



MOBIILIPELIT MAINOSMEDIANA

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AGENDA

- Rovio ja Angry Birds vuonna 2019
- Pelit mainosmedianana
- Mainonta Rovion peleissä





GAMESFIRST ENTERTAINMENT COMPANY



MOBILE GAMES PORTFOLIO

BEST PERFORMERS
(Q1 2019)

18x
ANGRY BIRDS™
TITLES



3x
OTHER TITLES



ANGRY BIRDS 2



ANGRY BIRDS
Dream
Blast



ANGRY BIRDS
FRIENDS



ANGRY BIRDS
Match

ANGRY BIRDS MOVIE

THE ANGRY BIRDS MOVIE™



GROSSING
350M
USD IN 2016

NO #1 IN
50
COUNTRIES



ANGRY BIRDS™

Rovio © 2019 Confidential

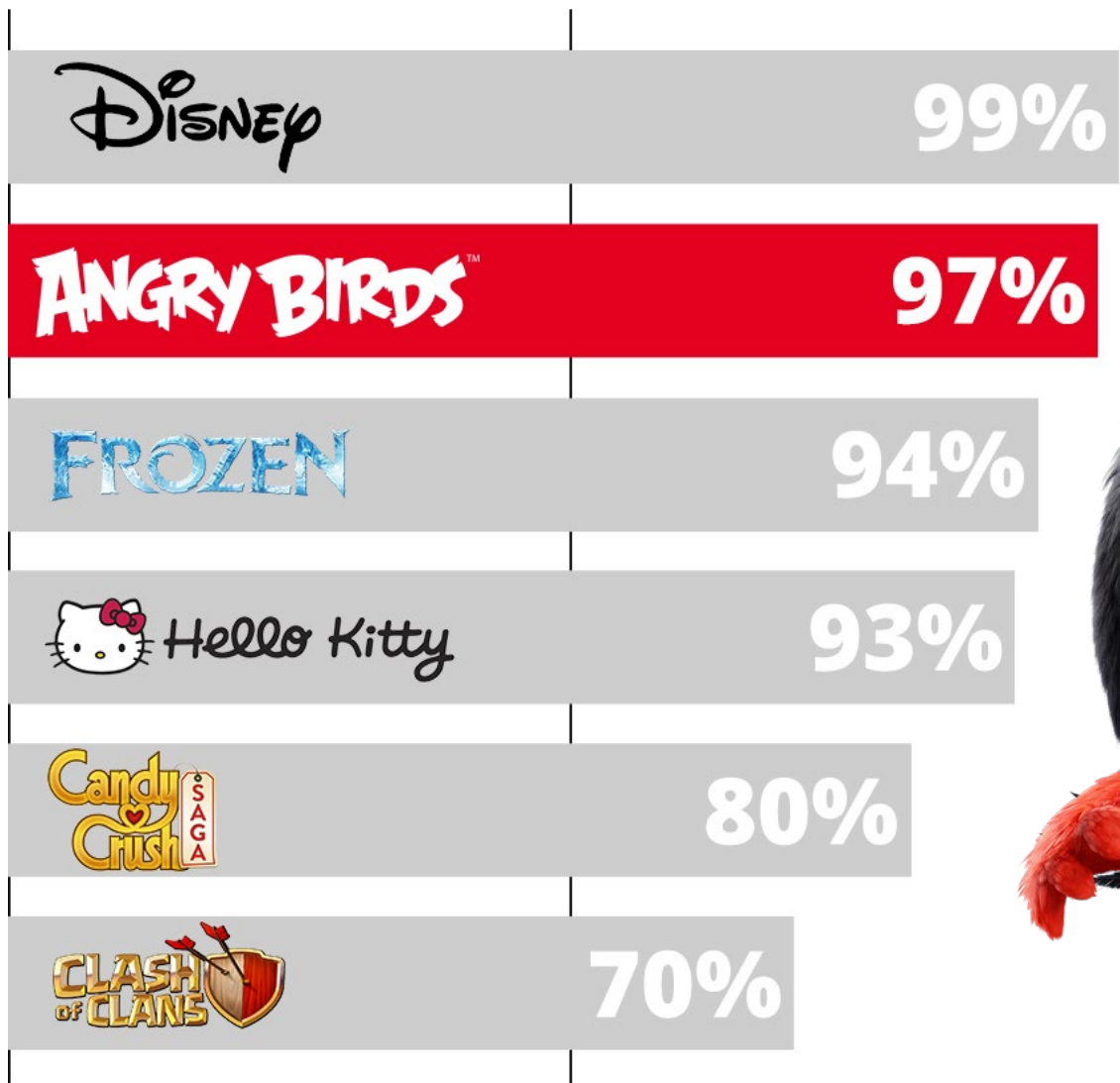
ROVIO

THE ANGRY BIRDS MOVIE 2



IN THEATERS THIS SUMMER
IN 3D AND REAL D 3D

BRAND AWARENESS



REACH FANS EVERY DAY ACROSS KEY DEMOS

Age



MALE

FEMALE

CONSTANT ENGAGEMENT

OUR GAMES OFFER...

