

# NON-FUNGIBLE TOKENS YEARLY REPORT

# 2019

BROUGHT TO YOU BY



Blockchain  
Group



NFT <sup>NYC</sup>

THE  
SANDBOX



stryking.io



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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 Zappingier*



# 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.



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,...)



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



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



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 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 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.



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



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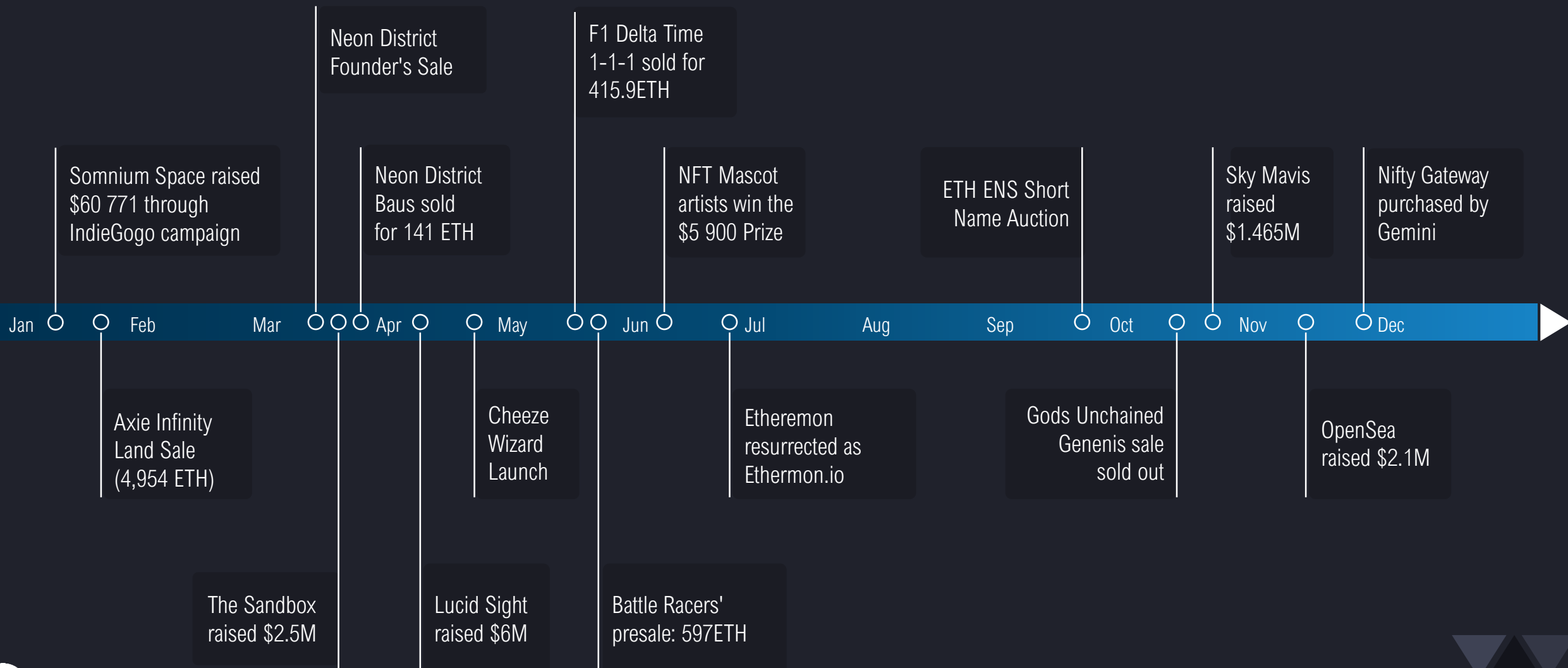




# MAJOR MILESTONES



# Events & milestones of the year



# Technical milestones

March 25<sup>th</sup>

[NEO adds support for NFT](#)

May 4<sup>th</sup>

[Ethereum Name Service becomes ERC721 compatible](#)

May 7<sup>th</sup>

[EOS dGoods v1](#)

August 26<sup>th</sup>

[Cosmos adds an NFT module](#)

November

GodsUnchained transferred more than 13MM\* NFT

April 23<sup>rd</sup>

[Oxcert Framework supports cross-chain ERC721 with Wanchain](#)

May 5<sup>th</sup>

[VeChain VIP-181 NFT standard accepted](#)

June 17<sup>th</sup>

[ERC1155 Multi-Token Standard Final Status](#)

October 10<sup>th</sup>

[Phantasma Chain Adds Support for NFT](#)



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

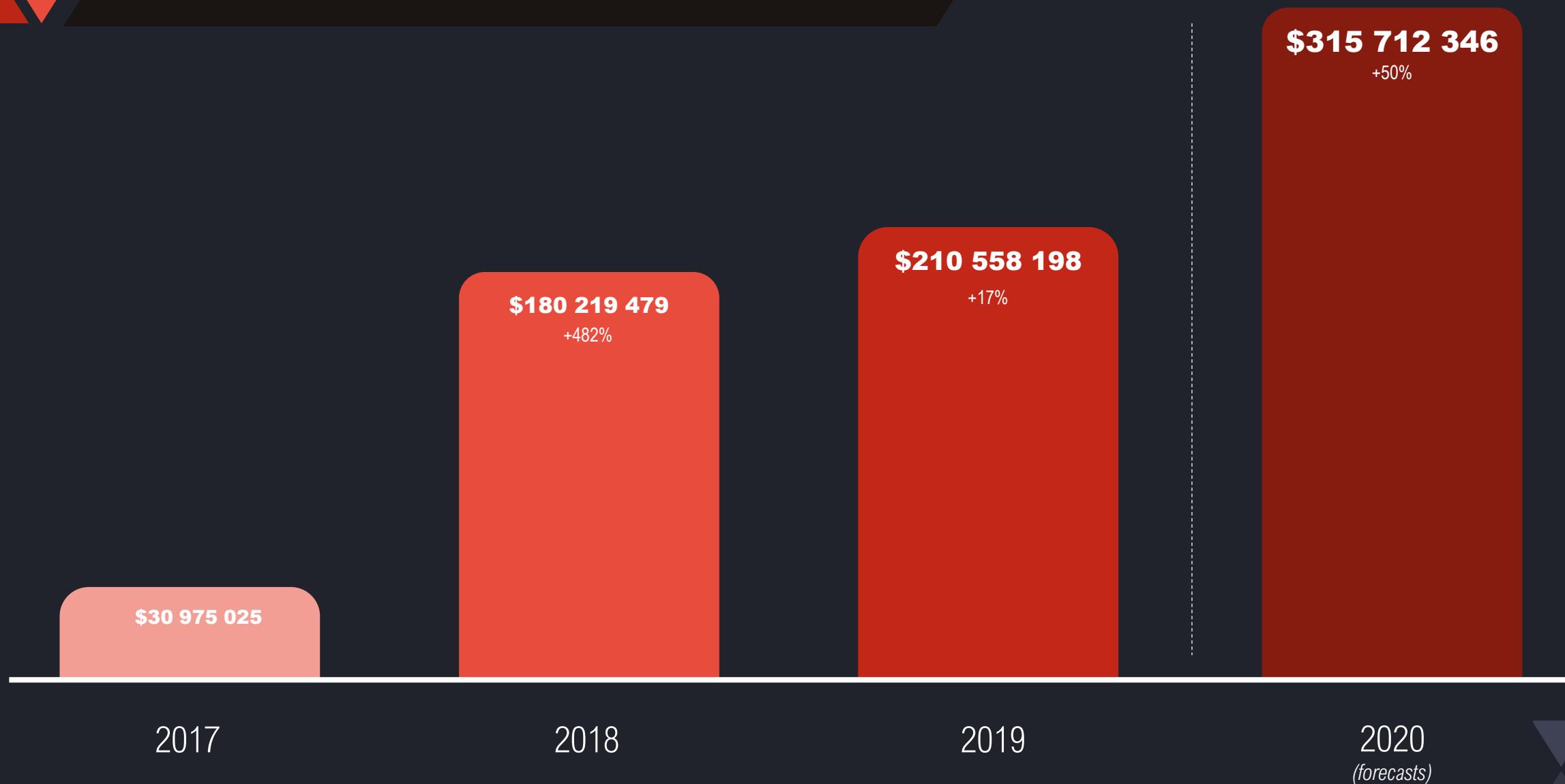


# GLOBAL TRENDS

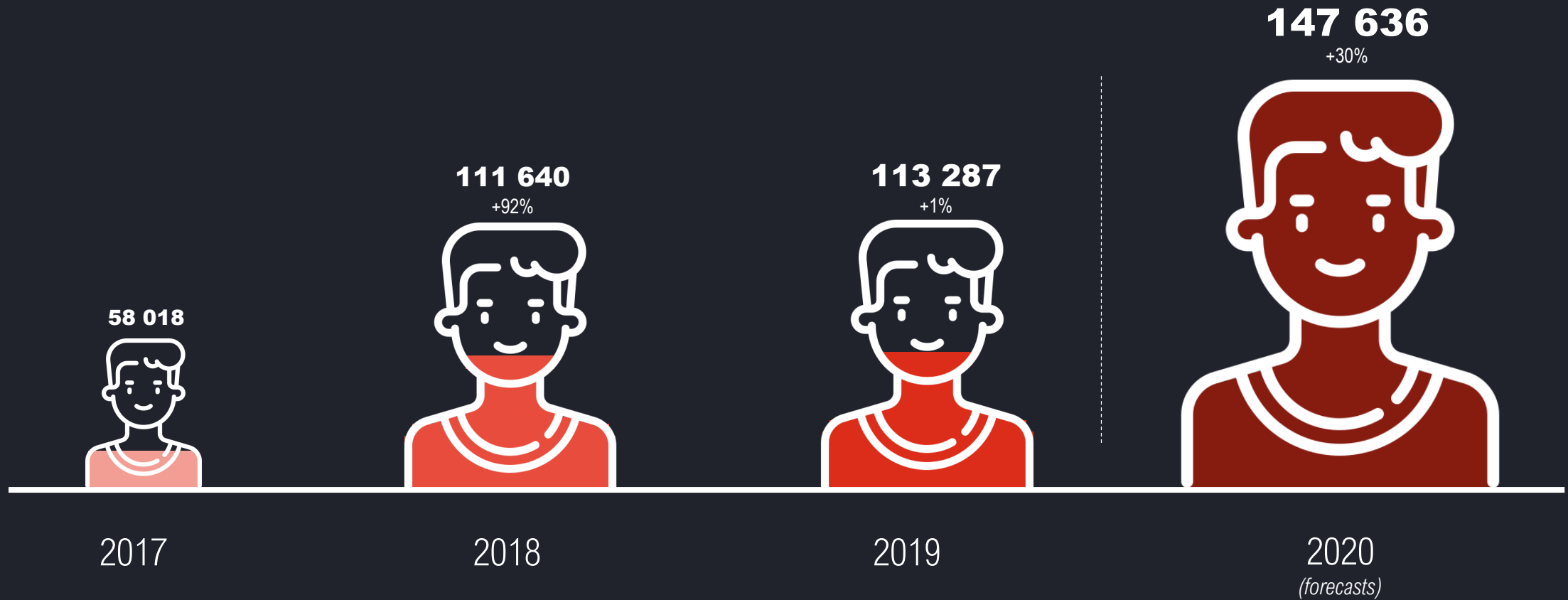




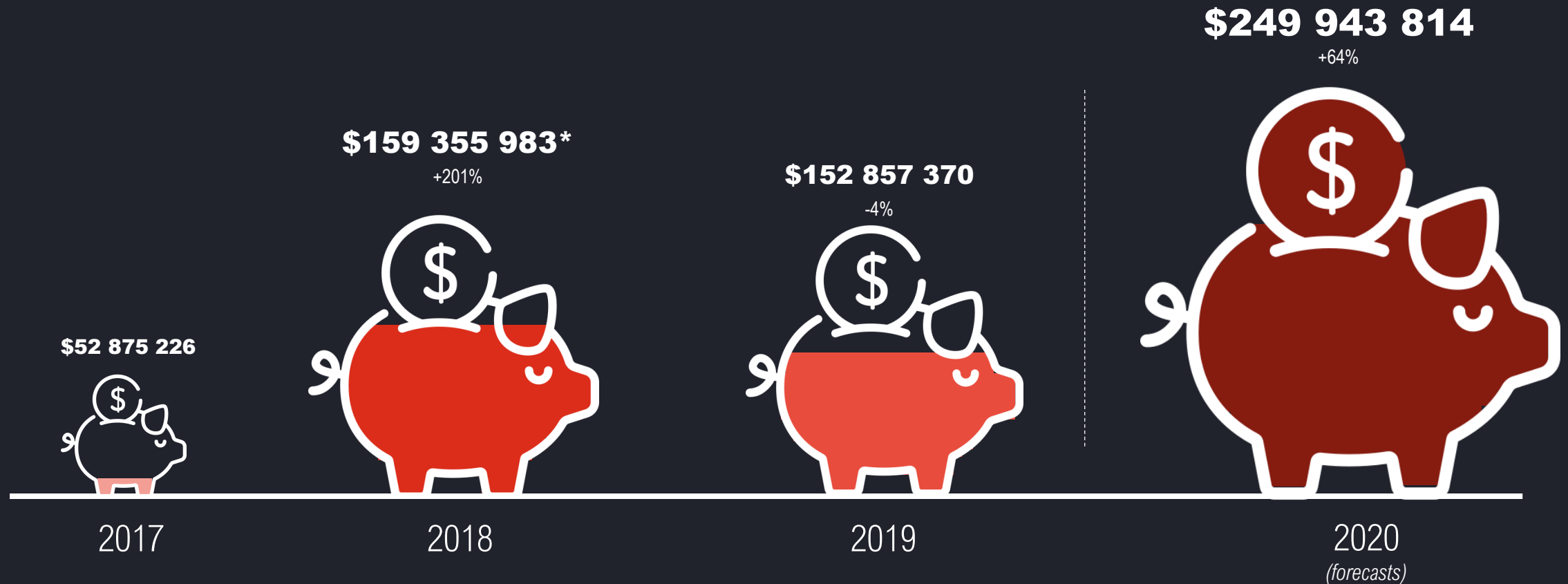
# NFT Market Capitalization



# How many crypto players?



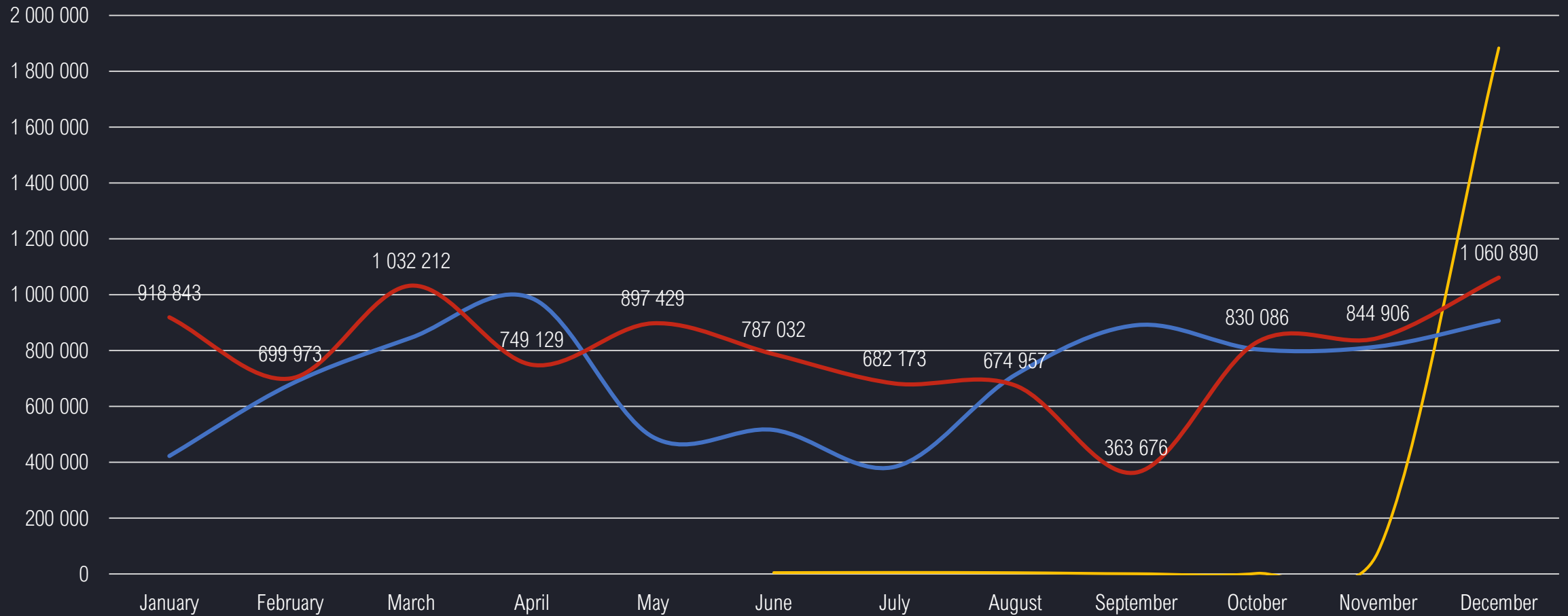
# How much USD transferred?



