

Envato pays \$200 million to its community

Australian tech company announces latest milestone.

“The community are the reason behind everything we do,”

— Collis Ta’eed, CEO Envato

□ Envato’s community members continue to thrive, with the Melbourne-based tech company paying out in excess of \$200 million to their 4 million community members.

CEO Collis Ta’eed [announced](#) in late 2013 that community earnings had reached \$140 million. These have continued to grow steadily towards the company’s goal of reaching one billion dollars in all-time community earnings.

Envato Market hosts eight digital marketplaces. The most popular of these is [ThemeForest](#), recently ranked by [Alexa](#) in the top 100 websites visited globally.

Ta’eed is thrilled to reach this latest milestone. “Our core value is ‘when the community succeeds, we succeed.’ The community are the reason behind everything we do, so it’s great to know we are continuing to help people earn money doing what they love.”

The top author on ThemeForest, Christian Budschedl, also known as [Kriesi](#), has exceeded 100,000 sales of 30 items on the Envato Market sites. But Kriesi is not the only author to have massive success: the number of community members to earn over \$1 million with Envato is now 20.

Community Manager Natalia Manidis says it is exciting to see some of the newer members moving through the ranks. “We have some incredibly hard working authors who really put time and effort into creating a product they are proud to sell on Envato’s Markets. Having [badges](#) and our newly relaunched [Elite program](#) are also great motivators for newer authors.”

Envato has celebrated its global community with the recent release of the [Envato Stories](#) video series. The stories feature community members from all over the world sharing how their lives have changed through the opportunities Envato has provided.

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ABOUT ENVATO

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

What Is Envato?

Envato is a network of sites used by millions of people for their creative projects. The network comprises [Envato Market](#), [Envato Studio](#), and [Tuts+](#).

Envato Market offers users millions of creative assets, project files and kits to use for web, print and video projects. Envato Studio connects users with a community of freelance talent. Tuts+ helps people learn creative skills online with video courses and free tutorials.



Envatopressroom

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