

How Does Discord Make Money? What Is Discord's Business Model?

Not everyone reading this piece of writing would be aware of the world of Discord. **Right?**

Precisely!

If ***DISCORD*** is nothing more than a conflict for you, here's all you need to know:

Discord is the name of a gaming program.

In fact, not **JUST** a gaming program, it's way more than that!

And for the interested ones, keep reading to find the latest answers to a very popular search query from gamers, **how does Discord make money?**

We'll share information on how discord is making money and the Discord business model.

There'd be more information from signing up on discord to Discord chat rooms to Discord Nitro and the associated costs, etc.

So, let's begin with the simple question – What is Discord?

Bonus: [Download a free checklist](#) that will show you how to tap into the 10 most important Google ranking factors listed here.

What is Discord?

It is an online gaming space that went the extra mile to bring you new fun and ease.

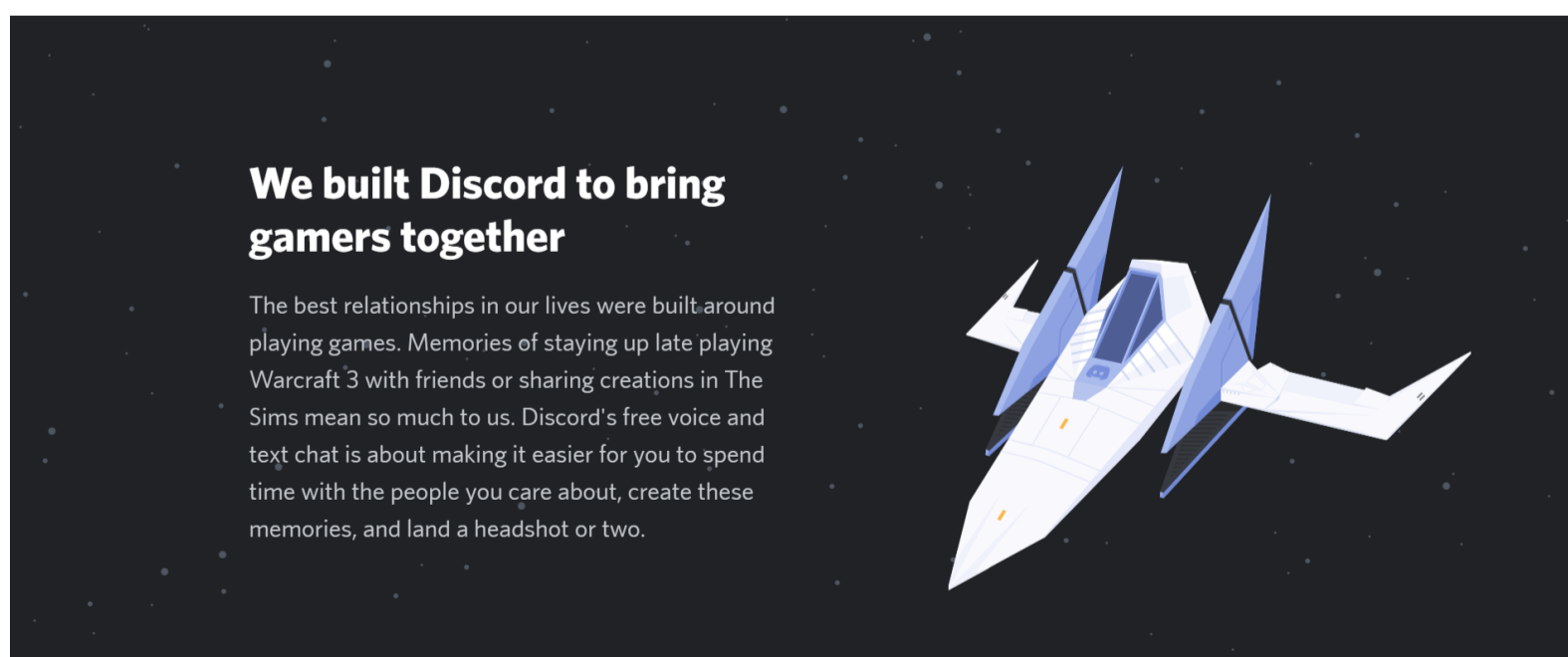
What fun and ease? You must be intrigued.

Here's the deal!

Discord is a unique platform that allows you to connect with other players in real-time via text and voice chat.

So it is a **fun-filled online game box with added text and voice aid** for better communication, thus better experience. And so, it becomes a [socializing space for gamers](#) where you can find yourself some new gaming partners, too.

And this is how they introduce themselves on their [web](#):



We build Discord to bring gamers together

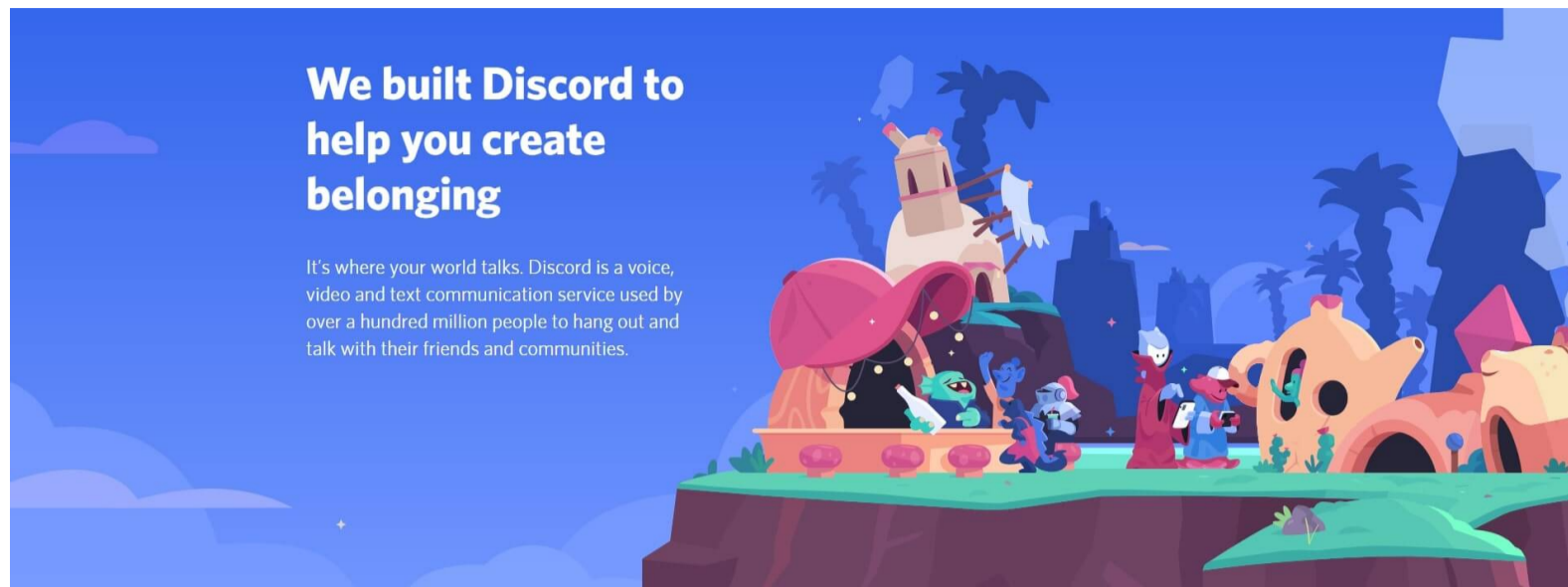
Update: Here's the introduction we found on the intro page as of July 2020:

