

NON FUNGIBLE TOKENS **YEARLY REPORT** **2018**



NonFungible.com

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FOREWORDS

For this first report, we would like to express our sincerest thank you to NFT.NYC for their proposition to participate in this major event, as well as for their help in delivering this report. We would also like to thank CoinGecko who trusted us and gave us the idea to initiate this report, which is the little brother of CoinGecko's quarterly cryptocurrency report, for which we have the honor to contribute to.

Our goal with this annual report is primarily to inform the mainstream about the growth of this market, driven by non-fungible tokens. We firmly believe that the advent of this new typology of assets will pave the way for real, healthy, viable, and long-term use of the Blockchain, far from speculative drift.

Finally, we would like to thank our entire community and our faithful members who have provided us with valuable advice and feedback throughout the development of this report and our platform.

We hope this first edition will give you a fresh look at this ecosystem and the booming NFT economy.

Enjoy reading,



Daniel Kelly & Gauthier Zuppinger



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FEW WORDS ABOUT **2018**



WHAT ARE NON-FUNGIBLE TOKENS?

Fungible [fuhn-juh-buhl] – adjective

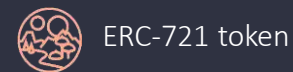
(especially of goods) being of such nature or kind as to be freely exchangeable or replaceable, in whole or in part, for another of like nature or kind.

Source: [dictionary.com](https://www.dictionary.com)

Non-fungible tokens (or NFTs) are a new class of digital assets stored and handled on a blockchain. These assets are characterized as **unique**, **irreplaceable** and **non-interchangeable**.

Non-fungible tokens are not cryptocurrencies. They are not traded on exchanges like any other tokens. They are not built on the same technical standards (ERC-721 on Ethereum).

FUNGIBLE



NON-FUNGIBLE



NFTS ARE THE FUTURE OF BLOCKCHAIN

Blockchain technology was originally designed to allow censorship-resistant financial transactions, without relying on traditional financial institutions. Cryptocurrencies and more generally, the blockchain, have allowed the emergence of incredible projects but, have also generated large drifts including the speculative bubble in 2017 / early 2018.

The appearance of NFTs and the use cases that they make possible on Blockchains today, open the doors to a whole new world of possibilities: Collectables (cards, objects, ...) Gaming (RPG, platform games, ...), digital art, certifications ...

We believe that a new era of mass adoption will rise from NFTs.

Background image from Ember Sword Project (© So Couch Studios 2019)



2018: THE #BUIDL YEAR IN FIGURES



\$205 899 587

TOTAL USD TRADED



7 662 072

TOTAL TRANSACTIONS



366 120

TOTAL ETH TRADED



16 months

THE ERC-721 STANDARD HAS BEEN DEFINED IN AUGUST 2017. ALL THOSE FIGURES ARE BASED ON A TECHNOLOGY THAT WAS BARELY ONE YEAR OLD.



NFTS ARE CROSS-BLOCKCHAIN!



BITCOIN (BTC)

The original non-fungible token, “colored coins”, may be used to represent different asset classes. The first non-fungible token experiments used CounterParty’s infrastructure, RarePepe and Spells of Genesis. CounterParty provides the infrastructure to build and deploy fungible or non-fungible assets on the Bitcoin network as well as the wallets and blockchain explorers for users to view and interact with their assets. High transaction fees and slower network confirmations played a major role in restricting the non-fungible asset and blockchain gaming use-case presented by NFTs.



EOS (EOS)

Design and development led by the team at Unico Global, “dGoods”, the non-fungible standard for EOS, promises the same incredible throughput and small transaction fees of more centralized blockchain solutions. EOSKnights claims to attract an incredibly high user base and is likely largely due to the improved user experience of transaction speed and cost.



STELLAR (XLM)

Non-fungible tokens on the Stellar blockchain are possible but come with their drawbacks. Although not officially supported as a standard, NFTs may be created by backpacking on Stellar’s accounts feature. Every asset should become its own “account”, or individual fungible token with a supply of one. This requires the account to conform to the minimum eligibility criteria and cannot be traded on Stellar’s native DEX platforms.



ETHEREUM (ETH)

The first non-fungible token proposal on Ethereum is based on the initial draft by Dieter Shirley of the CryptoKitties team and finalized by lead author William Entriken and a large community of supporters. ERC721 has been through rigorous testing by hundreds of projects, ran through an official bug bounty, and is largely considered THE non-fungible token.



TRON (TRX)

Touting similar advantages as EOS, Tron’s NFT token has seen good support from publishers such as Blockchain Cuties, and EverDragons. Tron is attracting developers of the blockchain gaming industry and coining the term “Dgaming” on the Tron blockchain.



NEO (NEO)

Led by the team at HashPuppies, NEP-11 puts non-fungible assets on the NEO blockchain. NEP-11 has been changed to the “accepted” state as of October 2018 and is the defacto standard of NFT on NEO.



NEM (XEM)

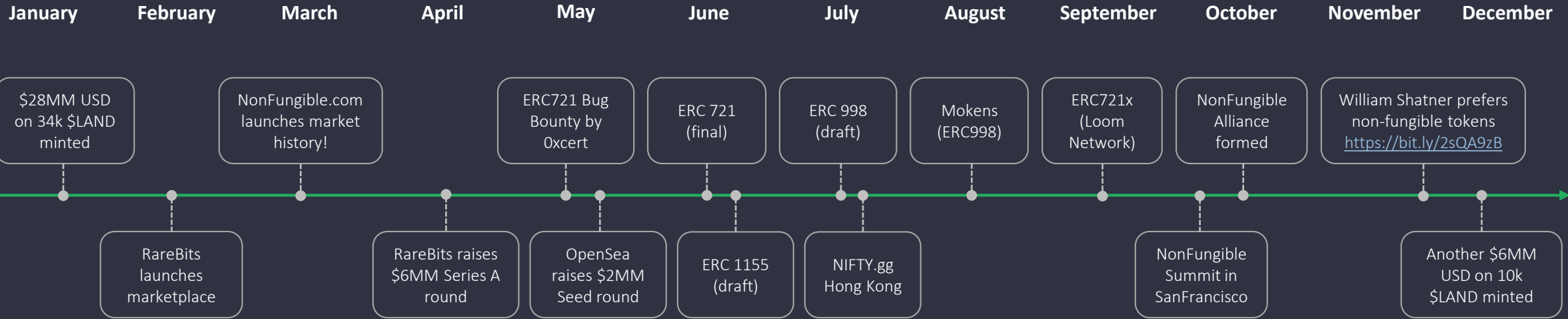
@aleixmorgadas on Github has been working on “nem2-nonfungible-asset” since May 2018, and some projects have started working with it. NEM utilizes an experimental “proof-of-importance” consensus algorithm to achieve decentralization. Like proof-of-stake, POI provides high transaction throughput over the NEM blockchain.



