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,
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!
Summary

MAJOR MILESTONES
Events & milestones of the year
Technical milestones

GLOBAL TRENDS
NFT Market Capitalization
How many crypto players?
How much USD transferred?
Transaction volume over time
Active Addresses over time
USD Traded over time
Active Smart Contracts over time

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
USD transferred by project typology
Transaction volume by project typology
Unique active addresses by project typology

HODLERS, FLIPPERS AND WHALES
Top 2019 Buyers
Top 2019 Sellers
Top 2019 Flippers

USERS AND COMMUNITIES
Global Retention Rate
Retention Rate per Project

ASSETS VALUE AND LIQUIDITY
Asset liquidity per project
Projects assets price evolution

PENETRATION RATE
Asset liquidity per project

ALL YOU NEED TO KNOW ABOUT NFT PROJECTS
NFT IDs
MAJOR MILESTONES
Events & milestones of the year

- **Jan**: Somnium Space raised $60,771 through IndieGogo campaign
- **Feb**: Neon District Founder's Sale
- **Mar**: Neon District Baus sold for 141 ETH
- **Apr**: F1 Delta Time 1-1-1 sold for 415.9ETH
- **May**: NFT Mascot artists win the $5,900 Prize
- **Jun**: Etheremon resurrected as Ethermon.io
- **Jul**: Cheeze Wizard Launch
- **Aug**: Battle Racers' presale: 597ETH
- **Sep**: OpenSea raised $2.1M
- **Oct**: Sky Mavis raised $1.465M
- **Nov**: Nifty Gateway purchased by Gemini
- **Dec**: Axie Infinity Land Sale

- **Lucid Sight**: raised $6M
* According to our records Gods Unchained deployed 6.7MM assets once, and then redeployed the same assets again without clogging the Ethereum Network.
NFT Market Capitalization

- **2017**: $30,975,025
- **2018**: $180,219,479 (+482%)
- **2019**: $210,558,198 (+17%)
- **2020 (forecasts)**: $315,712,346 (+50%)
How many crypto players?

- 2017: 58,018
- 2018: 111,640 (+92%)
- 2019: 113,287 (+1%)
- 2020: 147,636 (+30%)

(forecasts)
How much USD transferred?

2017: $52,875,226
2018: $159,355,983* (201%)
2019: $152,857,370 (-4%)
2020: $249,943,814 (+64%, forecasts)

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

- January 2017: 918,843
- February 2017: 699,973
- March 2017: 749,129
- April 2017: 897,429
- May 2017: 787,032
- June 2017: 692,173
- July 2017: 674,957
- August 2017: 363,676
- September 2017: 830,086
- October 2017: 844,906
- November 2017: 1,060,890
- December 2017: 2,000,000

- January 2018: 674,957
- February 2018: 830,086
- March 2018: 844,906
- April 2018: 1,032,212
- May 2018: 749,129
- June 2018: 897,429
- July 2018: 787,032
- August 2018: 692,173
- September 2018: 363,676
- October 2018: 830,086
- November 2018: 844,906
- December 2018: 1,060,890

- January 2019: 674,957
- February 2019: 830,086
- March 2019: 844,906
- April 2019: 1,032,212
- May 2019: 749,129
- June 2019: 897,429
- July 2019: 787,032
- August 2019: 692,173
- September 2019: 363,676
- October 2019: 830,086
- November 2019: 844,906
- December 2019: 1,060,890
Active Addresses over time

- January 2017: 28,881
- February 2017: 20,786
- March 2017: 21,927
- April 2017: 18,623
- May 2017: 21,073
- June 2017: 24,326
- July 2017: 20,631
- August 2017: 18,117
- September 2017: 14,673
- October 2017: 21,032
- November 2017: 22,807
- December 2017: 23,330

