

JUNE 2024

# Roblox Economic Impact and Social Benefit Study

NARRATIVE REPORT

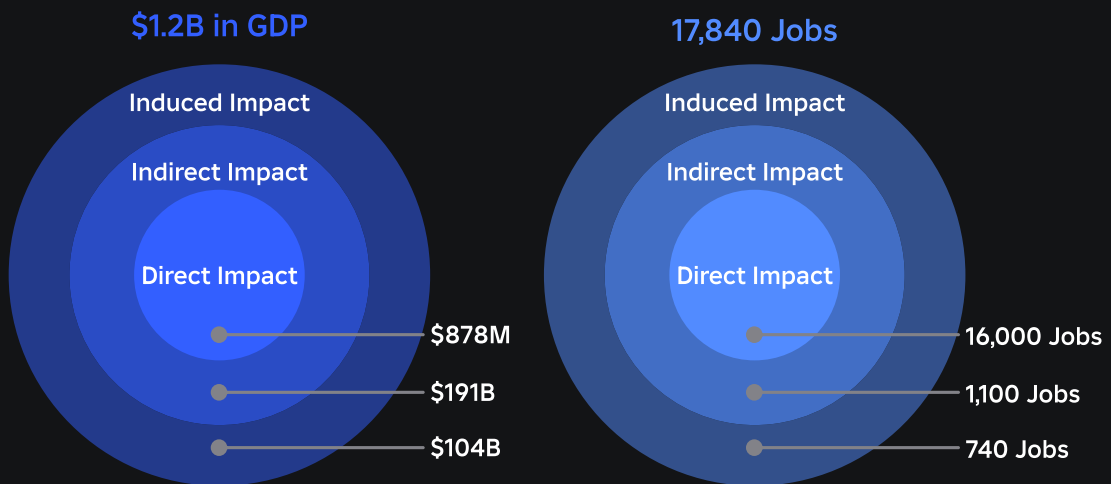
Delivered by Nordicity

**ROBLOX**

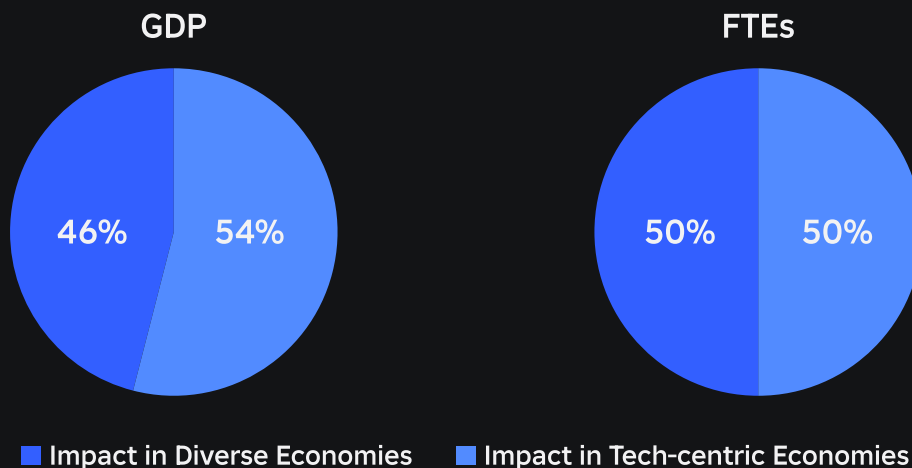
# Executive Summary

A powerful creator-driven platform with over 79.5 million daily users,<sup>1</sup> Roblox connects individuals from around the world, empowering them to explore the freedom of creation in designing their own experiences. To capture the extent of its economic impact on the United States and the multitude of social benefits it provides to developers, Roblox enlisted the services of Nordicity.<sup>2</sup>

Between 2017 and 2023, Roblox generated an estimated \$1.2 billion total gross domestic product (GDP), and though it does not employ Creators, supported the equivalent of 17,840 jobs through its Developer Exchange program through both direct and indirect impacts,<sup>3</sup> and contributed \$324 million in tax revenue to the U.S.<sup>4</sup>



Overall, regions with more emerging tech economies<sup>5</sup> account for 46% of the national GDP impact and 50% of the national FTEs. This highlights the platform's economic impact beyond major coastal cities, which typically have robust tech industries.



In addition to providing substantial contributions to the U.S. economy, Roblox provides several important social benefits to its community of creators, including (but not limited to):

**Education & Access:** For many, Roblox offers a hands-on learning experience that can serve as a foundation for a career in STEM. Through the platform, creators develop applicable technical skills and core soft skills—helping them become more career-ready.

**Community & Connections:** Roblox offers players and developers an opportunity to collaborate with like-minded individuals across the country and beyond. On-platform connections help foster belonging and can lead to real-life friendships and business partnerships.

**Career & Entrepreneurship:** By opening possibilities for creation and monetization, Roblox can transform some hobbyist creators into creative entrepreneurs. Developers actively build portfolios and gain skills that can help give them a leg up in life.

Nordicity gathered income and expenditure related data from a survey circulated to all Roblox developers in the United States. To capture some of the social benefits for Roblox to developers, Nordicity conducted desk research and individually interviewed four (4) notable Roblox developers in the United States.

# 1. Introduction and Approach

As a powerful creator-driven platform with over 77 million daily users<sup>6</sup>, Roblox connects individuals from around the world, empowering them to explore the freedom of creation in designing their own experiences. With a significant number of experiences created, played, and monetized each day on the platform, Roblox generates economic and social benefits. As such, Roblox engaged Nordicity to explore and capture the extent of these economic impacts in the United States. Nordicity is a leading international consulting firm providing private and public sector clients with solutions for Economic Analysis, Strategy Development, and Policy and Regulation Advisory. With offices in the UK and North America, and associates around the globe, Nordicity has unparalleled experience in economics of the global video games industry – among other creative and cultural industries.

In the games industry, Nordicity has worked to design, assess, and evaluate strategies to support games industries in a variety of jurisdictions including the UK, Canada, Australia, Brazil, Switzerland, New Zealand, Australia, Saudi Arabia, and Bahrain. In addition, Nordicity regularly conducts economic impact analyses for organizations including the Entertainment Software Association of Canada and the British Film Institute. Based on this experience, the firm has become widely recognized for its ability to translate market developments and best practices, and provide sound research, analyses, evaluations, and comparisons from one jurisdiction to another.

Nordicity relied on primary and secondary data sources for its estimations. While the sections below outline the overall approach, more detailed information about Nordicity's assumptions and methodology is available in Appendix A.1 Methodology.

This report also demonstrates the ways in which the Roblox platform can contribute to the growth and career development of creators and developers through case studies that illustrate how the platform supports creator education, skills development, collaborations and connections, and entrepreneurship.

Through these two streams of analysis, this report showcases the multilayered positive impact of the Roblox creator ecosystem on the U.S. economy, as well as the benefits the ecosystem provides to the creators and users within it.

## Approach to Economic Impact

The economic output is expressed in three ways: full-time equivalents (FTEs), gross domestic product (GDP), and tax revenue. GDP and FTEs are at times expressed as being direct, indirect, and/or induced impacts.

The list below provides the definition of each output.

- **GDP:** This term represents a monetary measure of the contribution that some economic activity (e.g., Roblox experiences) makes to a jurisdiction's economy within a specific time period
- **Jobs vs. FTEs:** Roblox does not employ developers. References to "jobs" and "FTEs" used in this report are merely a method of expressing the economic impact of Roblox's Developer Exchange program and do not refer to employment by Roblox Corporation. Typically, jobs created and retained are expressed in the number of positions, which is not stated on a cumulative basis. As such, this metric is not interchangeable with the economic impact metric FTE (described in the next section of the report), which is stated on a cumulative basis. As illustrated below, two FTEs could indicate a full-time job held by one person for two years, two full-time jobs held by two people for one year, or four part-time jobs held by four people, each working 20 hours per week, for one year.
- **Tax revenue:** Expressed at both the state and federal levels, this term represents taxes related to the creation of Roblox experiences. In Roblox's case, creators' personal income taxes generate most of the revenue. Nordicity did not include retail and sales taxes in this analysis.
- **Direct impact:** Economic activity that was directly related to the creation of Roblox experiences on the Roblox platform.
- **Indirect impact:** Economic activity generated by Roblox developers purchasing supplies, such as computers and software, from other industries.
- **Induced impact:** Employment and economic activity generated by respending income directly or indirectly received from Roblox.

To estimate the economic impacts, Nordicity used a combination of Roblox payment data, the results of a survey distributed to creators (the Roblox Developer Survey), and data from the U.S. Census Bureau (e.g., to establish average salaries). This data was then fed into Nordicity's economic impact assessment tool (MyEIA) to arrive at the estimates presented below.

It is important to note that the economic impacts estimated in this report pertain solely to the economic contributions from Roblox developers' real cash withdrawals from the Roblox platform through Roblox's Developer Exchange Program. Ancillary income generated by developers from activities associated with but not directly on the Roblox platform—such as live-streaming Roblox experiences or selling Roblox merchandise—is not included in this analysis. As such, the results can be viewed as conservative estimates of Roblox's economic impact.

## Approach to Social Benefits

To capture some of Roblox's social benefits for developers, the project team conducted desk research and individually interviewed four (4) notable Roblox developers in the United States. These developers were selected for an interview by Roblox's Developer Relations team.

In these interviews, developers were encouraged to openly share their journeys to Roblox and on the platform. Interview findings were distilled into three primary themes:

- **Education & Access:** explores the ways in which Roblox can offer accessible gateways into interests and careers in science, technology, engineering, and math (STEM)
- **Community & Connections:** explores the ways in which Roblox can promote safe spaces for connection
- **Career & Entrepreneurship:** explores Roblox's potential to create opportunities for entrepreneurship, career growth, and artistic expression

These case studies aim to highlight some of the varied experiences of Roblox developers but do not reflect the experience of everyone who uses or develops on the platform.

## 2. The Economic Impact of Roblox Developer Activities

Digital interactive experiences on platforms like Roblox create economic impact in several ways. First, developers, artists, designers, and other professionals creating Roblox experiences in the shared digital ecosystem earn Robux, which may be eligible to be withdrawn as exchanged for cash)—from the experiences they create.<sup>7</sup>

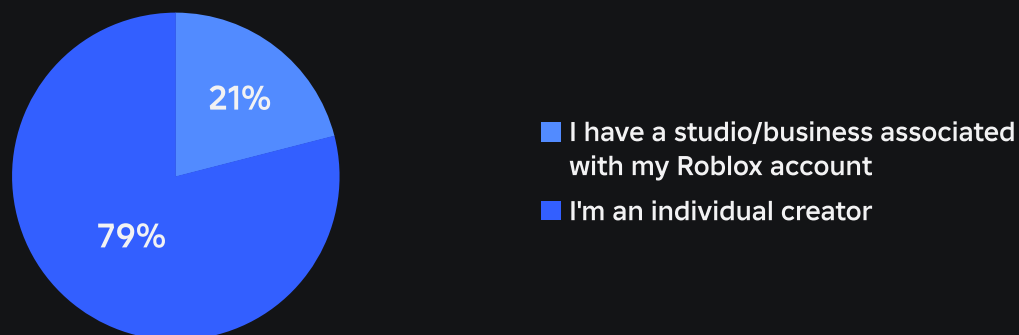
Roblox has a Developer Exchange Program (DevEx) and a payment system centered around its virtual currency, Robux. Developers who create digital experiences on Roblox earn Robux through selling access to their games, in-game items, and other incentives provided by Roblox. Developers who meet Roblox's eligibility criteria<sup>8</sup> can then convert their earned Robux into real money through DevEx. This conversion allows eligible developers to monetize their creative efforts on the platform.

### 2.1 About Roblox Creators

The income earned by creators and developers of experiences on Roblox supports their personal income.<sup>9</sup> That income, contributes to the broader economy, as it is then re-spent on housing, equipment, education, leisure activities, and other goods and services.

The Roblox Developer Survey revealed that 79% of respondents were individual creators on the platform, as illustrated in Figure 1.

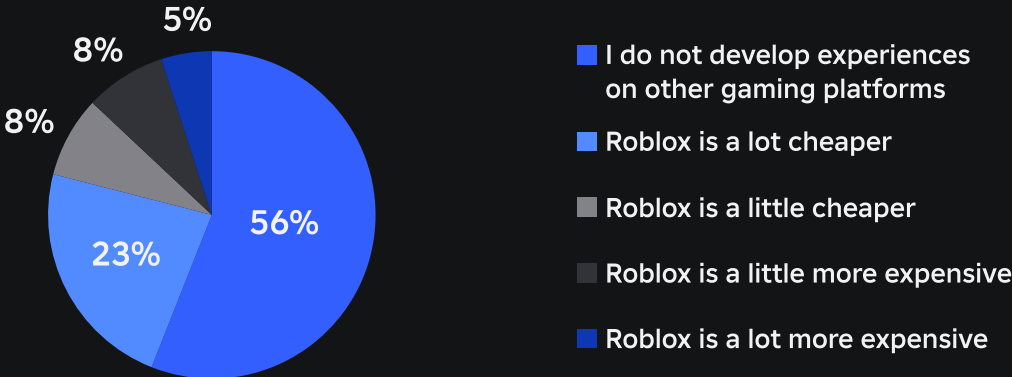
Figure 1: Survey question: Are you an individual creator, or do you have a studio/business where you hire or collaborate with other creators to create Roblox experiences? (n=384)



Developing Roblox experiences is generally thought to be less expensive than developing for other platforms. About 23% of the survey respondents think that **developing experiences on Roblox is much cheaper than doing so on other gaming platforms.**

The survey question also revealed that for more than half (56%) of Roblox developers, **Roblox is the only platform on which they create experiences** (Figure 2). This finding suggests that Roblox is generating economic value that likely would not exist otherwise.

Figure 2: Survey question: If you develop experiences on other gaming platforms, could you compare the development costs to those on Roblox? (n=384)



## 2.2 National Economic Impact

As outlined in Section 1, the Roblox Developer Program generates economic impacts expressed in GDP, FTE, and taxes.

