

Industry Data on Young Users in Virtual Worlds Worldwide

Main Source: <http://www.kzero.co.uk/index.php> and others as indicated, circa Feb-Apr 2010.

Note: Not an endorsement nor claim for validity of this data

Note: figures below are expressed in units of millions of users worldwide

Note: click on the images for larger/detailed view

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Q4 2009 Universe chart: Kids and Tweens

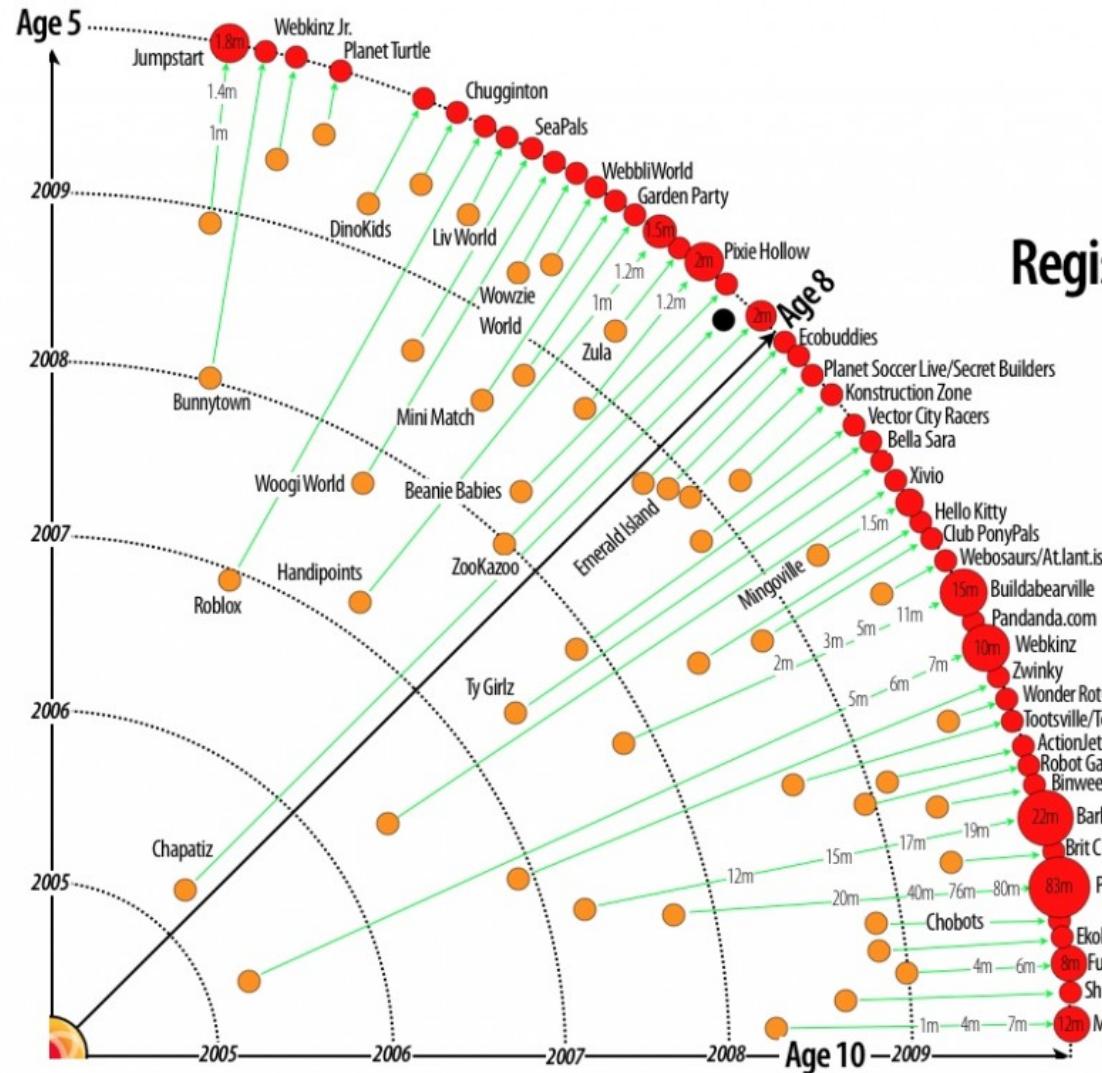
As published in their [last post](#), the overall market of total registered users in the virtual worlds sector reached [800m in Q4 2009](#). Here, we delve into the younger segmented of this market, Kids and Tweens.