- January 2018: 20,786
- February 2018: 21,927
- March 2018: 18,623
- April 2018: 21,073
- May 2018: 24,326
- June 2018: 20,631
- July 2018: 18,117
- August 2018: 14,673
- September 2018: 21,032
- October 2018: 22,807
- November 2018: 23,330
- December 2018: 20,631

- January 2019: 18,623
- February 2019: 21,073
- March 2019: 24,326
- April 2019: 20,631
- May 2019: 18,117
- June 2019: 14,673
- July 2019: 21,032
- August 2019: 22,807
- September 2019: 23,330
- October 2019: 20,631
- November 2019: 18,623
- December 2019: 21,073
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

Axie Infinity
Blockchain Cuties
Gods Unchained
Ethereum Name Service
My Crypto Heroes
0xUniverse
Cryptokitties
Userbases distribution per project
USD transferred distribution over time
USD transferred distribution per project

- Gods... $5,973,068
- My Crypto Heroes $5,973,068
- Axie Infinity $1,538,373
- Super Rare $1,182,082
- Hyper dragons $1,037,735
- Ethereum Name Service $8,024,625
- Decentraland $4,740,672

Projects:
- FOAM Signal $4,097,925
- Cheeze Wizards $979,956
- MLB Champions $942,209
- Arcona $529,555
- Mega Crypto Polis $847,793
- Crypto Space Commander $779,988
- Cryptop... $615,924

 Projects with USD transfers:
- SoRare $510,427
- Azimuth Points $420...
- Crypto... $401,864
- Neon...
- F1...
- Wo...
- Tav...
- Th...
- W...
- C...
- Ch...

Total USD transferred: 20
Transaction volume distribution per project

- Cryptokitties: 2,369,181
- My Crypto Heroes: 980,017
- OxUniverse: 1,150,531
- Gods Unchained: 302,717
- Codex Record: 238,584
- Axie Infinity: 599,016
- Etheremon: 149,992
- Baseball: 102,511
- Clovers: 61,343
- MLB Champions: 57,171
- MLB Name Service: 121,821
- Cryptolink: 106,894
- Blockchain Cuties: 380,304
- Cryptod...: 54,766
- Decentr...: 54,766
- Hyper...: 39,615
- Spa...: 53,677
- MegaCrypt...: 99,243
- World War...: 99,243
- Arc...: 90,807
- Marble Cards: 90,807
- Makers Place: 90,807
- Dr...: 90,807
- Cr...: 90,807
- N...: 90,807
- B...: 90,807
- C...: 90,807
- K...: 90,807
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

- Collectibles: $156,547,033
- Metaverse: $16,223,271
- Art: $12,409,703
- Utility: $12,151,141
- TCG: $8,328,326
- RPG: $6,246,578
- Strategy: $35,118,031
- Misc: $666,220

Years: 2018, 2019
Transaction volume by project typology

<table>
<thead>
<tr>
<th>Project</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collectibles</td>
<td>5,054,571</td>
<td>3,325,734</td>
</tr>
<tr>
<td>Metaverse</td>
<td>84,870</td>
<td>72,955</td>
</tr>
<tr>
<td>Art</td>
<td>21,765</td>
<td>4,275</td>
</tr>
<tr>
<td>Utility</td>
<td>130,843</td>
<td>109,769</td>
</tr>
<tr>
<td>TCG</td>
<td>336,366</td>
<td>644,362</td>
</tr>
<tr>
<td>RPG</td>
<td>344,390</td>
<td>1,187,502</td>
</tr>
<tr>
<td>Strategy</td>
<td>748,028</td>
<td>2,072,103</td>
</tr>
<tr>
<td>Misc</td>
<td>106,685</td>
<td>149,881</td>
</tr>
</tbody>
</table>
Unique active addresses by project typology