The main source of direct economic impact in any economy is money paid to or generated by individuals. As such, the direct impact contributed by any activity comes from income earned by individuals employed by that activity and from any profits earned from that activity.<sup>10</sup>

In addition to the direct impact, economic activity has two key ripple effects on the broader economy:

- **Indirect impact:** economic activity generated by upstream suppliers from which developers (accounting for direct impacts) purchase goods and services

- **Induced impact:** the employment and value added generated by the respending of income received at the direct and indirect impact stages

The sum of the direct, indirect, and induced economic impacts is the **total economic impact**.

Nordicity estimates that from 2017 to 2023, Roblox developers contributed a total of 17,840 FTEs, \$1,173 million in GDP, and \$324 million in taxes to the U.S. economy.<sup>11</sup>

Table 1: National Economic Impact Overview 2017-2023

	2017-2023 Total	Per Annum
FTEs	17,840	2,550
GDP (\$)	1,173M	168M
Tax (\$)	324M	46M

Each of these economic impact components is described in more detail below.

## Full Time Equivalents

Roblox’s Developer Exchange Program primarily supports economic activity in two ways. First, eligible independent developers and creators can earn income from the experiences they create through the Roblox Developer Exchange Program.<sup>12</sup> Second, there are several Roblox studios creating Roblox experiences who employ developers, artists, designers and other professionals. Nordicity estimates that the Roblox Developer Exchange Program has directly supported approximately 16,000 full-time equivalents (FTEs), 1,100 indirect FTEs, and 740 induced FTEs in the United States between 2017 and 2023.

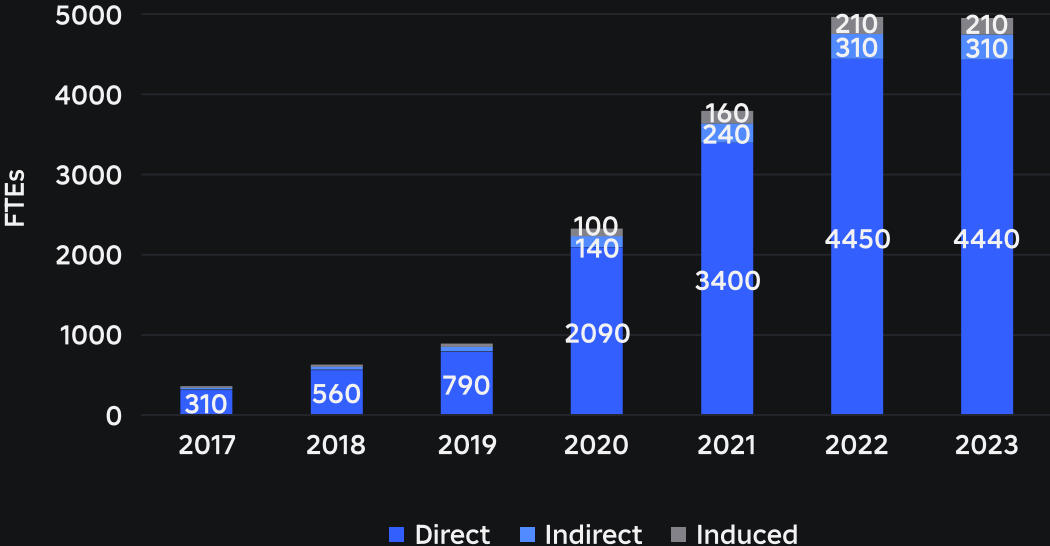
Table 2: National FTE Impact 2017-2023

FTEs	2017-2023 Total	Per Annum
■ Direct	16,000	2,290
■ Indirect	1,100	160
■ Induced	740	110
<b>TOTAL</b>	<b>17,840</b>	<b>2,550</b>

Note: The totals may not always add up precisely due to rounding

Figure 3 below shows how the direct FTEs supported by the Roblox Developer Program has grown year-over-year from only 310 FTEs in 2017 to 4,400 FTEs in 2023.

Figure 3: National FTE Impact Yearly Trend



### Gross Domestic Product

The Roblox Developer Program generated a total GDP impact of \$1.2 billion in GDP (Table 3) from 2017 to 2023, averaging \$168 million in GDP impact per year over that period.

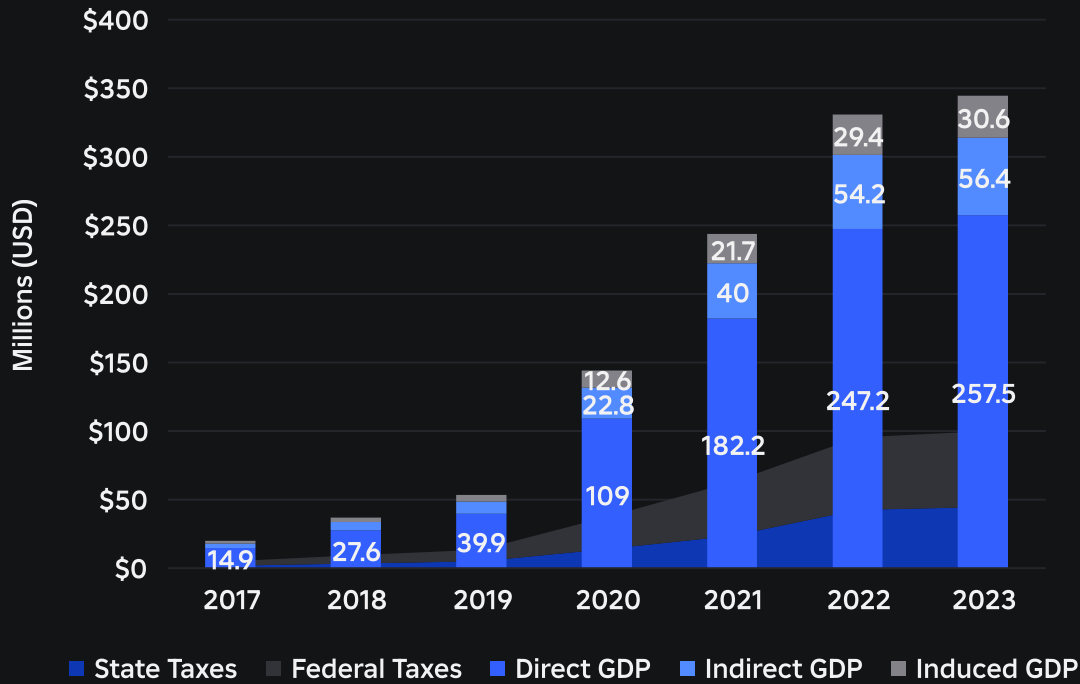
Table 3: National GDP Impact 2017-2023

GDP (\$)	2017-2023 Total	Per Annum
■ Direct	878M	126M
■ Indirect	191M	27M
■ Induced	104M	15M
<b>TOTAL</b>	<b>1.2B</b>	<b>168M</b>

The figure below demonstrates the yearly trend of Roblox developers’ national GDP contribution growth. As with FTEs, there was a significant jump in growth from 2019 to 2020, with relatively steady year-over-year growth from there.

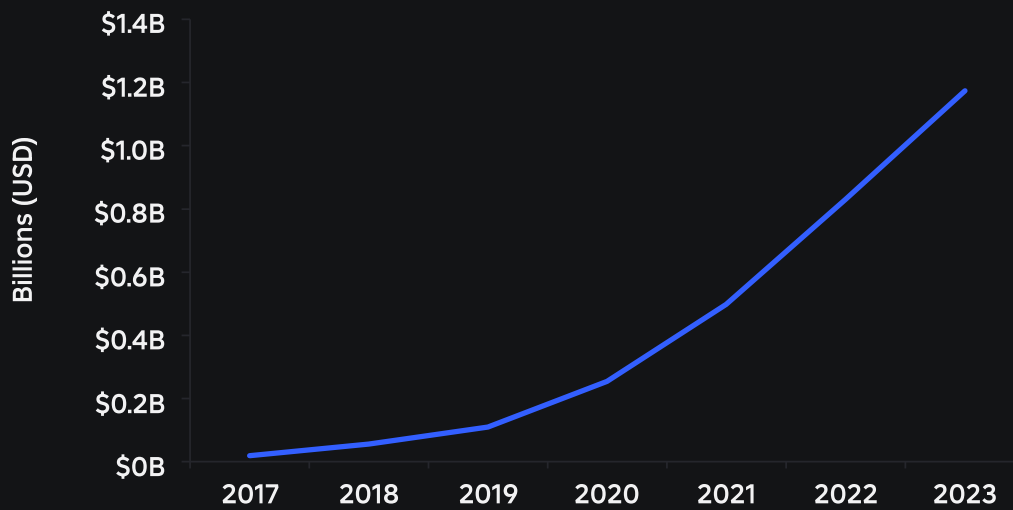
Growth compares LTM data against FY 2019 data

Figure 4: National GDP Impact Yearly Trend 2017-2023



In addition to looking at the annual growth of GDP, an analysis of the cumulative GDP trajectory provides an illustration of the overall growth of the economic activity supported by Roblox from 2017-2023. Cumulative GDP is calculated by aggregating the GDP figure for each of the seven years from 2017-2023. Nordicity estimates that the Roblox Developer Exchange Program has generated just under \$1.2 billion in cumulative GDP between 2017 and 2023 (Figure 5).

Figure 5: National Cumulative GDP Trend 2017-2023



## Tax Impact

The Roblox Developer Exchange Program generates tax revenues in two ways. First, Roblox developers who earn income from their creations on Roblox or are on the payroll of a Roblox studio pay income tax. In addition, Roblox studios and individual developers operating as a business (e.g., as an incorporated entity) pay corporate taxes on their profits. Finally, developers and studios that purchase property or equipment for their business may be subject to property taxes.

Nordicity estimates that Roblox developers generated \$324 million in tax revenue (Table 4) between 2017 and 2023, averaging \$46 million in tax revenue per year.

Table 4: National Tax Impact 2017-2023

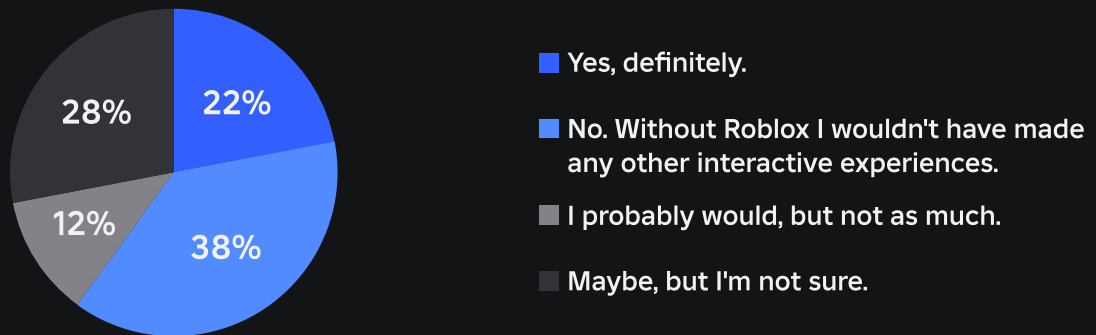
Tax (\$)	2017-2023 Total	Per Annum
■ State	136M	19M
■ Federal	188M	27M
<b>TOTAL</b>	<b>324M</b>	<b>46M</b>

### 2.3 Attributable FTEs and GDP

The Roblox Developer Survey asked respondents to specify whether the income earned from developing creative experiences for Roblox would exist without the Roblox Developer Exchange Program. By doing so, Nordicity was able to estimate how much of the economic activity supported by Roblox is directly attributable to Roblox and whether it would exist without Roblox. In turn, this allowed Nordicity to more accurately understand the real-world economic impact generated by Roblox. In addition, understanding attributable income helps identify the extent to which Roblox serves as a primary or supplementary source of income for developers.

The Roblox Developer Survey revealed that two out of every five developers would not have earned any income from interactive content creation if it were not for Roblox (Figure 6). Consequently, a portion of the GDP generated by the activities of Roblox developers would not exist without the opportunities provided by Roblox. (Figure 6).

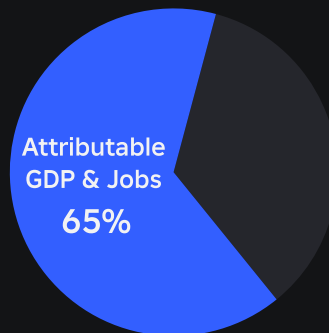
Figure 6: Survey question: Would you still be earning money from other interactive experience-related work if not for Roblox? (n=384)



Based on these attribution results, Nordicity estimates that 65% of the total national economic impacts from 2017 to 2023 were attributable to the Roblox Developer Exchange Program and would not have occurred without Roblox (Figure 7).

The year-over-year attributable GDP and FTE can be found in Appendix A.3.

Figure 7: National attributable GDP



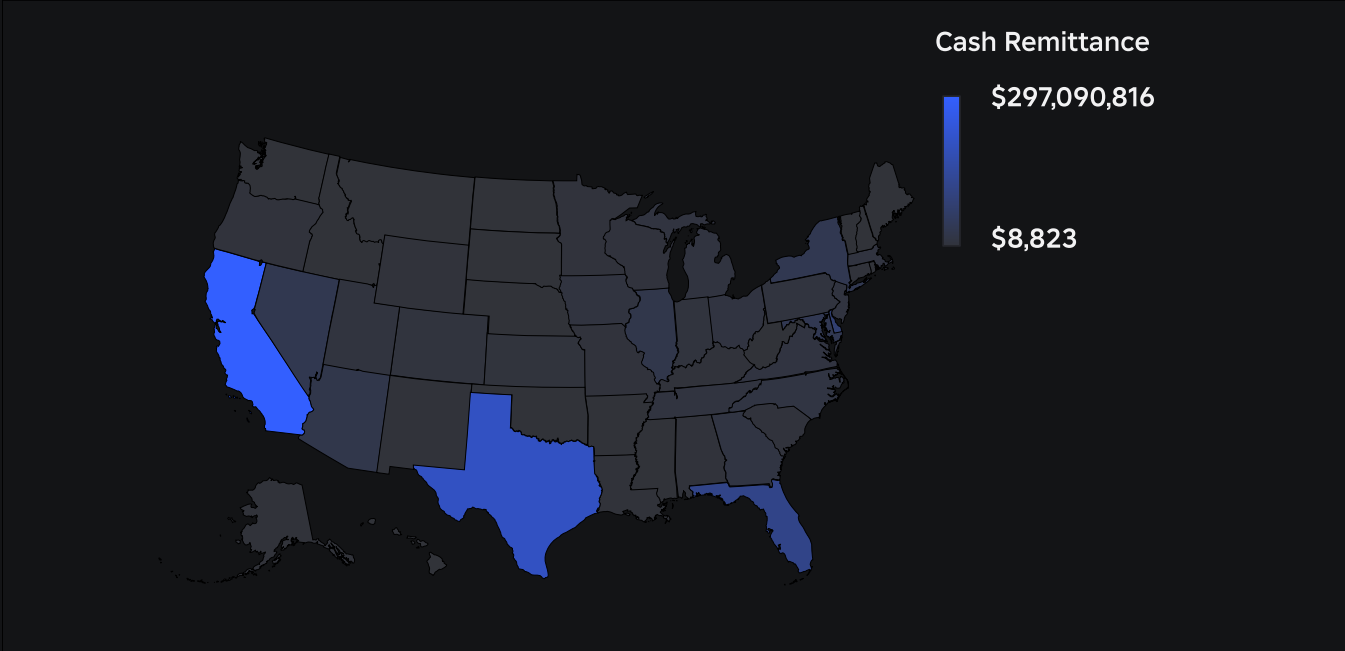
In conclusion, Roblox is not just a platform for creative exploration but a catalyst for economic activity, providing opportunities that might not be available if Roblox did not exist. With an average attributable contribution of 2,550 FTEs, \$168 million in GDP, and \$48 million in taxes annually to the U.S. economy, Roblox economic opportunities for those who create content and experiences for the platform.

