

NFTS & CRYPTOART DECODED.



BIDEN WINS, DIGITAL ART ANIMATION BY BEEPLE

- 
- An abstract digital artwork featuring a dense, chaotic network of glowing white and grey lines that resemble data connections or neural pathways. The lines are set against a dark, almost black background. On the right side of the image, there is a faint, semi-transparent grid pattern, suggesting a digital or architectural space. The overall aesthetic is futuristic and complex.
01. NFTs IN A NUTSHELL.
 02. CATEGORIES.
 03. MARKET BY NUMBERS.
 04. MAIN PLAYERS.
 05. NFT, BRANDS & BUSINESSES.
 06. KEY TAKEAWAYS FOR BRANDS & MARKETERS.

NFTs IN A NUTSHELL



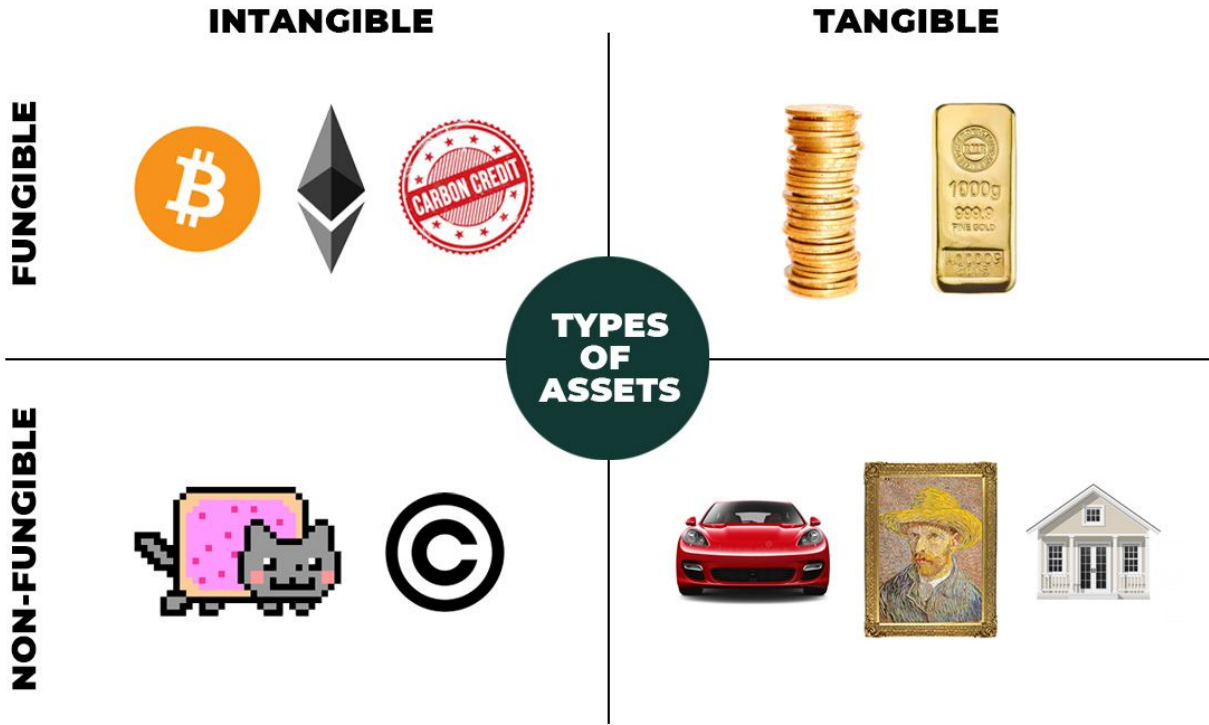


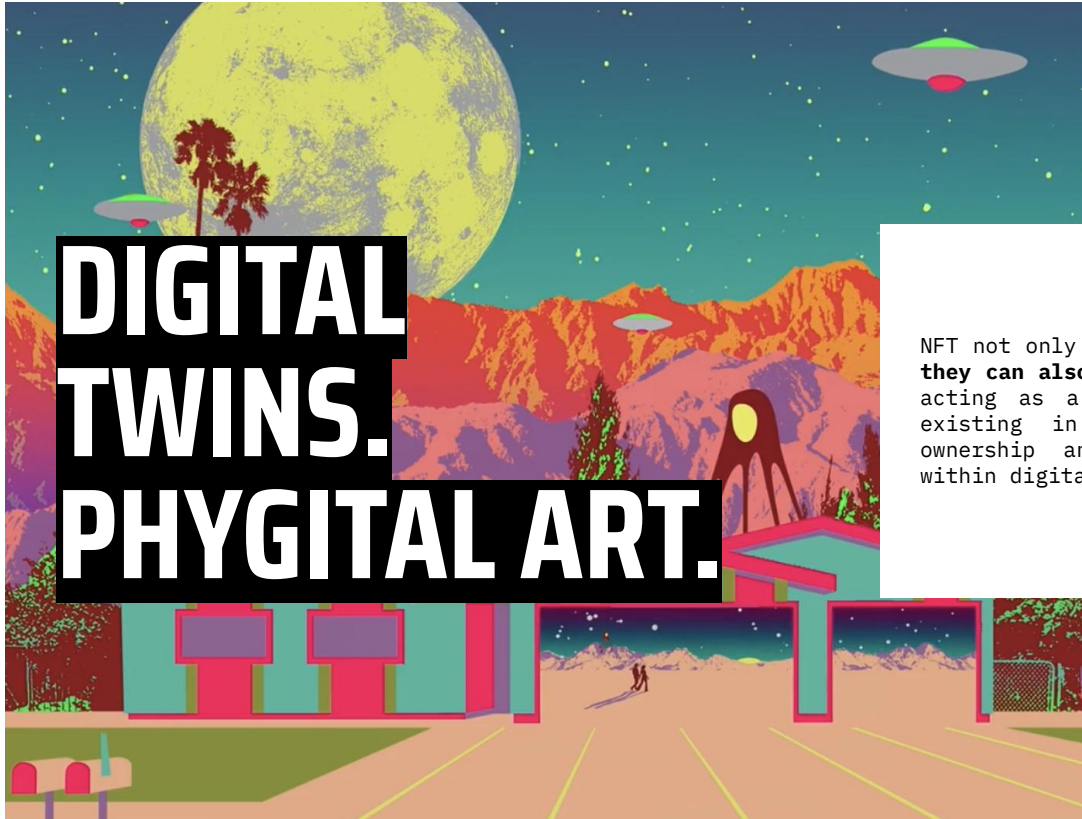
WHAT ARE NON-FUNGIBLE TOKENS?

Non-Fungible Tokens are **easily exchangeable and individually unique digital assets** held on certain blockchains.

Every Non-Fungible Token is composed of **metadata** which gives each one their uniqueness, these attributes can include **size, artist name, scarcity, etc**

One of the key differences between Cryptocurrencies and Non-Fungible Tokens is that every NFT is completely and not directly interchangeable with any other asset by identity, value, and/or utility.





DIGITAL TWIN. PHYGITAL ART.

NFT not only exist in a digital space but crucially **they can also represent any type of physical asset**, acting as a kind of **'digital twin'** to anything existing in the real world and enabling the ownership and exchange of physical possessions within digital marketplaces.

NFT LANDSCAPE



GLOSSARY

MARKETPLACES.

NFT marketplace is a platform that allows you to store and trade non-fungible tokens

METaverse.

The Metaverse is a collective virtual shared space, created by the convergence of virtually enhanced physical reality and physically persistent virtual space, including the sum of all virtual worlds, augmented reality, and the Internet.