Virtual worlds with an average age user between five and ten reached a total of 179m in Q4, up 17.8% from 152m. The chart below contains the Universe segment for this age range.

Virtual Worlds Registered Accounts Q4 2009

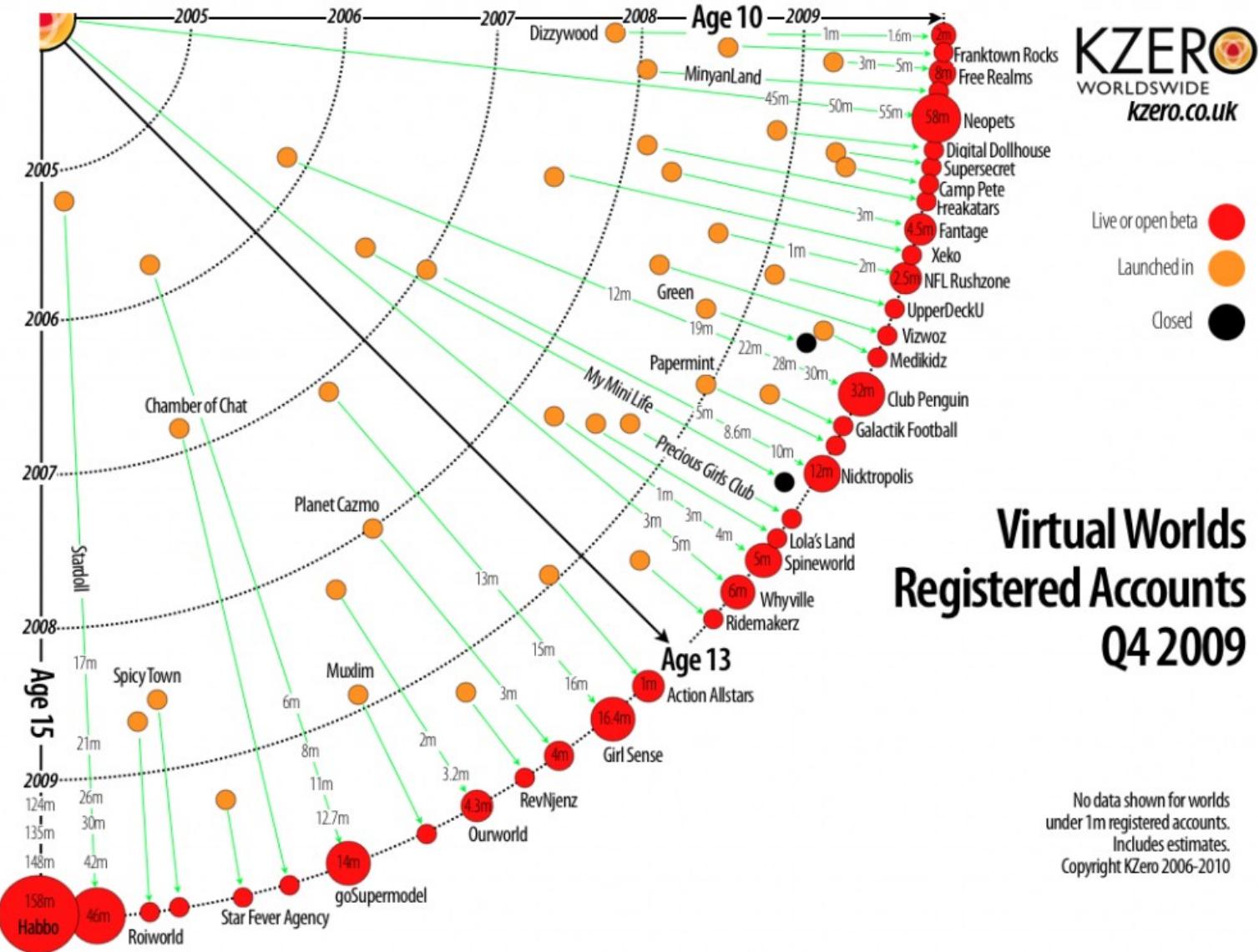
Live or open beta (Red circle)
Launched in (Orange circle)
Closed (Black circle)

No data shown for worlds under 1m registered accounts.
Includes estimates.
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Commentary on this age range in terms of drivers for growth and upcoming worlds is explained in this post based on the Radar. The [full report on Q4](#) growth containing both the Universe and Radar charts can be requested [here](#).

