NON-FUNGIBLE TOKENS
YEARLY REPORT

2019

BROUGHT TO YOU BY

animoca BRANDS

Blockchain Group

DeltaTime

NFT NYC

THE SANDBOX

SOMNIUM SPACE

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Forewords

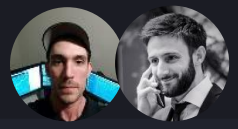
Already a year since we published the 2018 NFT Yearly Report! What a crazy year have we just went through...

The ecosystem has significantly changed in a year. Investors continue to pour in, success stories are numerous, new typologies of projects are developing (other than gaming), communities are constantly growing, the whole space is getting more mature... there is no doubt, we moved to the next level!

It has been a big challenge to develop this report in order to reflect an ecosystem as vast and dynamic as the NFT one! The goal of this second edition of the NFT Yearly Report is to give everyone an overview of the trends, and to reflect in the most faithful way the incredible dynamic that is now driving the NFT and Blockchain Gaming industry.

This report represents data collected over 3 years by NonFungible.com, a little more than 20 million Ethereum transactions. We have developed it in order to provide you with a better understanding of where the NFT industry currently stands and where it is headed.

We wish you a good reading,



Daniel Kelly & Gauthier Zuppinger

Thank you

Before all, we would like to thank all of our partners and sponsors who made this report a reality. The report you are currently reading took several hundred hours of cumulative effort from the NonFungible.com team, about 300 coffees, 1.5 nervous breakdowns, and a lot of sweat.

We dreamed it, you asked for it, they allowed us to build it. Thank you to all the actors who supported us in the development of this second edition of the NFT Yearly Report. It is very encouraging to see that the players in the ecosystem are helping to bring more transparency and readability to our industry.

animoca BRANDS

One of the most engaged global gaming brand who invested in blockchain gaming. Animoca Brands own famous gaming IPs (Mattel, Doraemon, Astro boy) and blockchain gaming projects (The Sandbox, F1 Delta Time,…)

Blockchain Group

Global organization of experts specialized in blockchain consulting and marketing. The Blockchain Group initiated the 1st worldwide tour dedicated to business innovation for blockchain

DeltaTime

World first blockchain game based on Formula 1 licence. Every car is a non-fungible token tradable on the Ethereum blockchain.

NFT NYC

NFT.NYC is one of the major events of the blockchain gaming, collectible, crypto-art and NFT ecosystem as a whole, gathering hundreds of NFT projects, artists, investors and enthusiasts.

THE SANDBOX

The Sandbox is one of the most promising metaverse of the ecosystem, mostly focused on gaming experiences, their first round of presale in December ‘19 met an incredible success.

SOMNIUM SPACE

Somnium Space is an Open, Social and Persistent Virtual Reality world where you can buy virtual land and instantly start building almost anything you envision like Shops, Games, Cinemas, Parks, Schools, Art Galleries and much more.

stryking.io

The famous football players collectible card game. The first team in Stryking was nothing but the legendary FC Bayern!

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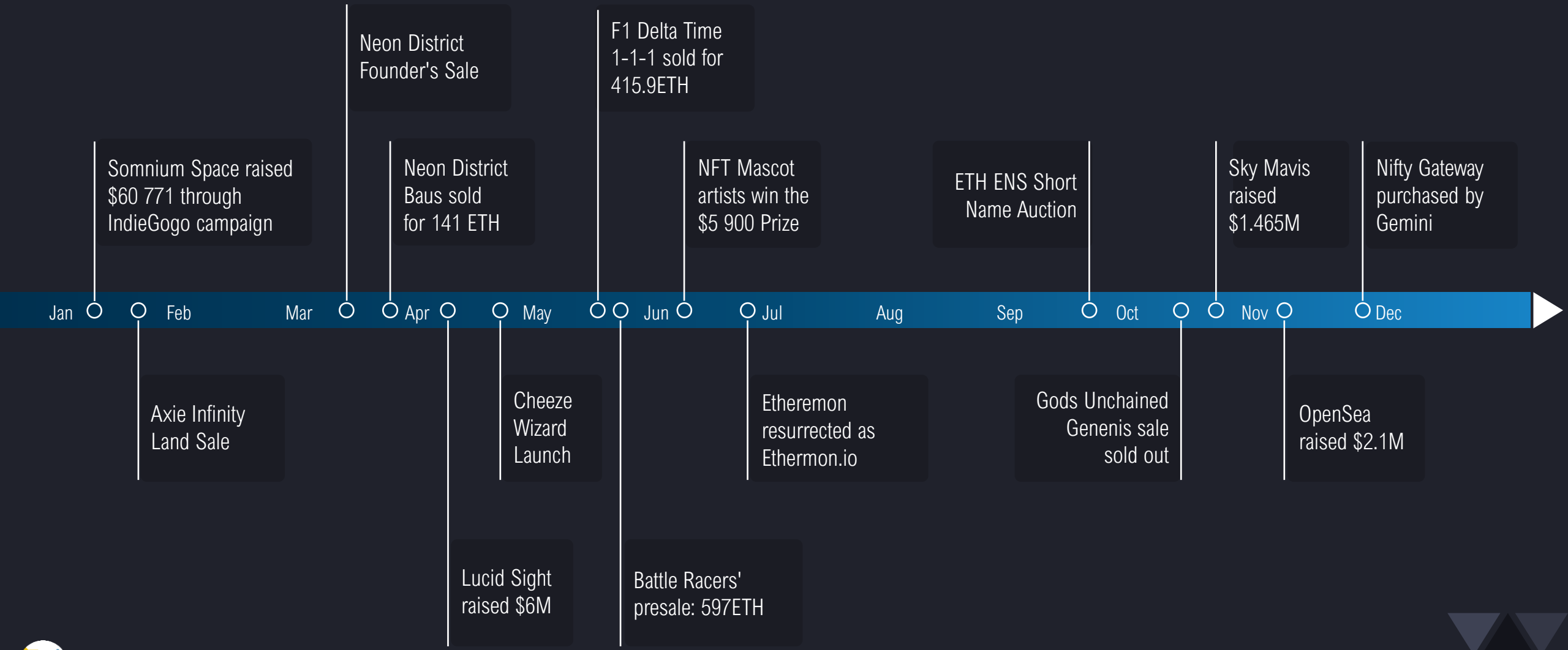
MAJOR **MILESTONES**

Events & milestones of the year



Technical milestones

March 25th

NEO adds support for NFT

April 23rd

0xcert Framework supports cross-chain ERC721 with Wanchain

May 4th

Ethereum Name Service becomes ERC721 compatible

May 5th

VeChain VIP-181 NFT standard accepted

May 7th

EOS dGoods v1

June 17th

ERC1155 Multi-Token Standard Final Status

August 26th

Cosmos adds an NFT module

October 10th

Phantasma Chain Adds Support for NFT

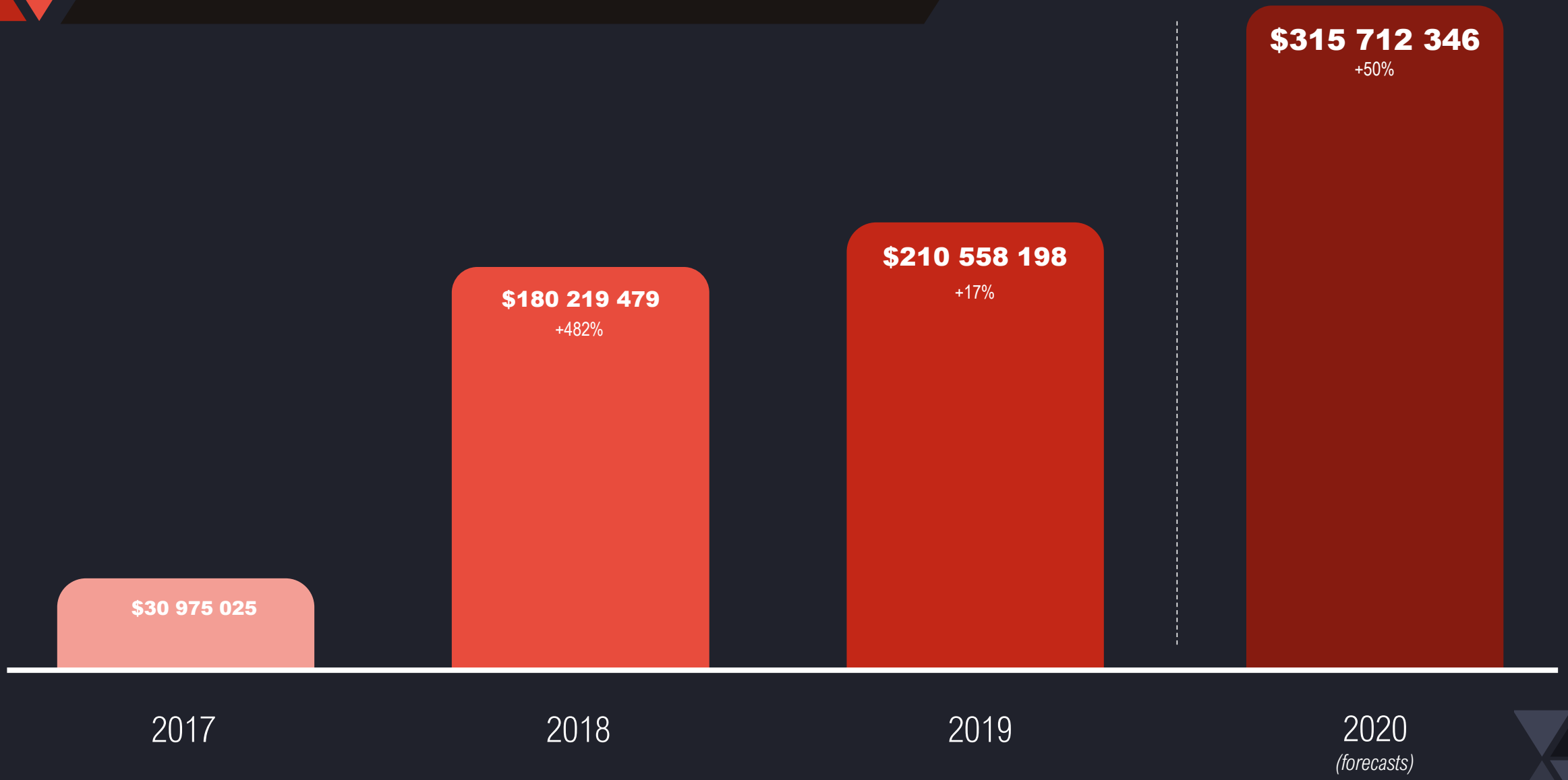
November

GodsUnchained transfered more than 13MM* NFT

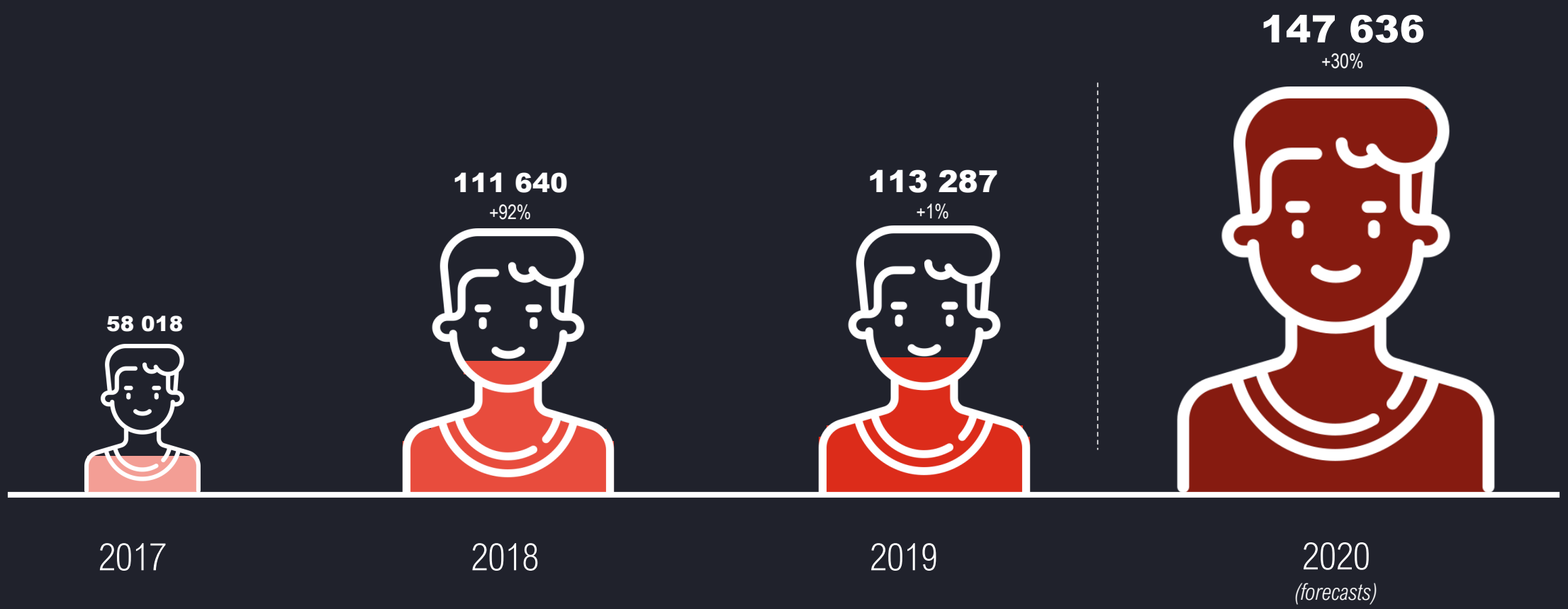
** According to our records Gods Unchained deployed 6.7MM assets once, and then redeployed the same assets again without clogging the Ethereum Network*

GLOBAL
TRENDS

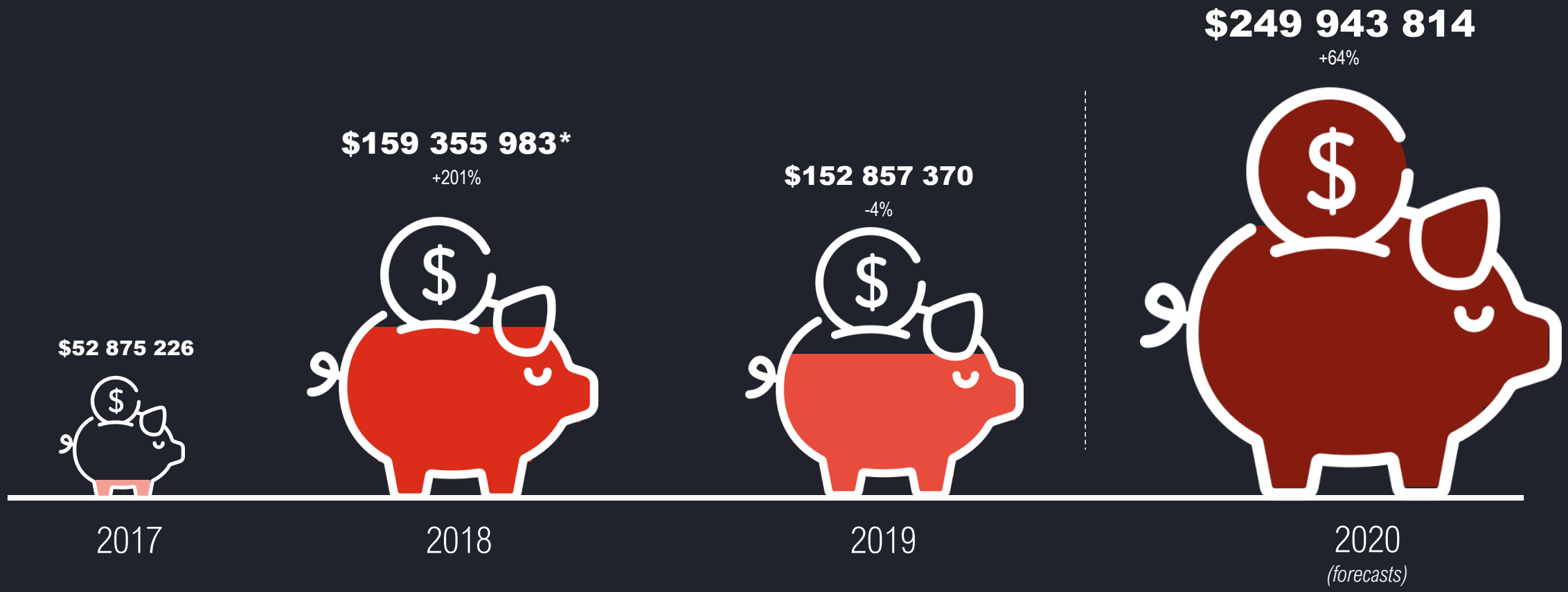
NFT Market Capitalization



How many crypto players?

