

# THEY'RE JUST LIKE US

The average household family size in The Sims 3 is 2.93 Sims.

The average US household size is 2.58.



# FUN WITH

# BROADCAST YOUR SIM

The Sims official YouTube channel has more than 70 million global video views, which is

**NEARLY 3X**

the number of Netflix US subscribers.



# SIMS GET AROUND



The Sims franchise has fans around the globe with 150 million copies of The Sims sold; that's nearly double the amount of visitors to France each year – the world's largest tourist destination.

# The SIMS™

# CHA-CHING!

The Sims franchise has generated more than \$2.5 billion in revenue, which puts it in the same class of box office sales as blockbuster films, Avatar and Titanic.



# FREEPLAY FRENZY



In The Sims FreePlay for the tablet, Sims consume 20,000 cupcakes per day – DIETERS REMAIN CALM! These are, after all, virtual calories.

# 53 MILLION HOURS

of The Sims 3 games are played per month. That's enough time to walk around the world at least 1,400 times.



# OPPOSITES ATTRACT

The careers that players spend the most time playing are a politician and a criminal.



# MIC CHECK

300 musical artists have recorded tracks in Simlish; that's enough artists to fill the stages of Coachella and Rock am Ring Music Festivals.



# WELL CONNECTED

Across Facebook, Twitter and YouTube, The Sims has more than 22 million global fans; that's double the number of viewers who tuned in to watch last season's premiere of UK's The X Factor.

# NEW FRIENDS

The Sims 3 game continues to attract

**2,000 PC PLAYERS EVERYDAY!**



That's nearly double the number of daily visitors admitted into SeaWorld's Discovery Cove in Orlando.



# WOOHOO!

Sims 'woohoo' in The Sims Social™ Facebook game 680,000 times per day!



That's more times than the average man thinks about sex.