ROBLOX

DEATH BY DESIGN

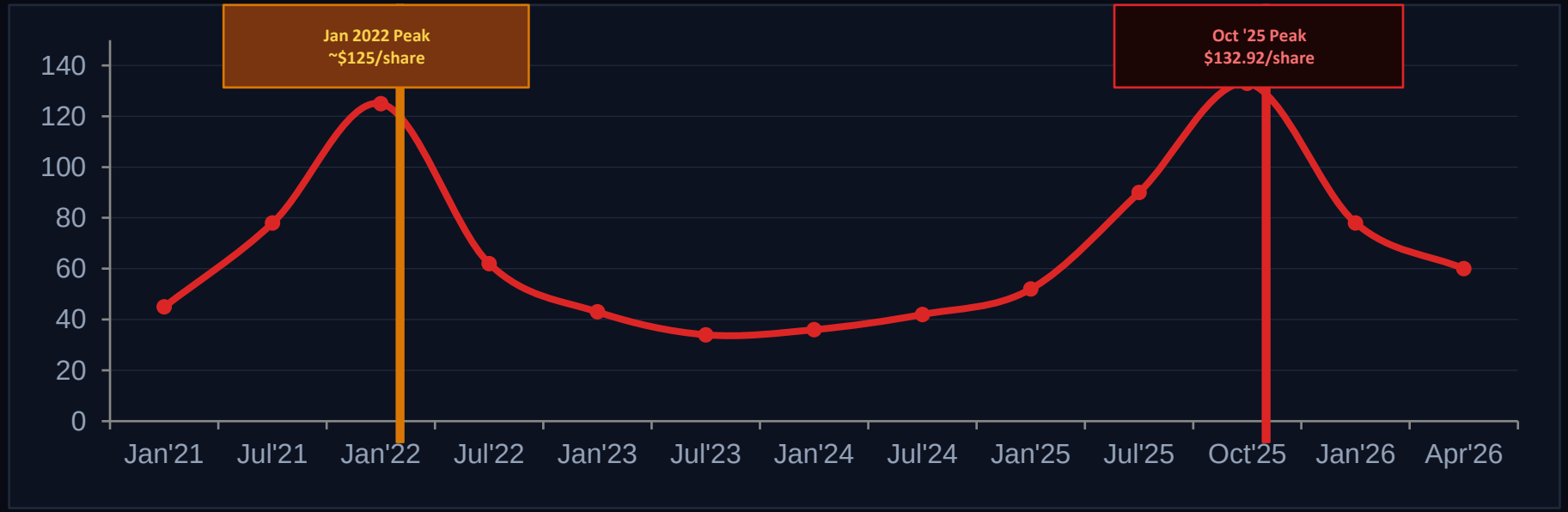
How a platform that survived one catastrophic scandal is voluntarily destroying itself

-54.9%	73%	3	0
Stock Drop	**Users Under 17**	**Fragmented**	**Good Reasons**
Oct '25 → Apr '26	Daily Active	Platforms (Jun '26)	For Any Of This

NYSE: RBLX · ANALYSIS 2022–2026

THE NUMBERS DON'T LIE

Two self-inflicted crashes. Investors finally stopped giving them the benefit of the doubt.



$132.92

All-Time High

Oct 17, 2025

$59.79

Today

April 2026

-54.9%

Gone in 5 Months

Their own doing

THE COMMUNITY'S VERDICT IS THE SAME BOTH TIMES

In 2022, Roblox helped enable a kidnapping. In 2025, they chose to punish their entire community. The backlash? Identical.

2022: KIDNAPPING SCANDAL	2025: THE RESTRICTIONS
Roblox's failures exposed	*Roblox punishes everyone voluntarily*
WHAT HAPPENED A child was groomed and kidnapped through Roblox's unmoderated, negligently designed chat system	**WHAT HAPPENED** Roblox announced blanket restrictions, biometric scans & a 3-way platform split. Their own choice.
ROBLOX'S MOVE Minimal changes. Hoped it would blow over. PR spin, not structural fixes.	**ROBLOX'S MOVE** Banned chat. Facial scans for kids. Removed entire game genres. Split the community in three.
COMMUNITY REACTION Outrage. Parents pulled kids. Media destroyed them. Developers embarrassed.	**COMMUNITY REACTION** Outrage. Players quit. Creators abandoned ship. Discord and YouTube exploded in anger.
STOCK RESPONSE $125 → ~$32 | -74% collapse	**STOCK RESPONSE** $132.92 → $59.79 | -54.9% collapse
RECOVERY TIME ~3 years to rebuild trust — eventually the market moved on	**RECOVERY TIME** Unknown — this time they broke something the market can't easily forgive

The community treated the 2025 restrictions the same as when Roblox assisted in a kidnapping. That should tell you everything.

