

Angry Birds

A Transmedia Analysis

By Raiko Suits

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Introduction

This paper is a transmedia analysis of the project Angry Birds, created by Raiko Suits for the course Transmedia Storytelling I, taught by Dr. Renira Gambarato. The course is part of the Baltic Film School's Crossmedia Production Master program. The paper follows the methodology suggested by Dr. Renira Gambarato in the text "Transmedia Project Design: Theoretical and Analytical Considerations" and the main goal of the analysis is to understand in which way transmedia storytelling strategies were implemented in The Angry Birds project, evaluating its strengths and weak points and trying to suggest possible improvements if any.

Rovio, the company that created Angry Birds, was founded in 2003, and from 2003 to 2008 all development was basically focused on Java games for more primitive mobile phones. 2009 Rovio was financially in a pretty bad spot. The marketplace was difficult and the business was likewise difficult. At the peak there were 55 or 60 people working at Rovio. And in 2009, when Angry Birds started, there were 12 people. If Angry Birds would not have been successful, there would have been a number of questions of whether it makes sense to continue.¹

Angry Birds is a puzzle based game with numerous levels. The premise of the game is that naughty pigs have captured eggs belonging to the angry birds and built structures made of various materials around them. Birds want the eggs back and therefore launch themselves with sling against the structures to destroy them.

Premise and purpose

Rovio Entertainment, founded in 2003, is an industry-changing entertainment media company and creator of the globally successful Angry Birds franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release and is now the number one paid app of all time. Rovio has launched nine Angry Birds games so far for different platforms: Angry Birds, Angry Birds Seasons, Angry Birds Rio, Angry Birds Space,

¹ Sutter, John D. What's so addictive about 'Angry Birds'? (2012). Retrieved January 5, 2014, from <http://edition.cnn.com/2012/06/03/tech/gaming-gadgets/angry-birds-question-answer/index.html>

Angry Birds Friends, Bad Piggies, Angry Birds Star Wars, Angry Birds Star Wars II and Angry Birds GO.²

The initial version of the game was released on iOS in December 2009. In the game, players use a slingshot to launch birds at pigs stationed on or within various structures, with the intent of destroying all the pigs on the playing field. As players advance through the game, new types of birds become available, some with special abilities that can be activated by the player. Rovio Mobile has supported Angry Birds with numerous free updates that add additional game content, and the company has also released stand-alone holiday and promotional versions of the game.³

The fundamental purpose of the project is to entertain the audience and give some brain stimulations at the same time. While the game is free to play, it is possible to buy a version with no commercials. The game also advertises various Angry Birds products, which are the main money makers.

Narrative

The survival of the Angry Birds is at stake. Dish out revenge on the green pigs who stole the Birds eggs. Use the unique powers of the Angry Birds to lay waste to the pigs confounding constructions. Angry Birds features challenging, physics-based demolition gameplay with hours and hours of replay value. All levels of all games require logic, skill, and brute force to crush the enemy.⁴

Characters of Angry Birds are wingless birds who have different powers on one side, green pigs on other side and the purpose of the game is very simple – destroy the pigs.

Pigs got hungry and decided to steal some eggs that they found. This made the birds angry. Player is in control of the birds and tries to kill the pigs. Main goal is to launch the birds at the pigs. Pigs are just targets who sometimes do funny noises and if the player hits them, they die.

The game does not have any major events. Every next level the game offers is more difficult than the last one and requites more logic, skill and luck to pass. Player recieves points when the level is completed. Sometimes it is quite easy to pass levels and advance quickly to

² Who we are. Retrieved January 5, 2014, from <http://www.rovio.com/en/about-us/Company>

³ Angry Birds. (2014). Retrieved January 5, 2014, from http://en.wikipedia.org/wiki/Angry_Birds

⁴ Angry Birds description. (2013). Retrieved January 5, 2014, from <https://itunes.apple.com/en/app/angry-birds/id343200656?mt=8>

another one, but the score and three star award system makes the player to want new records and challenges him/her to pass levels with better scores. This puts players in a position where they want to play the same levels over and over again and it makes them interested in the game for a longer time.