\*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



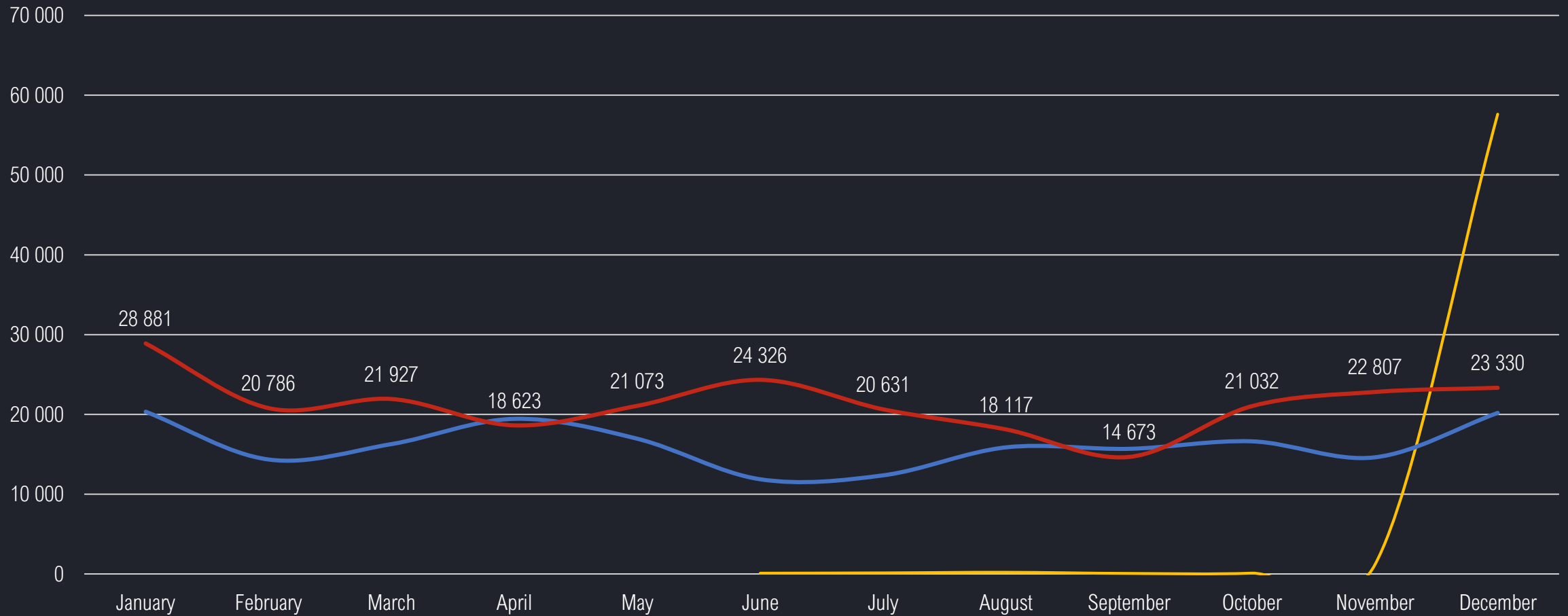
2017

2018

2019



# Active Addresses over time



2017



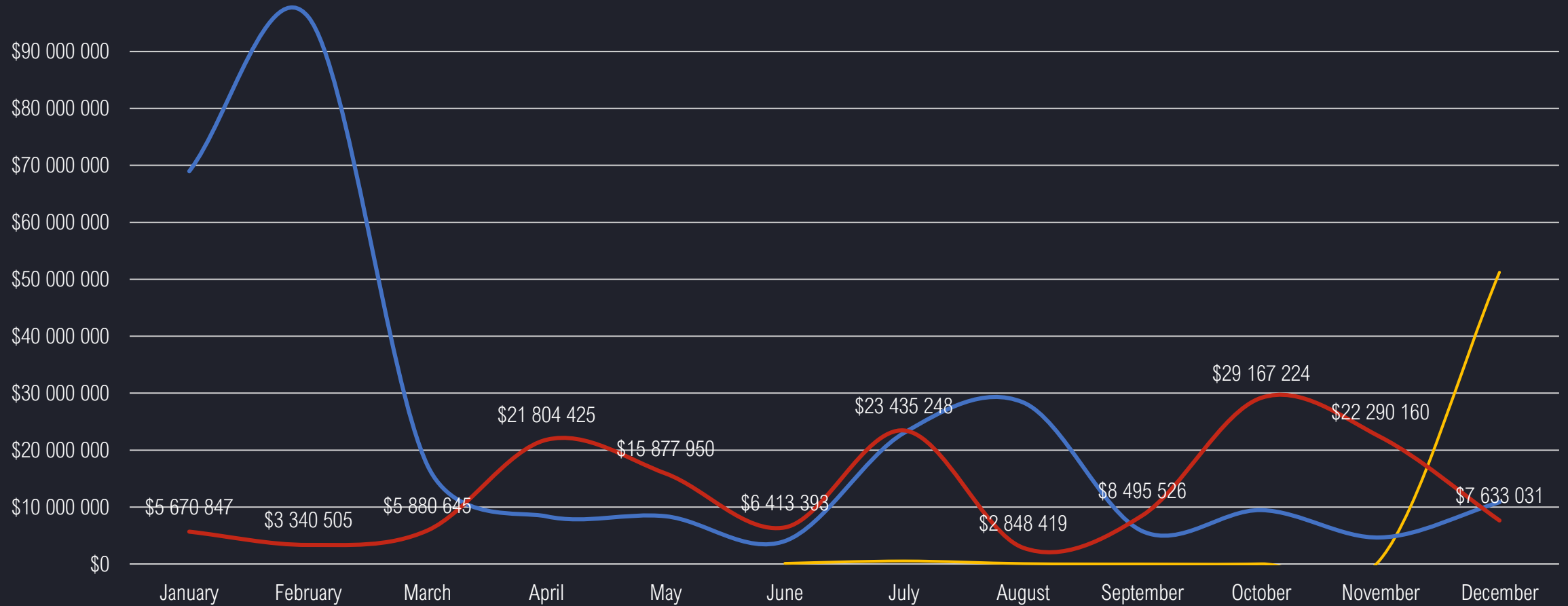
2018



2019



# USD transferred over time



2017

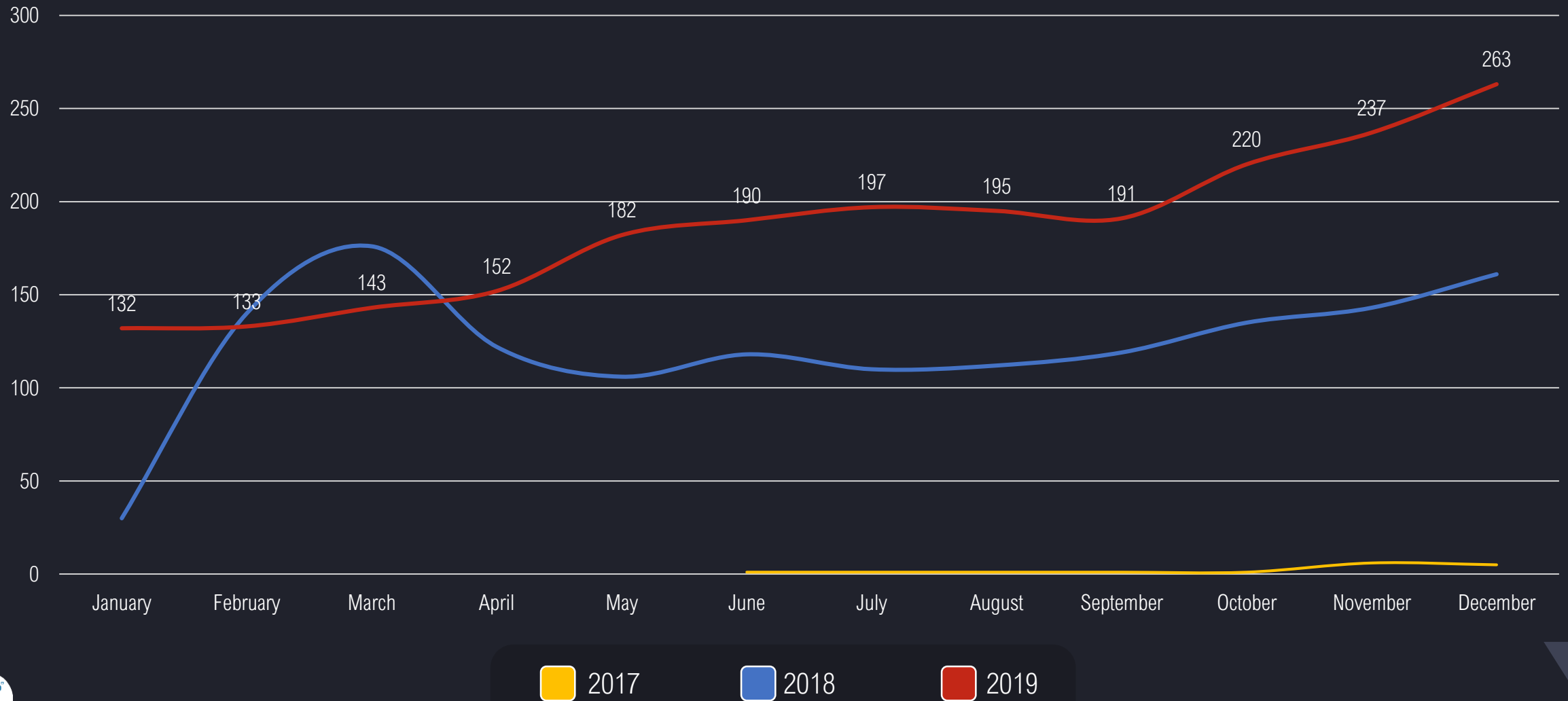
2018

2019



# Active Smart Contracts over time\*

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



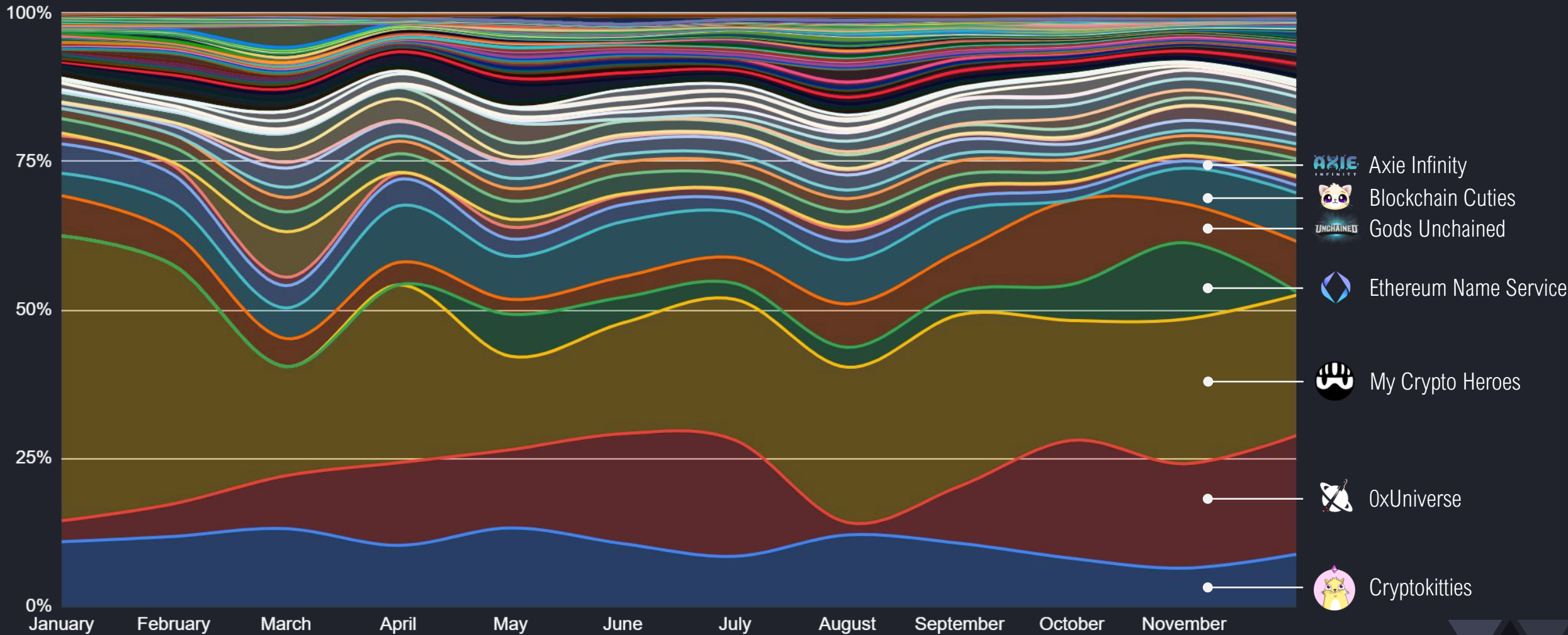


# DISTRIBUTION **PER PROJECT**

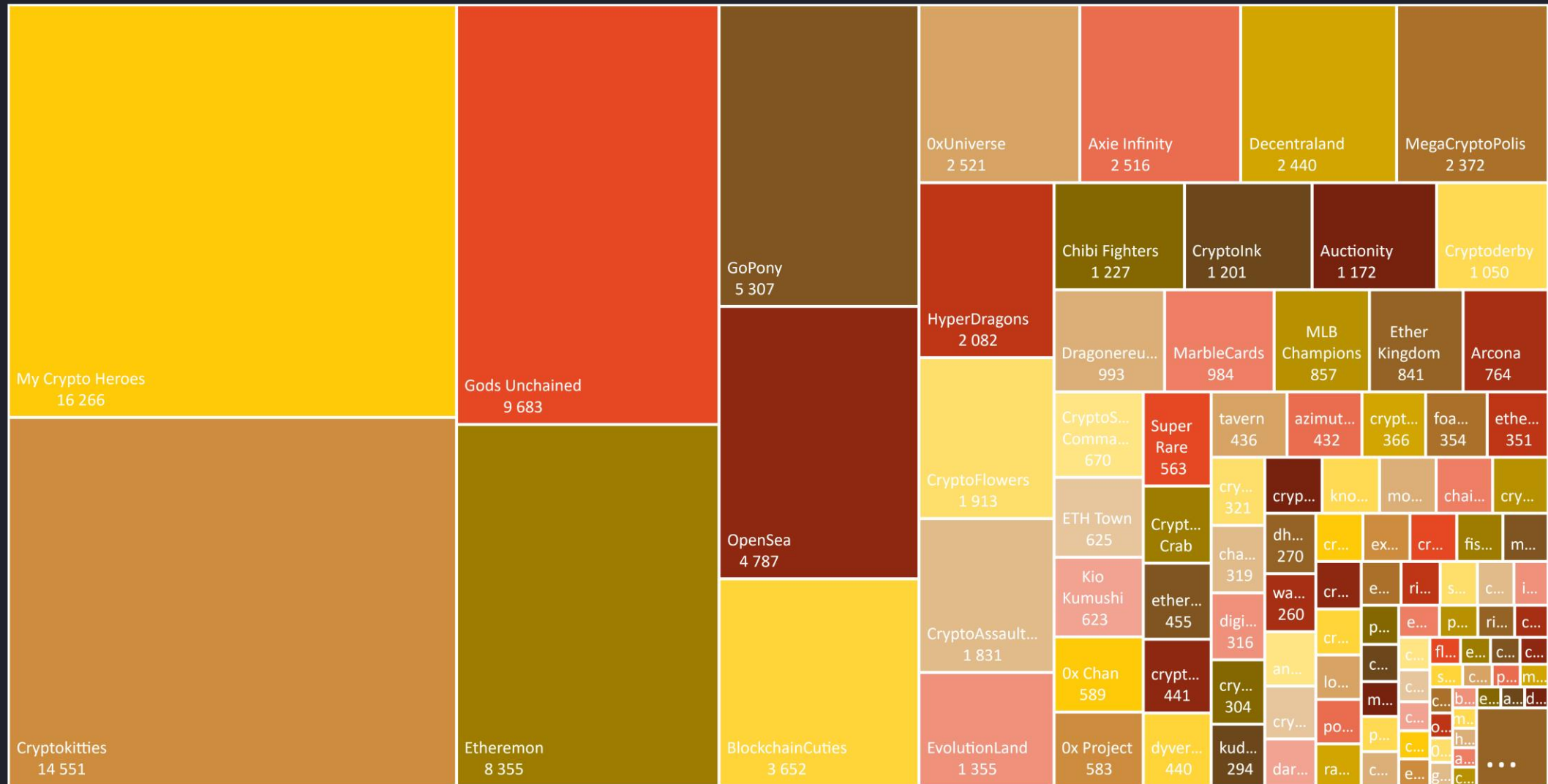




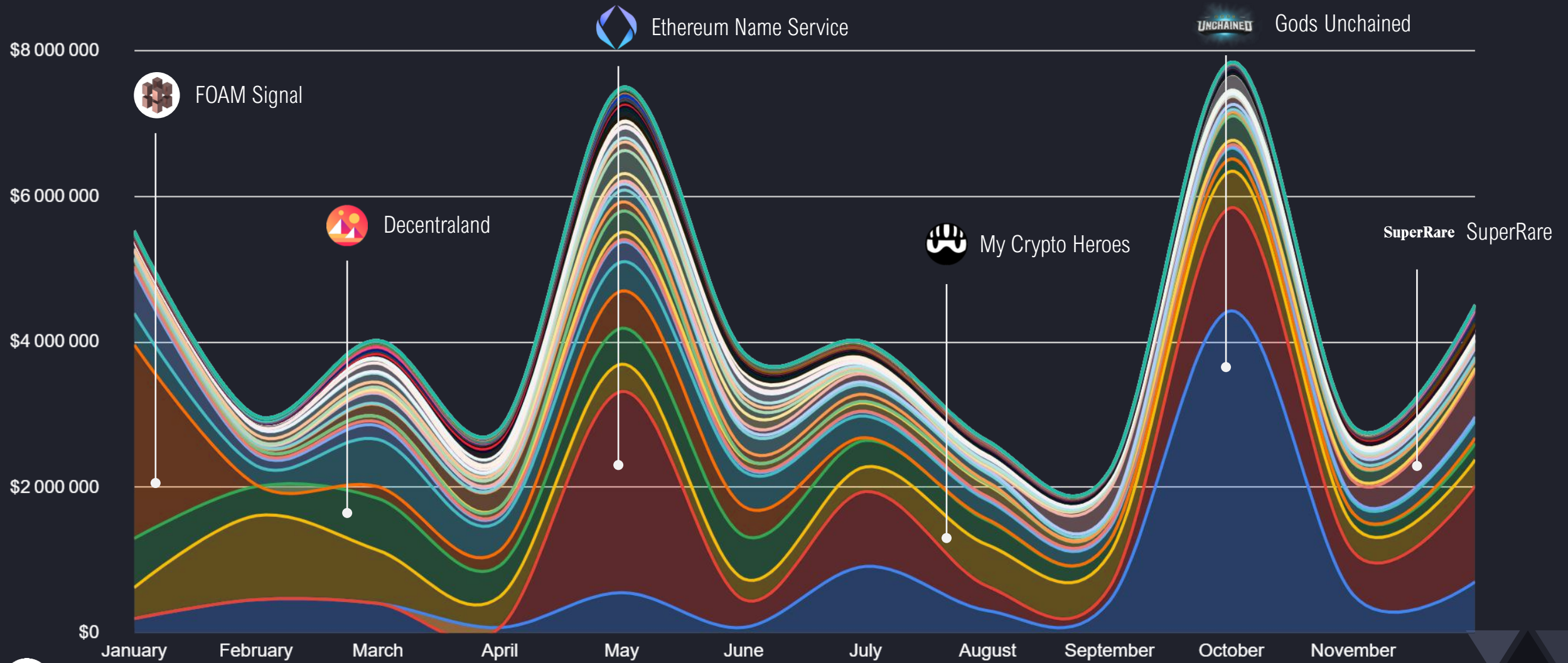