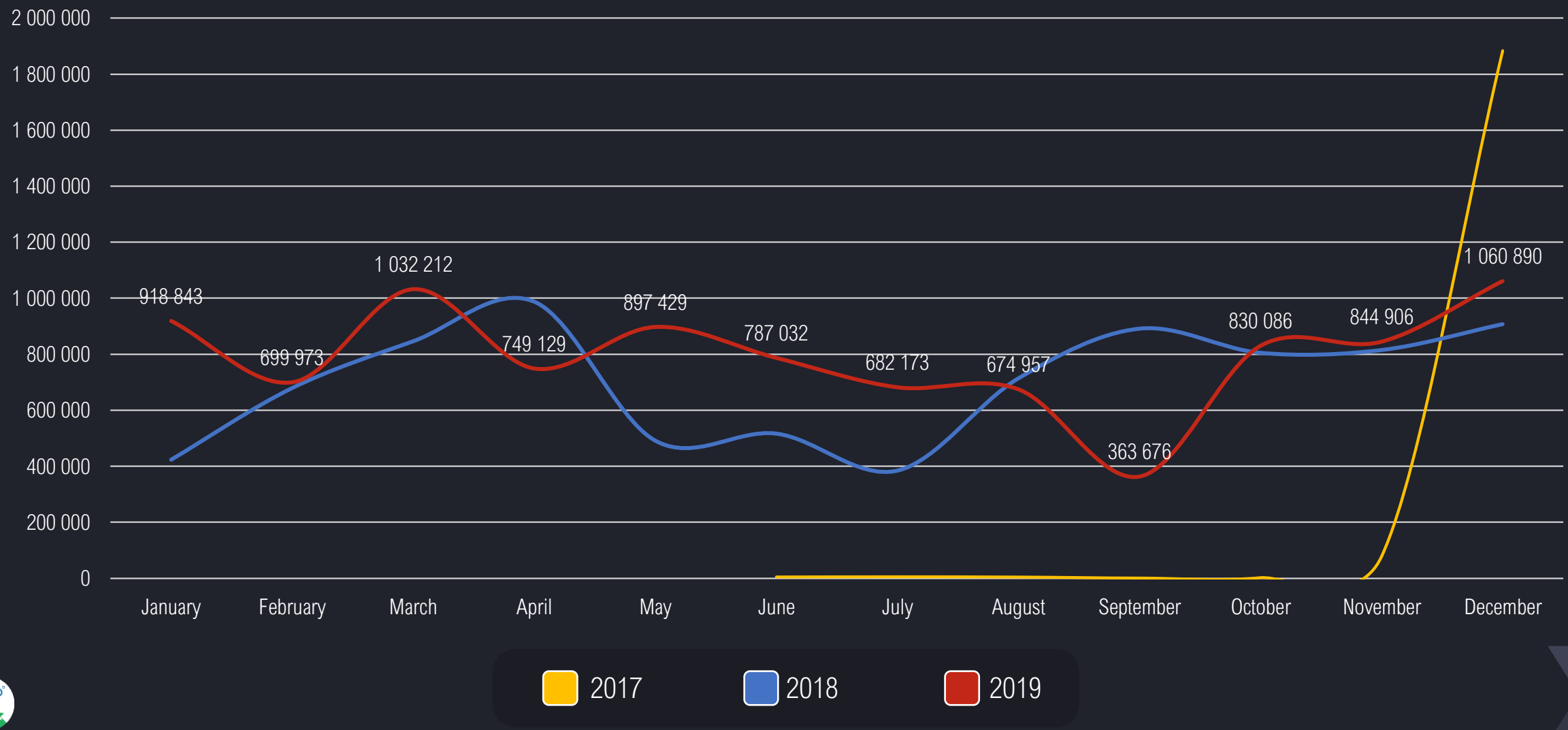


How much USD transferred?

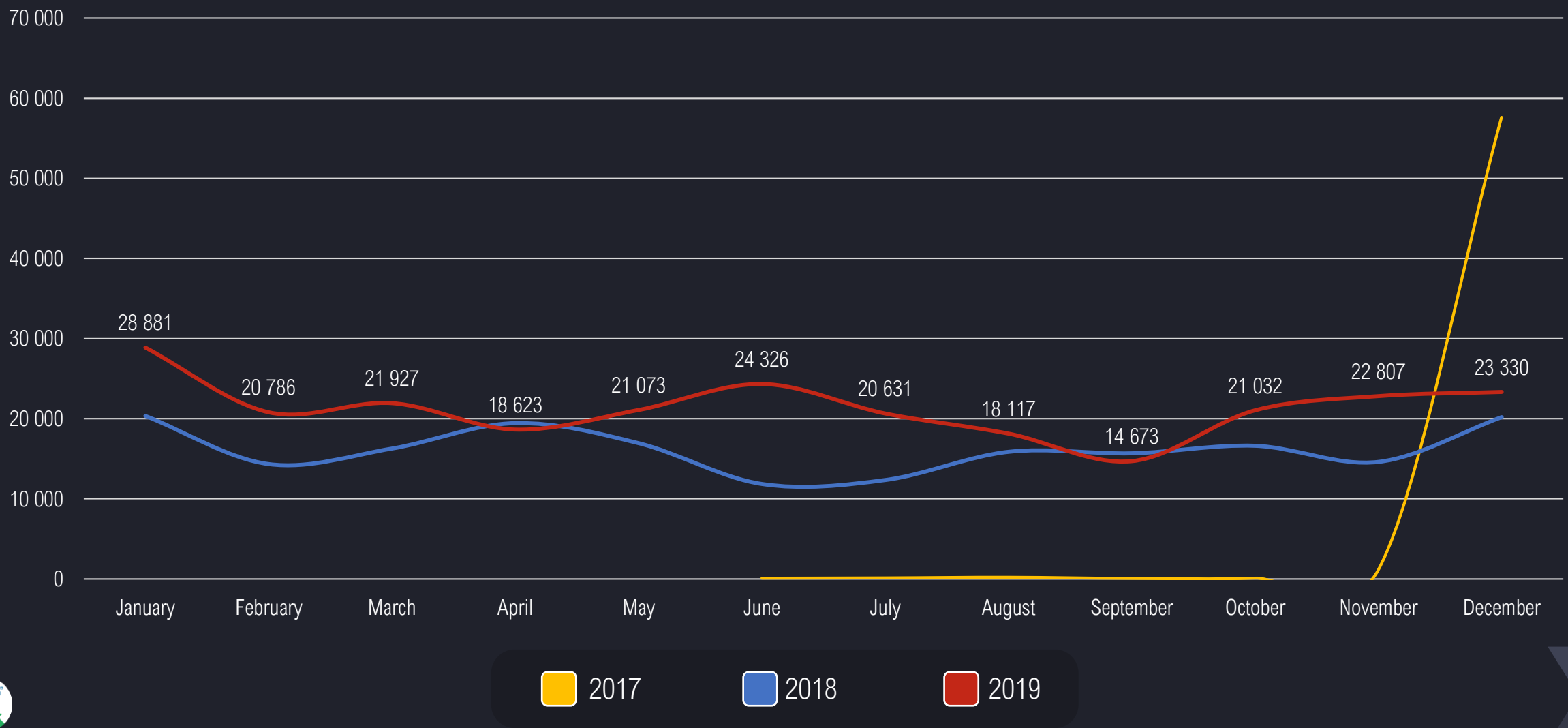


We excluded from the 2018 volume the data from CryptoCountries and CryptoCelebrities which represented $125 768 655 (43.8%) and were widely considered to be “Hot Potato / Ponzi Games”, moreover we observed suspicious behavior on these volumes which allow to doubt about their authenticity.

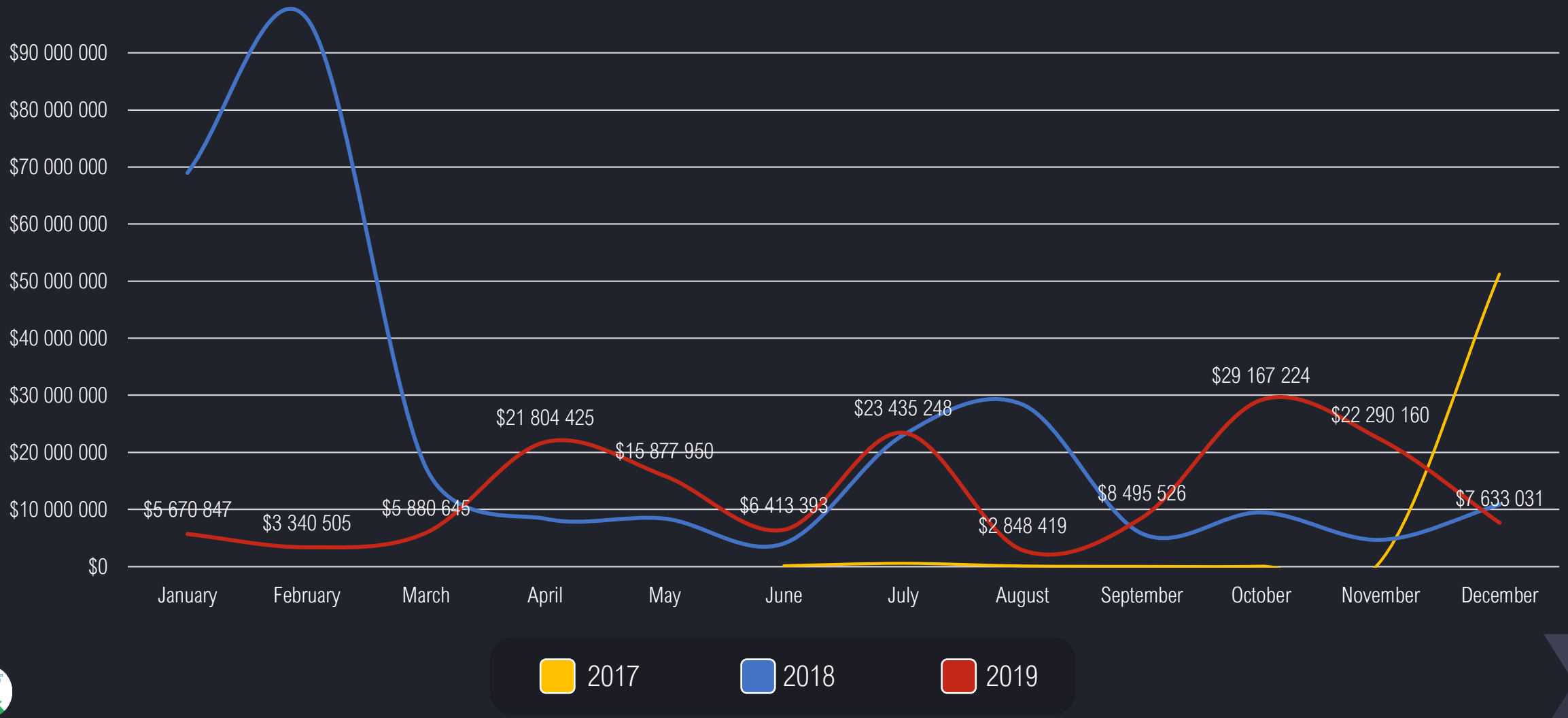
Transaction volume over time



Active Addresses over time

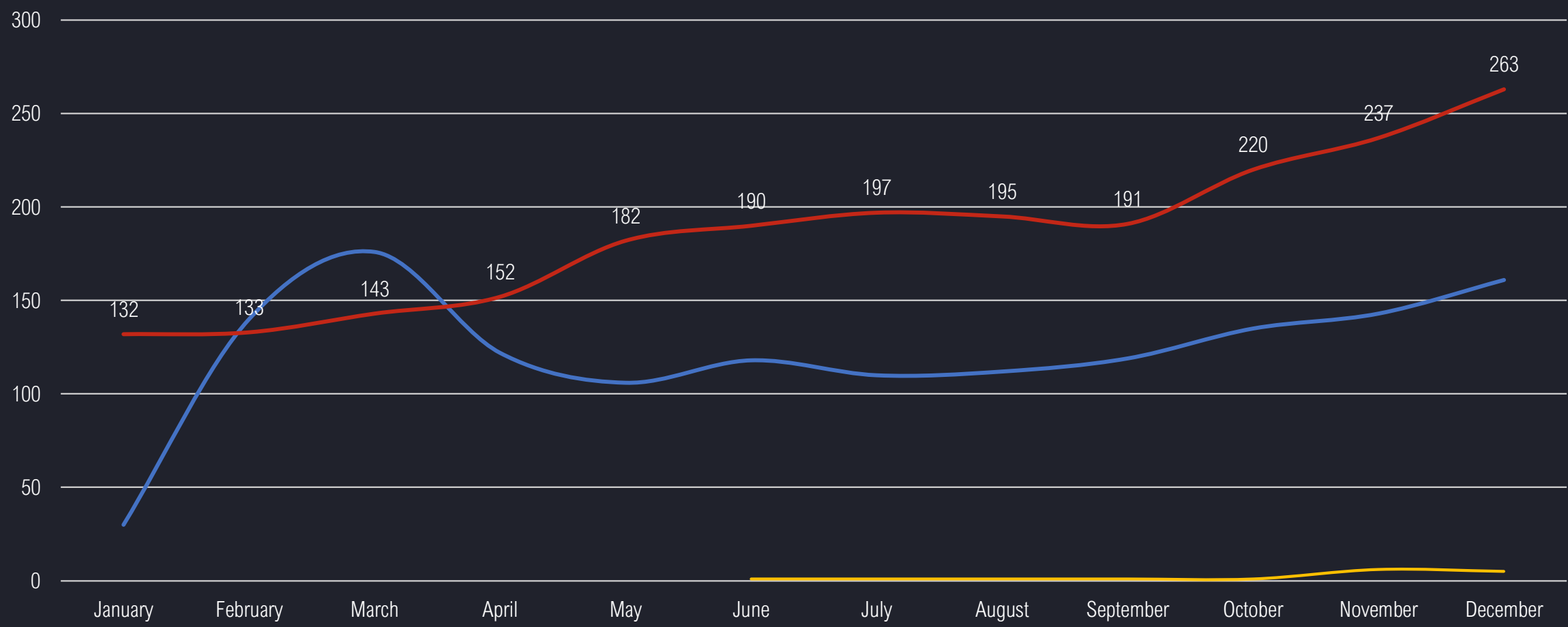


USD transferred over time



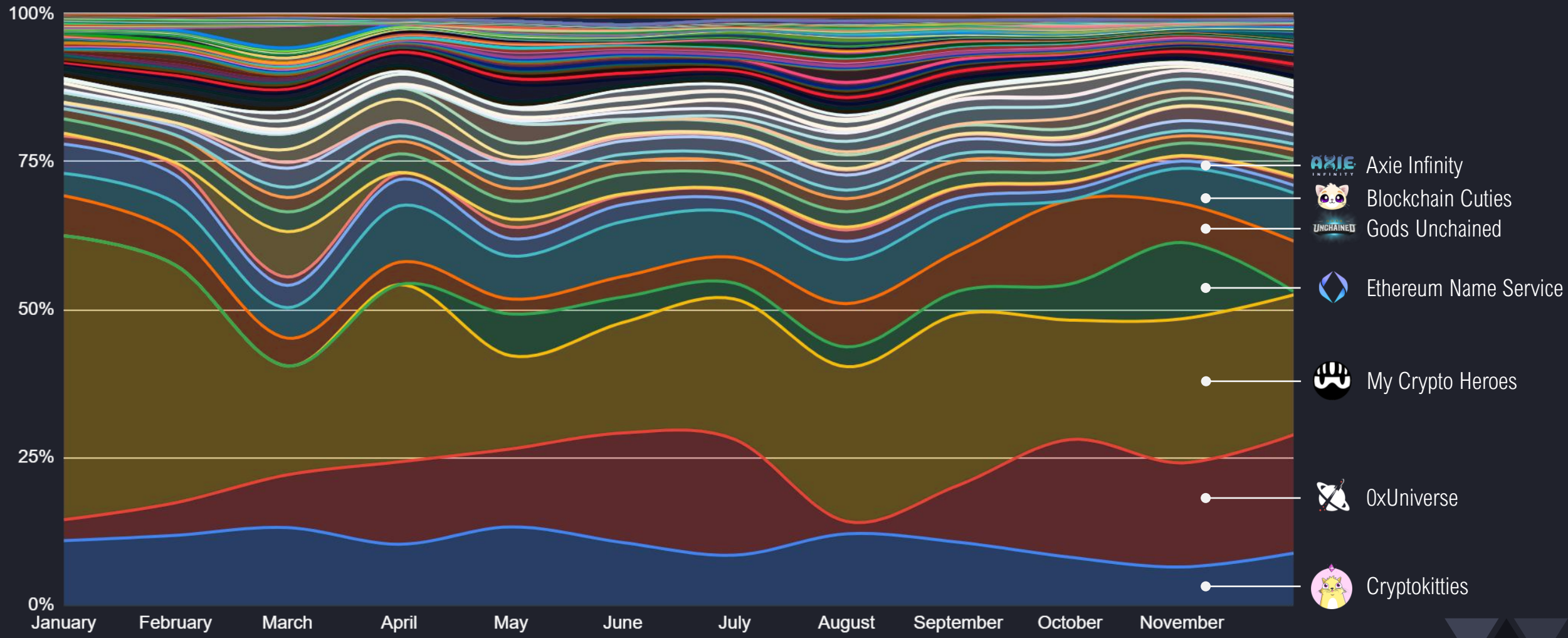
Active Smart Contracts over time*

* Active NFT contracts which have sold at least 1 asset on primary or secondary markets