There is Angry Birds merchandise all over the planet, from stuffed toys, to candy, board games and marketing promotions; the Angry Birds are in turning from fad to trend to legend.

Many fans represent their favorite Angry Bird with a shirt, hoodie, plushy or toy. AngryBirdsTees is one of the first online retailers with exclusive designs, and sells the newest trends with Angry Birds clothing. AngryBirdsTees.com is the first to launch new officially licensed Angry Birds shirts. Angry Birds keeps their community engaged by continuing to produce new games, new levels and even recently came out with a new bird altogether, the Orange Bird. While no one knows what they will do next we can be sure that they will continue to entertain all of their fans with great new products and levels.⁵

In the year 2013 they launched a cartoon series of Angry Birds. Short clips, each are about three minutes long. Cartoons are quite fun to watch and entertaining, for the kids at least and these are available through mobile game app.

Rovio Entertainment is going to release an Angry Birds movie in theaters summer 2016. It is based on video games and it will be a computer-animated 3D movie.⁶

Worldbuilding

Angry Birds story occurs in a cartoonish 2D environment, where worlds are similar, but every game, which is realized, has different elements and already familiar characters presented somehow in a new way. Audience will recognize them all, but notices, some changes in their skills or outlooks. For example, one sequel takes place in the world, which is designed like the movie Star Wars and characters are made similar to Star Wars characters, but still recognizable as Angry Birds. This is a clever trick because Star Wars already has very large group of fans and putting the Angry Birds characters in this world gets more attention.

⁵ Angry Birds Clothing. Retrieved January 5, 2014, from <http://www.angrybirdstees.com/angry-birds-bio-history-and-characters.html>

⁶ Angry Birds Movie. Retrieved January 5, 2014, from http://angrybirds.wikia.com/wiki/Angry_Birds_Movie

Main story, the game, takes place in the 2D computer generated platform, but Angry Birds also has theme parks, cartoons, clothes, all kinds of merchandises and toys to spread the brand even further.

Only danger in game is that player will not pass the stage and has to repeat it to gain access to next level or just get the better score. There is no threat of falling back some stages in game, if failure occurs. This takes away the pressure from player, allows to continue the game from the same place he or she left off and makes it all about having fun and not worrying about losing any progress, this is why the game is so entertaining and popular.

Based on the game, the pigs are bad and birds are good. It seems so because player takes the side of birds in the main game. Angry Birds Toons brings to life the characters and adventures from one of the beloved games in history. It reveals the fun and sneaky worlds of the Birds and their nemesis Piggies.

Angry Birds has a spin-off called Bad Piggies, which puts the player on the side of piggies. In this game piggies need to go from one point of the level to another and the player has to build them vehicles from the pieces the game offers. World looks the same like Angry Birds world, but now the main characters are the piggies and birds are not included in the game. Only the unprotected eggs are there and piggies have to get them. Game is more puzzling than Angry Birds and a lot of fun.

The newest game of Angry Birds is a spin off called Angry Birds GO. This is a racing game in a 3D world. Although the game takes elements from previous games, such as characters and a slingshot, that boosts the Karts of all racers in the start, it is a racing game. The Game has some new and interesting elements like player can use one character for five races, when it is done, the game says that used character has to rest and makes player to choose another racer. If all characters have to rest, the player has a choice to close the game and wait for twenty minutes to continue playing or give energy to characters by using crystals. Crystals can be collected during races, but they are quite rare elements in the game. Other option is to buy it with real money. There is also a possibility to buy in game money, which lets player to upgrade the Karts to make them better. Although the game differs a little from other racing games, it would not get much attention, if it were not a game from Angry Birds brand.

Angry Birds GO has a little extra game called Jenga. It can be launched from the same app and player is still in same 3D world where racing takes place, but this time the challenge is to

launch a bird in kart against structures similar to the ones in original Angry Birds game. There are also green pigs as targets, point system and different levels. They added to the racing game another game that is very similar to the real Angry Birds game in 3D world. This should have been the main thing and racing game should have been just a little add.

Angry Birds GO with all the advertising is free to play, but they offer to spend money on the game on every step of the way.