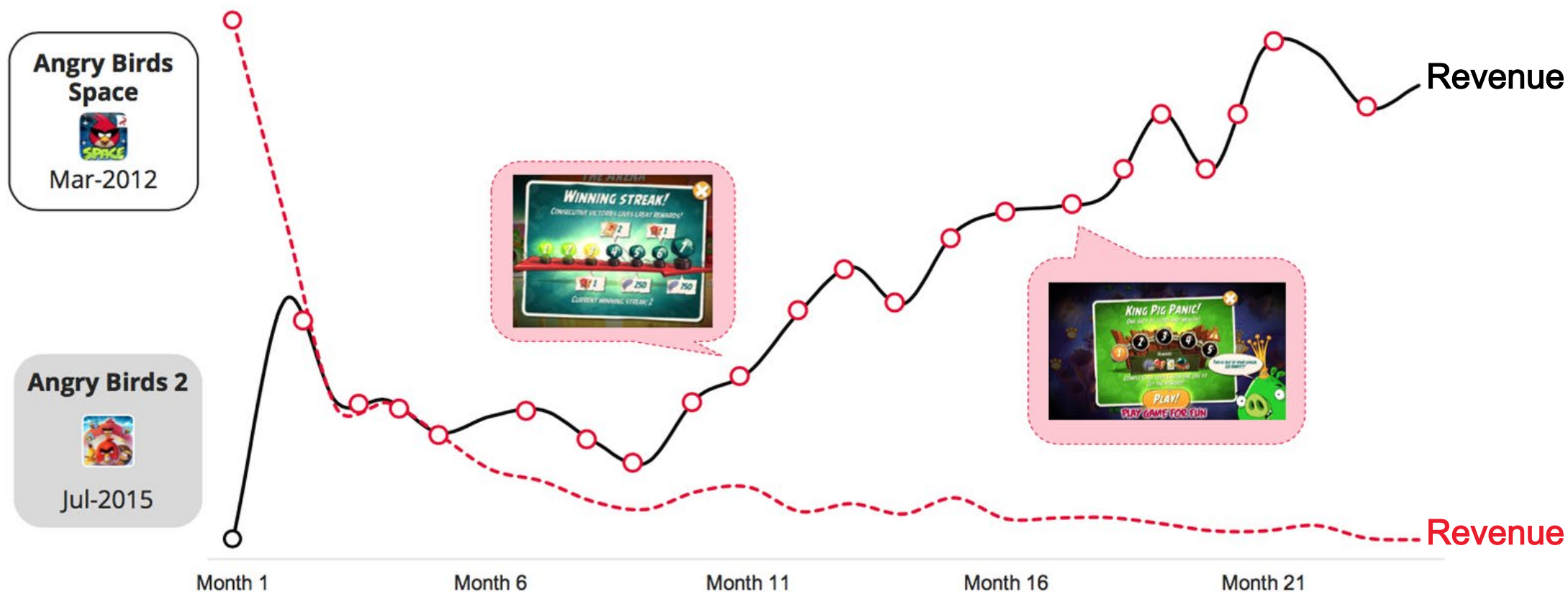
- Constant updates
- New features
- New playable content
- Special events
- Special purchase offers

... TO KEEP THE USER
COMING BACK!



