



Opera GX Reaches 4 Million MAU Milestone

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Our dedicated gaming browser, Opera GX, which we launched a little over a year ago during the E3 gaming convention in Los Angeles, continues to grow in popularity.

In July, Opera GX reached an important milestone with 4 million gamers using the product during the month, representing almost 150% growth year-to-date. Even more exciting is that the levels of engagement continue to exceed our other browser products, suggesting we are doing something right. The product is resonating well with its target audience! Especially that over 550,000 gamers rated GX with an average rating of 4.7 out of 5.

Last month Opera GX had its first birthday with over 60,000 users joining real time to celebrate at a newly created Discord channel. Since then, the number of gamers in the channel has more than doubled and crossed 130,000, a vibrant fan community that generates even 100,000 messages a day.

Our users are also hardcore gamers, 90% of them are playing more than 3 hours a day, and 32% admit to 7 hours or more! (We did survey close to 200,000 Opera GX users, more info [here](#).)

Opera GX highlights our ability to innovate and service a specific user need versus being a one-size-fits-all product for everyone. While Opera GX has exceeded our expectations since its launch last year, there's a lot more we can do, as we're only touching a small portion of the 1.2 billion global PC gamer universe. The next steps will be making the Opera GX product even better, building a fan community around it, and more efforts to drive awareness - mainly using influencers and partnerships within the gaming world. We look forward to talking about progress and future milestones!