The world is definitely big enough to support expansions. There are some sequels of Angry Birds that support multiplayer, but all these games offer only an opportunity to play on the same side and take turns while killing the pigs. Tournaments in facebook are also just comparing the scores. One way to expand is to make a game where players can play against each other. Game starts and both players build structures around their characters to protect them and try to kill each other off the same way game works now. Story can be expanded by just telling that pigs got also angry and started attacking back by also launching themselves against the enemy. One player plays as pigs and other plays as birds.

I am sure that there are lots of other ways to expand the story and the world.

Characters

The primary characters are all the birds and secondary are the piggies. That is how it is in games, because the player is put at the same side with the birds.

- Red Bird is the main angry bird, capable of smashing all types of surface.
- Blue Bird is a bird that explodes into three birds and is most proficient at smashing glass.
- Yellow Bird is known for speed, when you tap goes faster and is the de-facto bunker buster bird.
- Black Bird is the bomb, after launching he has the ability to explode once clicked again. Great for destroying lots of concert and pigs.
- Mighty Eagle destroys all the pigs instantly. He will beat any level you use him on automatically, though you will not get any stars on levels you use him on. And normally costs money to use him.
- Big Brother can crush a concrete wall with its weight. It doesn't need superpowers to be effective with its massive size

- Orange Bird when this bird is launched, the bird expands to a huge balloon. A couple seconds later it deflates and pops.
- Green Bird can spin around and smash the pigs from the other side, this bird is similar to (and has been nicknamed) the boomerang.⁷

Game spin-offs are Bad Piggies and Angry Birds Go. In Bad Piggies, a player is sided with pigs and has to help them to steal the eggs. In Angry Birds Go, player can play all the characters.

Extensions

Angry Birds, the initial version of the game was released on iOS in December 2009.

Angry Birds Seasons is first extension of the game and was first released on October 2010 as Angry Birds Halloween. Over time additional several holiday-themed episodes were added.

Angry Birds Rio was launched in March 2011. The game is based on the 20th Century Fox animated film Rio.

Angry Birds Space was launched on March 22, 2012, The game features elements from the preceding Angry Birds games as well as new gameplay mechanics. The stage is no longer flat, instead comprising several different planets, each of which has its own gravitational field that affects the trajectory of the birds after launch.

Angry Birds Star Wars was released on November 8, 2012. Merchandise related to the game was released on October 17. The game is a crossover with the Star Wars original trilogy, and casts the Angry Birds as the Rebels and the Piggies as the Empire.

Angry Birds Friends was first released on Facebook in May 2012, and on mobile devices on May 2, 2013. The game features six-stage tournaments that change every week.

Angry Birds Star Wars II was released on September 18, 2013. The game is compatible with Hasbro Telepod technology to allow the player to summon a specific bird or pig into the game. The game is a crossover with the Star Wars prequel trilogy, and for the first time allows players to be either on the Bird Side as the birds or the Pork Side as the pigs.

⁷ Meet the Angry Birds Characters. Retrieved January 5, 2014, from <http://www.angrybirdstees.com/angry-birds-bio-history-and-characters.html>

Angry Birds Go! is an kart racing video game released on December 11, 2013. The game is compatible with Hasbro Telepod technology to allow the player to summon a specific kart into the game.

A spin-off to Angry Birds, called **Bad Piggies**, was released on September 27, 2012 on Mac, Android and iOS platforms. The game is from the Pig's point of view, and involves building vehicles in order to reach a goal point.⁸

Rovio has opened **Angry Birds theme parks** in the Finland, U.K., Spain, and China. In the U.S., the company has Angry Birds Space Encounter parks at the Kennedy Space Center Visitor Complex in Florida and the Space Center in Houston.⁹

Telepods are toys where Angry Birds app comes to life. This line of Hasbro toys captures all the launching and destroying fun of the app in physical form. Audience gets a whole fleet of Angry Birds racing karts. Angry Birds GO app lets user to scan the real life toy with mobile phone into the game. This unlocks the same kart in the game and is also playable virtual world.¹⁰

