ROBLOX IS **CREATION.**

ROBLOX is the largest user-powered content site in online games and the #1 entertainment site for kids and teens,* giving players powerful tools to make and share fantastic games – and be rewarded for their creations. With an expanding arsenal of development features and an engaged global playerbase, ROBLOX gives players the fuel to launch into indie game development. For more information, visit www.roblox.com.



ABOUT

ROBLOX gives everyone the fuel to build engaging games and share them with the world.

- Players make anything they can imagine: beautiful architecture, action-packed games, and even their own massively multiplayer role-playing worlds, while also learning to code.
- Players turn creations into businesses, promoting games and earning virtual currency they can exchange for real-world money using the Developer Exchange.
- ROBLOX has an integrated development environment, multi-platform support, and a cloud of game servers, making it the easiest place to build and host a game.

2013 ENGAGEMENT

Site visits: 914 million
Page views: 15.3 billion
Hours played: 561 million
Peak hours played: 55 million (July)
Average time spent: 37 minutes/visit

SCALE

Games created: 15 million+
Registered accounts: 60 million+

OPPORTUNITY

Total paid to game developers (as of 10/2014): $600,000+
Top earning developers (as of 10/2014):

1. loleris ($50,100): a teenager from Lithuania. His asymmetric multiplayer games have become some of the most successful on ROBLOX.
2. TheGamer101 ($40,750): a pair of teenage twins from Ireland. The masterminds behind the highly successful action game Sword Fighting Tournament.
3. Berezaa ($25,500): a 15-year-old game developer from the U.S. He's created a popular co-op tycoon game, which has amassed 5.5 million+ play sessions.

DEVELOPER SUCCESS

1. Base Wars: The Land (34+ million play sessions since 2009) by d4rk886, a developer from Hong Kong
2. Paintball! (34+ million play sessions since 2008) by daxter33, an 18-year-old from Massachussetts
3. Call of ROBLOXia V (33+ million play sessions since 2009) by litozinnamon, a developer from California

IN THE PRESS

Gamasutra / Inside Mobile Apps / VentureBeat
One of TIME's "50 Best Websites of 2012"

*comScore