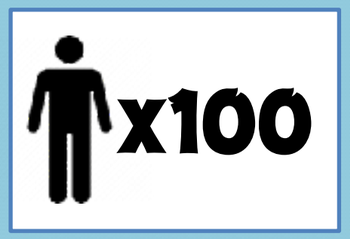
x100

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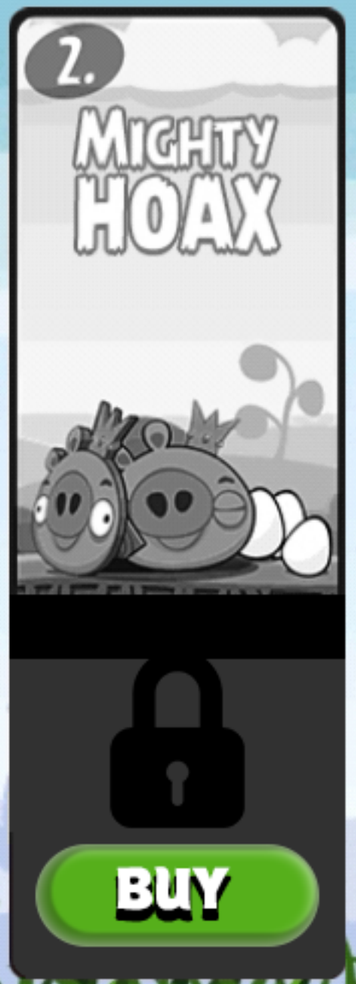
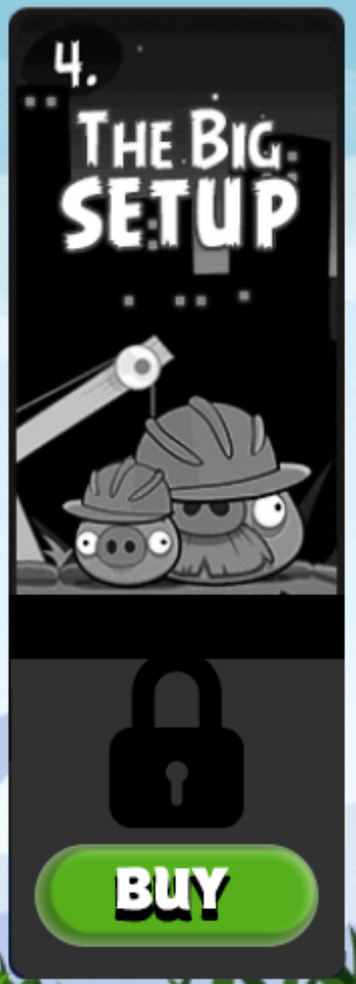
POACHED EGGS
Score
0
0/189
0/63


2.
MIGHTY HOAX
BUY

3.
DANGER ABOVE
BUY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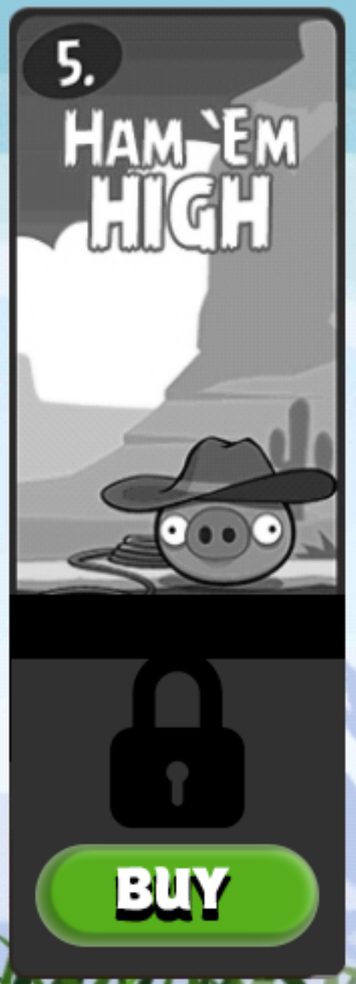
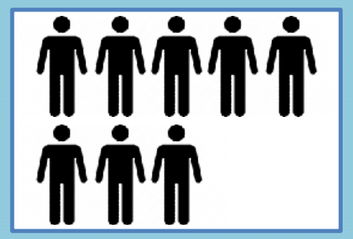
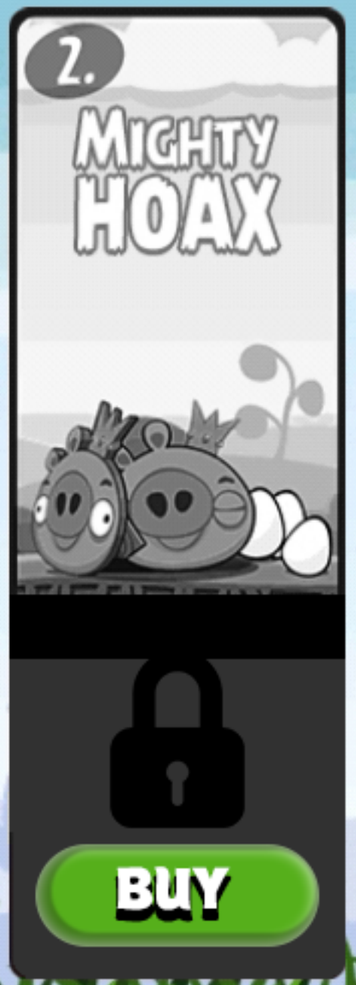
THE BIG SETUP
BUY


