




**The Wicked receives 10000 thousands hits daily, and has recorded 85000 unique visitors since its quiet birth on 18/03/2006.**

(Statistics as of 16/05/2006)

**Featured on The Straits Times In!, a Singapore newspaper on 10/04/2006.**

**THE WICKED**  
<http://weikiat.ikueb.com/thewicked/>



**WHAT IS IT?**

The Wicked is a new online puzzle site that has stumped over 10,000 Singaporeans since March 18. Currently with 40 levels, and more to come, the puzzle is the brainchild of 18-year-old junior college student Tay Wei Kiat, who combined commonly tried and tested online puzzle techniques with his own creations. You start the puzzle at Level 1 and move up the scale, depending on how well you interpret the hints in the game. Good luck!

**THE BURNING QUESTION**

Can doing brain teasers regularly make you smarter?

**DR CHEW TUAN CHIONG SAYS**

Scientifically, solving brain teasers is a way of exercising the brain. It develops mental skills much like practising tennis strokes improves one's tennis game.

Solving a wide range of brain teasers helps to enhance familiarity with the different types of problems found in an IQ test, so it will definitely lead to a higher IQ score.

Other qualities get a boost too, like lateral thinking, perseverance, patience – but not intelligence, unless you define intelligence as simply what is measured by an IQ test.

**OUR EXPERTS THIS WEEK:**  
**Dr Chew Tuan Chiong** is the chief executive of the Singapore Science Centre. **Mr Sujin Thomas** is a music journalist at The Straits Times Life!



## Digital Life

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### RELAXING, LIKE A SPA

Internet cafe, DVDs —  
high-tech dental clinics  
are happy places to visit

PAGES 3



### ONLINE RIDDLE

JC student Tay Wei Kiat's  
brain-teaser hits cult  
status here and abroad

PAGE 13

# THE STRAITS TIMES

110 PAGES IN FIVE PARTS » MICA (P) 219/03/2006

TUESDAY, MAY 9 2006



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practice

13 DIGITAL LIVING

DIGITAL LIFE • MAY 9, 2006 • THE STRAITS TIMES



Singapore teen Tay Wei Kiat tells SERENE LUO why  
his riddle is absolutely Wicked

## Singapore-made brainteaser hits cult status

I took only a few hours to create, is not even two months old, but has already attracted some 70,000 visitors.

The biggest surprise: this online game called The Wicked is the creation of Singapore's own teenager Tay Wei Kiat. He is only 18.

In fact, this puzzle (at <http://weikiat.ikueb.com/thewicked>) is one of the biggest cult status activities to sweep the virtual world, especially in Singapore.

Since the riddle on one level to get to the next, and keep at it until you have broken the entire code. Simple but addictive.

King creates by words compare the levels they have achieved and there are even websites from Germany adding to help with some of the riddles. The game has even got a mention in online community encyclopaedia, Wikipedia.

All because, this junior college student, who picked up his idea and passion of computing when he was in Secondary One, felt bored one night.

"I did the first eight levels in five hours and sent it to some of my friends to test it out," said Wei Kiat.

"Some of them were very interested, and solved them quickly, then asked for more. But there were also those who couldn't get through the levels, and maybe that's why they weren't interested."

According to Wei Kiat, more than half of his visitors are from Singapore; the others come from places like the United States, Germany, China and even Ireland and Myanmar.

The idea of the online puzzle is not

new. One of the most popular ones called Not From has been around since 2004, has 120 levels and has had more than 5.7 million page views.

Comprehensively, Wei Kiat's puzzle is not a baby — born in March 18 this year, it has 55 levels and 320,000 page views.

But it is his focus on "internal thinking" and his "unique style" that keeps them coming back for more, said student Guo Suan Jing, 20, who is willing to never surrender.

"The game concept isn't entirely new," he said. "But it is one that is a promising development from our country."

"I admire him (Wei Kiat) for having even thought of such an idea. This kind of creativity is really a relative unknown in Singapore."

The Wicked requires the player to have some knowledge of computing skills, such as knowing about codes or Causading Style Sheets, which led to some players crying foul — that they were handicapped because they did not know computing.

