

Roblox Game Developers Earned A Record \$741 Million Last Year

By Cecilia D'Anastasio

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Videogame (1) creators are making more money (2) on Roblox than ever before. Last year, Roblox Corp. paid out a significant sum - \$740.8 million - to game creators, marking a substantial increase (3) from the previous year's \$623.9 million.

Since its launch in 2006, developers have created millions of games for Roblox using tools provided by the company. These games, with titles like 'Escape The Butcher Shop' and 'Toilet Simulator,' can be played across various devices (4), including desktops and mobile phones.

Roblox uses Robux as its digital currency (5), allowing players to purchase (6) a variety of digital items within the games, such as pet unicorns and fashionable clothing. Currently, developers earn \$0.0035 for every Robux spent (7) on their games.

According to filings, nearly a hundred Roblox titles generated over \$1 million in sales each last year, with nine of them surpassing \$10 million. Over 12,000 developers exchanged (8) Robux for real-world currency, with some earning more than \$10,000 and others even exceeding \$100,000.

In its early days, many of Roblox's games were created (9) by enterprising kids. Now, professional game studios have emerged to cater to the platform's lucrative market. For example, in 2022, Los Angeles-based Gamefam Studios raised \$25 million to develop Roblox games.

Last year, Roblox had a record (10) 68 million average daily active users, generating \$3.5 billion in bookings. Despite spending slightly less per person than during the peak of the pandemic, Roblox's top 10 games accounted for 30% of players' time.