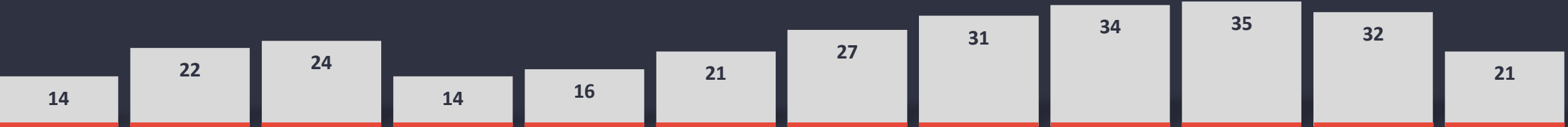
2018 GLOBAL REVIEW



EVENTS



NEW NFT CONTRACTS



NEW PROJECTS ON MAINNET

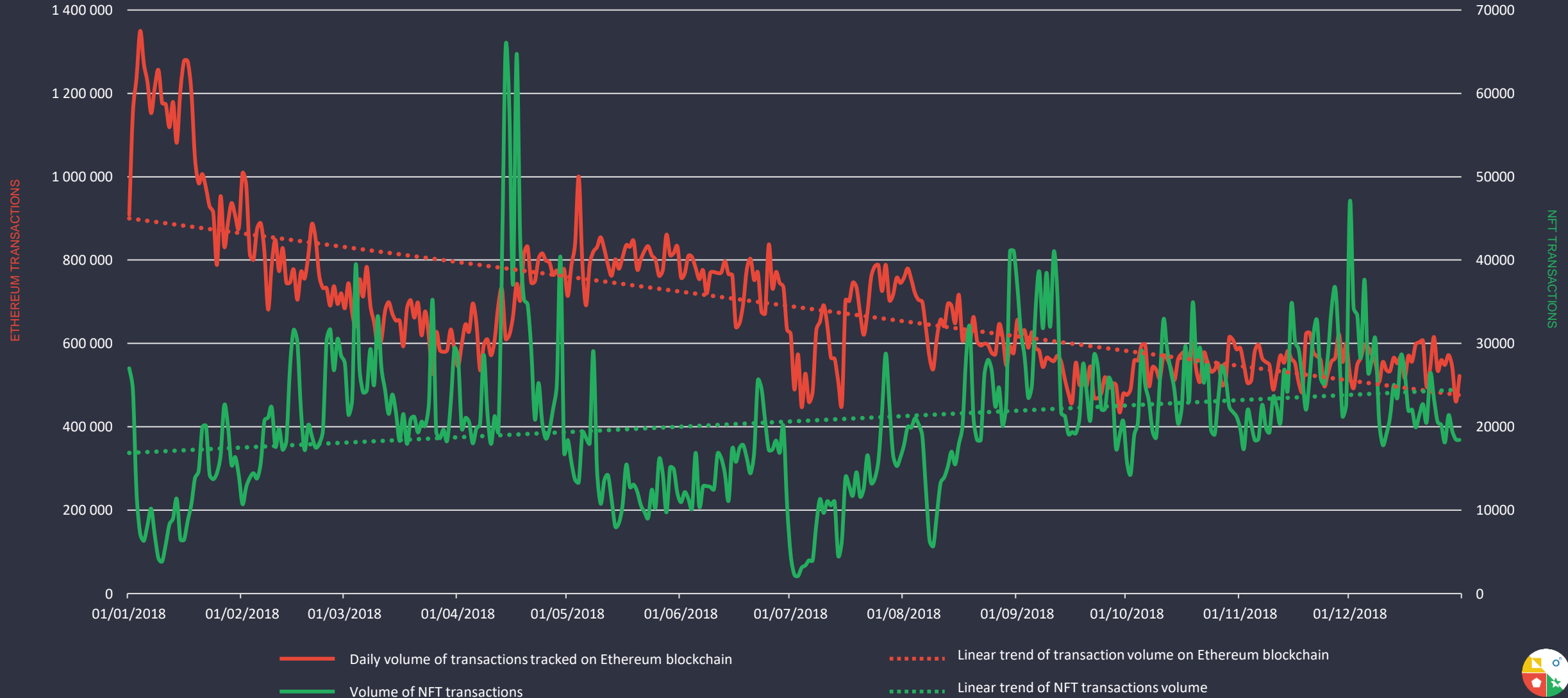




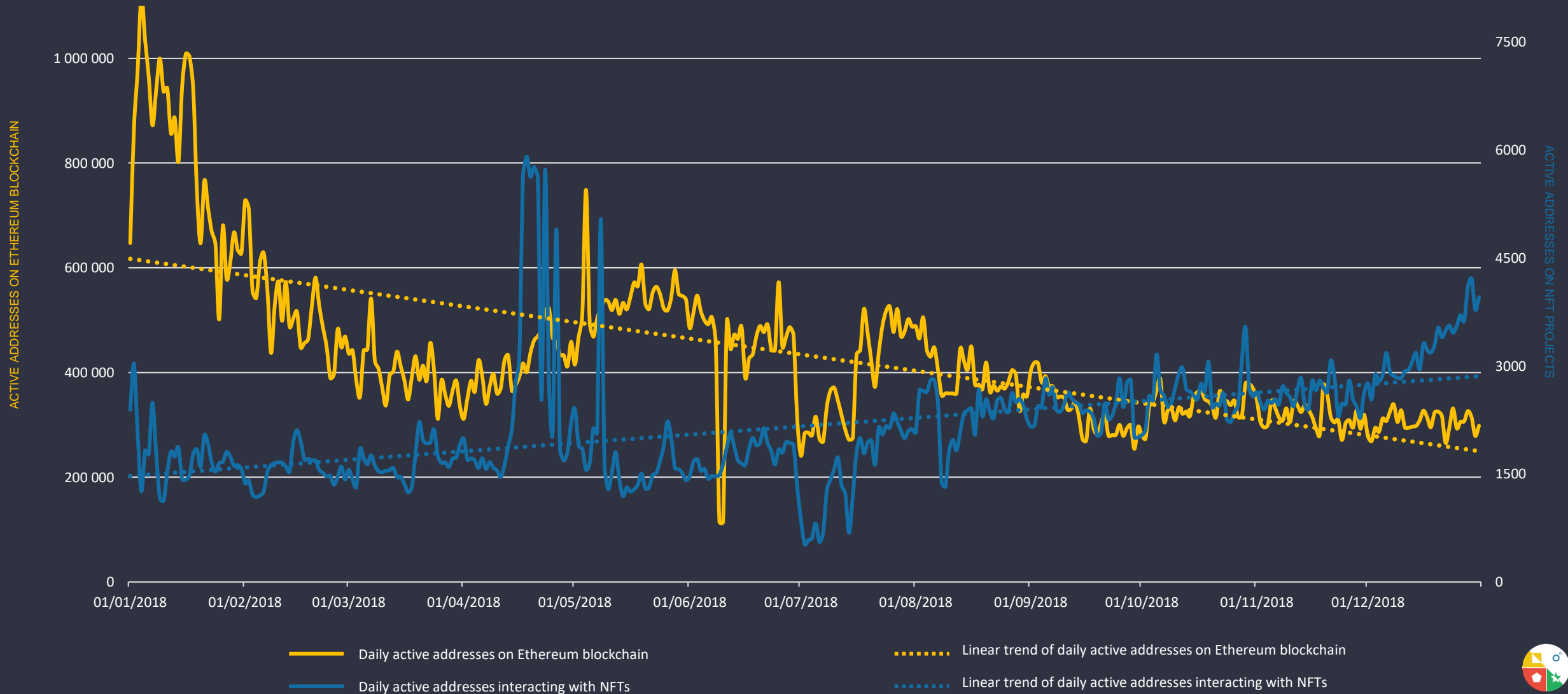
NON FUNGIBLE TOKENS MARKET **CHARTS AND TRENDS**














TRANSACTION VOLUME: ETH vs. NFTs



ACTIVE ADDRESSES: ETH vs. NFTs



TRANSACTIONS VOLUME DISTRIBUTION

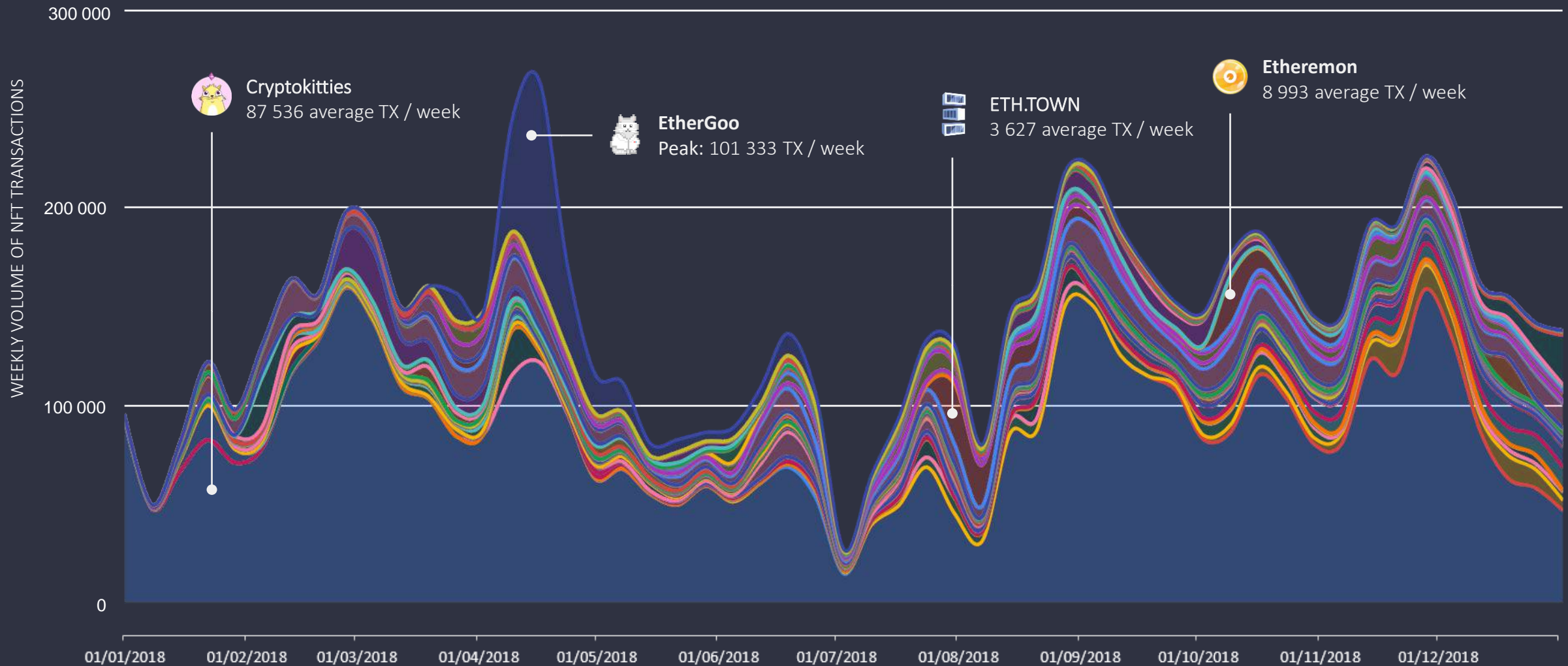
	PROJECTS	TRANSACTIONS
#1	 CryptoKitties	4 639 422
#2	 Etheremon	476 647
#3	 EtherGoo	337 214
#4	 Blockchain Cuties	168 445
#5	 ETH.Town	155 982
#6	 Gods Unchained	139 668
#7	 Ox Universe	118 738
#8	 Axie Infinity	117 809
#9	 EtherBots	110 747
#10	 CryptoInk	107 384
#11	 Decentraland	105 444
#12	 MLB Crypto Baseball	104 962
#13	 Ox Project	104 098
#14	 Hyper Dragons	98 139
#15	 Mega Crypto Polis	87 786
#16	 Arcona	85 226
