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## The angry birds movie 2 teaser poster

Source: Sony We live in the era of Hollywood adaptations. Frankly, the sooner you all share us, the sooner we can all enjoy the good, forget the bad ones and hopefully move on to more original works in the distant future. But to do that, it's important to recognize those who don't have a place to adapt. Romans ya? They are practically ripe for movie franchises and offer a vast, rich universe to work with. Even the worst have the potential to be entertaining movies if they did it correctly. Comic books? They feature superheroes from all walks of life, with over 50 years of stories ready to be ripped off and thrown into summer blockbusters. Phone apps? Not. That's it, that's it. Sorry, studios - thanks for playing, but no. Take a look at the history of adapting mobile games into successful movies for a moment. Chances are it took you three seconds, because it's never been done, and rightly so. Enter Angry Birds from Sony, set to hit theaters in May 2016. It's quite simple to understand the basic concept of why Sony is about to smell in a massive way on Angry Birds. Take, for example, the spotted history of video game movies. No mobile games, remember, but video games, full of hours of play, cutscenes, and characters. Throughout Hollywood history, these special adaptations have almost never been successful. Whether it's Super Mario Bros. or Resident Evil, Hollywood has struggled hard to translate these massive universes into well-made 90-minute features. Chances are, a game originally designed for smartphones with the premise of throwing birds at buildings will not be the one to break this trend. But history isn't the only thing working against Angry Birds. It recently emerged that Rovio will be pouring \$185 million into the budget for the film, \$100 million of which would be directed to marketing. More than half of the film's budget won't actually go into making it. 54%, to be exact. That \$100 million will be used to plaster birds all over billboards, toys at Walmart, and even the back of airline seats, while all that's left will (probably) be used to make the movie. It's a harrowing demonstration of Sony's knowledge that you'll have to work hard to get your asses in the seats, and it seems that the chosen studio's strategy is to plaster as much Angry Birds merchandise and advertising in the known universe, one at Apple pawning the latest U2 album. Maybe kids will shoot their parents to see the movie, kicking off a horribly profitable franchise that won't really die. But the true truth of the matter is that Angry Birds has long since its shelf life. Other mobile games have grown in its place as the order of the day. Children carefully happen with Dory from Finding Nemo they've probably moved on with their lives, which means Sony's target audience will have little or no interest. Rovio, the company that developed the game, has even seen consistent decreases in as enthusiasm waned, painting a bleak picture for the 2016 release date. The angry Birds movie is a bad idea for a whole list of reasons: artistic, financial, creative, you name it. And yet, Sony seems determined to make it happen despite the wave of evidence saying that virtually no one wants this movie about to be crammed into our collective throat by a \$100 million marketing campaign. We'd better get used to our masters before it's too late. Come 2016, it will probably be difficult to turn a corner without being hit in the face of a large red bird. Follow Nick on Twitter @NickNorthwest More from Entertainment Cheat Sheet: Rovio Entertainment has proven that its Angry Birds franchise still has wings nearly seven years since its mobile gambling debut. The Finnish developer has seen his \$73 million computer-generated film Angry Birds at the box office with more than \$222.5 million worldwide since its release earlier this month. The film, which averaged a B+ on Cinemascore.com, is the result of a collaboration between directors Fergal Reilly and Clay Kaytis. Rovio creatives, including Mikko Polla and Mikael Hed, collaborated on the origin story. The original game was just a phenomenon, and a lot of people tried to figure it out happened, but I think a lot of it is that started where you had these little characters that you could sling shot around, Reilly said Digital Trends. These were characters in the freest possible sense, and the original Angry Birds drawings in this game had this graphic simplicity that for some reason people really loved the characters. Our job with the film was to take this to the next level and create fully formed comic personalities who could stand alongside any of the current animated characters from Disney, Pixar, DreamWorks, Blue Sky or Illumination, who are on the market. Our film was a small movie compared to a Marvel movie like Captain America: Civil War, which I'm sure had a budget of nearly \$200 million. Although facing a three weekend old Captain America: Civil War, beating a Disney/Marvel movie at the top box office is not easy feat. Reilly previously worked with director Sam Raimi to revive one of the characters in Spider-Man 2. I absolutely love the Marvel cinematic universe, Reilly said. As an artist, I grew up with this thing and had the opportunity to bring back Spider-Man in 2003. Creating these action set pieces with Sam Raimi for Spider-Man 2 was one of the greatest joys I ever had, and I have a deep, deep loyalty to the original comic book art. So to go against something like the characters set out in the Marvel Universe with something new will be a challenge no matter what movie you make. Captain and Iron Man and these characters have already made their huge mark on the cinematic cultural landscape of the whole world. Then again, again, Angry Birds games have been downloaded over 3.5 billion times and the franchise boasts over 100 million active players worldwide. We just wanted to make a movie that we thought were very funny and that the audience would enjoy, Reilly said. Having this amazing reaction from the audience to the movie is an amazing feeling. I find it hard to compare it going up against Marvel just because the audiences are quite different for both movies. Marvel movies may skew older than our movie would be, but I'm thrilled that we had such a great response from audiences around the world. I was number one in both the U.S. and China. Our film was a small movie - even with a budget of \$73 million - compared to a Marvel movie like Captain America: Civil War, which I'm sure had a budget of nearly \$200 million. While most adaptations of Hollywood video game - with the exception of the Sony Pictures Resident Evil franchise - have crashed and burned at the box office, it is rare that a game studio is in the creative driver's seat with these translations (Ubisoft is an exception to this rule, having established its own film division). Rovio took the entire creation of the film on themselves, Reilly said. The easiest way to make this movie would have been to sell the rights to a great studio that was very experienced in making these animated films. But Mikael (Hed) decided to make it ourselves and create a studio from scratch. And then the work was done by Sony Pictures ImageWorks in Vancouver, and that was even a new thing for them, to take on a property and create entirely from scratch with Rovio being the partner in creative control. Rovio is a relatively young company, but from the very beginning, they knew how to market their properties in an environment that has changed rapidly in the last 10 years. Rovio took the entire creation of the film on themselves. The easiest way would have been to sell the rights to a big studio. Rovio has also launched a brand new Angry Birds action! Mobile game that links in the movie and even uses the new audio technology to unlock exclusive content and an alternate ending inside the game (instead of on the big screen after credits). Reilly said Rovio decided very early on that they wanted a game concept to match the movie and work with it. Reilly said that the creative team drew about 70,000 storyboards during the development process, but a lot of humorous scenes ended up on the cutting room floor: I had a scene in the cave with Chuck, Red and Bomb where Mighty Eagle does an interrogation at night in his cave of a campfire and he asks them the strangest questions. Turns into a therapy session where Bomb completely confesses his insecurities to Mighty Eagle, and Mighty isn't even really that interested. It's just a mind game that he's playing with the three characters, pretending to be this all-wise guru.... It's him. Is. The Wizard of Oz: Mighty Eagle is not what he seems to be when Red first meets him. Reilly said there are a lot of material for Blu-ray and the film's press DVD later this year, and Wilhelm Taht, executive vice president of Rovio's games, told us that his company has a few additional tricks up its sleeve for the release of The Angry Birds. Editors' recommendations

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