5.
HAM 'EM HIGH
BUY



1.
POACHED EGGS
Score
0
0/189
0/63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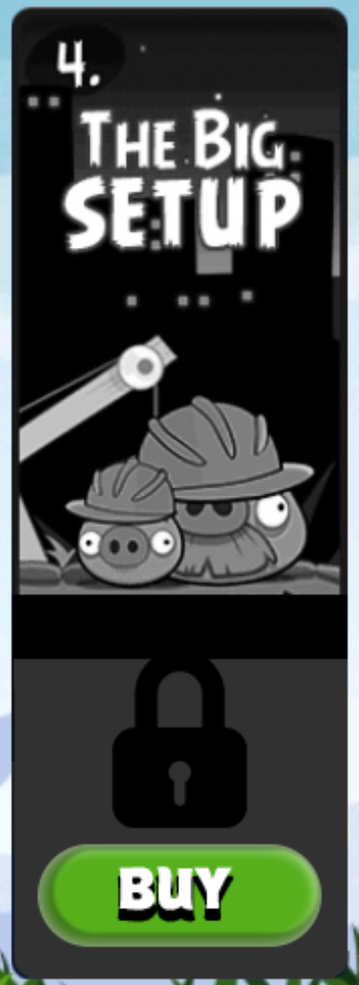
MIGHTY HOAX
BUY

3.
DANGER ABOVE
BUY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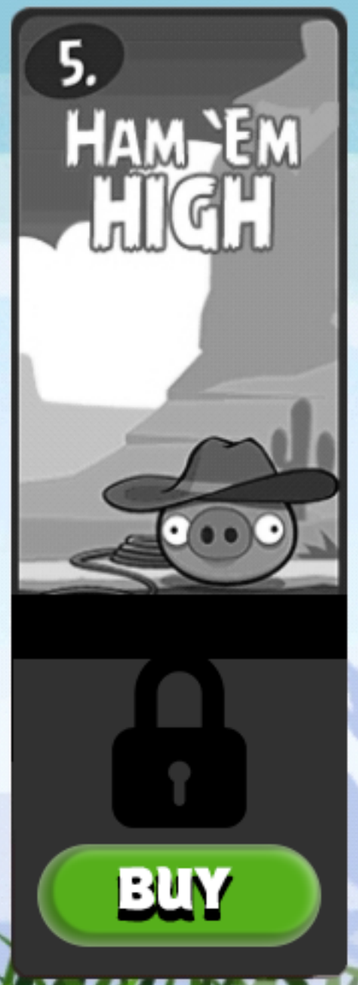
THE BIG SETUP
BUY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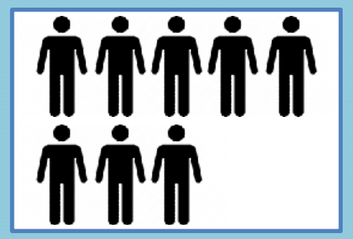