“We built Discord to help you create belonging

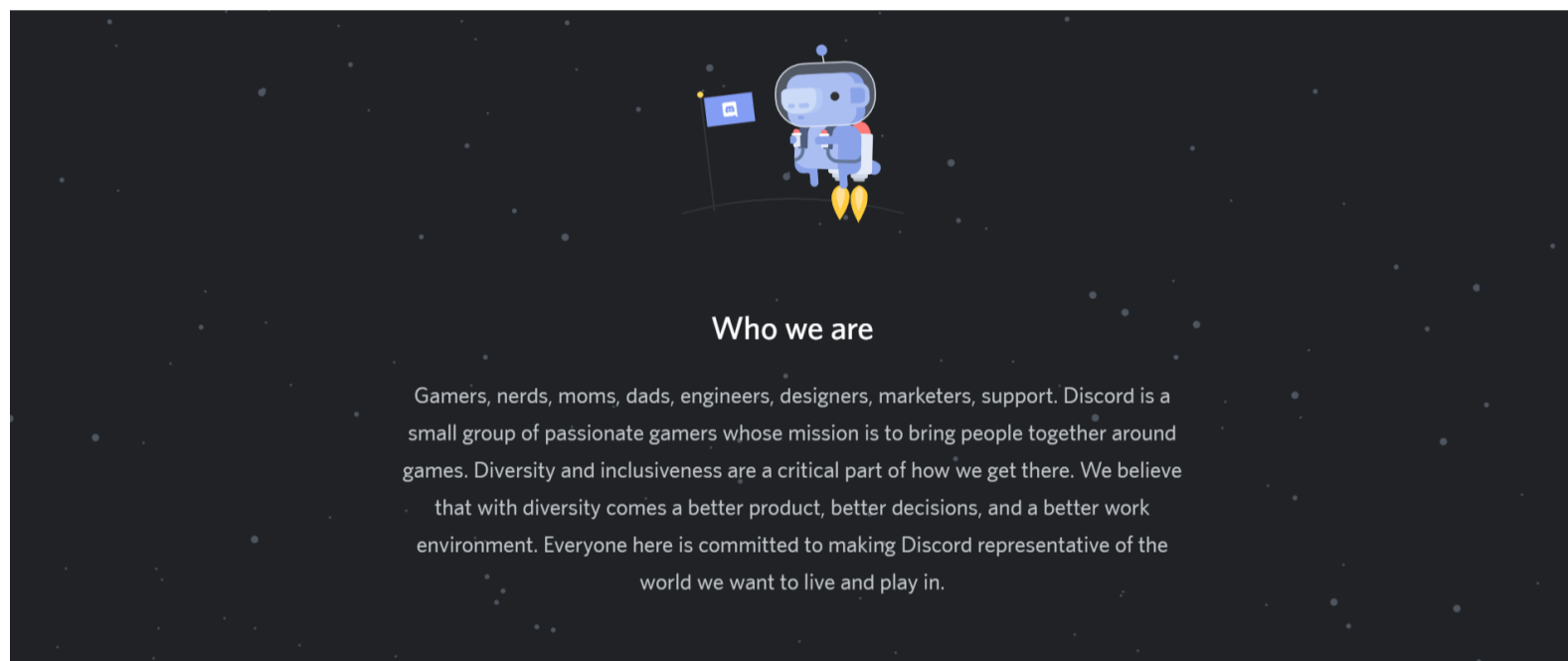
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with their friends and communities.”



It is a solution to the problems of gamers provided by some gamers.



And the best news for newbies. **It IS FREE!**

Yes! You read it right!

If you are already familiar with the term *Discord* as a gamer, keep reading to find the program's latest information and their earning machines.

Yes! They have some earning machines most people do not know about.

So, [Discord](#) is now home to a **HUGE NUMBER** of gamers.

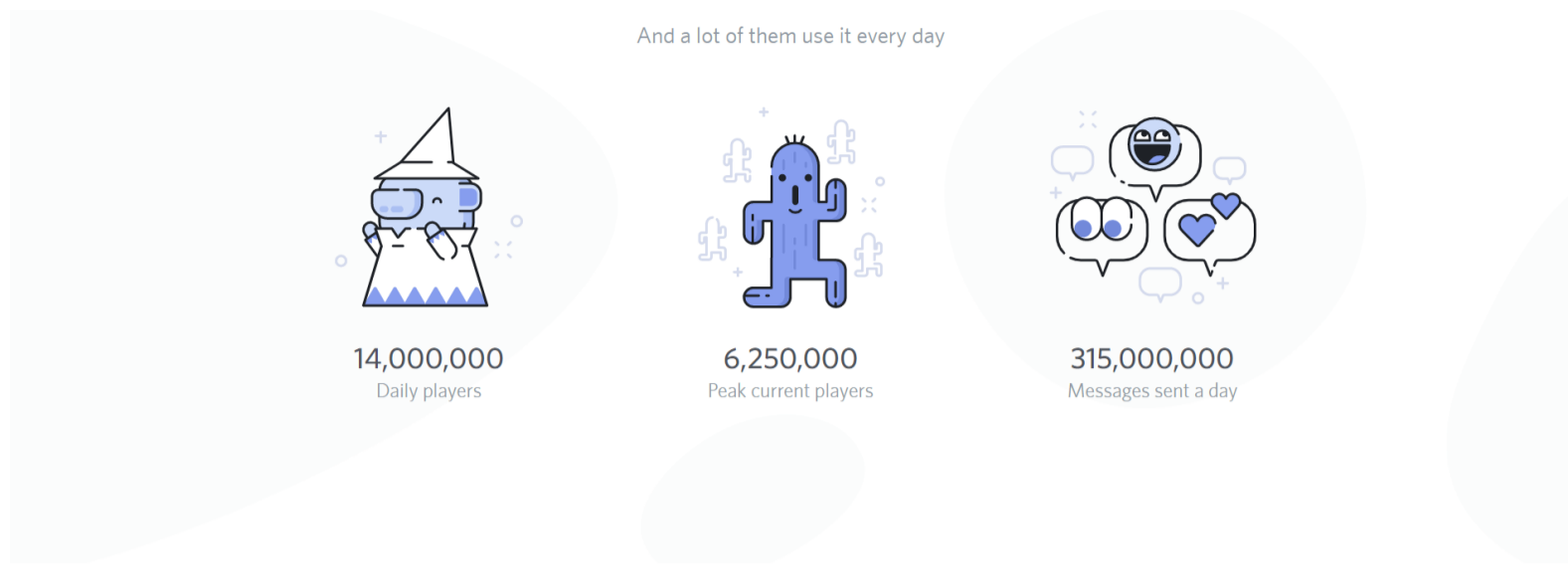
HOW MANY to be precise?

