

Kung

Towards bigger data

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Agenda

- A short history of King
- Why do we use hive/hadoop at King?
- I will discuss hive from an analytics and data warehouse user perspective
- Keep it short



This is

Kung

Founded by a bunch of ex-Spray guys



A European developer with its heart in Stockholm

”Silicontull”

+ Game studios in London, Malmö, Bucharest, Berlin & Barcelona.

We create & publish casual games

2003-2010





Skill Games

Play your favourite games against evenly matched opponents in our fun online tournaments. Sign up here!



Mobile Games

Candy Crush Saga is now available on mobile. Click here to find out more.



Social Games

Play with or against your friends in our Facebook games - click here to explore the full range of Saga titles.

2003-2010



Register a new account

Login:

E-mail / Username

Password



FORGOTTEN YOUR PASSWORD?

GAMES

BINGO

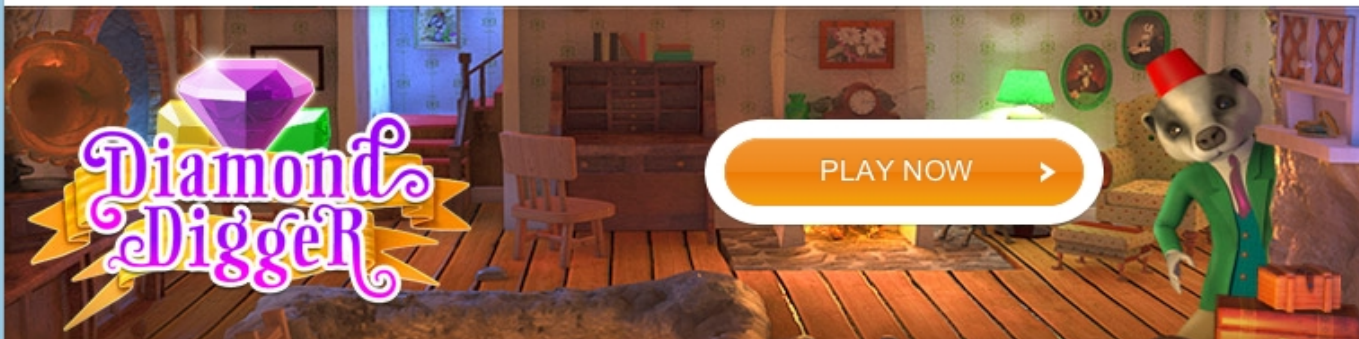
HOW IT WORKS

COMMUNITY

Search game



Games > Puzzle > Diamond Digger



PLAY NOW

Description

Work your way down by digging a path for the water to follow. Complete the levels quickly to increase your multiplier, but make sure you don't run out of moves!

Instructions

1. You have a limited amount of moves. If you run out of them, the game is over. You get new moves for every level you complete.
2. Going down is good. If possible, always aim for the bottom exit. This will give you more treasures.
3. When your time is almost up, look for large groups and colour bombs to utilize your high score multiplier.



PLAY NOW

GAMES AT KING.COM - OUR TOP PUZZLE GAMES



Croco Loco

This bubble shooting game is a blast!



Candy Crush

A sweet switching game with spectacular effects



Pepper Panic

Grow your peppers quickly, and don't let the farmer harvest them too early!



I Scream Ice Cream

All the children want ice cream, and you need to make it for them!