Here's the segment for the ten to 15 year old group. This segment (the largest in overall size) grew 6.8% quarter on quarter from 367m to 392m.

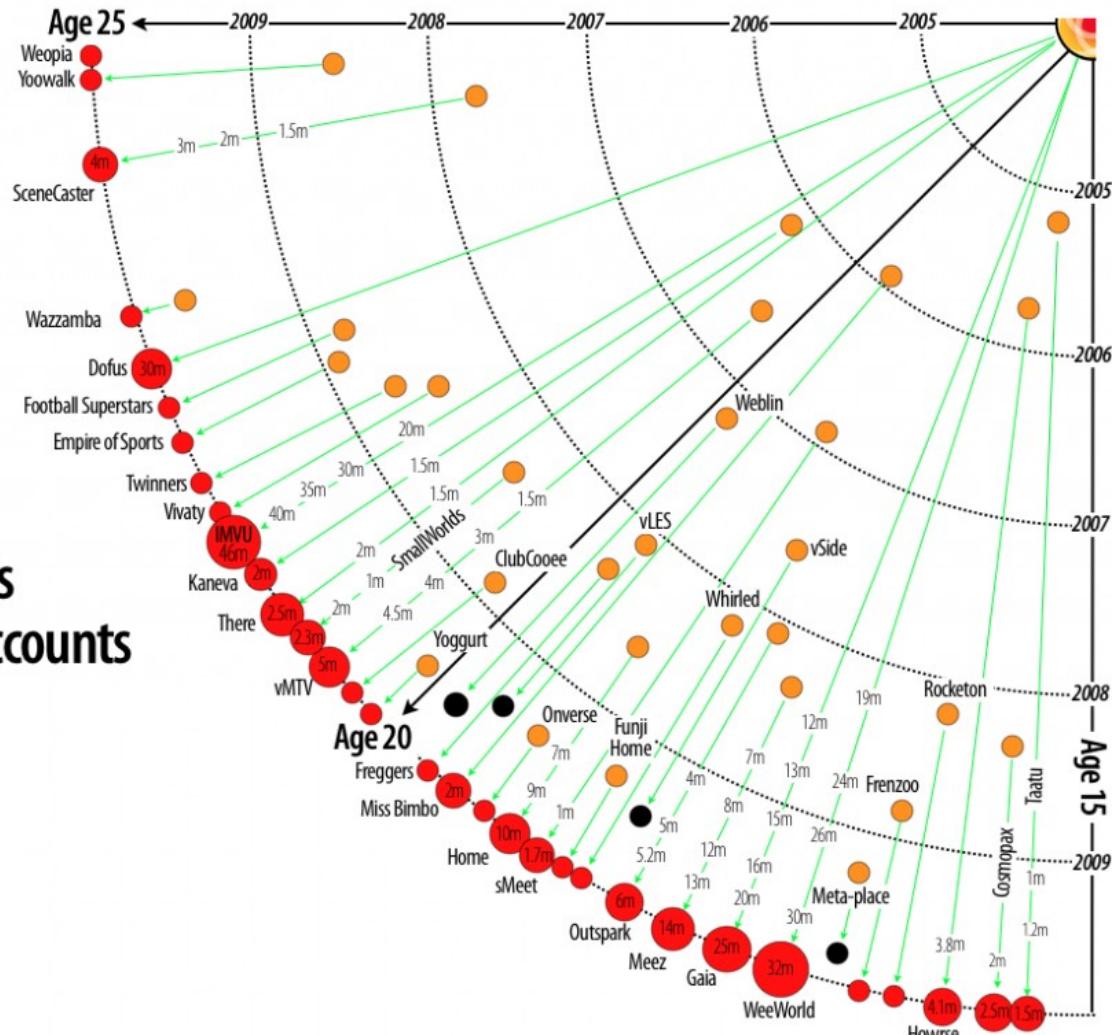


Our last post (assessing [Kids and Tweens](#)) showed the five to 10 year old segment and 10 to 15's grew 17.8% and 6.8% respectively from Q3 to Q4 2009. Here, we cover the older sectors and first up virtual worlds with an average age user from 15 to 25. Here's the Universe chart.