Well, Discord states it to be a total of **14000000 daily players**. **6250000** is the figure they quote for **peak current players**, and communication is endless. **315000000 messages sent daily!**

OMG! Can you believe it?

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Well, you have to! Because It is **THEM** speaking.

With about a [200 Million user base](#), Discord is a successful program you won't regret joining as a gamer.

With such huge numbers, you shouldn't be surprised that they earn money. However, how does Discord earn money is a topic for our discussion later in this post. For now, let's see what makes Discord so successful?

So, What Makes Discord So Successful After All?

Hear it from [Jason Citron](#), who is the CEO of Discord and co-founded it as well:

“We solved a problem that people playing video games had – in a way that solved the problem. You're playing games on a computer, you want to chat with your friends, and you want to be able to do it in a way that makes sense with how you live your life. Discord is the first voice chat app that makes sense for PC gamers.”

So, take notes from this gentleman for whatever business you want to run wherever in the world.

SOLVING A PROBLEM is the KEY to running a business successfully!

And based on this problem-solving, Citron makes use of people wanting to play with their friends too. So, the game's primary growth is seen mainly through people sending invites to friends, who then send invites to their friends, and so on.

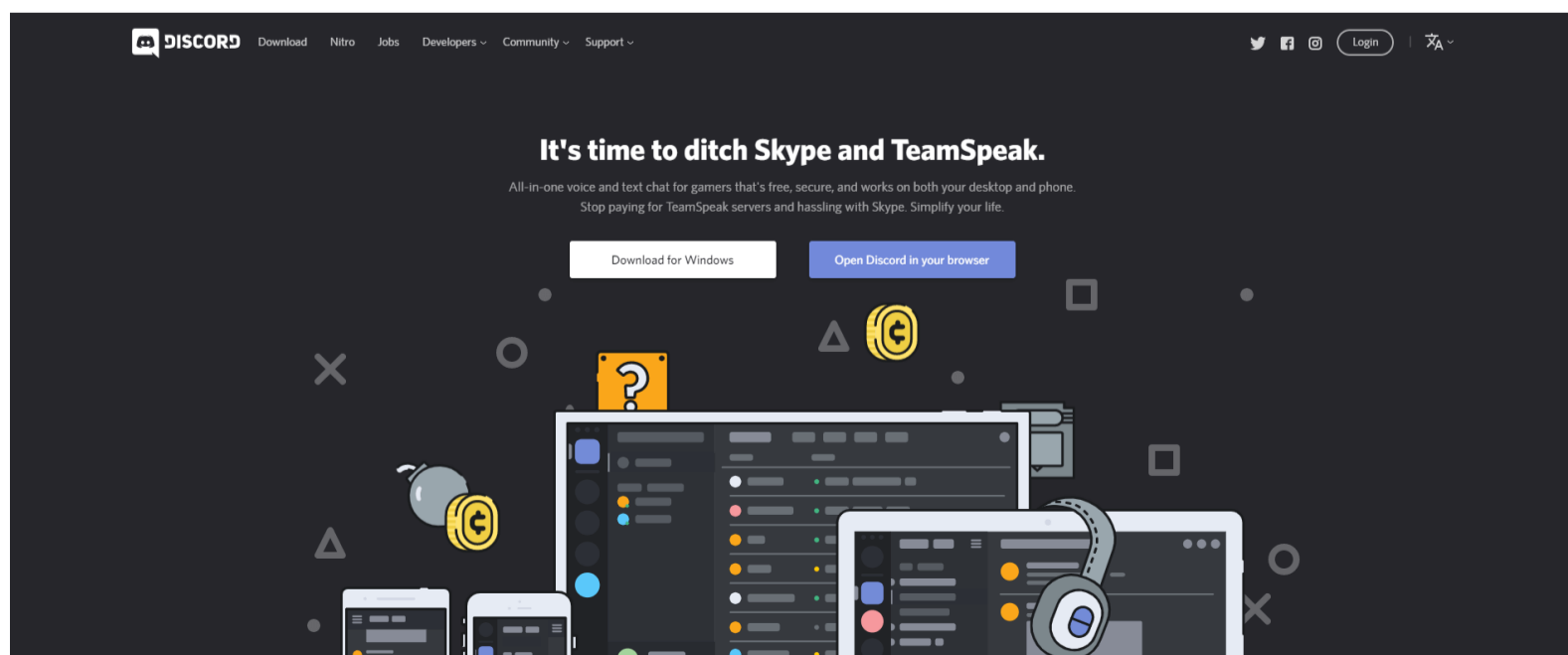
Why Discord?

Some people are startled by Discord's fame. “But aren't **Skype** and **Team player** the existing solutions people could use?” they repeatedly ask.

Yes, they could use them too, but a brief comparison makes Discord a better choice, WAY BETTER actually.

Discord Vs. The Openly Claimed Competitors

How so? [Here's how!](#)



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1	Free program (freemium model)	Not free
2	Light on system	Heavy for system
3	DDoS attacks safe	Vulnerable to DDoS attacks
4	A dedicated platform for gamers so it has features to attract them	Not devoted to gamers

Playing Discord. How Does Discord Work?

Okay, so proven the right choice, now you'd want to know how to play around at Discord.

Simple, as Jason says it:

"Now you go to a webpage, you sign in, and it just works. It's free, and if you want to invite your friends, you send them a link. They can jump right in through their browser without having to download anything."

