



We believe all TV will be streamed.

Founded in 2002, Roku pioneered streaming for the TV. Our mission is to be the global streaming platform that connects and benefits the entire TV ecosystem. Roku connects users to the streaming content they love, enables content publishers to build and monetize large audiences, and provides advertisers with unique capabilities to engage consumers.

Office Locations

San Jose, CA (Headquarters)

Aarhus, DK	Amsterdam, NL
Austin, TX	Boston, MA
Cambridge, UK	Cardiff, UK
Chicago, IL	Concord, MA
Hsinchu, TW	London, UK
Lehi, UT	Kyiv, Ukraine
Manchester, UK	Mexico City, MX
New York, NY	Seoul, SK
Santa Monica, CA	Shanghai, CN
Shenzhen, CN	Stamford, CT
Taipei, TW	Toronto, CA

We're Hiring!

Ad operations
Ad sales
Communications
Content acquisition
Creative
Data science
Finance
Hardware engineering
Legal
Machine learning
Manufacturing/operations
Marketing
Product management
Programming
QA engineering
Software engineering
Talent acquisition
User experience
Voice activations

80M

Active Accounts
as of Dec. 31, 2023

106B

Total Streaming Hours
as of Dec. 31, 2023

\$39.92

Average Revenue Per User
TTM as of Dec. 31, 2023

3,000+

Employees
as of Dec. 31, 2022

Roku OS is the No. 1 selling TV OS in the US, Canada, and Mexico

Streaming Players

Roku Express
Roku Express 4K+
Roku Streaming Stick 4K
Roku Streaming Stick 4K+
Roku Ultra

Smart Home

Roku Smart Camera
Roku Video Doorbell
Roku Smart Lights
Roku Smart Plugs

Audio Products

Roku Streambar
Roku Streambar Pro
Roku Wireless Speakers
Roku Wireless Subwoofer



Roku Blog

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Shareholder Letter

Learn more about our operating and financial performance

What we do

Roku pioneered streaming to the TV. Our purpose-built platform for TV streaming offers superior outcomes for everyone – connecting users to the streaming content they love, enabling content publishers to build and monetize large audiences, and providing advertisers with unique capabilities to engage consumers.

Roku OS

Roku streaming devices run the Roku operating system (Roku OS) purposely built and designed specifically for TV. The Roku OS powers Roku players, Roku audio devices, and Roku TV models.

OneView®

OneView, our ad platform built for TV streaming, connects brands, performance advertisers, and our content partners with their target audience.

The Roku Channel

The Roku Channel provides easy access to content with broad appeal, which attracts viewers, which attracts advertising spend, which in turn enables reinvestment in more content.

How we work together

Roku's intentional work culture is a big part of our success over the years. Our culture empowers people to do their best work as a team, bring big ideas and creative solutions to the table and take ownership of their work. Here are a few of the core ideas we work by every day.

High-performance team

We hire for excellence, which isn't measured solely by technical skill. It's also about being easy to work with, seeking and sharing alternate viewpoints, and showing the desire to innovate every day. Our brand of performance starts by removing roadblocks and minimizing unnecessary process to create a space that fosters innovative thinking and creative solutions. We face complex problems as a team, and the challenges allow us to thrive.

Trust and responsibility

We believe our strength as a team can be measured in trust. Do you trust others to do their job so you can focus on your own? Do you trust others to have your back and make you better? Trust is what turns strangers into a team. Employees at Roku are trusted and empowered to make decisions, to behave like leaders regardless of title. There are no spectators or bystanders at Roku. Everyone is expected to identify problems and opportunities, propose solutions and take action.

We win together

We're a very competitive company filled with ambitious people who love to win. But for us, winning means putting the common team goal ahead of the individual. This spirit is woven into everything we do. From team structures to transparent communication, sharing the win frees employees to innovate and execute on the bigger goal.

These ideas are not independent of each other. Each one supports and is supported by the others, creating a foundation for how everyone at Roku approaches their work. If this sounds like the culture that would bring out the best in you, consider applying at [weareroku.com](https://www.weareroku.com).



Roku