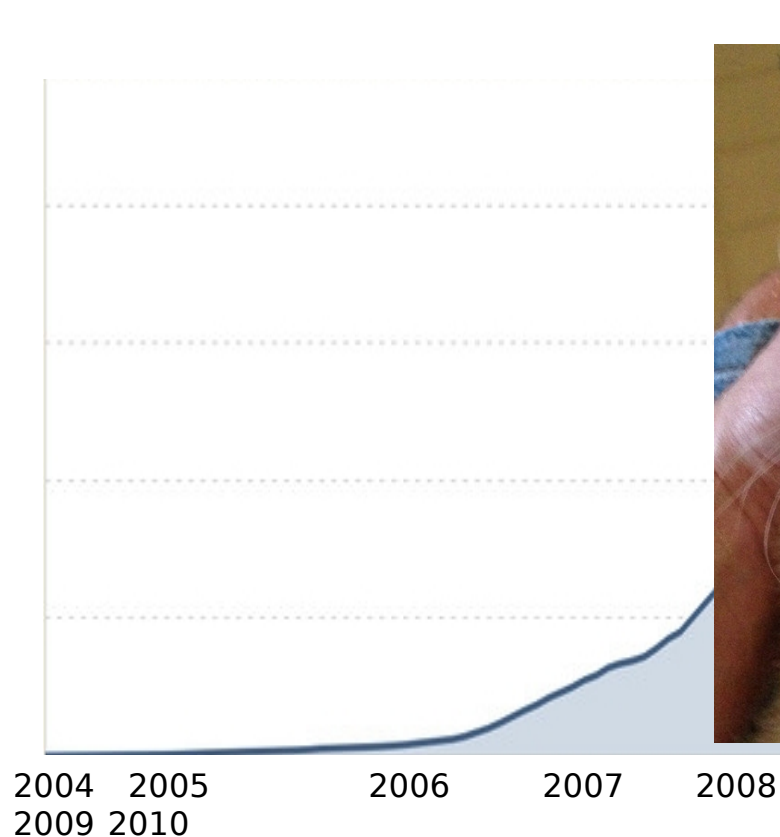


200+ casual games

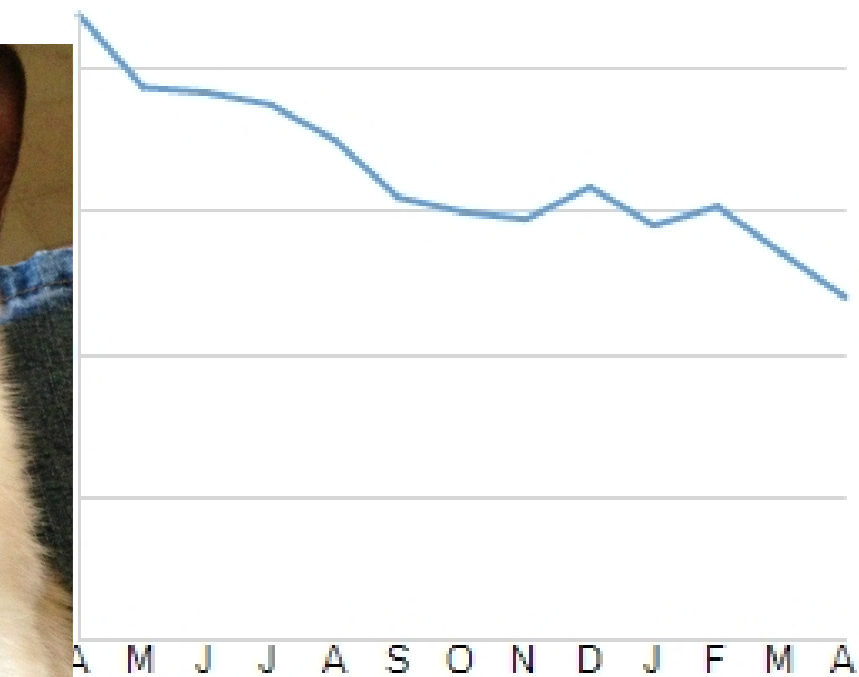


Did we miss the party?

Facebook unique visitors



Yahoo Games US unique visitors



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



It is never too late.