THE PAST: PREMIUM ERA STRATEG

TODAY: F2P & LIVE OPS



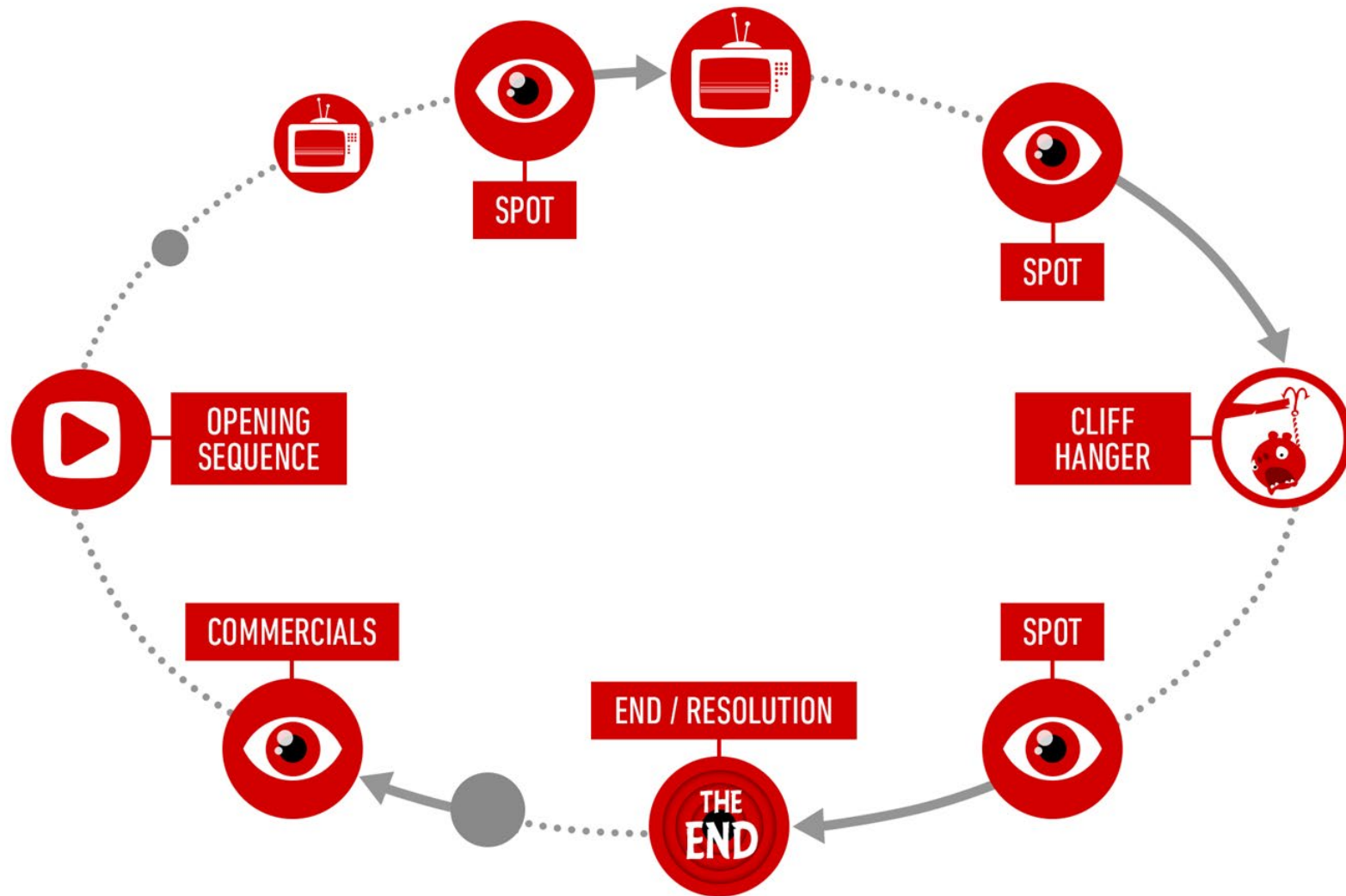


ROVIO

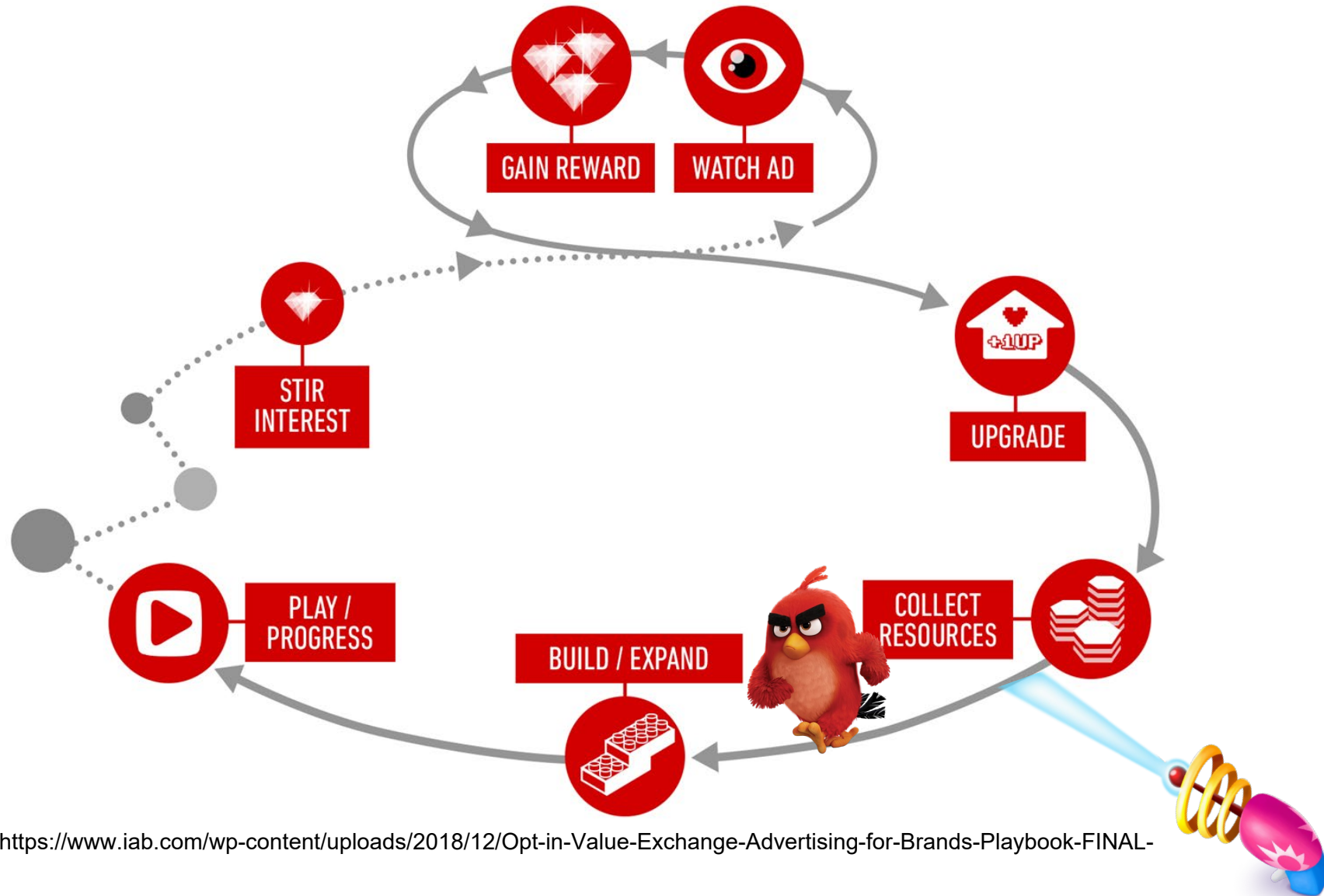
**PELIT
MAINOSMEDIANA**



YOUR TYPICAL TV EXPERIENCE



CONSUMER JOURNEY IN ROVIO GAMES



IN-APP ADVERTISING EQUALLY EFFECTIVE AS TV!



The study uncovered compelling insights into the dynamics between the gaming mindset and ad effectiveness.

- Both the conscious and non-conscious reactions to the mobile gaming ad were highly positive.
- There were no significant differences on positive ad perceptions as a function of seeing the ad in a mobile game versus TV watching, and in many cases, the reaction was stronger for the mobile gaming ad than the TV ad.