HODLERS, FLIPPERS AND WHALES
### Top 2019 Buyers - Chart

<table>
<thead>
<tr>
<th>Wallet Address</th>
<th>USD spent</th>
<th>Distribution per project</th>
</tr>
</thead>
<tbody>
<tr>
<td>0xb3ee1ca8b0f0639a4220f9894f91c854a0687885</td>
<td>$260,831</td>
<td>$78,751</td>
</tr>
<tr>
<td>0x368e75d523963c68f5741700403ca285bda5225</td>
<td>$211,919</td>
<td>$211,919</td>
</tr>
<tr>
<td>0xf98ef609679b367270b5256f65d780295e446a16</td>
<td>$191,265</td>
<td>$180,732</td>
</tr>
<tr>
<td>0xb851c1ba09ee33e7649cac62cbb6d0f4105647a</td>
<td>$134,788</td>
<td>$103,146</td>
</tr>
<tr>
<td>0x51787a2c56d710c68140bdada3f989f6bfa44</td>
<td>$119,997</td>
<td>$105,104</td>
</tr>
<tr>
<td>0x09e282c2ad8a3488df1b94ac07c23d4211b391c</td>
<td>$111,095</td>
<td>$110,899</td>
</tr>
<tr>
<td>0x9707db82df92c58055872731c7a8f90ca90901</td>
<td>$108,208</td>
<td>$108,208</td>
</tr>
<tr>
<td>0xdb76c8788d07b9547e0027947b21901f6b087</td>
<td>$103,642</td>
<td>$103,555</td>
</tr>
<tr>
<td>0xda2803ad747ea12acbf5ae46805673ae48785b5</td>
<td>$100,987</td>
<td>$24,005</td>
</tr>
<tr>
<td>0x41a646c5d65a7246f60e7d69a6091753840d5</td>
<td>$100,975</td>
<td>$16,729</td>
</tr>
</tbody>
</table>

**Wallet Address**
- 0xb3ee1ca8b0f0639a4220f9894f91c854a0687885
- 0x368e75d523963c68f5741700403ca285bda5225
- 0xf98ef609679b367270b5256f65d780295e446a16
- 0xb851c1ba09ee33e7649cac62cbb6d0f4105647a
- 0x51787a2c56d710c68140bdada3f989f6bfa44
- 0x09e282c2ad8a3488df1b94ac07c23d4211b391c
- 0x9707db82df92c58055872731c7a8f90ca90901
- 0xdb76c8788d07b9547e0027947b21901f6b087
- 0xda2803ad747ea12acbf5ae46805673ae48785b5
- 0x41a646c5d65a7246f60e7d69a6091753840d5

**Projects**
- 0xUniverse
- CSC
- Blockchain Cuties
- Axie Infinity
- 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
- Somnium Space
- Super Rare
- The Sandbox
- War Riders

**USD Spent**
- $260,831
- $211,919
- $191,265
- $134,788
- $119,997
- $111,095
- $108,208
- $103,642
- $100,987
- $100,975

**Distribution per Project**
- $78,751
- $211,919
- $180,732
- $103,146
- $105,104
- $110,899
- $108,208
- $103,555
- $24,005
- $16,729
- $51,633
- $52,983
- $26,989
- $4,779
- $4,364
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**
  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