# Userbases relative distribution



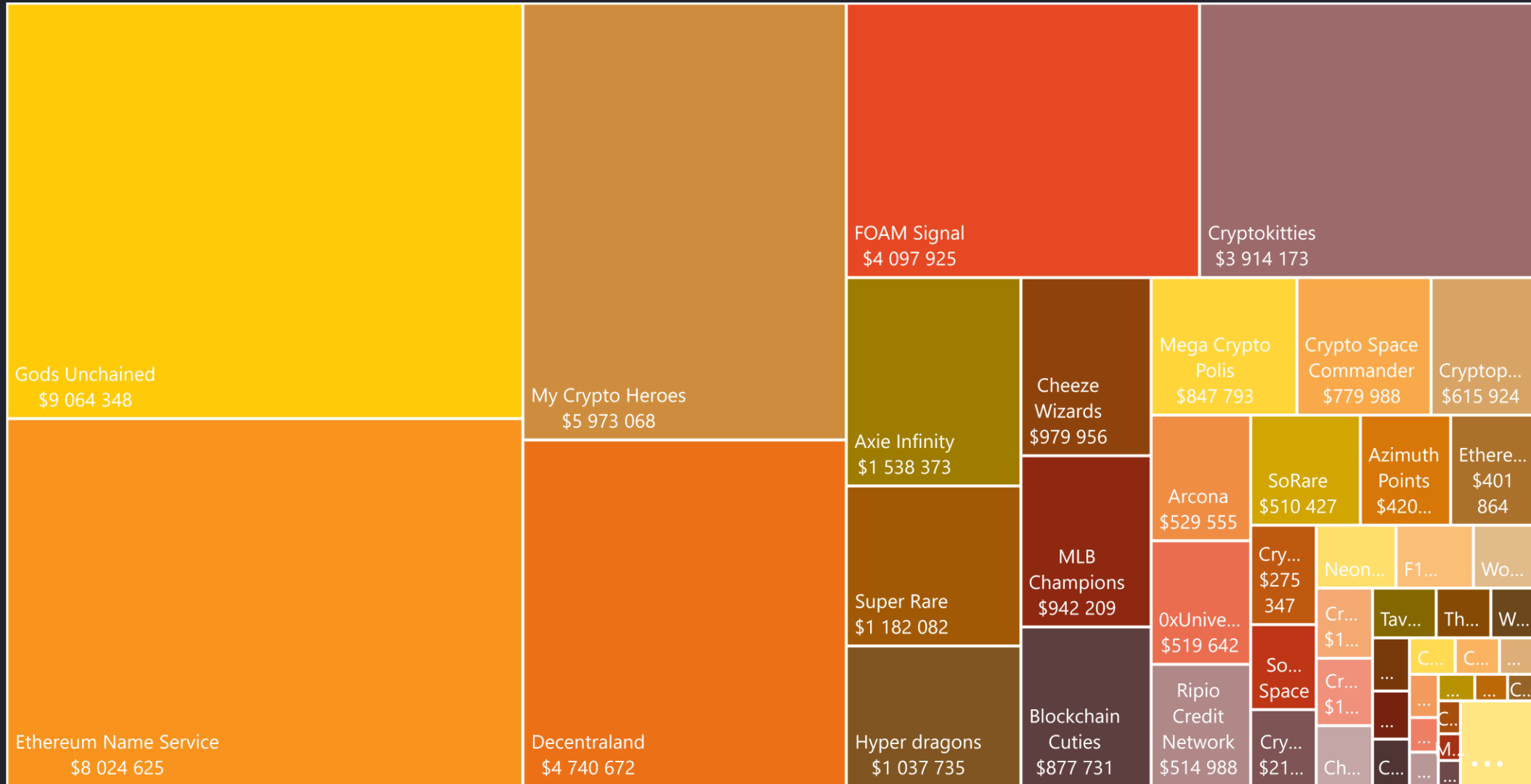
# Userbases distribution per project



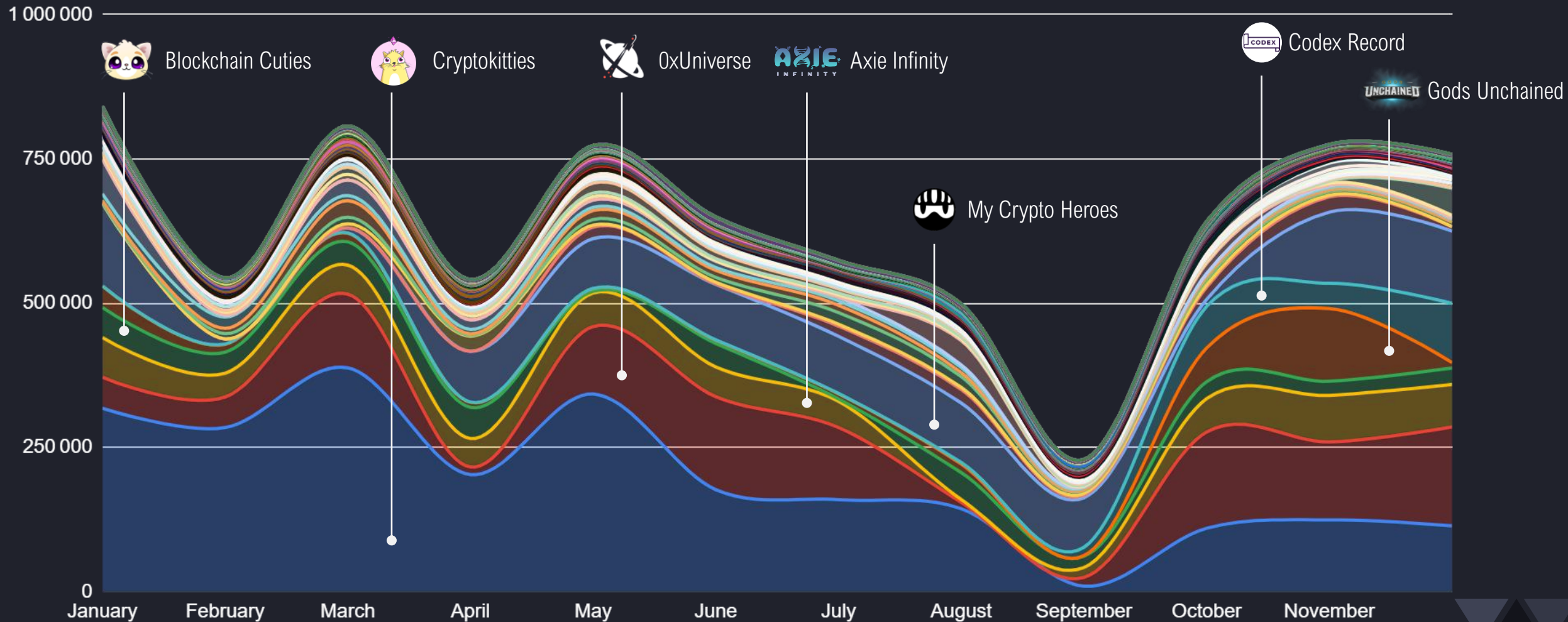
# USD transferred distribution over time



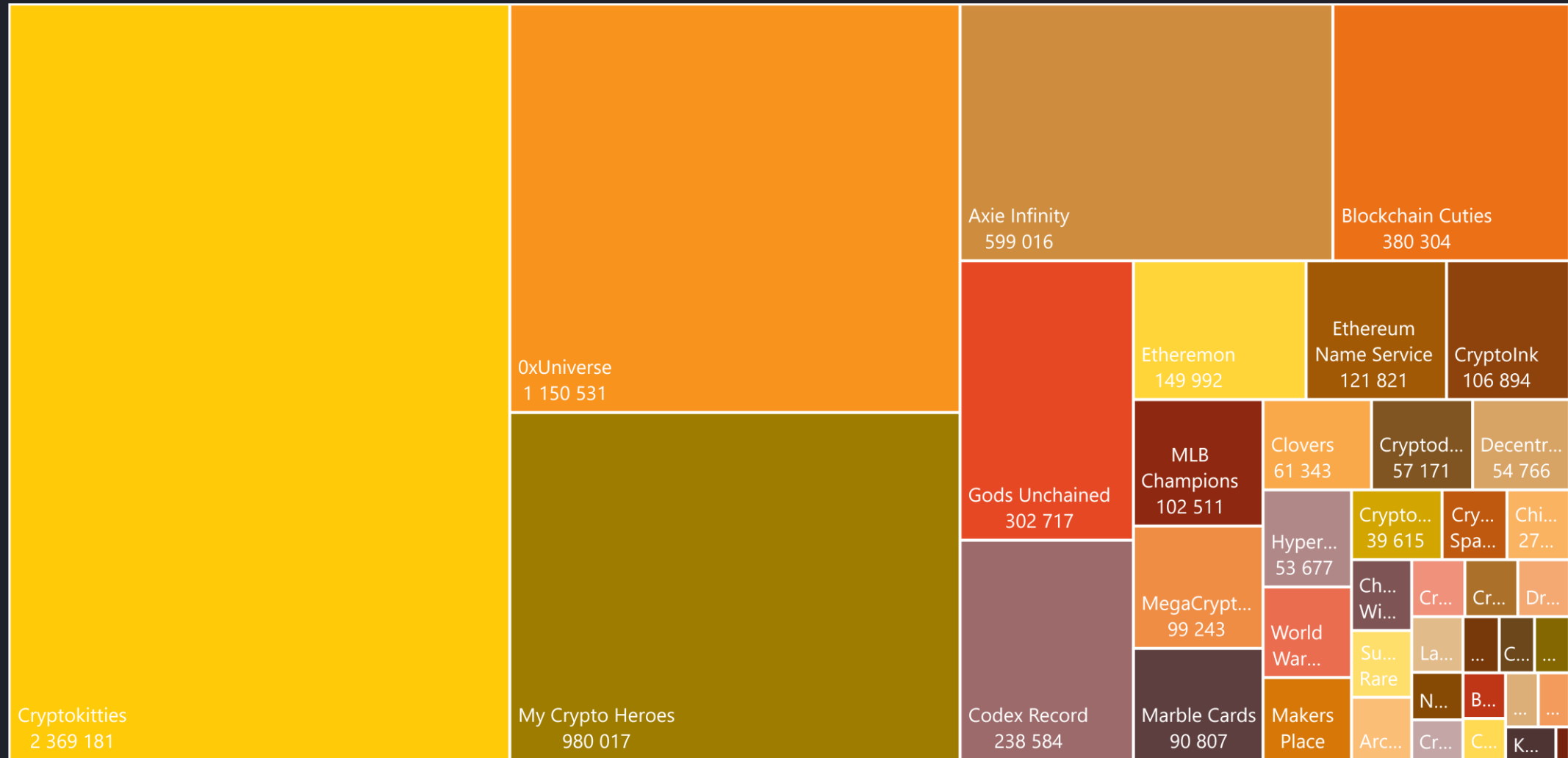
# USD transferred distribution per project



# Transaction volume distribution over time



# Transaction volume distribution per project





# PERFORMANCES PER **TYPOLGY 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:

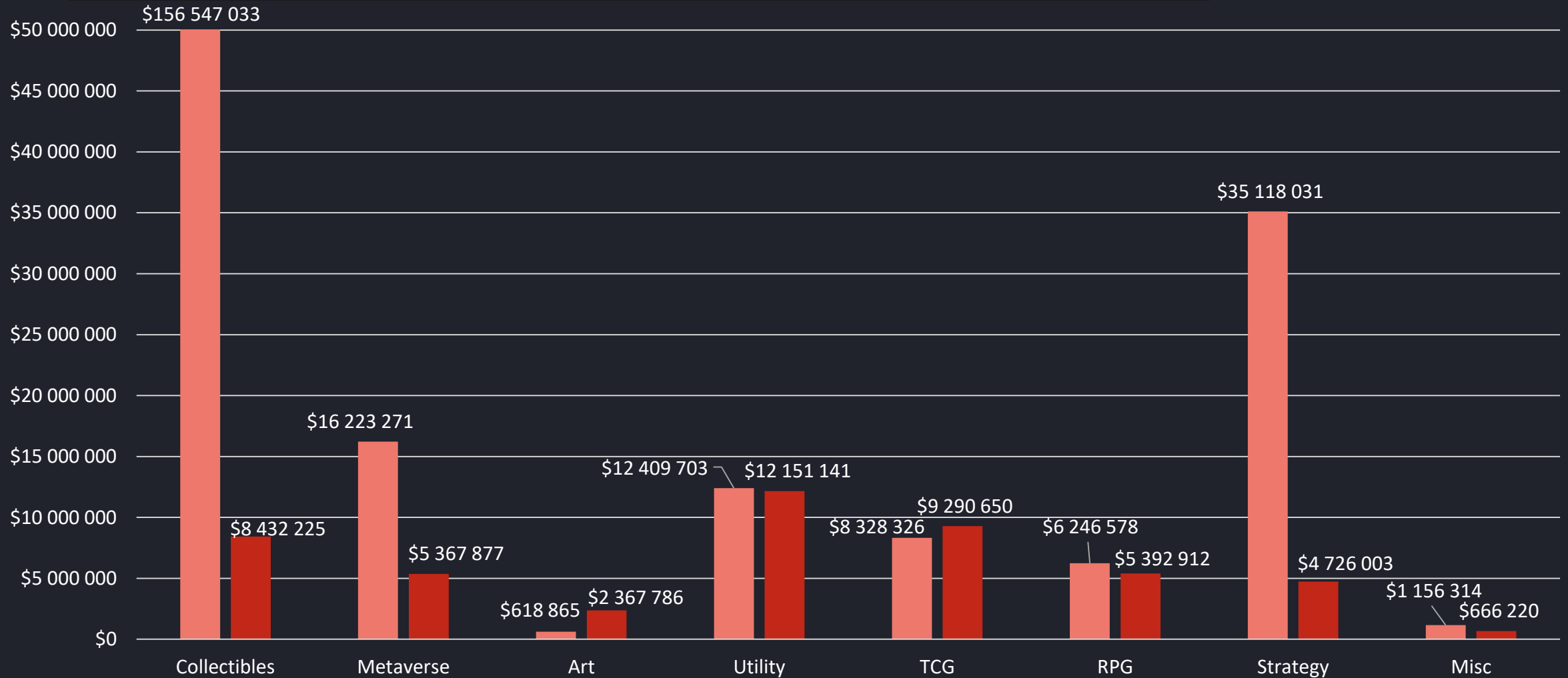
Collectibles • Metaverse • Art • Utility • TCG • RPG • Strategy