#17	My Crypto Heroes	67 624

	PROJECTS	TRANSACTIONS
#18	 Ether Dungeon	52 166
#19	 Cryptobots	49 975
#20	 Fishbank	47 781
#21	 Staryfox	36 739
#22	 Cryptocelbrities	33 740
#23	 OpenSea	30 638
#24	 Panda Earth	29 760
#25	 Crypto Space Commander	29 326
#26	 Ether Online	26 900
#27	 Chibi Fighters	16 928
#28	 Crypto Warriors	15 782
#29	 Pepe dApp	15 533
#30	 Crypto Saga	14 971
#31	 Crypto Fighters	14 073
#32	 Crypto Countries	13 685
#33	 Mineority	11 472
#34	KryptoWar	8 986

	PROJECTS	TRANSACTIONS
#35	 CryptoPepe	8 004
#36	 Crypto All Stars	7 858
#37	 Crypto Strikers	6 255
#38	 Auctionity	6 112
#39	 Crypto Flowers	5 750
#40	 D World	5 594
#41	 OxCert KYC	5 235
#42	 Crypto Punks	5 046
#43	 CryptoCrystal	4 970
#44	 SuperRare	4 964
#45	 Cryptopony	4 935
#46	 CryptoRome	4 933
#47	 EtherQuest	4 687
#48	 ExoPlanets	4 648
#49	 Dragonereum	3 390
#50	 My Hero	3 239