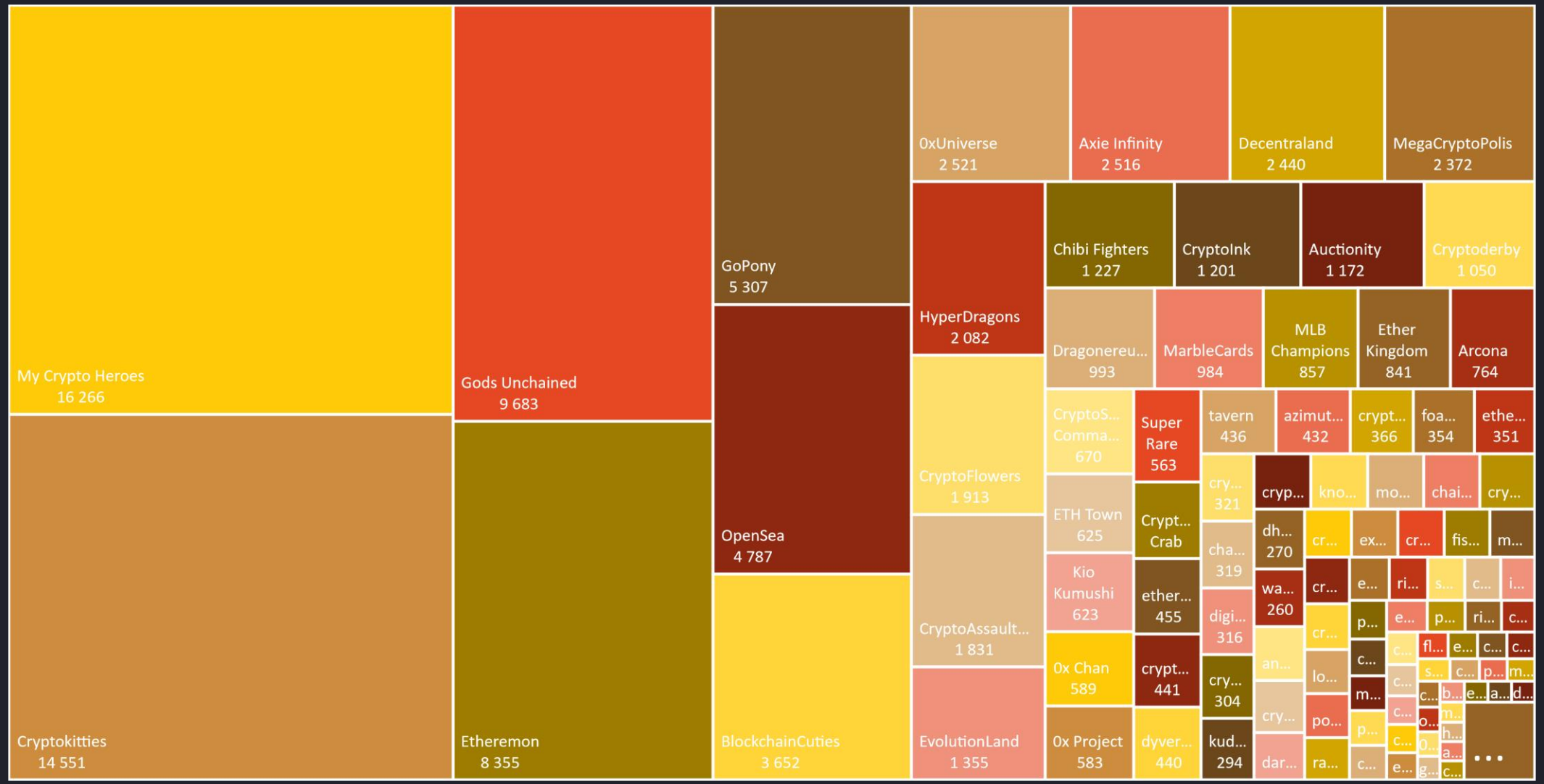


DISTRIBUTION
PER PROJECT

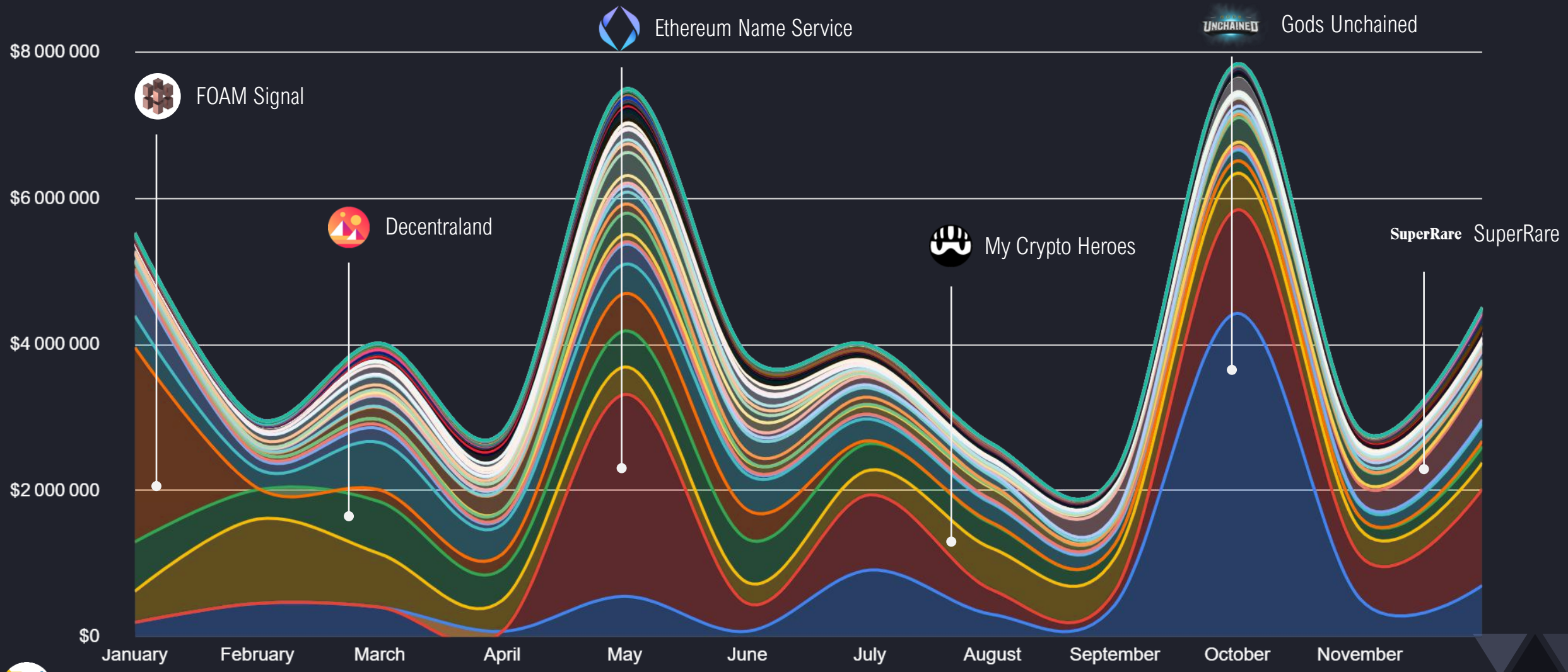
Userbases relative distribution



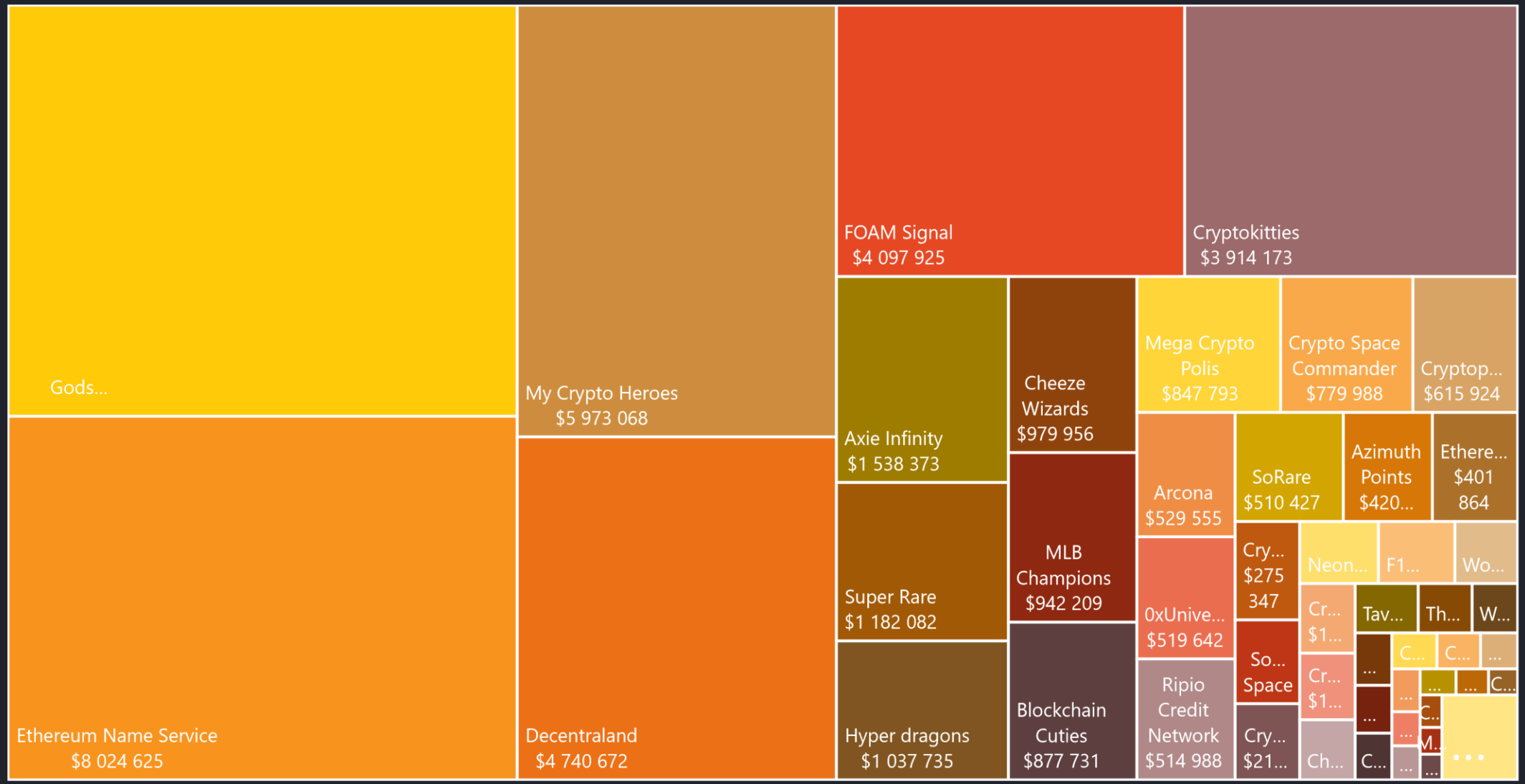
Userbases distribution per project



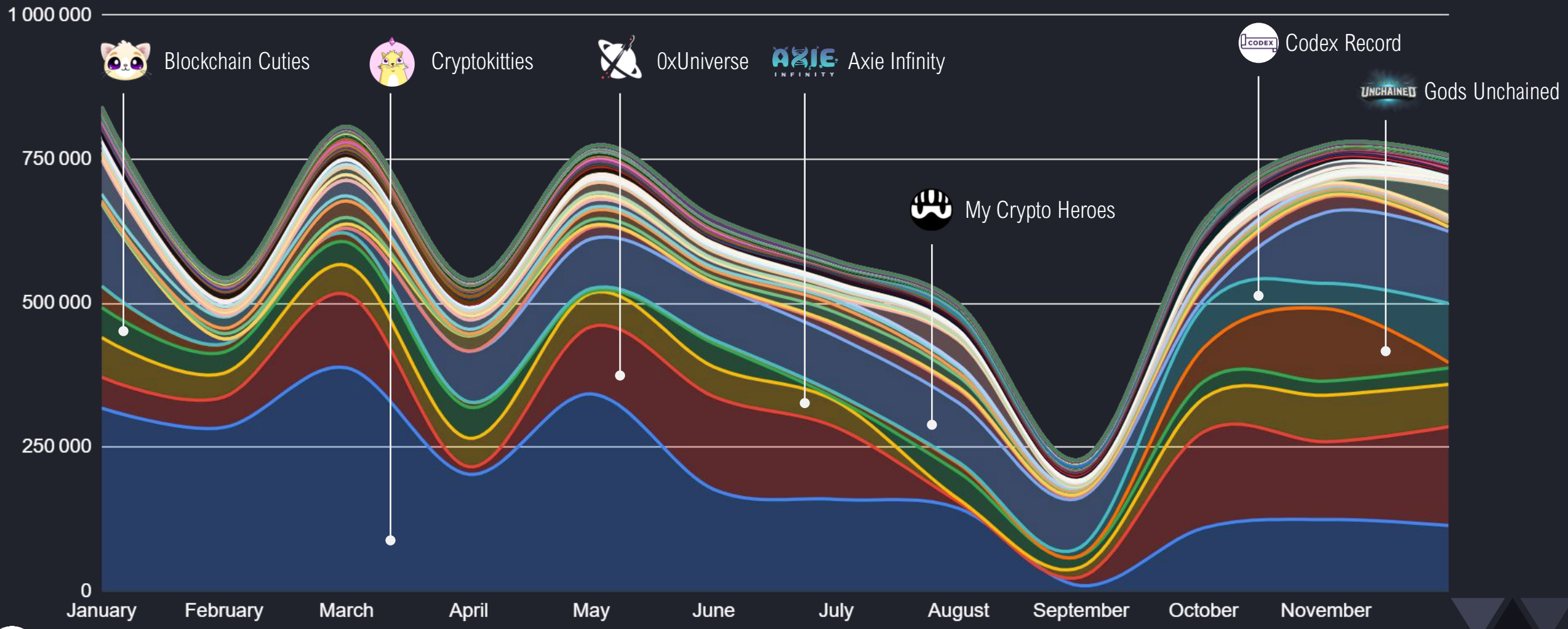
USD transferred distribution over time



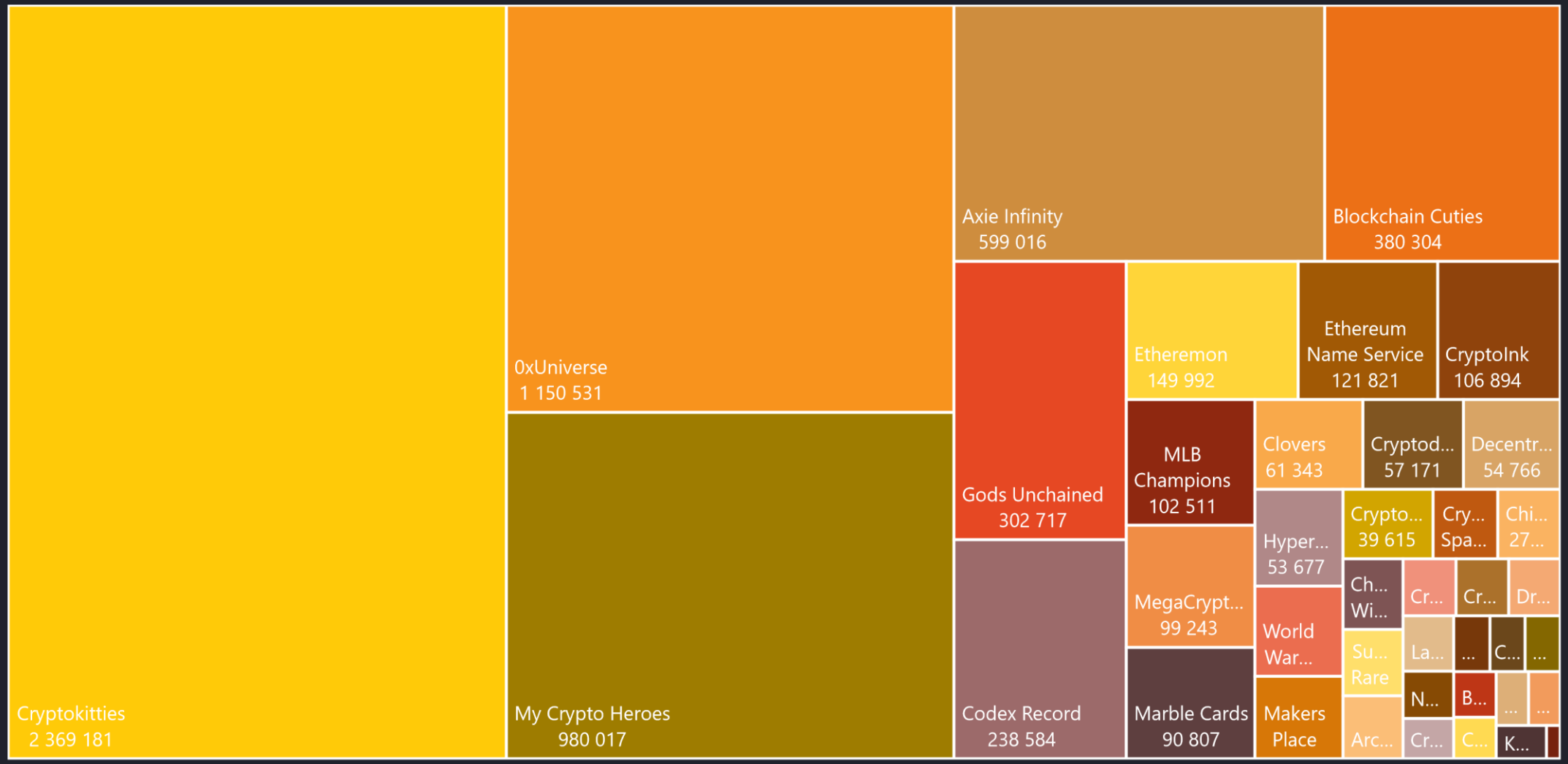
USD transferred distribution per project



Transaction volume distribution over time



Transaction volume distribution per project



PERFORMANCES PER **TYPOLOGY OF PROJECT**

Introduction to the typologies

Tracking trends by project is extremely interesting. Similarly, we were able to analyze the global trends and economics of the whole industry in the first few slides.

To understand which sectors are driving the ecosystem and identify the most dynamic ones, we need to change the scale and focus on the main categories of projects that are currently shaping the non-fungible tokens space.

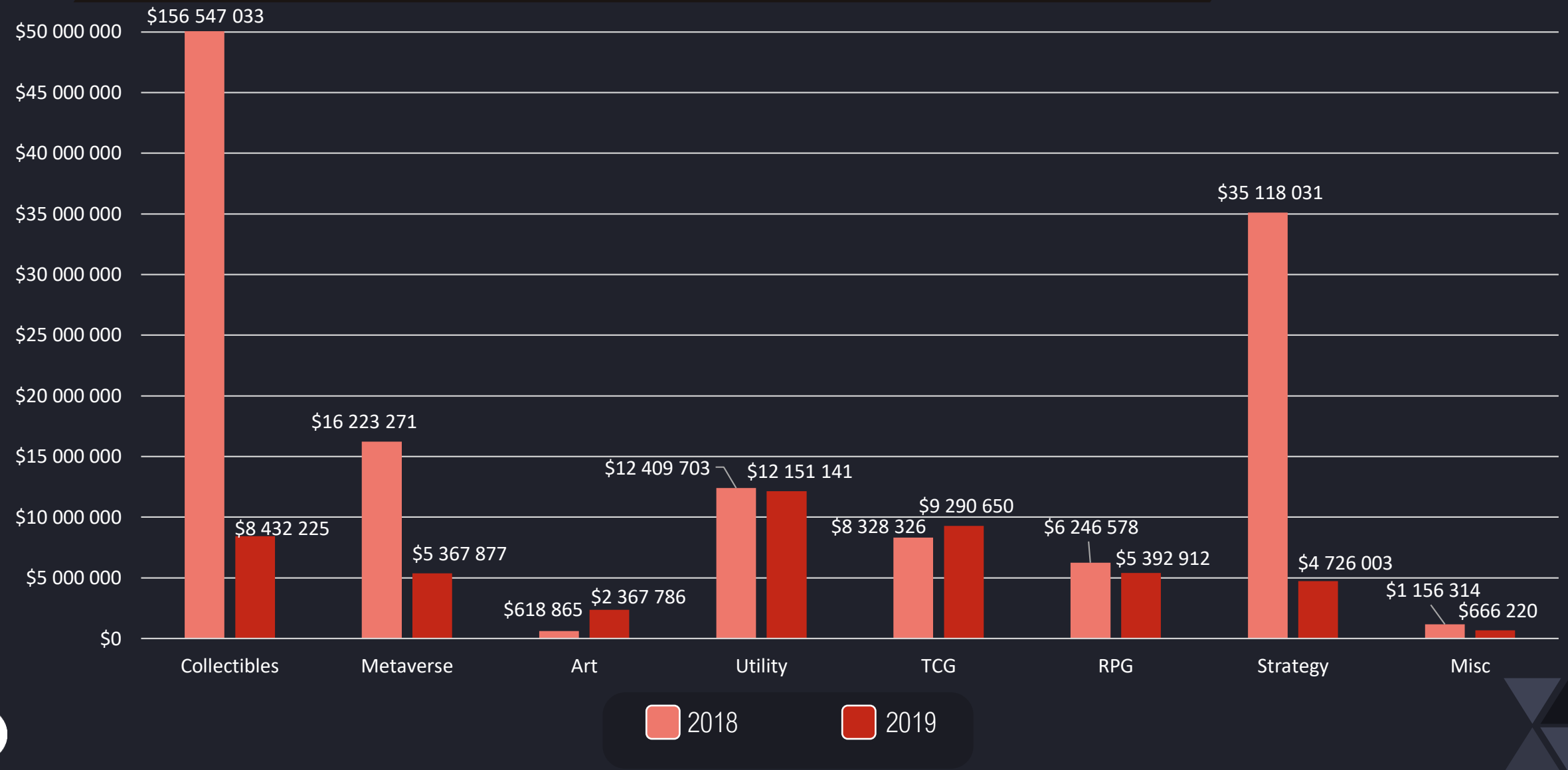
It was a real challenge to categorize several hundred of projects, most of them very innovative, or playing with the codes of current games.