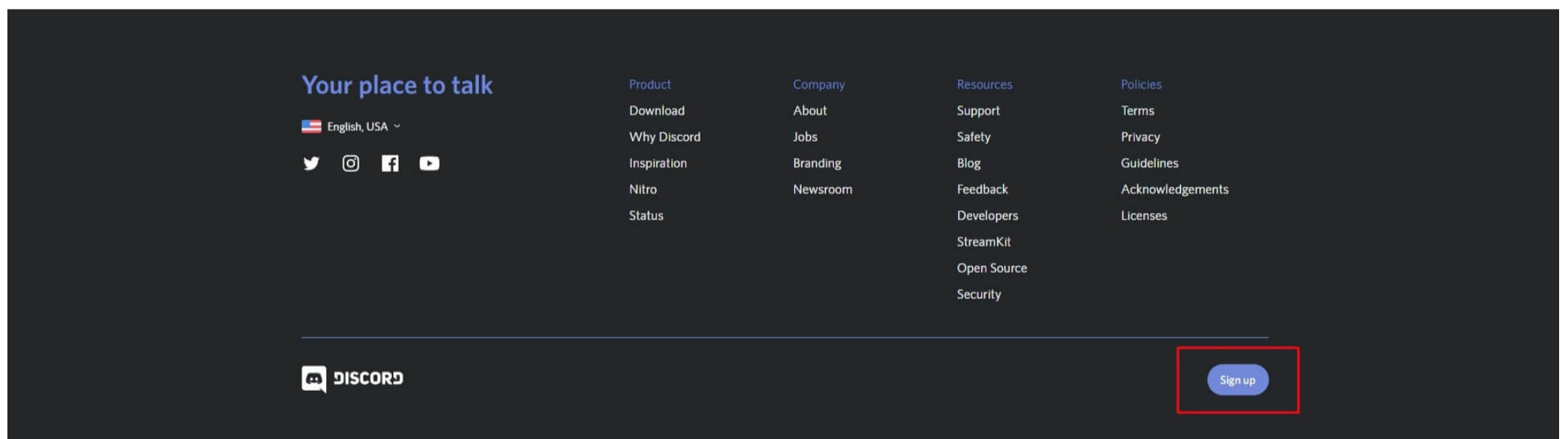
NOT TO FORGET, you have the option of open communication through text and voice at all times.

Yes, even when you are playing.

Discord Sign Up

Some not-so-patient gamers find it hard to find the Discord signup option on the website.

That's because they have the option placed only at the bottom of their home page.



Click on the Signup button, and you'd land on the *Create new Account* page. You'd see a short form, asking you for the following information:

- Email
- Username
- Password
- Date of birth
 - Month
 - Day
 - Year

Once you enter the details, you'd be formally invited to *continue*.

Alternatively, click on the *Login* button at the top right side. Once you land on the login page, you'd see the *Register* button right under the login button on the form.

Click to enter the needed information and continue.

After having registered with Discord, you can pick one of the web and the non-web options to use it on:

Discord Web And Non-Web

Not only is the program available for the PC version, but a mobile app is also the talk of the gamers, especially useful for the ease of

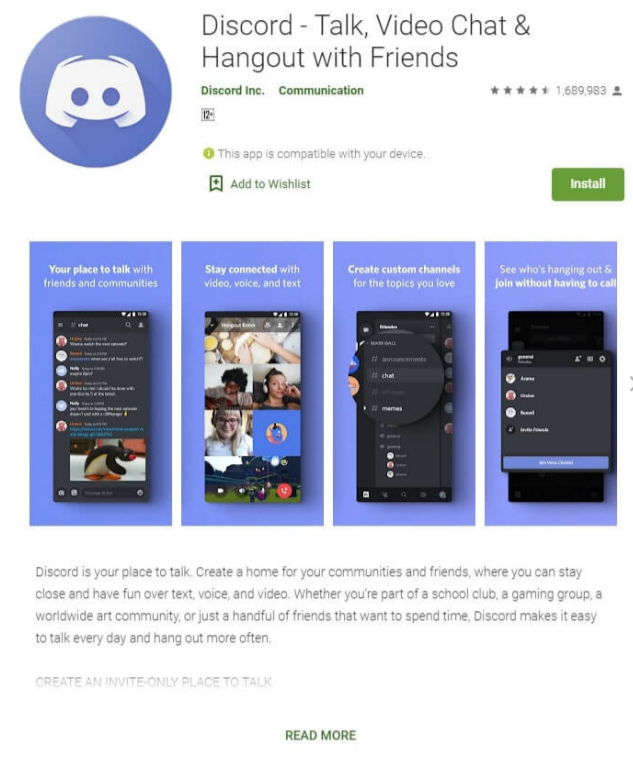
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Discord Application

Google and Apple play stores have highly rated discord apps available for you to download and use.

The Discord App on the Google play store shows 100, 000, 000+ downloads after the mid of 2020.



To be able to use this application on your cell phones, you are required to have 5.0 or up androids.

With 4.8 ratings in the apple play store (against 4.5 in Google play store), this discord application Requires iOS 10.0 or later and is compatible with iPhone, iPad, and iPod touch.

Discord Servers

There are several Discord servers, simply put chat rooms. Each server has its own community of like-minded people connected on a particular topic, game, or any point of interest.

That being said, it is often heard that Discord servers are active on as unrelated a topic as CRYPTOCURRENCY.

You can join an existing Discord server with an invitation, or you can create your own server.

Discord Server Advertising

When you have created a community or a chatroom, you don't want to dedicate it to yourself. Or do you?

You have built it for networking. This calls for advertising your server so that you can have more of the right-minded people connected on your server.

There are many ways to advertise your Discord server. Let's have into the most legit Discord advertising ways to do so:

- [Advertise your server](#), or AYS is amongst the largest advertising communities and servers on Discord. This server is meant to boost your server (which is not the only boosting function that Advertise Your Server performs).
- There are many other websites and discord servers/boards that can boost your server for free too. Each one is just a search away, based on your requirements.