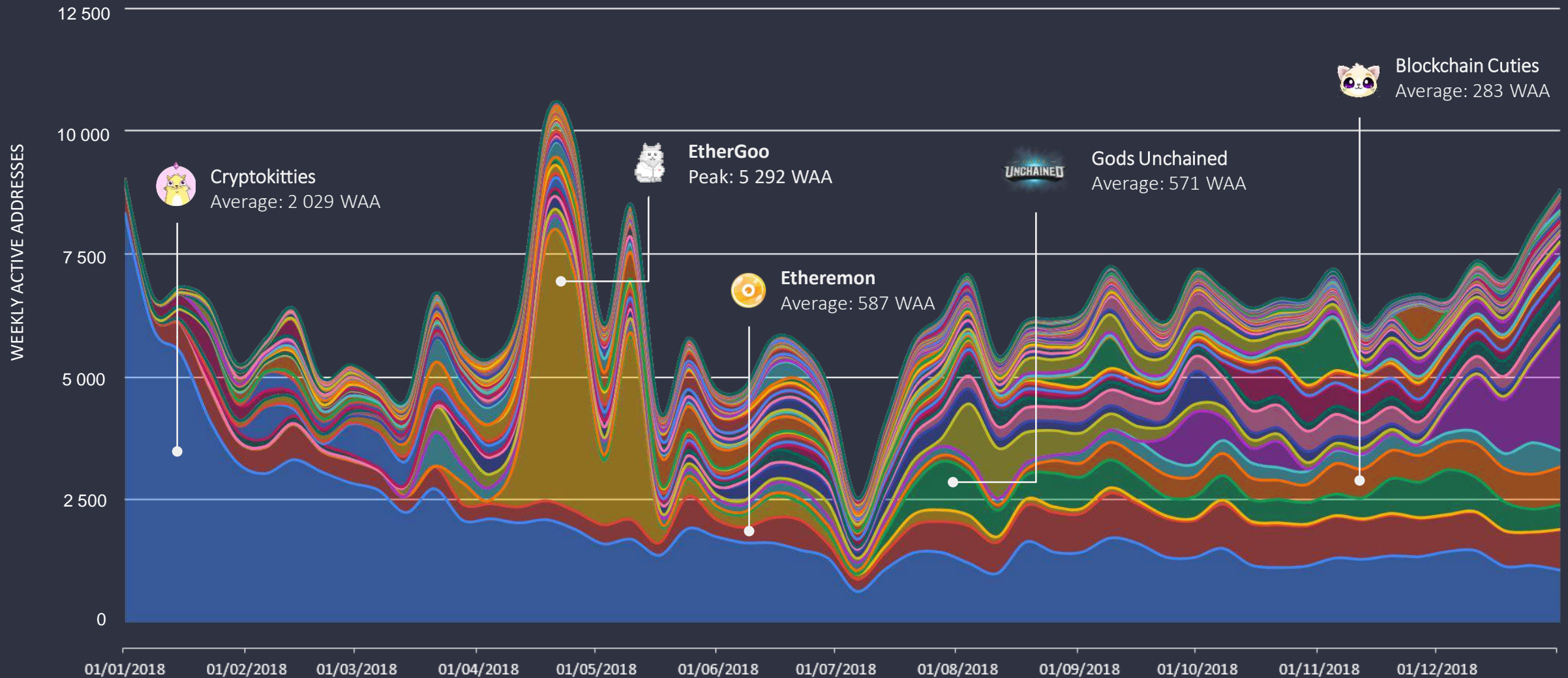


TRANSACTIONS VOLUME EVOLUTION



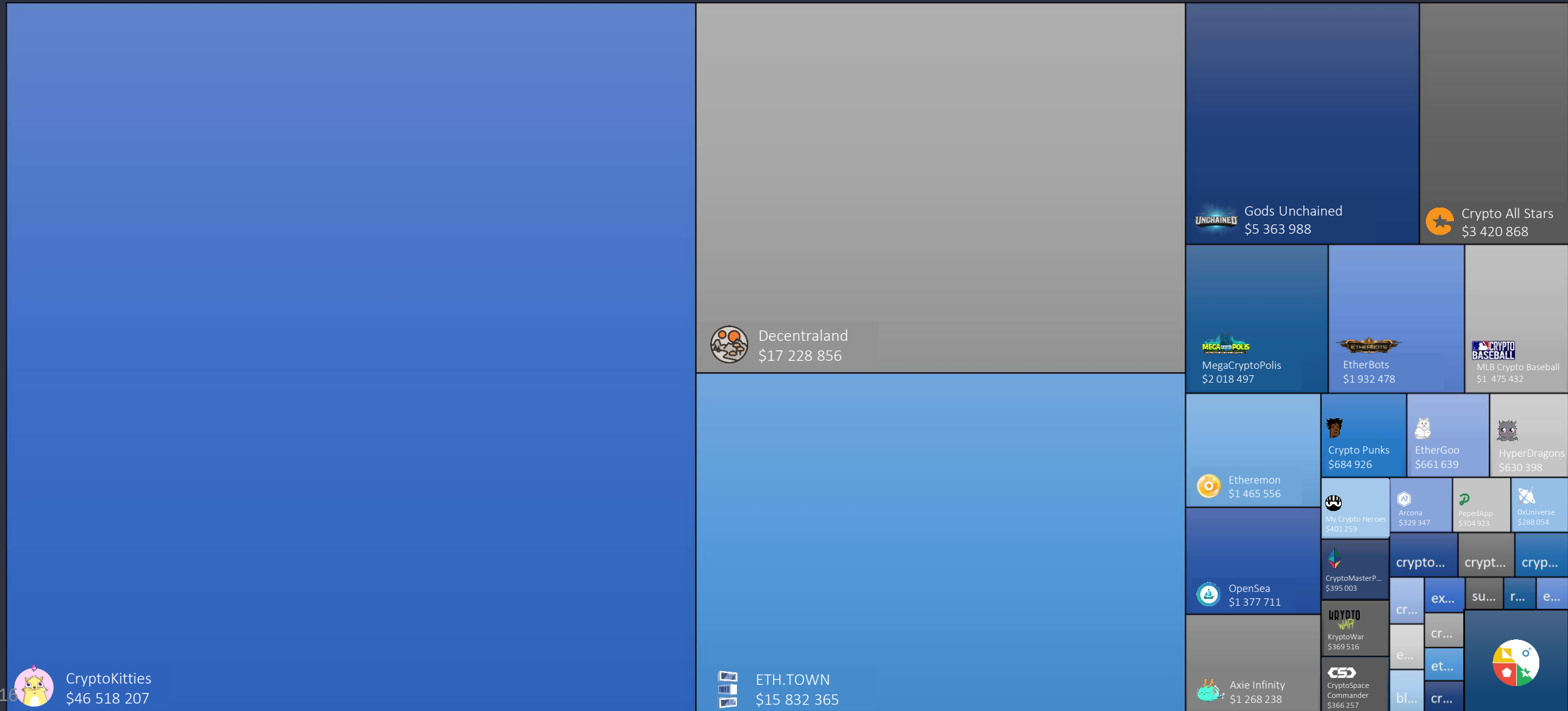
USER BASE EVOLUTION

(WAA = WEEKLY ACTIVE ADDRESSES)



NFT MARKET DISTRIBUTION (USD)

(TOTAL USD TRADED IN 2018 PER PROJECT)