Indoor games which allows player to build their own episode with the blocks and ram the birds into it, just like in a real game. They have many different versions of that and card games and other stuff.¹⁰

Outdoor games are two bird-shape balls to throw around.¹⁰

Cartoons about adventures of birds and pigs.¹⁰

They sell cloths, hats and costumes, lots of other things like bags, keychains, stuff to home, glasses, little electronics like speakers for mobiles and earphones, also comics, doodlebooks, notebooks, and so on.¹⁰

Extensions mostly maintain the original characteristics of the world and still add something to it, to be innovative and keep fans interested. The newest extension, Angry Birds Go is most different from others, it is in 3D.

⁸ Angry Birds. (2014). Retrieved January 5, 2014, from http://en.wikipedia.org/wiki/Angry_Birds

⁹ Moscaritolo, Angela. Huge Angry Birds Theme Park Opening in Gran Canaria (2013). Retrieved January 5, 2014, from <http://www.pcmag.com/article2/0,2817,2426493,00.asp>

¹⁰ Angry Birds official shop. Retrieved January 5, 2014, from <http://shop.angrybirds.com/eu/>

Media platforms and genres

Angry Birds story is told, first of all, on mobiles. The game can be played everywhere, standing in line, in public transportation, just waiting for something. The beauty of this game is easy accessibility and availability to start playing instantly and also stop it. Of course, the game is also available on other platforms like PC, MAC, different consoles, but main platform is mobile phone.

These platforms also carry on Angry Birds cartoons. If new episode is available, it can be seen in game app in mobile device and also in television around the globe.

Angry Birds has theme parks, doodle books, comics, toys, indoor games, outdoor games and they are going to make a movie, which should be finished in 2016.

All these Angry Birds things can be used separately and the audience does not need to know anything about other platforms to use something with the Angry Birds logo, but of course the experience is something else if used together. For example, Angry Birds has toy karts, which can be scanned into mobile app and used in the game also. But there is no need for that, because if the Kart is not scanned, the app is still fully usable and if someone buys the toy, there is no need to play the virtual game. Everything can be used as a rabbit hole in Angry Birds world and there is no right way or order to start exploring it.

The main core of Angry Birds brand is the free virtual game and everything else is there to earn the money.

Audience and market

The game is liked among both genders and is enjoyed by the kids, teenagers and adults. It is a true family entertainment product. Main attraction is the game, but Angry Birds also has the cartoons. Toons are fun and short, but they attract mostly the children. Toys, stuffed animals, doodle books and comics are too for children. Same is with theme parks, which are also designed for families with children. Clothes and costumes are in all sizes and meant for adults and children.

Main attraction is the game and main device the game is meant for, is Mobile phone. Angry Birds executive Henri Holm said that the mobile is now the first screen and the second screen

is TV.¹¹ People are watching their phones and the TV is second screen which keeps an eye on the audience. They still sell the game to all the thinkable platforms - Mobiles, tablets, PCs, MACs and consoles.

They also engage fans through social media with Angry Birds Friends, which is a game in facebook. It has over 5 million users and allows friends to compete with each other. If you start the game in a browser, music starts to play and the mute button is hard to find, so the first reaction is to close the site. It is inconvenient to the user.

Projects appeals to the audience because it is simple, with no learning curve to get going. It is rewarding – fans get a primitive pleasure in blowing stuff up. It is realistic – the physics of the game are just as you would expect. Sounds, laughs and backflips of the creatures are funny.

Michael Chorost, PH.D¹² explains that people like this game because the anticipation of reward puts your dopamine system in overdrive. All that dopamine release makes you compulsively want to know what will happen when you fling the next bird. Some of us are more susceptible to this dopamine floating around in our synapses and keep playing the game.