COLLECTIBLES.

The crypto equivalent of collecting coins and trading cards. Crypto collectibles best illustrate the “unique” quality of non-fungible tokens.

TOOLS.

Projects that serve specific and useful functions, from minting NFTs, to showcasing your cryptoart collection.

INFRASTRUCTURE.

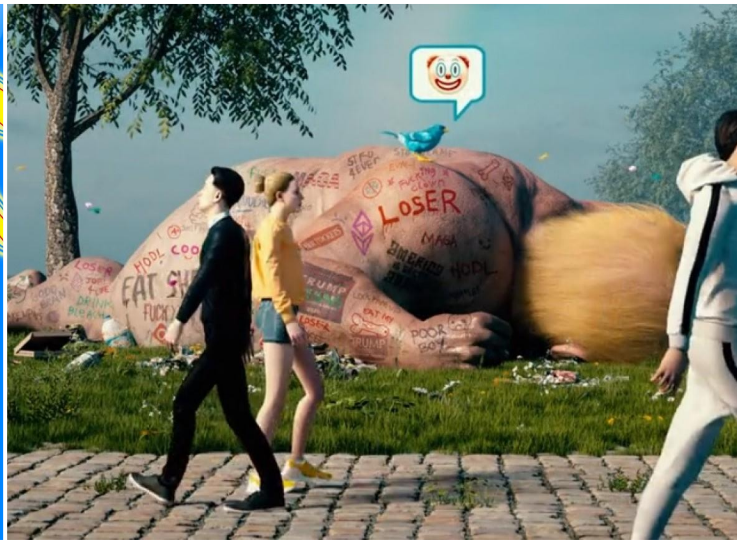
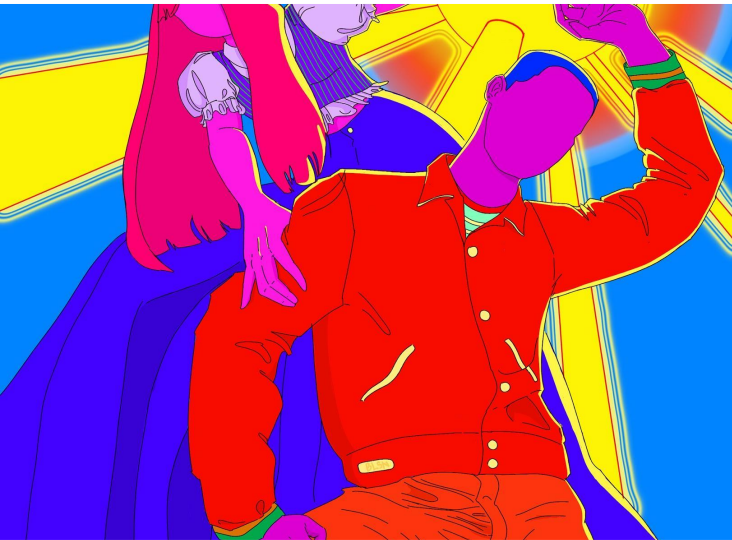
These are the protocols, blockchains, and building blocks of the NFT ecosystem.

DOMAINS.

Projects that are building decentralized, permissionless alternatives to the current ICANN-led domaining industry.

CATEGORIES.





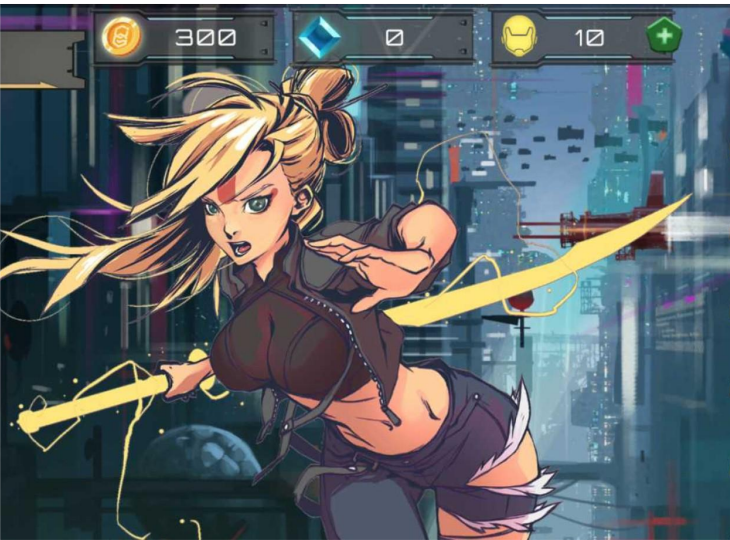
ART.

Marketplace, Project or individual Artist who produces, sells or generates content in the form of an NFT which is considered to be a work of Art.



COLLECTIBLES.

Project whose primary function is to issue Tokens intended to be collected. These Tokens can be part of a system that includes gamification or a set of interactions between Collectibles themselves or between the Collectors and Players.



GAMING.

Video Game using the NFT standard. This can be Trading Card Games (TCG) strategy role-playing games (RPG) or any other fun-based gaming experience incorporating NFT.



METAVERSES

Parallel digital Universes which offer a set of unique experiences to users. These Virtual Worlds are accessible via a computer, virtual reality headset, or even a smartphone.



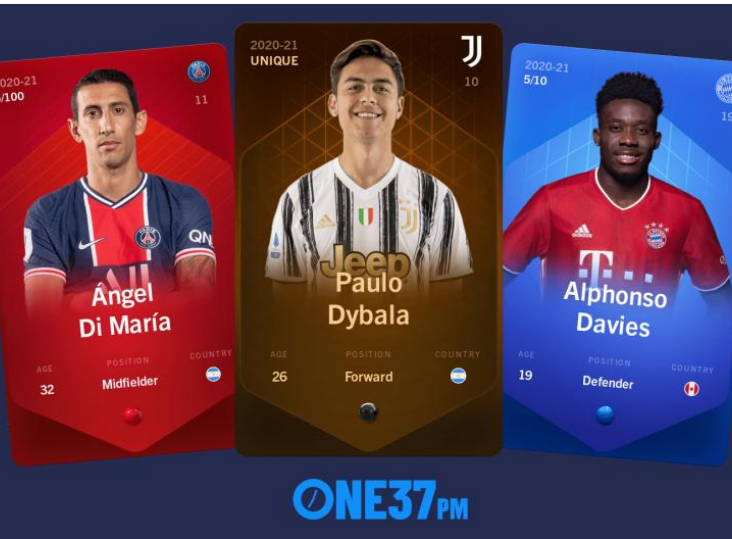
Common
Standard: 78.11%
Premium: 59.40%



Uncommon
Standard: 16.67%
Premium: 22.22%



Rare
Standard: 4.17%
Premium: 11.11%



SPORT.

Sport projects are in the unusual position of being built around assets which feature personalities from the world of sport, most often in connection with the real-world players and teams such as Formula 1, football clubs, basketball teams and so on.



UTILITIES.

Covering a wide variety of projects in which the NFT itself does not necessarily have a gaming or artistic function. Among other use cases utilities can be NFT domain names, tickets and assets that can grant access or specific rights to their owner.

MARKET BY NUMBERS.



