

# Global Habbo Youth Survey 2008



Juhani Lassila  
Director, PR & Communications

**sulake**

Juhani Lassila – Sulake Corporation Oy  
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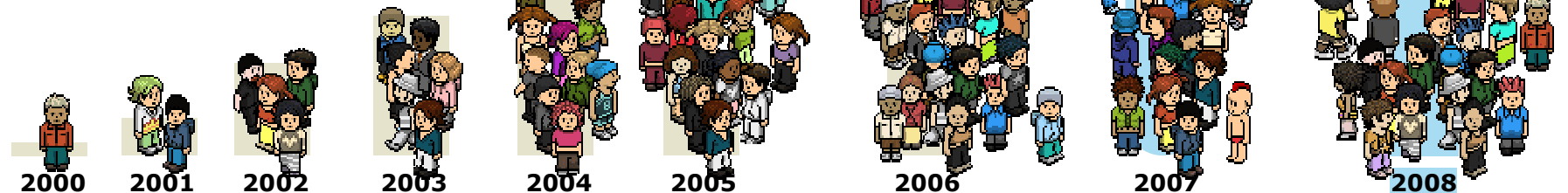
# Quick Habbo Facts, September 2008

- ✓ 32 local communities
- ✓ Registered users: 108,000,000
- ✓ Unique visitors: 9,500,000 / month
- ✓ Page impressions: 990,000,000 / month
- ✓ Age distribution: 90 % between 13-18 years old
- ✓ Average visit: 43 minutes / session

- Traffic split by sites:

- Americas 44 %
- Europe 51 %
- APAC 5 %

*Source: Google Analytics*



**9.5**  
Million/  
month!

**108**  
Million

# Habbo is a place where users can...

## Choose and personalize a character

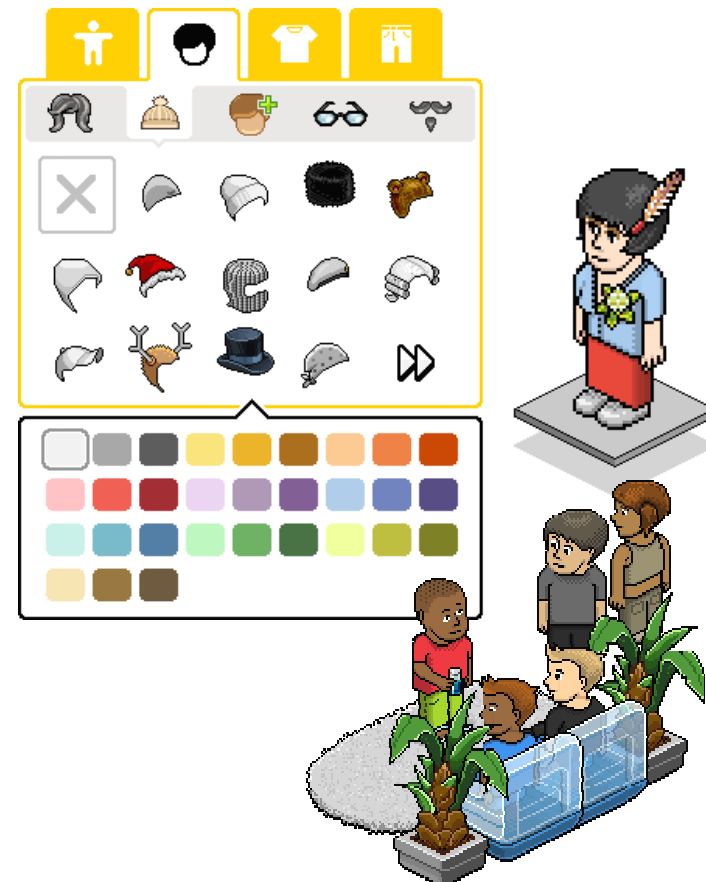
- Appearance
- Name
- Clothes & Accessories
- Skin
- Hair

## Browse the virtual world

- Visit different public rooms
- Go to other *Habbos'* guest rooms
- Customize their own *Habbo* homepages