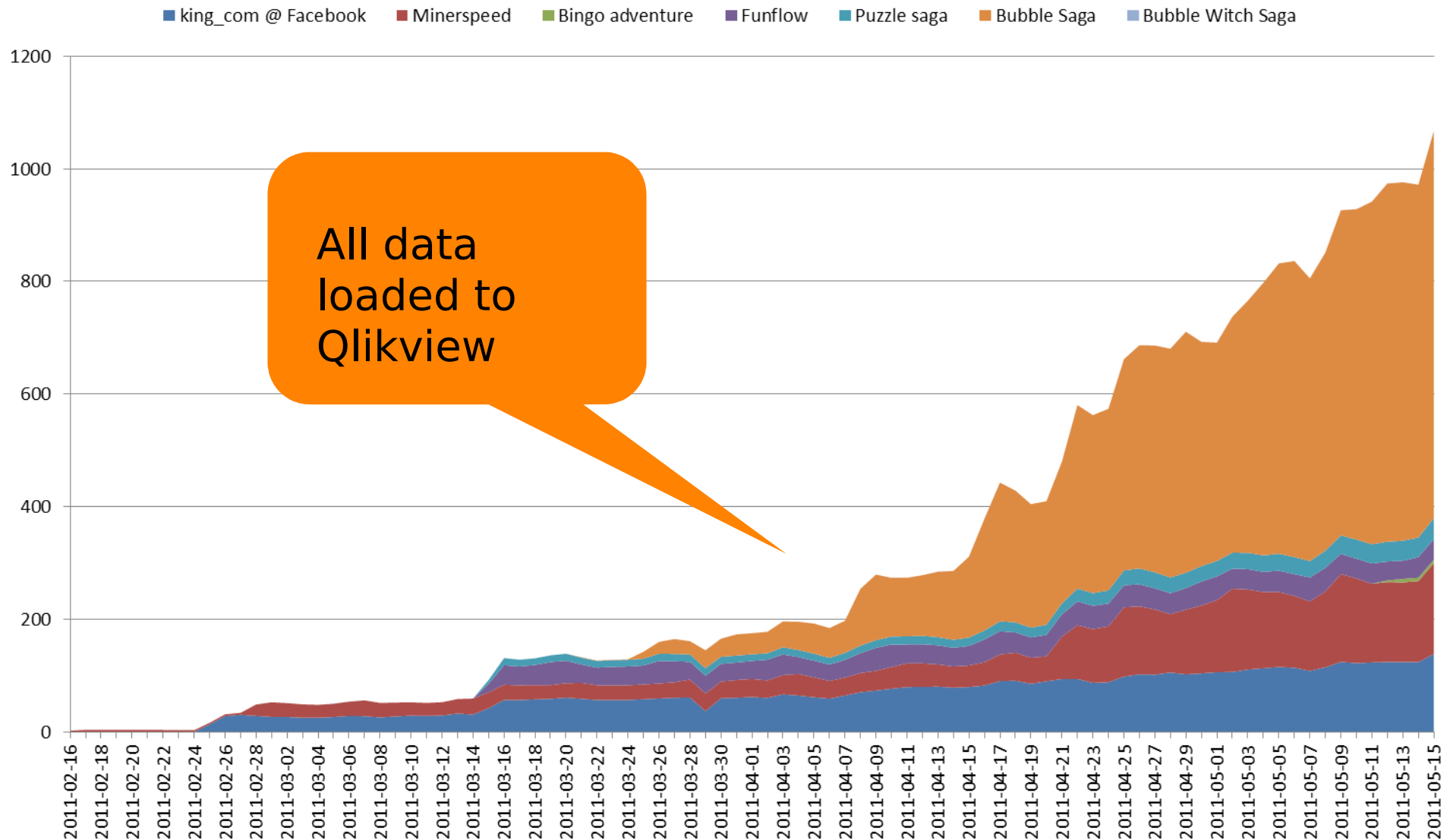
The Saga format

2011