- The effectiveness of ads may be attributed to the heightened state of mind people experience while in gameplay mode. Higher attention can lead to higher ad recall.

- The video game ad and the TV ad were equally effective at driving key brand metrics.
- The results suggest that the heightened emotional and attentive state associated with game play more than overcomes any abstract feelings of annoyance about ads in general.

EXECUTIVE SUMMARY

REWARDED VIDEO



Full screen video with 100% completion rate



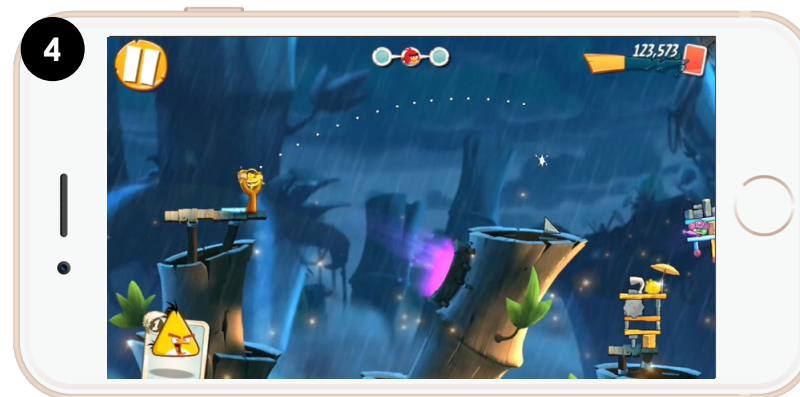
Players opt-in to watch brand ad



Video plays to completion



End card appears with CTA driving to brand site



After end card is closed, In-game reward is instantly delivered to player



PLAYABLE ADS





ANGRY BIRDS™

THANK YOU!

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ROVIO