<table>
<thead>
<tr>
<th>Wallet Address</th>
<th>USD spent</th>
<th>Distribution per project</th>
</tr>
</thead>
<tbody>
<tr>
<td>0xb98cdacd006b9d47c37ca63cc86f916ee23fc550</td>
<td>$200,570</td>
<td>$200,198</td>
</tr>
<tr>
<td>0xbd76cc8788d07b9547e0027947b21901fedbf087</td>
<td>$185,138</td>
<td>$180,620</td>
</tr>
<tr>
<td>0xf98ef509679b367270b5256f65d780295e446a16</td>
<td>$177,141</td>
<td>$168,207</td>
</tr>
<tr>
<td>0x99a811e5c62add61397f545629f836115ae0164</td>
<td>$176,377</td>
<td>$165,837</td>
</tr>
<tr>
<td>0x8b51c1ba9ee33e76f9ccac62c6d0f410f5647a</td>
<td>$163,586</td>
<td>$160,086</td>
</tr>
<tr>
<td>0x2d891ed45c43eab978513df492a35cf131d2e2</td>
<td>$147,197</td>
<td>$147,168</td>
</tr>
<tr>
<td>0x5d43656a16e514cc2886592b64893a5fe93553d</td>
<td>$136,926</td>
<td>$136,901</td>
</tr>
<tr>
<td>0xca9c6d73e4b88d77187e99864b7ce11f670cb69</td>
<td>$132,653</td>
<td>$132,653</td>
</tr>
<tr>
<td>0x721931508df2764fd470c53da646cb8aed16ace</td>
<td>$132,653</td>
<td>$97,288</td>
</tr>
<tr>
<td>0xd387a6e4e846c86bd90c158c6028a58c8ac459</td>
<td>$113,439</td>
<td>$5,831, $10,656, $57,864, $10,706, $8,091</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Wallet Address</th>
<th>Profit</th>
<th>Distribution per project</th>
</tr>
</thead>
<tbody>
<tr>
<td>0x721931508df2764df470c53da646cb8aed16ace</td>
<td>$89 423</td>
<td>$90 068.94, $10 465.23</td>
</tr>
<tr>
<td>0xd387a6e4e8a46c6b499cd09ec58c602a858cc8ac459</td>
<td>$83 289</td>
<td>$7.842.26, $24 468.26, $57 417.22, $1 544.33</td>
</tr>
<tr>
<td>0xbd76cc8788d07b9547e0027947b21901fedbf087</td>
<td>$81 496</td>
<td>$77 065.32</td>
</tr>
<tr>
<td>0x99a811e562add613975456292f838615aea0164</td>
<td>$79 040</td>
<td>$83 824.74</td>
</tr>
<tr>
<td>0x5d43656a16e514f64893a56c93553d</td>
<td>$40 261</td>
<td>$40 259.61</td>
</tr>
<tr>
<td>0x8d9e8dca72d41aba3e2451894e9eaf03fdaa86</td>
<td>$37 431</td>
<td>$37 430.66</td>
</tr>
<tr>
<td>0xc6464a406179f12a15797869ac6bd941c2535</td>
<td>$37 100</td>
<td>$37 100.20</td>
</tr>
<tr>
<td>0x81e4fb0c644f9f98b57f648562f69a791b2e92</td>
<td>$29 434</td>
<td>$32 806.79</td>
</tr>
<tr>
<td>0xb51c1ba09ee33e7649cac62cc6d0f410f5647a</td>
<td>$28 798</td>
<td>$39 940.16</td>
</tr>
<tr>
<td>0x71dcf785f0353bf657c38ab7865c1f184efe208</td>
<td>$28 568</td>
<td>$6 040.33, $2 465.36, $42 026.35</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Project</th>
<th>Active between</th>
<th># of users</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ox Universe</td>
<td>3 months or less</td>
<td>11,238</td>
<td>77.37%</td>
</tr>
<tr>
<td></td>
<td>4 and 6 months</td>
<td>2,225</td>
<td>15.32%</td>
</tr>
<tr>
<td></td>
<td>7 and 9 months</td>
<td>700</td>
<td>4.82%</td>
</tr>
<tr>
<td></td>
<td>10 months or more</td>
<td>197</td>
<td>1.36%</td>
</tr>
<tr>
<td>Axie Infinity</td>
<td>3 months or less</td>
<td>2,168</td>
<td>80.06%</td>
</tr>
<tr>
<td></td>
<td>4 and 6 months</td>
<td>281</td>
<td>10.38%</td>
</tr>
<tr>
<td></td>
<td>7 and 9 months</td>
<td>141</td>
<td>5.21%</td>
</tr>
<tr>
<td></td>
<td>10 months or more</td>
<td>118</td>
<td>4.36%</td>
</tr>
<tr>
<td>Blockchain Cuties</td>
<td>3 months or less</td>
<td>3,696</td>
<td>73.09%</td>
</tr>
<tr>
<td></td>
<td>4 and 6 months</td>
<td>340</td>
<td>6.72%</td>
</tr>
<tr>
<td></td>
<td>7 and 9 months</td>
<td>503</td>
<td>9.95%</td>
</tr>
<tr>
<td></td>
<td>10 months or more</td>
<td>542</td>
<td>10.72%</td>
</tr>
</tbody>
</table>
Retention Rate per Project

