



App business models

BLN Money in Mobile

Ilja Laurs, London, June 2011



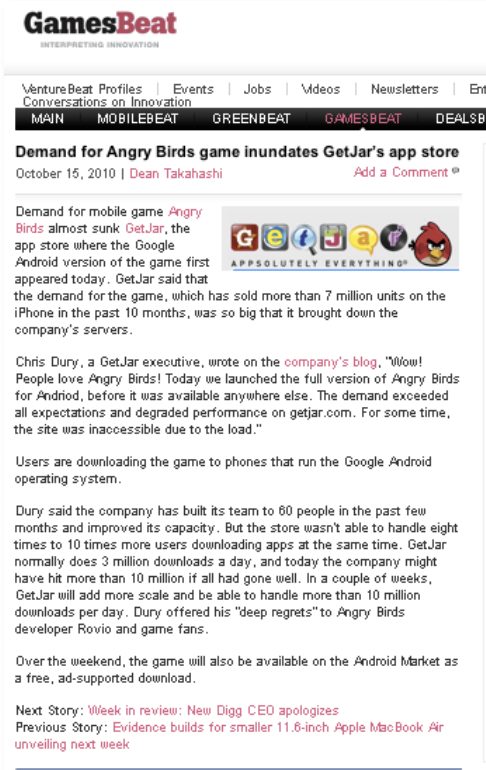
Angry Birds



- #1 best selling app on Apple App Store
- Paid iPhone version
- Free/Ad supported Android version
- Launched Android free version on GetJar



200+ press hits, 200+ tweets/minute in 24h



GamesBeat
INTERPRETING INNOVATION

VentureBeat Profiles | Events | Jobs | Videos | Newsletters | Enter
Conversations on Innovation

MAIN MOBILEBEAT GREENBEAT **GAMESBEAT** DEALSB

Demand for Angry Birds game inundates GetJar's app store

October 15, 2010 | Dean Takahashi [Add a Comment](#)

Demand for mobile game **Angry Birds** almost sunk **GetJar**, the app store where the Google Android version of the game first appeared today. **GetJar** said that the demand for the game, which has sold more than 7 million units on the iPhone in the past 10 months, was so big that it brought down the company's servers.

Chris Dury, a **GetJar** executive, wrote on the [company's blog](#), "Wow! People love **Angry Birds**! Today we launched the full version of **Angry Birds** for Android, before it was available anywhere else. The demand exceeded all expectations and degraded performance on [getjar.com](#). For some time, the site was inaccessible due to the load."

Users are downloading the game to phones that run the Google Android operating system.

Dury said the company has built its team to 80 people in the past few months and improved its capacity. But the store wasn't able to handle eight times to 10 times more users downloading apps at the same time. **GetJar** normally does 3 million downloads a day, and today the company might have hit more than 10 million if all had gone well. In a couple of weeks, **GetJar** will add more scale and be able to handle more than 10 million downloads per day. Dury offered his "deep regrets" to **Angry Birds** developer Rovio and game fans.

Over the weekend, the game will also be available on the **Android Market** as a free, ad-supported download.

Next Story: [Week in review: New Digg CEO apologizes](#)
Previous Story: [Evidence builds for smaller 11.6-inch Apple MacBook Air unveiling next week](#)



news

Latest News CNET River Webware Crave Business Tech

News > The Digital Home

Angry Birds tops 2 million Android downloads

Reisinger

190 [Share](#) [Digg](#)

Angry Birds has hit 2 million downloads on Android-based devices in 10 days of availability, the game's developer announced on its account today.

Monday, Rovio released **Angry Birds** for Android users on cross-platform app store, **GetJar**. The game is also available in the **Android Market**. Pent-up demand for the title, which has consistently been at the top of Apple App Store charts in several countries around the world, caused **GetJar**'s site to crash on Friday. The site is now fully recovered, and is currently up and running for those who want to load the game to their Android-based device.

The iPhone version of **Angry Birds**, which costs 99 cents, the Android version of the title is free to download. However, it's supported by ads. According to a tweet from Rovio over the weekend, the company's decision to offer the app for free was due to its belief that ad apps have not done very well on Android. "The company representative went on to say that we're using the 'Google model' by offering an ad-supported app.

Monday, Rovio will be bringing a paid, ad-free version to Android handsets in the future. A company representative said on Twitter that Rovio plans to offer a paid app "once we get a few more devices tested." That rollout could also include new levels, the company said.