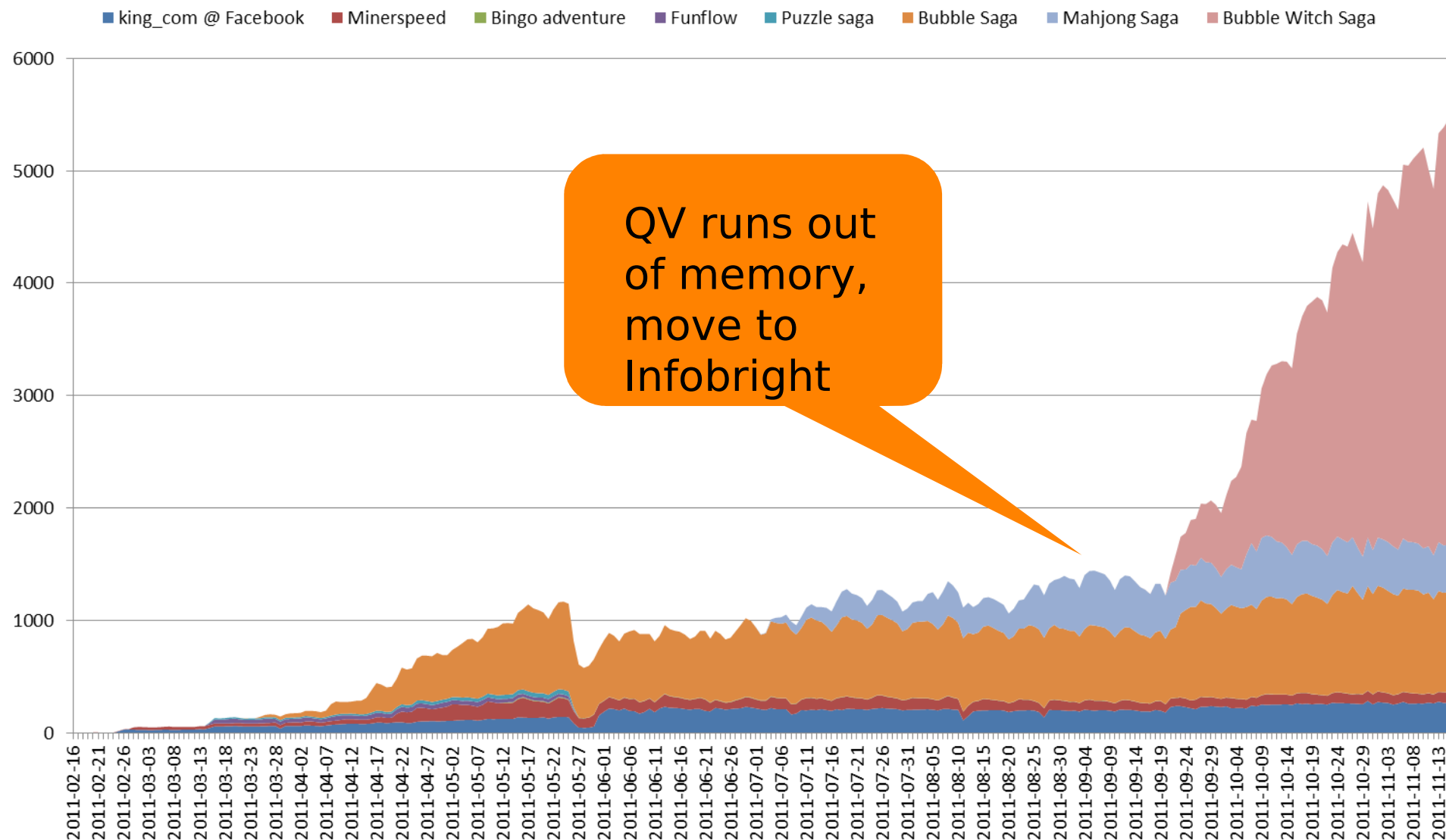


May 2011

Bubble saga was a hit...