Volume of NFT-related search on Google

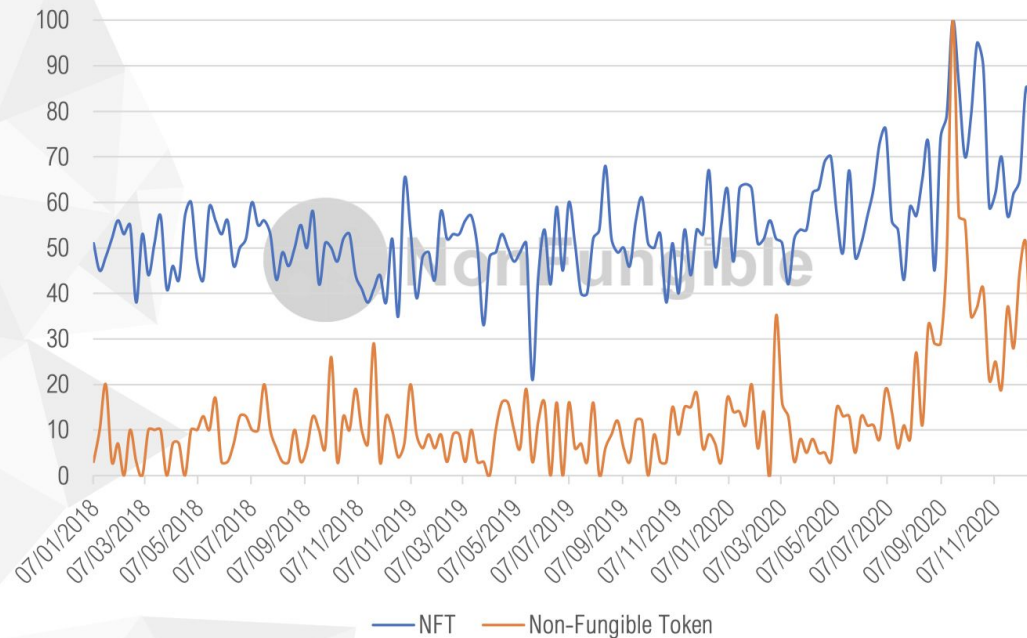


Fig. 01 – Relative volume of search of « NFT » and « Non-Fungible Token » on Google – 2018 to 2020
Source: Google Trends

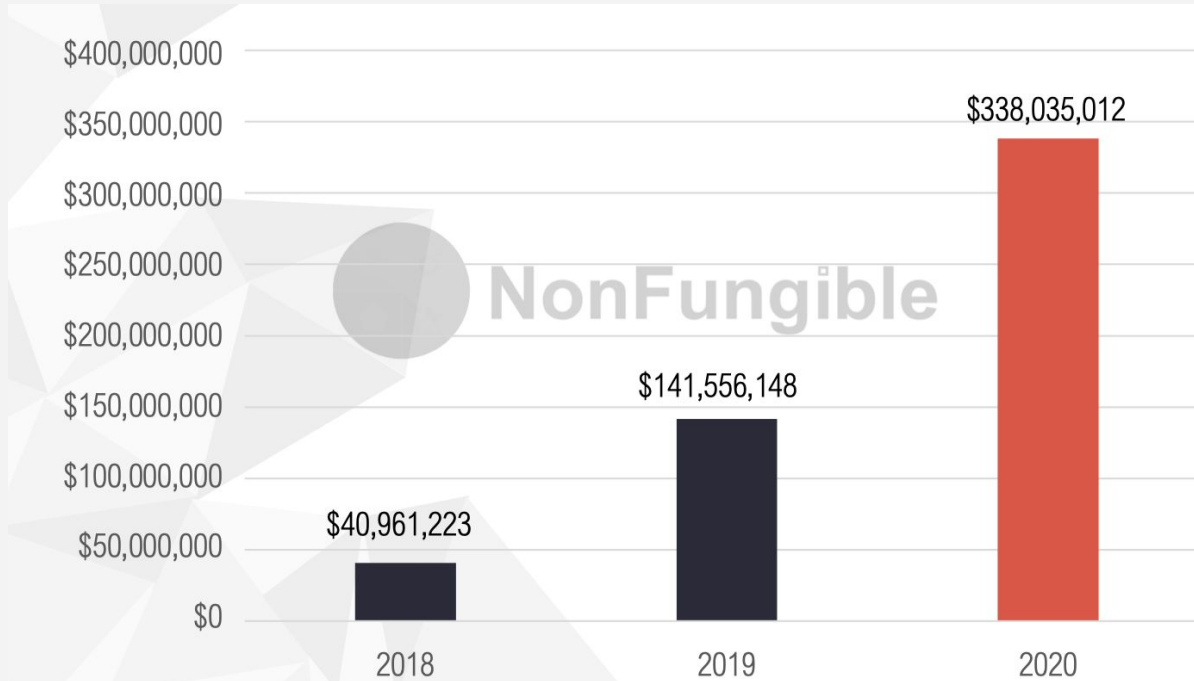


Fig. 02 – Non-Fungible Tokens Market Capitalization – 2018 to 2020

**Market Capitalization calculation has changed from previous years due to increasing inactive projects and to account for sales liquidity*

	2018	2019	2020
Active Wallets	110 551	112 731 +1.97%	222 179 +97.09%
Buyers	51 861	44 644 -13.92%	74 529 +66.94%
Sellers	27 877	25 264 -9.37%	31 504 +24.7%
USD traded	\$159 142 527	\$62 862 687* -60.52%	\$250 846 205 +299%

NFT Marketplaces volume comparison : strong growth, M USD



Source: DappRadar

Number of NFT sales by category

Number of sales on the Ethereum blockchain in April for various types of non-fungible tokens



Note: Data only shows transactions on the Ethereum blockchain, which is used for the majority of NFT sales. Data does not include transactions which take place "off chain".

Source: NonFungible.com

⚡ NFT Collectible Rankings by Sales Volume (All-time) 🔔



	Product		Sales	Buyers	Txns	Owners
1	NBA Top Shot	F	\$580,202,641.38	288,256	5,050,741	498,984
2	CryptoPunks		\$325,360,084.08	2,739	13,324	2,300
3	Meebits		\$58,798,889.91	1,424	3,266	4,516
4	Hashmasks		\$49,781,344.21	3,168	11,339	4,251
5	Sorare		\$39,978,586.69	16,450	226,967	18,194
6	CryptoKitties		\$33,267,415.23	100,640	762,591	
7	Art Blocks		\$19,101,042.03	2,062	10,932	4,529
8	Alien Worlds		\$18,252,360.91	177,387	2,461,017	1,183,655
9	Bored Ape Yacht Club		\$12,111,764.42	2,342	5,911	2,754
10	Topps MLB		\$10,996,415.55	12,956	388,475	36,216
11	R Planet		\$6,446,229.90	3,983	33,972	4,756
12	MyCryptoHeroes		\$4,639,911.72	2,892	42,674	5,566
13	F1 Delta Time		\$4,271,032.12	643	5,754	1,066
14	Gods Unchained		\$3,520,813.17	3,370	381,324	

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TOP NFT SALES

JANUARY 2021

CryptoPunk 2890



\$747,400
605 ETH

CryptoPunk 8219



\$167,909
140 ETH

CryptoPunk 7971



\$115,757
85 ETH

F1 Delta Time



\$106,649
1,800,000 REVV

2019-20
Zion Williamson



\$100,000

FEBRUARY 2021

Nifty Gateway



\$6,600,000

CryptoPunk 6965



\$1,545,929
800 ETH

CryptoPunk 4156



\$1,199,406
650 ETH

CryptoPunk 6487



\$1,052,041
550 ETH

CryptoPunk 2140



\$773,555
400 ETH

MARCH 2021

Beeple First
5000 Days



\$69,340,000

CryptoPunk 7804



\$7,560,000
4,200 ETH

CryptoPunk 3100



\$7,510,000
4,200 ETH

CryptoPunk 2140



\$1,140,000
750 ETH

CryptoPunk 3393



\$941,660
500 ETH

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MAIN PLAYERS.