The Roblox ecosystem plays a unique role in empowering digital creators and developers and extending the economic activity related to digital creation and development to regions with more emerging tech economies<sup>13</sup> (as illustrated in the next section).

### 3. The Geography of Roblox’s Economic Impact

One key feature of the Roblox creator ecosystem is that it allows content to be monetized by small teams and individuals across the United States, thereby spreading the economic benefits across the country and often to regions with more emerging tech economies. As the map below shows, cash remittances (revenues) received by Roblox creators and developers are distributed across the country.

Figure 8: Heat map of payments to Roblox creators (2017 to 2023)



There is evidence of a higher concentration of revenues in states where there is an existing vibrant interactive digital media sector (e.g., California), which may suggest that Roblox is helping to support the independent developers and small studios that are an integral part of these tech-centric economies. However, as the following sections further describe, the platform has a significant impact in more diverse economies as well.

Roblox requested the economic impact of several individual states. The table below summarizes the total economic impact in individual states from 2017 to 2023, along with the average revenue per capita based on the total value of payments issued to developers and creators in those states relative to their total population.

As Table 5 illustrates, California represents the highest level of economic activity in terms of FTEs, GDP, and taxes generated by the Roblox creator ecosystem, with Texas and Florida

displaying the second- and third-highest levels of economic activity among the six selected states.

Table 5: State-level economic impact comparison 2017-2023

State	Revenue per capita	FTEs	GDP	Tax
California	\$1.08	4,700	\$310M	\$93M
Texas	\$0.99	3,400	\$215M	\$54M
Florida	\$0.77	1,800	\$122M	\$32M
Nevada	\$1.6	600	\$35M	\$10M
New York	\$0.26	500	\$38M	\$12M
Utah	\$0.39	200	\$10M	\$3M

While the bulk of Roblox’s economic impact derives from the largest economies in the U.S., a slightly different picture emerges when that analysis is adjusted for population. Looking at revenue per capita in Table 6, Nevada ranks highest despite being second to lowest in terms of GDP and third lowest in FTEs, indicating that there is a relatively high level of Roblox developer/creator activity in that state relative to its total population (more detail regarding an analysis of revenue per capita in regions with more emerging tech economies is provided in section 3.1 below). Table 6 also shows the FTEs per 1M residents, GDP per capita and tax per capita in each state, from the highest to the smallest.

Table 6: State-level economic impact per capita comparison 2017-2023

State	Payment revenue per capita	FTEs per 1M residents	GDP per capita	Tax per capita
Nevada	\$1.6	188	10.96	3.13
California	\$1.08	121	7.96	2.39
Texas	\$0.99	111	7.05	1.77
Florida	\$0.77	80	5.40	1.42
Utah	\$0.39	59	2.93	0.88
New York	\$0.26	26	1.94	0.61

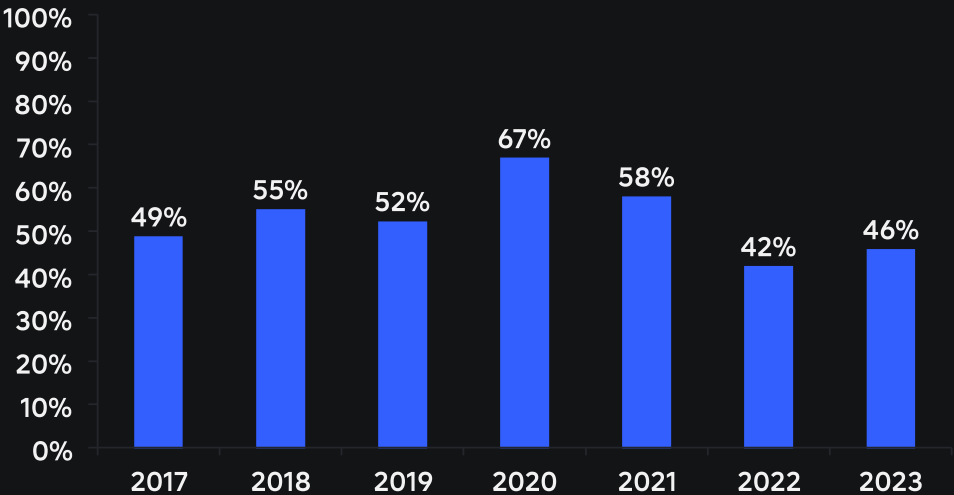
More detailed state-level analysis can be found in Appendix B.

### 3.1 Impact on more Emerging Tech Economies

A unique aspect of the Roblox Creator Ecosystem is that Individuals can participate from any location, including in regions outside urban centers and in states without a strong tech sector. As a result, the Roblox Developer Exchange Program generates income and significantly contributes to state economies across the United States and outside of areas more commonly considered to have tech-centric economies.

The Roblox Developer survey collected information from developers on the cash remittances, frequency of cash withdrawals, and locations of the user. This data revealed that, on average, more than 50% of all cash remittances paid to Roblox developers between 2017 and 2023 went to regions with diverse economies.

Figure 9: Percentage of all cash remit payments from regions in more emerging tech economies (n=70,565)



Because each state has vastly different populations, simply observing the total contributions per state does not tell the whole story. Accordingly, Nordicity also used two weighted calculations to normalize the calculation of economic benefits across states regardless of their size and population.

First, Nordicity calculated revenue per capita, based on payment data provided by Roblox. The table below shows the revenue per capita among the top five regions with the highest revenue concentration.

Table 7: Payment per capita top regions

Top Regions (capita)	Payment per capita
<b>Delaware</b>	\$11.7
<b>Nevada</b>	\$1.6
<b>California</b>	\$1.1
<b>Texas</b>	\$1.0
<b>Maryland</b>	\$0.9

As shown in the table above, while California has the highest concentration of total revenue, it ranks third in per-capita revenue as a result of having the largest population in the United States (38M in 2023). Conversely, a state like Nevada, with high revenue per capita (the second highest), indicates a significant level of earnings relative to its smaller population (1.9M in 2023). It is worth noting that a small number of successful creators are registered in Delaware, leading to high per-capita payments. The favorable tax environment for corporations in that state may contribute to this finding.

Second, Nordicity conducted an analysis of the number of payees (the number of distinct developers who received cash remittances) per 1 million residents. Table 6 shows the top five regions with the highest number of payees per 1 million residents.

Table 8: Payees per 1M residents (top states)

Top Regions (per 1M)	Payees per 1M residents
<b>Nevada</b>	68
<b>Utah</b>	55
<b>Florida</b>	52
<b>Arizona</b>	43
<b>Connecticut</b>	39

These results indicate that the states with the highest concentration of Roblox developers relative to the total population tend to be those with diverse economies, further suggesting that Roblox can offer opportunities to join the digital economy outside across the country.

## Economic Impact in Regions With More Emerging Tech Economies

This section focuses on reporting the economic impact generated by regions with diverse economies (Texas, Utah, Nevada, and Florida, among others).

Overall, Roblox developers in those regions contributed an estimated 8,890 FTEs, \$591 million in GDP, and \$154 million in taxes to the U.S. economy between 2017 and 2023 (Table 9).

Table 9: Regions with more emerging tech economies Economic Impact Overview 2017-2023

	2017-2023 Total	Per Annum
FTEs	8,890	1,270
GDP (\$)	591M	85M
Tax (\$)	154M	22M

More details regarding these impacts are provided below.

### FTEs in regions with more emerging tech economies

Nordicity estimates that the Roblox Developer Exchange Program, which enables eligible developers to earn income by creating experiences and objects within Roblox, has directly contributed approximately 7,880 full-time equivalents (FTE), 600 indirect FTEs, and 410 induced FTEs in regions with more emerging tech economies (Table 10). These results shows that almost 50% of the total of 17,840 FTEs supported by the Roblox ecosystem between 2017 and 2023 are in regions without tech-centric economies. This indicates that the economic benefits and job opportunities generated by Roblox are widely distributed across the United States, rather than being concentrated in regions with established tech-centric economies, like California.

Table 10: Regions with more emerging tech economies FTE Impact 2017-2023

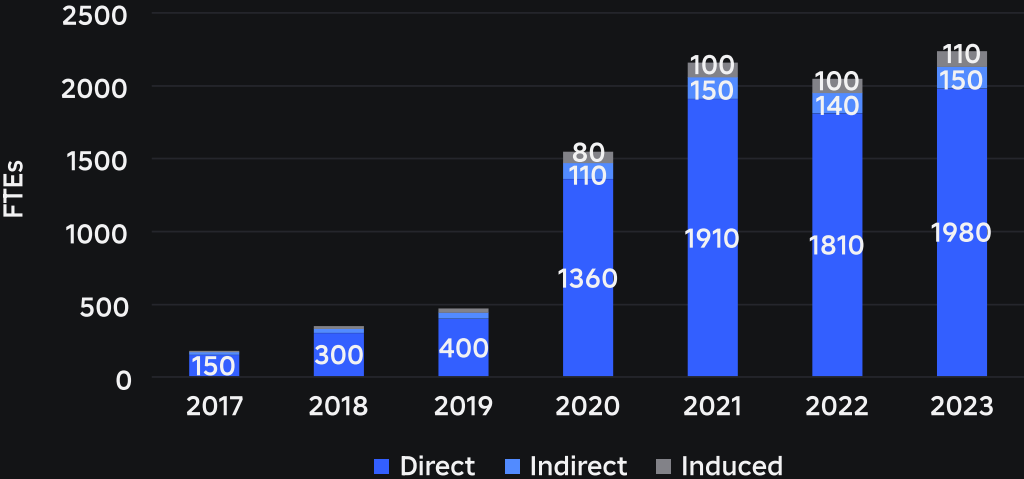
FTEs	2017-2023 Total	Per Annum
■ Direct	7,880	1,130
■ Indirect	600	90
■ Induced	410	60
<b>TOTAL</b>	<b>8,890</b>	<b>1,270</b>

Note: The totals may not add up precisely due to rounding up the nearest 10

In line with the national FTE growth trend (Figure 3), the FTEs supported by the Roblox creator ecosystem in regions outside of tech-centric economies has experienced significant growth from 2017 to 2023, with 2020 marking the biggest jump in this growth. Roblox reported in its 2020 S-1 filing that the surge in platform activity was largely due to the COVID-19 pandemic. However, this momentum carried into 2021, with developer earnings and activities continuing to grow as Roblox makes ongoing investments in enhancing the platform's features and capabilities.

This trend supports the insight that these regions are not only participating but also significantly contributing to the overall economic growth in the United States. It further highlights that these regions showed the resilience of the digital economy, particularly during periods during the COVID-19 pandemic in 2020.

Figure 10: Regions with more emerging tech economies FTE Impact Yearly Trend



**GDP and tax impact in regions with more emerging tech economies**

Nordicity estimates that the activity from the Roblox Developer Exchange Program in region with diverse economies contributed \$591 million in GDP to the U.S. economy, as illustrated in the table below. Notably, GDP impact from those regions accounts for about 50% of the national GDP impact.

Table 11: Regions without tech-centric economies GDP Impact 2017-2023

GDP (\$)	2017-2023 Total	Per Annum
■ Direct	430M	62M
■ Indirect	104M	15M
■ Induced	57M	8M
<b>TOTAL</b>	<b>591M</b>	<b>85M</b>

Roblox developer activities in regions with diverse economies also yielded approximately \$154 million in taxes in the United States, of which \$58 million was state-level tax. Similarly, the tax impact from these regions represents approximately 50% of the total national tax impact.

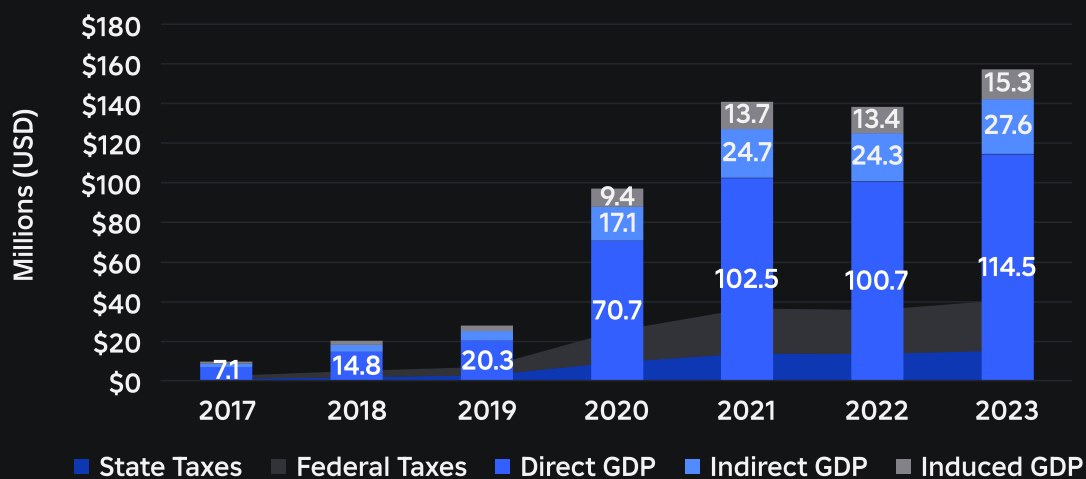
Table 12: Regions without tech-centric economies Tax Impact 2017-2023

Tax (\$)	2017-2023 Total	Per Annum
■ State	58M	8M
■ Federal	96M	14M
<b>TOTAL</b>	<b>154M</b>	<b>22M</b>

The figure below shows the year-over-year trend of GDP and tax growth in regions with more emerging tech economies. As with FTEs, a large jump occurred from 2019 to 2020.