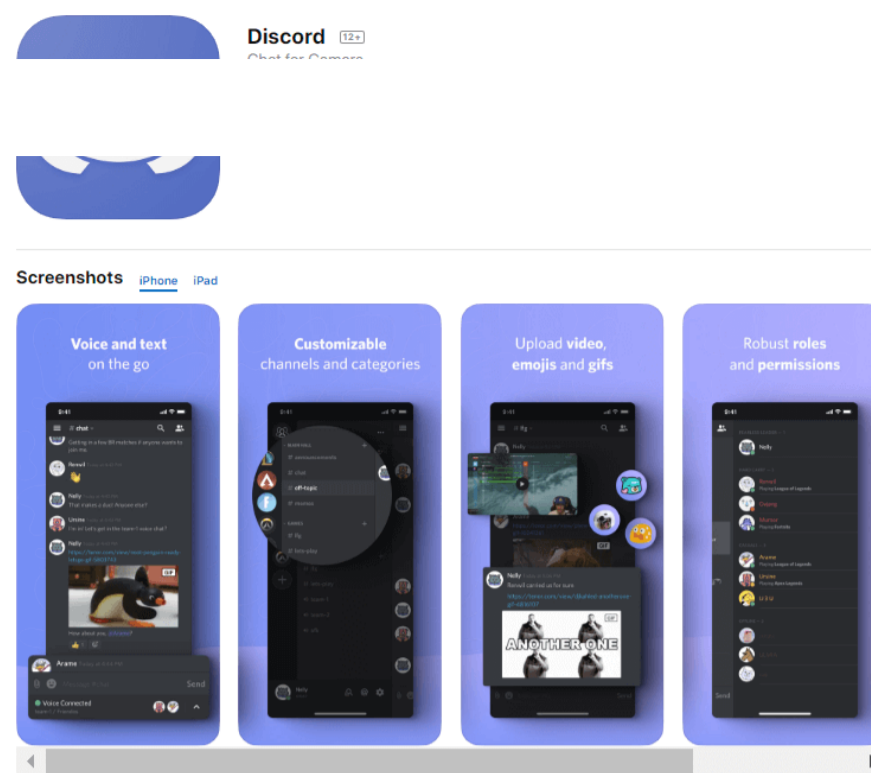
Where To Have All The Fun?

If the facts and details mentioned so far have you wondering where to find discord, here's the thing for you:

You can find the web version [of Discord here](#). [This](#) is where you'll find the program for Android and iOS, you'd find it [here](#).

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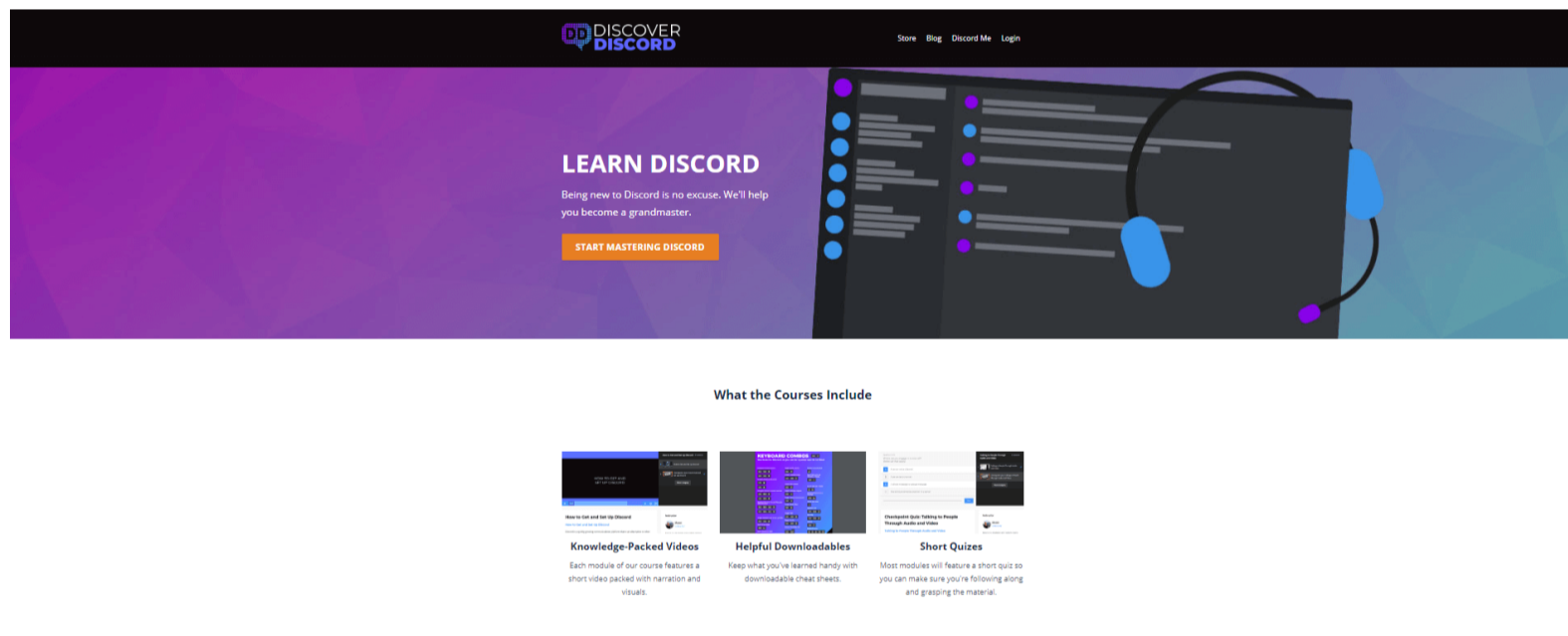
And that's still **NOT ALL** about the features.

Let's look into a few more:

Discord Courses

With its super user-friendly interface, Discord is all up for making its users the **GAMING EXPERTS** with the courses specially created to educate them. So, no excuses are accepted even if you find it a little puzzling as a first time user.

Some of these courses are designed for the Server managers as well. And based on the public testimonials on their web, people enjoy playing the games more after taking courses than they do without them.



Discord Bot

Some server management tools have to be installed separately with the program. These tools are called Discord bots. Officially announced Discord bots are available [here](#).

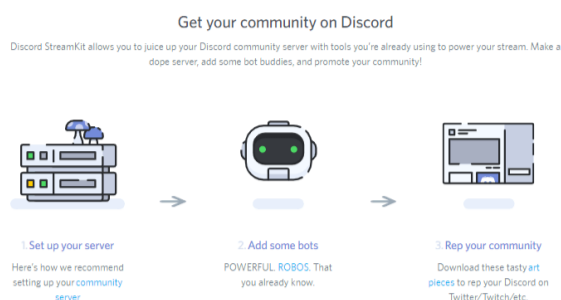
You might come across some of the unofficial bots as well. Some of the Discord Bots types include discord membership bots, chat and moderation bots, and music bots, etc.

Depending on what you want a Discord bot to do, you can code to create your own bot for your Discord server.

You can also view some of the other bot options [here](#).

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Discord Voice Chat And Video Calls

Discord voice chat has become probably the most important feature of that platform after they rebranded themselves.

You'd find discord's chatting feature most clearly displayed on the home page and on the "[Why Discord](#)" page.

Hear it directly from Discord:

"Pop in to Talk

Ready to hang out? Grab a seat in a voice channel. They're your server's lounge areas, designed so you can pop in and out of voice and video conversations throughout the day."

