



🕒 16 April 2019, 14:37 (AEST)

Envato closes in on \$1 billion USD in community earnings

Envato's global community of digital creatives have now earned more than \$750m USD, the company has announced this week.

The milestone puts Envato on track to hit its goal of \$1 billion USD in author payouts by 2021, and comes just a year after it reached [the \\$600m milestone in March 2018](#).

Making up the milestone figure is at least 140 authors have made at least \$1m USD in gross sales across Envato, and a further 2200 authors who have made more than \$75,000 USD in gross sales.

“We knew when we originally set the \$1 billion dollar goal it was quite ambitious “ said Chief Operating Officer Ben Chan, “but the spirit behind that decision still remains one of our core guiding principles across the business, and that is: we want to help our community succeed doing what they love with their creative endeavours.”

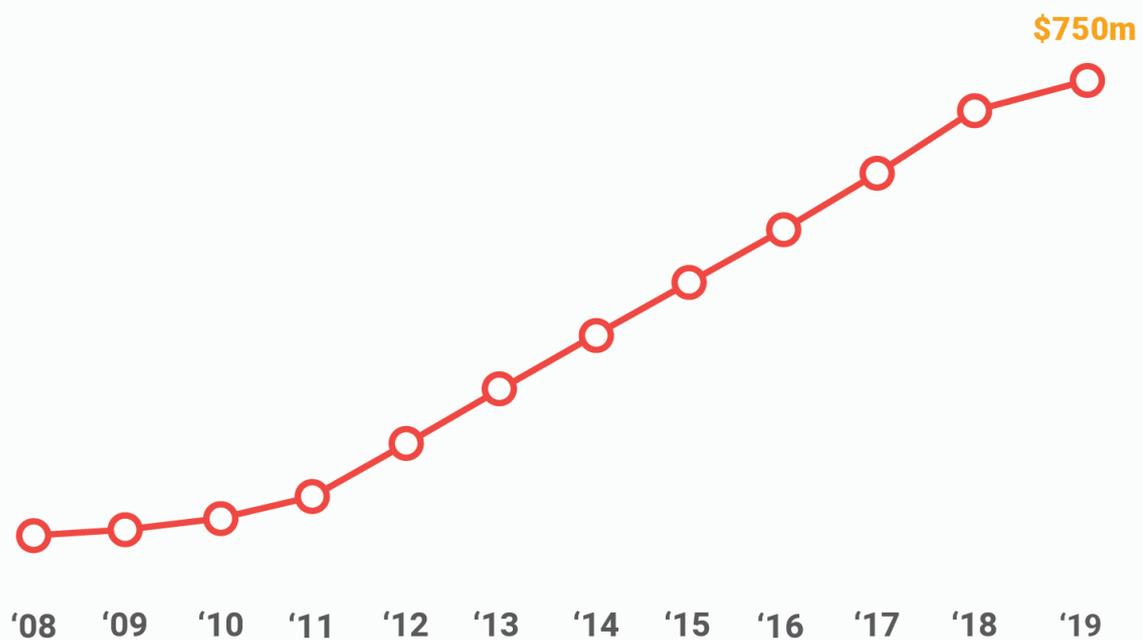
“As we [highlighted in our first public impact report](#), we're pleased to be known as a company that shares with our community a higher proportion of all revenue, especially when compared against some of our biggest competitors.”

It has been a big month for one of the world's largest creative ecosystems, [with subscription service Envato Elements now boasting a library of more than one million digital assets](#) available for unlimited download to nearly 150,000 subscribers around the world.

The growth in subscribers has played a key role in delivering greater results for the Envato community, with a renewed focus on helping customers 'make' instead of simply 'shop' driving a 50% increase on average earnings from Envato Elements subscriptions.

“We had a record year in 2018 when it came to delivering on our promise of increased author earnings, with more than \$134m USD paid out to our contributors. That we have now hit the \$750m milestone reaffirms the positive impact we have made in helping our global creative community.”

\$750 million in total community earnings was reached in early '19



140 Power Elite Authors have made \$1m in gross sales across Envato, and more than 2200 Elite authors made more than \$75k in sales.





The top five countries ranked by lifetime author sales revenue are

**United States
Russia, Ukraine
India & Romania.**



Items were sold on Envato Market as of March 2019

**1M items
available on
Envato Elements**



And more than **140,000** subscribers in 4 languages: English, German, Russian and Spanish.

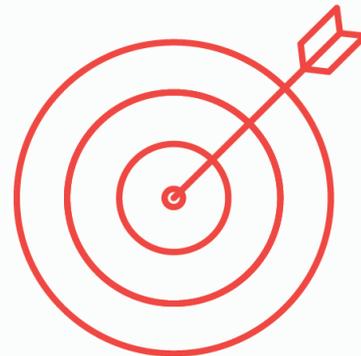
850,000+

New items were added to Envato Market in 2018.



For example, we added around 4 brand new WordPress themes to Market **every day!**

We remain on track to reach our **\$1bn total community earnings goal by 2021.**



April, 2019

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.

 pr.co



Envato