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

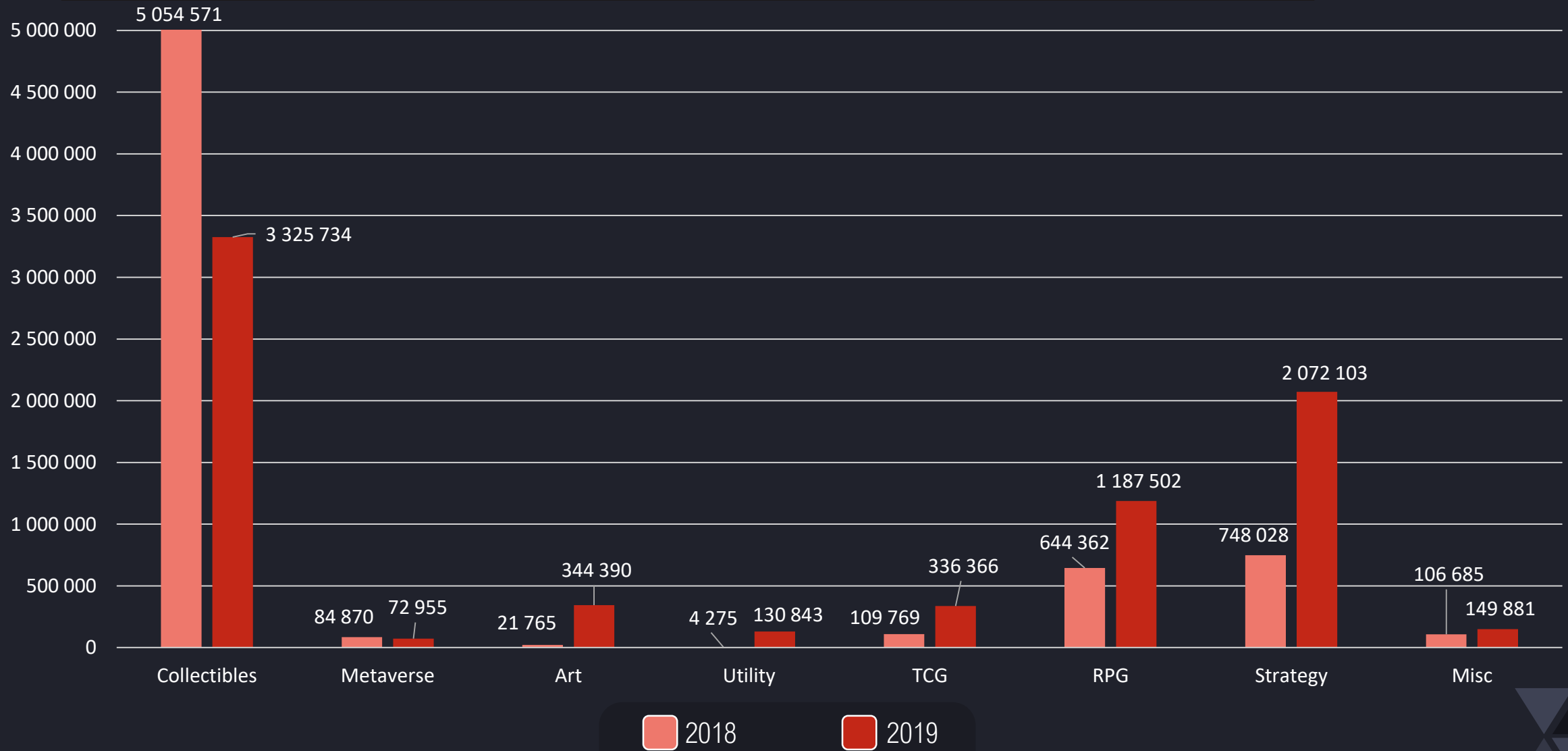


2018

2019

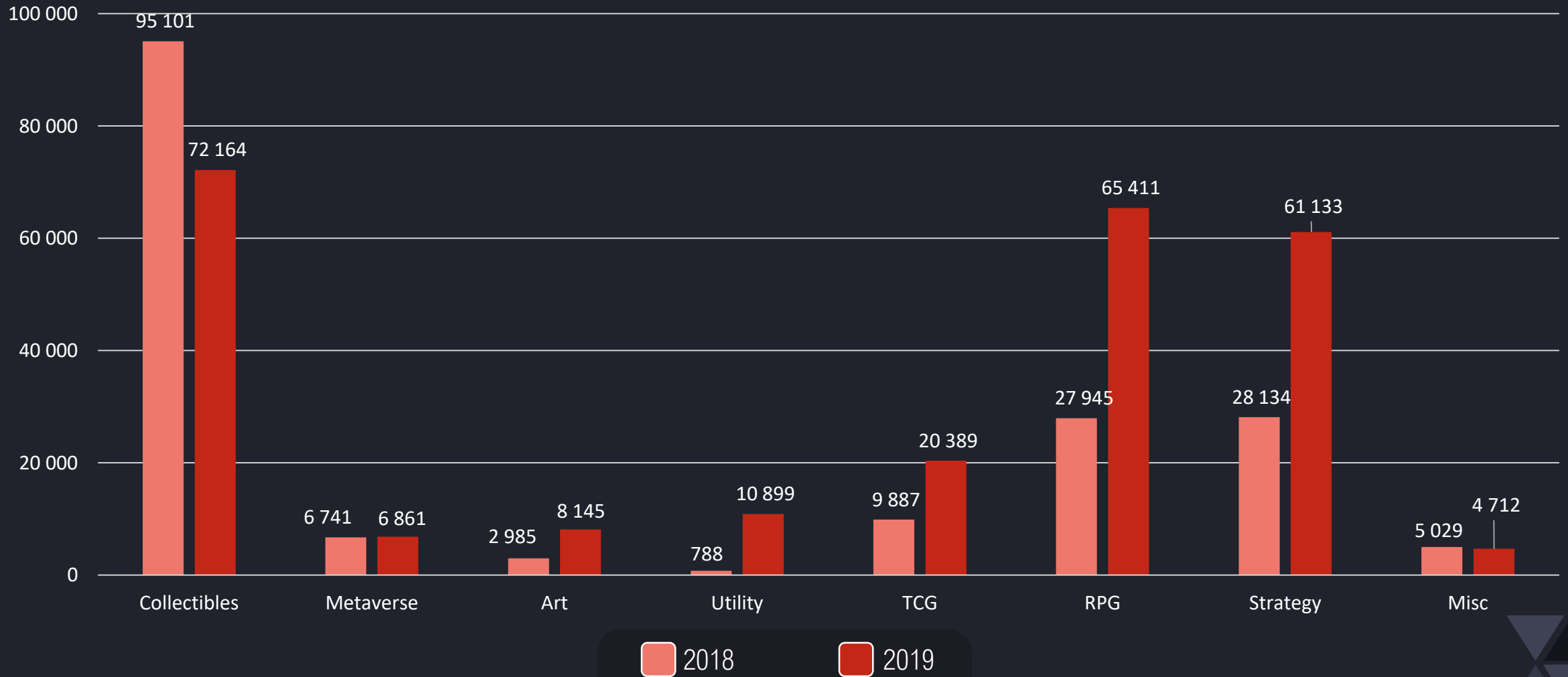


# Transaction volume by project typology



# Unique active addresses by project typology\*

\*Cumulative addresses per project





# HODLERS, FLIPPERS AND WHALES


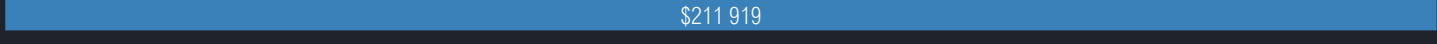
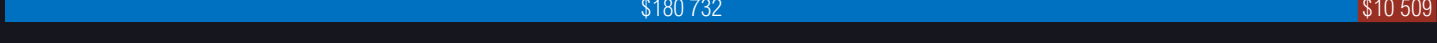




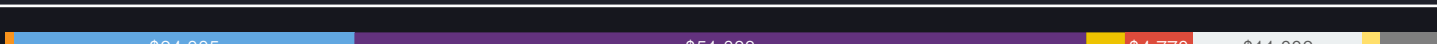




# Top 2019 Buyers - Chart

Wallet Address

USD spent

Distribution per project

0x8bee1ca8b0f0639a4220f9894f91c854a0687885	\$260 831	
0x388fe75d523963c68f5741700403ca285bda5225	\$211 919	
0xf98ef509679b367270b5256f65d780295e446a16	\$191 265	
0x8b51c1ba09ee33e7649cac62ccb6d0f410f5647a	\$134 788	
0x51787a2c56d710c68140bdadefd3a98bff96feb4	\$119 997	
0x09e282c2ad8a3488df1b9a4ac07c23d4211b391c	\$111 095	
0x9707db82df92c58055872731c7a87f90ca990901	\$108 208	
0xbd76cc8788d07b9547e0027947b21901fedbf087	\$103 642	
0xd2af803ad747ea12acf5ae468056703ae48785b5	\$100 987	
0x41a646c53d65a72b46f600e7d69a6091753840d5	\$100 975	



# 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**

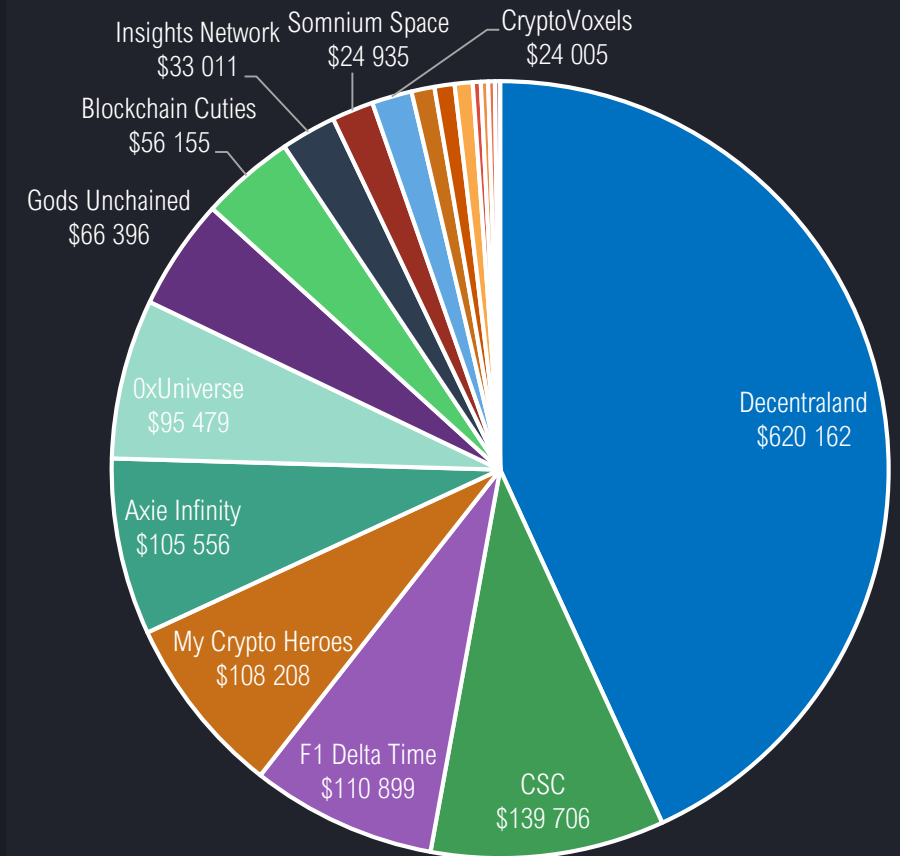
They are passionate about a single project that concentrates almost 100% of their investments. These actors are not or hardly active in other projects, and are not necessarily interested in the NFT ecosystem as a whole, but in the success of the project they support.

- **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.


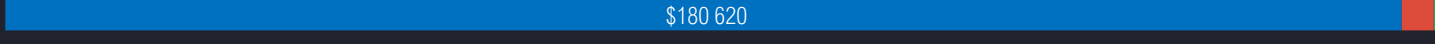


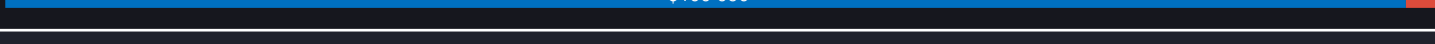







# Top 2019 Sellers - Chart

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



# 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.

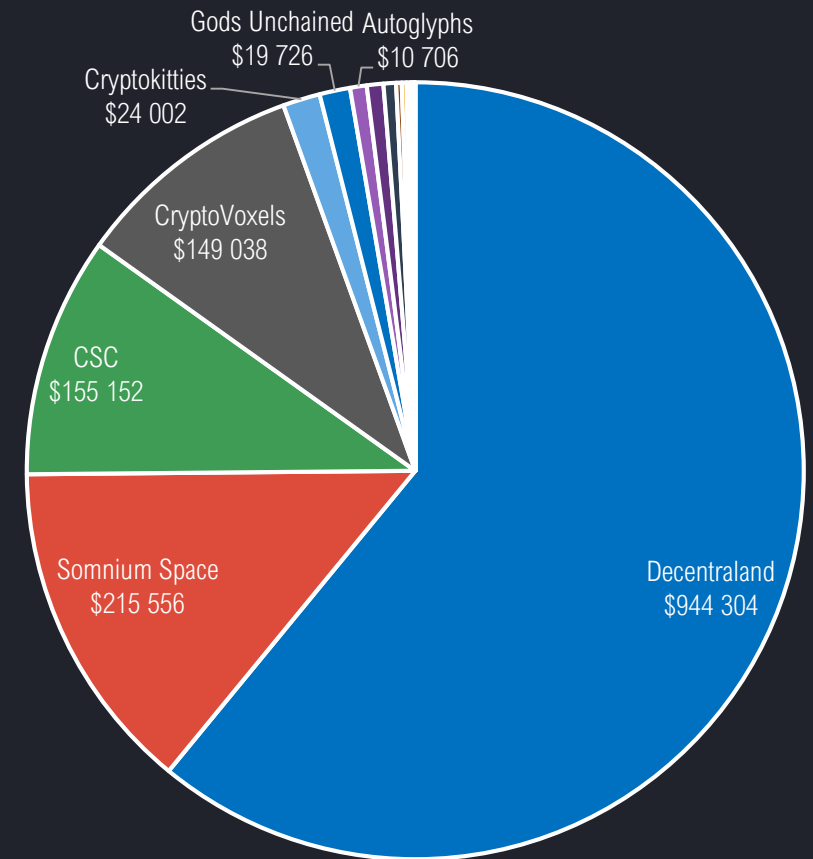
Our first conclusion is that sellers mainly focus on one project either because they want to settle their assets from this project to invest in another, or because they are in a logic of flipping these assets to make profit. This second approach requires very close market monitoring to identify deals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





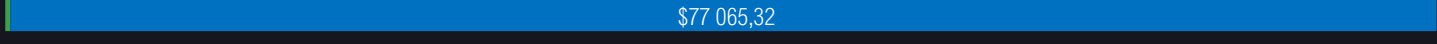
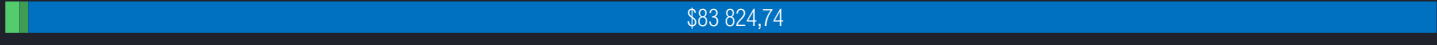



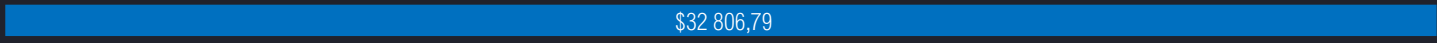




# Top 2019 Flippers – Chart

Wallet Address

Profit

Distribution per project

0x721931508df2764fd4f70c53da646cb8aed16ace	\$89 423	
0xd387a6e4e84a6c86bd90c158c6028a58cc8ac459	\$83 289	
0xbd76cc8788d07b9547e0027947b21901fedbf087	\$81 496	
0x99a811e5c62add613975456292f836115aea0164	\$79 040	
0x5d43656a16e514cc2886592bf64893a5fc93553d	\$40 261	
0xf8d8e8dca72d41aba3e24518194e9eaf03fdda86	\$37 431	
0x0cf6cdb4d406179f12a15797869ac6bd941c2535	\$37 100	
0x81e4fb0c64bf49f89b57f6648562fc9a791b2e92	\$29 434	
0x8b51c1ba09ee33e7649cac62ccb6d0f410f5647a	\$28 798	
0x7e1dcf785f0353bf657c38ab7865c1f184efe208	\$28 568	

 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”.

