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Envato reaches \$1 billion in community earnings

Envato's global community of content creators have now earned more than \$1 billion USD since the company was founded in 2006.

More than 81,000 creatives have earned money by selling their creative items and skills with Envato, and 88 of these creative authors have earned more than \$1m USD each. A further 76,000 photographers have also earned [since Envato acquired Twenty20 last year](#).

Reflecting on the milestone, [reached ahead of its predicted 2021 schedule](#), Chairperson and Co-founder Collis Ta'eed said that it was a testament to the company's enduring mission to help anyone be creative, and where creators, designers and developers earn every time that happens.

"The \$1 billion goal has always been about keeping us focused on our purpose - creating impact for our community, and doing it at scale. Actually crossing this milestone after working on it for so long is a surreal feeling!"

"There have been literally thousands of people who've earned through the Envato community," he continued. "Some of them have seen epic success, but for me, I've always loved the little stories and vignettes that pop on to the forums. It's that person who says "I've just made my first sale and I'm so excited" or "I just realised I can start to save up for that holiday" - those always get me."

Co-Founder Cyan Ta'eed agreed, saying Envato takes its role of supporting creative entrepreneurs seriously. "Every time we see an item from a new author just blow up with sales, or hear a story from an author about being able to quit their day job and focus on their creative work on their terms, it reminds me that the money represented in that goal was going to awesome humans, their families and their communities."

“The goal felt almost unrealistic when we set it. It certainly wasn’t something we thought was a sure thing - it almost seemed laughable. But we knew the right metric for us, the one we were passionate about, was how much money our authors could make. How we would get there was a completely different matter. It goes to show you can accomplish a lot over almost fifteen years,” she concluded.

Envato’s creative community is a diverse one. While the company’s author community is drawn from nearly every country around the world, those with the highest number of creatives include Russia, Ukraine, the United States, Indonesia and India.

Some of the key milestones that underpin the \$1 billion earnings milestone include:

- More than two million customers bought assets on Envato Market in the past 12 months, with more than two million unique items added in the process.
- Audio tracks, stock footage, stock photos, print and web templates have the largest number of creators selling through Envato
- Photos are among the most popular assets for customers, being bought or licensed across Envato Market and Envato Elements nearly 45m times
- The rise of online video has seen high interest in video templates (22m sold or licensed) and stock footage (18m)
- WordPress themes and templates are among the most successful item types for creators, with theme developers earning more than \$323m USD since ThemeForest was launched on Envato Market, which includes [one of the worlds most popular themes, Avada](#).

Content Group General Manager Cameron Gough said Envato prides itself on being a destination of choice for global creatives for its holistic approach to creative support. “We know that good earnings are only part of the picture for our contributors. They also want to advance their craft, be respected for what they do, and feel part of a community of like-minded creatives, and we’re continually focused on the things that matter to these contributors.”

“The \$1 billion earnings goal has been a guiding light for many of us in recent years, helping us stay focused and providing a strong sense of purpose. The journey of Envato has been paralleled by some incredible stories for our contributors. We’ve heard about Envato enabling families to afford life-saving surgery, to pay for a dream wedding, and to support lifestyles that would not have been possible otherwise.”

“So for many of our content creators, I think there is a sense of pride that they are part of this milestone and it’s possibly a moment of positive reflection for all of us,” concluded Gough.

You can read more about Envato's commitment to balancing purpose and profit, and how it is building a business for lasting, creative community success [in our Public Impact Statement](#).

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 ten million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$750 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 millions of ready-to-use graphic templates, fonts and assets available for unlimited download.



Envato