Which then led to The Wicked Junior being born — a similar online puzzle, but it was pure on language instead, and consisted of contributions from some players.

People trying to solve them have formed a small community on the game's forum, and they frequently compare but the stories about how they have set up every night trying to break a code, or begging others for hints.

"Usually a simple level follows after a

JC student Tay Wei Kiat is just 18 but has created a popular online riddle that is gaining cult status among Singaporeans here, as well as with people as far away as Russia. The name of the game — The Wicked — is a play on his own name.

PHOTO: SERENE LUO

difficult level," said 16-year-old student Tan Yee Jiam, saying that that was a "good tactic" as it keeps players staying tuned to the game because it's not too difficult that people give up half-way nor too simple that people solving it have no satisfaction.

Controversy started when one blogger, Mr Gabriel Seah, managed to break codes to more than half of the game and posted the answers on his blog.

"I suddenly found a lot of people asking for the code and wondering what was happening," said Wei Kiat. "At first I was real angry, because if you give out the answer, what's the point of playing the game?"

But after some discussion with Mr Seah, Wei Kiat managed to get him to stop posting further answers.

The budding programmer now hopes to be able to get advisors, so as to support the hosting and bandwidth for his site, as well as to further his programming hobby.

Modestly, though, referring to what he calls his rudimentary skills and amateur status, he said: "So far I'm still a noob."

serene.luo

### Extract:

May 9, 2006

Singapore-made brainteaser hits cult status

Singapore teen Tay Wei Kiat tells SERENE LUO why his riddle is absolutely Wicked

It took only a few hours to create, is not even two months old, but has already attracted some 70,000 visitors.

JC student Tay Wei Kiat is just 18 but has created a popular online riddle that is gaining cult status among Singaporeans here, as well as with people as far away as Russia. The name of the game - The Wicked - is a play on his own name. -- PHOTO: SERENE LUO

The biggest surprise: this online game called The Wicked is the creation of Singapore's own teenager Tay Wei Kiat. He is only 18.

In fact, this puzzle at (<http://weikiat.ikueb.com/thewicked>) is one of the biggest cult status activities to sweep the virtual world, especially in Singapore.



Some of the riddles from The Wicked

Level 1: All's white.  
Level 2: Look inside me.  
Level 3: The answer is obvious.

*Solve the riddle on one level to get to the next, and keep at it until you have broken the entire code. Simple but addictive.*

*Blog entries by youths compare the levels they have achieved and there are even websites from Germany asking for help with some of the riddles. The game has even got a mention in online community encyclopaedia, Wikipedia.*

*All because this junior college student, who picked up bits and pieces of computing when he was in Secondary One, felt bored one night.*

*'I did the first eight levels in five hours and sent it to some of my friends to test it out,' said Wei Kiat.*

*'Some of them were very interested and solved them quickly, then asked for more. But there were also those who couldn't get through the levels, and maybe that's why they weren't interested!'*

*According to Wei Kiat, more than half of his visitors are from Singapore; the others come from places like the United States, Germany, China and even Ireland and Myanmar.*

*The idea of the online puzzle is not new. One of the more popular ones called Not Pron has been around since 2004, has 138 levels and has had more than 8.7 million page views.*

*Comparatively, Wei Kiat's puzzle is but a baby - born on March 18 this year, it has 55 levels and 320,000 page views.*

*But it is his focus on 'lateral thinking' and his 'unique style' that keeps them coming back for more, said student Gan Soon Bing, 20, who is waiting to enter university.*

*'The game concept isn't entirely new,' he said. '(But it is) one that is a promising development from our country.*

*Level 1: All's white.*

*Level 2: Look inside me.*

*Level 5: The answer is obvious.*

*'I admire him (Wei Kiat) for having even thought of such an idea. This kind of creativity is really a relative unknown in Singapore.'*

*The Wicked requires the player to have some knowledge of computing skills, such as knowing about cookies or Cascading Style Sheets, which led to some players crying foul - that they were handicapped because they did not know computing.*

*Which then led to The Wicked Junior being born - a similar online puzzle, but it uses puns on language instead, and consists of contributions from some players.*