Growth compares LTM data against FY 2019 data

Figure 11: Regions with more emerging tech economies GDP Impact Yearly Trend 2017-2023



## 4. The Social Benefit Potential of Roblox

Roblox is so much more than a virtual platform where players explore and design experiences. The platform can provide significant social benefits to its community of developers. The findings shared throughout this section were based on conversations Nordicity held with a selection of Roblox developers as they recounted their journeys on the platform.

### 4.1 Social Benefit Overview

The social benefits can be summarized into three categories: Education & Access, Community & Connections and Career & Entrepreneurship.

#### 4.1.1 Education & Access

Many developers on Roblox first started out as players. Drawn to the ease in which they can build and share their own experiences with their friends, young creators on Roblox dip their toes in game design based on pure fun—all the while developing transferable skills for future careers in STEM.

Roblox Studios equips creators with a set of powerful 3D creation tools that are beginner friendly. Lua—Roblox’s coding language of choice—is also intended for beginners. By first learning Lua, developers are set to learn new, more complex languages more easily in the future, like C++, C#, or Java.

Roblox also provides free-to-use hosting infrastructure, storage, and localization. These are otherwise high-cost items that Roblox developers do not have to worry about. In other words, Roblox offers a low-cost, low-barrier opportunity for its community to enter the world of game development and share their creations on a global scale. They are free to focus on learning, innovating, and applying new knowledge into creating experiences.

The skills one might develop in creating a successful Roblox experience are considerable. Technical skills, including programming, game design, 3D modeling and animation, UX/UI design, and others are attractive to employers in STEM, especially in the video game, tech, and animation industries. These skills can be taught in coding classes and through computer science degrees, but Roblox offers the opportunity to apply these skills in practical ways.

Beyond technical skills, successful Roblox developers also develop business and “soft skills” that are otherwise difficult to teach in a classroom. Problem-solving, project management, team management, marketing, leadership, collaboration, and networking, among others, are all important skills Roblox creators hone through their work.

## 4.1.2 Community & Connections

Contrary to the belief that video games and online experiences lead to social withdrawal, Roblox’s community and social features are key to its success and popularity.

Players and creators are not simply playing video games on Roblox; they are also connecting, socializing, collaborating, mentoring, learning, and bonding with their peers across the globe. Through in-game chats, forums, and groups—moderated for safety and privacy—Roblox is a highly interactive and social environment.

On-platform connections can translate to in-person experiences for Roblox creators. Through events, like the annual Roblox Developers Conference (RDC), creators forge friendships, working relationships, and other personal and professional networks that can have long-lasting impacts off-platform.

The Roblox platform is inherently collaborative. Because creators are players and players are creators, there is a common culture of players contributing to experiences and actively providing feedback or support. Developers note that the communal and collaborative culture positively impacts their social lives. They emphasize that the social aspect of working with fellow creators and players to enhance an experience is their favorite part of being on Roblox.

Some developers who might otherwise struggle with offline socializing or fitting in have found a sense of community and acceptance on the platform, meeting like-minded individuals with shared passions for game development, art, innovation, exploration, and world-building.

Especially as they become more successful, developers can gain social skills that are fundamental to expanding their businesses and future opportunities. More naturally reserved or introverted creators have found that the platform has pushed them to be more sociable and outgoing in in-person settings.

Roblox appeals to those interested in game development and to those looking for creative or artistic outlets. Some developers view their Roblox creations as a form of artistic expression and a way to connect with others.

### 4.1.3 Career & Entrepreneurship

Roblox presents an opportunity for creators to build successful careers and to hone fundamental business skills. In some cases, the platform also offers a pathway to attain more financial security. It's important to note that while any creator can use Roblox Studio to learn to code, create experiences or items to enjoy with their friends, and even earn some Robux, only successful creators will be able to meet the high requirements to earn money through the Developer Exchange Program. Reaching this level of success typically requires a lot of time, effort, skill, and strategy.

Nonetheless, building a successful experience in Roblox can open the door to many opportunities for a creator. These potential opportunities vary widely, ranging from job offers to work for or with other creators, to brand deals and partnerships, to the development of off-platform businesses and other entrepreneurial endeavors.

The accessibility of the Roblox platform allows developers to showcase their talents and skills. Their Roblox experiences act as a “portfolio” that can be shared with future clients, employers, or partners and secure future opportunities. In other words, some young creators on the platform are quite literally building their future.

Because Roblox is a platform that is driven by user generated content (UGC), creators have a sense of pride and ownership over their creations and in their activity on the platform. They are not just passive players. Instead—and unlike most video game experiences—they are active contributors and authors of popular content on the platform.

According to some developers, the monetization opportunities presented through a successful experience have impacted their livelihoods and socio-economic status. By earning Robux—which can be converted to real currency—some developers have been able to financially support themselves. In-game purchases, the implementation of advertisements, brand partnerships and collaborations, merchandise sales, and the selling or licensing of their IP all can help contribute to a developer's success and can translate to increased opportunity and career prospects off platform.

## 4.2 Case Studies

The following case studies provide real examples of how Roblox has transformed the lives of developers and creators. The developers featured in these case studies shared their stories and the ways the platform has impacted their education, skill development, social lives, and careers.

1. Developing My Future: How Roblox Funded My College Degree (MrWindy)
2. Beyond Coding: How Roblox Fueled My Career (mrfergie)
3. Counting on Creation: How Roblox Turned My Passion into a Profession (Axis Angles)
4. From Hobby to Career: How Roblox Set Me on a Path to Success (alertcoderf)

Note that these case studies are only examples and do not necessarily reflect the experience of a typical Roblox developer. As noted above, while any creator can use Roblox Studio to learn to code, create experiences or items to enjoy with their friends, and even earn some Robux, only successful creators will be able to meet the high requirements to earn money through the Developer Exchange Program. Reaching this level of success typically requires a lot of time, effort, skill, and strategy. Even then, there is no guarantee of earning money. From June 2023 to June 2024, 20,000 creators of the 27 million creators monetizing on Roblox, made over \$650.

### 1. Developing My Future: How Roblox Funded My College Degree MrWindy

Meet MrWindy, the Roblox creator behind the Flee the Facility experience, a horror-inspired game where players must work together to escape a shared enemy, known as the Beast.

MrWindy was always interested in video games. But when he discovered Roblox and learned that he could create his own games on the platform, his interest quickly transformed into a fervent passion and curiosity. He eagerly started to experiment with his own coding scripts, nurturing his future career in game development.



#### Education & Access

Computer class was MrWindy's favorite period in school. So, naturally, when he discovered Roblox, he gravitated toward playing and eventually creating experiences.

**“ I didn’t really have enough money to pay my tuition but my game became popular just in time. I was able to make enough money to pay for the rest of college. ”**

Throughout his journey creating on Roblox, MrWindy was also exploring game development through more traditional channels. He took coding classes and went on to pursue game development at the University of Utah. For MrWindy, Roblox was another platform that allowed him to be creative and try out new skills.

That changed in 2016, when MrWindy caught wind that he could translate his Robux earnings on Roblox into tangible dollars. In summer 2017, he launched Flee the Facility to resounding success, catapulting his career as a creator. He fondly recalls that Flee the Facility came at the right time, allowing him to fund the rest of his college education.

For MrWindy, Roblox was a lifeline that allowed him to continue pursuing his dreams and his education.

## Community & Connections

MrWindy works on Flee the Facility mostly on his own, but he still enjoys and benefits from the social aspects of Roblox. Through the community his game has cultivated, he will often connect and contract artists and other creators to collaborate on elements of his game.

For MrWindy, opportunities to socialize have blended on- and off-platform. He values the opportunity to connect with developers across the country and overseas virtually on Roblox and in real life at RDC.

**“ My family doesn’t understand my work fully, so I enjoy connecting with others who get me and know what I am working towards. ”**

## Career & Entrepreneurship

Through his success on the platform, MrWindy has developed financial and entrepreneurial skills that he otherwise would not have advanced so early in his career.

As a self-described introvert, MrWindy admits that team leadership and communication are not his strong suits. However, through the success of Flee the Facility he is continuing to develop these skills.

Even after several years on the platform, developing on Roblox still fuels his creativity and imagination. Fixing problems and bugs in his game remains the best part of his job. He loves the process of tinkering and working through a challenge.



MrWindy has been able to parlay his Roblox success into off-platform opportunities and a business. Along with a few other developers, MrWindy co-founded Lootbloc, an online marketplace where Roblox creators can sell merchandise and creative products related to their games. Lootbloc is passionate about providing quality products to players and ensuring that artists and creators are compensated and empowered for their work.

MrWindy has been able to fully support himself through his Roblox earnings. Just 26 years old, he has bought his own home and established retirement and savings accounts to ensure his future financial stability.

Thinking about his future, MrWindy says one of his goals is to create a Roblox experience that will appeal to teens and young adults.

## 2. Beyond Coding: How Roblox Fueled My Career

### Mrfergie



Tripp (aka mrfergie) is the owner of the Police Roleplay Community, a group best known for its Roblox experience Emergency Response: Liberty County (ER:LC). ER:LC is a multiplayer emergency services simulation roleplay game that allows users to play as civilians, police officers, emergency responders, and others.

Tripp first got into Roblox to have fun playing and making games with his friends. As he got older, his skills improved, setting him on the path to make ER:LC in 2018.

## Education & Access

Tripp had no programming experience before Roblox. He learned Lua and how to develop on Roblox by himself through trial and error. Watching YouTube tutorials, reading documents in Roblox's API, using Roblox's library of models, and learning from others' work were all key in helping him develop his skills.

Once he had honed his coding and development skills on Roblox, Tripp's ability to learn other coding languages like Java and C++ was much stronger by the time he went to college to study Computer Science.

Tripp emphasizes that the skills he learned in college were important, but his work on developing a business on Roblox has been invaluable.

## Community & Connections

**“ A huge asset [of Roblox] is that the player/developer relationship is so close. You can always know what's going on in your community and be responsive. ”**

Tripp notes that one of the most valuable aspects of Roblox is the community. The people who play his game are instrumental in improving the user experience. He has a clear understanding of what players want because he himself is a player, and has been in their shoes, and welcomes their input. Through this close community feedback, Tripp has formed friendships with dedicated players of ER:LC.

Within his Roblox experience, players can create private servers, making smaller tight-knit communities within the broader ER:LC community.

## Career & Entrepreneurship

While reflecting on his career so far, Tripp says he has been able to navigate a career and a business because of the opportunities presented by Roblox. If he had to give up working for himself on Roblox, Tripp feels confident in the skills he's developed to work for a video game company or even manage a team. Put another way, Roblox has set him up for success and equipped him with valuable skills that he could transfer to another career path.

**“ Most of my career development and professional experiences have been through Roblox. ”**

Because of the popularity of his experience, Tripp has been approached by many brands wanting to establish partnerships and work with him. He has worked with brands like Phillips and Monstercat to integrate game experiences that highlight the brand’s message without sacrificing the player experience. He also notes that ER:LC has attracted the attention of numerous investors who have extended offers to purchase the experience illustrating the significant value of the intellectual property he’s created on Roblox.



His work on Roblox has led him to develop brand, people, and project management skills, which he continues to strengthen daily. Tripp’s goals for the future include continuing to improve ER:LC and implementing new aspects to keep the game appealing to players. He hopes to develop new games as well.

### 3. Counting on Creation: How Roblox Turned My Passion into a Profession AxisAngle

Trey (aka AxisAngle) is one of the primary developers in StyLiS Studios, a collective best known for the first-person shooter game Phantom Forces. As his username suggests, Trey is passionate about math and physics and handles most of the math-heavy code in Phantom Forces.

Like many other Roblox creators, Trey became interested in Roblox at a young age while searching for 3D building games. His natural aptitude for math allowed him to excel on the platform into adulthood.



## Education & Access

While Trey learned some skills while studying software engineering in college, he says he learned the bulk of his developing skills on Roblox. On Roblox, he was immersed in creation and was able to work with Roblox developers who had industry knowledge. He notes that this hands-on experience was vital and says learning in this way was ideal for him.

Although he is no longer in school, Trey is a lifelong learner. He continues to study math and physics, fueled by an interest in improving his experience and problem-solving. Through Roblox, he has mentor-like relationships; he receives guidance from his software engineering mentor, and he mentors others in math or physics.

## Community & Connections

During college, Trey was invited to the Roblox Accelerator Program in California, which he describes as a life-changing experience. For the first time, he was living on his own and experiencing life outside of his home in Texas. It was an incredible opportunity to socialize with his peers, make connections, and become more independent.

**“ Roblox is the greatest online social platform. It’s like a collaborative place where people can not only make friends but can also create and learn. ”**

The connections he’s made on the platform have turned into in-person opportunities. He’s gone on many road trips and vacations with colleagues and friends he’s met through Roblox and RDC.

He admits that socializing does not come naturally to him, but because connecting with others is crucial to success on Roblox, it has forced him to develop those skills and become more outgoing.

Trey views Roblox as an incredible platform to make friends, socialize, create, and learn. He sees it equally as a video game platform and an online interactive environment, where collaboration and creation are the main goals. The best interactions he has on the platform are among hobbyist communities, discussing niche passions and interests.

## Career & Entrepreneurship

Trey feels appreciative that Roblox allows for a significant portion of his job to incorporate his love of math and physics. He feels fortunate to do what he loves while earning a living.

Off-platform opportunities have presented themselves to Trey and StyLiS Studios. Along with general merchandising opportunities, Phantom Forces collaborated with Hasbro on a Nerf toy, sold in retailers nationwide.

“ Roblox has given me the opportunity to incorporate my innate passion for math and physics into my job, while also having financial freedom. ”

In a time where it can feel like there is much uncertainty for young people, Trey feels financially secure and independent, especially compared with others in their 20s.

