Roblox allows users to create and publish their own games, which can then be played by other users, by using its [game engine](https://en.wikipedia.org/wiki/Game_engine" \o "Game engine), Roblox Studio.[[15]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-16) Roblox Studio includes multiple premade game templates[[16]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-:101-17)[[17]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-androidpolice-18) as well as the Toolbox, which allows access to user-created models, [plugins](https://en.wikipedia.org/wiki/Plugin_(computing)" \o "Plugin (computing)), audio, images, meshes, video, and fonts. [[18]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-Book-19)[[19]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-Toolbox-20) Games, officially referred to as "experiences" on the platform,[[20]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-21)[[21]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-22) are [scripted](https://en.wikipedia.org/wiki/Scripting_language" \o "Scripting language) with Lua*u*, a [dialect](https://en.wikipedia.org/wiki/Dialect_(computing)" \o "Dialect (computing)) of the [Lua](https://en.wikipedia.org/wiki/Lua_(programming_language)" \o "Lua (programming language)) 5.1 programming language, while [C++](https://en.wikipedia.org/wiki/C++" \o "C++) is used for background processes such as memory management.[[22]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-23)[[23]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-24)[*[better source needed](https://en.wikipedia.org/wiki/Wikipedia:NOTRS" \o "Wikipedia:NOTRS)*] Lua*u* supports [gradual typing](https://en.wikipedia.org/wiki/Gradual_typing" \o "Gradual typing) and is designed to maximize [performance](https://en.wikipedia.org/wiki/Computer_performance" \o "Computer performance).[[24]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-How-25)[[16]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-:101-17)[[17]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-androidpolice-18)[[25]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-26) Lua*u* has been released under the [MIT License](https://en.wikipedia.org/wiki/MIT_License" \o "MIT License) since November 2021.[[26]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-27)[*[non-primary source needed](https://en.wikipedia.org/wiki/Wikipedia:No_original_research" \l "Primary,_secondary_and_tertiary_sources" \o "Wikipedia:No original research)*]

Users are able to create purchasable content through one-time purchases, known as "game passes", as well as [microtransactions](https://en.wikipedia.org/wiki/Microtransaction" \o "Microtransaction) that can be purchased more than once, known as "developer products".[[27]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-28)[[28]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-29) As of 2020, Roblox reported that more than 2 million developers used Roblox Studio to create more than 20 million games per year. A majority of developers were minors, and roughly 345,000 earned money through Roblox's Developer Exchange

### **Items and currency**

Logo of the virtual currency "Robux"

Roblox allows players to buy, sell, and create virtual items which can be used to decorate their virtual character that serves as their [avatar](https://en.wikipedia.org/wiki/Avatar_(computing)" \o "Avatar (computing)) on the platform.[[13]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-NYTimes-14) Previously, only Roblox administrators had the ability to sell accessories, body parts, gear, and packages under the official Roblox user account,[[30]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-bizjournals-31) with virtual hats and accessories also being able to be published by a select few users with past experience working with Roblox Corporation.[[31]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-32)[[32]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-33) This arrangement was in place until the introduction of the UGC Catalog,[[33]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-34)[[34]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-35) which allowed selected individuals within the Roblox community to create and sell customized user-generated content (UGC) avatar items through the UGC Program.[[35]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-36)[[36]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-37)[[37]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-38) Several individuals design items as a full-time job, with the highest-earning creators making over $100,000 a year off item sales.[[38]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-39)

Items with a [limited edition](https://en.wikipedia.org/wiki/Limited_edition" \o "Limited edition) status can only be traded between or sold by users with a Roblox Premium membership.[[39]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-40) These limited items have a Recent Average Price (RAP), and their value fluctuates based on its demand and rarity. Although selling these items for real-world currency violates Roblox's terms of service, this does not stop some individuals from doing so through [black market](https://en.wikipedia.org/wiki/Black_market" \o "Black market) sites and communities, in which limited items, some of which being stolen, are often exchanged for payment methods such as [cryptocurrency](https://en.wikipedia.org/wiki/Cryptocurrency" \o "Cryptocurrency) or sometimes [PayPal](https://en.wikipedia.org/wiki/PayPal" \o "PayPal).[[40]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-vice-41) Previously, only Roblox released these limited items themselves until the introduction of "UGC Limiteds" in April 2023,[[41]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-42) which allowed for those in the UGC Program to design and sell user-generated items themselves with limited quantities.[[42]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-43)[[43]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-44) Unlike Roblox-released limited items, UGC Limiteds cannot be traded. They can, however, be resold after a 30-day holding period after being bought.[[44]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-45)

Robux allows players to buy various items, and are obtained by purchase with real currency, from a recurring stipend given to members with a Premium membership, and from other players by producing and selling virtual content in Roblox.[[45]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-heavy-46)[[46]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-47) Prior to 2016, Roblox had another currency, Tix (short for "Tickets"), that was discontinued in April of that year.[[47]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-48)[*[better source needed](https://en.wikipedia.org/wiki/Wikipedia:NOTRS" \o "Wikipedia:NOTRS)*] Robux acquired through the sale of user-generated content can be exchanged into real-world currency through the website's Developer Exchange system.[[48]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-49)