Our team looked into this perilous exercise and we managed to identify 7 major categories of NFT projects:

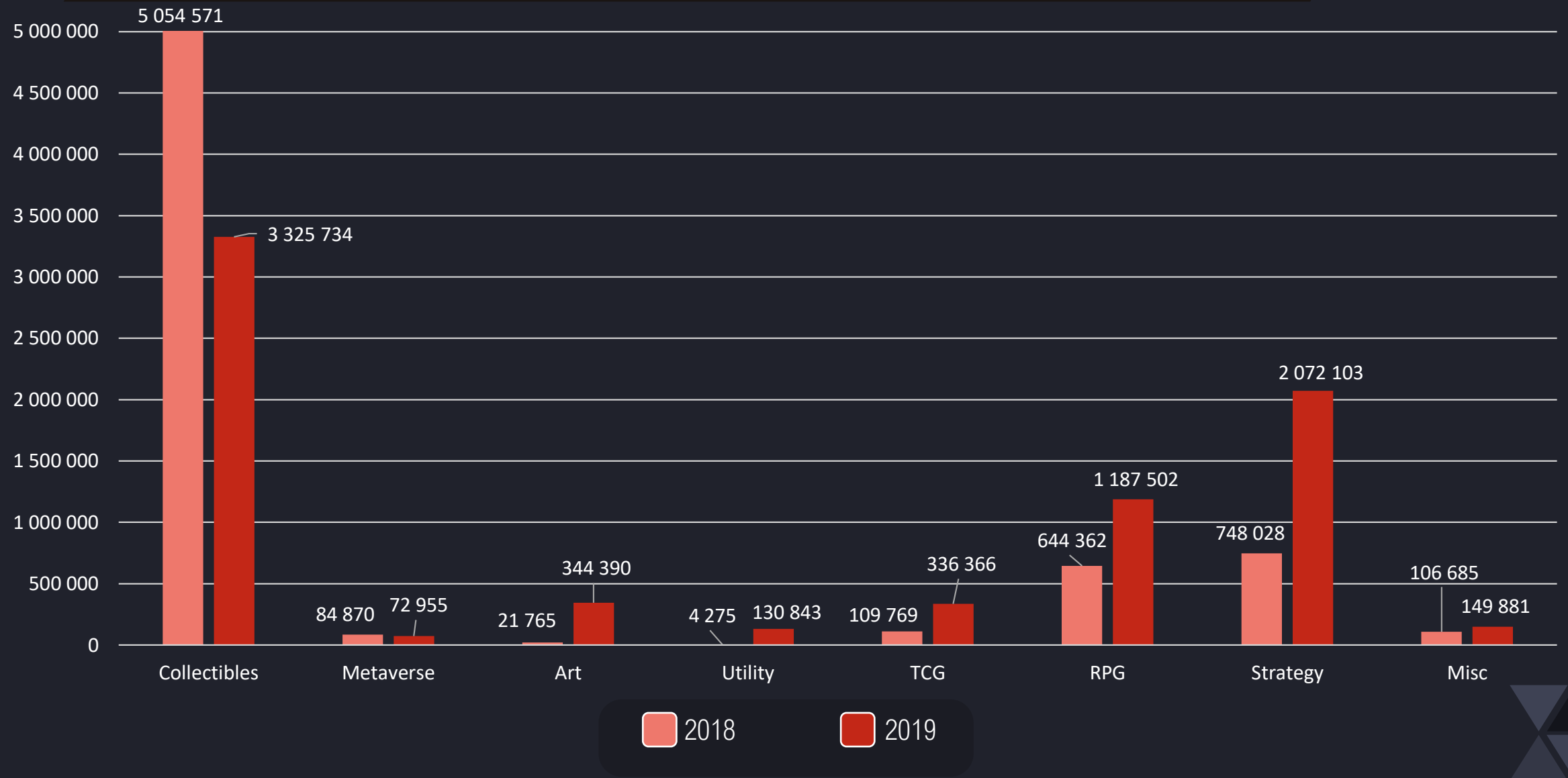
Collectibles • Metaverse • Art • Utility • TCG • RPG • Strategy

This approach allowed us to clearly identify the very strong growth of the digital art sector, and the net decline in the craze for Collectibles. The phases of NFTO (Non Fungible Tokens Offering) and Presale which led to the growth of the Gaming Strategy sector gradually gave way to a non-speculative activity.

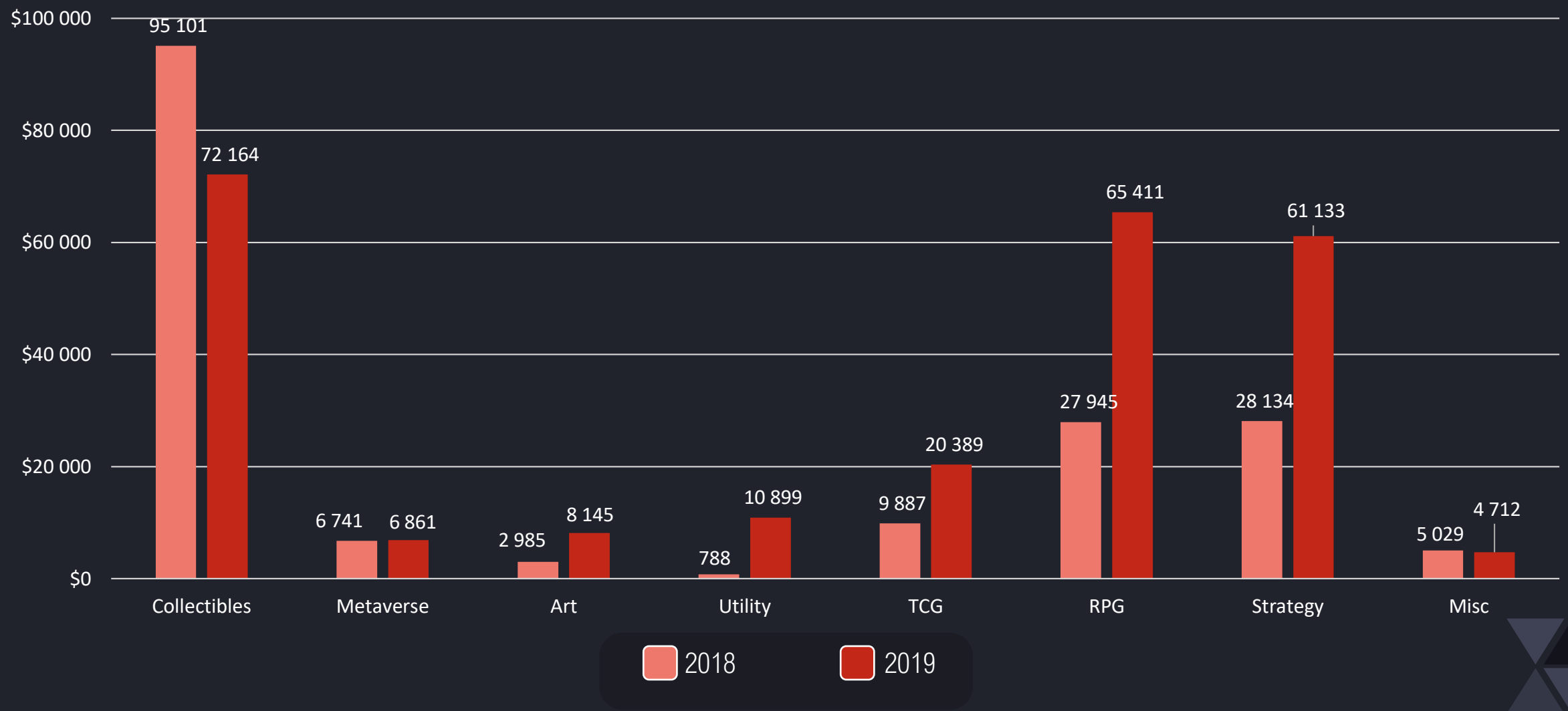
USD transferred by project typology



Transaction volume by project typology



Unique active addresses by project typology



HODLERS, FLIPPERS
AND WHALES

Top 2019 Buyers - Chart

Wallet Address	USD spent	Distribution per project
0x8bee1ca8b0f0639a4220f9894f91c854a0687885	$260 831	$78 751 · $139 706 · $14 427
0x388fe75d523963c68f5741700403ca285bda5225	$211 919	$211 919
0xf98ef509679b367270b5256f65d780295e446a16	$191 265	$180 732 · $10 509
0x8b51c1ba09ee33e7649cac62ccb6d0f410f5647a	$134 788	$120 146 · $14 189
0x51787a2c56d710c68140bdadefd3a98bff96feb4	$119 997	$105 104 · $13 731
0x09e282c2ad8a3488df1b9a4ac07c23d4211b391c	$111 095	$110 899
0x9707db82df92c58055872731c7a87f90ca990901	$108 208	$108 208
0xbd76cc8788d07b9547e0027947b21901fedbf087	$103 642	$103 555
0xd2af803ad747ea12acf5ae468056703ae48785b5	$100 987	$24 005 · $51 633 · $4 779 · $11 992
0x41a646c53d65a72b46f600e7d69a6091753840d5	$100 975	$16 729 · $52 893 · $26 989 · $4 364

0xUniverse · Axie Infinity · Blockchain Cuties · CSC · Crypto Voxels · Decentraland · F1 Delta Time

Gods Unchained · Insights Network · Known Origin · Megacryptopolis · My Crypto Heroes · Neon District

Pascal Boyart · Somnium Space · Super Rare · The Sandbox · War Riders

Top 2019 Buyers - Analysis

The previous slide presents the list of the 10 Ethereum Wallet addresses that spent the most in NFT in 2019, all projects combined.
Here are our conclusions regarding these major stakeholders of the ecosystem:

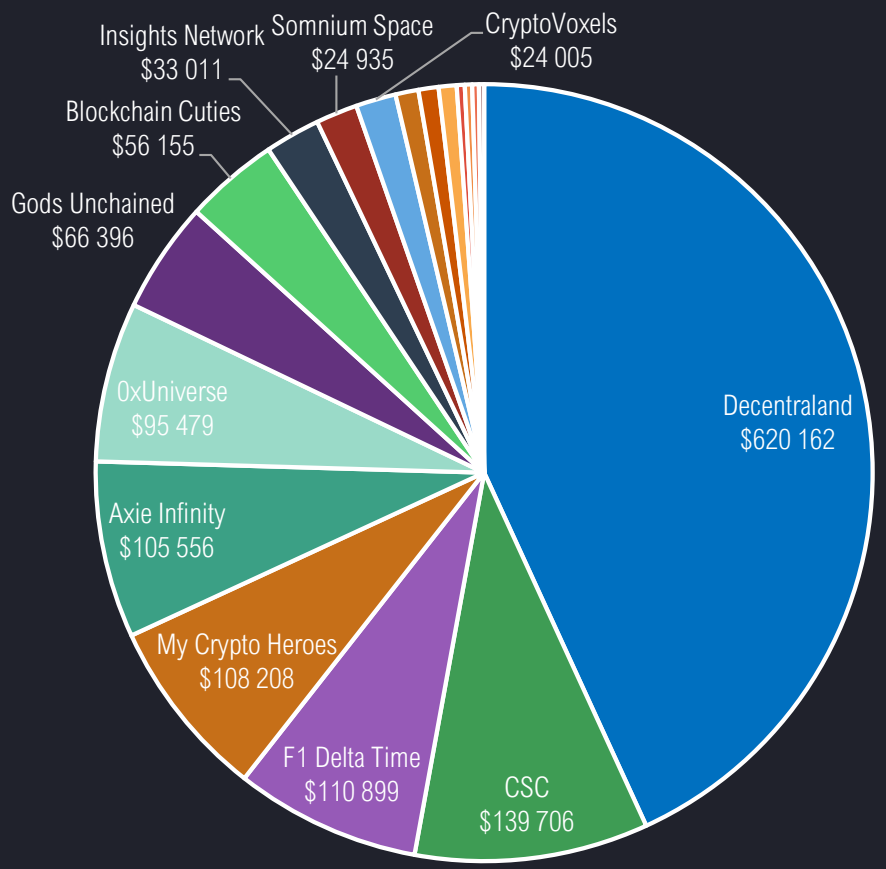
The 10 largest buyers alone spent more than $1,400,000 on NFT.

We have identified 3 typologies of Whales:

- The One-Project-Centric
  They are passionate about a single project that concentrates almost 100% of their investments. These actors are not or hardly active in other projects, and are not necessarily interested in the NFT ecosystem as a whole, but in the success of the project they support.

- The Major / Minor
  These Whales have an obvious interest in a project in which they acquired assets for very large sums. However, they also bought assets in other projects, which sometimes represent up to 10% of their total portfolio.

- The Diversified
  These players are probably very active in the NFT ecosystem, follow several projects in parallel, their portfolio is a reflection of this global interest in the NFT ecosystem. Some of them have assets in more than 10 different projects.



Top 2019 Sellers - Chart

Wallet Address	USD spent	Distribution per project
0xb98cdacd006b9d47c37ca63cc86f916ee23fc550	$200 570	$200 198
0xbd76cc8788d07b9547e0027947b21901fedbf087	$185 138	$180 620
0xf98ef509679b367270b5256f65d780295e446a16	$177 141	$8 930 $168 207
0x99a811e5c62add613975456292f836115aea0164	$176 377	$6 428 $165 837
0x8b51c1ba09ee33e7649cac62ccb6d0f410f5647a	$163 586	$160 086
0x2d891ed45c4c3eab978513df4b92a35cf131d2e2	$147 197	$147 168
0x5d43656a16e514cc2886592bf64893a5fc93553d	$136 926	$136 901
0xca9cbd376488dd77187e99864ba7ce1ff670cb69	$132 653	$132 653
0x721931508df2764fd4f70c53da646cb8aed16ace	$132 653	$5 732 $10 656 $97 288
0xd387a6e4e84a6c86bd90c158c6028a58cc8ac459	$113 439	$5 931 $23 973 $57 864 $10 706 $8 091

Autoglyphs
Axie Infinity
Battle Racers
Chainbreakers
CheezeWizards
Cryptokitties
Cryptopunks
CryptoVoxels
CSC
Decentraland
Etheremon
EtherGoo
Etherlegends
Gods Unchained
Kingdoms Beyond
MyThereum
Neon District
Somnium Space

Top 2019 Sellers - Analysis

The behavior of sellers is very different from that observed on buyers. Almost all of the 10 largest sellers are One-Project-Centric or very slightly diversified their sales portfolio.

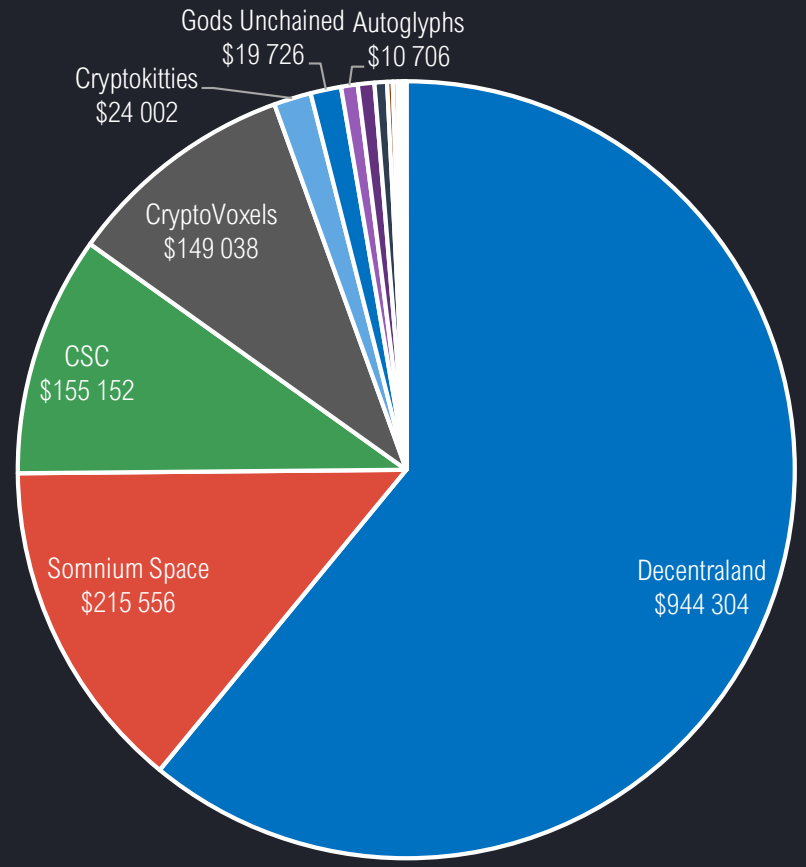
Our first conclusion is that sellers mainly focus on one project either because they want to settle their assets from this project to invest in another, or because they are in a logic of flipping these assets to make profit. This second approach requires very close market monitoring to identify deals and know the exact value of the asset.

Decentraland remains by far the project with the highest sales volumes, largely due to the NFT Money Maker community and the still high value of LANDs.

Only the last two have a truly diversified portfolio with more than 15 types of assets sold in 2019.

In total, the top 10 Sellers sold for more than $1,565,000 over the year.

Despite its large community, My Crypto Heroes is not one of the assets sold by these addresses. The first sellers of My Crypto Heroes assets were observed lower in the ranking, at places #12 ($92K of MCH assets sold), #19 ($76K of MCH), # 25 ($67K of MCH), and #27 ($12K MCH).