The chat is, however, not limited to voice. You have the option to text and video chat as well.

Cool. Right?

Interestingly, the video chat application is the most useful feature that allows for one-to-one calls as well as direct messages. You can video chat with a group of up to 10 people and even share your screen with them.

Need more details on the video chat? Check them all [here](#).

Discord – The Ad-Free Platform

And that is almost the BEST FEATURE, you'd say. Yes, despite being free, users won't see any Ad rolling down here and there or popping up now and then.

With such a vast user base, almost all consisting of happy users, **how does the network operate?**

If it is all free and there are no ads, how is discord even making money?

How is discord making and keeping everyone happy?

And, how do founders and workers run their families?

How do they keep the system going?

Does it all have you wondering about the discord-business model?

Or did you ever for once stop to think about how companies like Wikipedia earn? Or how does Gmail make its part of the money for Google?

For a side note, [Wikipedia mainly runs on readers' donations](#) and holds its own Wikipedia store as well. And [Gmail runs on a freemium model](#) where it sells Ad-free accounts to businesses with additional perks.

Those details are the stories for another day.

For now, if you are interested to know how much money does discord make, keep reading to relieve your mind and find out.

How Does Discord Earn Money?

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So, the valuation of Discord is said to be **1.65 Billion USD** as of April 2018 after recent funding, says [Wall Street journal](#).

Funding? So the program runs on funds?

“**Mainly**,” is the accurate answer, as funding is not the only source of running the program.

Index funds and **Greylocks** ventures are said to be the active funders, pooling up a total of \$130 Million in five rounds, says [Unicorn Economy](#).

How Does Discord Make Money is a popular search query on the internet. So let's dive in to figure out what exactly do they do, apart from accepting funds, to keep the world of gamers connected and those tiny gaming characters on their website hovering!

Discord Business Model

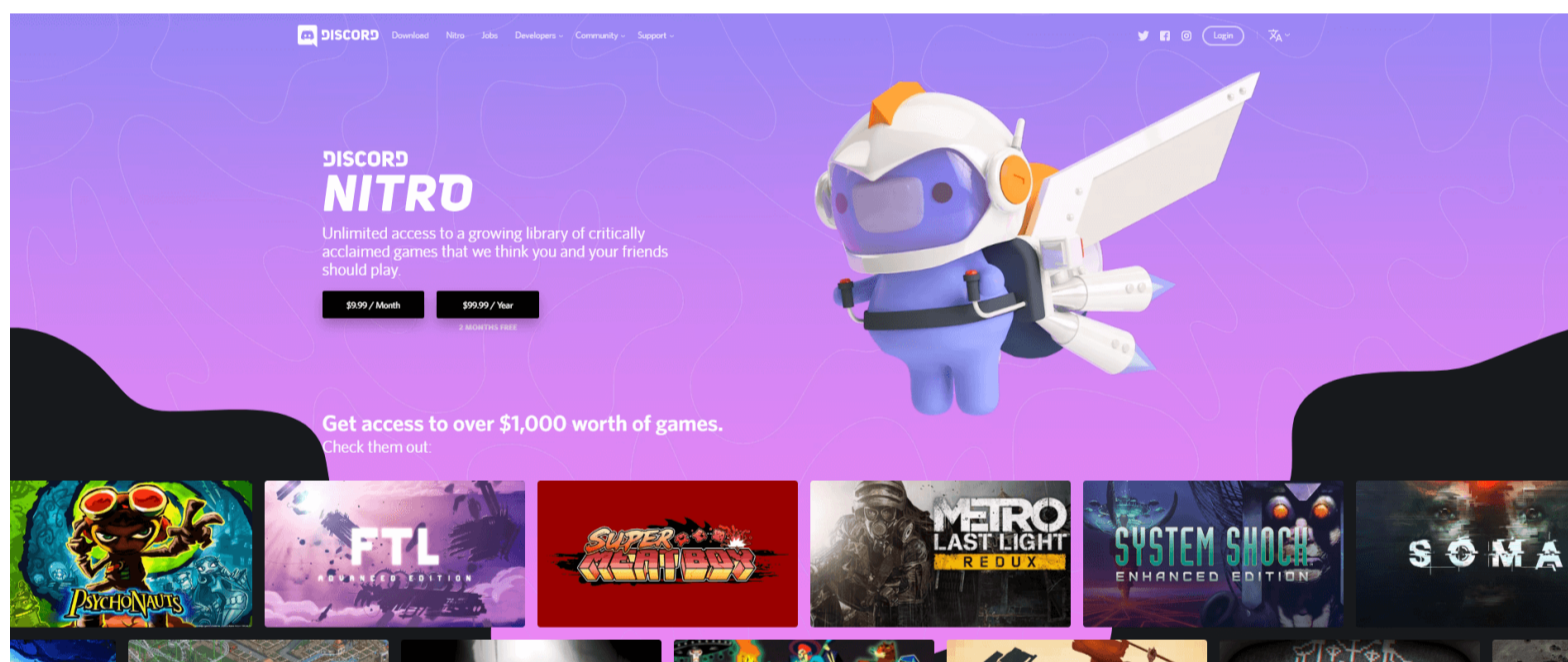
Discord Nitro

The Discord Nitro partially answers this popular search query.

As of now, they follow the freemium business model, a model where the essential services are provided for free, but the advanced ones are charged.

So, they charge for Discord Nitro to make up for the expenses.

Let's find out more.



The Nitro is the paid subscription of the program that offers additional perks along with those provided in the free version. It costs you **\$9.99** per month or **\$99.99** per year (2 months free) to subscribe.

