

Discord Revenue And Usage Statistics (2022)

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Discord's rise coincided with the growth of e-sports, through games like League of Legends, Overwatch and Fortnite, which all had rather limited communication tools. As more Twitch streamers switched to Discord, it became its own marketing campaign for the app.

Even with the swift growth, accelerating from 10 million monthly active users (MAUs) in 2016 to 45 million in 2018, Discord struggled to find a revenue model. In the first few years, it sold digital stickers and merchandise, but that only pulled in \$10 million in revenue in 2017.

It launched a games storefront in 2018, which offered a curated set of games. gaming news launched a subscription service, Discord Nitro, which included more emojis, larger upload size, server support and access to the video games on the storefront.

While Discord Nitro is still running, the company removed the free games feature in 2019, citing lack of interest from subscribers. It has since shelved the storefront, which was apparently not making Discord or the third-party game developers much money. Game developers can sell games directly on servers.

Even with the failure of the storefront, Discord remains in a healthy position. Usage has catapulted during the COVID-19 lockdown, it recently announced over 100 million MAUs and a new peak of 10.6 million concurrent users.

Whether it will be able to shake off the gamer association and win Slack and Microsoft Teams users and businesses is yet to be seen. It changed its motto from "Chat for Gamers" to "Chat for Communities and Friends" in March and redesigned its website to feature fewer gamer jokes.

We have collected data and statistics on Discord. Read on below to find out more.