FOCUS ON: DECENTRALAND **MARKET ANALYSIS**

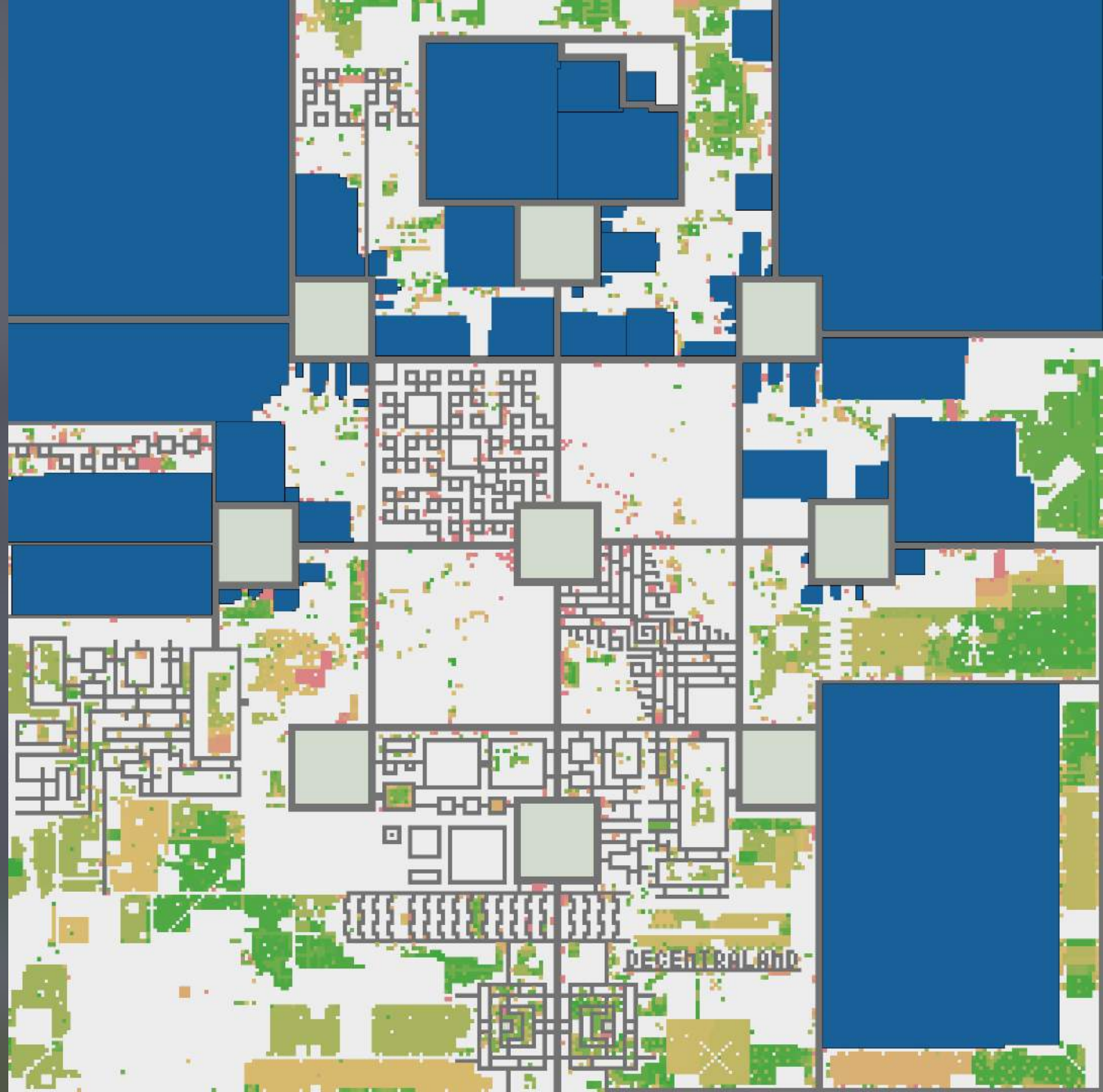
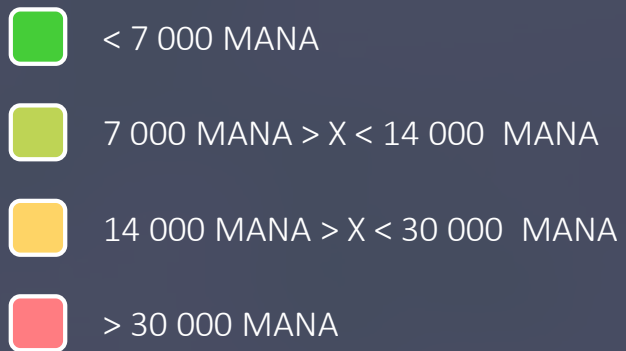


VALUE HEAT MAP

This heat map presents the average purchase price of \$LAND based on all transactions made on the marketplace from March 19, 2018.

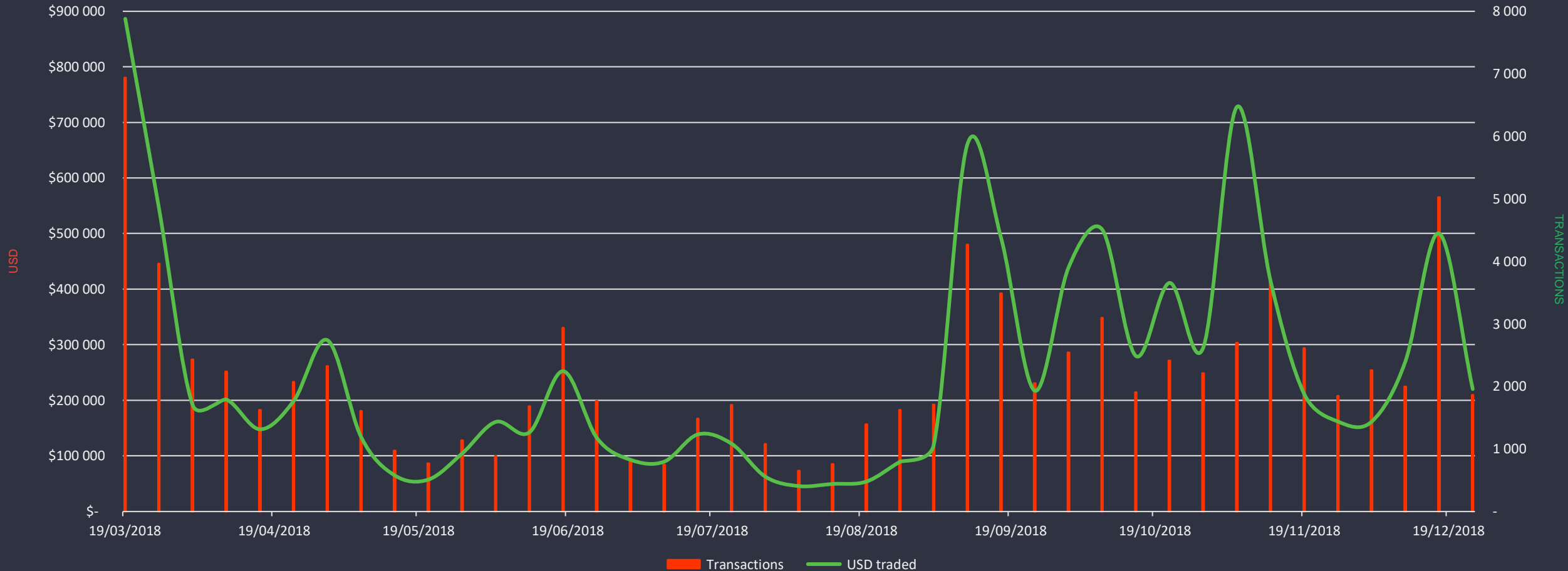
We have included the second auction sales, which reflect how the market perceives the value of these parcels and provide relevant volume to the map.

CAPTION



DECENTRALAND – MARKET EVOLUTION

(WEEKLY VOLUME OF TRANSACTIONS COMPARED TO WEEKLY USD VOLUME TRADED IN 2018 ON DECENTRALAND OFFICIAL MARKETPLACE)