There are plenty of games like Angry Birds whatever your requirements (free, PC, online, download and iPhone). Most of these games are straight up Angry Birds clones but there are a few options that add their own little bit of spice to the Angry Birds formula.¹³

Angry Birds business model is "freemium" which means the games are free and only a minority of users pay for premium services and in-app extras in the digital world. But such is the brands scale and reach that fans who might pay nothing digitally have been clamouring to buy tangible, physical products, which are almost entirely paid-for and generate valuable revenue. Jami Laes, Rovio's executive vice-president of gaming, says there is plenty of opportunity to generate revenue within the game itself. "When you have that kind of reach," he says, referring to the 1.7 billion downloads, "there are other ways to monetise it" apart

¹¹ The Brief – With Angry Birds (video in article) (2013). Retrieved January 5, 2014, from <http://www.bandt.com.au/video/the-brief-with-angry-birds>

¹² Angry Birds Info graphic: AYTM Market Research Results. Retrieved January 5, 2014, from <http://aytm.com/blog/research-junction/angry-birds-addiction/>

¹³ 11 Games Like Angry Birds (Free, Online, PC and iPhone). Retrieved January 5, 2014, from <http://www.squidoo.com/games-that-are-like-angry-birds>

from just persuading players to make in-app purchases. Examples include sponsorship, advertising and partner-ships such as a spin-off, branded Star Wars version of the game.¹⁴

Following this success in mobile gaming, Angry Birds has expanded rapidly in entertainment, publishing, and licensing to become a beloved international brand. Rovio has grown alongside Angry Birds, and the multifaceted entertainment house currently employs more than 700 professionals in its headquarters in Espoo, Finland, and offices in Tampere, the United States, China, Sweden, Japan and the U.K.

Rovios reach extends far beyond Finnish borders, with current employees representing more than 38 nationalities. As a rapidly growing company with plenty of opportunities for go-getters, the company is especially attractive to young people who are ready to show their mettle. Rovio regularly brings new talent to the field through training programs, partly in cooperation with universities.

Rovio has created a world-class entertainment industry in Finland and turned it into a significant local employer. With an open organizational culture that welcomes new ideas and suggestions for improvements at all levels, Rovio is constantly looking to innovate and grow along with its employees.

"Rovio's smart evolution from a one-brand online game maker into a multimedia entertainment studio with a library of characters has paid off handsomely, as triple digit growth in high-margin Consumer Products licensing gives V.C. backers nothing to be angry about," said PrivCo CEO Sam Hamadeh today in a statement. The company delivered revenue of \$194.8 (€152.2) million in 2012, catapulting over its 2011 haul of \$96.9 (€75.7) million by 101%.¹⁵

¹⁴ Spanier, Gideon. How Finns keep preying on success of Angry Birds (2013). Retrieved January 5, 2014, from <http://www.independent.co.uk/news/business/analysis-and-features/how-finns-keep-preying-on-success-of-angry-birds-8876430.html>

| Rovio Financial Overview | | | |
|--|---------------|----------------|---------------------------------|
| | 2011 | 2012 | 2013 (PrivCo Projection) |
| Revenues | \$ 96,876,626 | \$ 194,816,000 | \$ 364,800,000 |
| <i>Revenue Growth % (YoY)</i> | 1135% | 101% | 87% |
| Consumer Products / Licensing Revenue | \$ 29,222,400 | \$ 87,667,200 | \$ 176,000,000 |
| <i>CP / Licensing Growth % (YoY)</i> | N/A | 200% | 101% |
| <i>CP / Licensing % of Total Revenue</i> | 30% | 45% | 48% |
| Operating Income | \$ 60,163,978 | \$ 98,304,000 | \$ 214,794,240 |
| <i>% of Revenue (Margin)</i> | 62% | 50% | 46% |

PrivCo
Copyright 2013 PrivCo

Fig. 1. Rovio Financial Overview.¹⁵

Engagement

All the games are this far from third-person point of view. Player can see the whole 2D world, the enemies and the birds, absolutely everything but racing game is going to be from second-person view.

To keep the audience engaged they constantly renew their content. They do not see their games as disposable. When Angry Birds started in 2009, it had 63 levels, right now the game has at least 250. And all this new content is free for user. They distribute it through the updates the games offers to users.¹⁶

They make games that are similar to the audience already, like Angry Birds seasons and Angry Birds Star Wars I and II. Seasons offer major holyday themes, such as Halloween, Christmas, Easter etc. and Star Wars is very known to everyone and it is fun to see these characters in the Star Wars themed levels. Also the characters are the same, with little differences that are suitable in the Star Wars world.