1.
POACHED EGGS
Score
0
0/189
0/63

2.
MIGHTY HOAX
BUY
UNLOCK

3.
DANGER ABOVE
BUY
UNLOCK

4.
THE BIG SETUP
BUY
UNLOCK

5.
HAM 'EM HIGH
BUY
UNLOCK

1.
POACHED EGGS
Score
0
0/189
0/63

2.
MIGHTY HOAX
BUY
UNLOCK

3.
DANGER ABOVE
BUY
UNLOCK

4.
THE BIG SETUP
BUY
UNLOCK

5.
HAM 'EM HIGH
BUY
UNLOCK

1.
POACHED EGGS
Score
0
0/189
0/63

2.
MIGHTY HOAX
BUY
UNLOCKING...
23:54:10

3.
DANGER ABOVE
BUY
UNLOCK

4.
THE BIG SETUP
BUY
UNLOCK

5.
HAM 'EM HIGH
BUY
UNLOCK

1.
POACHED EGGS
Score
0
0/189
0/63

2.
MIGHTY HOAX
BUY
UNLOCKING...
23:54:10

3.
DANGER ABOVE
BUY
UNLOCK

4.
THE BIG SETUP
BUY
UNLOCK

5.
HAM 'EM HIGH
BUY
UNLOCK

1.
POACHED EGGS
Score
0
0/189
0/63

2.
MIGHTY HOAX
BUY
UNLOCKING...
3 DAYS

3.
DANGER ABOVE
BUY
UNLOCK

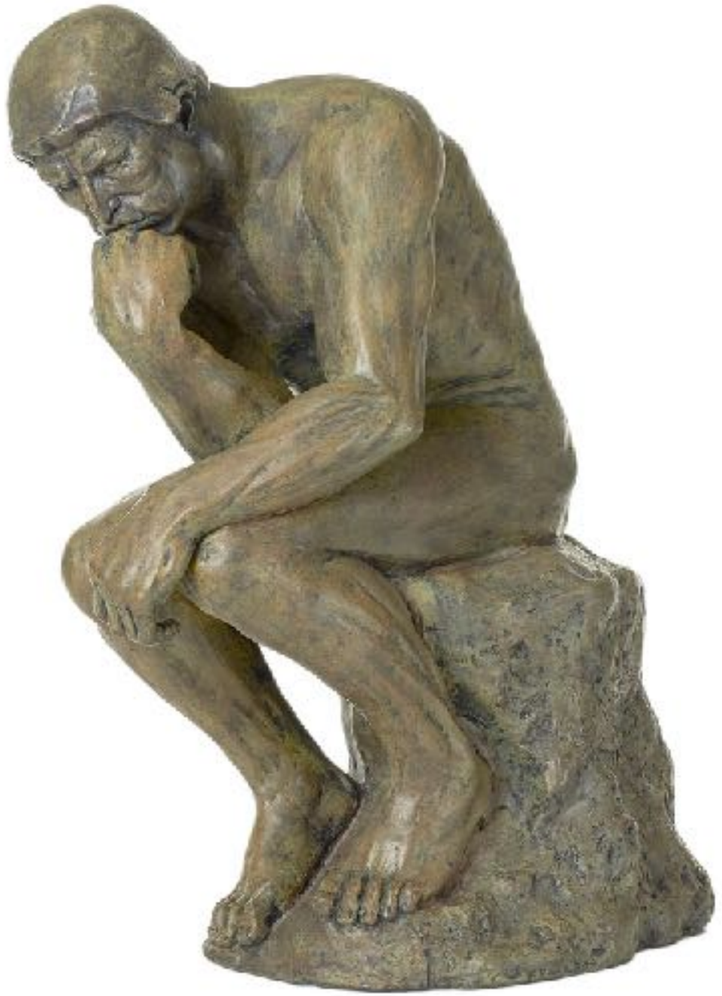
4.
THE BIG SETUP
BUY
UNLOCK

5.
HAM 'EM HIGH
BUY
UNLOCK

Rovio Stockholm

10 days post launch

THROWING BIRDS IS HARD!