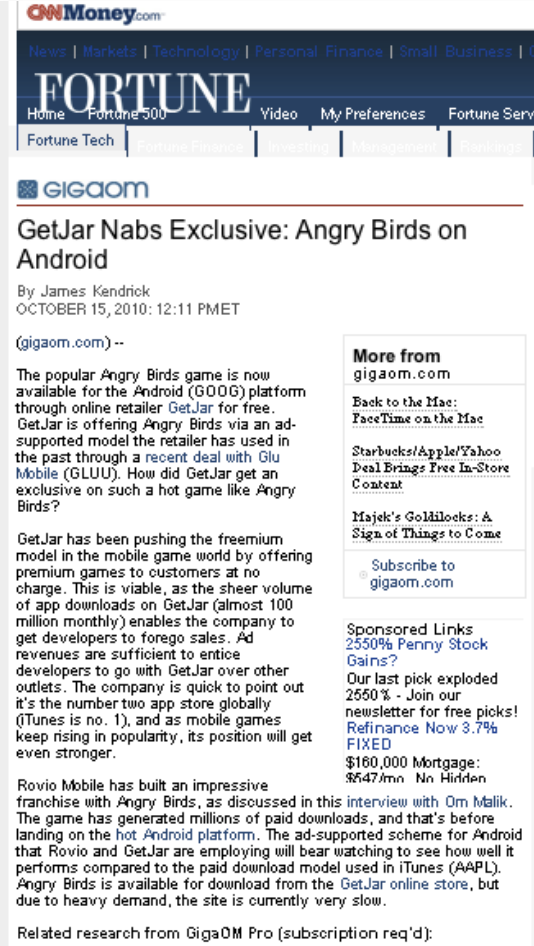
Angry Birds allows users to fling a flock of birds with different capabilities at green pigs through 200 levels. For this writer, it easily seems one of the most addictive gaming experiences I've had in a long time.

Don Reisinger is a technology columnist who has written about everything from HDTVs to computers to Flowbee Haircut Systems. Don is a member of the CNET Blog Network, and posts at [The Digital Home](#). He is not an employee of CNET. Disclosure.

Topics: Digital Home

Tags: mobile, Angry Birds, GetJar, iPhone, Android, Rovio, Android Market

Share: [Digg](#) [Delicio.us](#) [Reddit](#) [Yahoo! Buzz](#) [Facebook](#) [Twitter](#)



CNNMoney.com

News | Markets | Technology | Personal Finance | Small Business | C

FORTUNE

Home Fortune 500 Video My Preferences Fortune Service

Fortune Tech

GIGAOM

GetJar Nabs Exclusive: Angry Birds on Android

By James Kendrick
OCTOBER 15, 2010: 12:11 PM ET

(gigaom.com) --

The popular **Angry Birds** game is now available for the **Android** (GOOG) platform through online retailer **GetJar** for free. **GetJar** is offering **Angry Birds** via an ad-supported model the retailer has used in the past through a recent deal with Gluu Mobile (GLUU). How did **GetJar** get an exclusive on such a hot game like **Angry Birds**?

GetJar has been pushing the freemium model in the mobile game world by offering premium games to customers at no charge. This is viable, as the sheer volume of app downloads on **GetJar** (almost 100 million monthly) enables the company to get developers to forego sales. Ad revenues are sufficient to entice developers to go with **GetJar** over other outlets. The company is quick to point out it's the number two app store globally (iTunes is no. 1), and as mobile games keep rising in popularity, its position will get even stronger.

Rovio Mobile has built an impressive franchise with **Angry Birds**, as discussed in this interview with Om Malik. The game has generated millions of paid downloads, and that's before landing on the hot **Android** platform. The ad-supported scheme for **Android** that Rovio and **GetJar** are employing will bear watching to see how well it performs compared to the paid download model used in iTunes (AAPL). **Angry Birds** is available for download from the **GetJar** online store, but due to heavy demand, the site is currently very slow.

Related research from GigaOM Pro (subscription req'd):

More from gigaom.com

[Back to the Mac: FreeTime on the Mac](#)

[Starbucks/Apple/Yahoo Deal Brings Free In-Store Content](#)

[Majek's Goldilocks: A Sign of Things to Come](#)

[Subscribe to gigaom.com](#)

Sponsored Links

[2530% Penny Stock Gains?](#)

[Our last pick exploded 2650% - Join our newsletter for free picks!](#)

[Refinance Now 3.7% FIXED](#)

[\\$160,000 Mortgage: \\$547/mo No Hidden](#)



Results

- Over 1 million Android downloads in the first 24 hours of launch (Over 2 million the first week)
- More than 200 press mentions on top blogs, news sites and even across radio over the first few days of launch
- 2,000 Tweets the first hour after launch
- Global distribution in over 200 countries on Android
- The number 1 most downloaded Android app ever
- **Free/ad supported business model for Android proven right**







Ilja Laurs
Founder & CEO

ilja@getjar.com
www.getjar.com