<table>
<thead>
<tr>
<th></th>
<th># of users</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Crypto Space Commander</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 months or less</td>
<td>897</td>
<td>83.29%</td>
</tr>
<tr>
<td>4 and 6 months</td>
<td>134</td>
<td>12.44%</td>
</tr>
<tr>
<td>7 and 9 months</td>
<td>35</td>
<td>3.25%</td>
</tr>
<tr>
<td>10 months or more</td>
<td>11</td>
<td>1.02%</td>
</tr>
<tr>
<td><strong>Cryptokitties</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 months or less</td>
<td>14,812</td>
<td>90.82%</td>
</tr>
<tr>
<td>4 and 6 months</td>
<td>868</td>
<td>5.32%</td>
</tr>
<tr>
<td>7 and 9 months</td>
<td>320</td>
<td>1.96%</td>
</tr>
<tr>
<td>10 months or more</td>
<td>206</td>
<td>1.26%</td>
</tr>
<tr>
<td><strong>Decentraland</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 months or less</td>
<td>1,976</td>
<td>82.85%</td>
</tr>
<tr>
<td>4 and 6 months</td>
<td>267</td>
<td>11.19%</td>
</tr>
<tr>
<td>7 and 9 months</td>
<td>89</td>
<td>3.73%</td>
</tr>
<tr>
<td>110 months or more</td>
<td>53</td>
<td>2.22%</td>
</tr>
</tbody>
</table>
Retention Rate per Project

### Etheremon

<table>
<thead>
<tr>
<th>Active between</th>
<th># of users</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months or less</td>
<td>3713</td>
<td>86.26%</td>
</tr>
<tr>
<td>4 and 6 months</td>
<td>303</td>
<td>7.2%</td>
</tr>
<tr>
<td>7 and 9 months</td>
<td>144</td>
<td>3.42%</td>
</tr>
<tr>
<td>10 months or more</td>
<td>51</td>
<td>1.21%</td>
</tr>
</tbody>
</table>

### Gods Unchained

<table>
<thead>
<tr>
<th>Active between</th>
<th># of users</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months or less</td>
<td>7132</td>
<td>86.97%</td>
</tr>
<tr>
<td>4 and 6 months</td>
<td>744</td>
<td>9.07%</td>
</tr>
<tr>
<td>7 and 9 months</td>
<td>170</td>
<td>2.07%</td>
</tr>
<tr>
<td>10 months or more</td>
<td>185</td>
<td>2.26%</td>
</tr>
</tbody>
</table>

### MegaCryptoPolis

<table>
<thead>
<tr>
<th>Active between</th>
<th># of users</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months or less</td>
<td>1097</td>
<td>68.43%</td>
</tr>
<tr>
<td>4 and 6 months</td>
<td>272</td>
<td>16.97%</td>
</tr>
<tr>
<td>7 and 9 months</td>
<td>122</td>
<td>7.61%</td>
</tr>
<tr>
<td>10 months or more</td>
<td>112</td>
<td>6.99%</td>
</tr>
</tbody>
</table>
Retention Rate per Project [4 / 4]