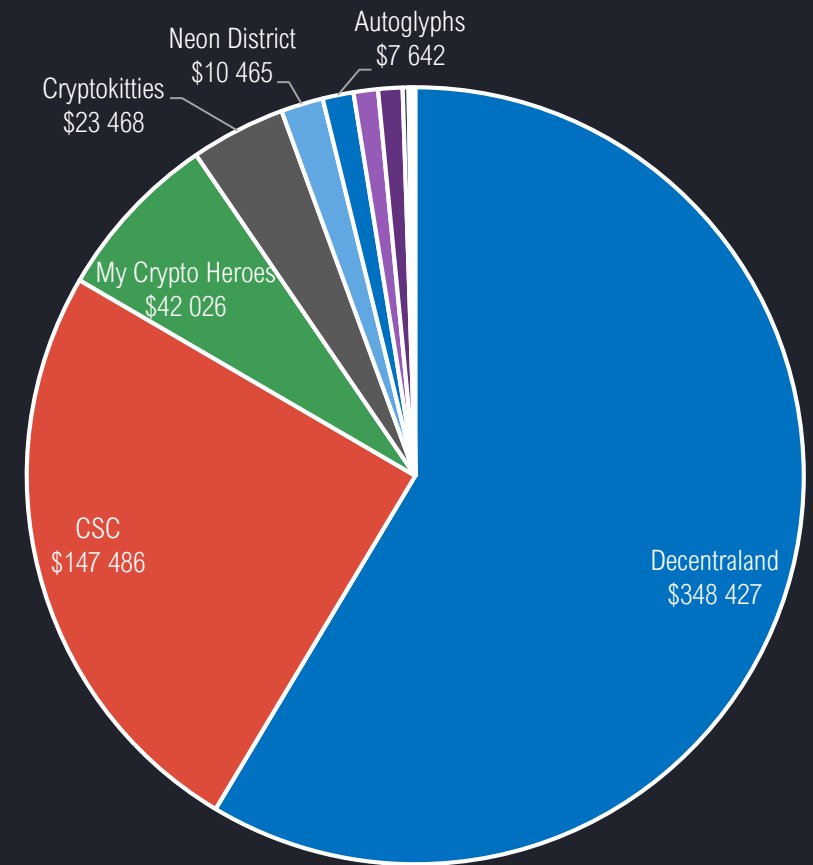
The graph presented in the previous slide shows exclusively **the profits recorded by account and by project**. Though, the overall balance (Profit Column) reports on all Wallet activity for all projects combined (investments in a project, HODL, Flip, etc.) even if they have not made profit on this project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

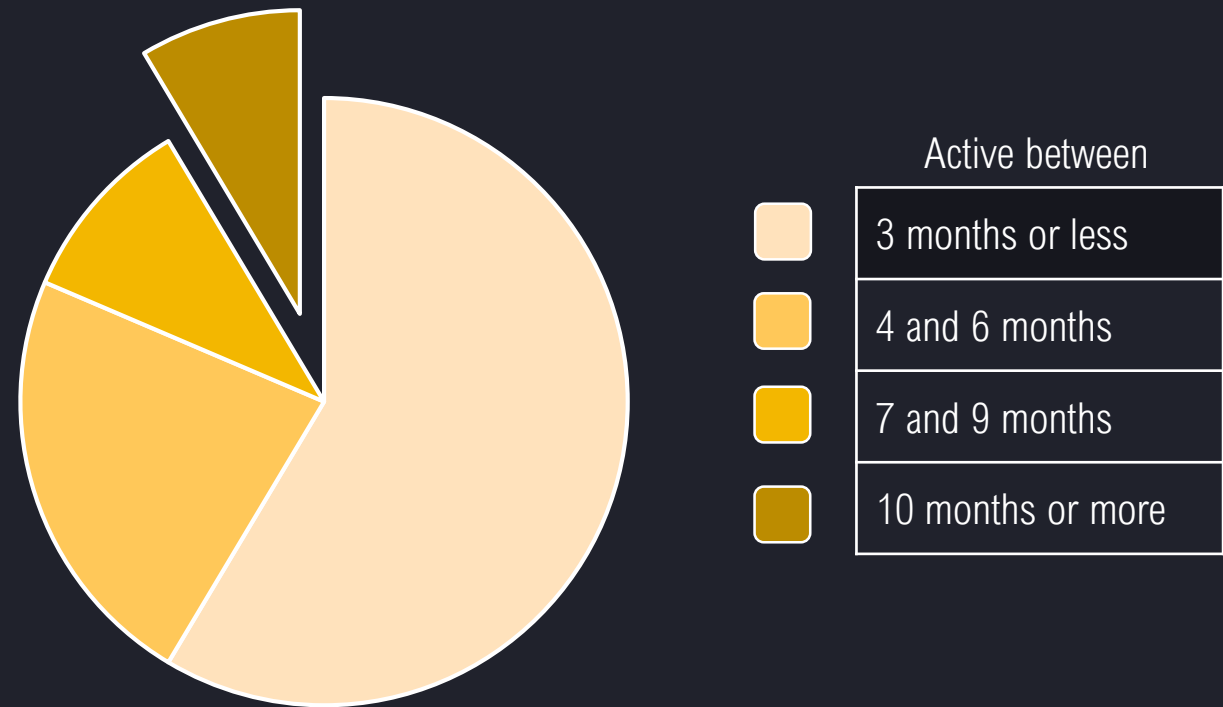


# Project Retention Rate

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**.

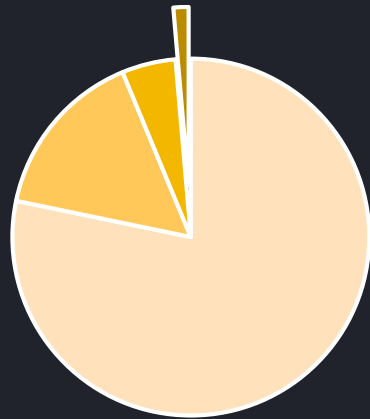
It is important to note that the months are not necessarily consecutive. This is the **total number of months (consecutive or not)** in which the user interacted with the project.



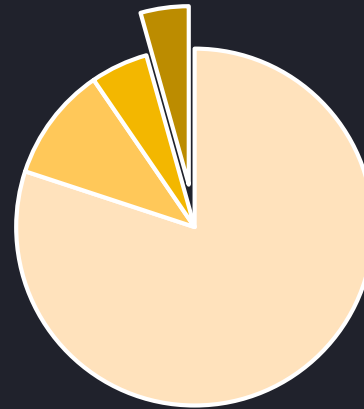
# Retention Rate per Project [1 / 4]



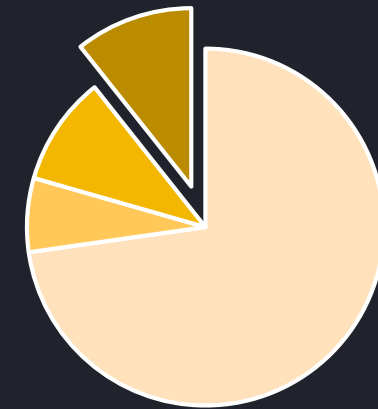
Ox Universe



Axie Infinity



Blockchain Cuties



	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%

	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%

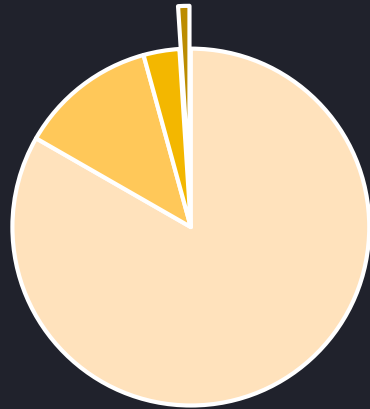
	Active between	# of users	% of users
	3 months or less	3 696	73.09%
	4 and 6 months	340	6.72%
	7 and 9 months	503	9.95%
	10 months or more	542	10.72%



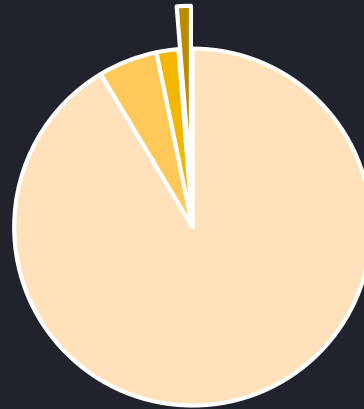
# Retention Rate per Project [2 / 4]



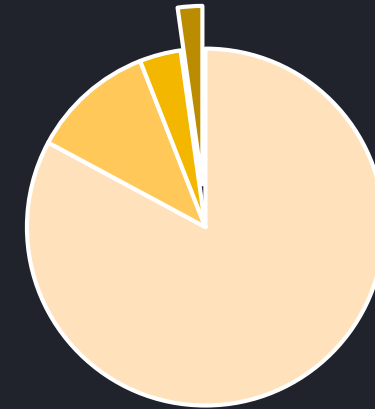
Crypto Space Commander



Cryptokitties



Decentraland



	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%

	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%

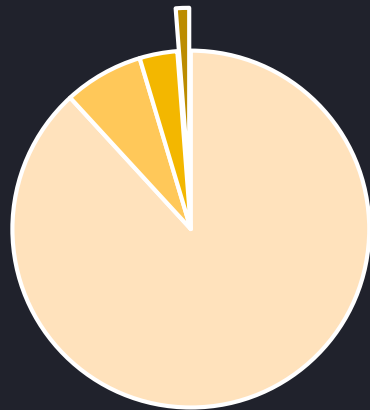
	Active between	# of users	% of users
	3 months or less	1 976	82.85%
	4 and 6 months	267	11.19%
	7 and 9 months	89	3.73%
	110 months or more	53	2.22%



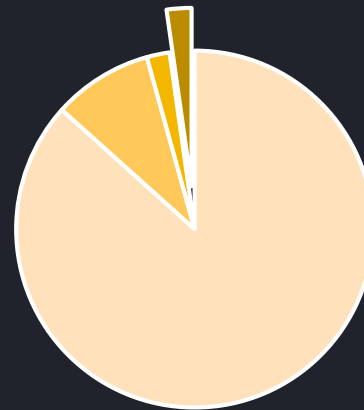
# Retention Rate per Project [3 / 4]



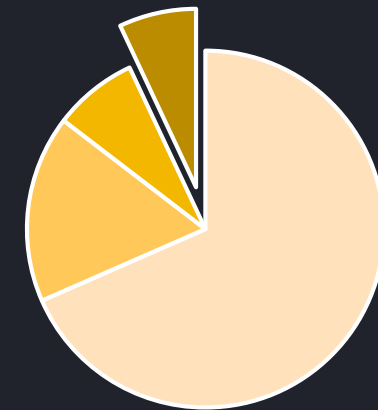
Ethereumon



Gods Unchained



MegaCryptoPolis



	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%

	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%

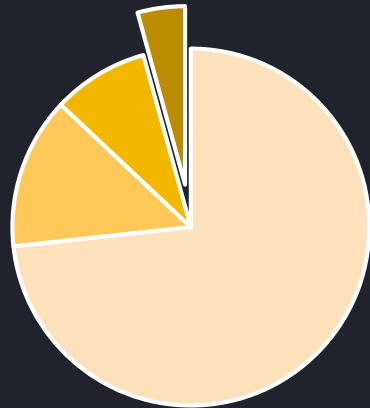
	Active between	# of users	% of users
	3 months or less	1 097	68.43%
	4 and 6 months	272	16.97%
	7 and 9 months	122	7.61%
	10 months or more	112	6.99%



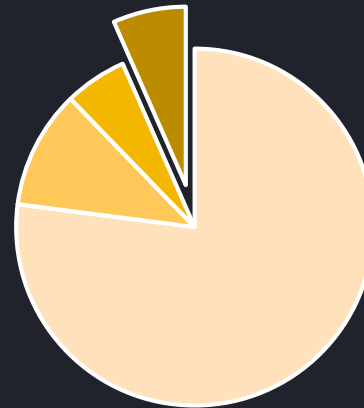
# Retention Rate per Project [4 / 4]



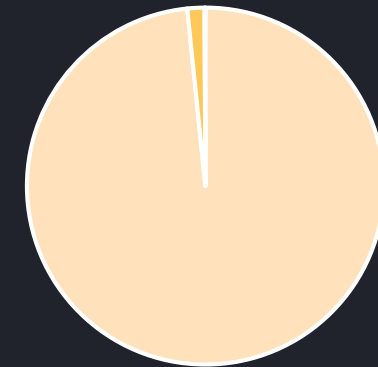
MLB Champions



My Crypto Heroes



Neon District



	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%

	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%

	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?

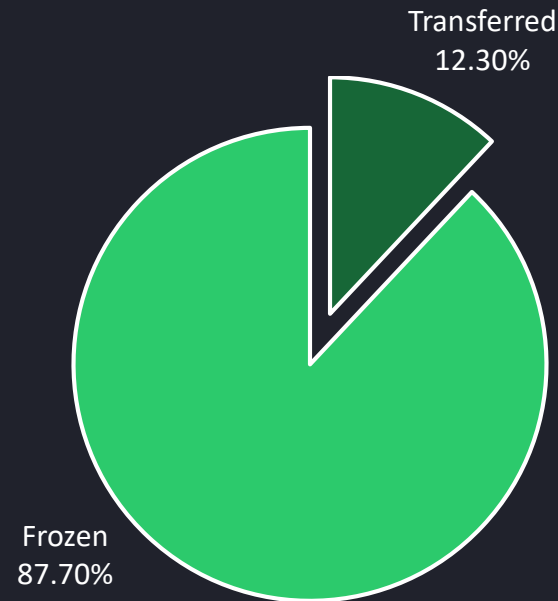
Traded or Frozen? What does that mean? Why is it relevant?

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.

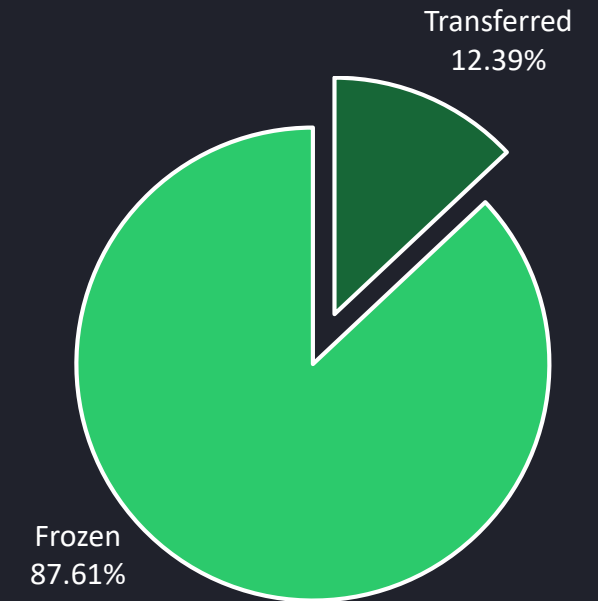
We are convinced that the assets liquidity of a project is a **major metric to monitor the health and the global market of any project**.