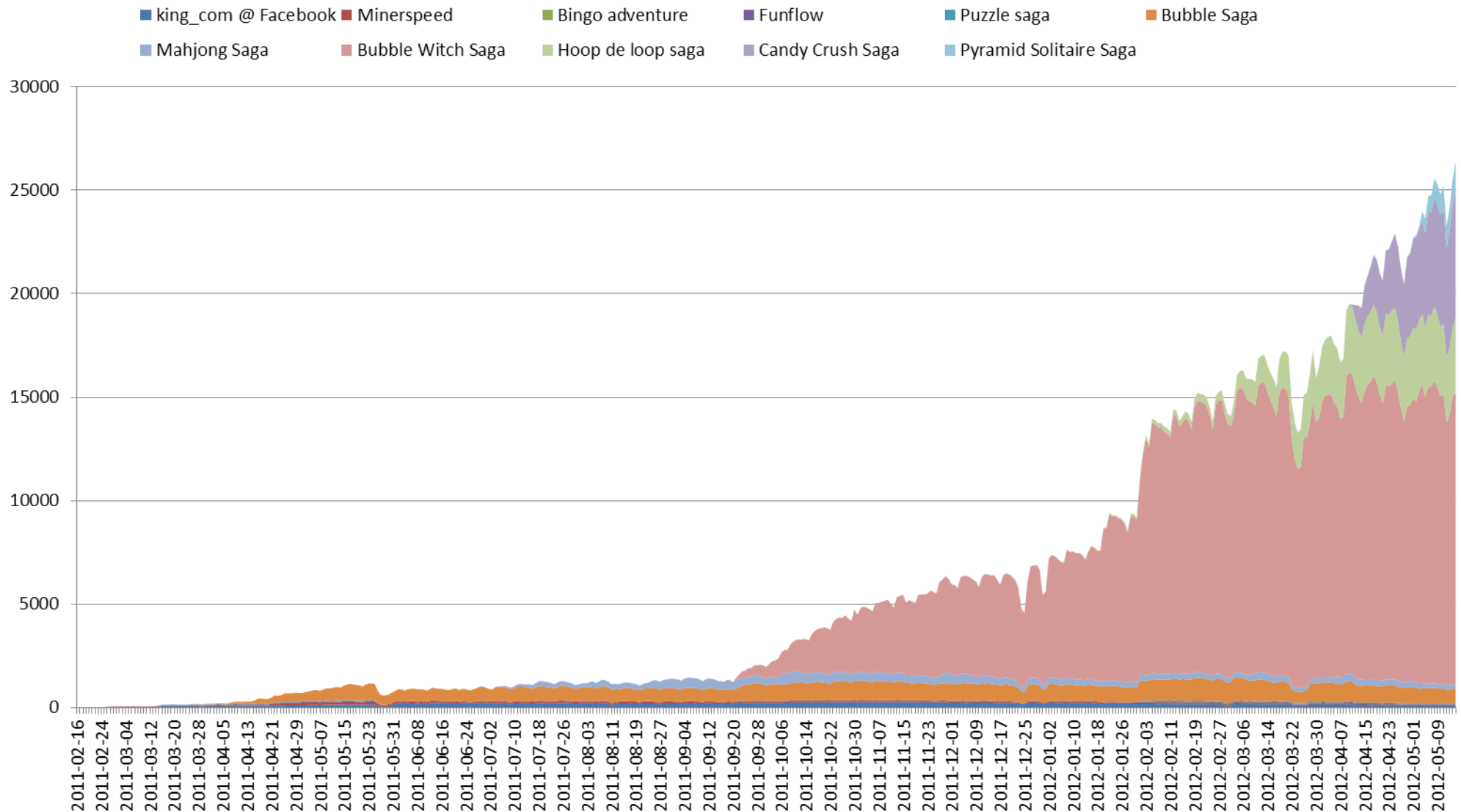


Bubble Witch Saga was a hit...

