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Unity plan pricing and packaging updates

By  Unity Technologies

September 12, 2023 in News | 9 min. read




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 [An open letter to our community](#)



Editor's note (Sept. 22, 2023): We have updated the Runtime Fee policy based on your feedback. Read about the changes in a letter from Unity's Marc Whitten (above) and visit the [FAQ](#) for additional details. This blog's information is out of date, but remains available for your reference.

Editor's note (Sept. 17, 2023): We have heard you. We apologize for the confusion and angst the runtime fee policy we announced on Tuesday caused. We are listening, talking to our team members, community, customers, and partners, and will be making changes to the policy. We will share an update in a couple of days. Thank you for your honest and critical feedback.

Effective January 1, 2024, we will introduce a new Unity Runtime Fee that's based on game installs. We will also add cloud-based asset storage, Unity DevOps tools, and AI at runtime at no extra cost to Unity subscription plans this November.

As many of you know, the Unity Engine is in fact two substantial software components – the Unity Editor and the Unity Runtime. The Unity Runtime is code that executes on player devices and makes Made with Unity games work at scale, with billions of monthly downloads.

We are introducing a Unity Runtime Fee that is based upon each time a qualifying game is downloaded by an end user. We chose this because each time a game is downloaded, the Unity Runtime is also installed. Also we believe that an initial install-based fee allows creators to keep the ongoing financial gains from player engagement, unlike a revenue share.

Thresholds for revenue and installs



Games qualify for the Unity Runtime Fee after two criteria have been met: 1) the game has passed a minimum revenue threshold in the last 12 months, and 2) the game has passed a minimum lifetime install count. We set high revenue and game install thresholds to avoid impacting those who have yet to find scale, meaning they don't need to pay the fee until they have reached significant success.

Only games that meet the following thresholds qualify for the Unity Runtime Fee:

- **Unity Personal** and **Unity Plus**: Those that have made \$200,000 USD or more in the last 12 months AND have at least 200,000 lifetime game installs.
- **Unity Pro** and **Unity Enterprise**: Those that have made \$1,000,000 USD or more in the last 12 months AND have at least 1,000,000 lifetime game installs.

Flexibility and discounts for Unity Personal, Pro, and Enterprise

With this new policy, as of January 1, 2024, we will offer Unity Personal to anyone regardless of how much revenue they make to provide more flexibility in how creators manage their licenses. Once a game passes the revenue and install thresholds, the studio would pay a small flat fee for each install (see the table below).

To adjust for scale, Unity Pro and Unity Enterprise subscribers will be eligible for volume discounts that rapidly reduce the per-install cost of the Unity Runtime Fee. This means that in addition to other benefits, the cost of Unity Pro and Unity Enterprise licenses can be offset by the savings as the game grows.

Finally, we structured our fees so that they take into account the variability of game monetization between more established regions like North America and Europe versus emerging gaming regions such as India. A breakdown of the pricing and discount structure is below. See the [FAQ](#) for additional details.



Unity Runtime Fee Schedule

Check if the Unity Runtime Fee applies to your game and estimate any applicable fees. The fee applies to new installs beginning January 1, 2024, billed monthly.

Step 1: Check Your Eligibility

Your game must meet both revenue AND install thresholds for the fee to apply.

	Unity Personal and Unity Plus	Unity Pro	Unity Enterprise
Revenue Threshold (last 12 months)	\$200,000 (USD)	\$1,000,000 (USD)	\$1,000,000 (USD)
Install Threshold (lifetime)	200,000	1,000,000	1,000,000

Step 2: Calculate the Fee

If your game meets both thresholds, the tiered rates apply and will be charged once per new install.

	Unity Personal and Unity Plus	Unity Pro	Unity Enterprise
New installs per month	Standard rate (if thresholds are met)		
1–100,000	\$0.20 per install	\$0.15 per install	\$0.125 per install
100,001–500,000		\$0.075 per install	\$0.06 per install
500,001–1,000,000		\$0.03 per install	\$0.02 per install
1,000,001+		\$0.02 per install	\$0.01 per install
New installs per month	Emerging market rate (if thresholds are met)		
1+	\$0.02 per install	\$0.01 per install	\$0.005 per install

Fee reduction for use of Unity services

Qualifying customers may be eligible for credits toward the Unity Runtime Fee based on the adoption of Unity services beyond the Editor, such as Unity Gaming Services or Unity LevelPlay mediation for mobile ad-supported games. This program enables deeper partnership with Unity to succeed across the entire game lifecycle. Please reach out to your account manager to learn more.