Time Until Fun

Time Until Fun

24.6

Time Until Fun

24.6

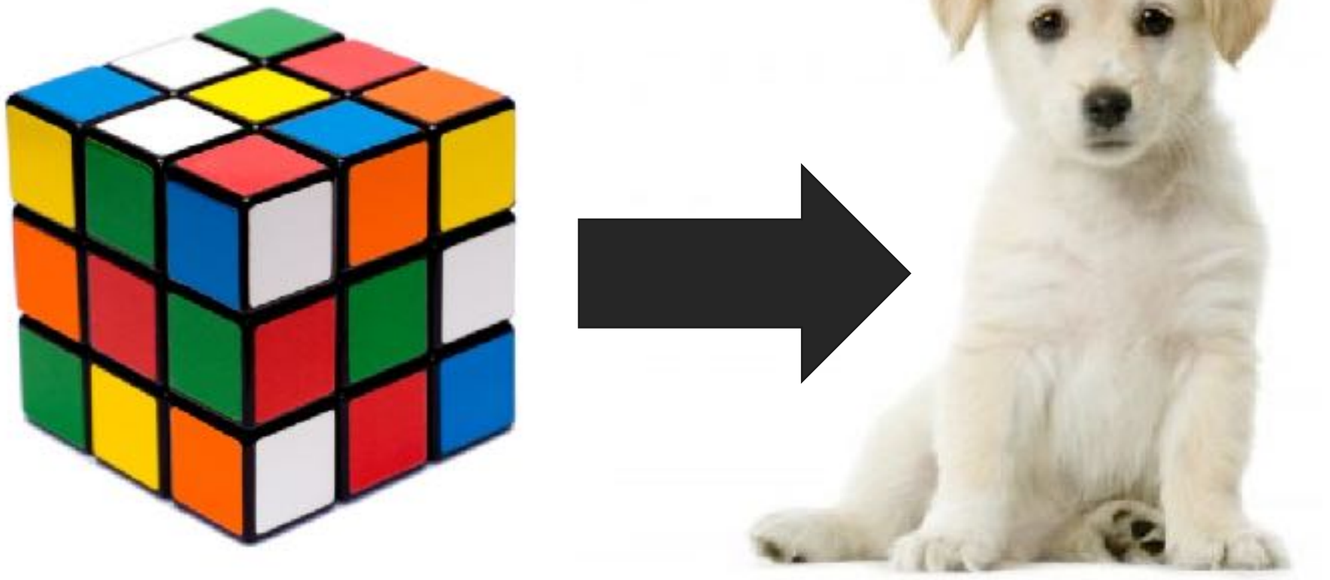
36.3

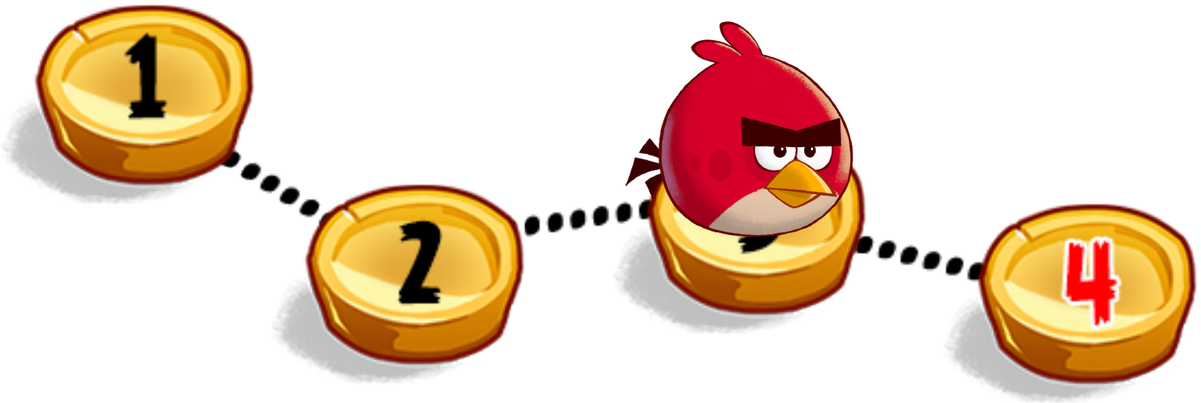
Time Until Fun

24.6

36.3

45.1




1
2
4

1
2
3
4

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76
RockBottom
2
3
4
1
77
Sulky Screamer
9
17
11
8
11
9
11
11
12
9
10
7
11
17
VS
Battle!
New Opponent
15

PROMISING!!!

GDC

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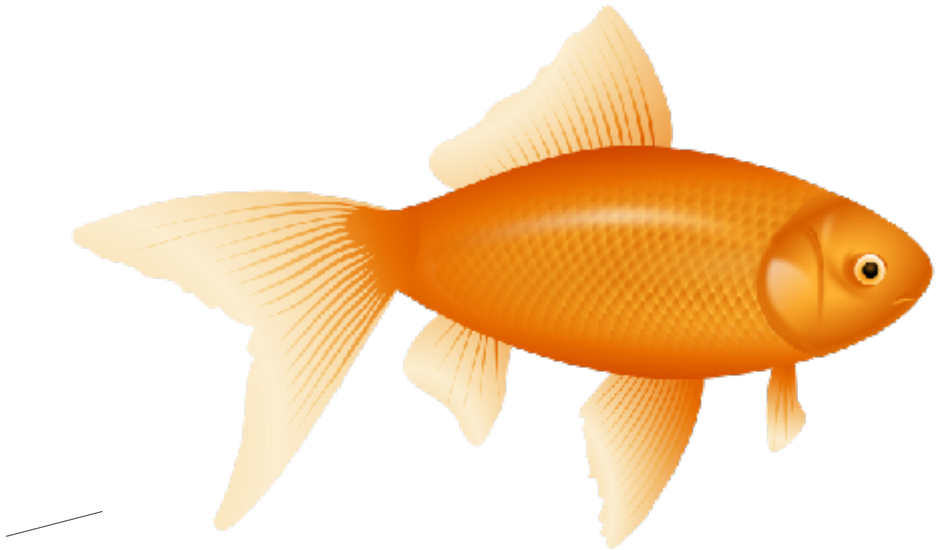
Angry Birds 2