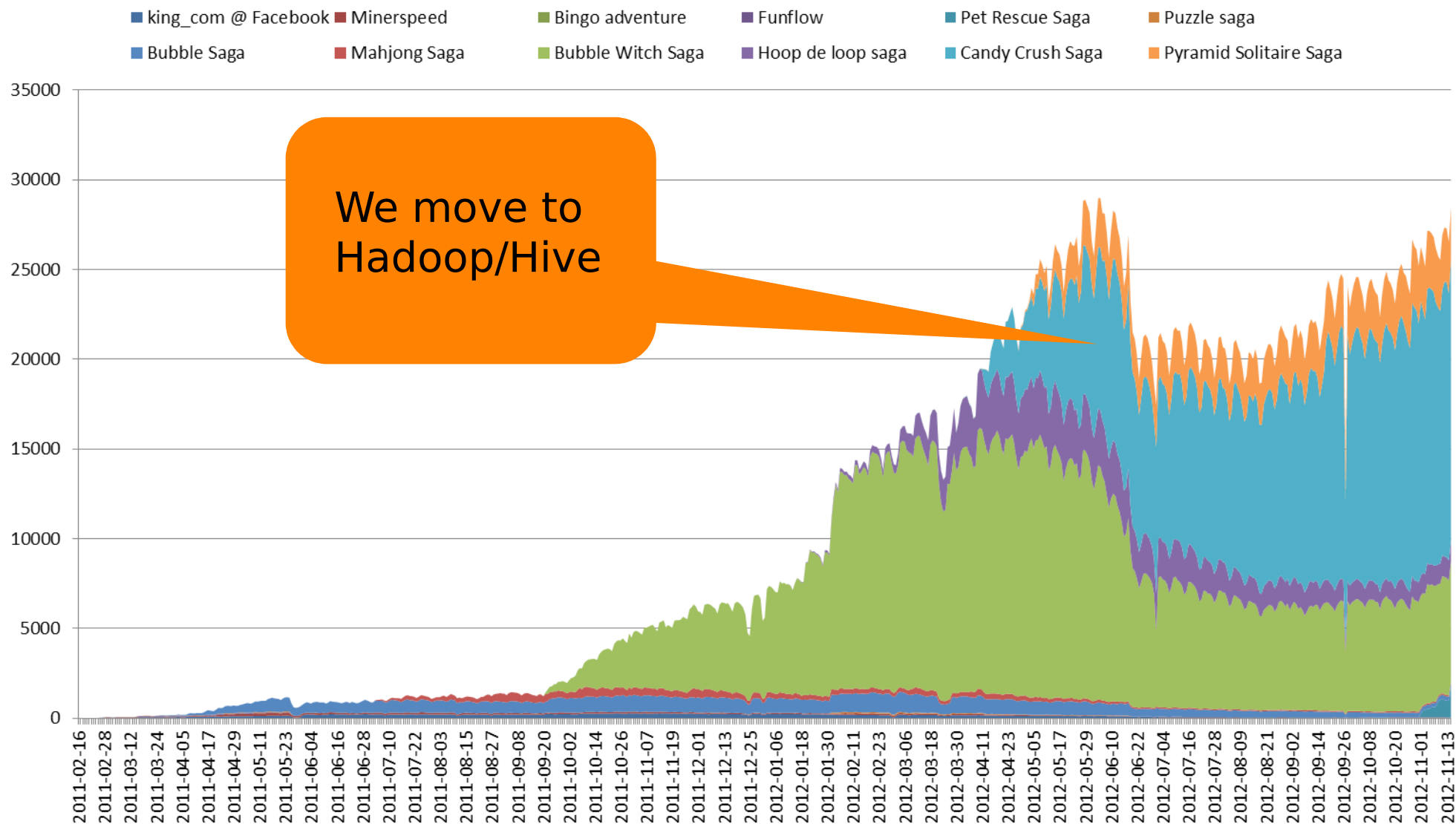


May 2012

Candy Crush Saga released



Zynga releases Bubble Safari



