

# Plex debuts 5-year membership pass for \$250

When Plex launched in 2012, it sold lifetime access to its media server software for \$75. In 2014, Plex raised the price to be more sustainable for the company, it said, and for years, Lifetime Plex Passes cost \$120. Even the pricier \$250 rate, which Plex offered from March 2025 until yesterday, was a steal compared to what \$250 buys you at Plex now: a five-year subscription.

As first spotted by The Desk, Plex yesterday launched the five-year Plex Pass. It comes alongside Lifetime Pass prices increasing to \$750 yesterday, a change that Plex announced in May and, in a blog post update this week, said: “reflects the real, ongoing value of the software and our commitment to building, improving, and supporting Plex for years to come.”

The stark change in what \$250 can get you at Plex is indicative of the company’s financial goals. Plex hasn’t yet announced profitability and has raised \$87.6 million over nine rounds of funding, per CB Insights. The company is looking to squeeze more money out of its users and price its media server business higher.

The higher Lifetime Pass pricing and new five-year pass also appear aimed at pushing users toward subscriptions. More recurring revenue can help Plex extract greater value from its customers over their lifetimes, make cash flow more predictable, please investors, help fund new features, and reduce Plex’s dependence on the fickle advertising market.

In May, Plex said it had “considered eliminating the Lifetime Plex Pass in the past, given that recurring subscriptions help

us sustain long-term development.” One can’t help but wonder if this five-year pass could someday be the longest-term pass available to Plex’s media server customers.

<https://arstechnica.com/gadgets/2026/07/250-used-to-get-you-a-lifetime-plex-pass-now-you-get-a-five-year-subscription/>