STORA
MASKINER
672GP



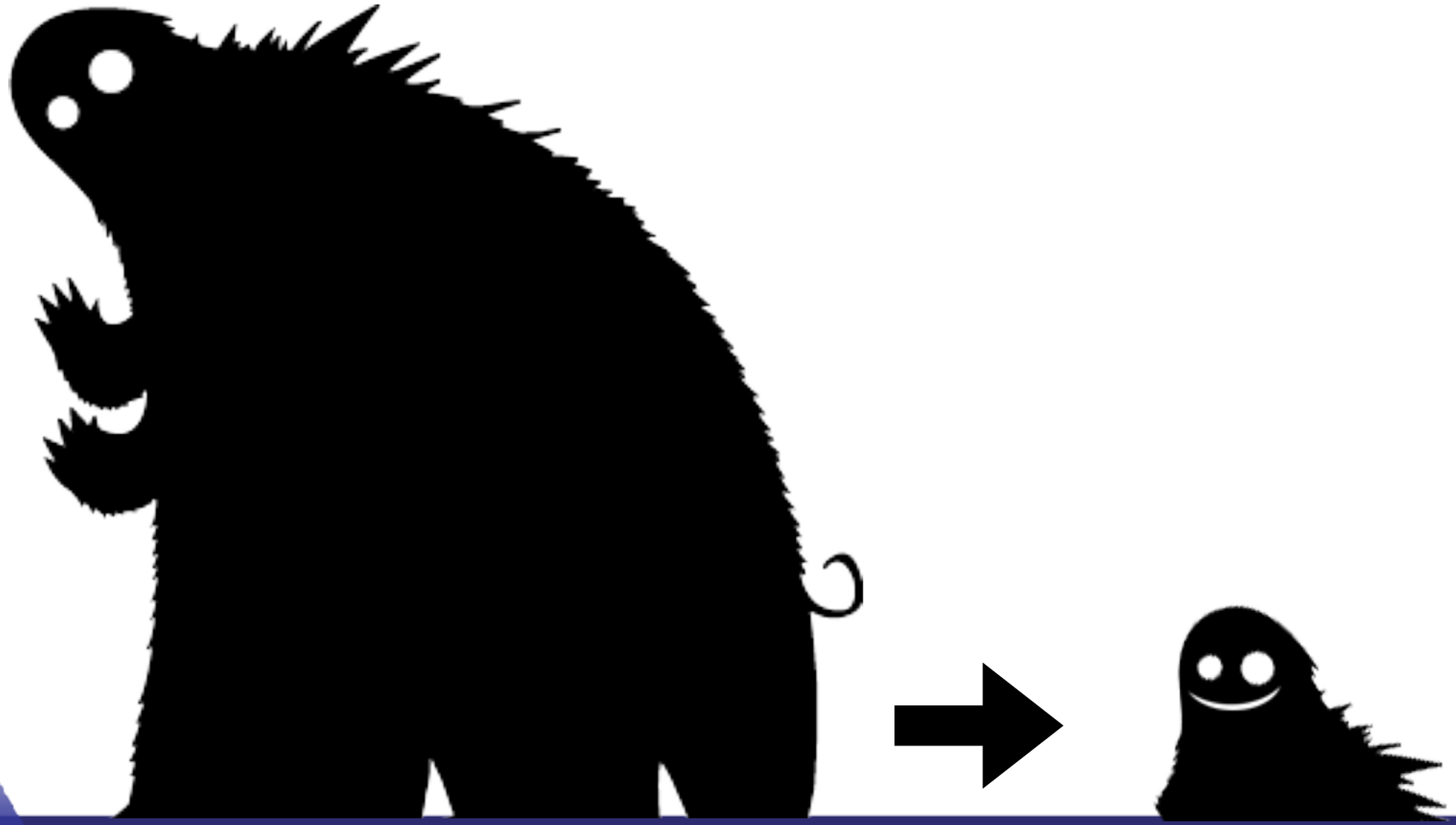
WORKFLOW

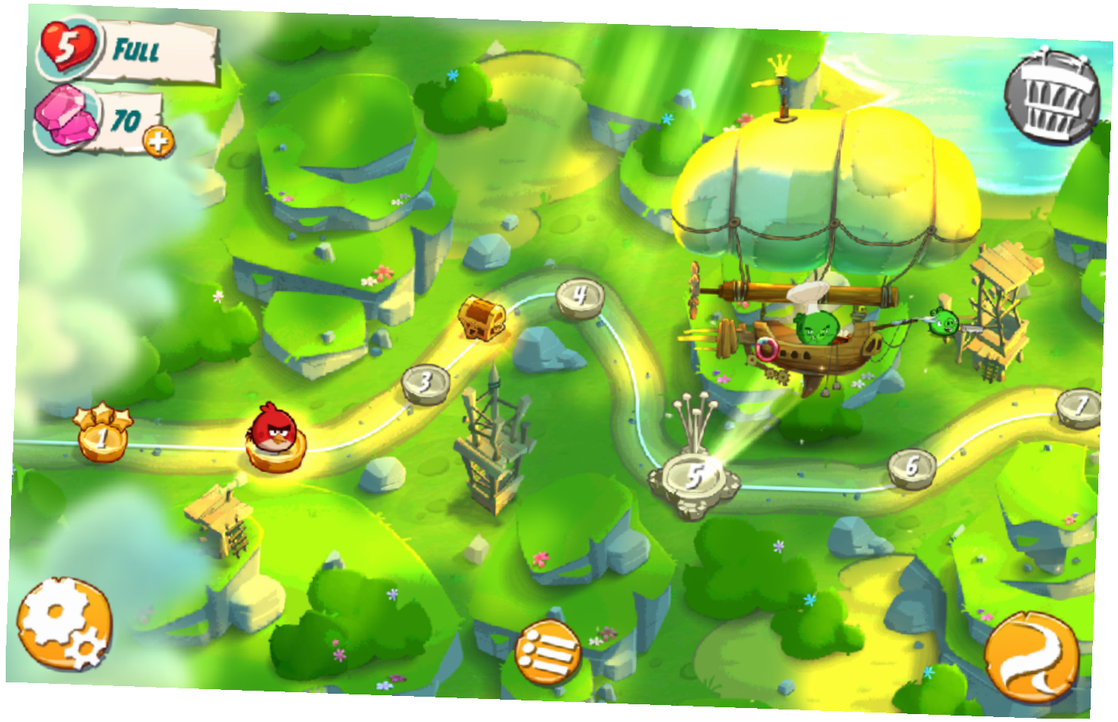
STARE INTO THE WALL
GET IDEA
TRY TO KILL IDEA
IDEA DEAD?
YES!
NO!
ASK TEAM MEMBER TO HELP KILL IDEA
FINALLY, RELUCTANTLY
SPEC OUT IDEA
SCALE DOWN IDEA
SCALE DOWN MORE
ADD IDEA TO BACKLOG

267
TREASURES
OPEN CHESTS FOR REWARDS!
FREE!
80
FREE REWARDS!
PREMIUM REWARDS!
360
364
363

145
Treasures
Open them for great rewards!
Get another Free Reward!
Common
Time left:
11:46
Rare
80
Legendary
900
7 Hours

896
DSFSDFSFDASDFA
TREASURES
OPEN THEM FOR GREAT REWARDS!
COMMON
FREE!
RARE
80
LEGENDARY
900
7 HOURS




5
Full
70
1
2
3
4
5
6
7

17/40
1,159
1,140
Hat Shop
RockBottom
76
9
17
11
8
12
9
10
?
2d 19h
3d 11h
1d 19h

7
17/40
1,159
1,140
HAT SHOP
ROCKBOTTOM
76
9
17
11
8
12
9
10
7H 59M
2D 19H
3D 11H
1D 19H

17/40
1,159
1,140
HAT SHOP
ROCKBOTTOM
76
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7H 59M
2D 19H
3D 11H
1D 19H