## Walk around and chat

- Use *Group Chat* and *Habbo Console* for communicating with other *Habbos*



# The Survey

58 500 responses  
31 countries

Respondent Age  
13-18

44% Girls /  
56% Boys

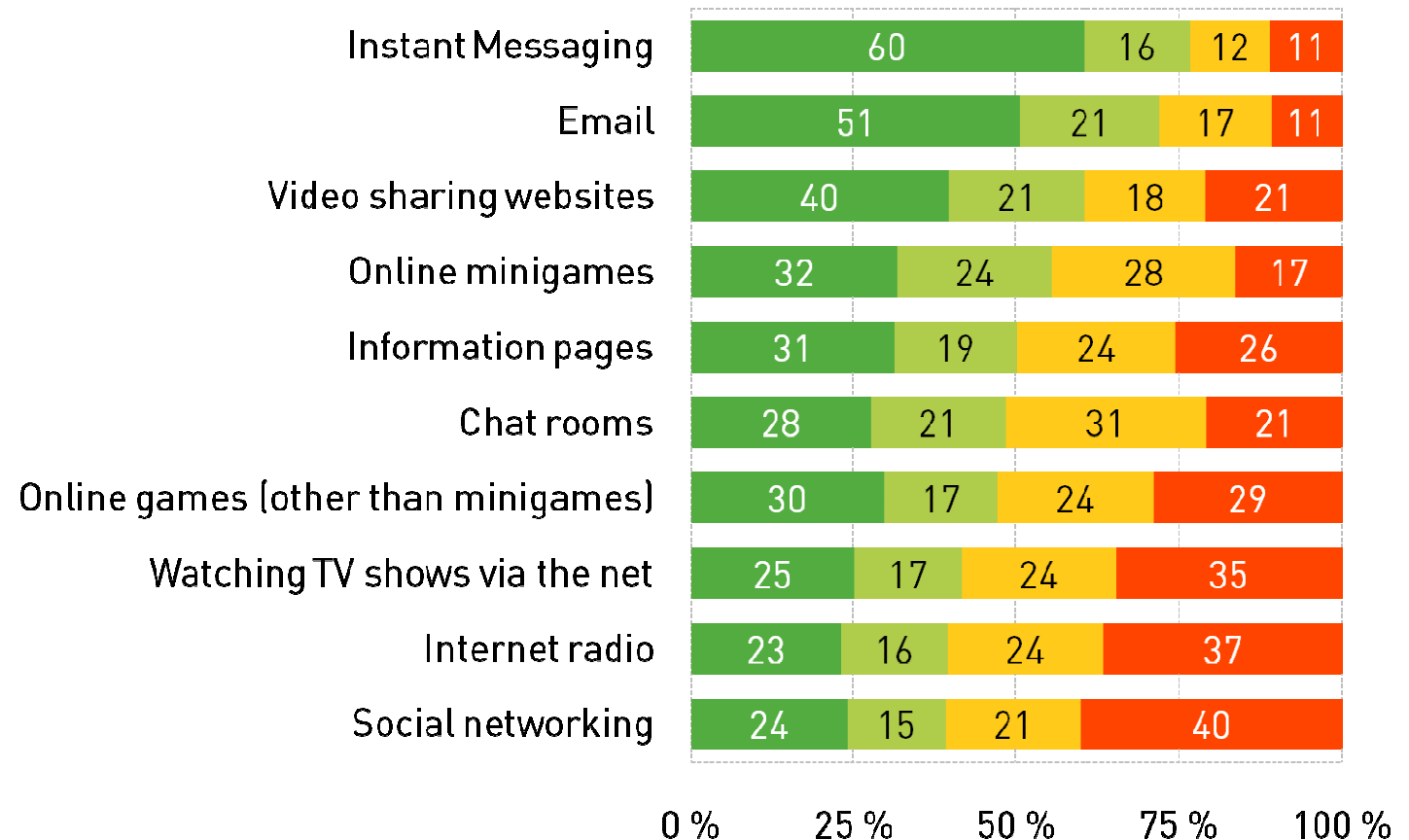
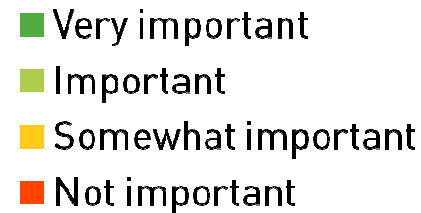