So why did we choose to use hadoop/hive?

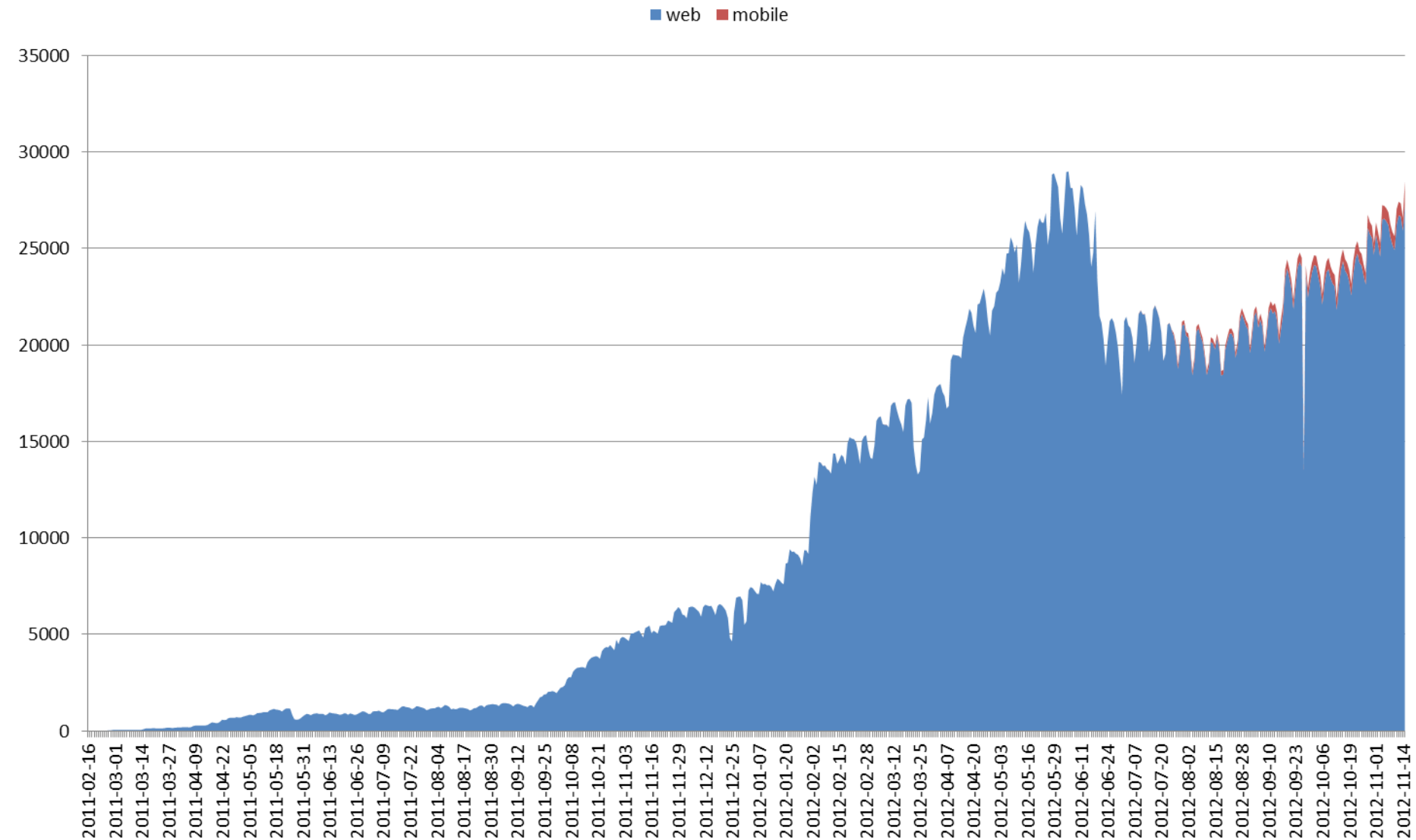
Its complicated...