Top 2019 Flippers – Chart

Wallet Address	Profit	Distribution per project
0x721931508df2764fd4f70c53da646cb8aed16ace	$89 423	$90 068,94 / $10 465,23
0xd387a6e4e84a6c86bd90c158c6028a58cc8ac459	$83 289	$7 642,26 / $23 468,26 / $57 417,22 / $3 544,93
0xbd76cc8788d07b9547e0027947b21901fedbf087	$81 496	$77 065,32
0x99a811e5c62add613975456292f836115aea0164	$79 040	$83 824,74
0x5d43656a16e514cc2886592bf64893a5fc93553d	$40 261	$40 259,61
0xf8d8e8dca72d41aba3e24518194e9eaf03fdda86	$37 431	$37 430,65
0x0cf6cdb4d406179f12a15797869ac6bd941c2535	$37 100	$37 100,20
0x81e4fb0c64bf49f89b57f6648562fc9a791b2e92	$29 434	$32 806,79
0x8b51c1ba09ee33e7649cac62ccb6d0f410f5647a	$28 798	$39 940,16
0x7e1dcf785f0353bf657c38ab7865c1f184efe208	$28 568	$6 040,33 / $2 465,36 / $42 026,35

Autoglyphs
Axie Infinity
Battle Racers
Chainbreakers
Cryptokitties
CSC
Decentraland
Etheremon
Gods Unchained
My Crypto Heroes
Neon District

Top 2019 Flippers – Analysis

The only criteria to identify flippers was "*Any Ethereum Wallet with at least one sale and one purchase recorded in 2019*".

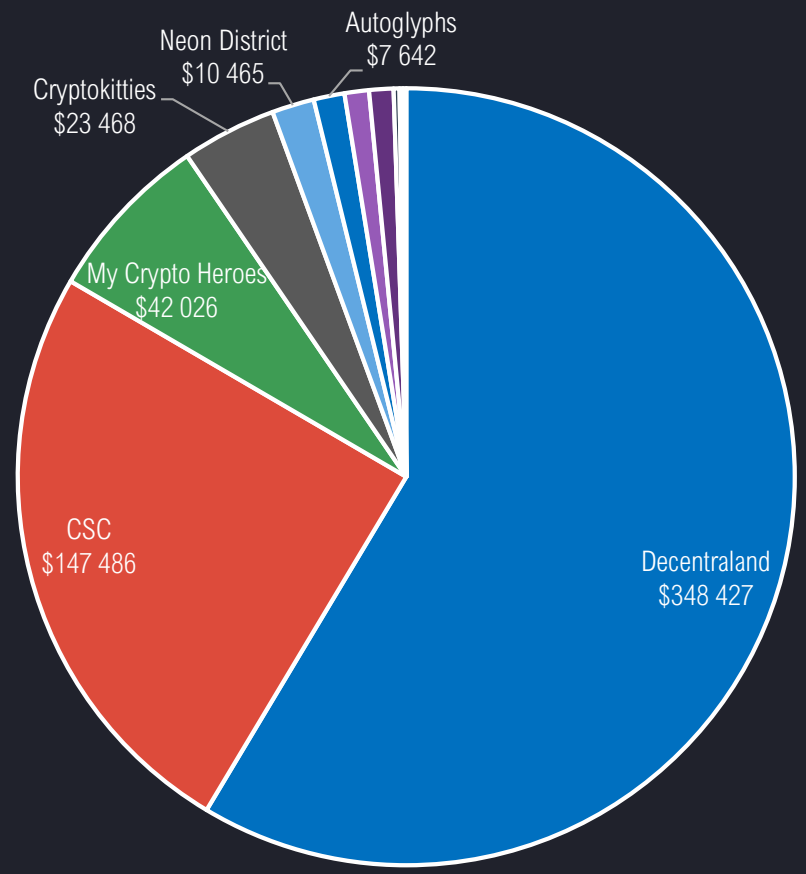
The graph presented in the previous slide shows exclusively the profits recorded by account and by project. Though, the overall balance (Profit Column) reports on all Wallet activity for all projects combined (investments in a project, HODL, Flip, etc.) even if they have not made profit on this project for now.

To illustrate: Wallets #1 and #9 have both purchased over $10,000 worth of assets in Gods Unchained, but have not generated profit on this project, so it impacts negatively their overall balance.

The 10 Top Flipper Wallets that generated the most profits via NFT Trading generated more than $534,000 in 2019.

Decentraland remains the favorite playground of the NFT Speculators, but here we also observe a gradual diversification of the activity towards other projects (CSC, Cryptokitties, Gods Unchained, Etheremon, ...)

This typology of users is often focused on a limited number of projects (3/4 maximum).



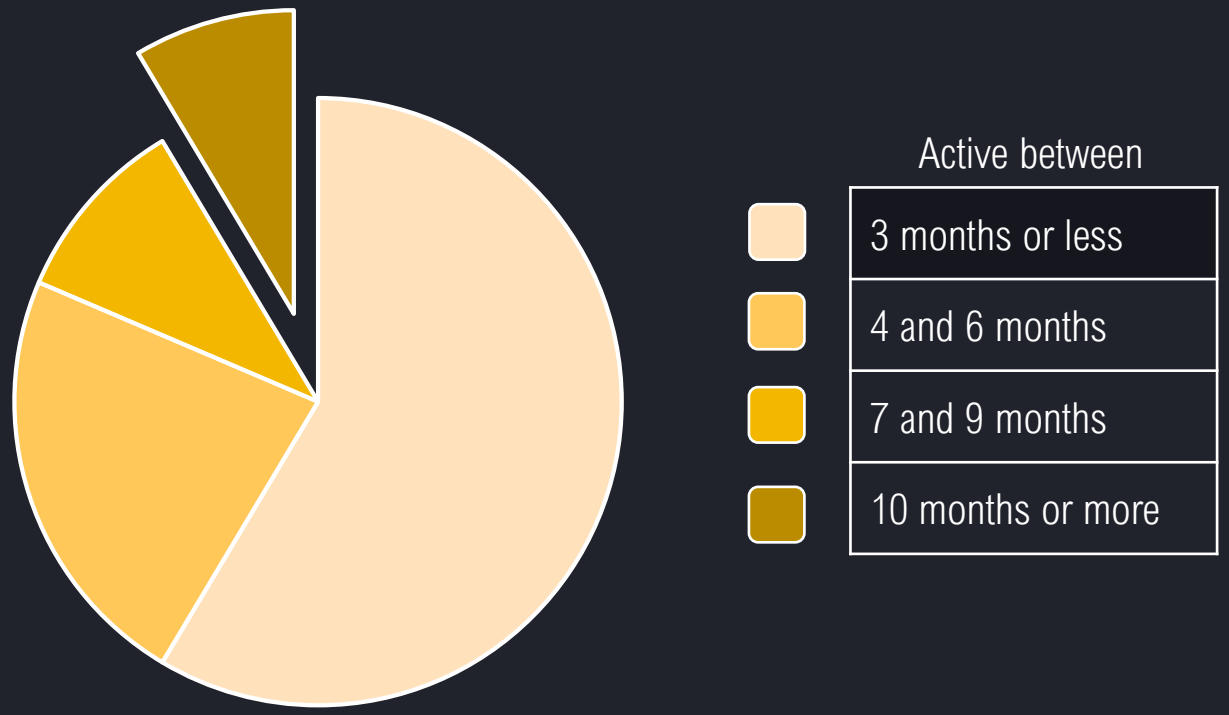
USERS AND **COMMUNITIES**

Project Retention Rate

The retention rate of a project is a metric that gives a clear vision of a community fidelity. The more players connect regularly, the higher the retention rate.

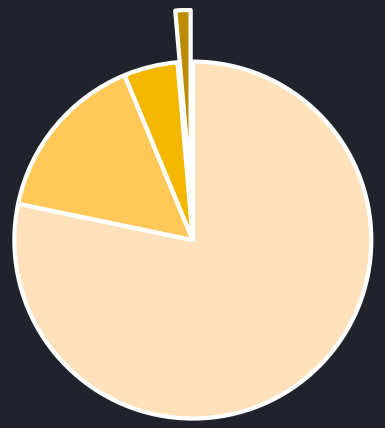
We analyze here the number and percentage of players in each project according to their frequency of connection to the project over a period of one year.

It is important to note that the months are not necessarily consecutive. This is the total number of months (consecutive or not) in which the user interacted with the project.



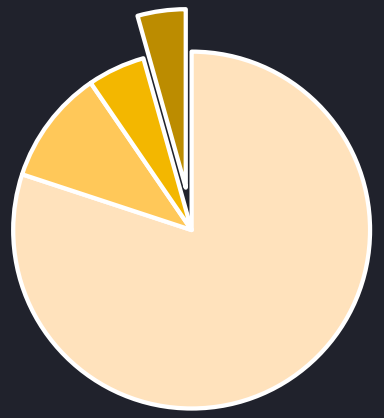
Retention Rate per Project [1 / 4]

0x Universe



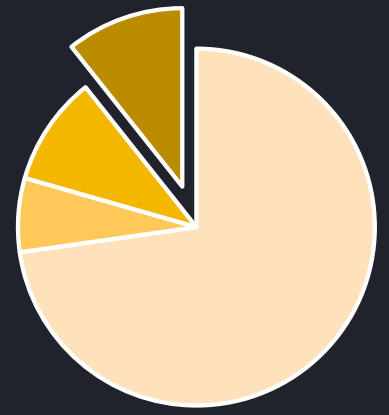
Active between	# of users	% of users
3 months or less	11 238	77.37%
4 and 6 months	2 225	15.32%
7 and 9 months	700	4.82%
10 months or more	197	1.36%

Axie Infinity



Active between	# of users	% of users
3 months or less	2 168	80.06%
4 and 6 months	281	10.38%
7 and 9 months	141	5.21%
10 months or more	118	4.36%

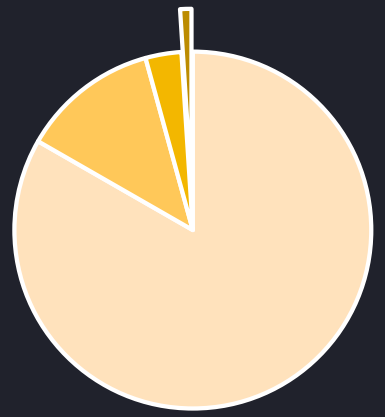
Blockchain Cuties



Active between	# of users	% of users
3 months or less	3 696	73.09%
4 and 6 months	340	6.72%
7 and 9 months	503	9.95%
10 months or more	542	10.72%

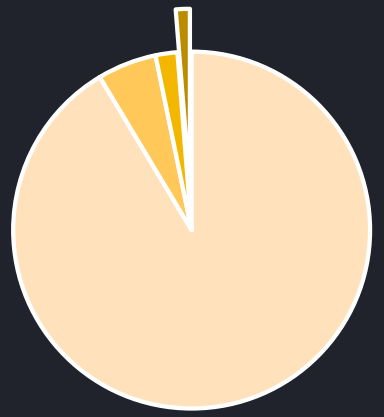
Retention Rate per Project [2 / 4]

Crypto Space Commander



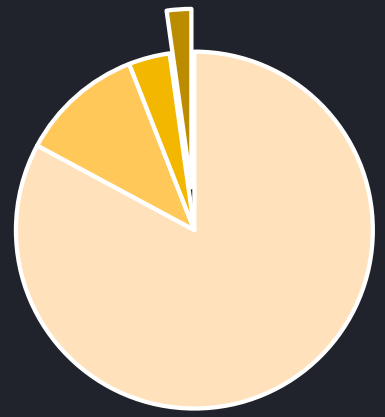
Active between	# of users	% of users
3 months or less	897	83.29%
4 and 6 months	134	12.44%
7 and 9 months	35	3.25%
10 months or more	11	1.02%

Cryptokitties



Active between	# of users	% of users
3 months or less	14 812	90.82%
4 and 6 months	868	5.32%
7 and 9 months	320	1.96%
10 months or more	206	1.26%

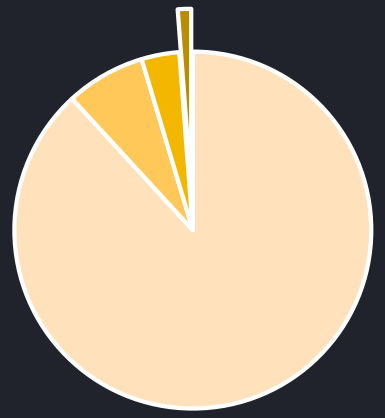
Decentraland



Active between	# of users	% of users
3 months or less	1 976	82.85%
4 and 6 months	267	11.19%
7 and 9 months	89	3.73%
110 months or more	53	2.22%

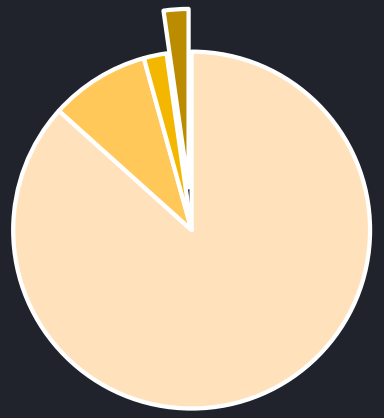
Retention Rate per Project [3 / 4]

Etheremon



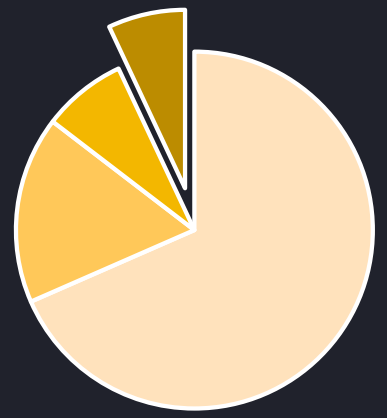
Active between	# of users	% of users
3 months or less	3 713	88.26%
4 and 6 months	303	7.2%
7 and 9 months	144	3.42%
10 months or more	51	1.21%

Gods Unchained



Active between	# of users	% of users
3 months or less	7 132	86.97%
4 and 6 months	744	9.07%
7 and 9 months	170	2.07%
10 months or more	185	2.26%

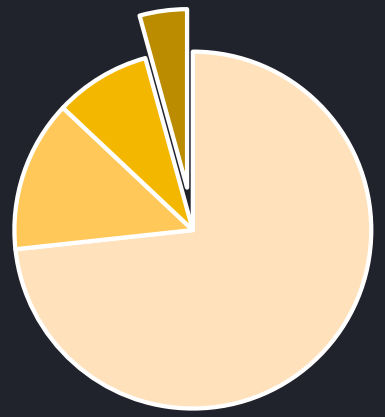
MegaCryptoPolis



Active between	# of users	% of users
3 months or less	1 097	68.43%
4 and 6 months	272	16.97%
7 and 9 months	122	7.61%
10 months or more	112	6.99%

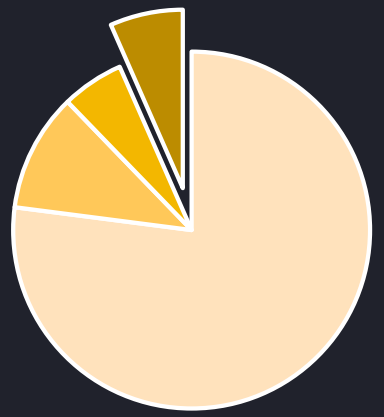
Retention Rate per Project [4 / 4]

MLB Champions



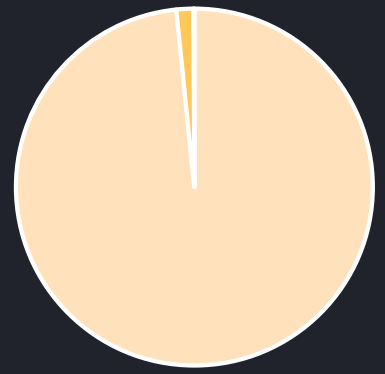
Active between	# of users	% of users
3 months or less	683	73.28%
4 and 6 months	128	13.73%
7 and 9 months	81	8.69%
10 months or more	40	4.29%

My Crypto Heroes



Active between	# of users	% of users
3 months or less	17 445	77.13%
4 and 6 months	2 428	10.74%
7 and 9 months	1 275	5.64%
10 months or more	1 495	6.61%

Neon District



Active between	# of users	% of users
3 months or less	1 333	98.38%
4 and 6 months	21	1.55%
7 and 9 months	1	0.07%
10 months or more	0	0.00%

PROJECTS ASSETS
VALUE AND LIQUIDITY

What is the asset liquidity?

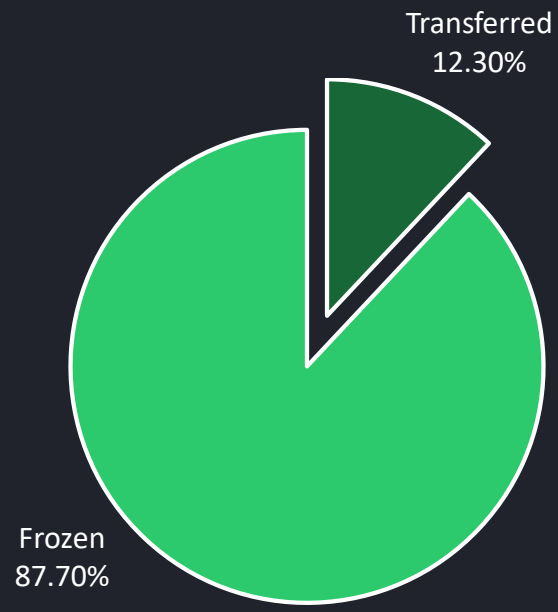
Traded or Frozen? What does that mean? Why is it relevant?

The indicator presented on these slides give a global overview of the assets liquidity for each project. The asset liquidity is displayed for 2018 and 2019 as a comparison.

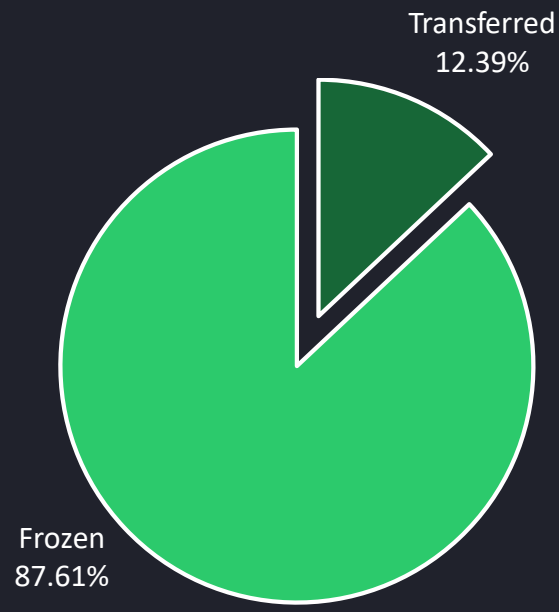
We are convinced that the assets liquidity of a project is a major metric to monitor the health and the global market of any project.