*People trying to solve them have formed a small community on the game's forums, and they frequently compare battle stories about how they have sat up many a night trying to break a code, or begging others for hints.*

*'Usually a simple level follows after a difficult level,' said 16-year-old student Terh Yee Jiunn, saying that that was a 'good tactic as it keeps players staying tuned to the game because it's not too difficult that people give up half-way*

*nor too simple that people solving it have no satisfaction'.*

*Controversy started when one blogger, Mr Gabriel Seah, managed to break codes to more than half of the game and posted the answers on his blog.*

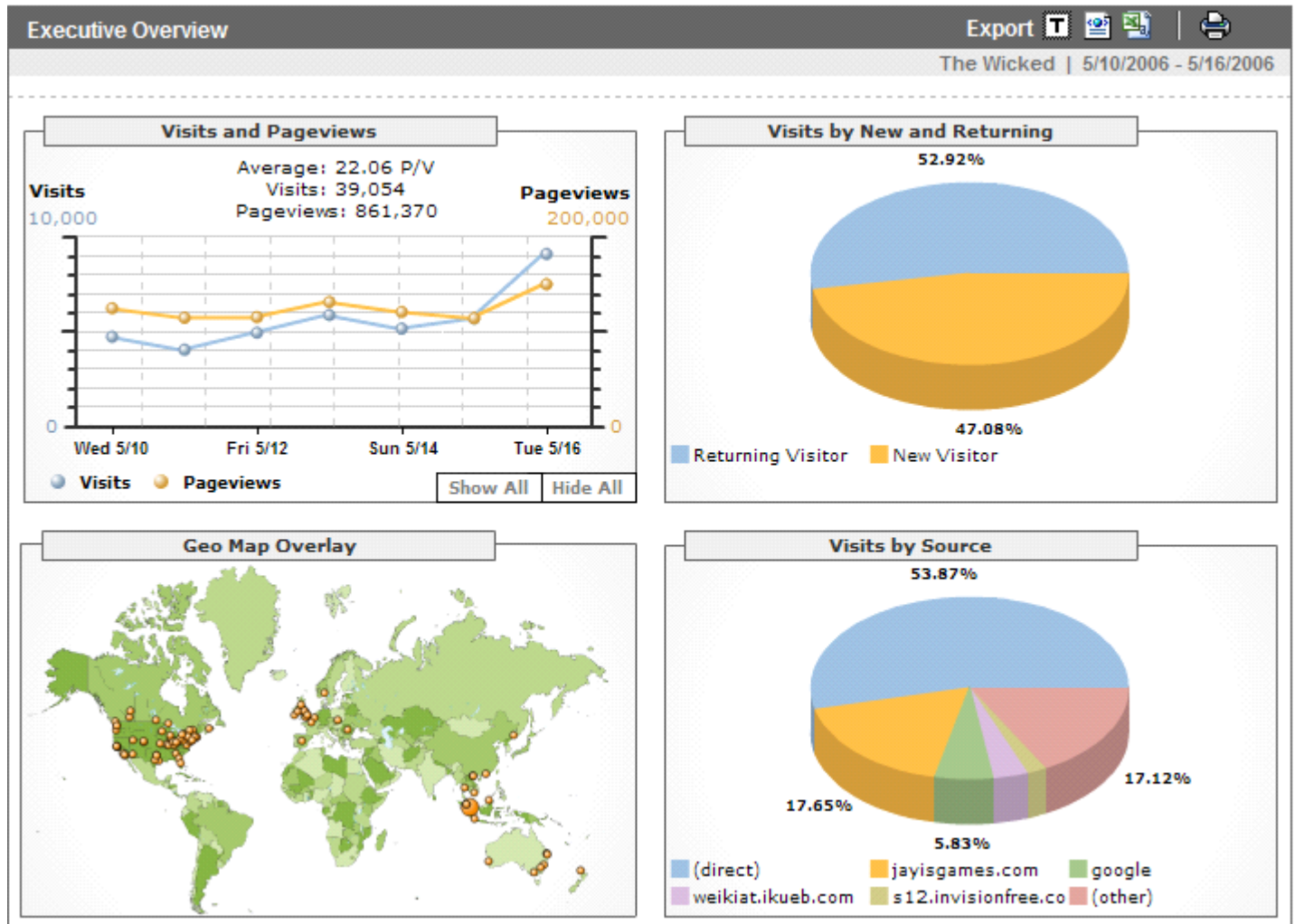
*'I suddenly found a lot of people solving the puzzle and wondered what was happening,' said Wei Kiat. 'At first I was real angry, because if you give out the answer, what's the point of playing the game?'*