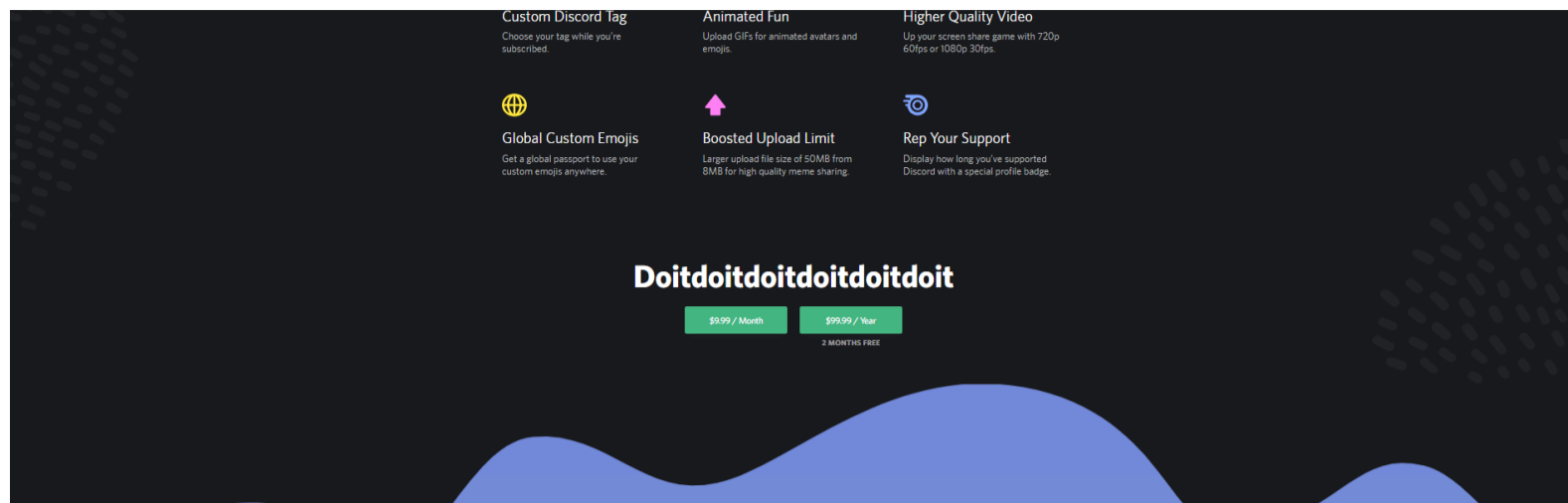
What does Discord Nitro offer?

The features included in Nitro subscription include:

1. Custom discord tag.
2. Global custom Emojis (permission to use them anywhere in the world).
3. Animated fun (use of GIFs for animated avatars and emojis).
4. Boosted upload limit (opportunity to upload files more substantial than 50 MB without having the speed compromised).
5. Higher quality video (your screen resolution in chat improves a good deal).
6. Distinctive profile badge showing how long have you been amongst Discord supporters.

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If, as a gamer by heart, you want to do something for Discord, this is what you can do to pay Discord back for all the good times it gave you.

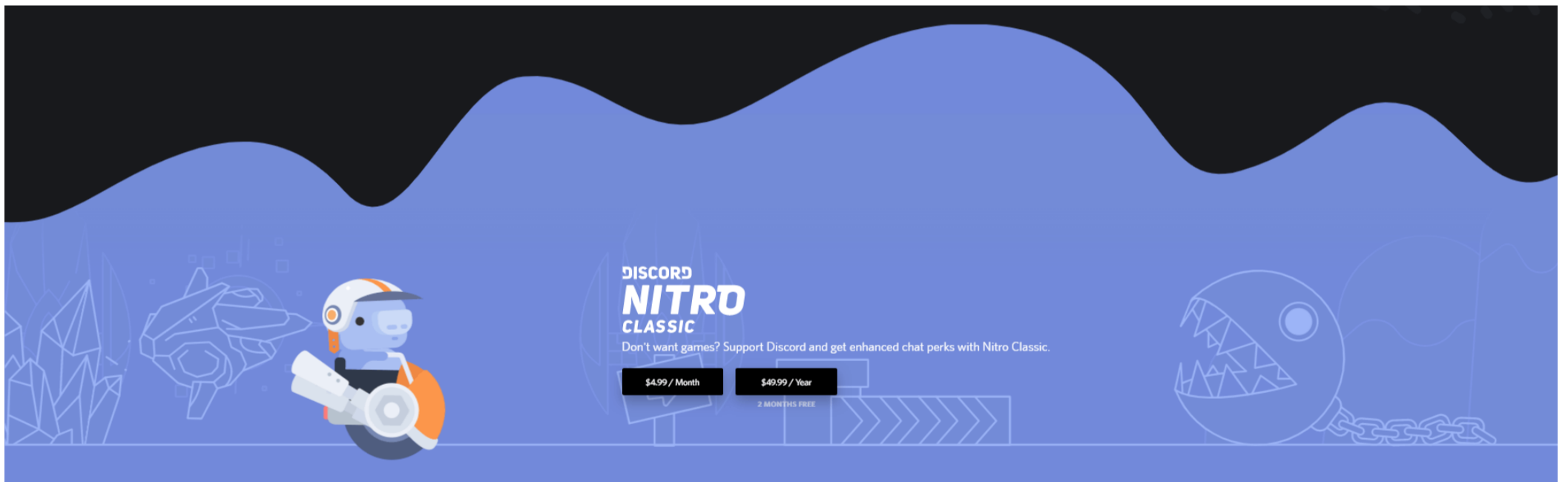
Buy a subscription

If however, you are not a gamer, yet have a soft corner for Discord for all the good it keeps bringing to the world, they have a plan for you too.

Discord Nitro Classic

This is what they named the plan for you.

This again is a monthly and yearly subscription you pay to support Discord. The monthly subscription is **\$4.99**, and the annual subscription is **\$49.99** (2 months free), and you get *enhanced chat perks* as they say it.



There's one more answer to **How Discord Makes Money**.

And to find that answer, visit merch.discordapp.com/.

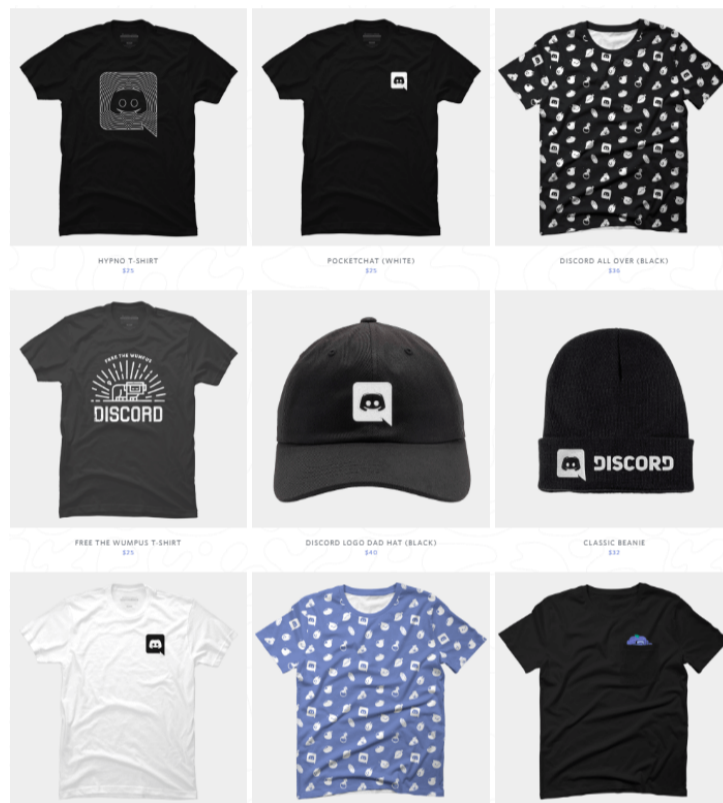
Yes, you guessed it!