Nethertheless, it is not necessarily an indicator of the community engagement nor of the quality of the experience proposed by the project.

It is key distinguish the indicators of a good User Experience (Retention Rate for example) from indicators of the economic health of a market (like asset liquidity).

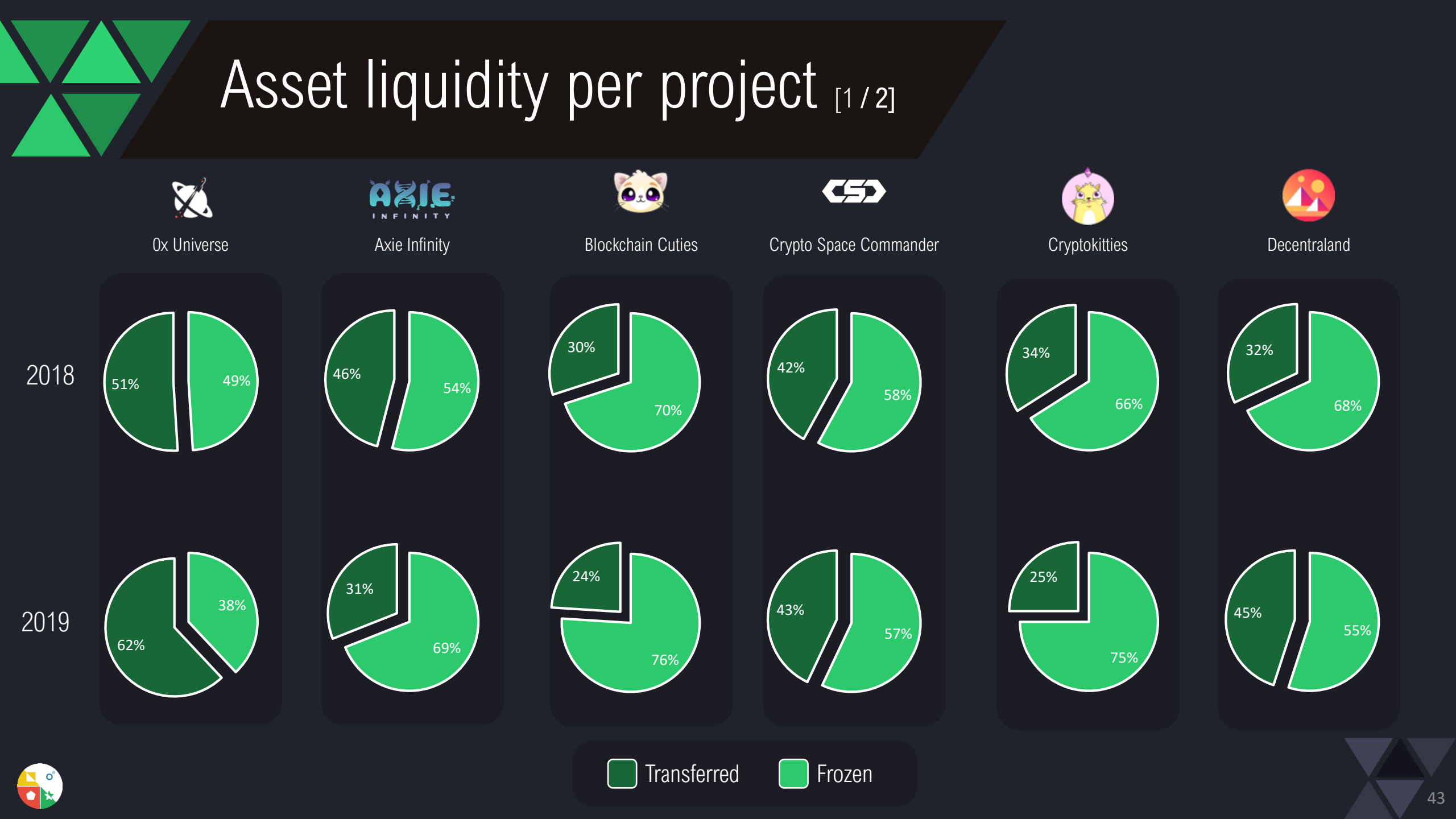


2018

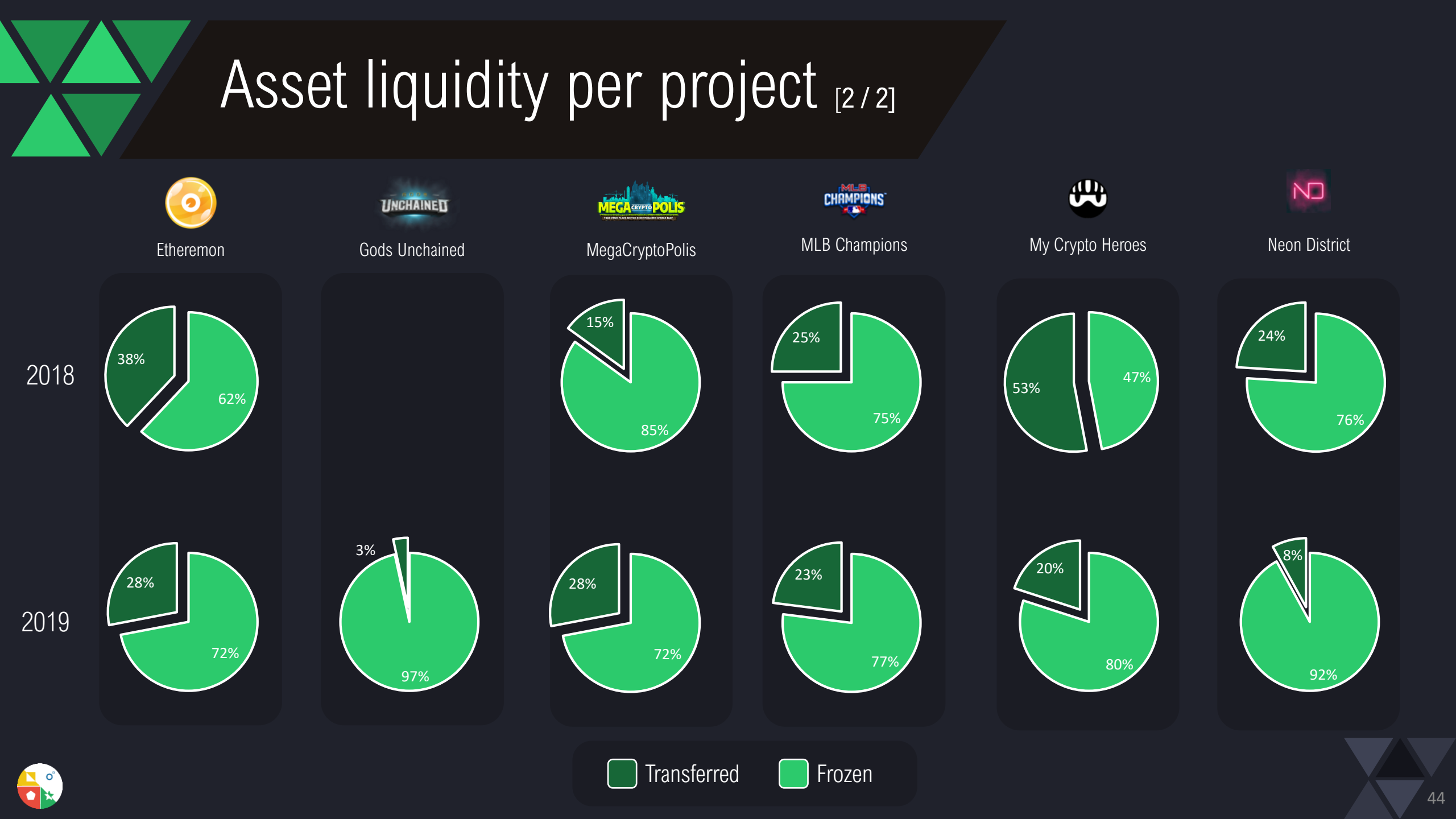


2019

Asset liquidity per project [1 / 2]



Asset liquidity per project [2 / 2]



Projects assets price evolution

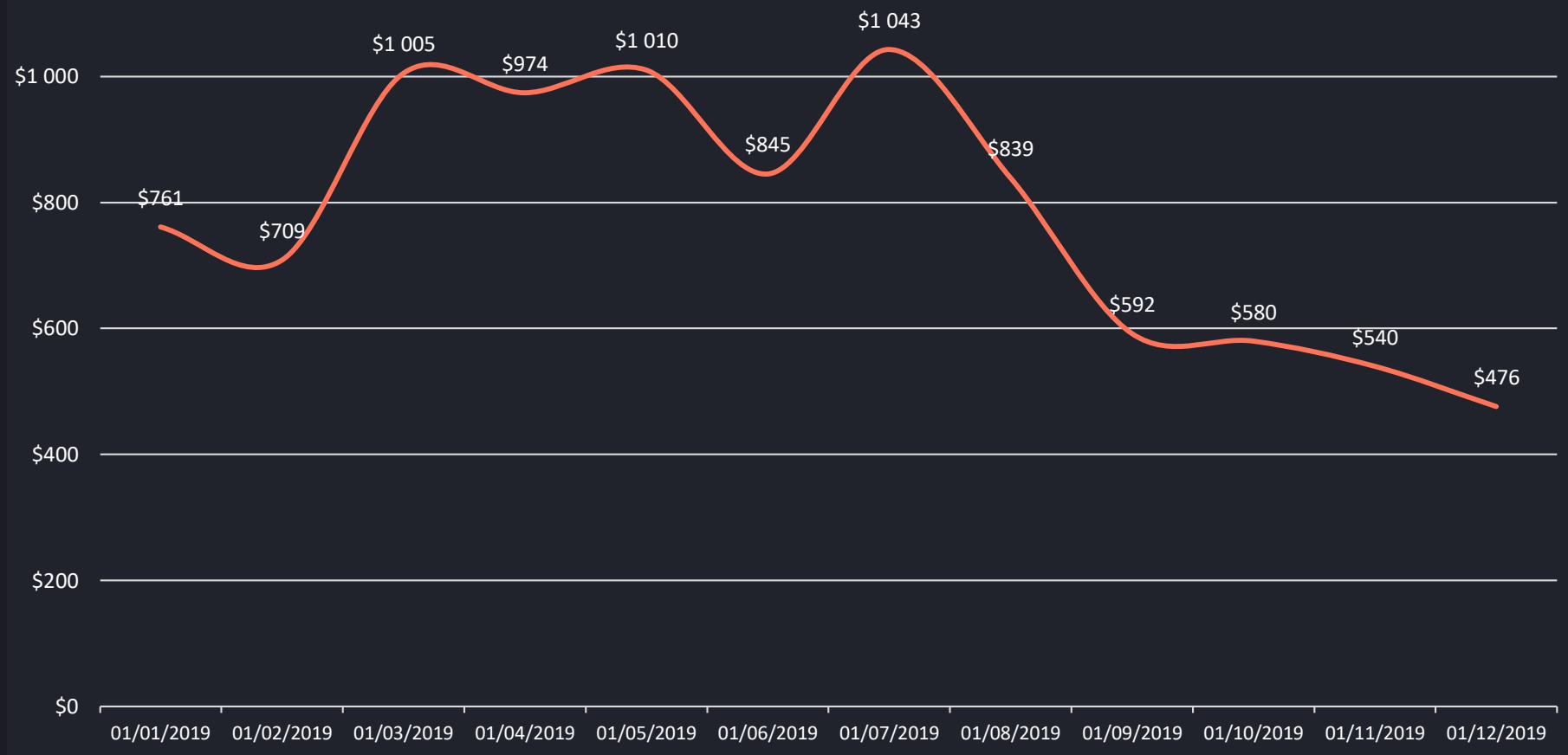
(Decentraland - LAND)

The average asset value of a project is an interesting indicator of the market's traction towards this project.

Note that Decentraland was presented on a separate chart due to the high value of the LANDs, and for reasons of readability of the other charts.

The projects whose assets have gained the most value during the year are:

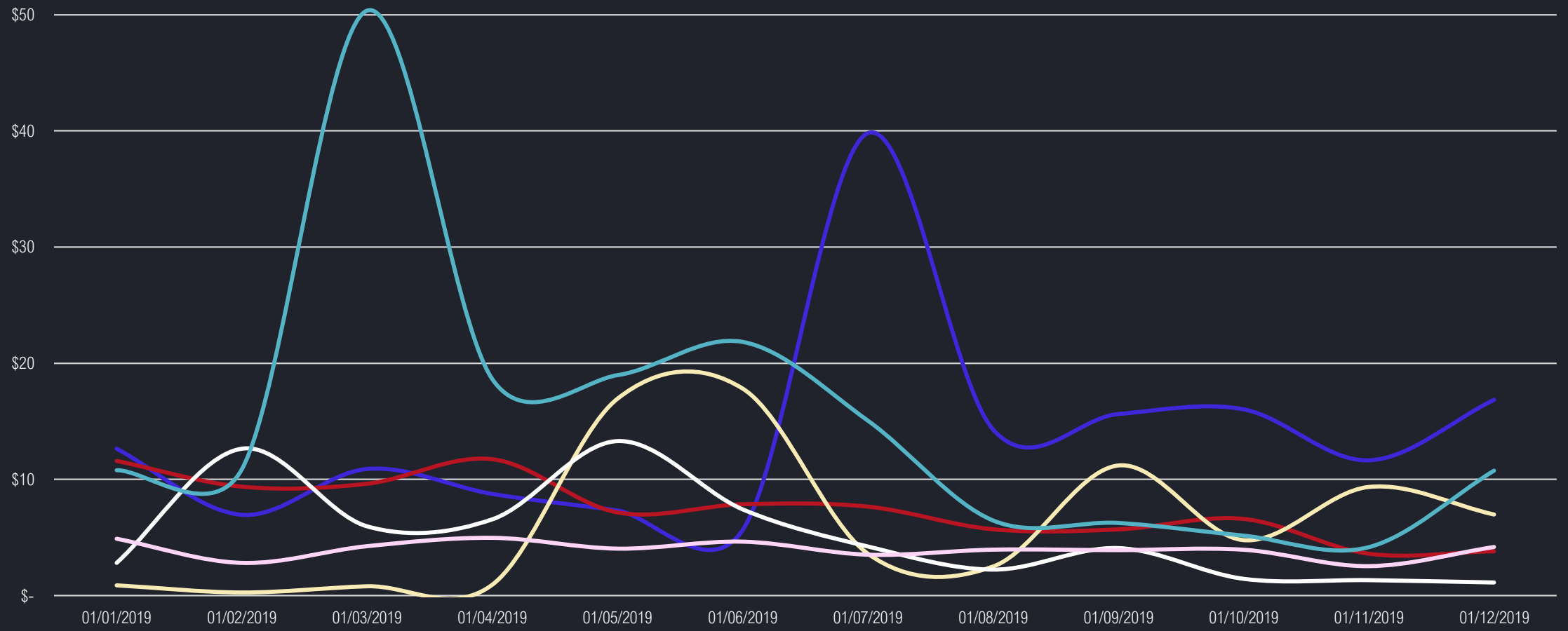
- Cryptovoxels
- Known Origin
- Cryptopunks



Decentraland (LAND)

Projects assets price evolution

(Value between $1 and $50)



Known Origin

MLB Champions

Blockchain Cuties

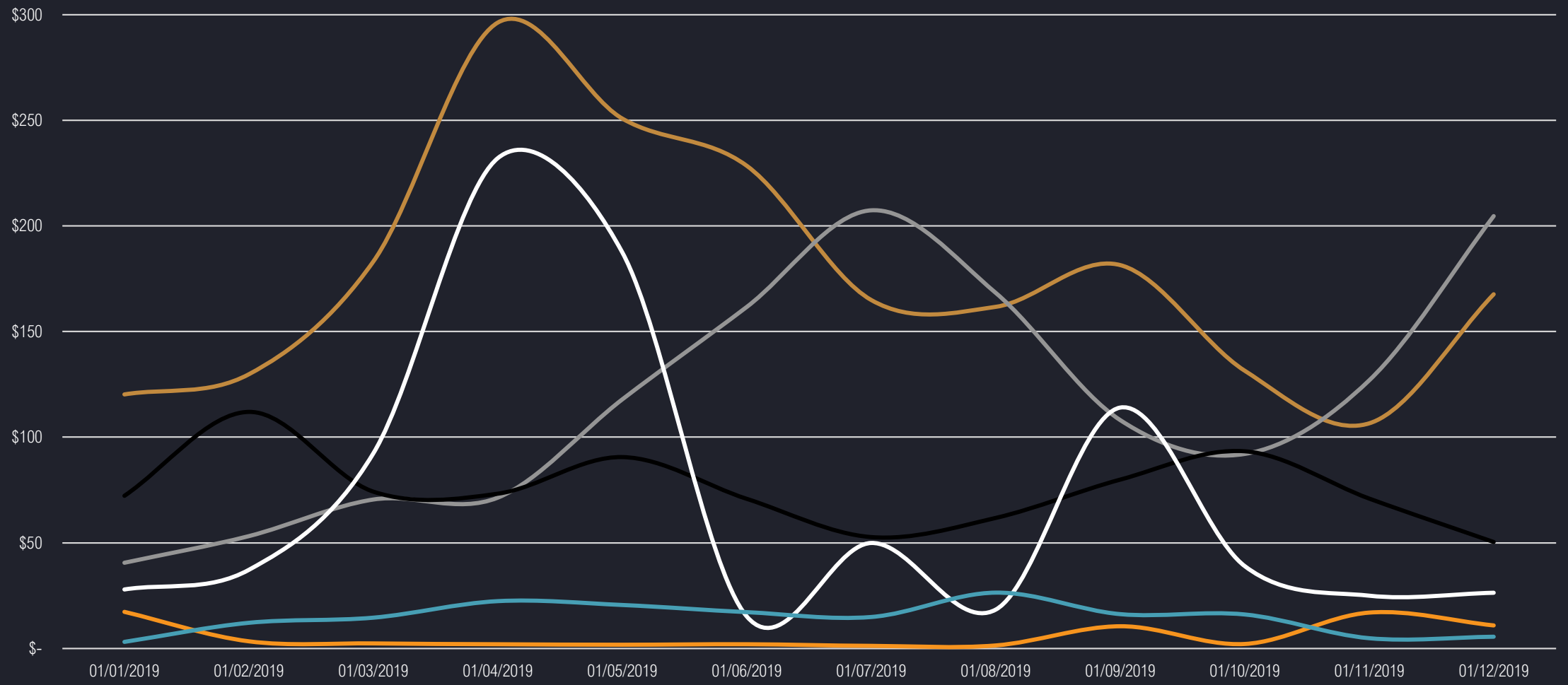
0xUniverse

Axie Infinity

Cryptokitties

Projects assets price evolution

(Value between $50 and $300)



CryptoPunks CryptoVoxels My Crypto Heroes Crypto Space Commander Etheremon Gods Unchained

PROJECTS
PENETRATION RATE

What is the Penetration Rate?