<table>
<thead>
<tr>
<th>Active between</th>
<th>MLB Champions</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months or less</td>
<td>683</td>
<td>73.28%</td>
</tr>
<tr>
<td>4 and 6 months</td>
<td>128</td>
<td>13.73%</td>
</tr>
<tr>
<td>7 and 9 months</td>
<td>81</td>
<td>8.69%</td>
</tr>
<tr>
<td>10 months or more</td>
<td>40</td>
<td>4.29%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Active between</th>
<th>My Crypto Heroes</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months or less</td>
<td>17,445</td>
<td>77.13%</td>
</tr>
<tr>
<td>4 and 6 months</td>
<td>2,428</td>
<td>10.74%</td>
</tr>
<tr>
<td>7 and 9 months</td>
<td>1,275</td>
<td>5.64%</td>
</tr>
<tr>
<td>10 months or more</td>
<td>1,495</td>
<td>6.61%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Active between</th>
<th>Neon District</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months or less</td>
<td>1,333</td>
<td>98.38%</td>
</tr>
<tr>
<td>4 and 6 months</td>
<td>21</td>
<td>1.55%</td>
</tr>
<tr>
<td>7 and 9 months</td>
<td>1</td>
<td>0.07%</td>
</tr>
<tr>
<td>10 months or more</td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
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 asset 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).
Asset liquidity per project [2/2]

- Etheremon
  - 2018: 38% Transferred, 62% Frozen
  - 2019: 28% Transferred, 72% Frozen

- Gods Unchained
  - 2018: 15% Transferred, 85% Frozen
  - 2019: 3% Transferred, 97% Frozen

- MegaCryptoPolis
  - 2018: 25% Transferred, 75% Frozen
  - 2019: 28% Transferred, 72% Frozen

- MLB Champions
  - 2018: 53% Transferred, 47% Frozen
  - 2019: 20% Transferred, 80% Frozen

- My Crypto Heroes
  - 2018: 77% Transferred, 23% Frozen
  - 2019: 8% Transferred, 92% Frozen

- Neon District
  - 2018: 24% Transferred, 76% Frozen
  - 2019: 8% Transferred, 92% Frozen
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
Projects assets price evolution
(Value between $1 and $50)
Projects assets price evolution
(Value between $50 and $300)

CryptoPunks
CryptoVoxels
My Crypto Heroes
Crypto Space Commander
Etheremon
Gods Unchained
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% (\(\frac{2,134}{21,342} \times 100 = 10\%\)).

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%
- Etheremon: 3.07%
- Axie Infinity: 2.71%
- CryptoInk: 2.12%
- Decentraland: 2.10%
- MegaCryptoPolis: 2.04%
Penetration Rates

(Between 10% and 50%)
Penetration Rates

(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 monitor the performance of an NFT project.
NFT IDs

- **0xUniverse**
  - Community size
  - Community retention

- **Axie Infinity**
  - Community size
  - Community retention

- **Blockchain Cuties**
  - Community size
  - Community retention

<table>
<thead>
<tr>
<th>NFT IDs</th>
<th>Community size</th>
<th>Community retention</th>
<th>Value of the assets</th>
<th>Volume of trades</th>
<th>Volume of interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>0xUniverse</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Axie Infinity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blockchain Cuties</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NFT IDs [2 / 5]

Crypto Space Commander

Value of the assets
Volume of trades
Volume of interactions
Community size
Community retention

Cryptokitties

Value of the assets
Volume of trades
Volume of interactions
Community size
Community retention

CryptoPunks

Value of the assets
Volume of trades
Volume of interactions
Community size
Community retention
NFT IDs [4 / 5]

Gods Unchained

Value of the assets
Volume of trades
Community size
Community retention

Volume of interactions

Value of the assets
Volume of trades
Community size
Community retention

Known Origin

Value of the assets
Volume of trades
Community size
Community retention

Volume of interactions

Value of the assets
Volume of trades
Community size
Community retention

MegaCryptoPolis

Value of the assets
Volume of trades
Community size
Community retention

Volume of interactions

Value of the assets
Volume of trades
Community size
Community retention
THANK YOU
AND SEE YOU THIS YEAR