Through his success on Roblox, Trey has been able to fulfill several of his dreams. He has the financial resources to live wherever he wants and was able to buy a house close to mountain ranges, where he can enjoy hiking and being outdoors.



Trey, along with the team at StyLiS, is working to create more features on Phantom Forces that allow players to collaborate on content for the game. They are also working on developing new experiences and expanding their portfolio.

#### 4. From Hobby to Career: How Roblox Set Me on a Path to Success: Alertcoderf



Sam (aka alertcoderf) is a prolific creator on Roblox and is most notably the co-owner of the award-winning development studio Twin Atlas. Twin Atlas creates several experiences and owns valued IP, including Creatures of Sonaria, Dragon Adventures, and Winds of Fortune.

Sam first joined Roblox for fun. Now at the age of 23, Sam leads the first of Roblox’s developer studios to have been formally incorporated as a company.

## Education & Access

Roblox taught Sam how to think like a programmer early on. Sam notes that learning Lua made learning other programming languages much easier and opened the door to more possibilities.

He was never interested in math before he began playing and experimenting on Roblox. Realizing how important math was to game development spurred a new level of interest in the subject. Sam emphasizes that had it not been for Roblox, he would not have the same level of appreciation for math and physics that he does today.

Being a longstanding developer with years of building experiences has pushed Sam to dabble in every role in the game development process. He has a holistic understanding of the pipeline, from engineering to art, that he would not have gained if it weren't for Roblox.

There are also many people skills and business skills that Sam developed through Roblox that can be difficult to teach in a formal environment. Finding success on the platform, he says, requires being organized, working well with others, and managing your time. These skills have contributed to his co-leading a successful company in his early 20s.

## Community & Connections

Through Roblox, Sam has built a wide network with developers across the globe, many of whom he now works with at Twin Atlas. He recalls having met most of his teammates when he was 18. What started out as on-platform connections grew into strong working relationships and long-lasting friendships for Sam.

**“ Seeing what other people are making led me to want to figure out how I can learn from them. You start asking questions and developing connections to participate in the cool things people are doing and making. ”**

Sam says that Roblox's focus on user-generated content (UGC) is a key driver in what makes the platform so special. Most developers are also players on the platform, so there is an organic transfer of knowledge happening with players giving feedback and wanting to get involved in making unique experiences together.

As a longstanding developer on Roblox, Sam now finds the opportunity to share back what he's learned and provide mentorship to aspiring developers on the platform.

## Career & Entrepreneurship

While a business owner, Sam is still driven by endless curiosity and a desire to be creative and improve the user experience. He explains that the road getting here has not been easy. Growing up, Sam faced economic hardships. He thanks Roblox for providing him with professional opportunities and financial freedom to lead a better life.



For Sam, Roblox continues to be the best platform for his business. For one, Roblox provides access to a community of eager players. Roblox also covers server hosting fees, which he says is such a burden for new developers and can be a major cost barrier.

“ I grew up on food stamps - being able to grow personally financially and professionally is something that I am so grateful for. I am so happy I stumbled upon Roblox by chance. ”

On Roblox, Sam does not view his work as simply making games. His work is about building IP with significant potential through licensing deals with merchandising and film/TV deals. As an example, Twin Atlas' principal IP, Creatures of Sonaria, is currently being made into a TV series.

Sam says the partnerships Twin Atlas has been privy to have been major factors in the success of his business. Being on Roblox, he says, helped make these deals possible.

## 5. SUMMARY: Key Findings

### **Roblox developer activities generated significant and growing economic impacts**

Overall, the Roblox Developer Exchange Program and Roblox platform are successful at supporting entrepreneurship, as measured by national FTEs, GDP, and tax growth of U.S. developers and studios. Roblox developers reported that Roblox was highly important to their digital experience creation and success.

The Roblox platform provides economic opportunities beyond major coastal cities with tech hubs in the United States. The significant cash remittance and economic contribution growth in regions with more diverse economies, including Texas, Utah, and Nevada, suggest that these regions, which are typically less associated with tech industry expansion compared with coastal regions, are experiencing substantial development within the Roblox ecosystem and the digital innovation sector.

### **Roblox provides unique opportunities for developers to earn income and contribute to the broader economy**

While the peak in 2020 could imply that factors such as remote work and increased online activity had a major impact on economic growth, Roblox developers' aggregate economic activities showed a sustained period of growth extending beyond the pandemic which indicates a long-term positive trend rather than a short-term spike. This creates growth outside of commonly identified job opportunities in tech hubs and stimulates economic development in the physical world.

Roblox plays a significant role in generating a portion of the GDP and tax and creating jobs that would otherwise not exist. The survey further demonstrates that a majority of Roblox developers would not have similar success and income without the Roblox platform.

## Roblox provides the opportunity for several social benefits

1. For some, Roblox offers a low or even no-cost foundation for a career in STEM. Providing a hands-on learning experience allows developers to test the waters in game development. In addition to developing applicable technical skills, developers also develop key soft skills—helping them become more career ready.
2. Roblox also gives players and developers an opportunity to meet and collaborate with like-minded individuals across the country and beyond. Connections made on platform help foster a sense of belonging for many, and can transcend Roblox’s online environment into real, tangible friendships and business partnerships.
3. Finally, by opening up possibilities for creation and monetization, Roblox can transform hobbyist creators into creative entrepreneurs. Through Roblox, developers can actively build portfolios and gain skills from a young age that can help give them a leg up in life. For some exceptional developers, the economic opportunities on-platform have even led to financial freedom.

# Appendix A

## A.1 Methodology

### Overview

Nordicity was contracted by Roblox to estimate the economic impact of the Roblox Developer Exchange Program on the U.S. economy. To estimate the impact, Nordicity primarily relied on:

- 2017-2023 payment data provided to Nordicity by Roblox regarding the cash remitted to developers located in the United States.
- Primary data regarding the expenditure profile related to the creation of Roblox experiences. This primary data was collected from Roblox developers via a survey and was supplemented by Nordicity's own (previously conducted) primary research.
- Secondary data to develop assumptions about industry-specific expenditure patterns (e.g., U.S. Bureau of Labor Statistics, U.S. tax burden ratios at the state level and the federal level, Bureau of Economic Analysis Industry Economic Account statistics)

From these sources, Nordicity developed an economic impact model, based on the Bureau of Economic Analysis 2021 input-output tables<sup>14</sup>

This model was used to estimate:

- **Direct, indirect, and induced impact** in terms of GDP and FTEs
- **Fiscal impact (i.e., tax revenue)** at the state/local and federal levels
- **The anticipated attributable impact of Roblox developer earnings** (i.e., the economic impact of the Roblox platform)

## About Nordicity's MyEIA

Nordicity's MyEIA Model, used for this study, is an economic-impact tool based on the input-output accounts data and other economic statistics published by the U.S. Bureau of Economic Analysis (BEA) for the US economy. The customized nature of the MyEIA Model means that it can provide reliable estimates for any industry, even if that industry is not among the 71 industries that comprise the U.S. Government's 2022 supply and use tables. With data on expenditures within an industry or any type of economic shock, the MyEIA Model can generate estimates of direct, indirect and induced economic impacts, including employment and gross domestic product (GDP).

Versions of Nordicity's MyEIA model have recently been applied in publications including *The Value of eSports in the UK*, *Screen Business: How screen sector tax reliefs power economic growth across the UK 2017–2019*<sup>15</sup>, *The Economic and Social Impact of the Warner Bros. Studios Leavesden*, *The Economic Value of the Screen Sector in Scotland*<sup>16</sup>, and *The Economic Impact of Bad Wolf TV Productions (UK)*.<sup>17</sup>

Nordicity's MyEIA (economic impact assessment) model was to estimate the economic and fiscal impacts of Roblox developers and studios. The following table summarizes the types of activities included in economic impact analyses conducted, the data sources used for each, and the models employed to conduct the analysis. It is important to note that the economic impact estimated in this report pertains solely to the economic contributions from Roblox developers' real cash withdrawals. Ancillary income generated by developers from activities associated with but not directly occurring on the Roblox platform—such as income from live-streaming Roblox experiences or sales of Roblox merchandise—is not included in this analysis.

Roblox Developers	
<b>Direct Impact</b>	Jobs and economic activity generated directly related to creating Roblox experience on Roblox platform within the U.S. economy
<b>Indirect Impact</b>	Jobs and economic activity generated by Roblox developers' purchases of supplies from other industries, such as computers and software
<b>Induced Impact</b>	Employment and economic activity generated by direct and indirect workers' re-spending of labor income in the U.S. economy
<b>Models</b>	Cash model of Roblox developer activities and Nordicity's MyEIA model (developed based on U.S. national level statistics and tax burden ratios at the state level and the federal level)
<b>Data Sources</b>	Roblox Payment Data 2017-2023, Roblox Developer Survey

### FTEs vs. Jobs Definition

Roblox does not employ developers. References to “jobs” and “FTEs” used in this report are merely a method of expressing the economic impact of Roblox’s Developer Exchange program and do not refer to employment by Roblox Corporation. Typically, jobs created and retained are expressed as a number of positions and is not stated on a cumulative basis.

As such, this metric is not interchangeable with economic impact metric Full-time Equivalent/FTE (described in the next section of the report), which is stated on a cumulative basis; As illustrated below, two FTEs could describe a full-time job held by a single person for two years, or two full-time jobs held by two people for 1 year, or 4 part-time workers working 20 hours per week for 1 year.

Nordicity’s MyEIA model also recognizes that average wages in the United States were 20% lower in 2017 compared to 2023. As such, the model accounts for FTE-cost deflating, which deflates the average FTE cost as one goes back in time.

## Cash Flow Assumptions

Nordicity calculated the total revenues year-over-year for developers by aggregating the payment data provided by Roblox. The provided payment data included all cash remittances Roblox paid to developers from 2017 to 2023. The year 2016 was excluded because of incomplete data.

Each survey respondent was linked back to payment data based on the unique UserID. This step helped establish the region for 255 survey respondents and the cash remit of all respondents. The total cash remit (revenue made by Roblox developers) was then used as a baseline figure to calculate the cost of labor, leftover earnings and cost of the non-labor expenditures associated with the development of Roblox experiences.

- **The cost of labor** was estimated by calculating the average percentage of cash paid to U.S. developers out of the total revenue earned by developers. This proxy was developed from the survey where developers were asked to provide the total real dollar amount spent on developing a Roblox experience and the percentage of that cost that was associated to U.S. labor (including hiring freelancers, contractors, and salaried employees).
- **Leftover earnings/retained earnings** is a term used to describe the amount of cash retained by developers after all cash expenses. The survey data developed an average leftover earnings as a percentage of total cash remitted. Nordicity allocated the leftover earnings to labor income, as the majority of Roblox developers are individual creators.
- **The non-labor costs** were calculated by subtracting the cost of labor and leftover earnings from the total cash remitted from payment data. The remaining costs not associated with the labor costs and leftover earnings were treated as the non-labor costs.

The table below is a sample calculation of Labor Income and Revenues.

Revenue and Labor Income via Roblox platform in 1 year		Source
Total Revenue	\$100,000	Payment data
Labor Costs	\$79,000	
Average typical leftover cash to cash remit ratio	76%	Survey data
Leftover earnings	\$76,000	
Freelance/employee costs	3%	Survey data
Freelance/employee costs as % of total cash remitted	\$3,000	
Total non-labor costs	\$21,000	

**Consideration of the “developer-retained earnings” impact**

In addition to the economic benefits arising from the Roblox developers/studios and developers that work with them (compensated in cash), successful Roblox experience creation economically benefits Roblox developers.

- While the payment data reflects a portion of the cash value remitted by Roblox developers, Roblox developers retain continued revenues earned via the Roblox experience they created. This means that the revenues remaining in the developer’s Roblox account will likely be withdrawn in future years at a similar frequency/ proportion to fund actual economic activities (the cost of living, purchasing new equipment, etc.). In addition, new Roblox experiences will be funded through Roblox developers’ earnings and will lead to new revenue streams. Years after the creation of the Roblox experience, these revenues may be used continue to support studio jobs, developers’ living costs, and new Roblox experience development.

- There is an FTE impact driven by Roblox studios and self-employed Roblox developers, resulting from the platform that generates income via creating new experiences.
- Jobs are retained by the successful studios updating, maintaining, and developing new Roblox experiences, which thereby remain competitive. New studio jobs are created, and they are generally focused on digital skills.

There are economic and social benefits in terms of state- and federal-level GDP and tax income, better public sector outcomes (e.g., education and social development), and skills development through extensive use of freelance developers and other on-the-job training.

The use of the survey data proxies provides some evidence of the impact from Roblox, but it is conservative:

- Roblox survey data includes responses from Roblox developers (80%) and studios across the United States, and across earnings and experience levels. As a result, the responses that formed part of the proxies do not necessarily reflect all the costs and revenues that should be reflected.
- Studios that develop Roblox experiences arguably have a higher chance of success because they have more capability and capital to develop scalable experiences and conduct marketing campaigns. However, the survey sample captured only a small number of the studios. Therefore, the use of survey proxies is very conservative, as a studio's economies of scale will likely generate more full-time work than would a freelance occupation, where the developer might have to take on jobs outside of the Roblox platform.
- This analysis does not consider the impact of all the earned Robux not yet withdrawn from developers' accounts. The survey revealed that developers typically withdraw a fixed amount of their earned Robux at a time and are likely to withdraw at a similar rate in the future. Therefore, the future cash remit from the existing earned Robux in developers' accounts is likely to lead to more economic activities.

## Attributable Roblox Impact

The survey asked questions seeking to determine the extent to which the reported impacts were attributable to Roblox. The survey respondents were asked, “Would you still be earning money from other interactive experience-related work if not for Roblox?” and given four options to choose from (see below).

Nordicity calculated the weighted average based on the weight corresponding to each survey option across the survey responses (see chart). The weighted average was then applied to the GDP and FTE estimates.

Response	Survey Count	Weight	Rationale
1) Yes	22%	0%	These developers would develop experiences elsewhere.
2) No	38%	100%	Roblox is fully responsible for their earnings.
3) Maybe yes	12%	50%	Roblox provides a platform where experiences can be developed easily.
4) Maybe less	28%	75%	Majority credit to Roblox
Total	100%		

## A.2 Survey process and results

The following points provide a summary of more comprehensive information presented in the body of this report.