- +
 - SQL is easy to learn
 - Supports custom mapreduce jobs
 - ODBC connection for QlikView
 - Hue for lightweight access
 - Development is moving fast
 - Open source
- -
 - High latency
 - Lots of moving parts
 - Not free from bugs



Nov 2012

We release first mobile saga game.

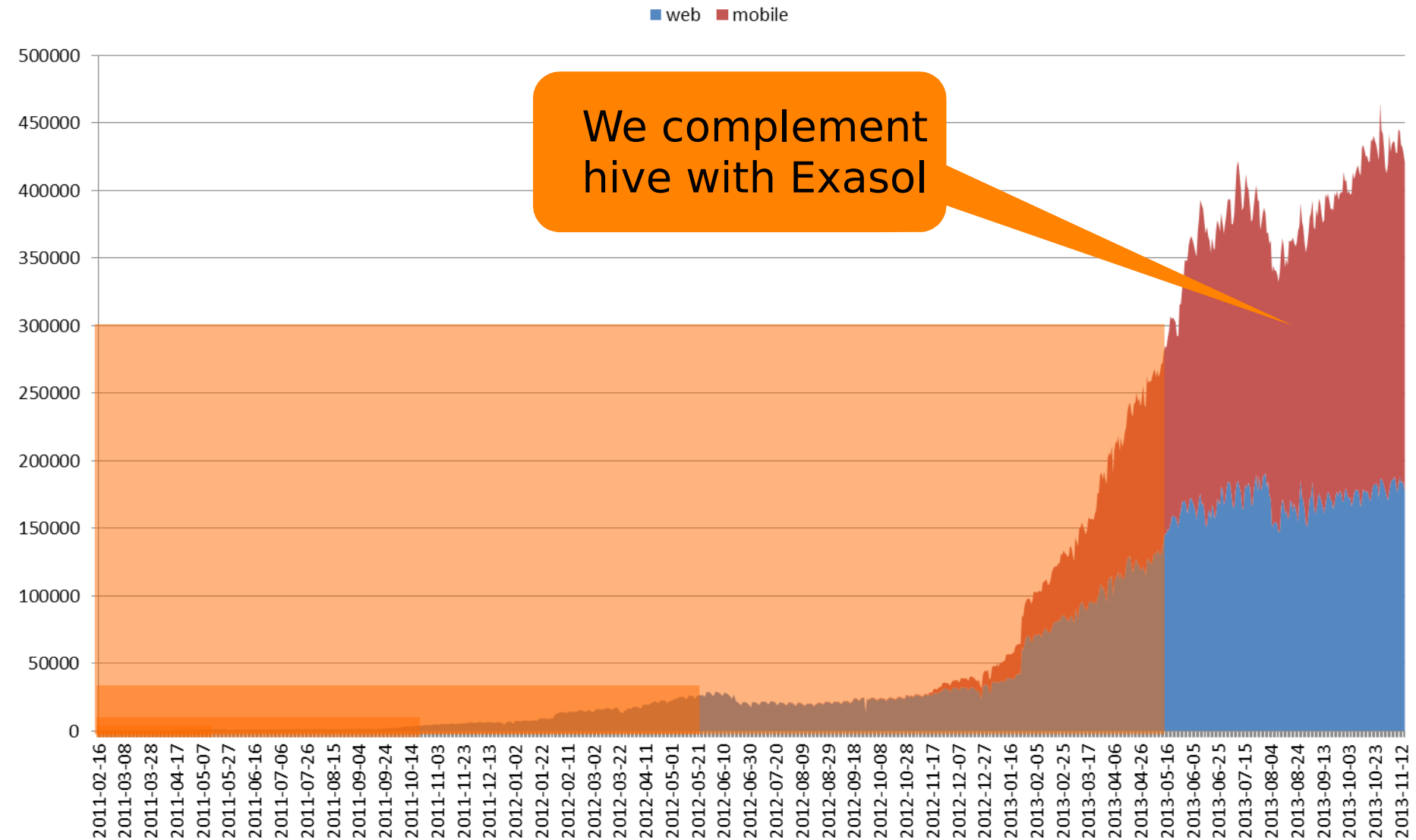


May 2013

Candy crush mobile is a hit.



Candy crush mobile is still a hit.

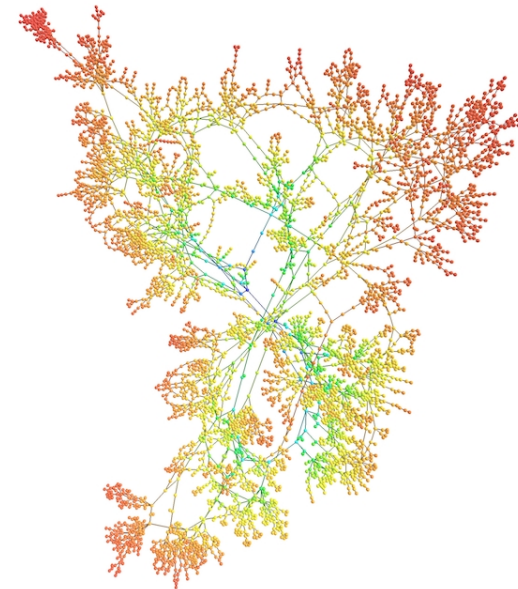
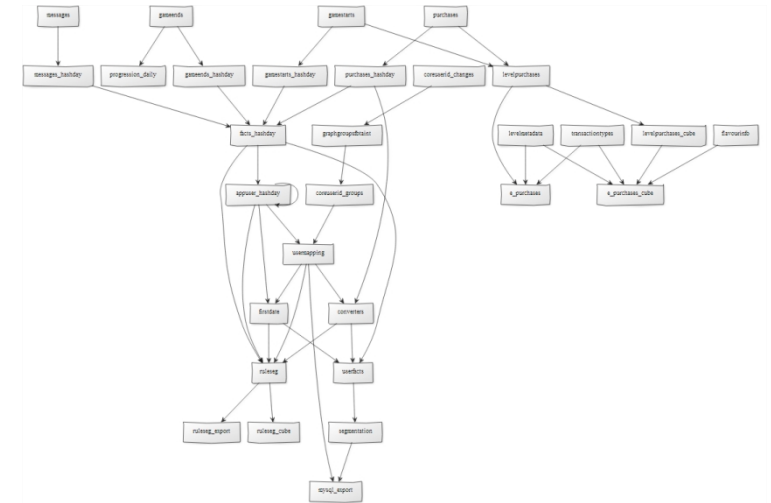


2014



KING
LISTED
NYSE

NYSE
EURONEXT



Lessons learned

- Its never too late
- Build scalable, prepare for success
- Dont be afraid to rewrite code, it has the advantage of keeping your code maintainable



Thank you