Virtual Worlds Registered Accounts Q4 2009

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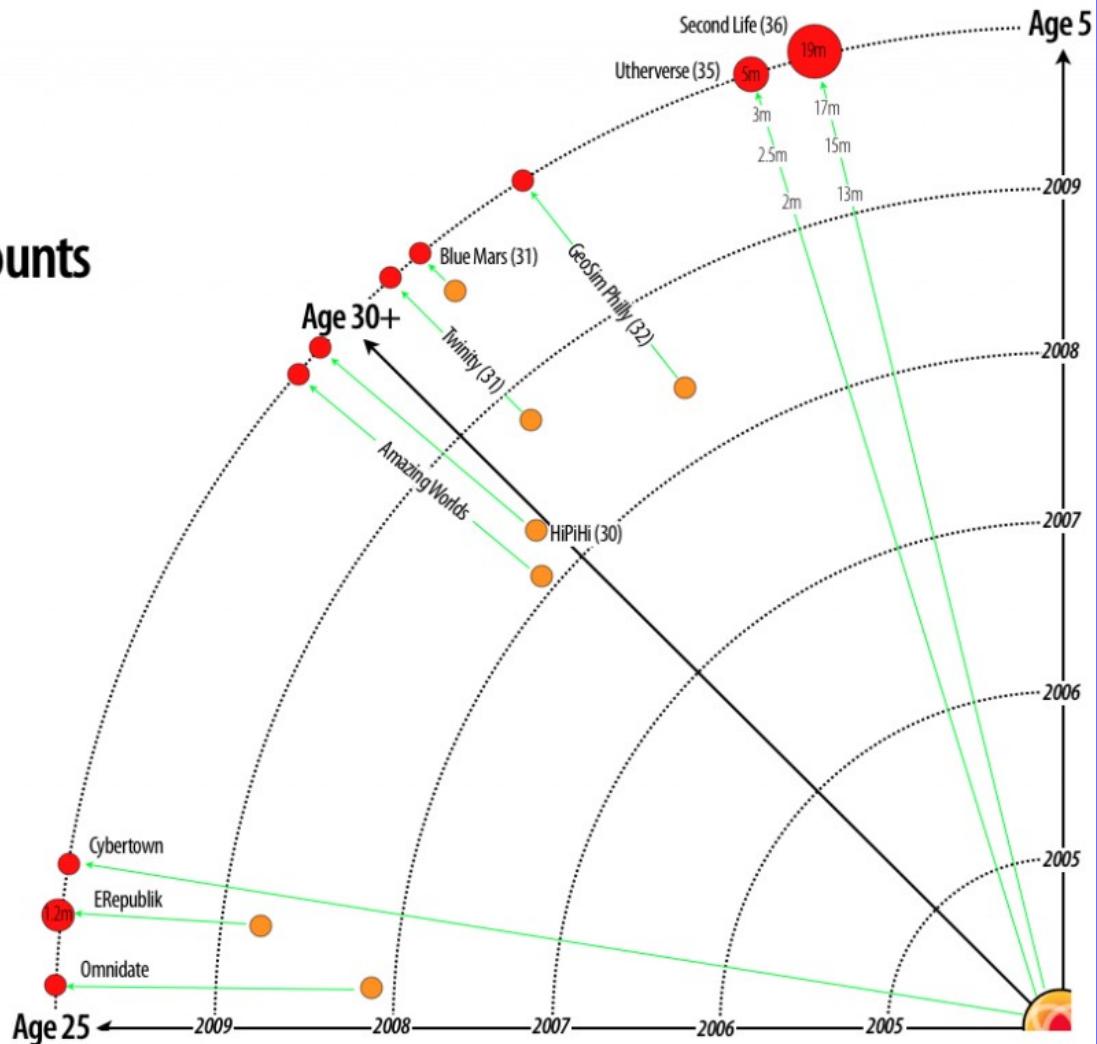
[IMVU](#) continues to dominate this age range, growing to 46m registered accounts in Q4. One to watch in this range is French VW [Dofus](#), with 30m registered accounts, mainly in France. Of note, IMVU now publishes active users (concurrency) live on their site (with over 100k online at time of writing this post).

On an overall basis, this age range grew from 117m to 193m in Q4 – an increase of 65%. Moving onto the last segment – virtual worlds with an average user age over 25, here's the chart.