Average transactions per week
2 153

Total transactions in 2018
90 418

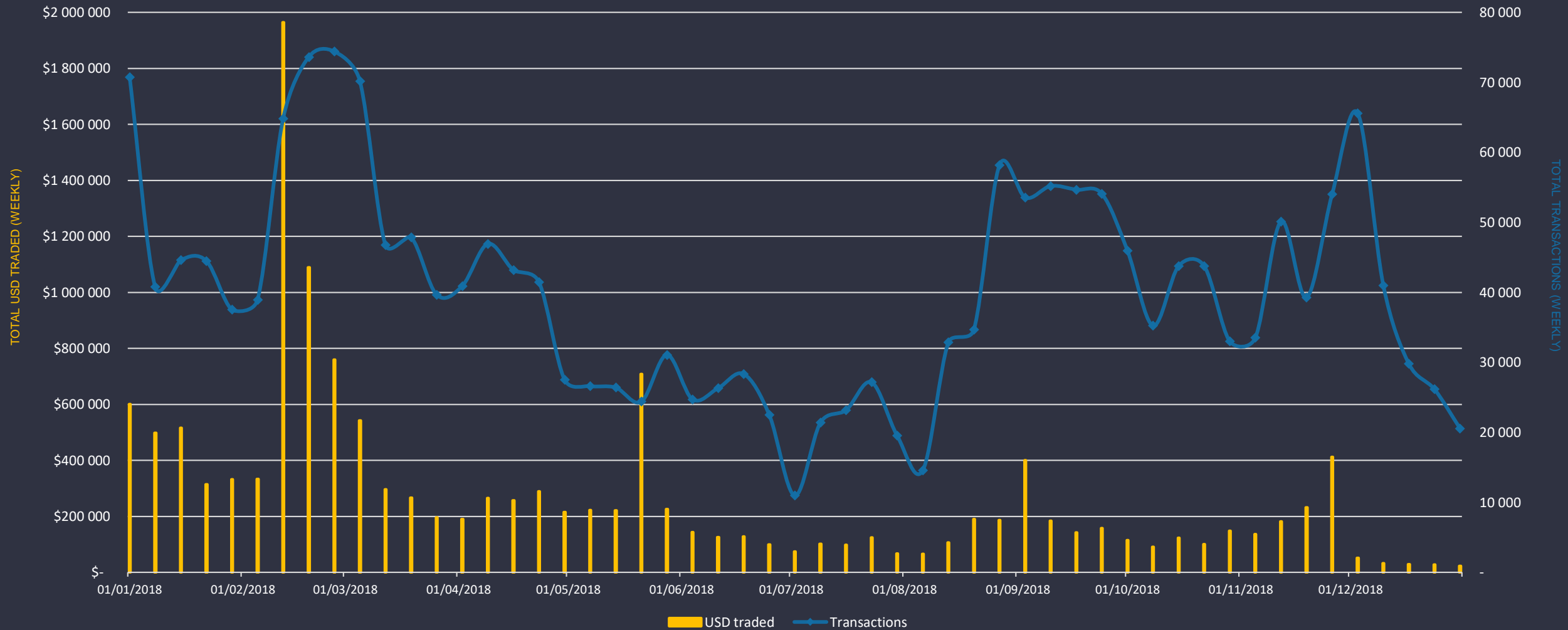
Average USD traded per week
\$307 658

Total USD traded in 2018
\$17 228 856



CRYPTOKITTIES – MARKET EVOLUTION

WEEKLY EVOLUTION OF CRYPTOKITTIES SALES VOLUME (USD vs. TRANSACTIONS)



PRICE EVOLUTION PER CATTRIBUTE

During our analysis of the CryptoKitties market, we decided to study separately the various "Cattributes" and to follow the relative value of each trait through time. The following charts and analysis are based on almost 2 million transactions tracked in 2018 on the official Cryptokitties Marketplace.

The following slides display the evolution over time of the 10 most popular traits for each "CattrIBUTE" to ease the readability of the charts. The fancy or exclusive kitties sales have been excluded as they are not based on traditional Cattributes.

We know that the evolution of other traits may be of interest to some users. If you want to know more about the data and charts not displayed in this report feel free to reach us:

hello@nonfungible.com

In addition to this report, we propose to find the average price of every possible combinations of "Cattributes", based on all transactions recorded in 2018. We have found more than **1 MILLION** different combinations. We hope this tool would allow everyone to know the average value of every Kitty based on market history:

<https://nonfungible.com/cryptokitties-cattributes>



PRICE EVOLUTION PER CATTRIBUTE

Base colour

Accent colour

Highlight colour

Pattern

Fur

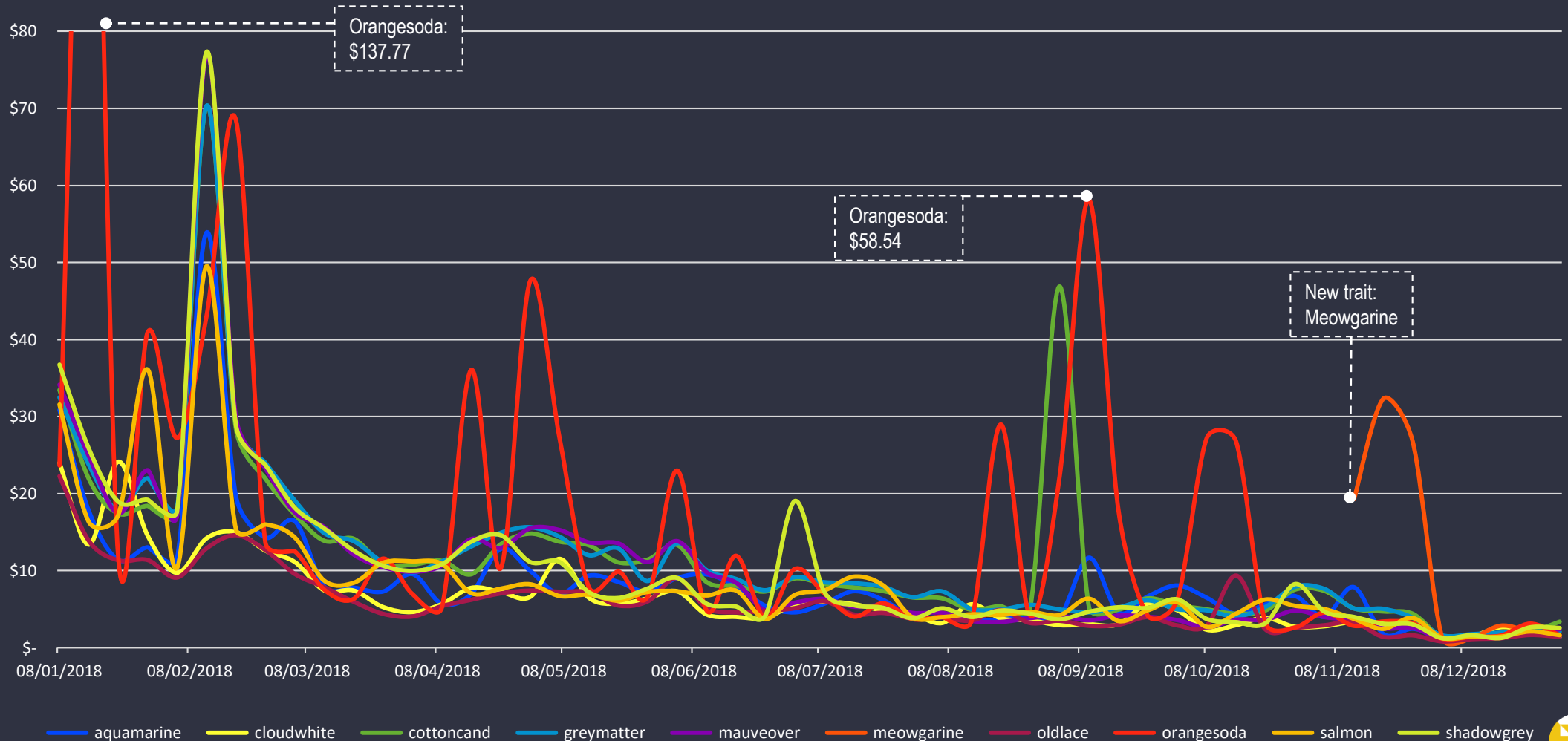
Eye colour

Eye shape

Mouth

OF TX PER BASE COLOUR

• Aquamarine	154 540
• Bananacrea	127 633
• Brownies	45 775
• Cinderella	82 627
• Cloudwhite	81 374
• Cornflower	874
• Cottoncand	200 327
• Dragonfrui	9 988
• Firstblush	722
• Glacier	2 377
• Greymatter	246 197
• Harbourfog	12 864
• Hintomint	16 101
• Hotcocoa	2 646
• Hyacinth	1 567
• Icicle	1 135
• Koala	10 492
• Lavender	2 318
• Martian	14 415
• Mauveover	195 705
• Meowgarine	2 674
• Nachocheez	25 347
• Oldlace	47 483
• Onyx	24 917
• Orangesoda	148 467
• Redvelvet	7 533
• Salmon	140 570
• Shadowgrey	184 579
• Shamrock	3 289
• Tundra	8 507
• Verdigris	14 350