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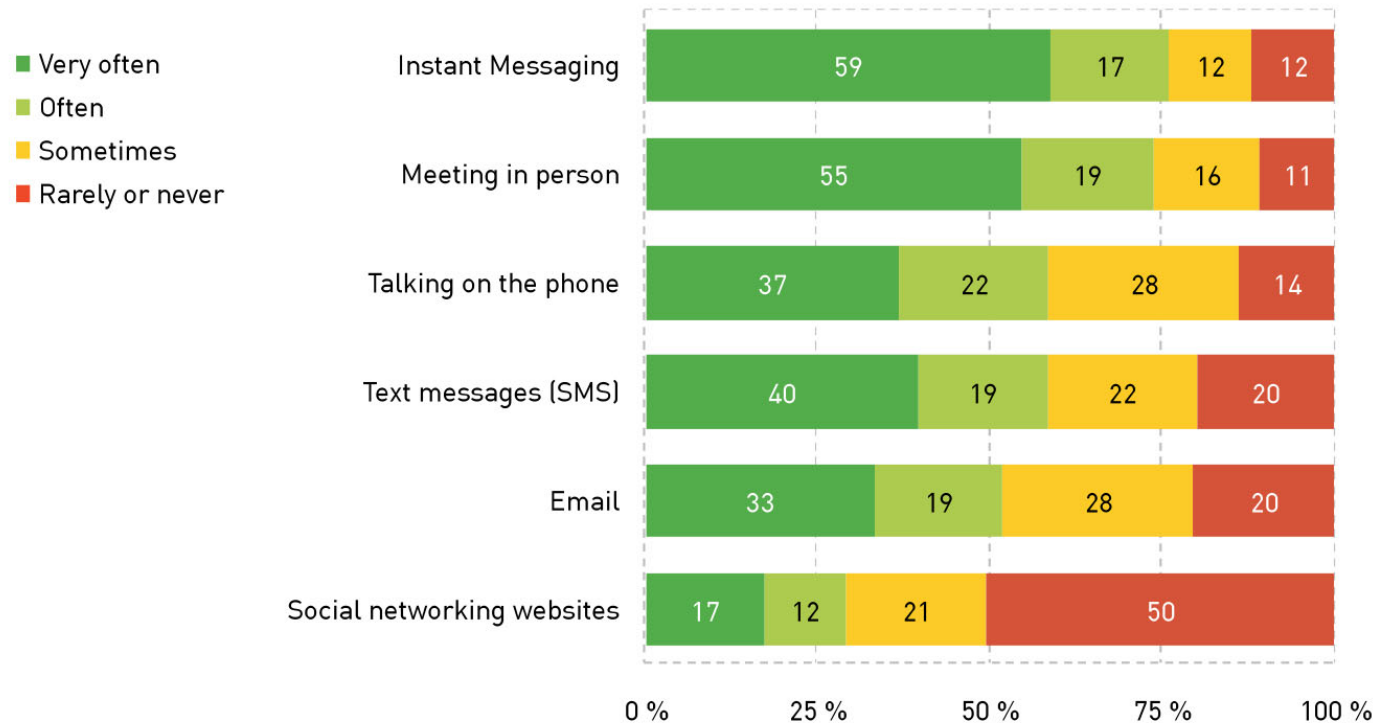