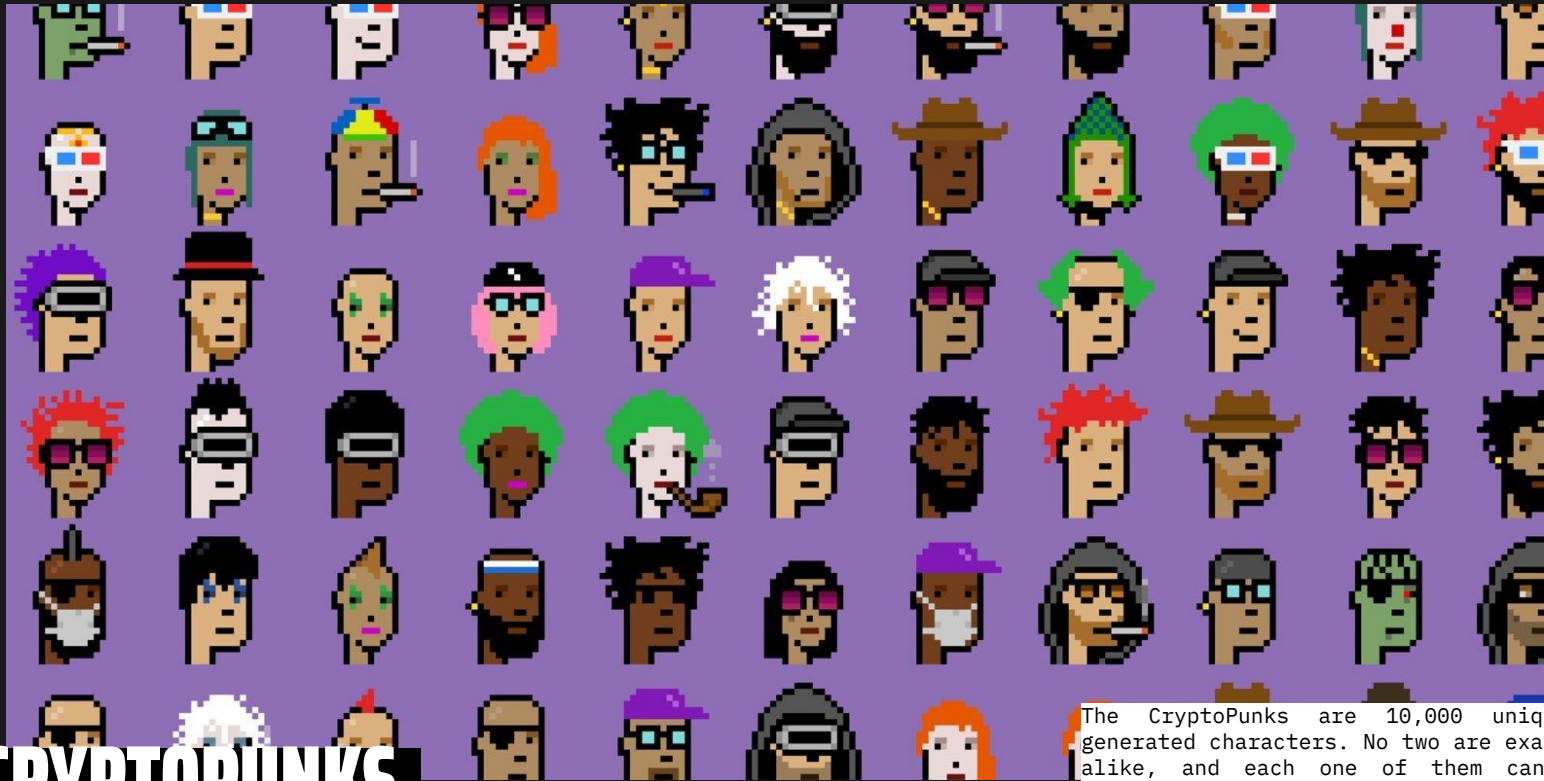
NBA TOP SHOT

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NBA TOP SHOT.

NBA Top Shot is a blockchain-based platform that allows fans to buy, sell and trade numbered versions of specific, officially-licensed video highlights



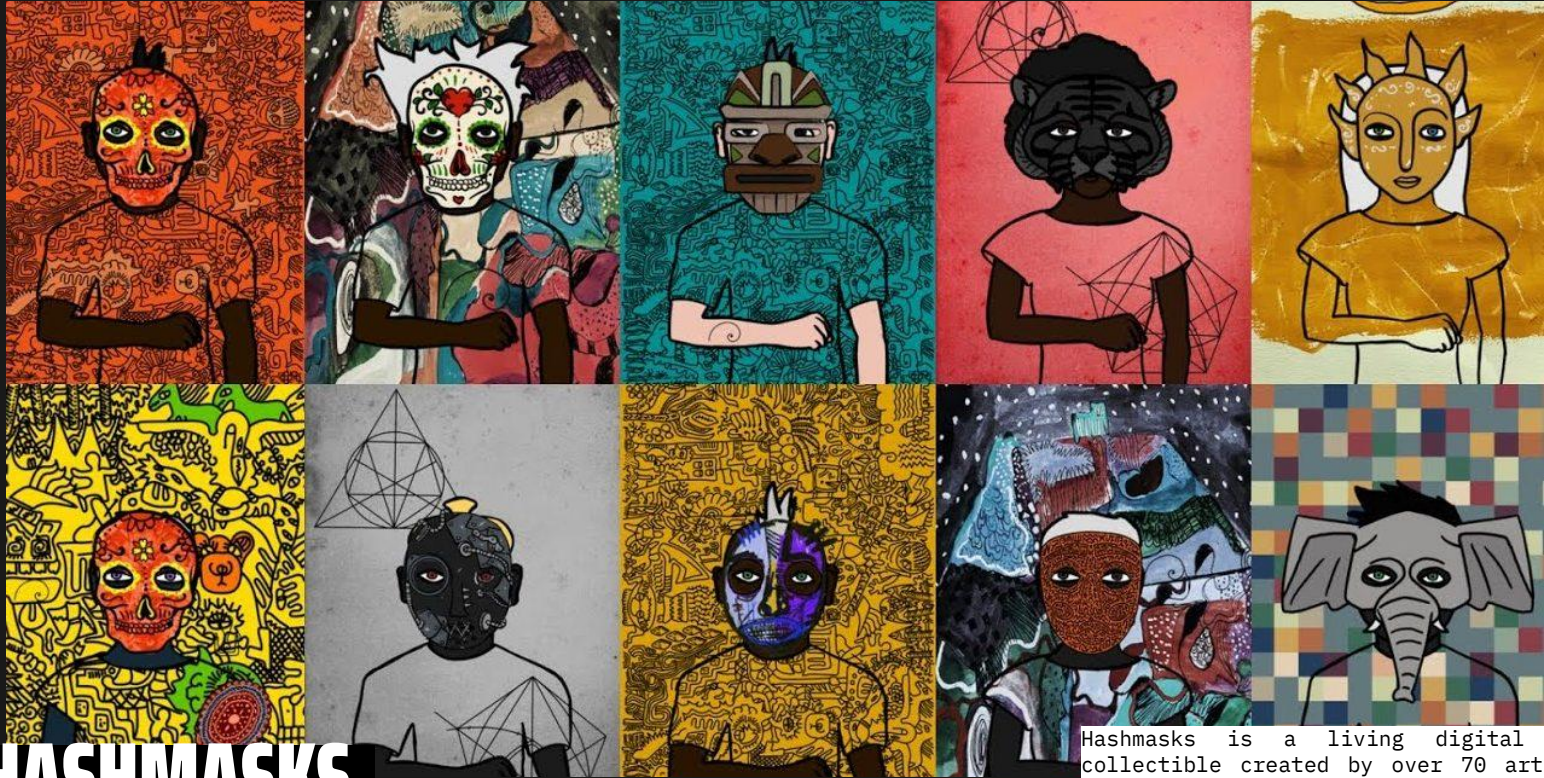
CRYPTOPUNKS.