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]



Ox Universe



Axie Infinity



Blockchain Cuties



Crypto Space Commander

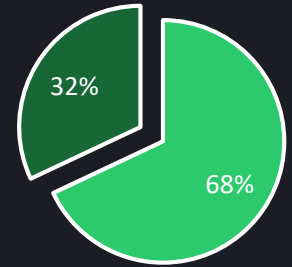
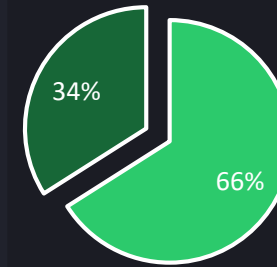
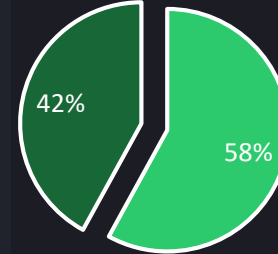
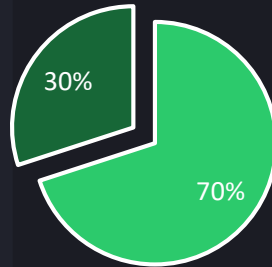
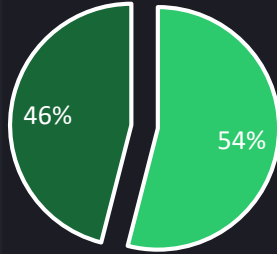
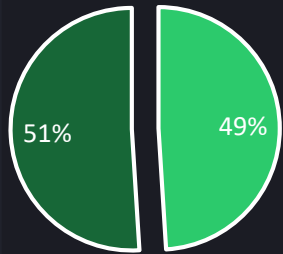


Cryptokitties

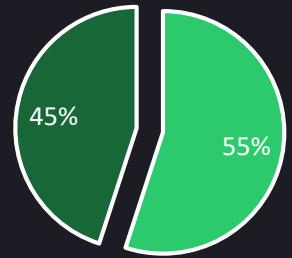
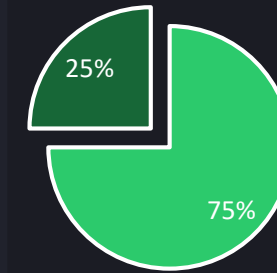
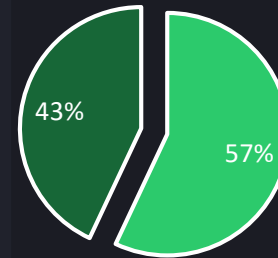
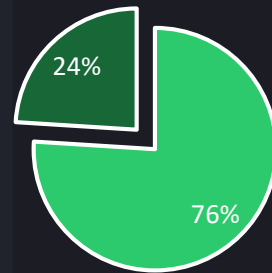
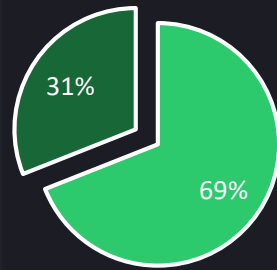
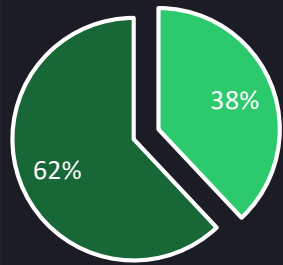


Decentraland

2018



2019



Transferred

Frozen

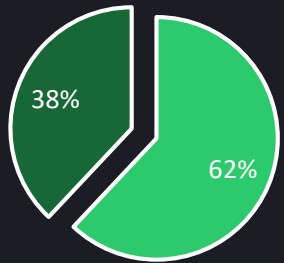


# Asset liquidity per project [2 / 2]

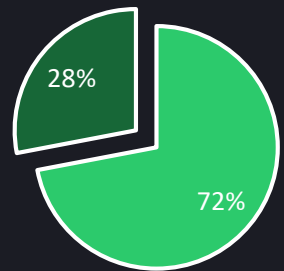


Etheremon

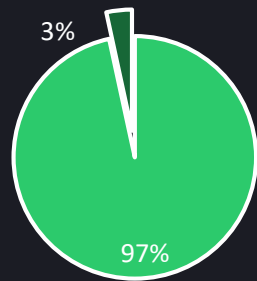
2018



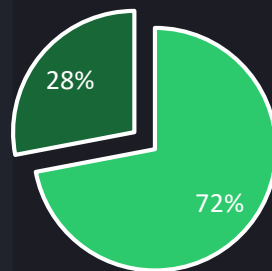
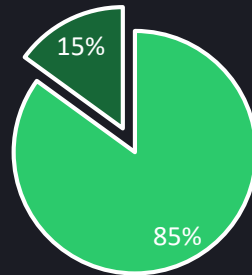
2019



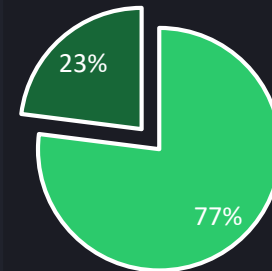
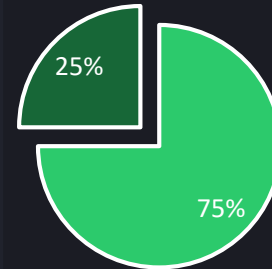
Gods Unchained



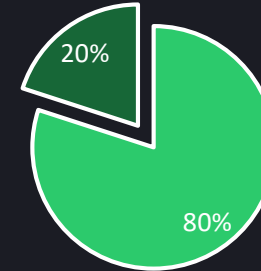
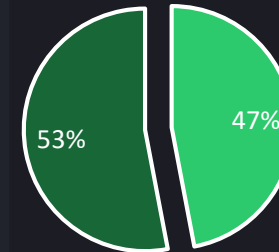
MegaCryptoPolis



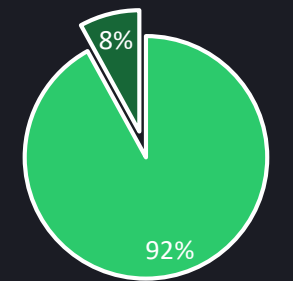
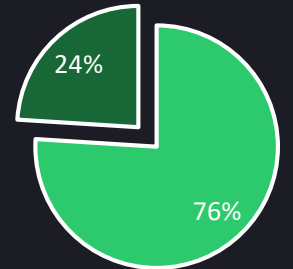
MLB Champions



My Crypto Heroes



Neon District



Transferred

Frozen



# Projects assets price evolution

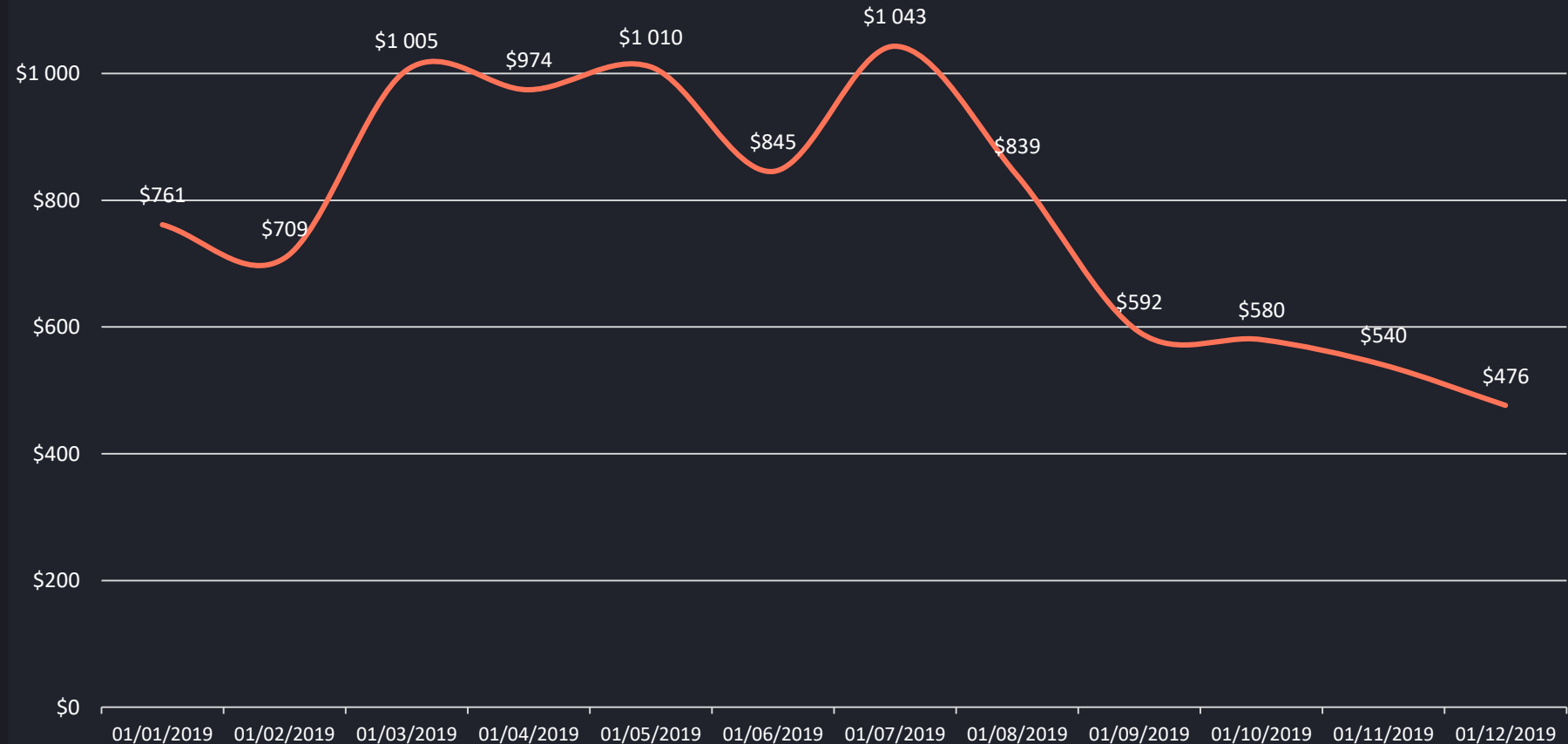
(Decentraland - LAND)

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:

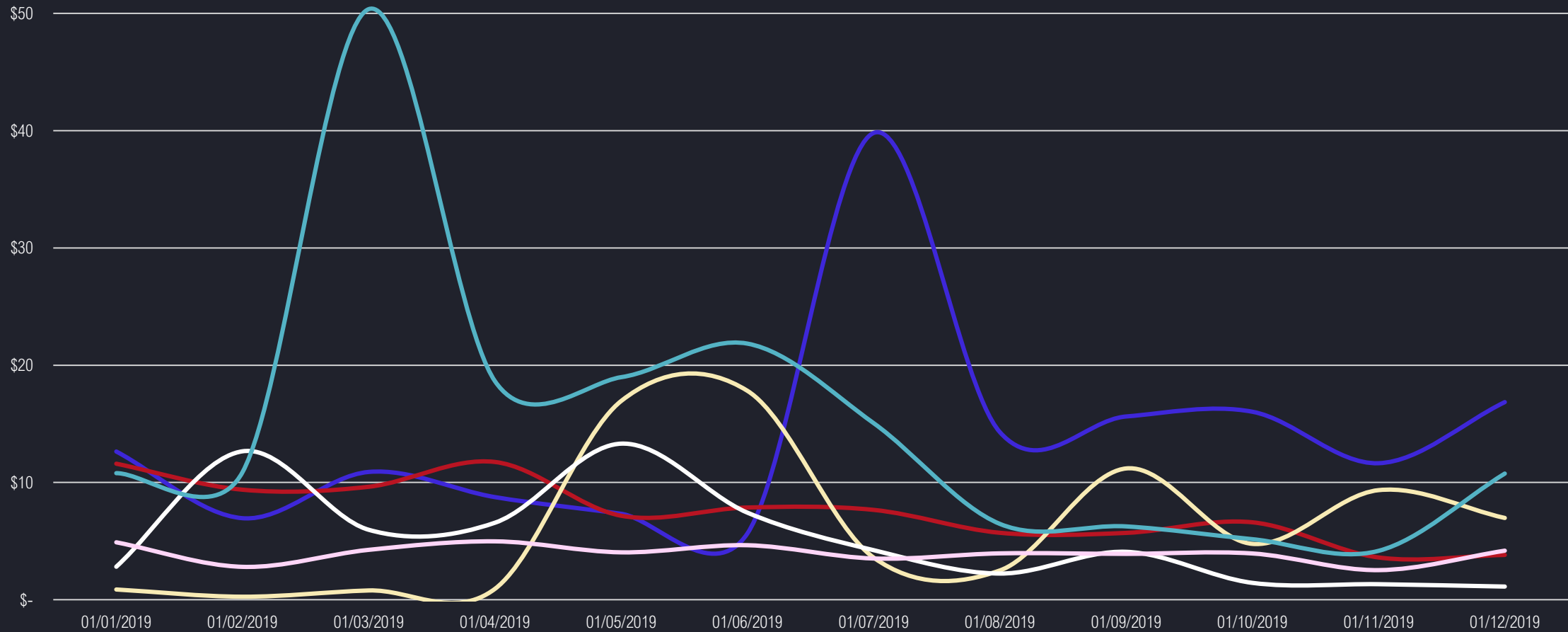
- Cryptovoxels
- Known Origin
- Cryptopunks



Decentraland (LAND)

# Projects assets price evolution

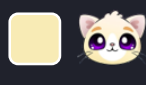
(Value between \$1 and \$50)



Known Origin



MLB Champions



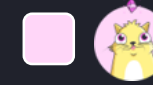
Blockchain Cuties



OxUniverse



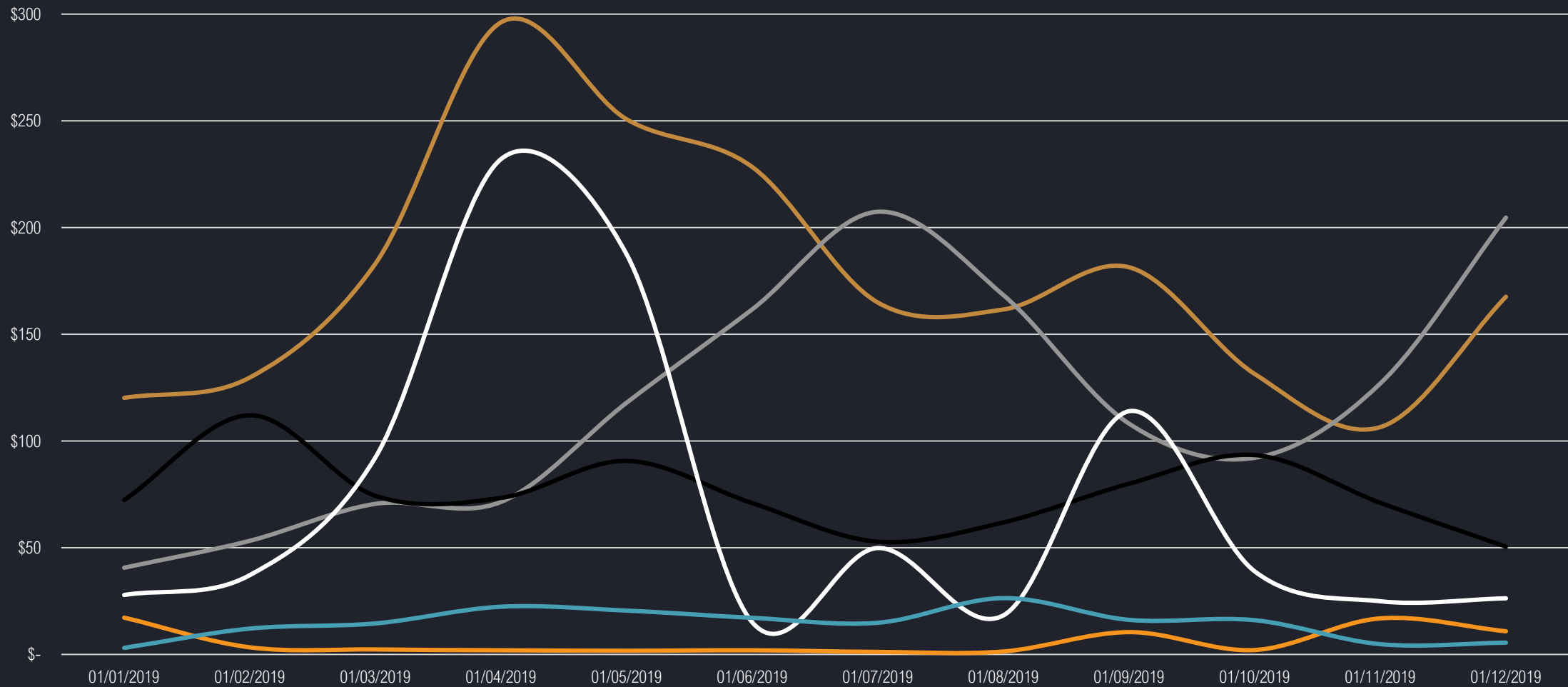
Axie Infinity



Cryptokitties

# Projects assets price evolution

(Value between \$50 and \$300)



CryptoPunks



CryptoVoxels



My Crypto Heroes




Crypto Space Commander



Ethermon



UNCHAINED 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 hypothetical 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%