- Nordicity identified 384 unique UserIDs in the survey data released between January 2023 and March 2023. This study was not limited to developers represented in the survey sample and thus uses the payment data UserIDs to represent the entire population of Roblox developers.

- Survey respondents reported on their location, education, revenue, employment headcount, expenditure profile, earnings attribution to Roblox.

Roblox Developers' Survey data supported an analysis of the labor-spending percentage of total cash remit.

Table 13: Survey respondents reporting earned Robux

Top U.S. States	Survey Respondent Distribution
California	13%
Florida	8%
Texas	6%
Missouri	5%
Georgia	4%

Table 14: Individual Creators reporting earned Robux

Top U.S. States	Individual Creator Distribution
California	16%
Illinois	6%
New Jersey	6%
Ohio	6%
Texas	6%

Table 15: Total survey respondent distribution

Top U.S. States	Individual Creator Distribution
California	13%
Florida	10%
Texas	8%
North Carolina	6%
Michigan	5%

## A.3 National Attributable GDP and FTEs YoY

Figure 12: National attributable GDP year-over-year

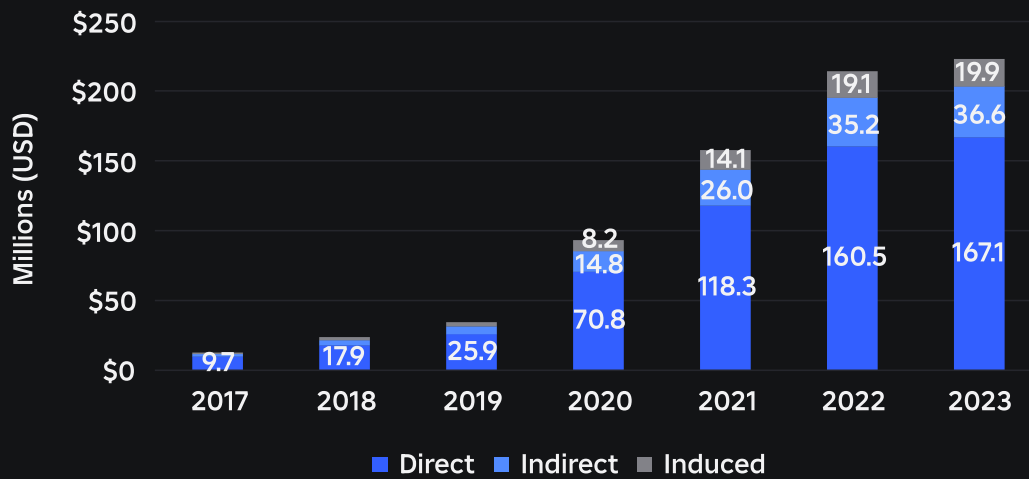
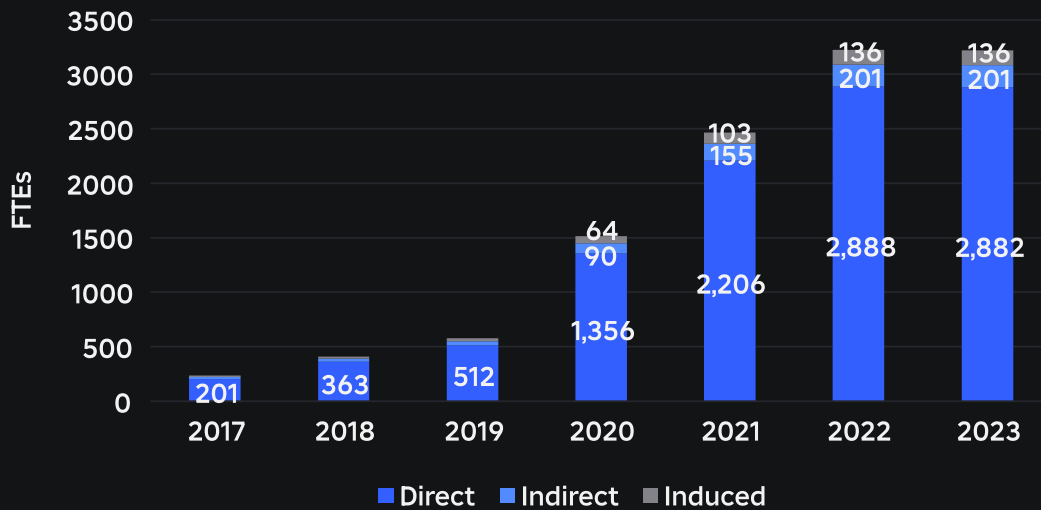


Figure 13: National attributable FTEs year-over-year



# A.4 Regions Without Tech-centric Economies: Attributable GDP and FTEs

Figure 14: Survey question (responses from regions without tech-centric economies): Would you still be earning money from other interactive experience-related work if not for Roblox? (n=147)

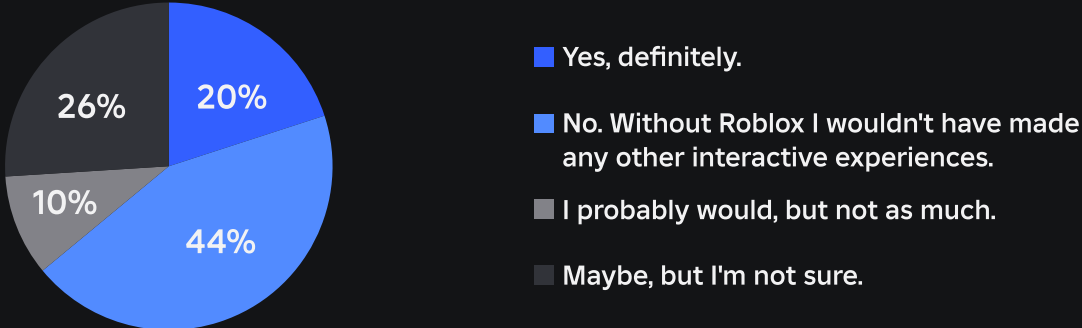


Figure 15: Regions without tech-centric economies attributable GDP

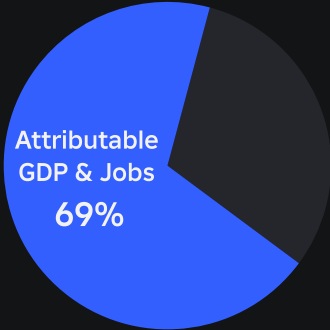


Figure 16: Regions without tech-centric economies attributable GDP year-over-year

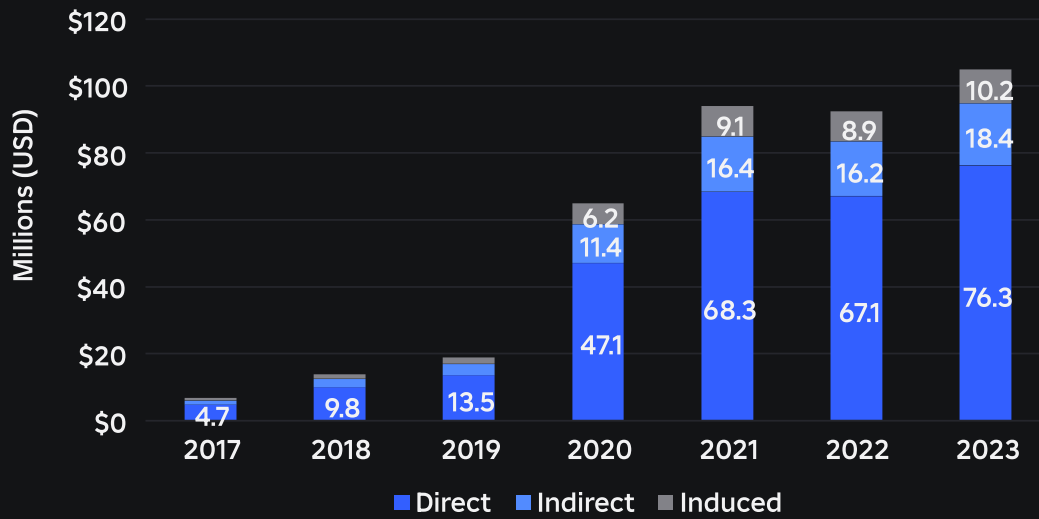
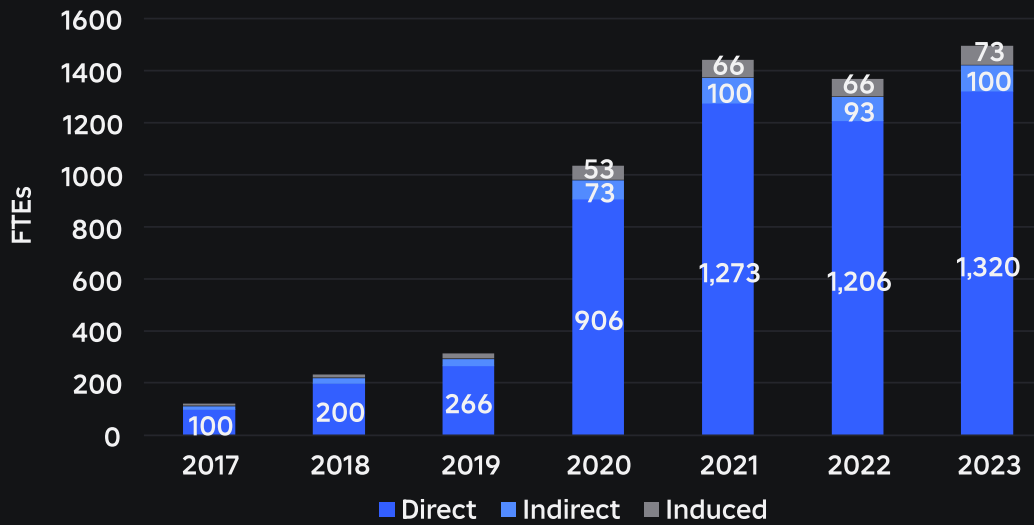


Figure 17: Regions without tech-centric economies attributable FTEs year-over-year



# Appendix B. State-Base Economic Impacts

Please note that the totals in tables and figures may not always add up precisely due to rounding.

## B.1 California

### Payment per Capita

Payment per capita is calculated by taking the total cash remitted and dividing it by the population in the region. The payment per capita in California is \$1.08.

### FTEs

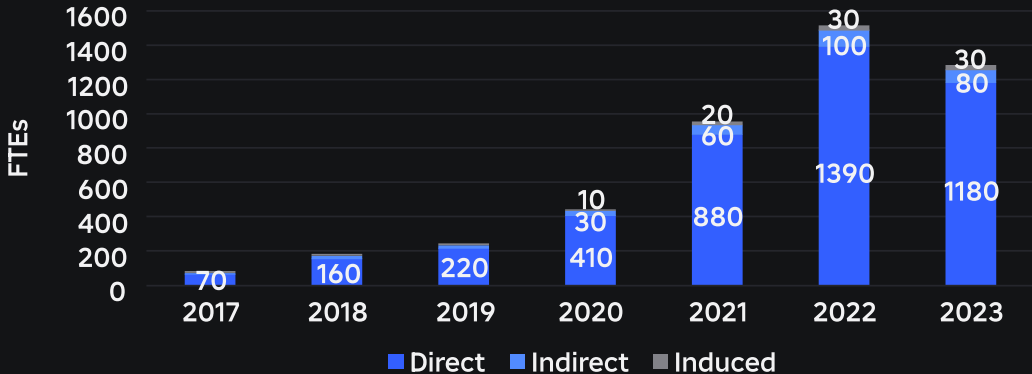
Nordicity estimates that the Roblox Developer Exchange Program has directly contributed approximately 4,275 full-time equivalents (FTE), 300 indirect FTEs, and 100 induced FTEs in California.

Table 16: California FTE Impact 2017-2023

FTEs	2017-2023 Total	Per Annum
■ Direct	4,275	611
■ Indirect	300	43
■ Induced	100	14
<b>TOTAL</b>	<b>4,675</b>	<b>668</b>

The figure below shows the year-over-year trend of FTE growth from the Roblox Developer Exchange Program in California. The direct FTEs increased from 70 in 2017 to 1,180 in 2023.

Figure 18: California FTE Impact Yearly Trend



# GDP and Tax Impact

Nordicity estimates that Roblox developers generated \$310 million in GDP and \$93 million in tax revenue from 2017 to 2023, averaging \$44 million in GDP and \$13 million in tax revenue per year.

Table 17: California GDP Impact 2017-2023

GDP (\$)	2017-2023 Total	Per Annum
■ Direct	235M	34M
■ Indirect	50M	7M
■ Induced	25M	4M
<b>TOTAL</b>	<b>310M</b>	<b>44M</b>

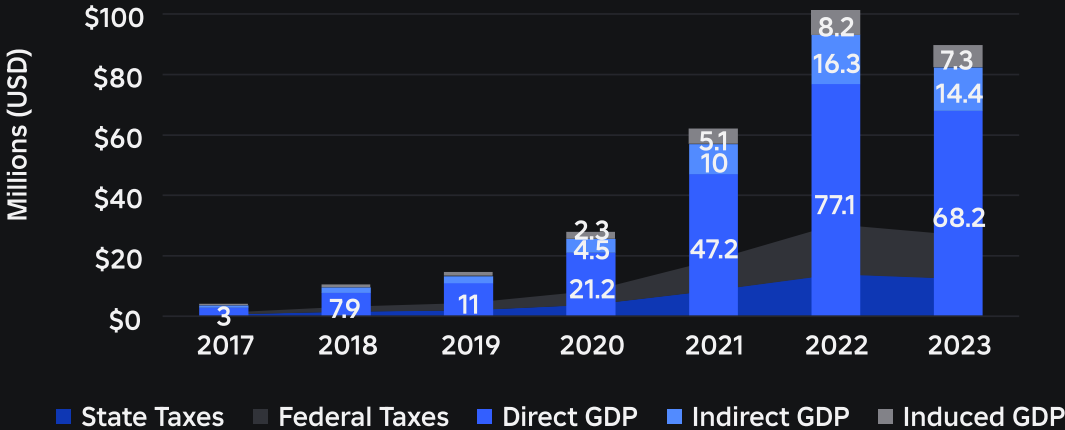
Note: The totals may not always add up precisely due to rounding

Table 18: California Tax Revenue 2017-2023

Tax (\$)	2017-2023 Total	Per Annum
■ State	43M	6M
■ Federal	50M	7M
<b>TOTAL</b>	<b>93M</b>	<b>13M</b>

The figure below demonstrates the yearly trend of Roblox Developers’ GDP contribution growth in California.