Virtual Worlds Registered Accounts Q4 2009

- Live or open beta
- Launched in
- Closed

No data shown for worlds under 1m registered accounts.
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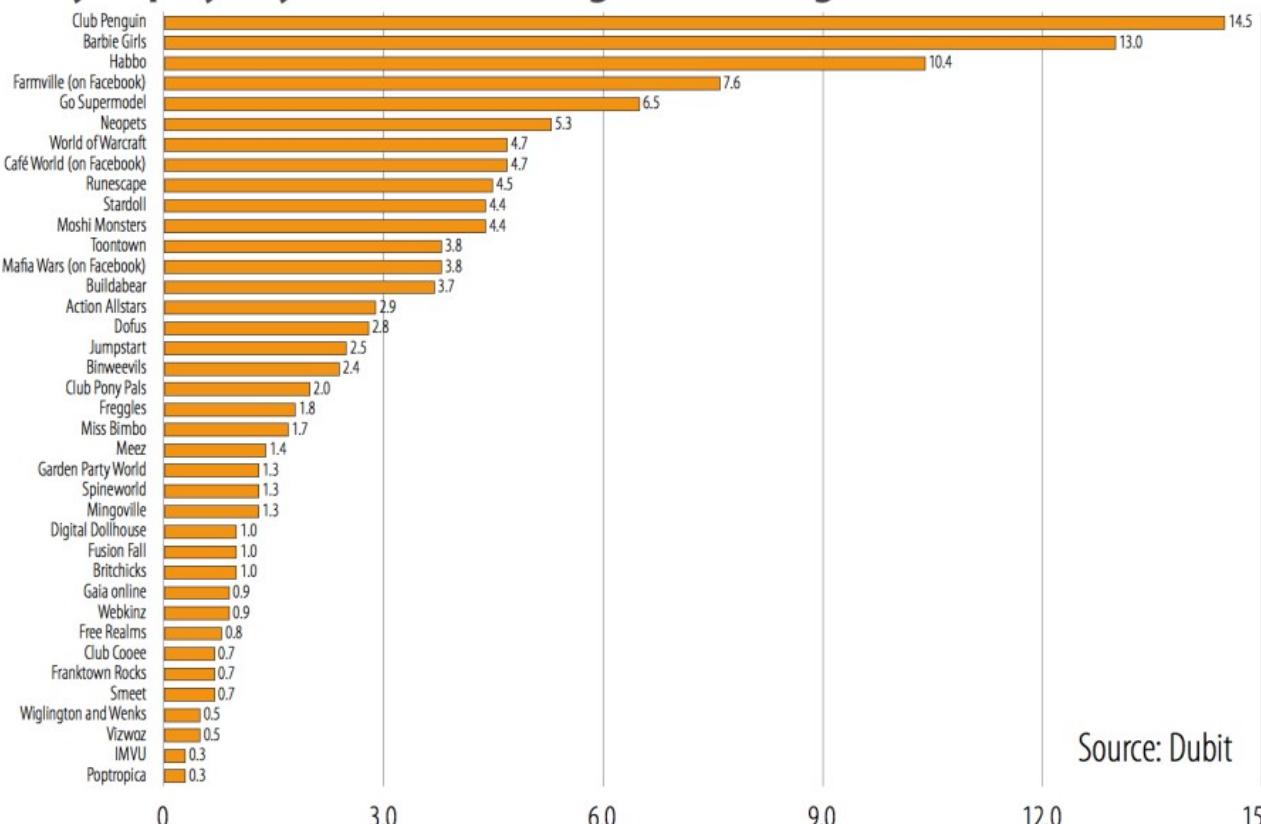


Kids virtual world popularity across the EU -- <http://www.kzero.co.uk/blog/?p=4111>

Here's the master summary of the [Dubit](#) research looking at kids virtual worlds. The countries included in this research were: UK, France, Germany, Holland, Sweden, Finland, Norway and Denmark.

Below is the summary slide ranked by the % of the sample that has played/registered each world.

