



Arkadium's Social Science

A Deeper Look Into The Quantitative Side of The Social Gaming Landscape

As with many things in life, it's all about perspective. Have a bad day? Someone else probably had a worse one. Feel like you paid too much for that outfit? It was well worth the compliments that made your entire day.

Here's some data from some of Arkadium's social games, along with some unique perspectives.

The Female Mystery

•**71%** of Arkadium's social gamers are female
- The ocean covers 71% of the Earth's surface, yet more than 95% of the underwater world remains unexplored. What secrets do our female gamers have?



Score Big with Mahjongg Dimensions

•The average score for all players is **1,051,417** - That is also the SKU# for the 2006 Robert Stemmler Carneros Pinot Noir on KLWines.com.

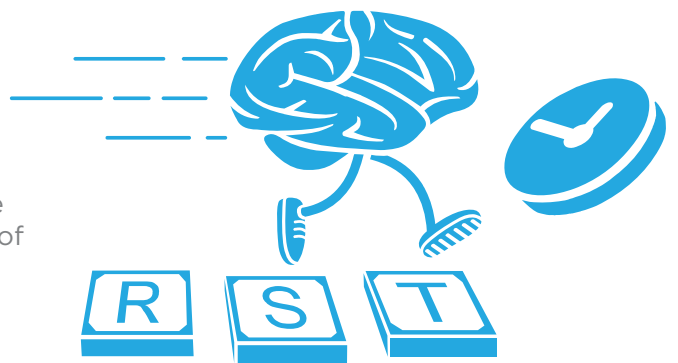
•In eight months more than **22.7 million** gifts were sent in the game - The Midwest and Great Plains regions of the U.S. produce about that many bottles of wine per year.



Solitaire Heaven Is Dreamy

•The average user spends **20 minutes** per visit in Solitaire Heaven, which is also the length of an average dream.

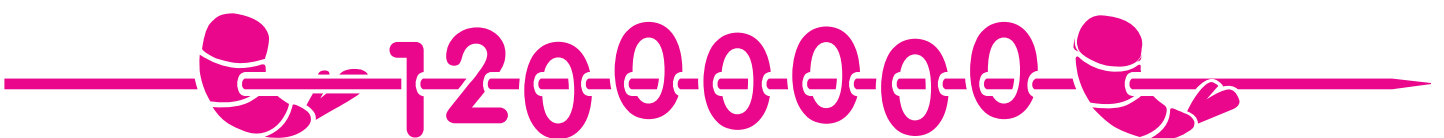
•In 2011, users played more than **5 million** games on Solitaire Heaven - If you spend 20 minutes playing Solitaire Heaven in a dream within a dream within a dream, you'd have enough time to play them all yourself.



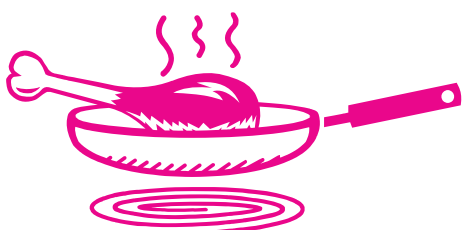
Solving Your Writer's Blox

•An average player of Writer's Blox can complete one variation of their puzzle in **16 minutes** - One of the world's fastest crossword puzzle solver can solve a NY Times crossword puzzle in as little as one minute and twenty-two seconds.

•The most popular letters purchased in Writer's Blox are **R, S, T, K, A, E** - In 1988, Wheel of Fortune began automatically giving players in the bonus round the standard R, S, T, L, N, E.



What's Cooking?



•Cooking Mama Friends' Café players have visited their friend's kitchens over **12 million times** - The average American eats out about 260 times a year.

•**5,035,709** meals have been served in Cooking Mama Friends' Café in the past few months - That's enough meals to feed everyone in Philadelphia breakfast, lunch, and dinner for one day.