OxUniverse

13.88%



Cryptokitties

10.96%



OpenSea

8.41%



Gods Unchained

6.62%



Ethereum Name Service

6.02%



Blockchain Cuties

5.98%



Ethereumon

3.07%



Axie Infinity

2.71%



CryptoInk

2.12%



Decentraland

2.10%



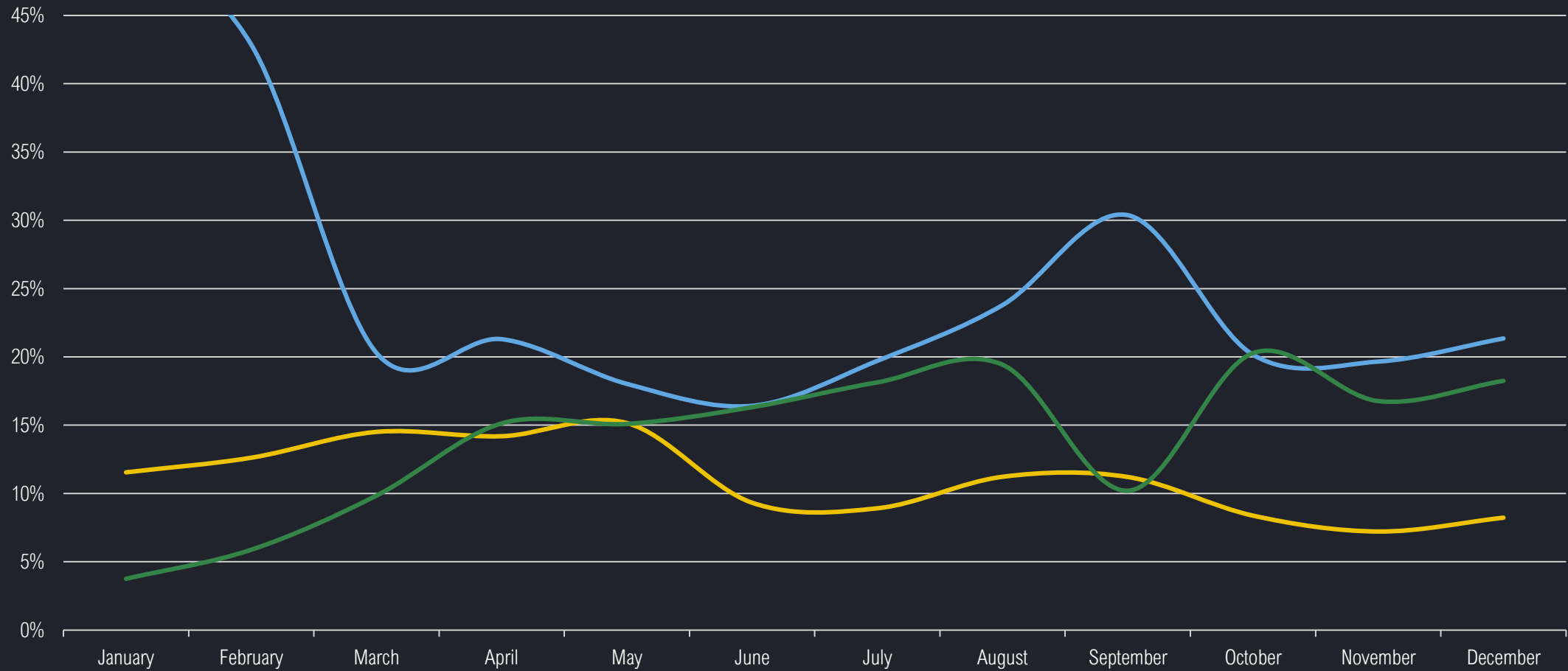
MegaCryptoPolis

2.04%



# Penetration Rates [1 / 2]

(Between 10% and 50%)



My Crypto Heroes

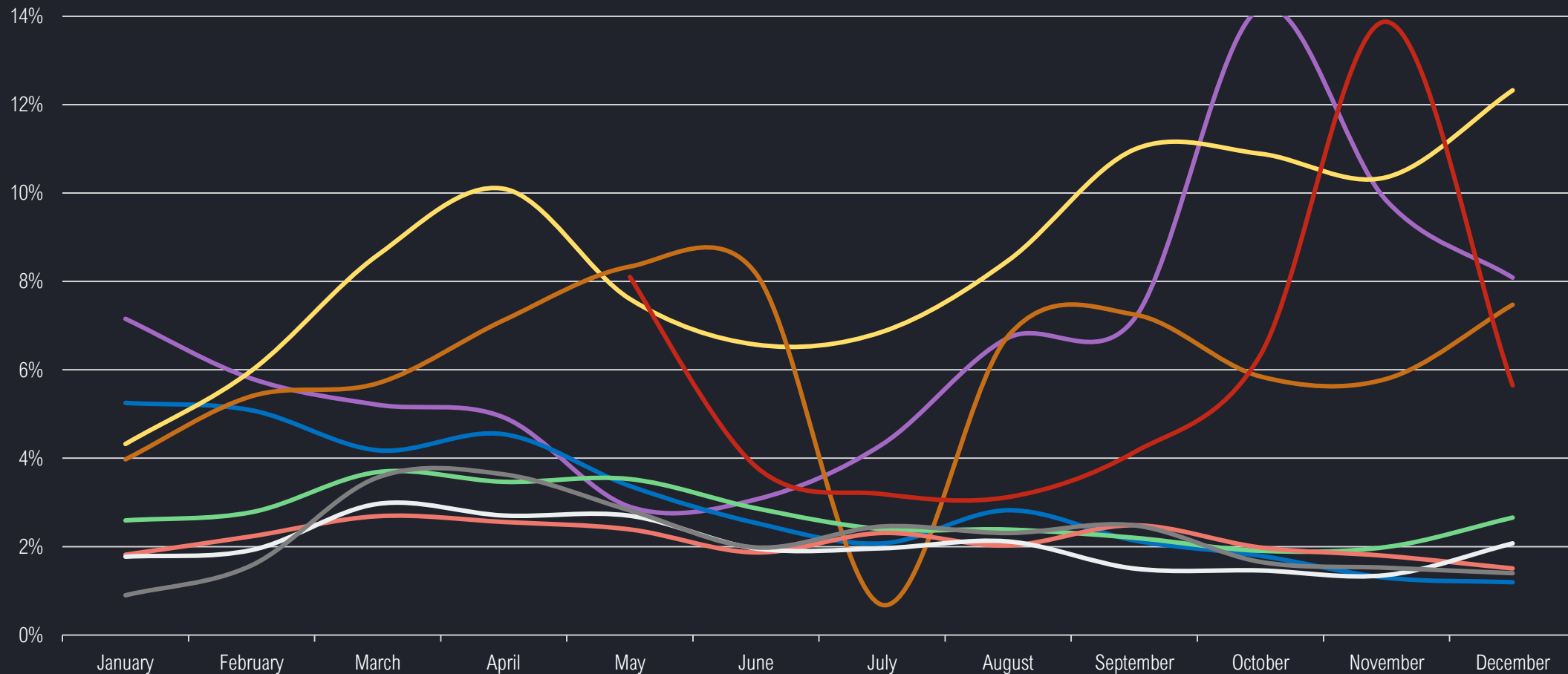
Cryptokitties

OxUniverse



# Penetration Rates [2 / 2]

(Between 0% and 14%)



Gods Unchained

Etheremon

OpenSea

Blockchain Cuties

Axie Infinity

Decentraland

MegaCryptoPolis

Cryptolnk

Ethereum Name Service





# ALL YOU NEED TO KNOW **ABOUT NFT PROJECTS**



# What are « NFT IDs »?

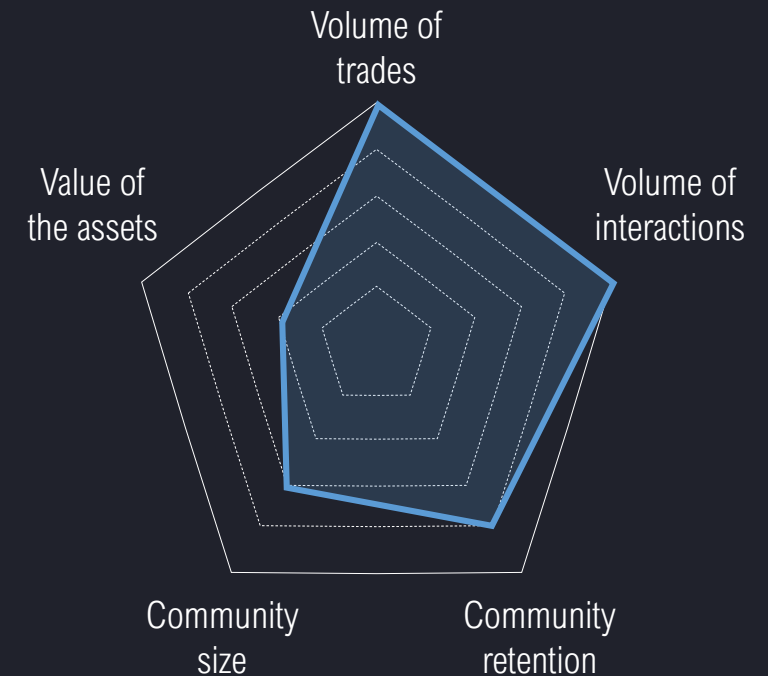
The NFT IDs are a new and exclusive piece of the NFT Yearly Report 2019. We imagined this visual representation to combine in the most effective and readable way a wide variety of indicators.

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.

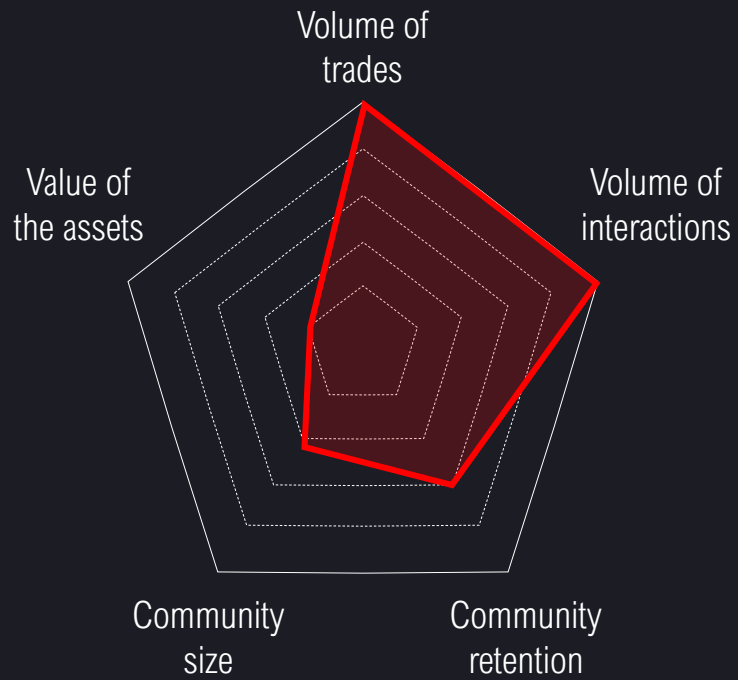
We believe **that NFT IDs are the most complete and effective tool** to monitor the performance of an NFT project.



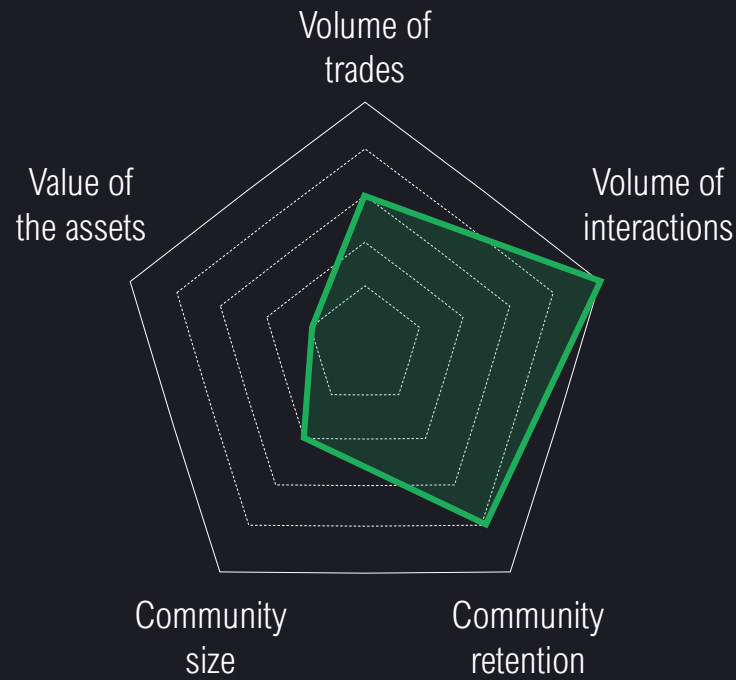
# NFT IDs [1 / 5]



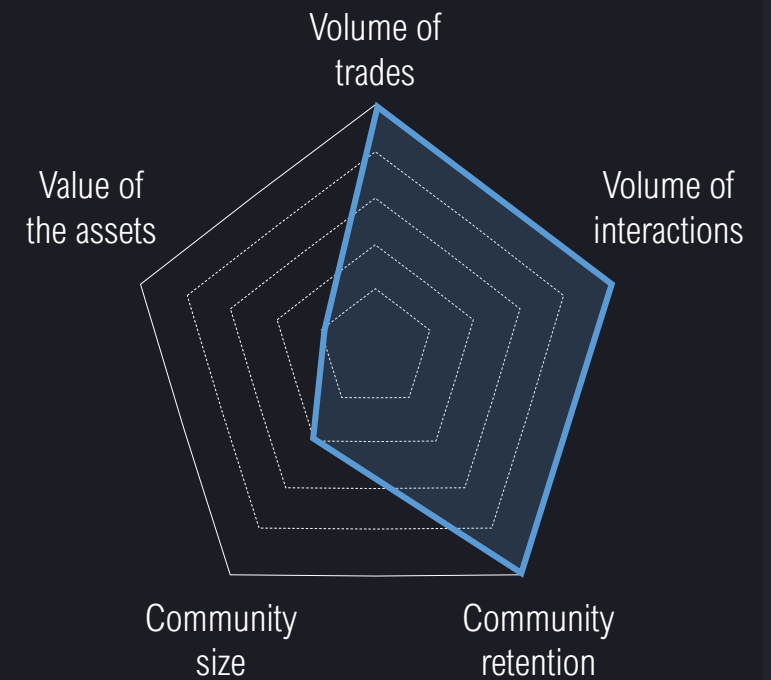
OxUniverse



Axie Infinity



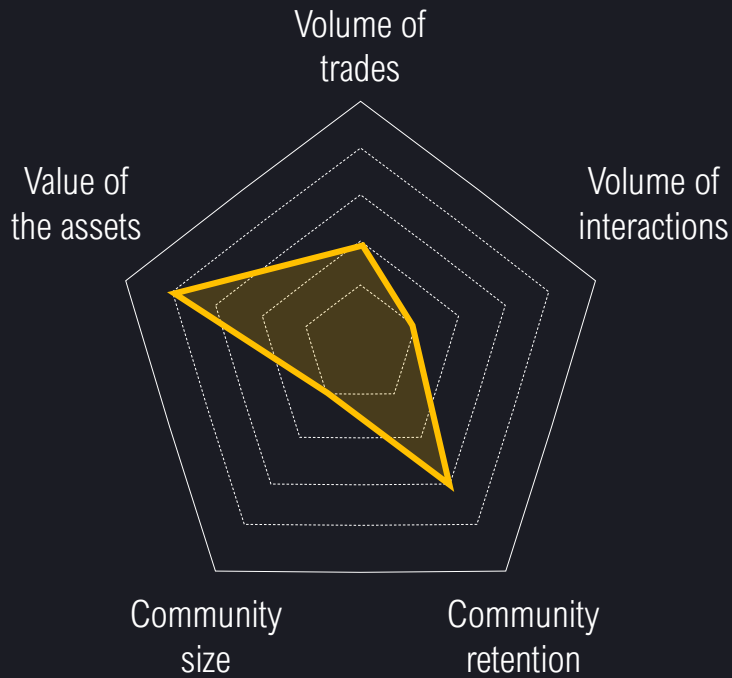
Blockchain Cuties



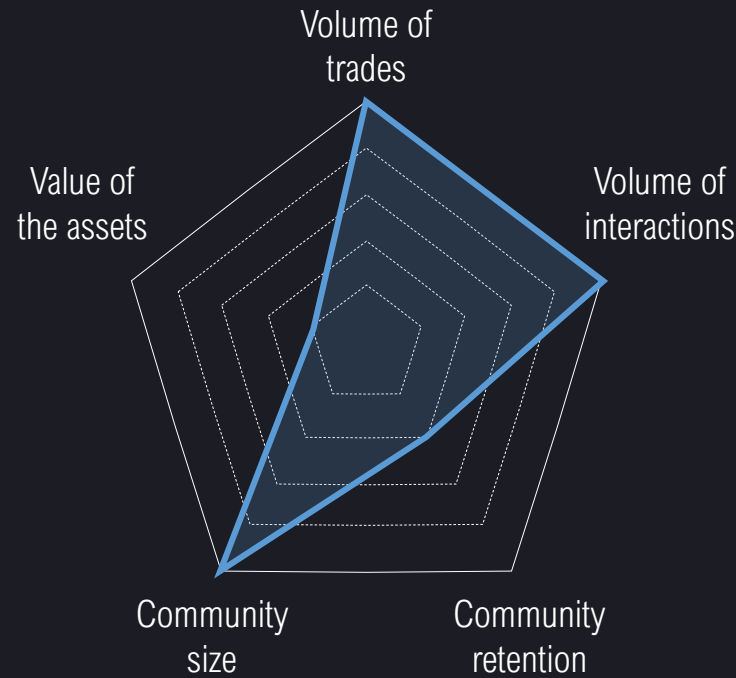
# NFT IDs [2 / 5]