Do you play any of these online games? EU age seven to 10



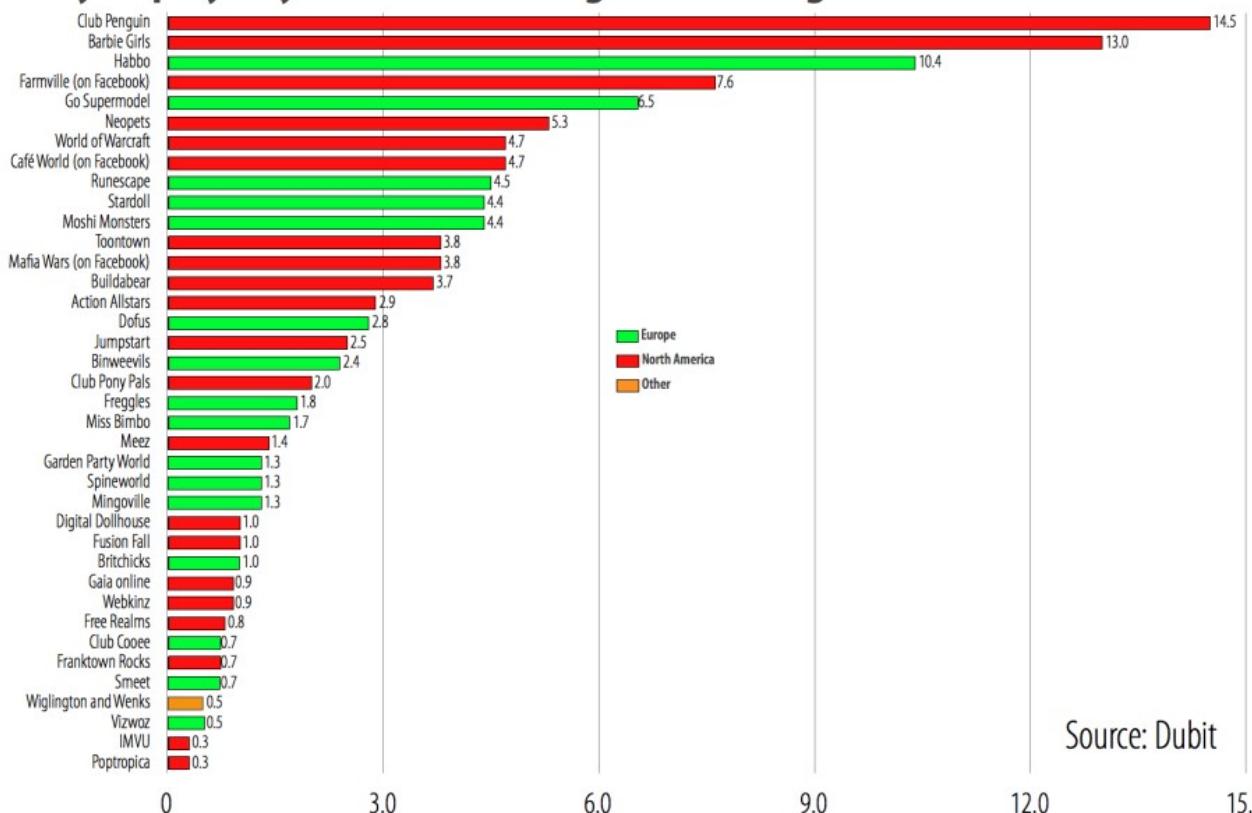
Source: Dubit

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Club Penguin comes out top with 14.5% of the sample having played it. Second place goes to Barbie Girls with 13% with Habbo in third. Interestingly GoSupermodel beats Stardoll based on this research, albeit by a couple of % points.

Looking at this EU summary from a company-location perspective...

Do you play any of these online games? EU age seven to 10



Source: Dubit

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Excluding Facebook Games and older MMOs, Habbo takes the crown at the top European-based VW, followed by GoSupermodel. Moshi Monsters and Stardoll are next in popularity.

Virtual world registered accounts reach 800m

At the **end of Q4 2009**, total registered accounts in the virtual worlds sector reached 803m. This is a 19.7% (132m) quarter on quarter increase, from 671m registered accounts in Q3. The table below breaks this out by average user age range.

Age Range	Q1	Q2	Q3	Q4
5 to 10	77m	114m	152m	179m
10 to 15	246m	334m	367m	392m
15 to 25	73m	99m	117m	193m
25+	23m	32m	35m	39m
Total	419m	579m	671m	803m

Over the last four quarters on a registered accounts basis the market has almost doubled, going from 419m to 803m.

Looking at this growth by age range (the average user age), the 15 to 25 year old segment demonstrated the highest growth in Q4, representing a 65% increase from 117m to 193m. Strong performance from [IMVU](#) and [Habbo](#) drove this uplift.