PRICE EVOLUTION PER CATTRIBUTE

Base colour

Accent colour

Highlight colour

Pattern

Fur

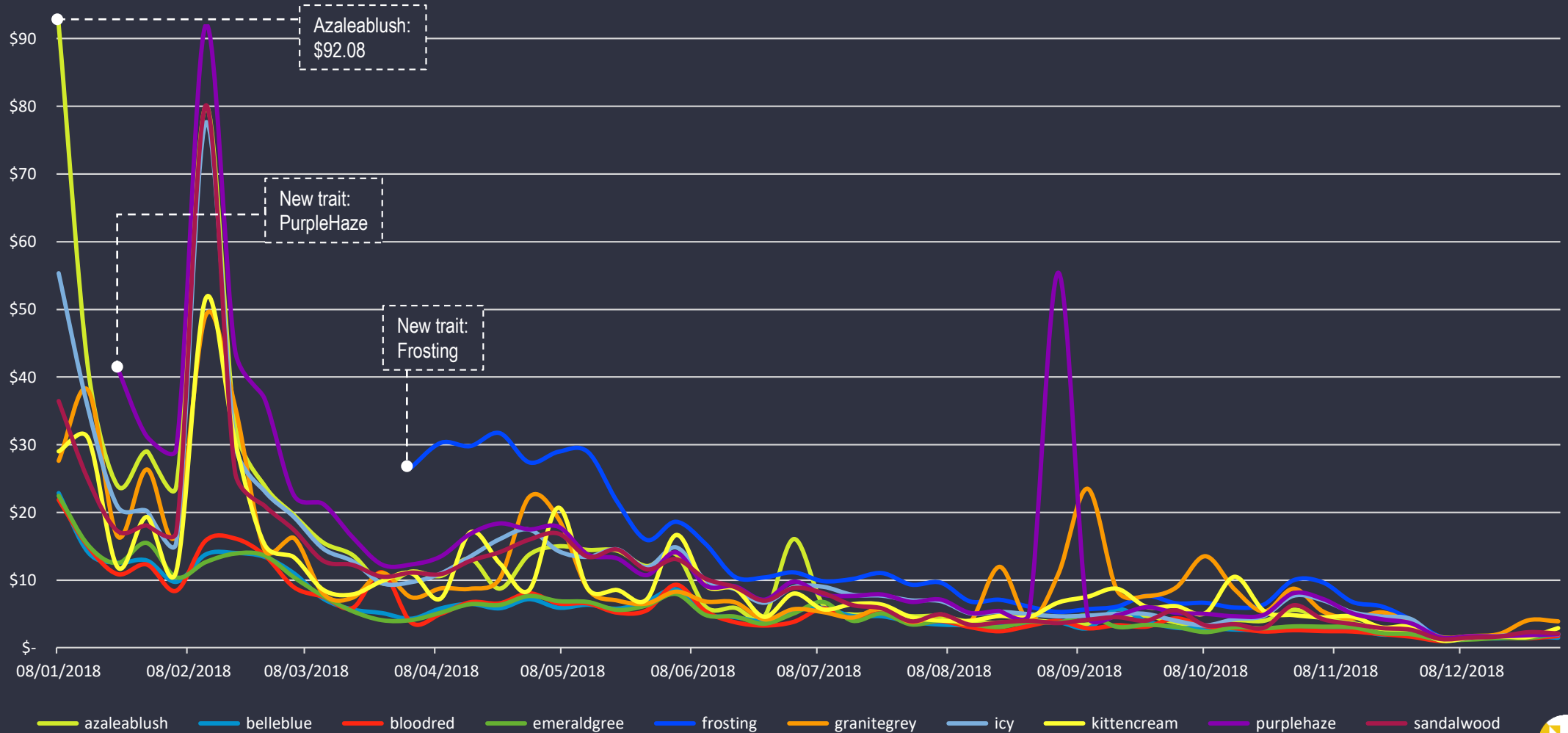
Eye colour

Eye shape

Mouth

OF TX PER ACCENT COLOUR

• Atlantis	8 443
• Azaleablush	84 341
• Belleblue	74 252
• Bloodred	64 163
• Buttercup	3 163
• Cashewmilk	46 773
• Cobalt	1 238
• Daffodil	16 405
• Dreamboat	512
• Emeraldgree	119 318
• Fallspice	653
• Flamingo	5 147
• Frosting	87 055
• Granitegrey	366 063
• Hanauma	1 387
• Icy	123 644
• Kalahari	33 936
• Kittencream	353 555
• Mallowflowe	747
• Mintmacaron	4 199
• Missmuffett	14 812
• Morningglor	58 954
• Patrickstar	11 516
• Peach	52 735
• Periwinkle	9 327
• Purplehaze	110 374
• Sandalwood	125 749
• Seafoam	5 672
• Shale	25 969
• Sully	6 627
• Summerbonne	664