The market penetration of a project represents the percentage of players / users from the whole community who play or use this application.

In 2019 we identified an average of 21,342 NFT users per month.

Thus, the penetration rate of an hypothetic game with an average of 2,134 players, would be 10% ($\frac{2\ 134}{21\ 342} * 100 = 10\%$).

In order to give the best visibility on the penetration rate of the different projects, we have chosen to present it on an annual and monthly basis - the static view and the evolution of the rate over time provide complimentary reading keys.

We strongly believe that this new indicator will provide a great overview on the development potential of NFT projects within the existing community.

Penetration Rates – Yearly Average

My Crypto Heroes

25.87%

0xUniverse

13.88%

Cryptokitties

10.96%

OpenSea

8.41%

Gods Unchained

6.62%

Ethereum Name Service

6.02%

Blockchain Cuties

5.98%

Etheremon

3.07%

Axie Infinity

2.71%

CryptoInk

2.12%

Decentraland

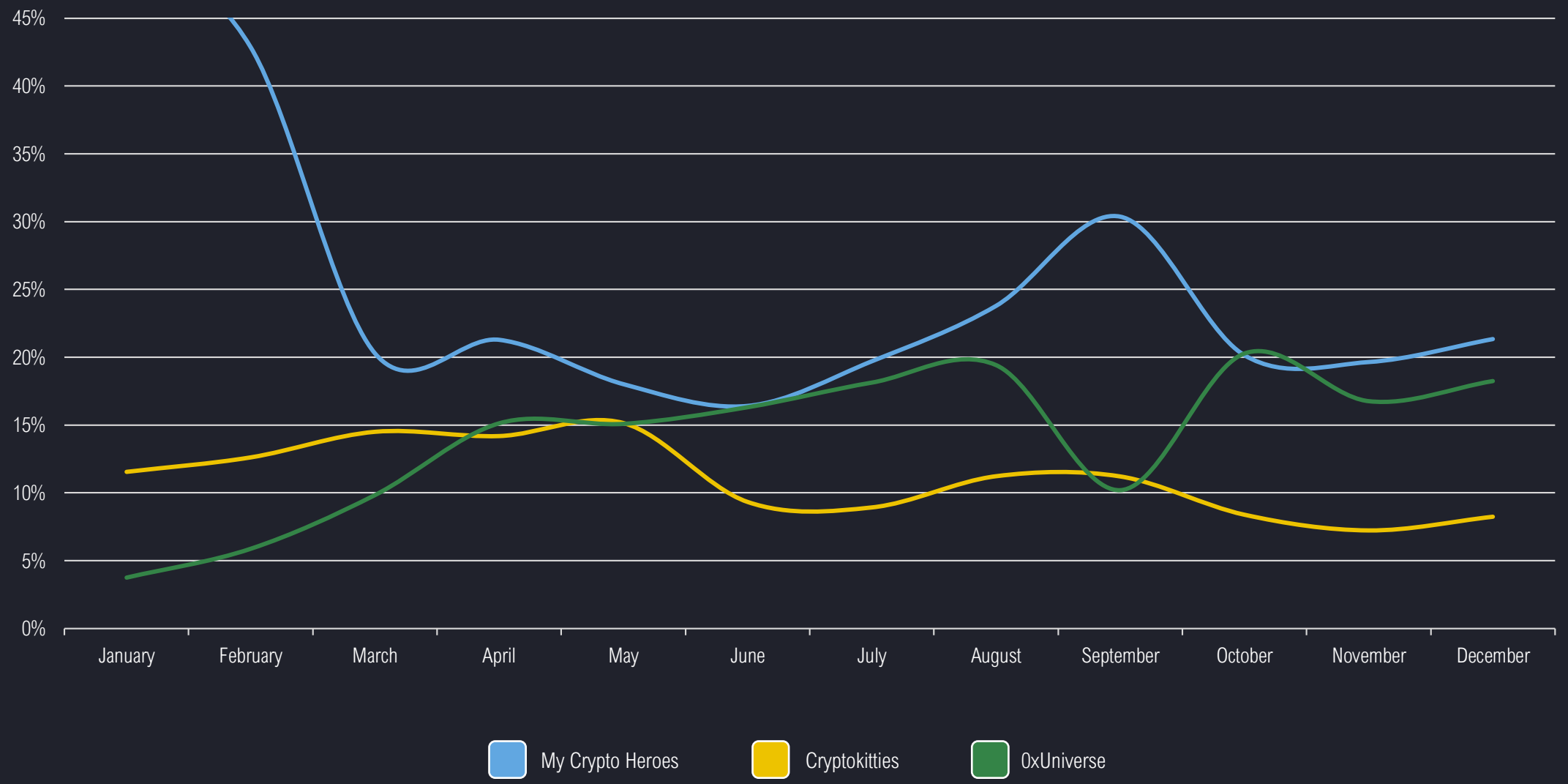
2.10%

MegaCryptoPolis

2.04%

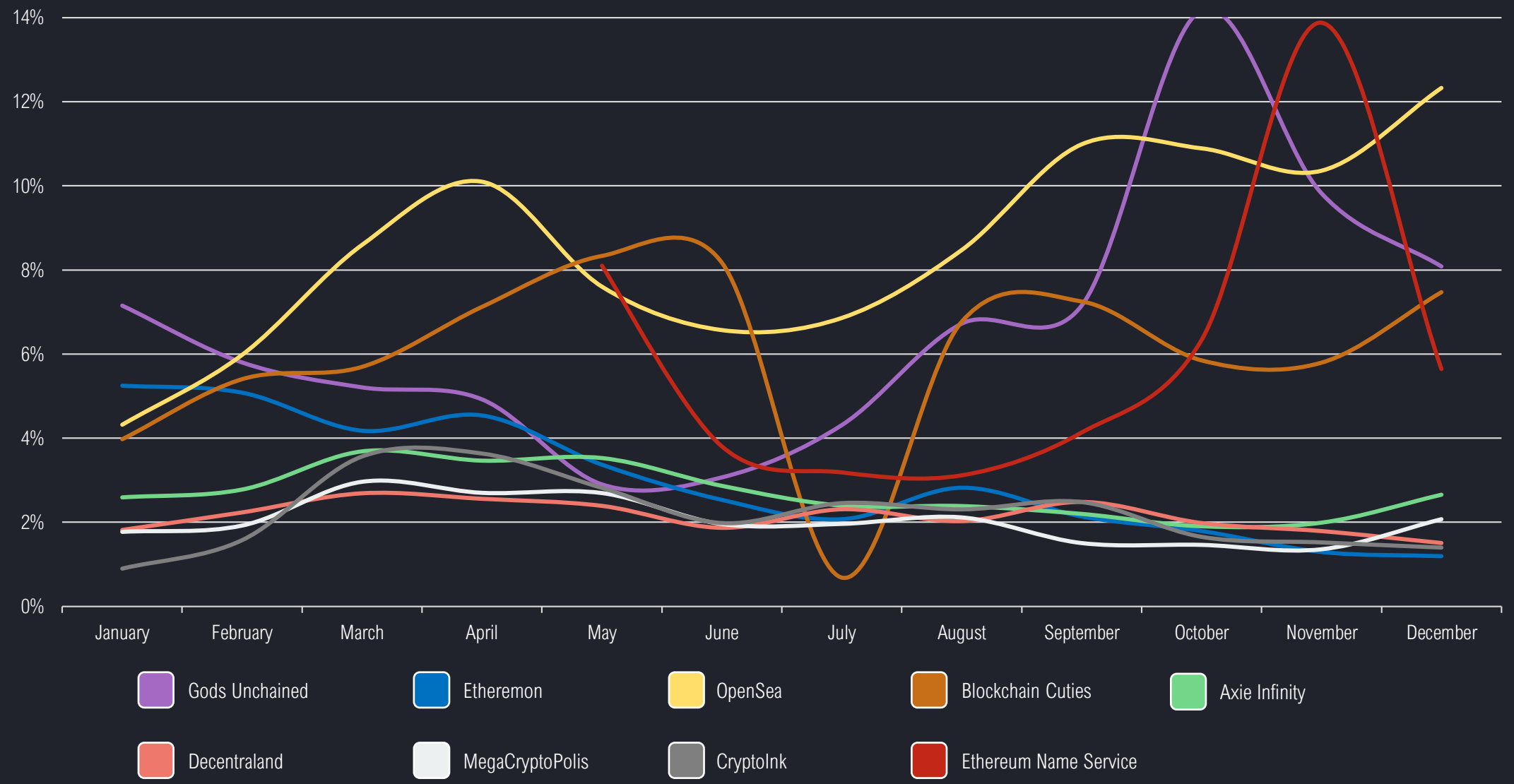
Penetration Rates [1 / 2]

(Between 10% and 50%)



Penetration Rates [2 / 2]

(Between 0% and 14%)



ALL YOU NEED TO KNOW
ABOUT NFT PROJECTS

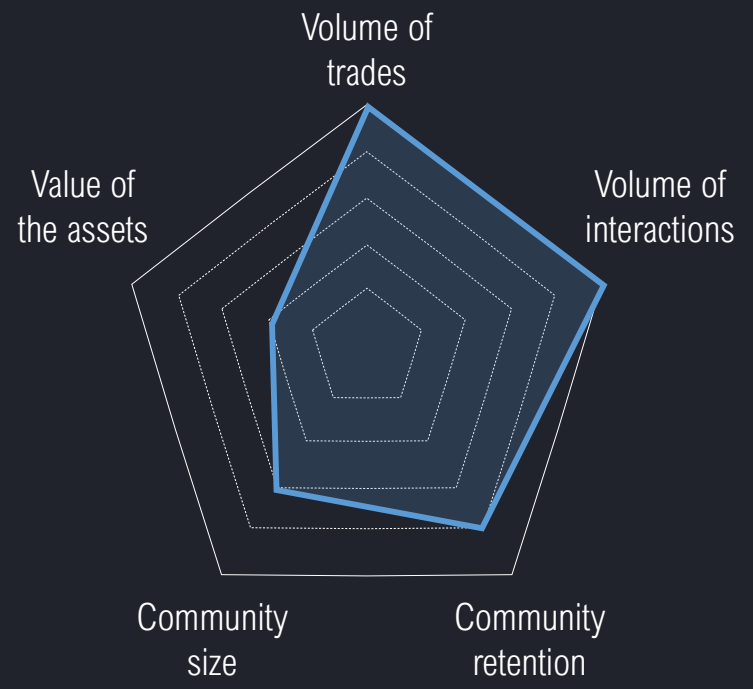
What are « NFT IDs »?

The NFT IDs are a new and exclusive piece of the NFT Yearly Report 2019. We imagined this visual representation to combine in the most effective and readable way a wide variety of indicators.

Each project has its own ID, and each ID is composed of metrics of economic health of the market, global activity, and around the fidelity and the size of the community.
Whether you are looking for a project in which to invest, or the most active game in the ecosystem, you have all the cards in hand with these IDs to identify the project you need.

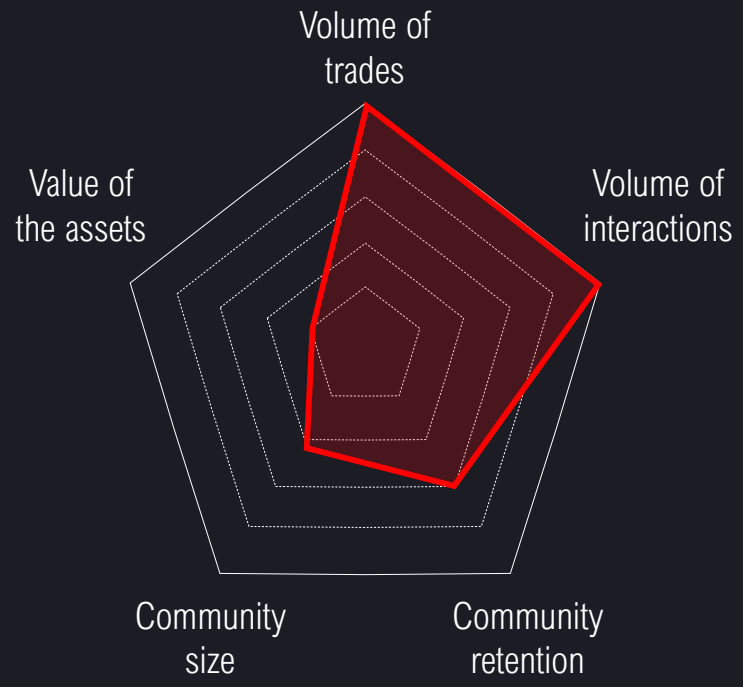
Our goal at NonFungible.com has always been to offer you the most relevant metrics and tools to help you better understand the ecosystem. We quickly realized that the historical indicators (Transaction Volume, Active Addresses and USD traded) were no longer sufficient to report on the health of a project.

We believe that NFT IDs are the most complete and effective tool to monitore the performance of an NFT project.

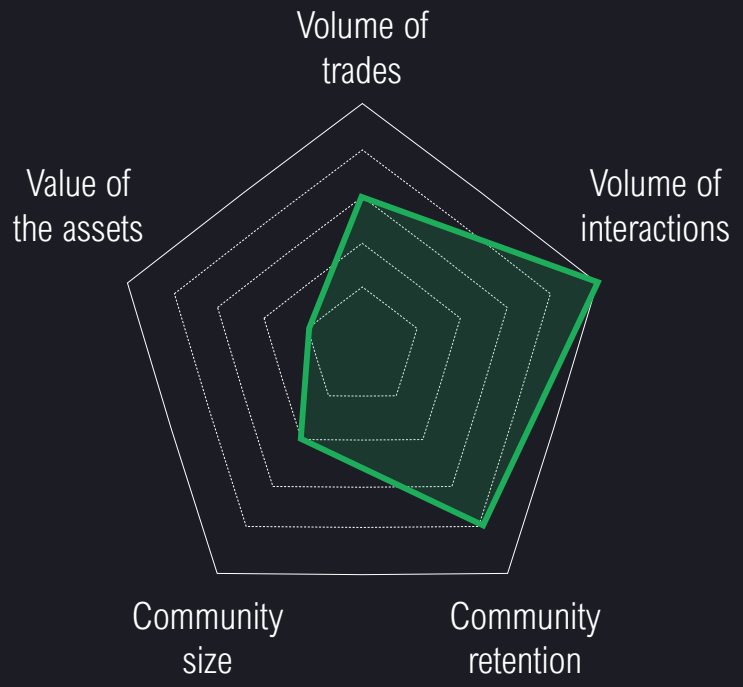


NFT IDs [1 / 5]

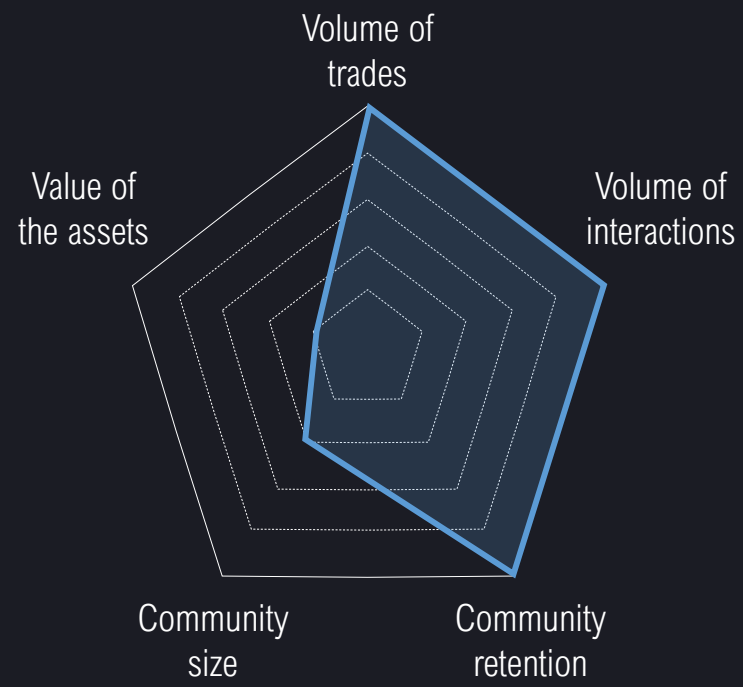
0xUniverse



Axie Infinity

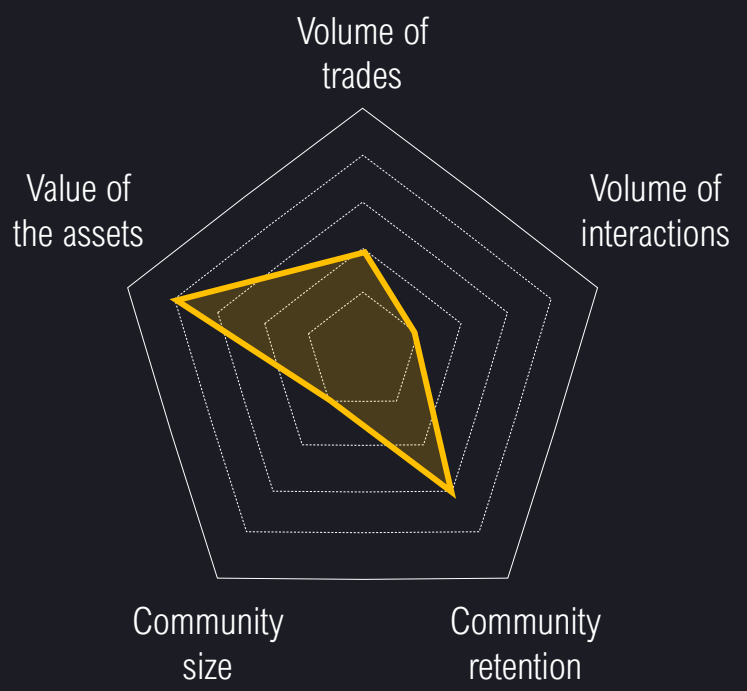


Blockchain Cuties

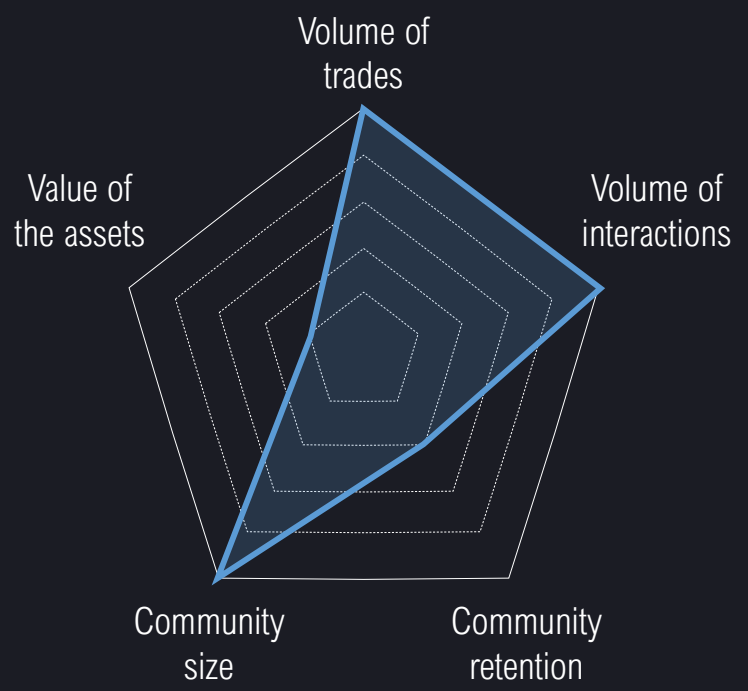


NFT IDs [2 / 5]