Figure 19: California GDP Impact and Tax Revenue Yearly Trend 2017-2023



# B.2 New York

## Payment per Capita

Payment per capita is calculated by taking the total cash remitted and dividing it by the population in the region. The payment per capita in New York is \$0.26.

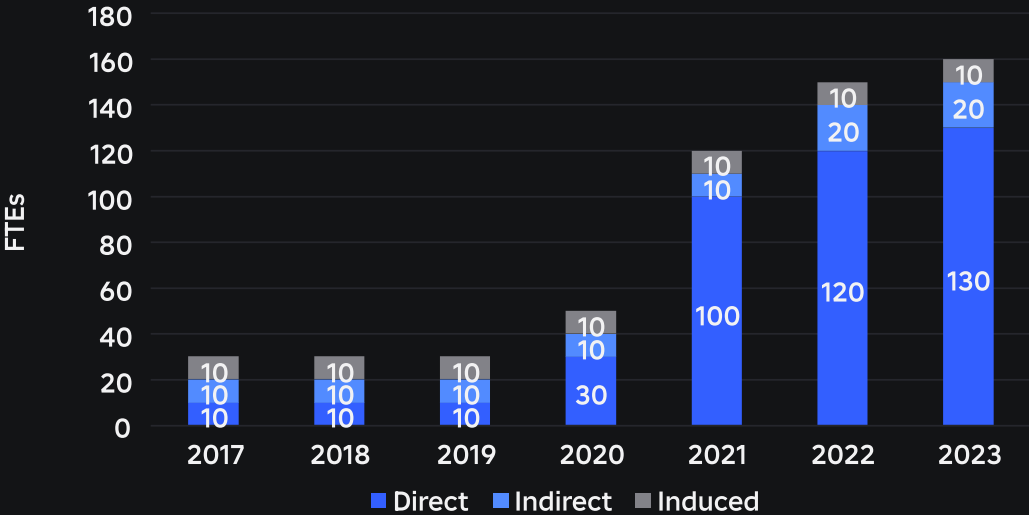
## FTEs

Nordicity estimates that the Roblox Developers in New York contributed approximately 400 direct full-time equivalent (FTE), 100 indirect FTEs, and 100 induced FTEs.

Table 19: New York FTE Impact 2017-2023

FTEs	2017-2023 Total	Per Annum
■ Direct	400	57
■ Indirect	50	7
■ Induced	25	4
<b>TOTAL</b>	<b>475</b>	<b>68</b>

Figure 20: New York FTE Impact Yearly Trend



### GDP and Tax Impact

Nordicity estimates that the Roblox developers in New York contributed approximately \$29 million direct GDP, \$6 million indirect GDP, and \$3 million induced GDP.

Table 20: New York GDP Impact 2017-2023

GDP (\$)	2017-2023 Total	Per Annum
■ Direct	29M	4M
■ Indirect	6M	1M
■ Induced	3M	0.4M
<b>TOTAL</b>	<b>38M</b>	<b>5M</b>

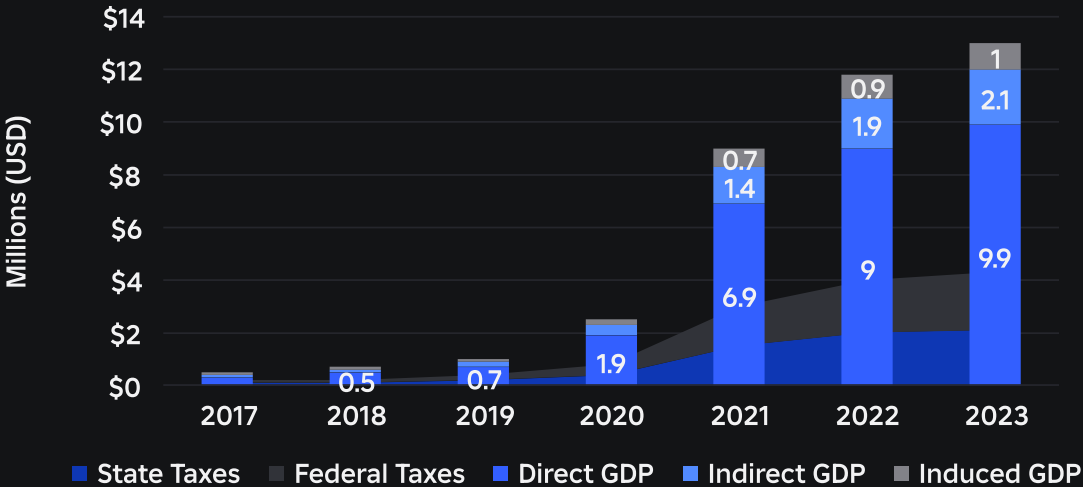
Note: The totals may not always add up precisely due to rounding

They also generated approximately \$12 million in fiscal impact, of which \$6 million is state-level tax.

Table 21: New York Tax Revenue 2017-2023

Tax (\$)	2017-2023 Total	Per Annum
■ State	6M	1M
■ Federal	6M	1M
<b>TOTAL</b>	<b>12M</b>	<b>2M</b>

Figure 21: New York GDP Impact and Tax Revenue Yearly Trend 2017-2023



## B.3 Texas

### Payment per Capita

Payment per capita is calculated by taking the total cash remitted and dividing it by the population in the region. The payment per capita in Texas is \$0.99.

### FTEs

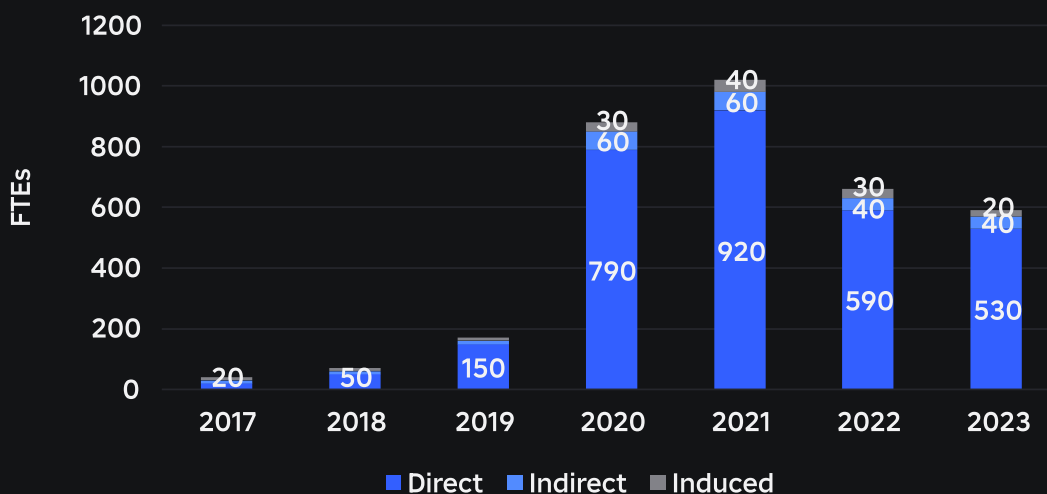
Nordicity estimates that the Roblox Developer Exchange Program has directly contributed approximately 3,025 full-time equivalents (FTEs), 200 indirect FTEs, and 125 induced FTEs in Texas.

Table 22: Texas FTE Impact 2017-2023

FTEs	2017-2023 Total	Per Annum
■ Direct	3,025	432
■ Indirect	200	29
■ Induced	125	18
<b>TOTAL</b>	<b>3,350</b>	<b>479</b>

The figure below shows the year-over-year trend of employment growth from the Roblox Developer Program in Texas. The direct FTEs increased from 20 in 2017 to 530 in 2023.

Figure 22: Texas FTE Impact Yearly Trend



# GDP and Tax Impact

Nordicity estimates that Roblox developers generated \$215 million in GDP and \$54 million in tax revenue from 2017 to 2023, averaging \$31 million in GDP and \$8 million in tax revenue per year.

Table 23: Texas GDP Impact 2017-2023

GDP (\$)	2017-2023 Total	Per Annum
■ Direct	164M	23M
■ Indirect	34M	5M
■ Induced	18M	3M
<b>TOTAL</b>	<b>215M</b>	<b>31M</b>

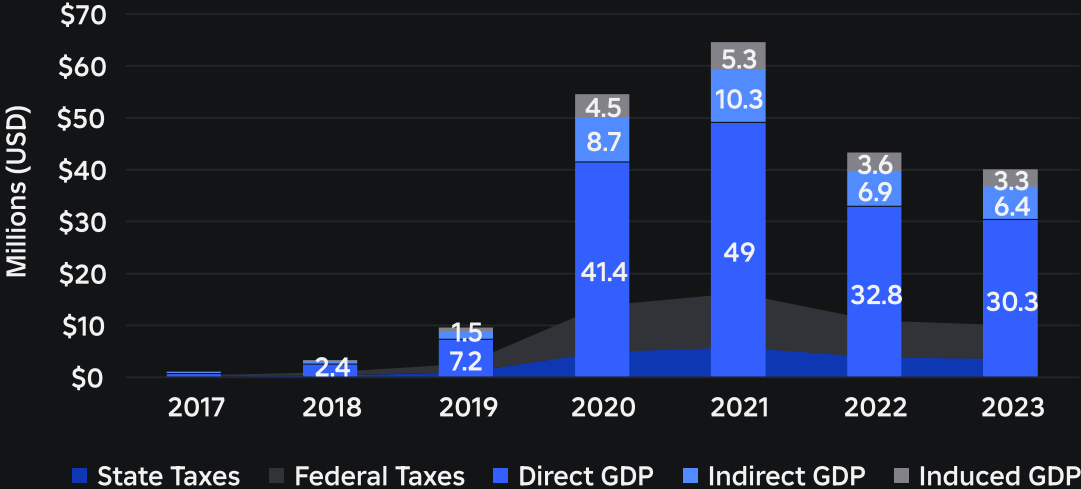
Note: The totals may not always add up precisely due to rounding

Table 24: Texas Tax Revenue 2017-2023

Tax (\$)	2017-2023 Total	Per Annum
■ State	19M	3M
■ Federal	35M	5M
<b>TOTAL</b>	<b>54M</b>	<b>8M</b>

The figure below demonstrates the yearly trend of Roblox Developers’ GDP contribution growth in Texas.

Figure 23: Texas GDP Impact and Tax Revenue Yearly Trend 2017-2023



# B.4 Florida

## Payment per Capita

Payment per capita is calculated by taking the total cash remitted and dividing it by the population in the region. The payment per capita in Florida is \$0.77

## FTE Impact

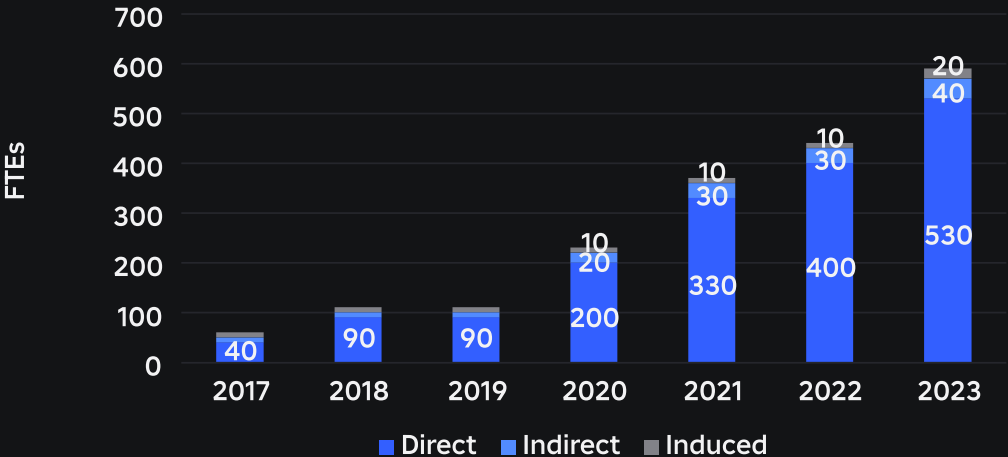
Nordicity estimates that Roblox developers in Florida contributed approximately 1,650 direct full-time equivalents (FTEs), 125 indirect FTEs, and 50 induced FTEs.

Table 25: Florida FTE Impact 2017-2023

FTEs	2017-2023 Total	Per Annum
■ Direct	1,650	236
■ Indirect	125	18
■ Induced	50	7
<b>TOTAL</b>	<b>1,825</b>	<b>261</b>

The figure below shows the year-over-year trend of FTE growth from the Roblox Developer Exchange Program in Florida. The direct FTEs increased from 40 in 2017 to 530 in 2023.

Figure 24: Florida FTE Impact Yearly Trend



# GDP and Tax Impact

Nordicity estimates that the Roblox Developers in Florida contributed approximately \$94 million direct GDP, \$19 million indirect GDP, and \$9 million induced GDP.

Table 26: Florida GDP Impact 2017-2023

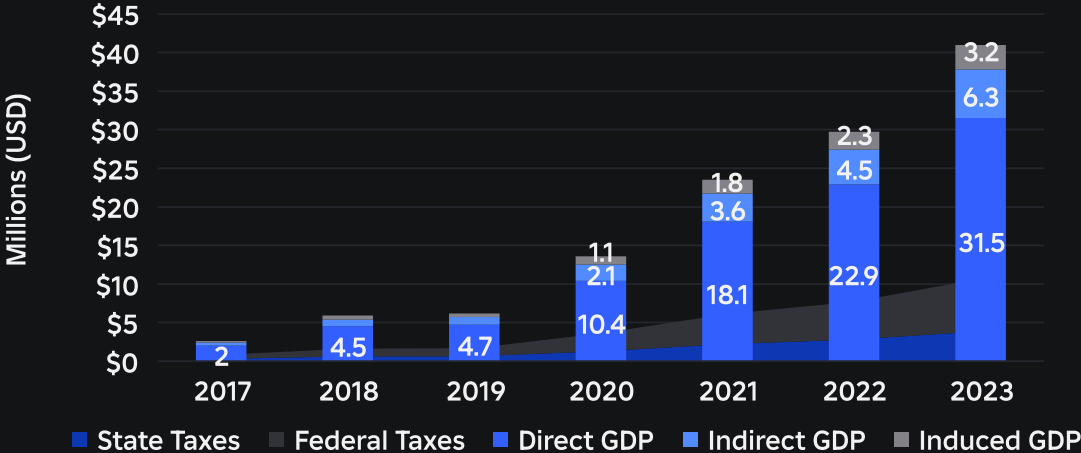
GDP (\$)	2017-2023 Total	Per Annum
■ Direct	94M	13M
■ Indirect	19M	3M
■ Induced	9M	1M
<b>TOTAL</b>	<b>122M</b>	<b>17M</b>

They also generated approximately \$32 million in fiscal impact, of which \$12 million is state-level tax.