*But after some discussion with Mr Seah, Wei Kiat managed to get him to stop posting further answers.*

*The budding programmer now hopes to be able to get advertisers, so as to support the hosting and bandwidth for his site, as well as to further his programming hobby.*

*Modestly, though, referring to what he calls his rudimentary skills and newbie status, he said: 'So far I'm still a noob.'*

# Graphical Statistics



## Ad Space Price Plans

### Budget Elite

**Where will it appear:** <http://thewicked.sgblogging.com/ad.html> (Go to <http://weikiat.ikueb.com/thewicked/> and click on any of the options presented to load this page properly). This page will be shown to all visitors for 10seconds before they were redirected to our games page. There is no option for users to skip the 10 seconds delay.

**Availability:** Ads served on this page are random, so adspace is always available.

**Advertisement Banner Dimensions:** No fixed dimensions. Short 10 second flash advertisements also welcomed.

**Exposure:** High

**Basic Fee:** S\$10

**Fee Per Week:** S\$20

### 404 Ultra Xtreme

**Where will it appear:** whenever user entered a wrong answer to The Wicked or The Wicked Junior, or when users experienced a Page Not Found 404 Error.

**Availability:** Ads served on this page are random, so adspace is always available. (Sample page: [http://thewicked.sgblogging.com/error\\_page.html](http://thewicked.sgblogging.com/error_page.html))



**Advertisement Banner Dimensions:** No fixed dimensions. Short flash advertisements also welcomed.

**Exposure:** Very Very High (MORE THAN 150,000 page views daily!)

**Basic Fee:** S\$20

**Fee Per Week:** S\$50

## Forum Xtreme

**Where will it appear:** <http://s12.invisionfree.com/thewickedforum/> on all pages of the forum.

**Availability:** Only 1 advertisement can be placed there at any time, so it is basically a first come first serve thing.

**Advertisement Banner Dimensions:** Try to keep it small so not to spoil the design of the page. I will decide if the banners provided are acceptable.

**Exposure:** Very High

**Basic Fee:** S\$10

**Fee Per Week:** S\$30

## Headline Xtreme

**Where will it appear:** <http://thewicked.sgblogging.com/index.html> or <http://thewicked.sgblogging.com/wicked> or <http://thewicked.sgblogging.com/wickedjunior> (your choice) at the top of the page

**Availability:** Only 1 advertisement can be placed on each page at any time, so it is basically a first come first serve thing.

**Advertisement Banner Dimensions:** Try to keep it small so not to spoil the design of the page. I will decide if the banners provided are acceptable.

**Exposure:** Very High

**Basic Fee:** S\$10

**Fee Per Week:** S\$30

## How fees are calculated

Total Fee = Basic Fee + (No of Weeks \* Fee per week)

Questions? Interested? Please contact me at [tayweikiat@gmail.com](mailto:tayweikiat@gmail.com).

## Detailed Statistics For An Average Week

```
#-----  
# Profile Name: The Wicked  
# Report Name: Executive Overview  
# Date Range: 5/10/2006 - 5/16/2006  
#-----
```

```
#-----  
# Visits and Pageviews  
#-----
```

Date Range	Visits	Pageviews
Wed 5/10	4659	123324
Thu 5/11	3982	113240
Fri 5/12	4880	113955
Sat 5/13	5807	129839
Sun 5/14	5087	119449
Mon 5/15	5618	112920