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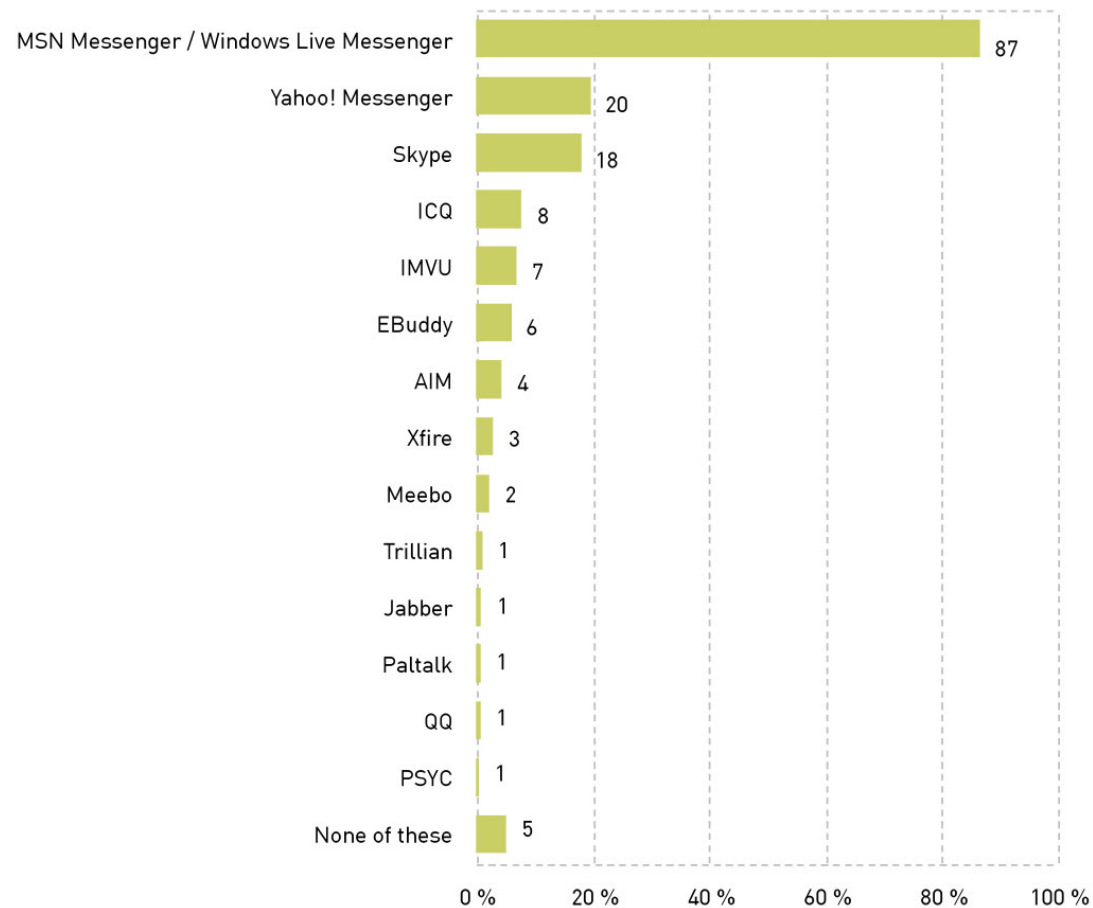
# Top 10 Web Services