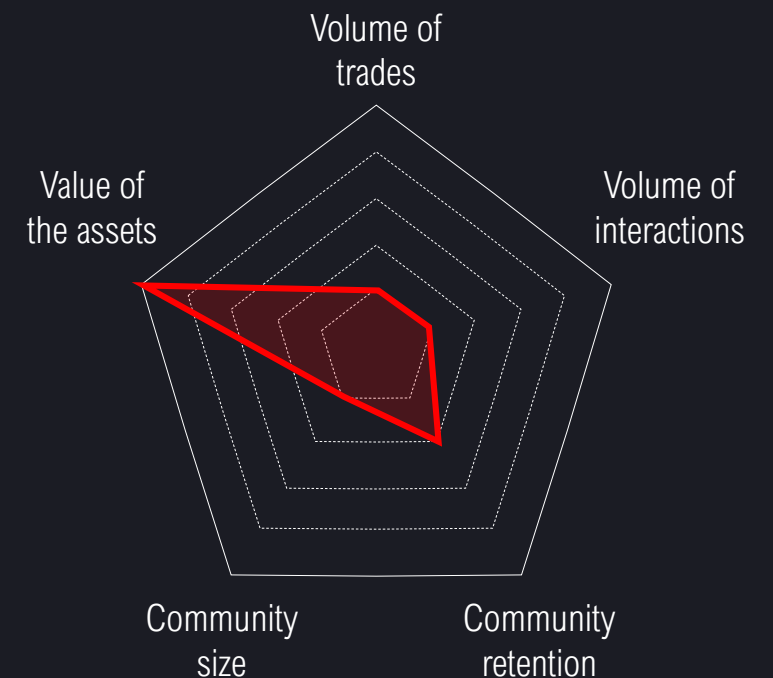
Crypto Space Commander



Cryptokitties



CryptoPunks

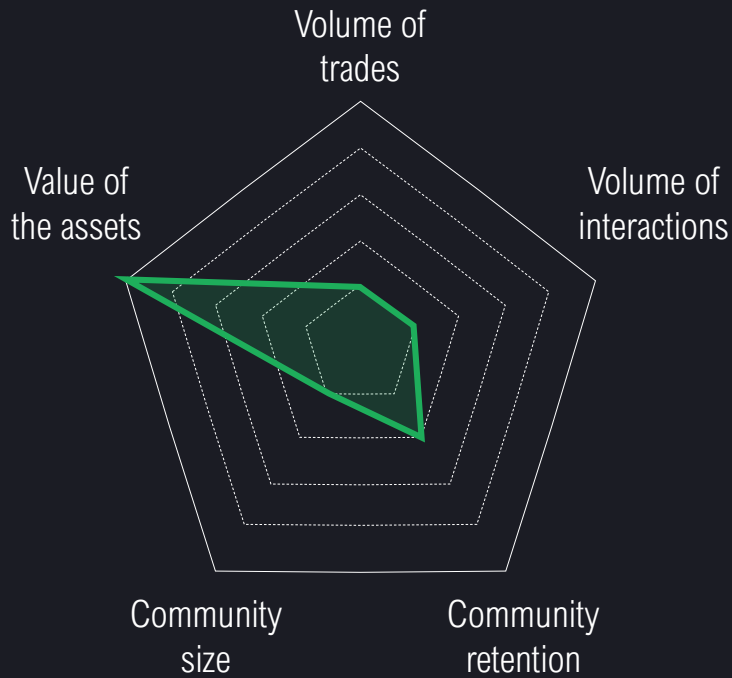




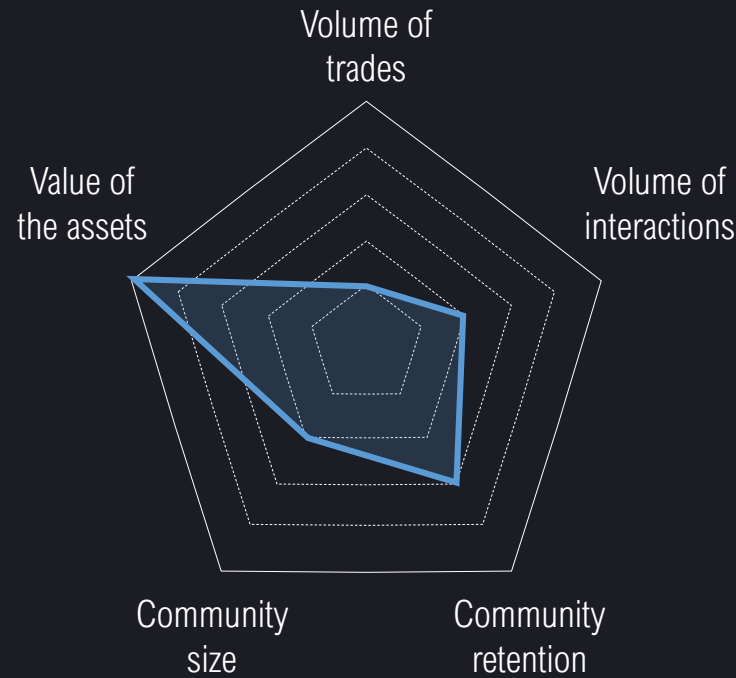
# NFT IDs [3 / 5]



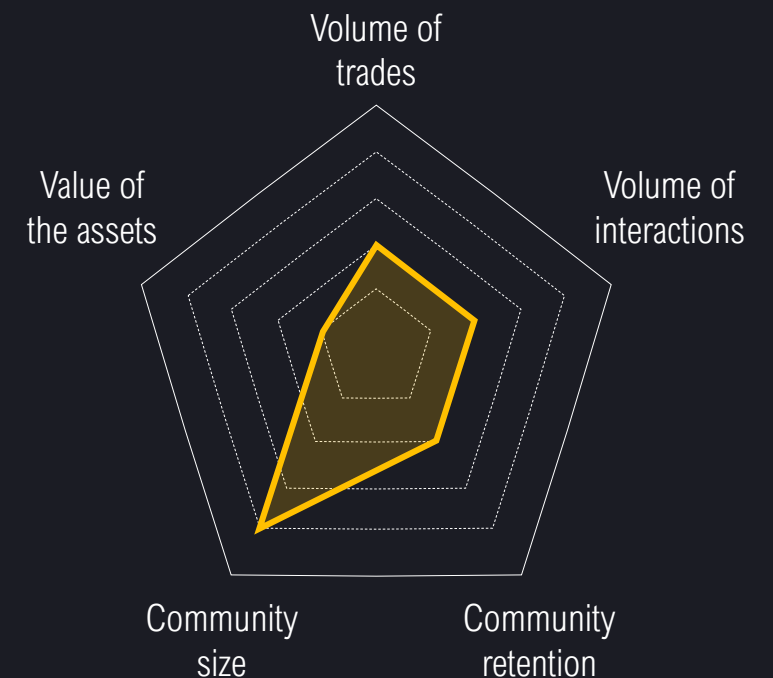
CryptoVoxels



Decentraland



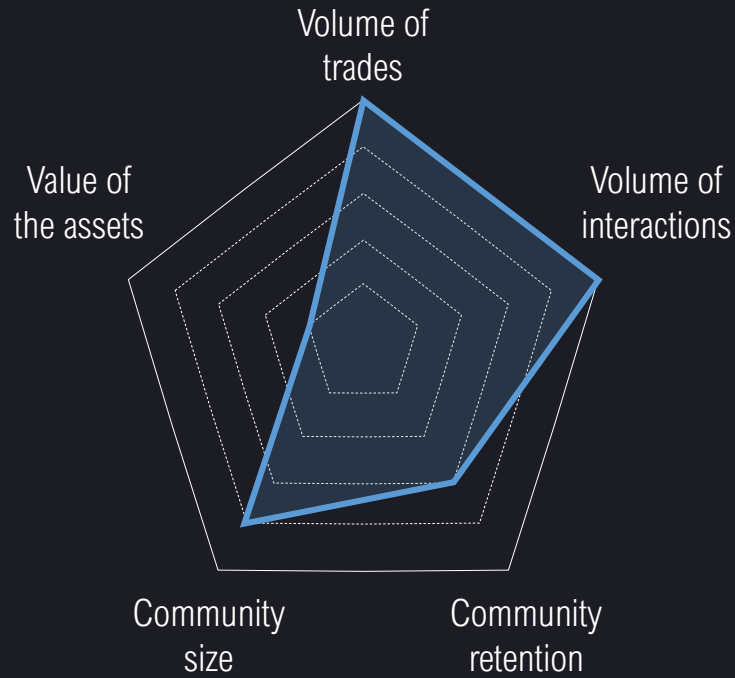
Ethereum



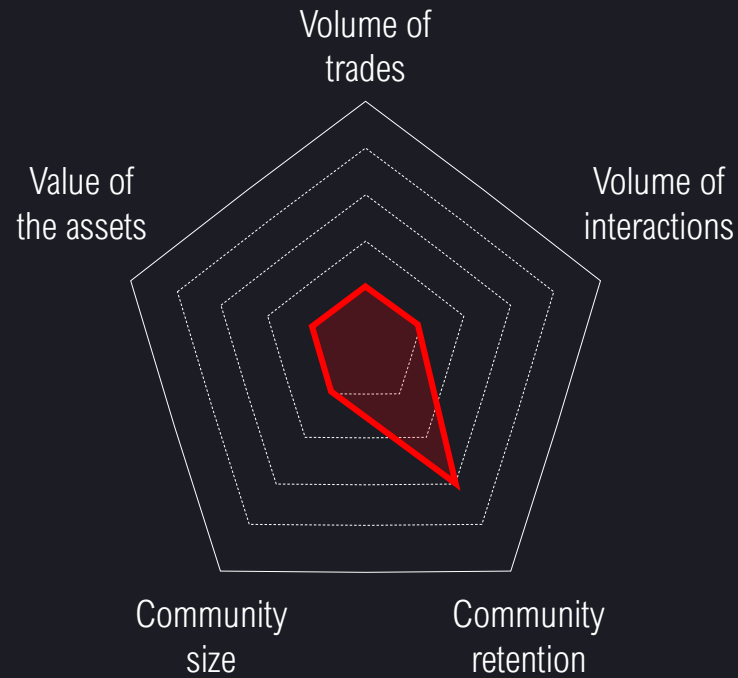
# NFT IDs [4 / 5]



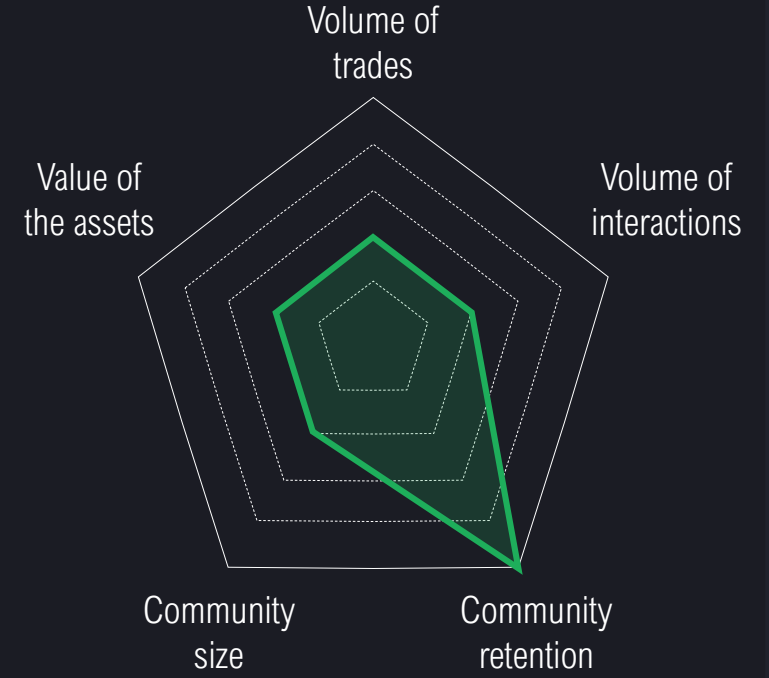
Gods Unchained



Known Origin



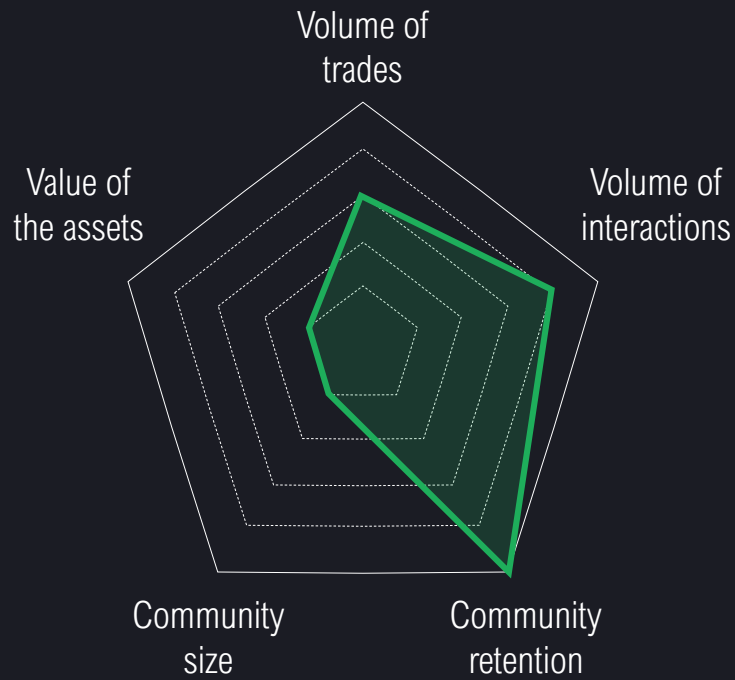
MegaCryptoPolis



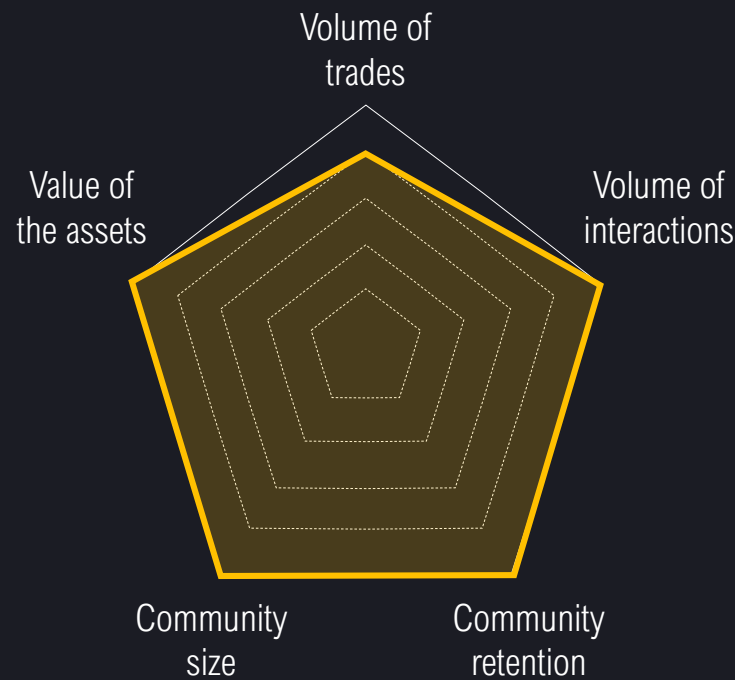
# NFT IDs [5 / 5]



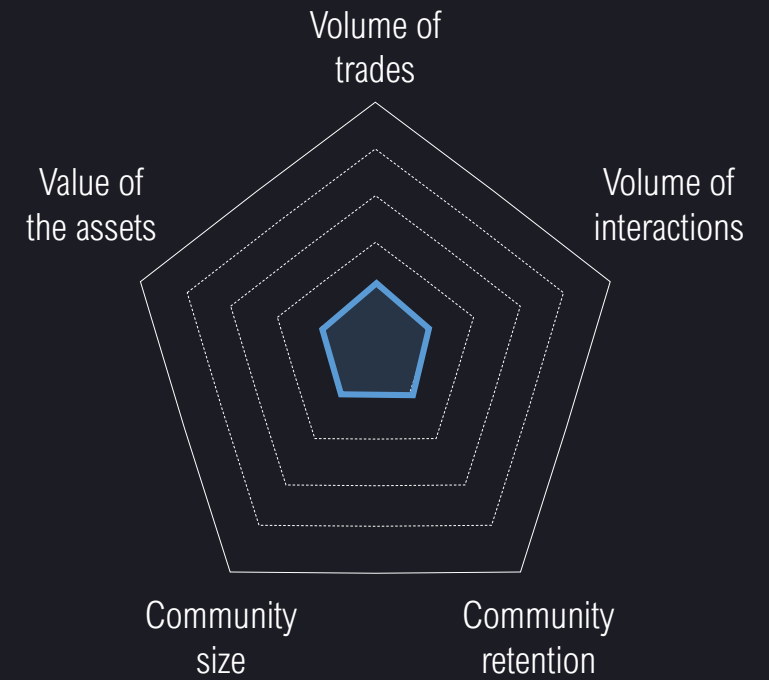
MLB Champions



My Crypto Heroes



Neon District




THANK YOU  
AND SEE YOU THIS YEAR

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 <https://discord.gg/pUv8kd7>