They do games, animations, merchandise, board games. They try to bring the real world and the virtual world together. They say toys called Angry Birds GO telepod. Fans can buy a toy

¹⁵ Rovio Financial Overview. (2013). Retrieved January 5, 2014, from <http://www.privco.com/angry-birds-studio-soared-in-2012-with-101-revenue-growth-and-50-profit-margins>

¹⁶ Sutter, John D. What's so addictive about 'Angry Birds'? (2012). Retrieved January 5, 2014, from <http://edition.cnn.com/2012/06/03/tech/gaming-gadgets/angry-birds-question-answer/index.html>

which can be scanned with the new Angry Birds racing game app, by doing it the car in the game is unlocked and can race with the same car in virtual world and in real life.¹⁷

Now everybody wants to have branded experience. Brand is very important. The advertising has to be high quality and the most important thing is keeping the fan base. Mobile is the primary screen and there has to be high quality family content on mobile.

The brand has started to live a life of its own. A lot of people who have become fans of the brand, they create all these different things. There are lots of fan pages on the Internet. People are creating animations by just adding talking bubbles to the content recorded from a game. They make parodies. They make videos where Angry Bird characters are put into other games, like Angry Birds in Super Mario. They make caked shaped like Angry Birds characters. Fan created content is massive in this thing and many of the videos on Youtube has millions of more views than videos created by Rovio Entertainment itself. This shows that the Angry Birds world is very strong.

Angry Bird engaged its audience on almost every platform. First of all the game of course, where the audience is a player. Theme parks are the direct way where children can immerse into the Angry Birds world and just have fun. All the toys from throwing balls to board games – audience is nowhere the person who just watches what happens. Fans are directly there to experience the world of Angry Birds. So far, only product Angry Birds project has, where audience cannot take part are the original cartoons.

Angry Birds games are relaxing and easily accessible and this is the reason why they are so popular.

There is a system of rewards. Main reward is to get on to the next level, but also there is points system, less birds the player uses to win the game, more points he gets. And there are secret levels. If player catches a golden egg, then a secret level is unlocked in the game and becomes playable.

Structure

Angry Birds project is retroactive. The game was developed on some workers free time and it was not the top priority for the company. They developed it to a transmedia project after the

¹⁷ Angry Birds Go Telepods Dual Launcher Set. Retrieved January 5, 2014, from <http://shop.angrybirds.com/eu/angry-birds-go-telepods-dual-launcher-set>

game got popular and they needed to make a decision if continue with working on some new game or start building a brand.

Angry Birds game was created by struggling mobile game company and if the game had not become successful, the company would have gone in bankruptcy. They did not have resources to work on transmedia project, all they thought was how to make the game work.

Rather than trying to do everything at one time the developers released Angry Birds solely on the iPhone platform. Once they realized they had made something people loved they began to release their game on other mobile devices. As their success continued to grow they kept expanding their horizon and added to their brands success by creating new products and social media platforms to share their games with the world and give their fans more of what they loved.¹⁸

What we can learn from their success is that when you first start out do not try to do everything at once as it is likely you will either spread yourself so thin you will not be able to make much of an impact in any area of your business or you will have trouble keeping up with all of your projects or social platforms. Instead choose one or two areas you want to focus on and grow it until it is successful or at least until you understand it enough to minimize the process and time you need to continue its growth before you move onto another project or area of focus. If you see another blog or business killing it in their field using only one social media platform than there is a good chance you can too. Study them and learn how they reached their level success and grew their business using content marketing and implement the techniques that resonate with you into your business.¹⁸

Rather than simply being stagnant and letting the game sit on its laurels Rovio entertainment began to market their game excessively everywhere they could by releasing YouTube video's, growing a following on Facebook, and tweeting to their fans. Eventually as popularity grew they were able to expand into new areas of marketing.¹⁸

Angry bird is a transmedia franchise, because all the things can be experienced separately. Audience can jump right to playing any of the games without knowing the story or anything about the brand and still can have full experience. There is no need to play any previous games, because there is not a complicated story. People are engaged to playing it, because

¹⁸ Patrick. What Angry Birds can teach you about building a brand. Retrieved January 5, 2014, from <http://www.fromdreamstolifestyle.com/what-angry-birds-can-teach-you-about-building-a-brand/>

these games or just fun and easy to learn. Each extension works as an independent entry point for the story.