New services and tools. No seat price changes.

This November, we will update some of the Unity subscription plans to add extra value. New capabilities include better collaboration (Unity DevOps), cloud-based asset management (Unity Asset Manager), role and access controls (Team Administration), and the ability to add AI functionality at runtime (Unity Sentis). These new tools and services will come with no increase in seat prices as we continue to help creators adapt to the growing complexity of game development. Here's a breakdown:

- **All Unity plans** will get [Unity Sentis](#), which enables you to embed a running AI model in the Unity Runtime, inside your game or application, without needing to pay additional cloud-compute costs or introducing latency.
- **Unity Personal** will include the Unity Asset Manager free tier (10GB storage total), a maximum of 3 Unity DevOps seats featuring 5GB of storage and 200 Windows build minutes, and Team Administration base roles.
- **Unity Pro** will include the Unity Asset Manager (50GB of storage per seat, pooled for a team to share) along with an equal number of Unity DevOps seats featuring 5GB of storage and 200 Windows build minutes. Team Administration tools to manage access will also be included.
- **Unity Enterprise** will include the Unity Asset Manager (120GB of storage per seat, pooled for a team to share) along with an equal number of Unity DevOps seats with 5GB of storage and 200 Windows build minutes. Team Administration tools, including custom roles and SSO, provide a higher degree of control.



Finally, Unity Plus is being retired for new subscribers effective today, September 12, 2023, to simplify the number of plans we offer. Existing subscribers do not need to take immediate action and will receive an email mid-October with an offer to upgrade to Unity Pro, for one year, at the current Unity Plus price.

For more information, see the [detailed FAQ](#), [contact Unity support](#), talk with us on the [Unity forums](#), or contact your account manager. Thank you for creating with Unity.

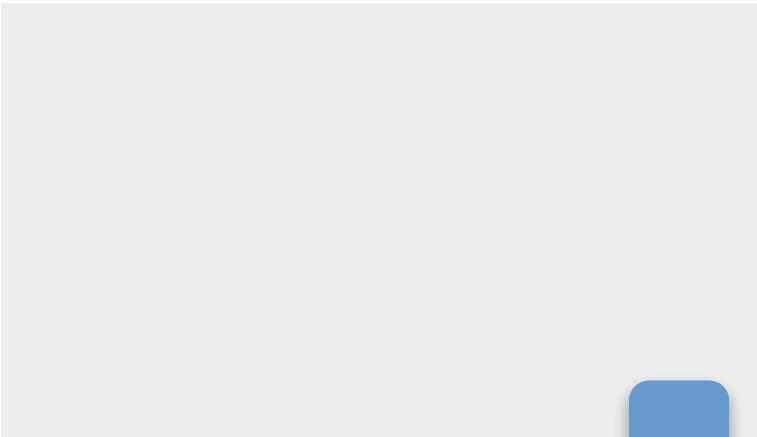
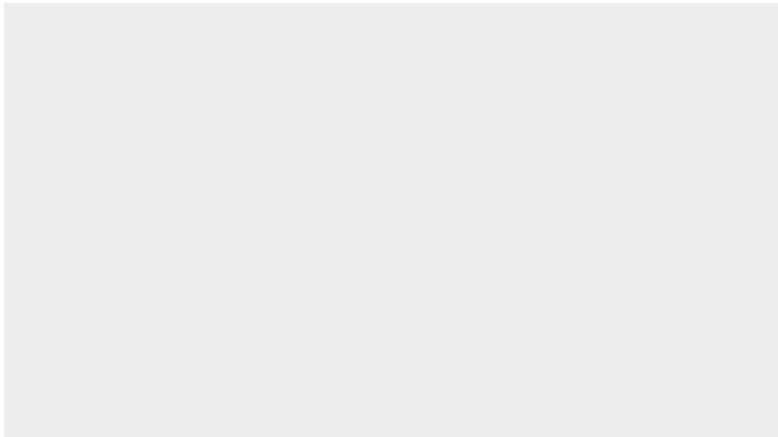
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