



THE LARGEST CROSS-PLATFORM SOCIAL
VIRTUAL NETWORK FOR TWEENS (ages 8-14)



www.woozworld.com

WOOWORLD FACTS

25 MILLION
REGISTERED
USERS IN
3 YEARS

6.5 MILLION
MONTHLY
UNIQUE
VISITS

22 MILLION
MONTHLY
GAME
SESSIONS

29 MILLION
USER-CREATED
VIRTUAL
SPACES

SOURCE : AVERAGE BASED ON WOOWORLD INTERNAL DATA

MORE POPULATION THAN (IN MILLIONS):



WOOWORLD
(25 MILLION)

DAILY WEB SESSION:



GENDER PROPORTION:



70%

GIRLS



30%

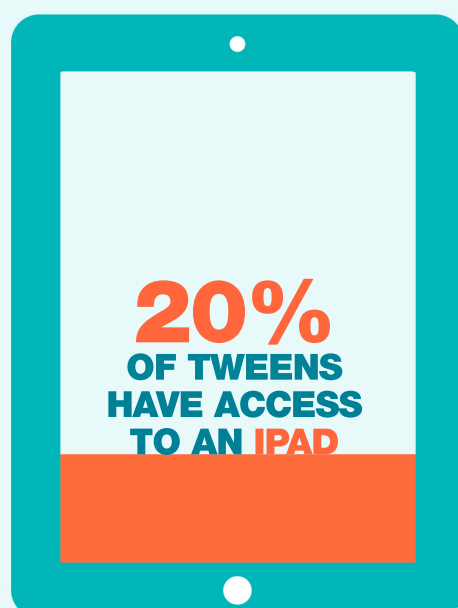
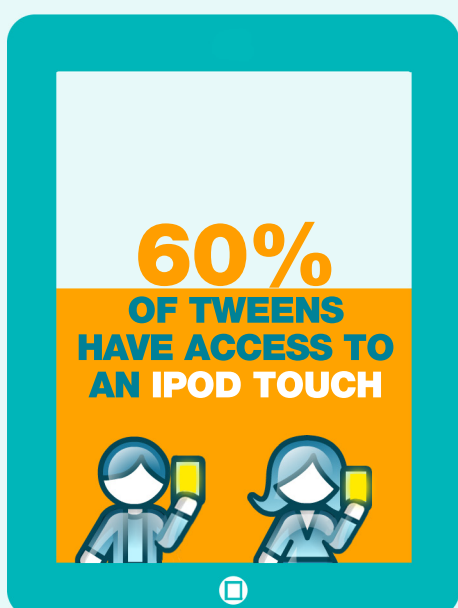
BOYS

CERTIFIED COPPA COMPLIANT

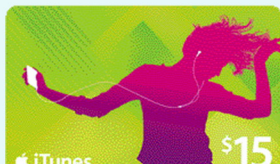


SOURCE : WOOWORLD INTERNAL DATA

TWEENS & TECHNOLOGY



WOOWORLD IS AVAILABLE
ON **ALL PORTABLE DEVICES**
USED BY TWEENS



TWEENS ARE THE
MAIN USERS OF
iTUNES GIFT CARDS

SOURCE : WOOWORLD INTERNAL USERS SURVEY

CROSS-PLATFORM

THE FIRST
FREE TO PLAY
CROSS-PLATFORM
SOCIAL MMO
WITH CONTINUOUS
GAMEPLAY BETWEEN
THE WEB AND
MOBILE APP



VIRTUAL GOODS

OVER 375 MILLION VIRTUAL GOODS IN CIRCULATION



WOOWORLD ITEMS: **15 000**
EVEN MORE THAN
IKEA'S CATALOGUE: **9 500**

GEO LOCATION



NORTH
AMERICA



BRAZIL



EUROPE



OTHER

WOOWORLD IS
AVAILABLE IN:
ENGLISH
FRENCH
PORTUGUESE

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