The CryptoPunks are 10,000 uniquely generated characters. No two are exactly alike, and each one of them can be officially owned by a single person on the Ethereum blockchain.



MEEBITS.

The Meebits are 20,000 unique 3D voxel characters, created by a custom generative algorithm, then registered on the Ethereum blockchain.



HASHMASKS.

Hashmasks is a living digital art collectible created by over 70 artists globally. It is a collection of 16,384 unique digital portraits.



Own Your Game

Experience football connection like never before, bringing fantasy to reality.

Play

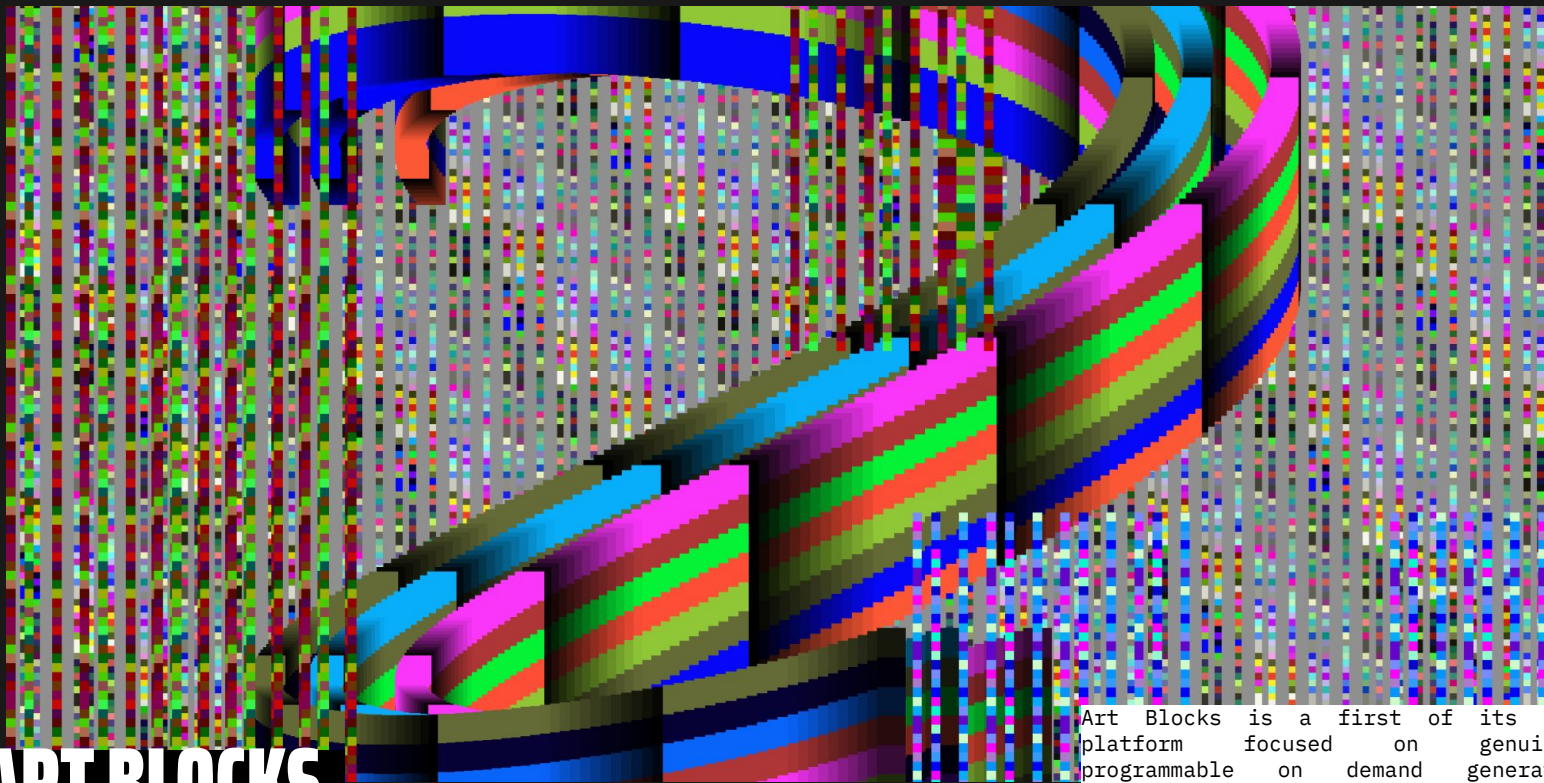
SORARE.

Sorare is a fantasy game of soccer, where players buy, sell, trade, and manage a virtual team with digital player cards.



CRIPKITTIES.

CryptoKitties is a blockchain game on Ethereum developed by Canadian studio Dapper Labs that allows players to purchase, collect, breed and sell virtual cats.



ART BLOCKS.

Art Blocks is a first of its kind platform focused on genuinely programmable on demand generative content that is stored immutably on the Ethereum Blockchain.

ALIEN WORLDS

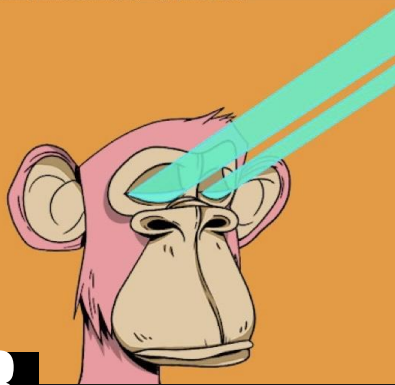


WAX™



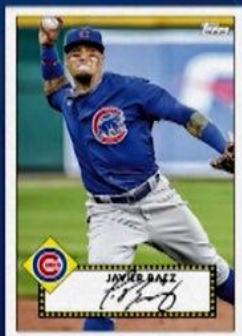
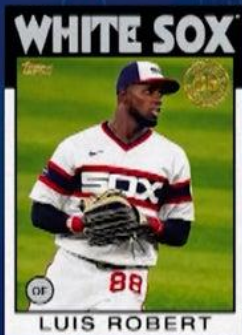
ALIEN WORLDS.

Alien Worlds is defi NFT metaverse where you can collect and play with unique digital items.



BORED APE YACHT CLUB.

The Bored Ape Yacht Club is a collection of 10,000 unique Bored Ape NFTs— unique digital collectibles living on the Ethereum blockchain.



TOPPS MLB.

The Topps® MLB NFT Collection celebrates 70 years of Topps Baseball, showcasing modern-day stars in new and classic Topps® card designs.

Collectors can find their favorite players reimagined as NFT collectibles.

NFT, BRANDS & BUSINESSES.





GUCCI'S NEW SNEAKERS COST ONLY \$12 USD BUT YOU'LL NEVER BE ABLE TO WEAR THEM.

