

GAM04: UGC Platform Analysis

Executive Summary | February 01, 2026

Key Performance Indicators

98M DAU	253M MAU	29.5B HOURS ENGAGED
\$1769M BOOKINGS	\$105M MONTHLY PAYOUTS	3064K ACTIVE DEVELOPERS

Stock Performance Summary

Metric	Value	Interpretation
Total Return (4.9Y)	-5.4%	Cumulative appreciation
Annualized Return	-1.1%	Geometric mean annual
Volatility	70.2%	Annualized std dev
Sharpe Ratio	-0.02	Risk-adjusted return
Max Drawdown	-82.8%	Peak-to-trough

Data Coverage

Company: Roblox (RBLX)
Analysis Period: 2021-03-10 to 2026-01-30
Total Data Points: 7,429
Data Sources: Yahoo Finance (stock), synthetic operational metrics
Focus: User-generated content and creator economy