Table 27: Florida Tax Revenue 2017-2023

Tax (\$)	2017-2023 Total	Per Annum
■ State	12M	2M
■ Federal	20M	3M
<b>TOTAL</b>	<b>32M</b>	<b>5M</b>

Figure 25: Florida GDP Impact and Tax Revenue Yearly Trend 2017-2023



# B.5 Nevada

## Payment per Capita

Payment per capita is calculated by taking the total cash remitted and dividing it by the population in the region. The payment per capita in Nevada is \$1.6.

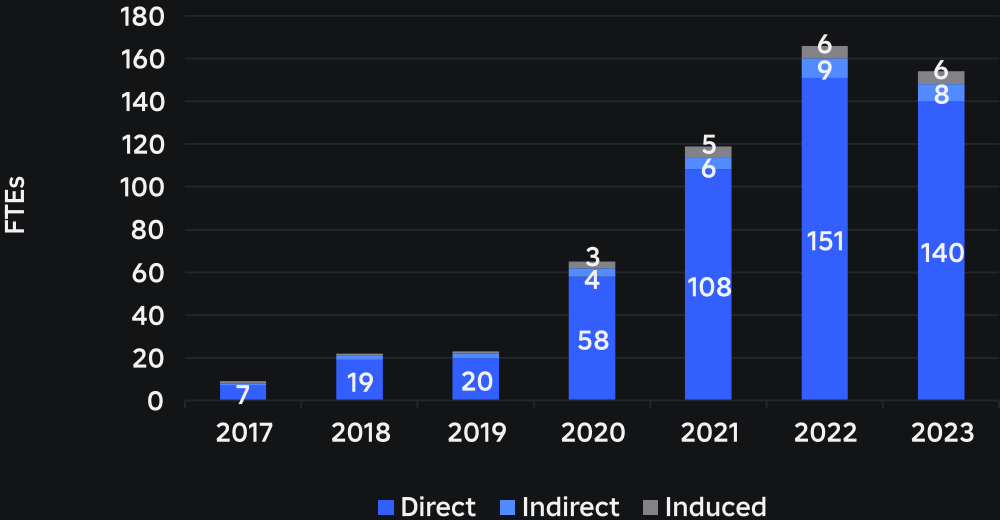
## FTEs

Nordicity estimates that Roblox Developers in Nevada contributed approximately 500 direct full-time equivalents (FTEs), 50 indirect FTEs, and 25 induced FTEs.

Table 28: Nevada FTE Impact 2017-2023

FTEs	2017-2023 Total	Per Annum
■ Direct	500	71
■ Indirect	50	7
■ Induced	25	4
<b>TOTAL</b>	<b>575</b>	<b>82</b>

Figure 26: Nevada FTE Impact Yearly Trend



## GDP and Tax Impact

Nordicity estimates that the Roblox Developers in Nevada contributed approximately \$28 million direct GDP, \$5 million indirect GDP, and \$2 million induced GDP.

Table 29: Nevada GDP Impact 2017-2023

GDP (\$)	2017-2023 Total	Per Annum
■ Direct	28M	4M
■ Indirect	5M	1M
■ Induced	2M	0.3M
<b>TOTAL</b>	<b>35M</b>	<b>5M</b>

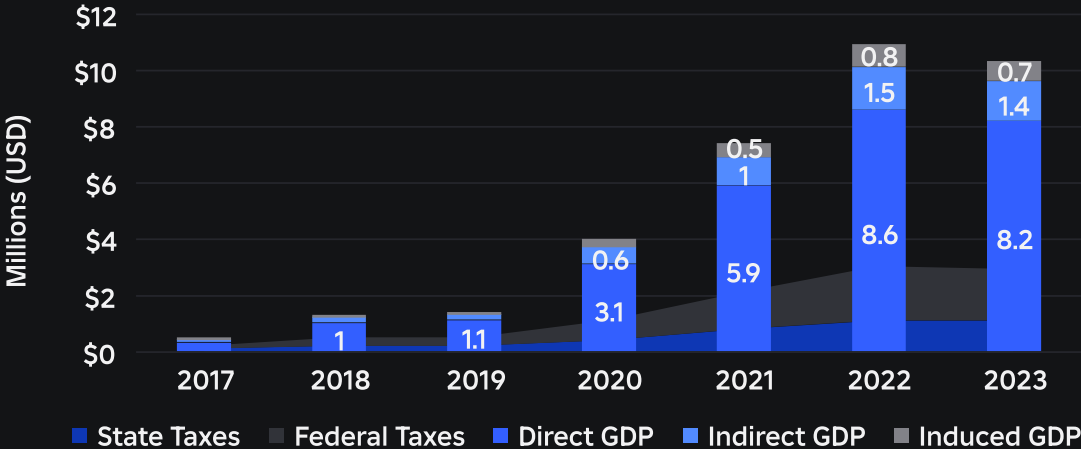
Note: The totals may not always add up precisely due to rounding

They also generated approximately \$10 million in fiscal impact, of which \$4 million is state-level tax.

Table 30: Nevada Tax Revenue 2017-2023

Tax (\$)	2017-2023 Total	Per Annum
■ State	4M	0.6M
■ Federal	6M	0.9M
<b>TOTAL</b>	<b>10M</b>	<b>1.5M</b>

Figure 27: Nevada GDP Impact and Tax Revenue Yearly Trend 2017-2023



# B.6 Utah

## Payment per Capita

Payment per capita is calculated by taking the total cash remitted and dividing it by the population in the region. The payment per capita in Utah is \$0.39.

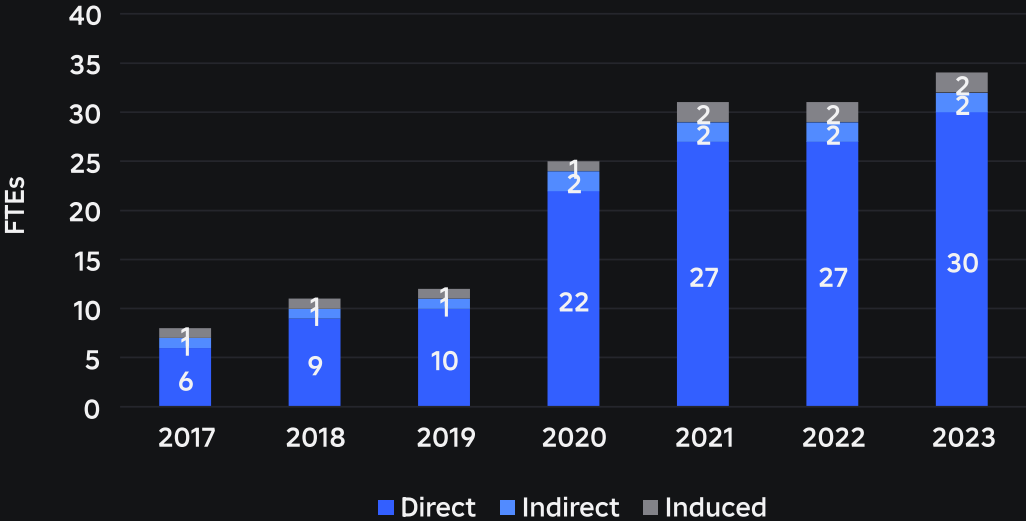
## FTEs

Nordicity estimates that the Roblox Developers in Utah contributed approximately 150 direct full-time equivalents (FTEs), 25 indirect FTEs, and 25 induced FTEs.

Table 31: Utah FTE Impact 2017-2023

FTEs	2017-2023 Total	Per Annum
■ Direct	150	21
■ Indirect	25	4
■ Induced	25	4
<b>TOTAL</b>	<b>200</b>	<b>29</b>

Figure 28: Utah FTE Impact Yearly Trend



## GDP and Tax Impact

Nordicity estimates that the Roblox Developers in Utah contributed approximately \$7 million direct GDP, \$2 million indirect GDP, and \$1 million induced GDP.

Table 32: Utah GDP Impact 2017-2023

GDP (\$)	2017-2023 Total	Per Annum
■ Direct	7M	1M
■ Indirect	2M	0.2M
■ Induced	1M	0.1M
<b>TOTAL</b>	<b>10M</b>	<b>1M</b>

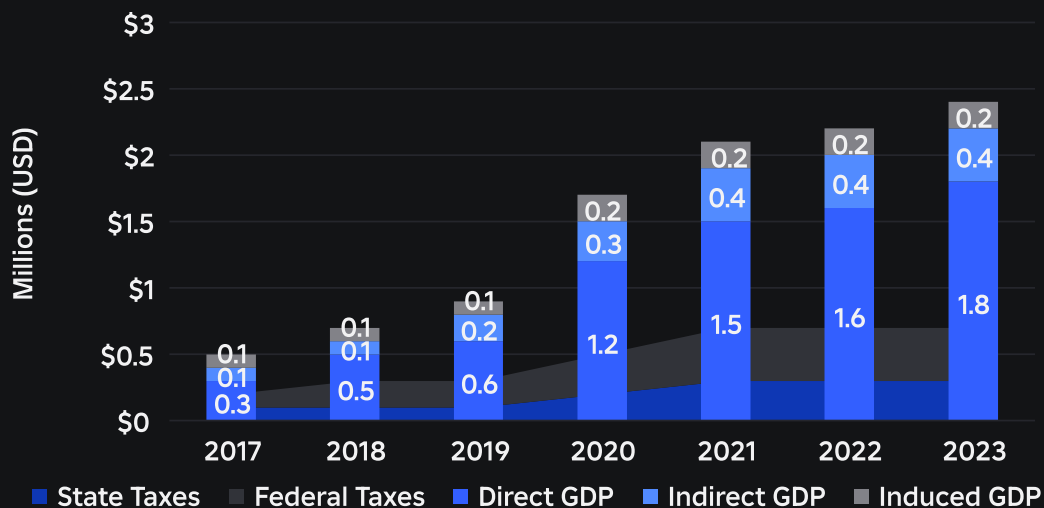
Note: The totals may not always add up precisely due to rounding

They also generated approximately \$3 million in fiscal impact, of which \$1 million is state-level tax.

Table 33: Utah Tax Revenue 2017-2023

Tax (\$)	2017-2023 Total	Per Annum
■ State	1M	0.2M
■ Federal	2M	0.2M
<b>TOTAL</b>	<b>3M</b>	<b>0.4M</b>

Figure 29: Utah GDP Impact and Tax Revenue Yearly Trend 2017-2023



## Endnotes

- 1 <https://ir.roblox.com/news/news-details/2024/Roblox-Reports-Second-Quarter-2024-Financial-Results/default.aspx>
- 2 <https://www.nordicity.com/> In the games industry, Nordicity has worked to design, assess, and evaluate strategies to support games industries in a variety of jurisdictions including the UK, Canada, Australia, Brazil, Switzerland, New Zealand, Australia, Saudi Arabia, and Bahrain. In addition, Nordicity regularly conducts economic impact analyses for organizations including the Entertainment Software Association of Canada and the British Film Institute.
- 3 Jobs in the economic impact section are presented as full-time equivalents (FTEs). FTEs measure employment and are expressed in units of person-years. In addition, FTEs are stated on a cumulative basis.
- 4 Approximately 24k creators made >\$650 on Roblox in 2023, which represents ~1/1000 of the 25 million creators monetizing on Roblox (as of Dec 31, 2023).
- 5 For purposes of this report, the reference to “emerging tech economies” was designed to include states that may not be commonly known as having an overall economy connected to or focused on the tech sector. The following states were selected to be considered as regions outside of tech—centric economies: Alabama, Alaska, Arizona, Arkansas, Colorado, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Utah, West Virginia, Wisconsin, and Wyoming.
- 6 <https://ir.roblox.com/news/news-details/2024/Roblox-Reports-First-Quarter-2024-Financial-Results/default.asp>
- 7 Approximately 24k creators made >\$650 on Roblox in 2023, which represents ~1/1000 of the 25 million creators monetizing on Roblox (as of Dec 31, 2023).
- 8 <https://en.help.roblox.com/hc/en-us/articles/115005718246-Developer-Exchange-Terms-of-Use>
- 9 Approximately 24k creators made >\$650 on Roblox in 2023, which represents ~1/1000 of the 25 million creators monetizing on Roblox (as of Dec 31, 2023).
- 10 Approximately 24k creators made >\$650 on Roblox in 2023, which represents ~1/1000 of the 25 million creators monetizing on Roblox (as of Dec 31, 2023).
- 11 FTEs rounded to the nearest 10; GDP and tax figures rounded to the nearest 100,000.
- 12 Approximately 24k creators made >\$650 on Roblox in 2023, which represents ~1/1000 of the 25 million creators monetizing on Roblox (as of Dec 31, 2023).
- 13 For the purposes of this report, the reference to “emerging tech economies” was designed to include states that may not be commonly known as having an overall economy

connected to or focused on the tech sector. The following states were selected to be considered as regions outside of tech—centric economies: Alabama, Alaska, Arizona, Arkansas, Colorado, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Utah, West Virginia, Wisconsin, and Wyoming.

14 <https://www.bea.gov/industry/input-output-accounts-data>

15 <https://www.bfi.org.uk/industry-data-insights/reports/uk-screen-sector-economy>

16 <https://www.screen.scot/funding-and-support/research/economic-value-of-the-screen-sector-in-scotland-in-2021/economic-value-of-the-screen-sector-in-scotland-in-2021>

17 <https://bad-wolf.com/wp-content/uploads/2021/11/The-Economic-Impact-of-Bad-Wolf-2015-2020.pdf>