A sizable amount of [scams](https://en.wikipedia.org/wiki/Scams" \o "Scams) relate to Roblox, largely revolving around automated messages promoting scam websites, scam games designed to appear to give out free Robux, and invalid Robux codes.[[49]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-50)[[18]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-Book-19) In the Roblox community, there are people known as "beamers" who [compromise](https://en.wikipedia.org/wiki/Cybercrime" \o "Cybercrime) Roblox accounts to steal and sell their items on black markets. They employ various techniques, such as creating [phishing](https://en.wikipedia.org/wiki/Phishing" \o "Phishing) websites or ploys to acquire a victim's [login token](https://en.wikipedia.org/wiki/Authentication_cookie" \o "Authentication cookie).[[50]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-51) Once they gain access to the victim's account, these "beamers" steal and subsequently sell valuable limited items owned by the victims for real-world currency or cryptocurrency through marketplace sites or [Discord](https://en.wikipedia.org/wiki/Discord" \o "Discord) chatrooms. The slang term "beaming" is commonly used to describe this entire process, along with the victim having been "beamed". Roblox does offer hacking victims a "rollback" for their items, although this is only offered once per account.[[40]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-vice-41)

### **Events**

Roblox occasionally hosts real-life and virtual events. They have in the past hosted events such as BloxCon, which was a convention for ordinary players on the platform.[[45]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-heavy-46) Roblox operates annual [Easter egg hunts](https://en.wikipedia.org/wiki/Easter_egg_hunts" \o "Easter egg hunts)[[51]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-52) and also hosts an annual event called the "Bloxy Awards", an [awards ceremony](https://en.wikipedia.org/wiki/Awards_ceremony" \o "Awards ceremony) that also functions as a fundraiser. The 2020 edition of the Bloxy Awards, held virtually on the platform, drew 600,000 viewers.[[52]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-53)[[53]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-54) In 2022, "Bloxy Awards" got rebranded into the "Roblox Innovation Awards".[[54]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-55) Roblox Corporation annually hosts the Roblox Developers Conference, a three-day invite-only event in [San Francisco](https://en.wikipedia.org/wiki/San_Francisco" \o "San Francisco) where top [content creators](https://en.wikipedia.org/wiki/User_Generated_Content" \o "User Generated Content) on the site learn of upcoming changes to the platform.[[55]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-56) The company has also hosted similar events in [London](https://en.wikipedia.org/wiki/London" \o "London) and [Amsterdam](https://en.wikipedia.org/wiki/Amsterdam" \o "Amsterdam).[[56]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-57)[[57]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-58)

Roblox occasionally engages in events to promote films, such as ones held to promote *[Wonder Woman 1984](https://en.wikipedia.org/wiki/Wonder_Woman_1984" \o "Wonder Woman 1984)* and *[Aquaman](https://en.wikipedia.org/wiki/Aquaman_(film)" \o "Aquaman (film))*.[[58]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-59)[[59]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-60) In 2020, Roblox hosted its first [virtual concert](https://en.wikipedia.org/wiki/Virtual_concert" \o "Virtual concert), which was compared by *[Rolling Stone](https://en.wikipedia.org/wiki/Rolling_Stone" \o "Rolling Stone)* to that of American rapper [Travis Scott](https://en.wikipedia.org/wiki/Travis_Scott" \o "Travis Scott)'s virtual concert in *[Fortnite](https://en.wikipedia.org/wiki/Fortnite_Battle_Royale" \o "Fortnite Battle Royale)*,[[60]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-Stoned-61) during which American rapper [Lil Nas X](https://en.wikipedia.org/wiki/Lil_Nas_X" \o "Lil Nas X) debuted his song "[Holiday](https://en.wikipedia.org/wiki/Holiday_(Lil_Nas_X_song)" \o "Holiday (Lil Nas X song))" to an audience of Roblox players.[[60]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-Stoned-61)[[61]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-62)[[62]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-63) In 2021, Swedish singer [Zara Larsson](https://en.wikipedia.org/wiki/Zara_Larsson" \o "Zara Larsson) performed songs at a virtual party to celebrate her the reissuing of her album *[Poster Girl](https://en.wikipedia.org/wiki/Poster_Girl_(album)" \o "Poster Girl (album))*.[[63]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-64) On September 17, 2021, a virtual concert by the American band [Twenty One Pilots](https://en.wikipedia.org/wiki/Twenty_One_Pilots" \o "Twenty One Pilots) took place.[[64]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-65)[[65]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-66) In October 2021, Roblox partnered with [Chipotle Mexican Grill](https://en.wikipedia.org/wiki/Chipotle_Mexican_Grill" \o "Chipotle Mexican Grill) to give $1 million of burritos away to the first 30,000 people every day as a part of Chipotle's Halloween Boorito promotion.[[66]](https://en.wikipedia.org/wiki/Roblox" \l "cite_note-67)