Non-Fungible Tokens are **easily exchangeable** and **individually unique digital assets** which are held on certain blockchains, mainly Ethereum but also others such as Matic, Flow, Wax, and many others.

One of the key differences between Cryptocurrencies and Non-Fungible Tokens is that every NFT is completely and not directly interchangeable with any other asset by identity, value, and/or utility.

Every Non-Fungible Token is composed of **metadata** which gives each one their individuality, these attributes can include **size**, **artist name**, **scarcity**, etc

**1 BYTE
FAVOURITES**

**\$0.0001
ETH**

THE WORLD'S FIRST NON-FUNGIBLE PIZZA

AN EXTREMELY LIMITED TIME

8-BIT-STYLE VERSIONS OF PIZZA HUT FAVORITE RECIPES

Pizza Hut listed the pizza art for sale at .0001 Ethereum, which is equivalent to 18 cents. Ethereum is the cryptocurrency that backs most NFTs. Pizza Hut's pepperoni NFT sold this morning, according to the transaction ledger on Rarible.

The item was quickly put back on the market by the new owner for 5 Ethereum, or \$8,824.07. One of the benefits of NFTs is that they are created in a process known as "minting" on the blockchain. Once created, they are a unique digital commodity that can't be forged or altered, and the ownership can be tracked through the blockchain. The creator gets to keep a portion of any future sales. Pizza Hut will get 1% of all future trades of its "1 Byte" pizzas.

SOURCE: ADAGE.COM



CRYPTOCRISP FLAVORED PRINGLES

Looking to join the recent NFT craze, Pringles has now released a limited-edition, never-before-tasted flavor in the form of an NFT.

CryptoCrisp, is a virtual flavor depicted as a piece of art by artist Vasya Kolotusha. Limited to just 50 versions, the "flavor" is a 1080x1080 MP4 file that shows animated spinning golden Pringles can with Crypto-themed chips. It is important to note that all proceeds from sales will be going directly to the artist.

Starting at 0.0013ETH (approximately \$2 USD), the average price of a Pringles can, the CryptoCrisp virtual flavor is available now on Rarible



2021 OSCAR GIFT BAGS INCLUDE NFT ETERNALIZING THE LATE CHADWICK BOSEMAN

The 93rd Academy Awards took place on Sunday, and it seemed like the world had already jumped a few years into the future. Not only was the red carpet back, but the much-anticipated gift bags for guests were packed with what has been the most trending product of 2021 so far: a non-fungible token (NFT).

Noting the opulent, and oftentimes ridiculous, goodies given to celebrities at the Oscars each year, the heartfelt piece of crypto art could be the most meaningful gift in awhile. It's a tribute to the late Chadwick Boseman, most recognized for his lead role as T'Challa in Marvel Studios' Black Panther.

**TIME MAGAZINE RELEASED
EXCLUSIVE COVERS INSPIRED BY A
1966 FRONT PAGE**



TIME is to auction three first-ever NFTs (non-fungible tokens) inspired by one of TIME's most iconic covers and including an original cover created especially for the auction.

These TIME NFTs are available individually or as a collection on the cryptocurrency marketplace SuperRare.

Inspired by the "Is God Dead?" cover from April 8, 1966, the original NFT rendition, released amid the stratospheric rise of NFTs and adoption of cryptocurrencies, returns to the stark black field and red bold typography to once again ask a topical question, "Is Fiat Dead?"

The "Is God Dead?" cover—the magazine's first to include only text—was written by TIME religion editor John Elson.



THE FIRST WATCH NFT FETCHES \$100000, AT AUCTION

The luxury jewelry and watchmaking brand Jacob & Co. put its hat into the NFT ring last week by releasing the first-ever NFT watch – and it fetched \$100,000 at auction.

The Jacob & Co. SF24 Tourbillon timepiece, a digital “piece unique,” reached the impressive amount in a 24-hour auction that began Wednesday on the ArtGails NFT platform. The buyer is not known at this time.



LOOK LABS CREATES "WORLD'S FIRST DIGITAL FRAGRANCE" AS NFT

Berlin-based Look Labs has created a digital fragrance using near-infrared spectroscopy to create a digital reflection of the scent, which has been encoded as an NFT.

Look Labs recorded the molecular wavelengths of a perfume named Cyber Eau de Parfum to make a digital artwork, which is backed by a non-fungible token (NFT).

"Look Labs translates the scent of Cyber Eau de Parfum into an NFT artwork making it the world's first digital fragrance," explained the studio.

OPPORTUNITIES FOR BRANDS.





NFT's are a new platform for sharing and building new connections with people.

From artists, to brands or even personalities have now access to a new space on which they can build high value relationships with people all over the world.

Due to it's high PR value, NFT's have the ability to become the new platform for fundraising opportunities, digital brand assets, sponsorships and the biggest showroom of the world.

JACK DORSEY SELLS HIS FIRST TWEET EVER AS AN NFT FOR OVER \$2.9 MILLION.

Twitter founder Jack Dorsey's first ever tweet has been sold for the equivalent of \$2.9m (£2.1m) to a Malaysia-based businessman.

The tweet, which said "just setting up my twttr," was first published on March 21, 2006 and was auctioned off by Mr Dorsey for charity.

case



MICROSOFT LAUNCHES GAME TO CELEBRATE WOMEN IN SCIENCE.

Microsoft and blockchain developer Enjin have teamed up to release a game celebrating women in science that rewards players with Minecraft-compatible non-fungible tokens.

“Azure Space Mystery” is an interactive, fictional online game designed to celebrate the International Day of Women and Girls in Science. Players work to save the International Space Station, and on completion they can claim a limited edition NFT.

