



Why Whyville



Sponsored by

T University of Texas &



The Story of Whyville

Founded in 1999 by Caltech scientists, Whyville is the only learning-based virtual world for kids. Named after the founding principle that asking *why* is the true basis of learning, Whyville offers a seriously fun extension of 8-15 year olds' real lives, giving them ownership of and participation in creating their own experiences.

Whyville's "citizens" safely socialize, learn, play, earn, design, engage in educational activities, create a variety of rich content, eat, govern, dance, and so much more...

"An intrinsically interesting environment to teach kids something."

THE WALL STREET JOURNAL

(Really) Reaching Tweens

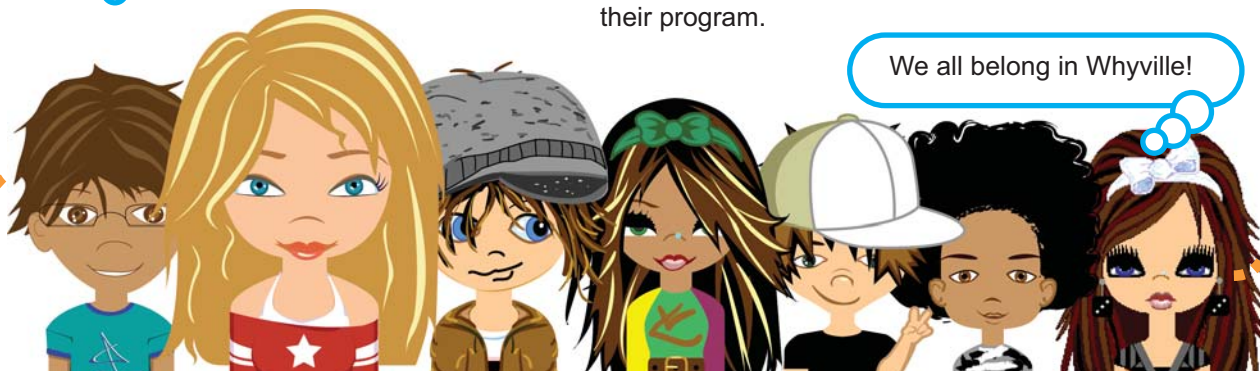
Just like any big city, Whyville is constantly growing. The growth is fueled by integrating new organizations into the virtual world of Whyville. From major brands and commercial companies to non-profits and governmental operations, organizations are establishing themselves in Whyville for the purpose of engaging kids.

For Whyville's sponsors, the online world is not about reaching eyeballs. Rather, it is decidedly about reaching eyeballs connected to brains. In Whyville, sponsors are integrated into the site in a meaningful way that enables kids to truly interact with the organization.

In short, Whyville's kids actually learn, deeply learn in most cases, about the sponsor's subject matter.

The proof is in the pudding, virtually speaking. Whyville's sponsors are furnished with a monthly report that details exactly how kids are engaging with their program.

We all belong in Whyville!



Via their avatars, kids eat meals in Whyville, and learn about nutrition dynamically.



Learning Through Doing

Whether it's the number of mermaid tails purchased, the number of flu shots administered or the amount of carbon dioxide that is removed from the environment, Whyville's sponsors are furnished with data on a regular basis that substantiates that their educational and/or marketing objectives are being met. Pre- and post-survey market research is included in all programs...so you know just what impact your campaign is having on Whyville's kids.

Safety First

With 5.3 million tweens (and growing every day), keeping Whyville safe and secure is priority number one. Whyville employs a multi-pronged safety apparatus comprised of proprietary artificial intelligence, community monitors and citizen empowerment. Whyville's kids must earn the right to chat, and if under 13 get their parent's permission. They self regulate the world by filing 911 reports. Chat is further regulated through filtering and city monitors. Whyville exceeds standards established by COPPA.



Census

- Population: 5.3 million registered users
- Monthly Visits: 1.2 million visits per month
- Average Visit Time: 32 minutes
- Age/Gender Breakdown: 8-15, 70% girls / 30% boys
- Geography: United States and Canada



Ready to Grow

Whyville's a big place...there's plenty of room for more. We are specifically looking for organizations to help us build out the following:

- **Healthcare** - Help us expose kids to topics ranging from disease prevention to physiology.
- **Financial Services** - Retail banking and a stock market would make for an incredible learning activity.
- **Sports** - Leagues, manufacturers, and sports media.
- **Entertainment** - film, home video, tv, video games, music, books, magazines, radio.
- **Fashion** - The cornerstone of Whyville, with lots of room to expand.
- **Food, Beverage, Restaurants** - There's plenty of food for thought here.
- **Workforce Development** - Let's get kids excited about various careers.

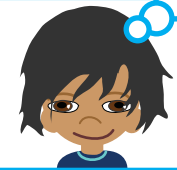
Unprecedented Engagement

Whyville's kids average more than 30 minutes per visit and stay invested on the site for an average of 6 months.

OUR PARTNERS



I'm discovering a cure for a new virus!



My Whyco score was good enough to qualify for a 2% loan!



"Whyville's safety orientation is best in class and also offers kids and teenagers a secure environment to socialize and play."