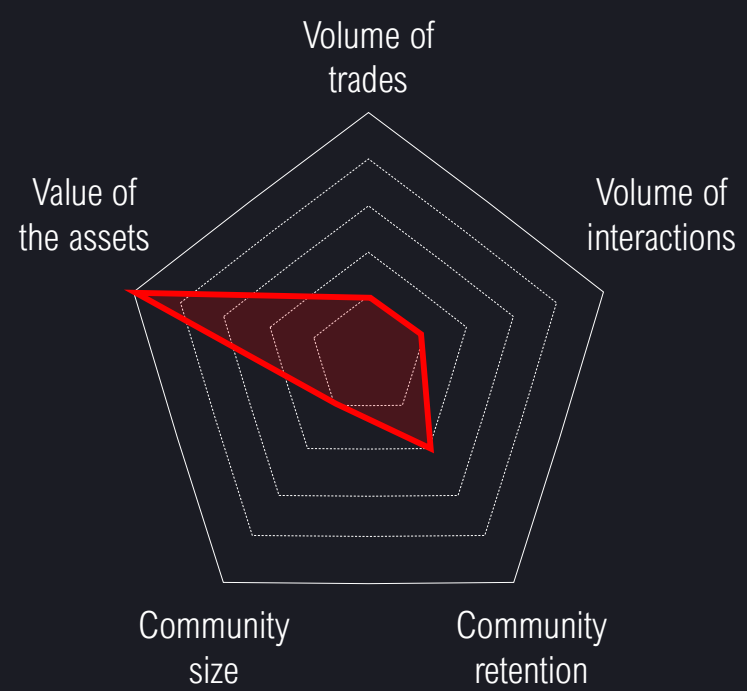
Crypto Space Commander



Cryptokitties

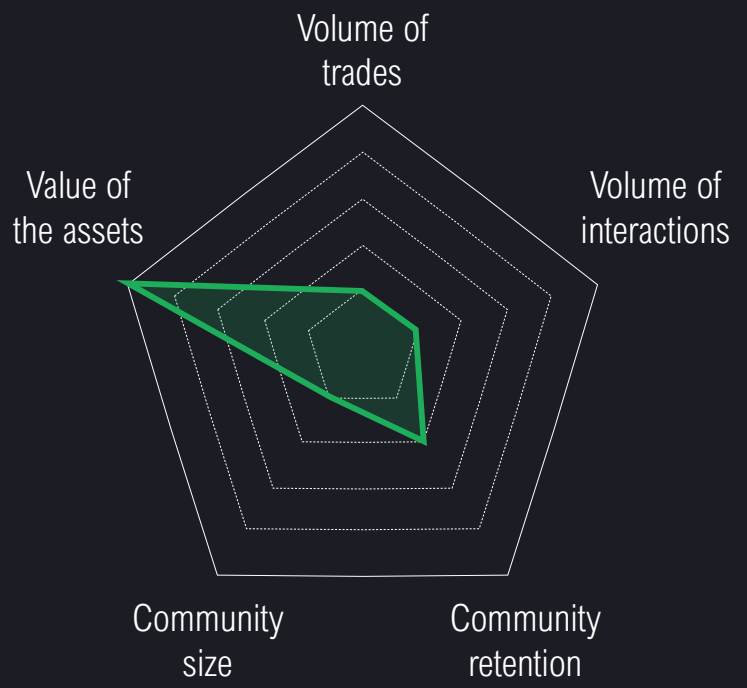


CryptoPunks

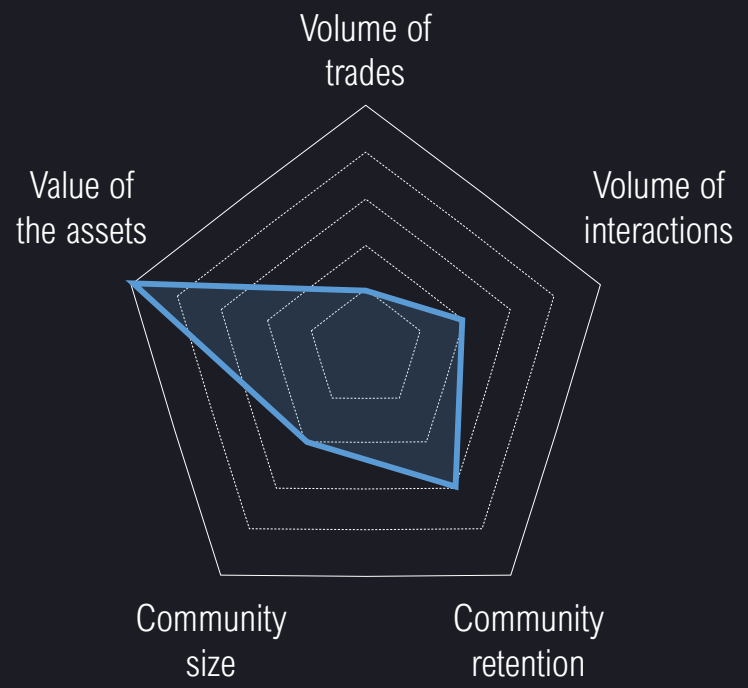


NFT IDs [3 / 5]

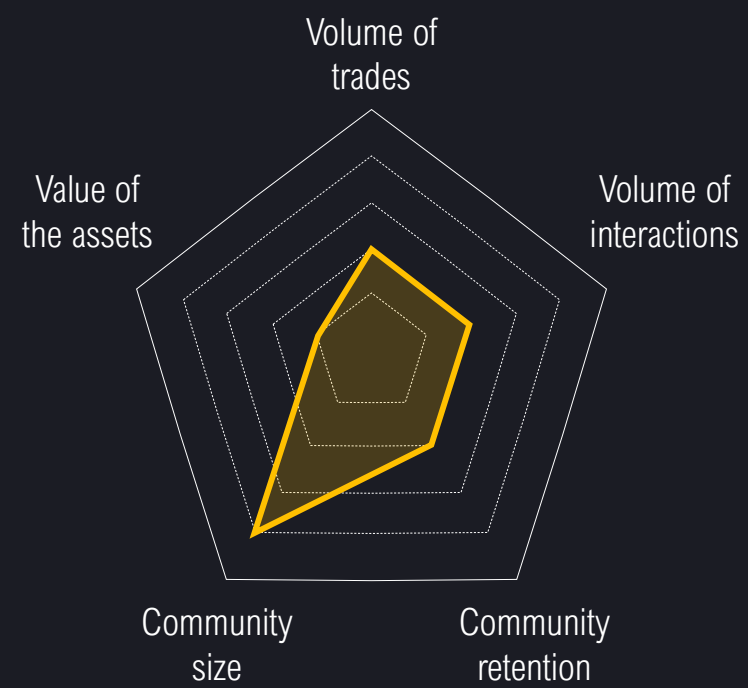
CryptoVoxels



Decentraland

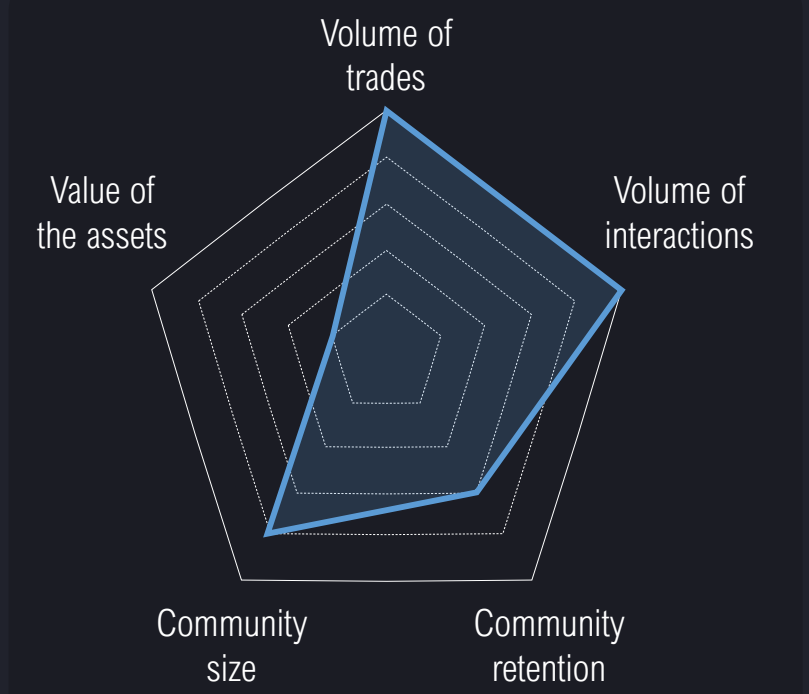


Etheremon

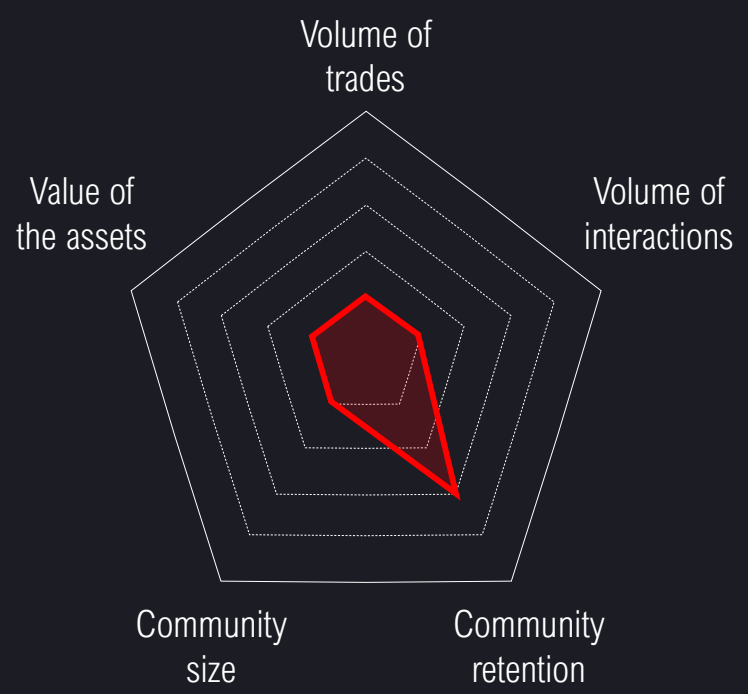


NFT IDs [4 / 5]

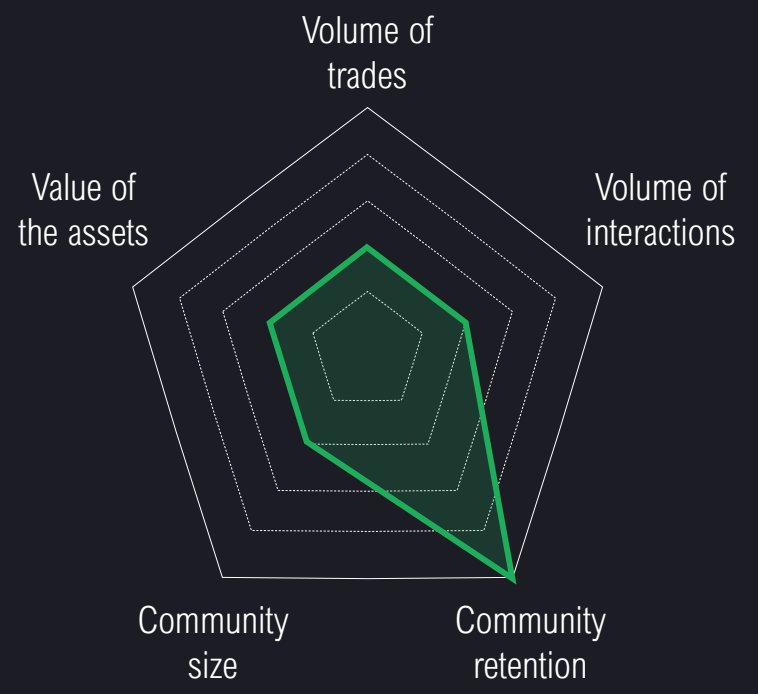
Gods Unchained



Known Origin

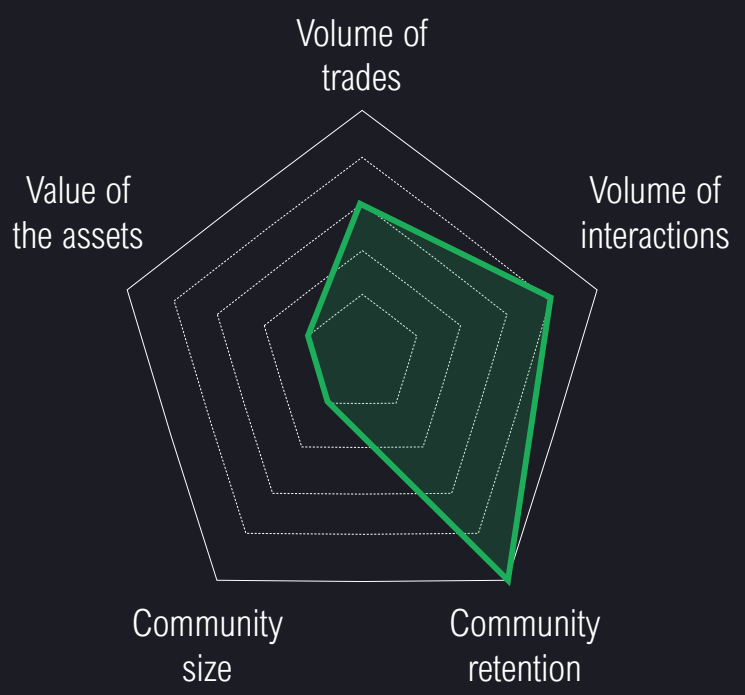


MegaCryptoPolis

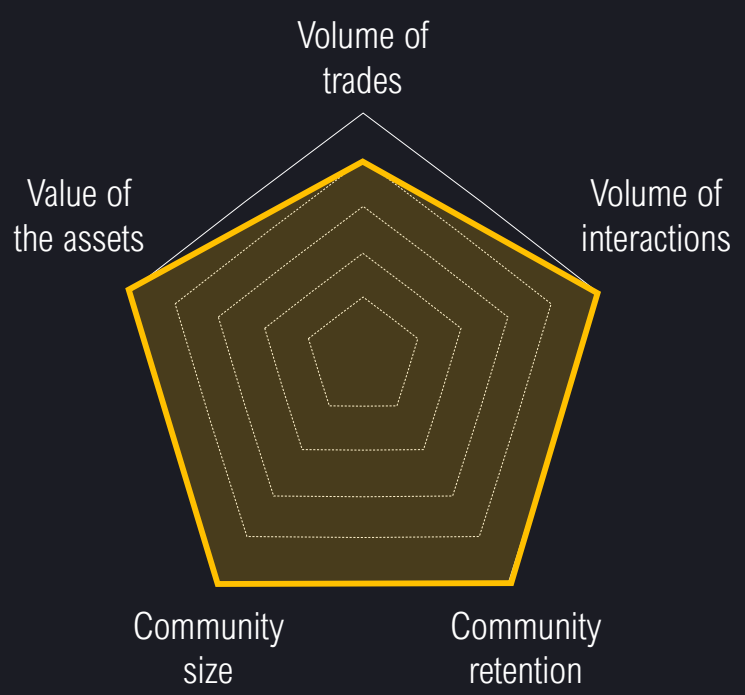


NFT IDs [5 / 5]

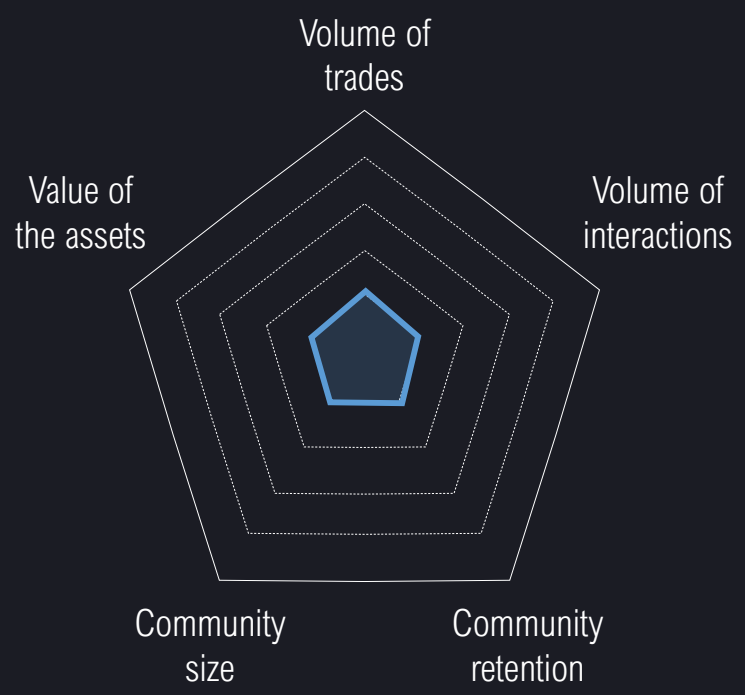
MLB Champions



My Crypto Heroes



Neon District



THANK YOU

AND SEE YOU THIS YEAR

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https://discord.gg/pUv8kd7