case

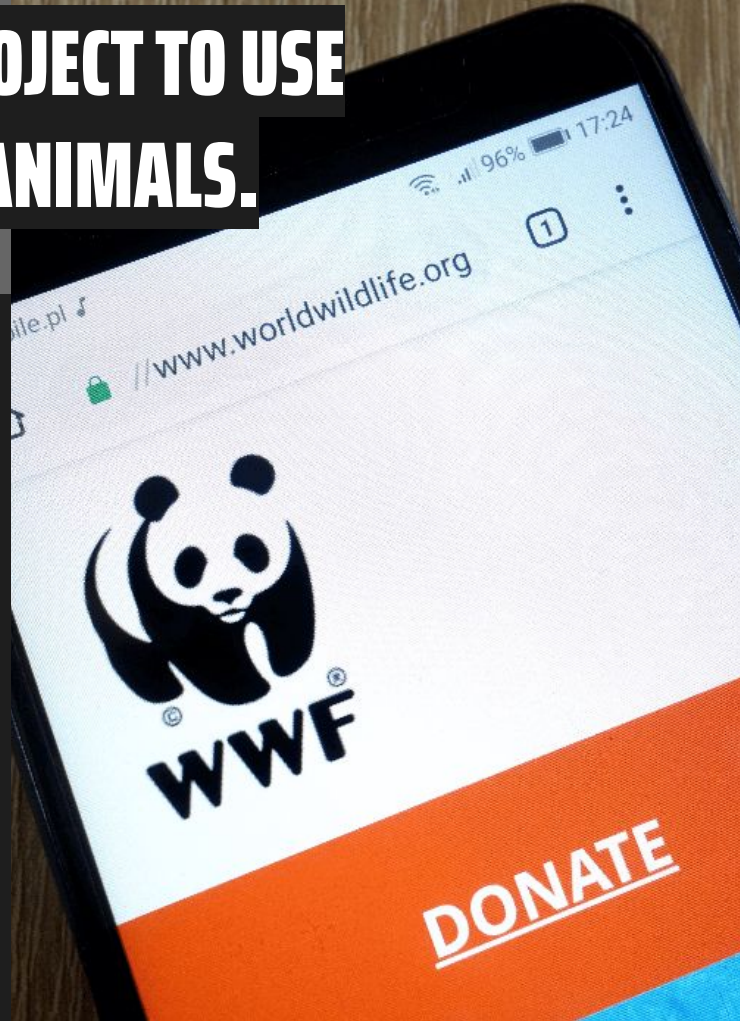


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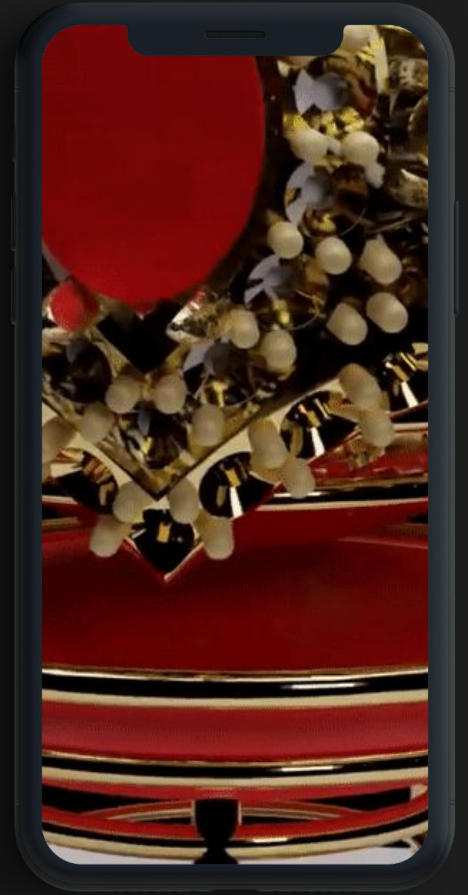
NEW WWF PROJECT TO USE NFTs TO SAVE ANIMALS.

Carbonbase, a Hong Kong-based greentech start-up that leverages emerging technologies to reduce emissions for individuals and enterprises, has partnered with the World Wildlife Fund (WWF)' Panda Labs division, to launch a marketplace for rare digital collectibles, Project Ark. Launched this month, it aims to "save animals and protect biodiversity through collectibles worth saving." Artists and buyers can be connected here, with the goal to support international NGOs and local communities.

case



SOURCE: BINANCEWIKI.COM



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CLOSING THE

GAP WITH

PHYGITAL XP

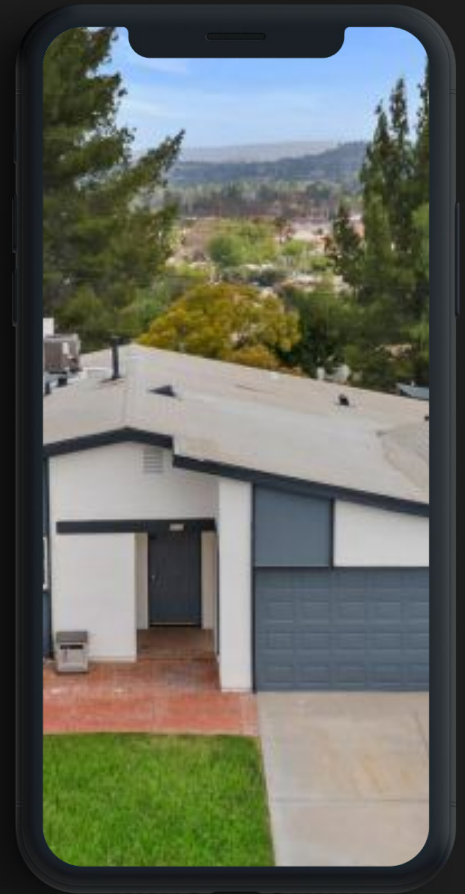
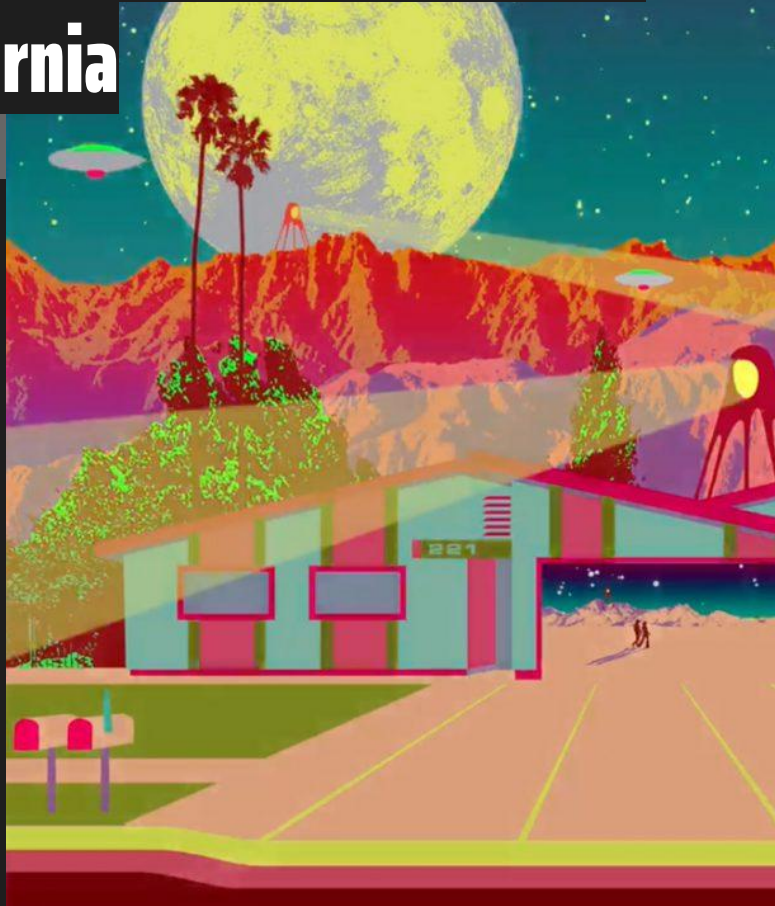
NFT's are not only available in the digital environment, many artists and platforms are transforming the way we access them and they are bringing them to the physical world.

Having physical access to NFT's will reduce the access breach and will democratize the technology becoming a much more useful platform for people, brands, artists and many more.

NFT artwork being sold with physical house in California

Arens created a 45-second video depicting a gabled house rendered in bright colours, which is being sold as an NFT-backed artwork. The purchaser of the artwork will also receive the physical house that the piece is based on.

case



Jeweller creates Apple Watch pendant displaying non-fungible token assets

Los Angeles-based Ivy J Jewelers is jumping on the rising hysteria for non-fungible token assets by creating an Apple Watch on a gold chain pendant that can be used to display NFT art and other assets.

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The world's first custom digital frame and platform for NFTs.

A new product has been launched called "Qonos," a purpose-built digital display for NFT art and collectibles. The company's initial sale sold out in less than 24 hours and the company is preparing the next shipment of products for pre-order customers.

case

SOURCE: USA.WATCHPRO.COM





Eventhough it might seem harmless, NFT's are very polluting due to the technology they require to be built.

Many NGO's, brands and associations are trying their best to leverage the impact they have with actions which will have a much more positive impact on the planet.