# Ways of communicating with friends



# Usage of instant messaging

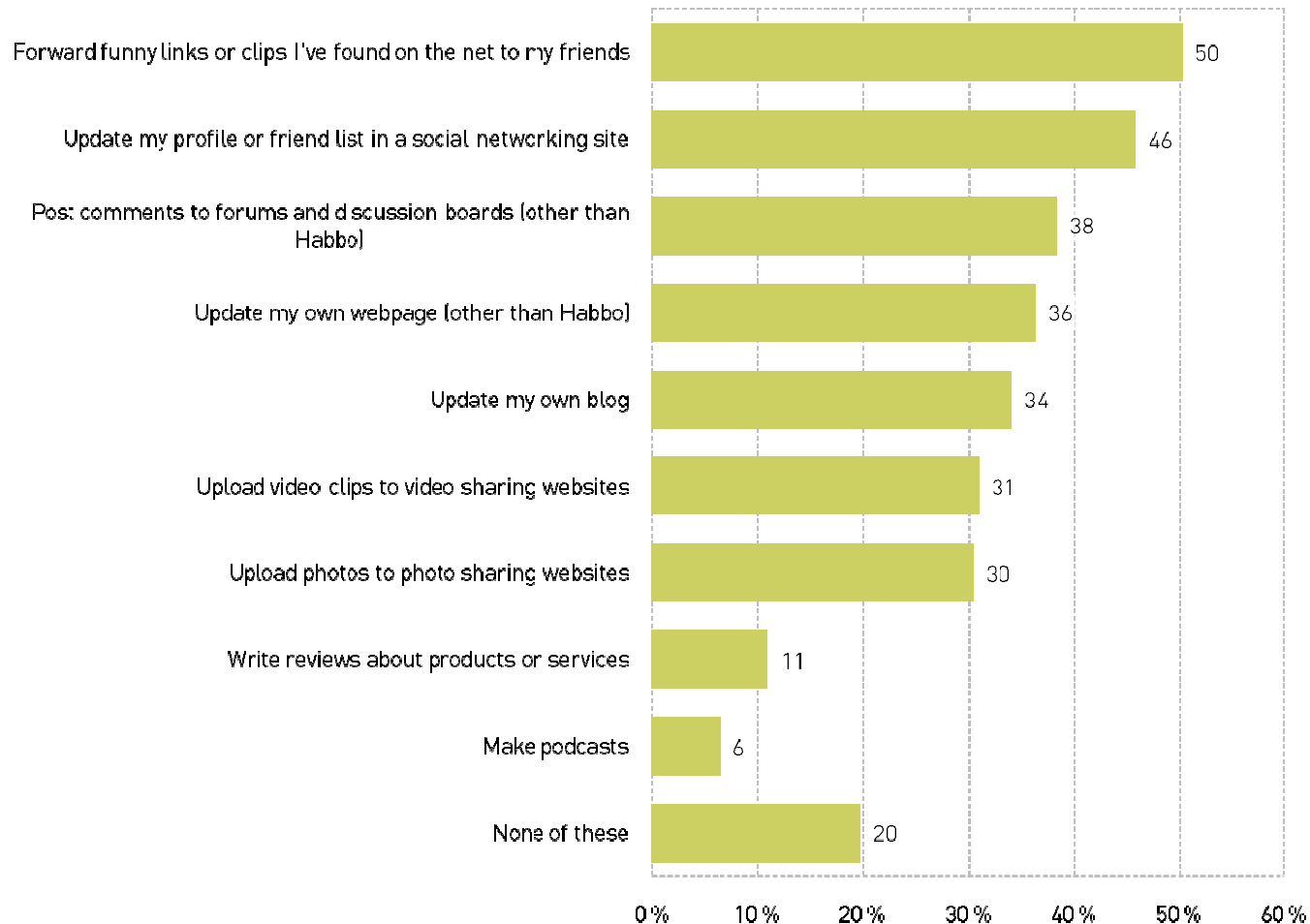


# Friendship has changed

- Typically teenagers have 4-10 close friends
- Online not uncommon to have over 100 friends
  - ⇒ 64% say they have good friends online, who they have not met IRL
  - ⇒ 44% say it is easier to share more with an online friend
  - ⇒ Close to 50% say they are more honest with online friends!



# Content creation and content



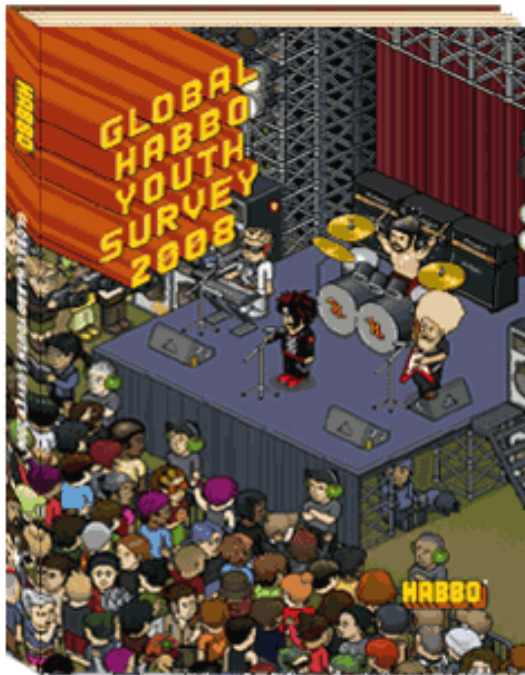
# Top Teen Sites

## TOP 5

1. YouTube
2. Google
3. MySpace
4. Miniclip
5. Runescape



# Thank You! Q & A



<http://webstore.sulake.com>

email: [juhani.lassila@sulake.com](mailto:juhani.lassila@sulake.com)

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