

Year	Units sold (mm)	Revenue Genera	Active Users (mm)
2008	11.6	1.8	10
2009	20.7	13	25
2010	39.9	25.1	60
2011	72.3	45.9	115
2012	125	78.6	206
2013	150.2	91.2	329
2014	169.2	101.9	442
2015	231.2	155	569
2016	211.8	136.8	710
2017	216.7	141.2	814
2018	217.7	166.2	888
2019	187.2	142.3	948
2020	196.9	137.7	1042
2021	242	191.9	1231
2022	232.2	205.4	1334