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1,159
1,140
HAT SHOP
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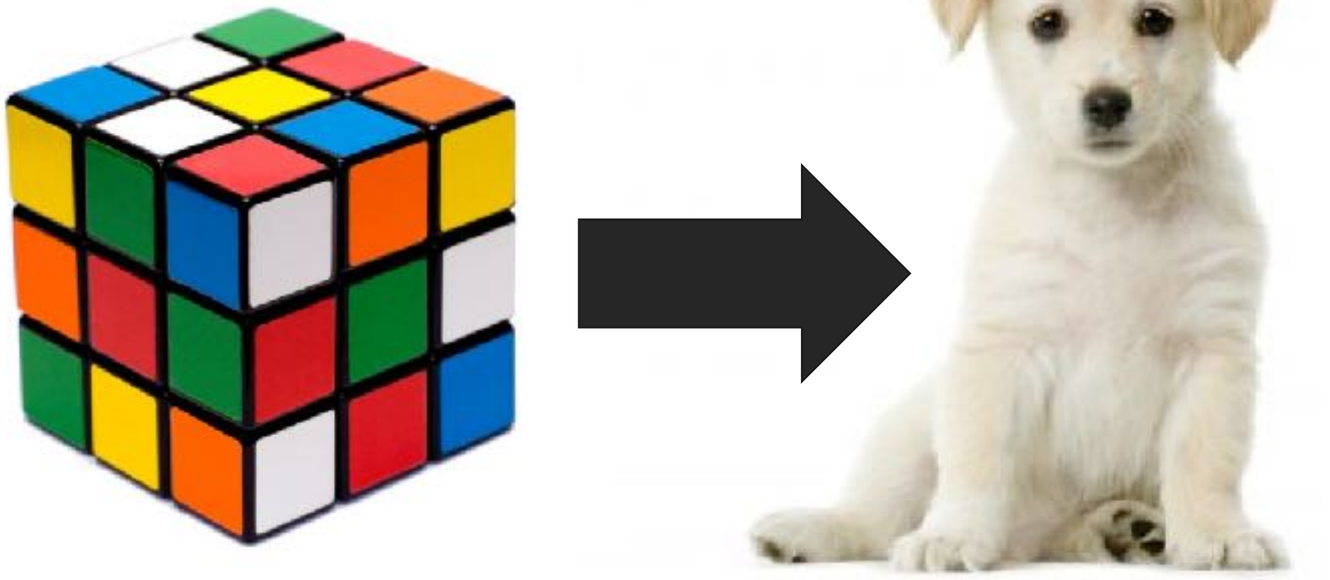
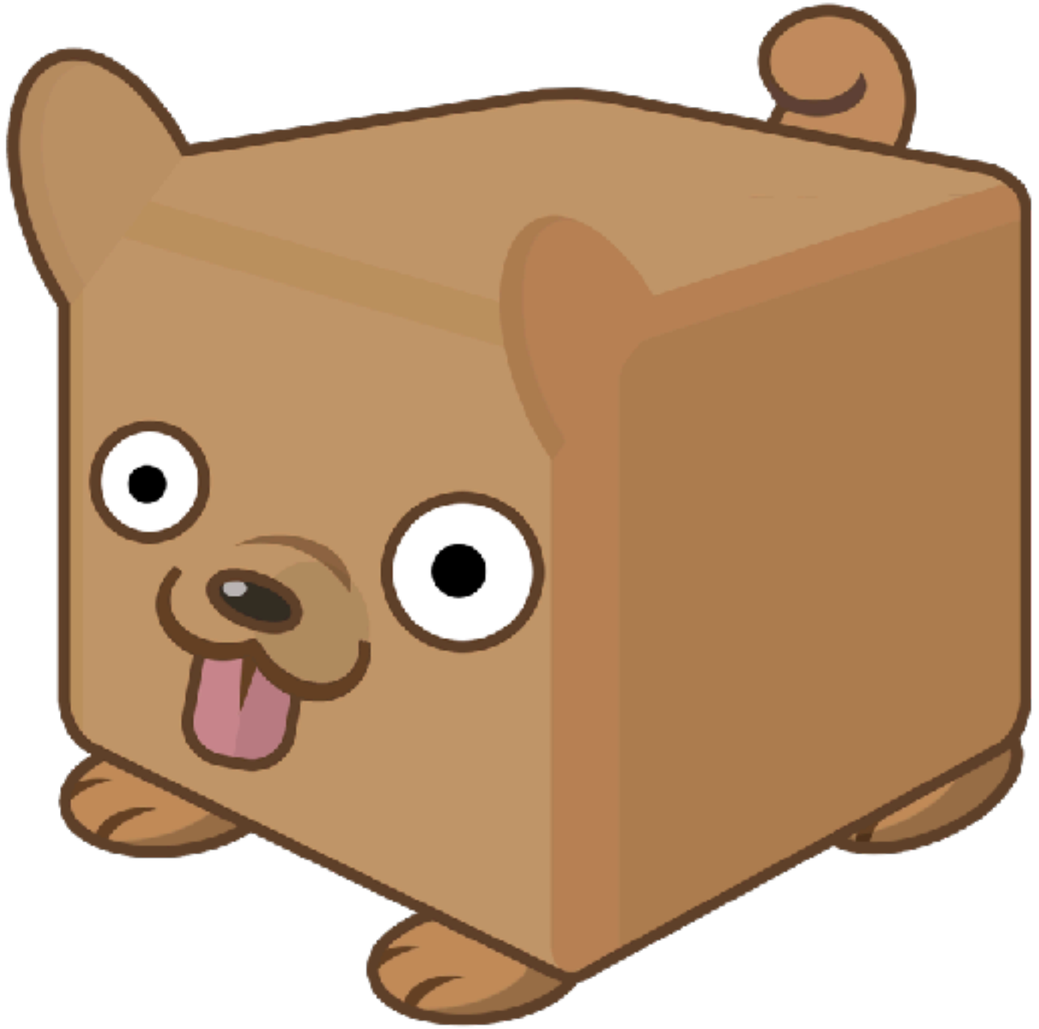
7H 59M
2D 19H
3D 11H
1D 19H