BENEATH THE WAVES CREATED NFTs THAT LET BUYERS TAG AND WATCH A SHARK

Ocean health non-profit Beneath The Waves created a unique series of ocean conservation NFTs and the range is more than just a digital art collection that provides a sense of ownership. With the digital assets, buyers will be able to tag a shark and watch its activity for a limited amount of time. The initiative to support ocean science and research promises to send collectors "on an epic shark research expedition in the Caribbean" and there are a total of 68 unique opportunities to tag threatened reef and tiger sharks. The one of one DISCOvery Shark NFT art pieces invites people to experience shark research for themselves in the Caribbean, aboard a private research vessel.

case



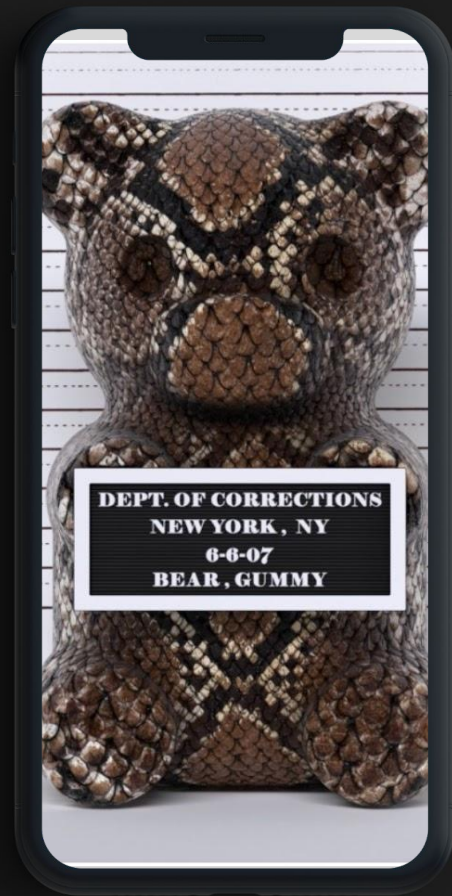
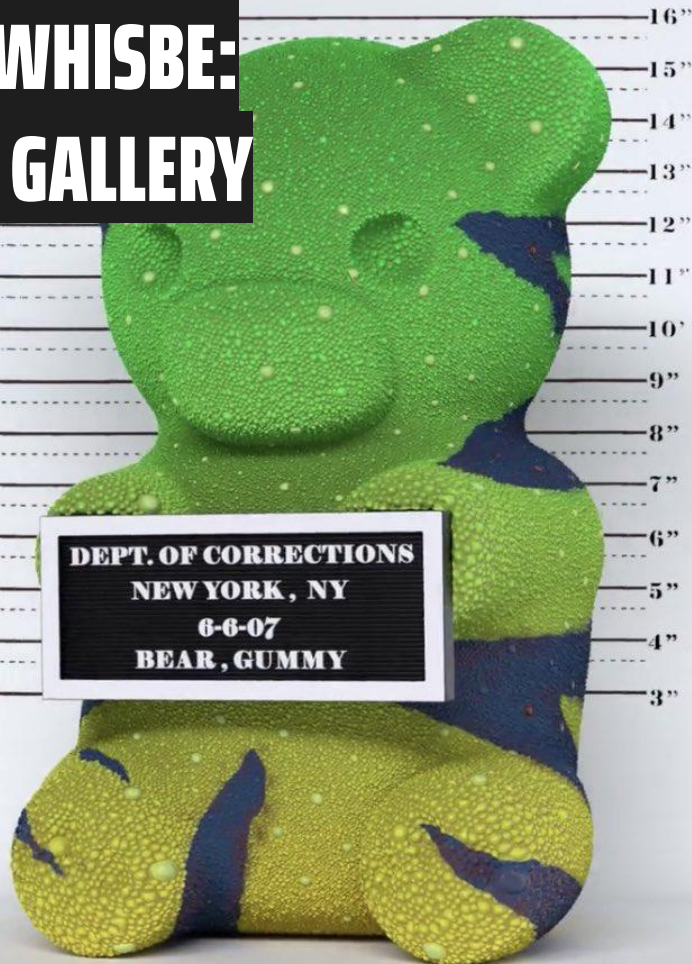
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'EXTINCTION' BY WHISBE: PRESENTED BY IV GALLERY

Whlsbe is a street artist of unverified identity from NY. He became famous thanks to mysterious vandal gummy mugshots that began appearing on the streets of Brooklyn in 2013.

It's the 3d artist's drop in the NFT space. On the 16th of March, he presented his "Extinction" series of artworks. Whlsbe wants to pay our attention to a global problem: extinction of animals, and wants to make us take steps to prevent many of these extinctions. The artist is going to donate a portion of the proceeds from this drop to the Sheldrick Wildlife Trust.

case



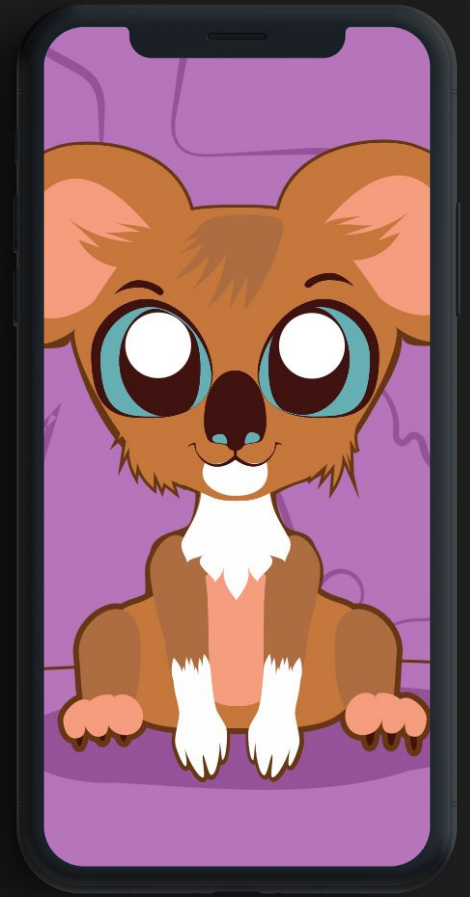
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AUSSIE CHARITY LAUNCHES NON-FUNGIBLE TOKEN ARTWORK COLLECTION

An Australian charity is tapping into the hottest new trend in the world of cryptocurrency, issuing a collection of non-fungible token artworks to raise money for animal welfare groups.

Tokens for Humanity has recently developed 64 non-fungible token (NFT) artwork collectibles that will go on sale later this week, with prices ranging from around \$150 to \$35,000.

case



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KEY TAKEAWAYS FOR BRANDS

BLUE OCEAN

NFT's are yet to be discovered by brands, right now it's a great niche to start building new connections with people.

FREEDOM TO CREATE

NFT's are whatever you want to build, there are no limitations, from buildings to art pieces this universe is yours to explore and create.

A SPACE TO COLLAB.

NFT's are a great opportunity to build new relationships not only with your audience but also with creators. Creating collaborations will generate a much bigger awareness for both parties.

DEMOCRATIZE ACCESS

This is a collective virtual shared space but many audiences do not have the chance to access it due to limitations such as no internet access or knowledge. Brands can help creators bring their pieces closer to the people.

COMMUNITY SPACE

NFT's can also be a space on which your community can thrive. Becoming a facilitator for access and space it's as important as creating.

LEVERAGE IMPACT

NFT's can have a negative impact on the planet due to their technology, however this can also be a great opportunity for brands to create assets which will leverage it

NFTS & CRYPTOART DECODED.



BIDEN WINS, DIGITAL ART ANIMATION BY BEEPLE