Main unit of Angry Birds is the original game and its sequels, around it are cartoons, merchandises, spin-offs, theme parks and fan generated content.

Aesthetics

Angry Birds looks to be a simple game with minimal graphics and design work. Whichever version of game you play, the first opening menu has a big play button in the middle. This is very suitable for a mobile game, because player can start the game right away without going through complicated menus, making different choices and searching for the play button, before he or she can actually start playing. Angry Birds game has big touchscreen friendly buttons, bright colors and everything has clear shapes which all together help to start playing the game as fast as possible.¹⁹

Most of the screen has solid colors that guide audience visually and player knows exactly what he or she is looking at. Green for the pigs, Red and other basic colors for the birds, the structures also use the same colors throughout the game. This helps the player to familiarize themselves with the map and challenges on a visual level. With just one look, a player can easily say what material is widely used in the structure of the map.¹⁹

If you were to further simplify the design of the birds, it would be like looking at colored spots on the screen.¹⁹

Most of the basic characters are circular in shape. From the birds to the enemies, all of them have a circle theme. The characters details are reduced to the minimum. Wings, legs, feathers etc. are all removed, all there is left is heads. Characters have base colors and simple three tone color scheme and all they have a black outline.¹⁹

This layered tone design is evident throughout the game. From the colored backgrounds, to pigs and everything else in between, you see this layered effect of different hues of the base color overlapping the basic shape.¹⁹

¹⁹ Rizar, Sahah. A Visual Design Guide on Angry Birds (2012). Retrieved January 5, 2014, from <http://durianbot.blogspot.com/2012/03/visual-design-guide-on-angry-birds.html>

Just like the colors, audio is also simple, energetic and funny. Not too complicated and works well with everything else.

Conclusion

Angry Birds is a puzzle based game with numerous levels. The premise of the game is that naughty pigs have captured eggs belonging to the angry birds and built structures made of various materials around them. Birds want the eggs back and therefore launch themselves with sling against the structures to destroy them.

The fundamental purpose of the project is to entertain the audience and give some brain stimulations at the same time. While the game is free to play, it is possible to buy a version with no commercials. The game also advertises various Angry Birds products, which are the main money makers.

Angry Birds features challenging, physics-based demolition gameplay with hours and hours of replay value. All levels of all games requires logic, skill, and brute force to crush the enemy.

Angry Birds story occurs in a cartoonish 2D environment, where worlds are similar, but every game, which is realized, has different elements and already familiar characters presented somehow in a new way.

Main platform the game is meant for, is mobile phone.

The game is liked among both genders and is enjoyed by the kids, teenagers and adults. It is true family entertainment product. Project appeals to the audience because it is simple, with no learning curve to get going. It is rewarding – fans get a primitive pleasure in blowing stuff up. It is realistic – the physics of the game are just as you would expect. It is funny – creatures sounds, laughing and backflips.

To keep the audience engaged they constantly renew their content. They do not see their games as disposable. When Angry Birds started in 2009, it had 63 levels, right now the game has at least 250. And all this new content is free for user. They distribute it through the updates the games offers to users.

Rather than trying to do everything at one time the developers released Angry Birds solely on the iPhone platform. Once they realized they had made something people loved they began

to release their game on other mobile devices. As their success continued to grow they kept expanding their horizon and added to their brands success by creating new products and social media platforms to share their games with the world and give their fans more of what they loved.

Angry Birds looks to be a simple game with minimal graphics and design work. Whichever version of game you play, the first opening menu has a big play button in the middle. This is very suitable for a mobile game, because player can start the game right away without going through complicated menus, making different choices and searching for the play button, before he or she can actually start playing.

Angry Birds has risen very quickly to a very big brand, they are doing very well and they continue expanding.

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