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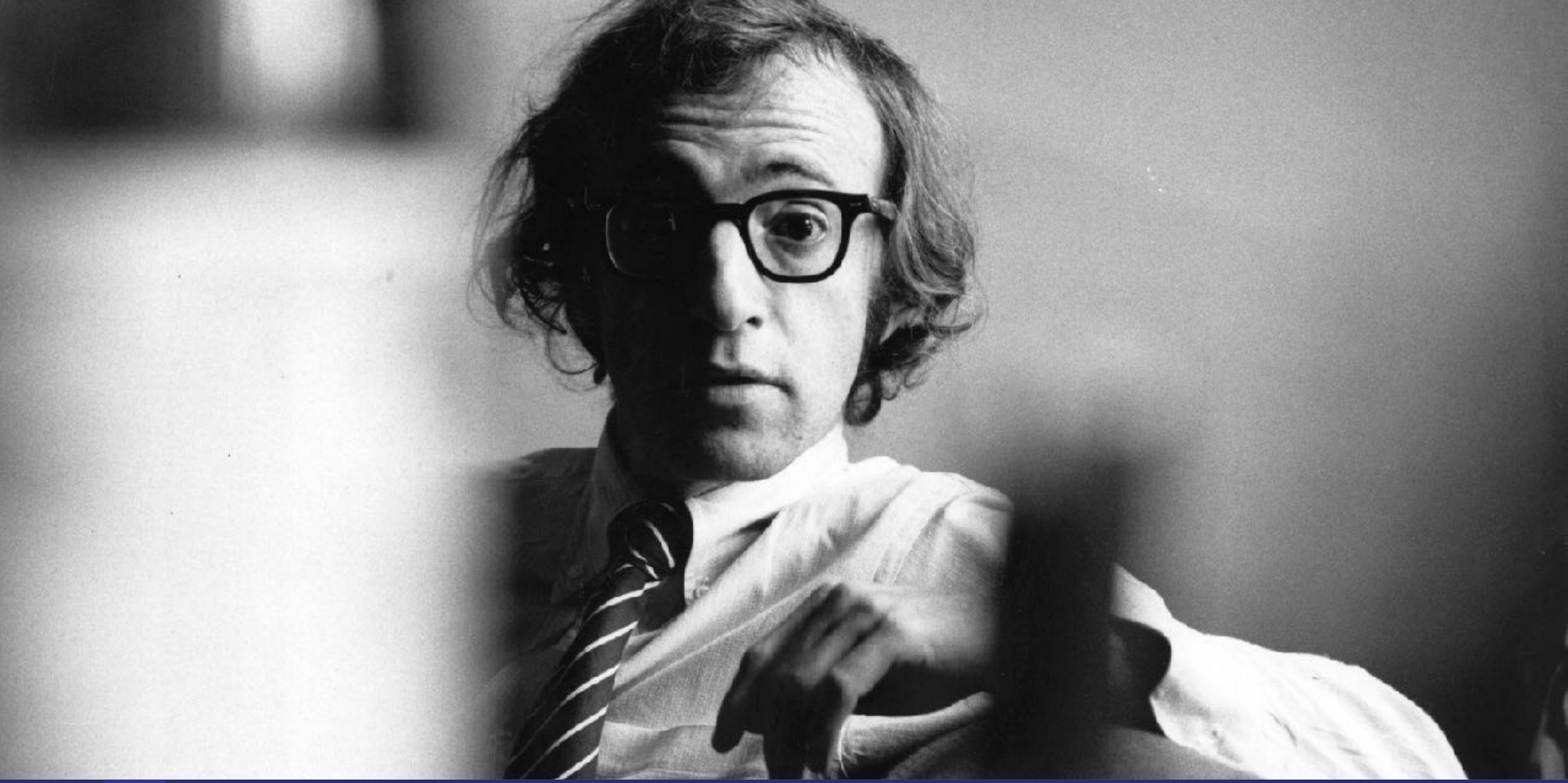

Thank you!