

Envato passes subscriber and sales milestones

Envato will [officially close 2018 on a high](#), after passing the 100,000 subscribers milestone on its industry-leading creative subscription service, [Envato Elements](#).

It's been a busy year for Envato Elements subscribers, with both [audio](#) and [video](#) content added to the platform, providing audio-visual professionals and freelancers with thousands of high-quality and on-trend items for use in their creative projects.

Launched in August 2016, the subscription service now offers subscribers unlimited downloads of more than 845,000 different creative assets, from stock footage to fonts, graphics and Wordpress templates to photos and more.

Home to one of the world's biggest creative communities with more than 10 million users, Envato also reached 50 million items sold on [Envato Market](#), a collection of themed marketplaces offering millions of creative assets for download.

Chief Operating Officer Ben Chan said while the company was proud of its achievements in 2018, it was even happier with how it has supported the thousands of creators who make a living from offering items and services via Envato each and every day.

“We’ve now paid out close to \$700M USD to our creative community in the twelve years Envato has been in operation, and it’s a milestone we’ve reached faster than some of our biggest competitors.”

“It’s an indication of how successful and industry-leading our community-first approach has been. We’re proud we’ve been able to support our author community to such an extent, from freelancers working out of their spare rooms to mid-sized creative and development agencies running their own businesses and even some Fortune 500 companies such as Walmart, Samsung, Volkswagen and AT&T”.

“In turn, we know that this has helped more people than ever before to bring their creative projects to life.”

After [announcing earlier in the year](#) that thousands of creatives were earning 100% or more of a livable wage in their home country, Mr Chan said Envato was more committed than ever before to grow that figure.

“We’re well on track to reach \$1B USD in community payout, and with [our renewed focus on the DIY aspect of creative projects](#), we’re confident there’s going to be even more opportunities to grow and support our customer and author communities.”

ABOUT ENVATO

Location: Headquarters in Melbourne, Australia. Team located around the world.

What Is Envato?

Founded in 2006, [Envato](#) is the world’s leading community for creative assets and creative people.

The network includes [Envato Market](#), [Envato Studio](#), [Envato Tuts+](#) and [Envato Elements](#).

A community of more than eight million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$500 million. Millions of students have taken video courses and free tutorials on the Envato Tuts+ education network and Envato Studio connects people with hand picked freelancers to complete their creative projects. Envato Elements is a subscription service with thousands of ready-to-use graphic templates, fonts and assets available for unlimited download.

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