Second highest growth came in the youngest age range (five to 10 year old) and as the just released Radar chart shows, this segment, in particular for virtual worlds catering to education and development is hotting up. Quarter on quarter growth in this segment was 27m, moving from 152m to 179m.

Our Universe and Radar charts have also been updated based on closing Q4 data. Here's a post for the [Universe](#) and another for the [Radar](#).

The full report covering growth in the virtual worlds sector can be ordered [here](#).

Here's (of course) a few of charts.

Q4 2009: total registered accounts

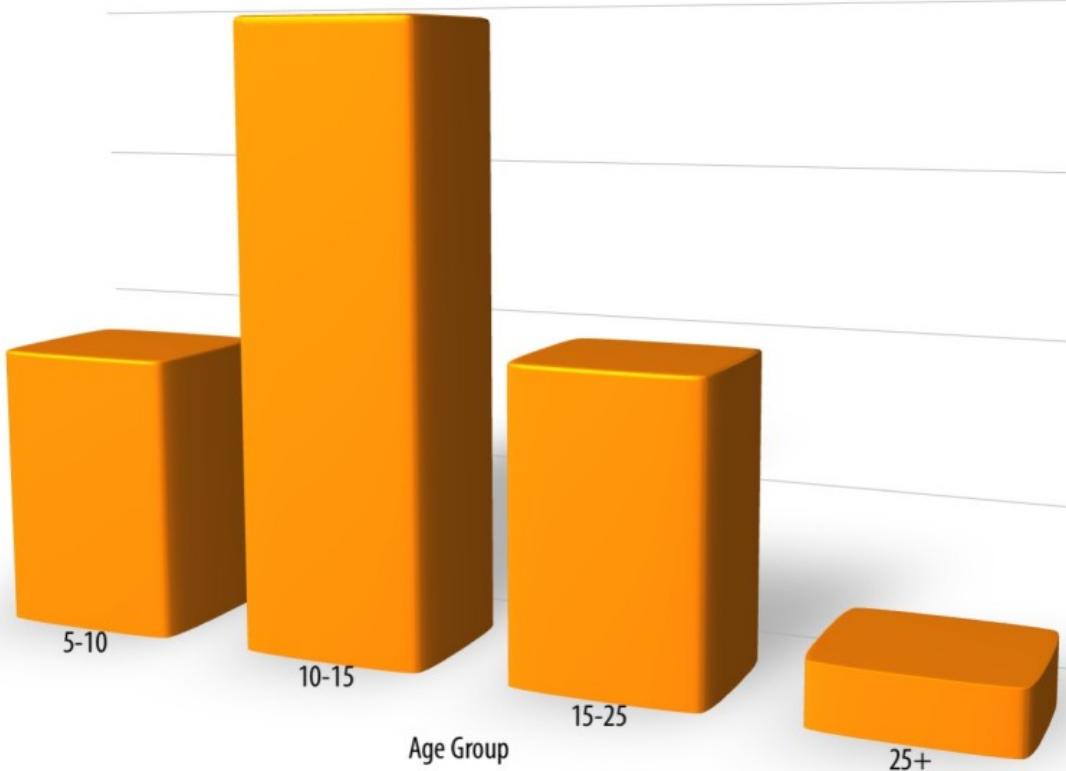
400m

300m

200m

100m

0m



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Q-on-Q Growth: total registered accounts