Tue 5/16 9021 148643

```
#-----
# Visits by New and Returning
#-----
Visitor Types  Visits
Returning Visitor    20668
New Visitor        18386

#-----
# Geo Map Overlay
#-----
Country/Region/City  Visits
Singapore|12931|1038558    17791
London|515000|-1167    277
Ha Noi|210333|1058500    235
Los Angeles|340416|-1182988    211
Toronto|436667|-794168    200
Hanoi|210333|1058500    197
Ngô Xuyên|209832|1060000    189
Manchester|535000|-22167    185
Kuala Lumpur|31667|1017000    161
San Diego|327977|-1171322    155
Lancaster|540667|-28333    154
Houston|297755|-954152    148
Madrid|404000|-36833    143
Calgary|510833|-1140833    128
Petaling Jaya|30833|1016500    121
Auckland|-368667|1747667    111
Knutsford|533000|-23667    105
Portland|455184|-1226554    101
Seattle|475951|-1223326    88
New York|407619|-739763    87
Ap Long Phu|106167|1066500    86
Chicago|418675|-876744    86
Montréal|455000|-735833    83
Ottawa|454167|-757000    80
Vancouver|492500|-1231333    78
Washington|389097|-770231    76
Mountain View|374192|-1220574    71
(not set)|(not set)|(not set)    70
Poughkeepsie|417599|-737437    67
Cork|518986|-84958    65
Brisbane|-275000|1530167    64
Edmonton|535500|-1135000    63
Hayward|376503|-1220730    61
Jakarta|-61744|1068294    59
South Weymouth|421658|-709506    57
Plano|330483|-967347    56
Fredericksburg|383023|-774847    56
Atlanta|338004|-843865    56
Saint Louis|386385|-903026    54
Dublin|533331|-62489    54
Oceanside|332746|-1173353    52
Kety|498833|192332    52
Central District|222833|1141500    52
Waycross|312017|-823484    52
Cambridge|423800|-711329    52
Oakland|377950|-1222193    51
Oslo|599167|107500    51
Sydney|-338833|1512167    50
Thunder Bay|484000|-892333    50
Kansas City|391024|-945502    49
Pittsburgh|404456|-799794    49
Austin|303037|-977696    49
Milton Keynes|520333|-7000    48
```

Perth	-319333 1158333	48
Kinarut	58167 1160500	48
Milwaukee	430522 -879650	46
Philadelphia	399968 -751485	46
Brooklyn	406525 -739554	45
Denver	397437 -1049793	44
Amherst	424052 -725284	44
Canberra	-352833 1492167	42
Bangkok	137500 1005167	42
Alameda	377735 -1222788	41
Ithaca	424278 -764982	40
Berthoud	402912 -1050816	40
Columbus	399968 -829883	40
Stanford	374178 -1221720	40
Arnold	530000 -11333	39
Reading	514333 -10000	39
Brasov	456333 255833	38
Melbourne	-378167 1449667	38
Salt Lake City	407242 -1118787	38
Gold Coast	-280000 1534333	37
Dallas	328098 -967993	36
Cincinnati	391699 -844859	36
San Leandro	377035 -1221484	36
Winchester	510167 -13167	36
Cleveland	414789 -816473	35
Stoke	530000 -21833	35
Winnipeg	498833 -971668	35
Orlando	285037 -813306	35
Rochdale	536167 -21500	34
West Burleigh	-281167 1534333	34
Kitchener	434500 -805000	34
Renton	474637 -1222135	34
San Francisco	377645 -1224294	33
Phoenix	335222 -1120839	33
Bonnie	381926 -889201	32
Louisville	382085 -856918	32
Brussels	508333 43333	32
Indianapolis	398062 -861407	32
Charlottetown	462333 -631333	32
Glasgow	558333 -42500	32
Stevenage	519167 -2167	32
New York	407214 -740052	31
Kampong Segambut Dalam	31667 1016500	31
Dayton	397449 -841786	31
Vladivostok	431333 1319000	31
Paris	488667 23333	31
Minneapolis	449823 -933063	31

#-----

# Visits by Source

#-----

Sources Visits

(direct)	21037
jayisgames.com	6893
google	2275
weikiat.ikueb.com	1369
s12.invisionfree.com	793