

# THE REVENUE STREAMS OF KAHOOT!

## What You Need to Know:

So, how does Kahoot! make money? The answer lies in its multifaceted business model, which includes:

### Premium Subscriptions

Kahoot! offers enhanced features through its premium subscription plans for businesses and schools.



### Advertising

Strategic advertising plays a role in Kahoot!'s revenue generation.

### Merchandise Sales

Branded merchandise adds a tangible element to the Kahoot! experience.



### Licensing Content

Kahoot! collaborates with content creators and brands to develop and market premium game-based content.

## Kahoot!'s Commitment to Free Education

Despite these revenue streams, Kahoot! remains committed to keeping its platform free for teachers and students.

This dedication ensures that the core values of education and accessibility are never compromised.