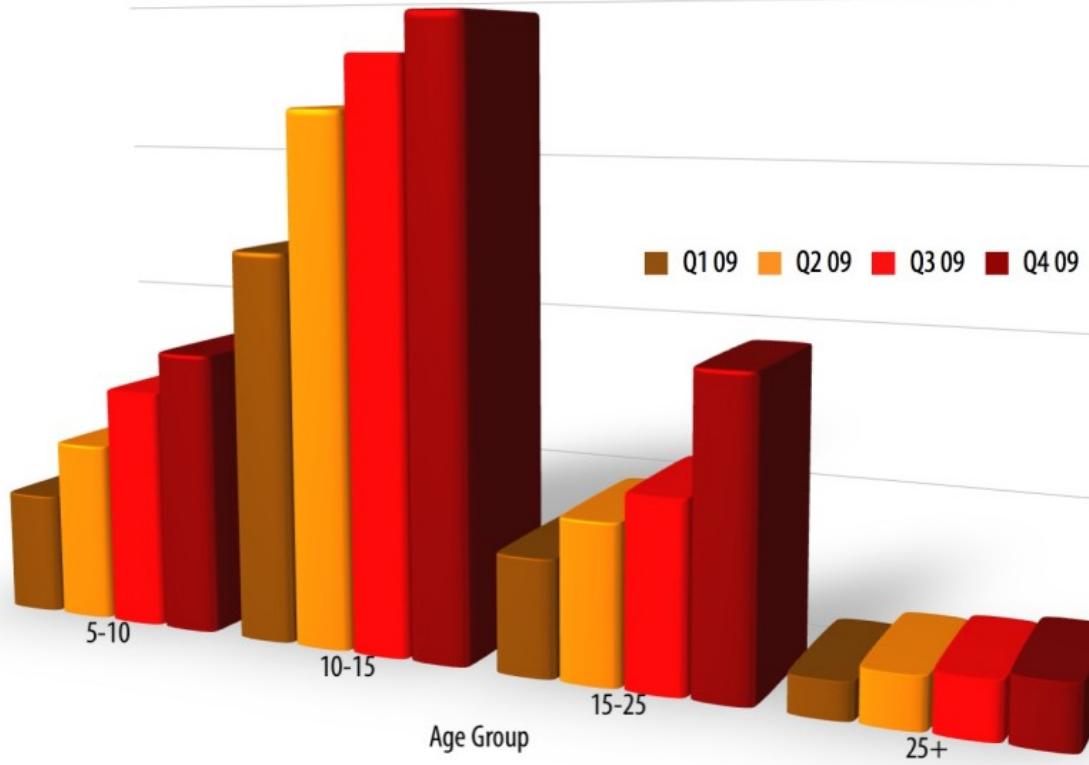
400m

300m

200m

100m

0m



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Q-on-Q Growth: net increase in reg. accs.

100m



Q2 09 Q3 09 Q4 09

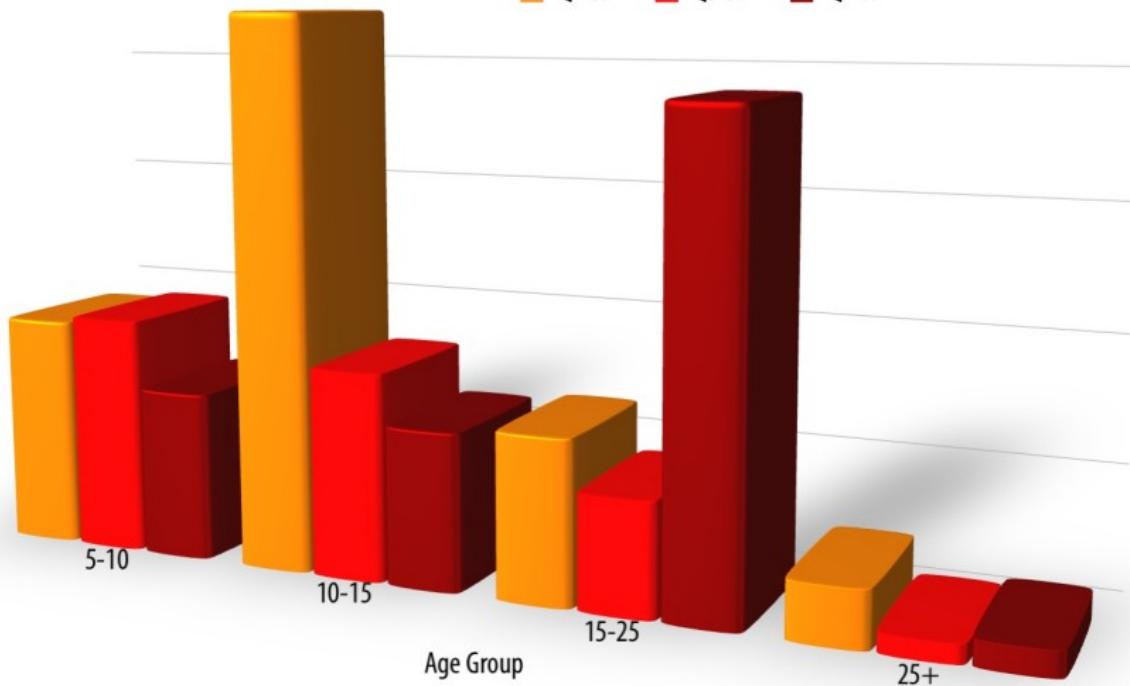
80m

60m

40m

20m

0m



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