

User-generated games paid in Robux: players buy Robux (bookings) → experiences and avatar items take a platform cut
→ creators cash Earned Robux out at \$0.0038 (or \$0.0054 for some US 18+ spend) → Q2 2026 revenue \$1.469B vs bookings \$1.557B, DevEx fees \$363M → Roblox Plus at \$4.99/mo replaces new Premium sign-ups.

KEY PARTNERS

- **Creators** — experiences, avatar items, plugins (FACT DevEx).
- DevEx payouts via the DevEx Portal / Tipalti (FACT Creator Docs).
- App stores and payment processors inside cost of revenue (FACT letter).
- Age-check vendors for the US 18+ DevEx rate (FACT docs).
- Parents/caregivers approve younger users' Robux transfers (FACT Plus).

KEY ACTIVITIES

- Host experiences, avatars, and the marketplace (product).
- **Discovery / Recommended for You** — retention vs bookings (FACT Q2).
- Sell Robux and recognize revenue over time (FACT bookings bridge).
- Review DevEx cash-outs; minimum once-a-month cadence (FACT docs).
- Launch and operate Roblox Plus (FACT Apr 2026).

KEY RESOURCES

- Creator tools and the experience catalog (product).
- Over 120M DAUs and 29B hours in Q2 (FACT letter).
- **Robux ledger** — deferred revenue between bookings and revenue (FACT).
- **DevEx rate card** — \$0.0038 / \$0.0054 / legacy \$0.0035 (FACT).
- Brand and safety infrastructure for a young audience (FACT age rules).

VALUE PROPOSITIONS

- Free-to-start experiences and a portable avatar (product).
- Creators earn Robux they can cash out via DevEx (FACT).
- **Plus \$4.99** — 10% then 20% off items Roblox pays for (FACT).
- Free private servers and fee-free transfers on Plus (FACT).
- Creator bonuses for Plus sign-ups and private-server time (FACT).

CUSTOMER RELATIONSHIPS

- Self-serve play and Robux purchase (product).
- DevEx review each request; estimate ≠ guarantee (FACT docs).
- About 10 business days first cash-out; ~5 after (FACT).
- Plus discount steps from 10% to 20% in month 3 (FACT).
- Parental approval on transfers for younger users (FACT).

CHANNELS

- Roblox app and website for play and Robux (product).
- Recommended for You as the discovery channel (FACT Q2).
- **Country access can move DAUs** — Russia restored in June (FACT).
- Creator Hub / DevEx dashboard for cash-out (FACT docs).
- In-experience Plus subscribe API (FACT newsroom).

CUSTOMER SEGMENTS

- **Players** — free to start; a subset buys Robux (FACT bookings).
- Paying-user lifetime ~27 months as of Jun 30, 2026 (FACT supplement).
- **Creators** — DevEx eligibility is gated (FACT docs).
- **Plus subscribers** — \$4.99, new; Premium grandfathered (FACT).
- **Younger US/Canada users** — weaker Q2 monetization (FACT letter).

COST STRUCTURE

- Cost of revenue \$292M in Q2, +24% (FACT letter).
- DevEx fees \$363M, +15%, after the rate increase (FACT).
- Legacy \$0.0035 balances must clear before \$0.0038 (FACT docs).
- Plus discounts funded by Roblox, not creators (FACT).
- Trust, safety, and age checks (FACT rules; \$ not broken out).

REVENUE STREAMS

- Q2 bookings \$1.557B (+8%); revenue \$1.469B (+36%) (FACT).
- DevEx standard \$0.0038; US 18+ rate \$0.0054 (FACT docs).
- **DevEx fees \$363M in Q2** — the creator share (FACT).
- Plus \$4.99/mo from Apr 30, 2026 (FACT newsroom).
- OCF \$318M and FCF \$294M in Q2 (FACT letter).