THEY HAD BETTER OPTIONS. THEY CHOSE THE WORST ONE.

There were widely-supported, community-backed alternatives. Roblox ignored every single one of them.

What the community WANTED

Parental dashboards
Parents configure their own child — no blanket rules forced on everyone else

Opt-in age-safe lobbies
Create age-filtered zones as a choice, not mandatory segregation for all

Community moderation tools
Invest in actual reporting infrastructure — what Discord built at scale

Developer content ratings
Per-game decisions like ESRB — not platform-wide genre bans

"Safe mode" as a toggle
Parents turn it on for their child. Nobody else loses what they love.

What Roblox ACTUALLY did

Blanket chat bans for all under-13s
Zero customisation. Millions of kids silenced wholesale.

Mandatory facial biometric scans
Children's biometric data processed by third-party Persona

Age-gated game libraries
Entire genres hidden — not by parent choice, by Roblox decree

Platform split into 3 tiers
Community fractured. Developers penalised. Friends separated.

Revenue cuts for small creators
The people who built Roblox hit hardest — tiny creators gutted

THE RESTRICTIONS: WHO THEY ACTUALLY HURT

Every measure punishes ordinary players. None of them are things Roblox was forced to do.

Chat Banned Wholesale

- Under-13: No free text. Safe Chat only. Forever.
- Lifelong friends separated if age categories differ
- Voice chat locked behind biometric verification
- Parents had zero say — it happened to everyone

Kids who did nothing wrong, silenced.

Biometrics on Children

- Facial scans to access any chat (Jan 2026)
- Third-party Persona handles children's biometric data
- Age-verified accounts on eBay for ~$4 within days
- The "security" was theatre. Broken before launch.

A scam that collected children's faces.

Platform Dismantled

- Social hangout games banned for all under-16s
- Game libraries hidden by age — no parental override
- Creative tools and free-form drawing removed
- Small creators' revenue slashed. No transition help.

The creativity that built Roblox: gone.

None of these required community approval. None were consulted on. Roblox decided alone.

JUNE 2026: ONE COMMUNITY BECOMES THREE SILOS

73% of daily users are under 17. Roblox chose to split them apart instead of finding a solution that worked for everyone.

ROBLOX KIDS

Ages 5–8

MAXIMUM RESTRICTION

- Only 'Minimal / Mild' rated games visible
- Chat disabled by default — permanently
- Cannot contact any other user at all
- No discovery — curated catalog only
- No social or hangout games whatsoever

ROBLOX SELECT

Ages 9–15

HEAVILY RESTRICTED

- Games capped at 'Moderate' rating only
- Chat limited to similar verified age ranges
- Developers pay $5/mo + ID scan to opt in
- Game libraries pre-screened before access
- All social hangout games still blocked

ROBLOX

Ages 16+

STILL RESTRICTED

- Facial scan required for any chat access
- Mature content behind 18+ verification
- Verified accounts already selling for ~$4
- Developer revenue tied to compliance tiers
- "Full" Roblox — but increasingly, it isn't

Friends who built things together for years are now in different walled prisons. Roblox did this voluntarily.

THE FINANCIAL VERDICT

> *"Three great forces rule the world: stupidity, fear and greed."*
>
> — *Albert Einstein*

$132.92	$59.79	-$73.13	~5 months
All-Time Peak	**Today's Price**	**Lost Per Share**	**Speed of Collapse**
Oct 17, 2025	April 2026	in under 5 months	Their own choice

Two Crashes. One Company. Zero Lessons Learned.

Both collapses driven by decisions Roblox made unilaterally — against the wishes of their community.

THE VERDICT

> *" Roblox isn't dying, it died years ago, we're just seeing it rot. "*
>
> *— The Community*

01

The Restrictions Hurt Everyone Who Did Nothing Wrong

Blanket bans, biometric scans, age tiers — none of these were necessary. They punish millions of ordinary players while solving nothing. A community that built Roblox's entire content library woke up one day to find their platform had been carved up.

02

They Had Better Options and Ignored Every Single One

Parental dashboards, opt-in zones, community moderation — none required destroying anything. Roblox had time, money, and a community willing to support real solutions. They chose the nuclear option instead. Nobody asked them to.

03

This Is What Greed Disguised as Safety Looks Like

Roblox spent a decade prioritising engagement over people. When that caught up to them, they chose reactions that protected their legal position, not their community. The people who made Roblox worth anything were collateral damage.