



TOP 10 VIRTUAL WORLD 2011 & 2012 COMPARISON FOR TWEENS IN THE U.S.

360KID™ (Based on monthly unique traffic)

September 2011

Ranking	Virtual World	Unique Visitors	Percent of all uniques (based on 09/2011 unique traffic)
1	Wizard101	6,445,385	9.39%
2	MonkeyQuest	1,019,739	1.49%
3	Poptropica	2,668,550	3.89%
4	Webkinz	2,540,674	3.70%
5	Minecraft	2,325,834	3.39%
6	ClubPenguin	2,342,969	3.41%
7	Fantage	2,688,557	3.92%
8	Jumpstart	1,723,808	2.51%
9	MoshiMonsters	1,724,863	2.51%
10	Roblox	1,237,143	1.80%

TOTAL Uniques across Top 10 virtual world destinations	24,717,522	36.03%
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TOTAL Uniques across all 351 virtual worlds	68,608,707	100.00%
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September 2012

Ranking	Virtual World	Unique Visitors	Percent of all uniques (based on 09/2012 unique traffic)
1	Wizard101	10,652,851	14.30%
2	Minecraft	5,833,810	7.83%
3	Roblox	4,779,239	6.42%
4	Poptropica	4,172,246	5.60%
5	Woozworld	2,673,173	3.59%
6	Clubpenguin	2,543,948	3.42%
7	Webkinz	2,075,428	2.79%
8	Fantage	1,757,948	2.36%
9	Moshimonsters	1,568,790	2.11%
10	MonkeyQuest	1,163,352	1.56%

TOTAL Uniques across Top 10 virtual world destinations	37,220,785	49.98%
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TOTAL Uniques across all 427 virtual worlds	74,474,394	100.00%
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Source: Compete.com, 360KID

For more virtual world insights and rankings contact Scott Traylor at Scott@360KID.com or +1-617-964-1111, X-11