Discord Merch Store

It is their official merchandise store that targets its die-hard fans (though, for sure, they won't object to you purchasing from them even if you aren't one of those fans!).

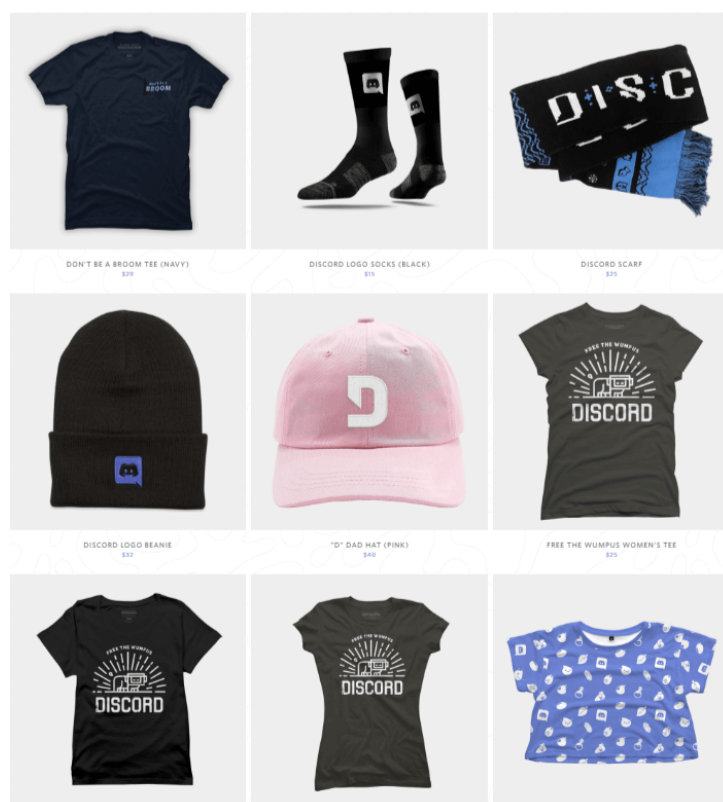


In case you are interested in showing your love or support to Discord or want to boost about your new craze, here's a sneak peek into their latest collection you can try on.



So actually, they have a team of creative designers too, along with a group of creative developers.

Here's some more for you:



Cool, right?

Okeh, so merchandise stores were not the very last answer to Does discord make money?

There is one more **YES** to go. And that is what they call "[Cosmetic items](#)."

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These are their **sound packs, sticker packs, and skins** that won't affect the way gamers play their games but would positively impact their overall experience while using discord. **And that better experience would cost them some dimes.**

Just a few.

Fair enough. Right?

Free Discord Nitro

The Internet is full of the search query, "how to get Discord Nitro For Free?"

When the question is [www](#), so is the answer.

There are loads of hacks and tricks to get free Discord Nitro. However, keeping the legitimacy of those solutions in mind, you might not want to follow them.

Here, watch [this](#) video to find a legitimate way to do just this:

 <https://youtube.com/watch?v=>



Let's head to some of the most frequently asked popular search queries on the internet about Discord and its usage:

Frequently Asked Questions (FAQs) About Discord

Is Discord Safe?

Whether or not Discord is safe depends on whether you make it so or not?

Discord allows a number of safety features ranging from what is posted on your server and who texts you.

However, when you are publically presenting your server to people, you can't filter out the threat-to-your-safety profiles. You can't possibly pick out the scammers or hackers even if their profile names say so.

The only way to be safe around this is to make the invitations carefully.

What Is Discord Used For?

This whole blog post has covered what Discord is used for. However, let's briefly revisit it.

Discord is essentially a gaming app. However, it is different from all the other gaming apps in that it allows for real-time chat with other users.

While you are playing a game, discord connects you to an individual or a group of up to 10 people to text, voice chat, or screen share.

Can You Be Under 13 On Discord?

As per Discord rules, you have to be minimum 13 years of age to be able to have your own Discord account.

However, they have a different set of age requirements for different regions around the globe. For more details on the minimum age requirements, check out the [Discord support](#).

How Does Discord Make Money In 2020?

A [January 2020 guide on Discord business model](#) states the following earning strategies from Discord:

- Discord Merchandise store
- Discord Nitro
- Additional features (sticker and sound packs, etc.)

We have already covered the details in the blog section.

However, evolution is a guarantee for success. There are other revenue earning strategies in the plan for the future:

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- Game revenue sharing
- A new game store

Can You Earn Money From Discord?

Along with the search query *How does Discord earn money*, Gamers are also highly interested in the question, “Can you monetize discord as a gamer?”

The answer is Yes, and there are multiple ways to do so. For instance:

- Making your server for paid members only
- Advertising other servers on your server
- Accepting donations to keep your server running
- Getting sponsors for your server
- Affiliate marketing using your Discord server

How Much Does Discord Cost?

Discord earns its fair share of the revenue from Discord Nitro. The subscription of Discord Nitro costs \$10 a month or \$100 per year.

Apart from that, you can buy additional Discord features ranging from music to sound or sticker packs to skins and emojis at different costs from Discord Cosmetics.

Is Discord For Gamers Only?

No, Discord is not just for gamers. The Discord servers can be on a variety of topics to network with like-minded people.

Is Skype Or Discord Better?

People are frequently making the comparison between Skype and Discord.

Which is a better option of the two depends on the purpose you are using a platform. For instance, if you are looking for a dedicated platform for gamers, Discord should be your go-to option. However, if you are only looking for effortless communication, consider using Skype.

Your Turn

Have you been playing online games too?

If so, how do you compare other platforms with Discord?

If you are new to Discord, no doubt this read gave you a good insight into everything you needed to know about Discord.

But old or new, if you have your eyeballs fixed on Discord’s business strategy, you now already know how does Discord earn money.

Having known that, **do suggest what you think could help them earn better and bring more good to gamers.**

And your time starts **NOW**.

Also read:

- [How Videos Help Your Brand Find Its Voice?](#)
- [How To Conduct A SWOT Analysis – An Amazon Case Study](#)
- [Story Of Ever-Changing Wendy’s Slogans](#)
- [SEO VS. SEM: When To Pick Which Approach?](#)