PRICE EVOLUTION PER CATTRIBUTE

Base colour

Accent colour

Highlight colour

Pattern

Fur

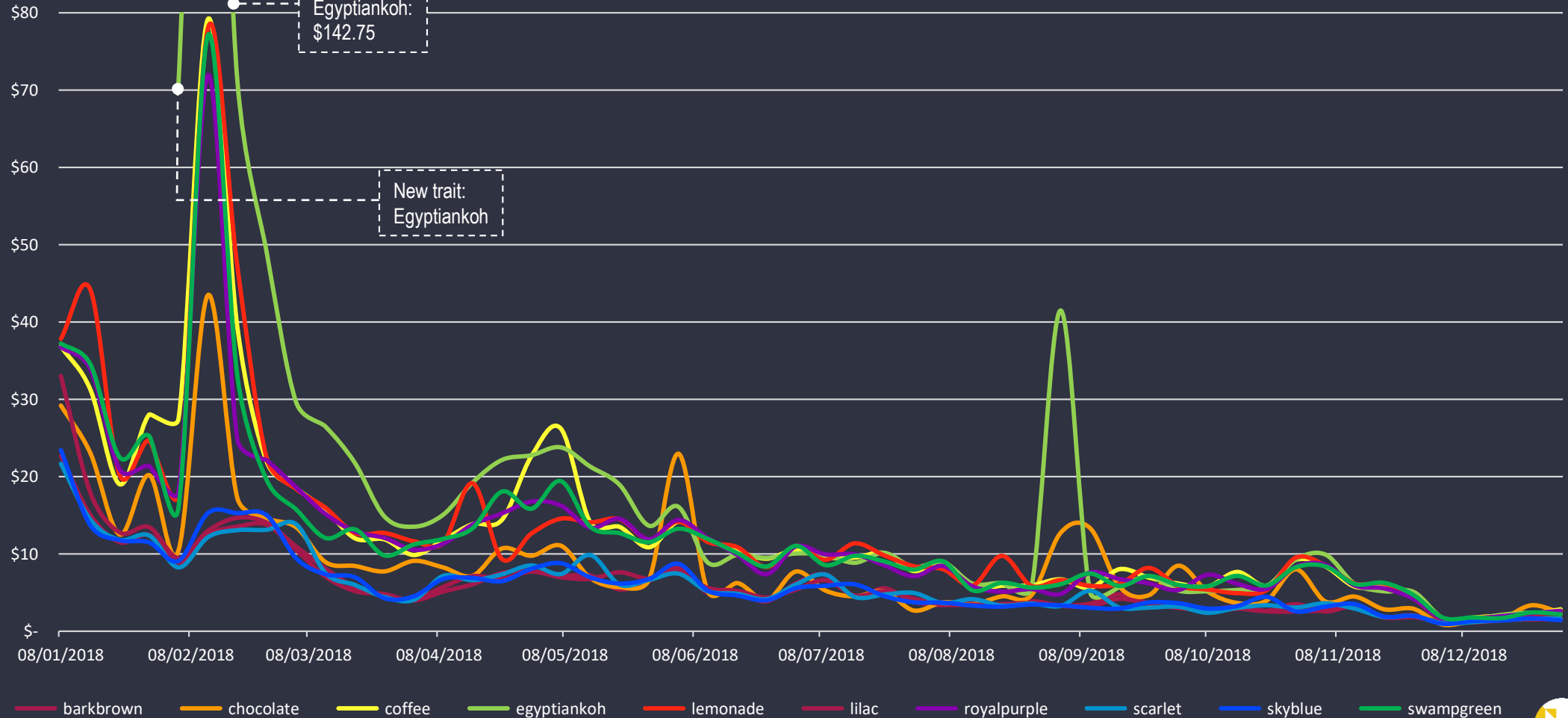
Eye colour

Eye shape

Mouth

OF TX PER HIGHLIGHT COLOUR

• Apricot	32 596
• Barkbrown	105 917
• Butterscotch	6 483
• Cerulian	18 871
• Chocolate	172 602
• Coffee	234 185
• Cyborg	1 717
• Egyptiankoh	112 091
• Garnet	3 782
• Inflatablep	654
• Lemonade	253 958
• Lilac	34 071
• Mertail	1 011
• Ooze	730
• Padparadsch	11 250
• Pearl	2 654
• Peppermint	9 106
• Poisonberry	25 395
• Prairierose	1 095
• Rosequartz	3 045
• Royalblue	10 267
• Royalpurple	257 760
• Safetyvest	10 295
• Scarlet	97 020
• Skyblue	67 208
• Springcroc	23 342
• Swampgreen	262 132
• Turtleback	6 562
• Universe	6 354
• Violet	26 054
• Wolfgrey	19 186



PRICE EVOLUTION PER CATTRIBUTE

Base colour

Accent colour

Highlight colour

Pattern

Fur

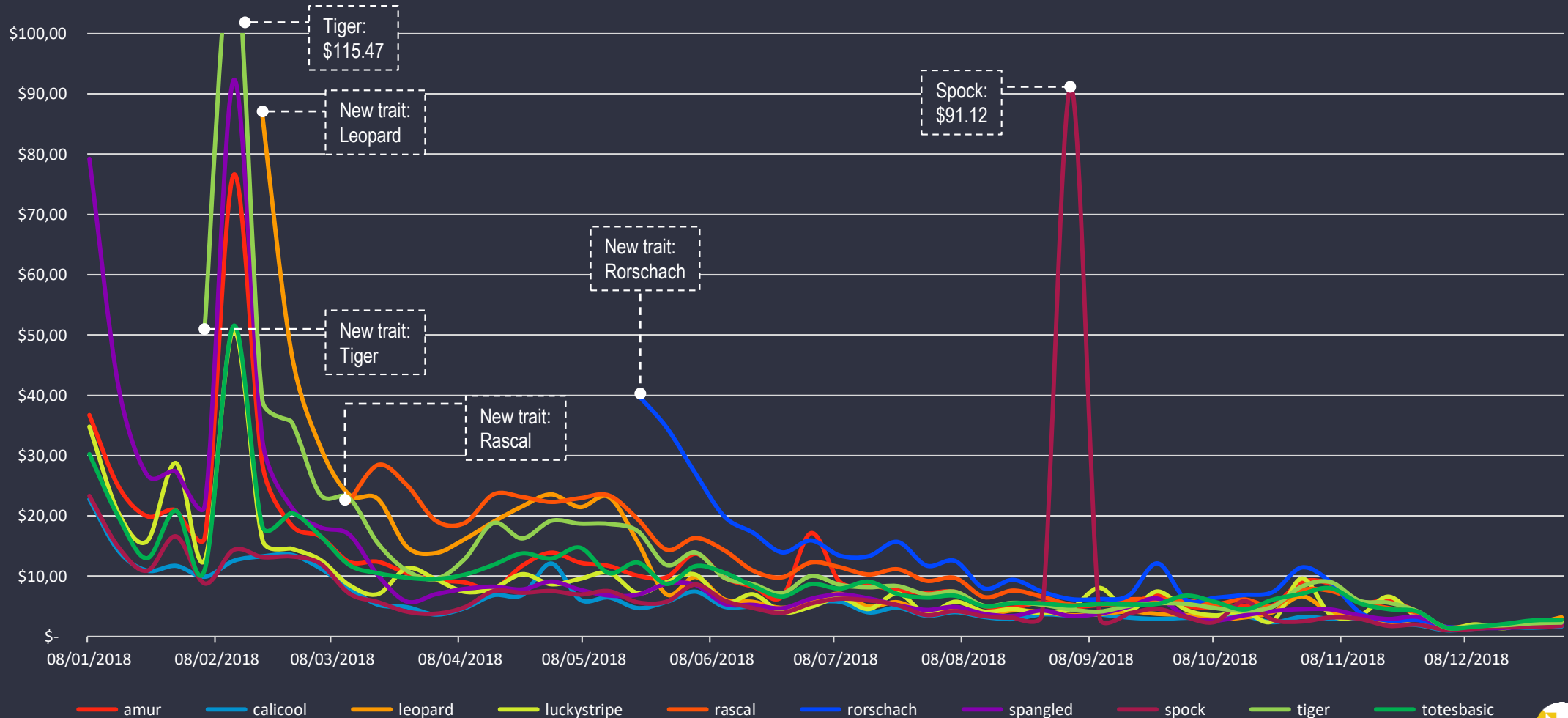
Eye colour

Eye shape

Mouth

OF TX PER PATTERN

• Allyouneed	1 240
• Amur	175 939
• Arcreactor	7 054
• Avatar	3 747
• Calicool	83 169
• Camo	20 192
• Dippedcone	10 704
• Ganado	47 824
• Gyre	1 145
• Henna	24 608
• Highsociety	6 670
• Hotrod	10 508
• Jaguar	47 468
• Leopard	53 364
• Luckystripe	263 471
• Mittens	9 064
• Moonrise	1 028
• Rascal	95 349
• Razzledazzl	3 030
• Rorschach	53 246
• Scorpius	1 360
• Spangled	71 818
• Splat	1 405
• Spock	153 405
• Thunderstru	9 939
• Tiger	113 488
• Tigerpunk	42 279
• Totesbasic	502 105
• Vigilante	2 774



PRICE EVOLUTION PER CATTRIBUTE

Base colour

Accent colour

Highlight colour

Pattern

Fur

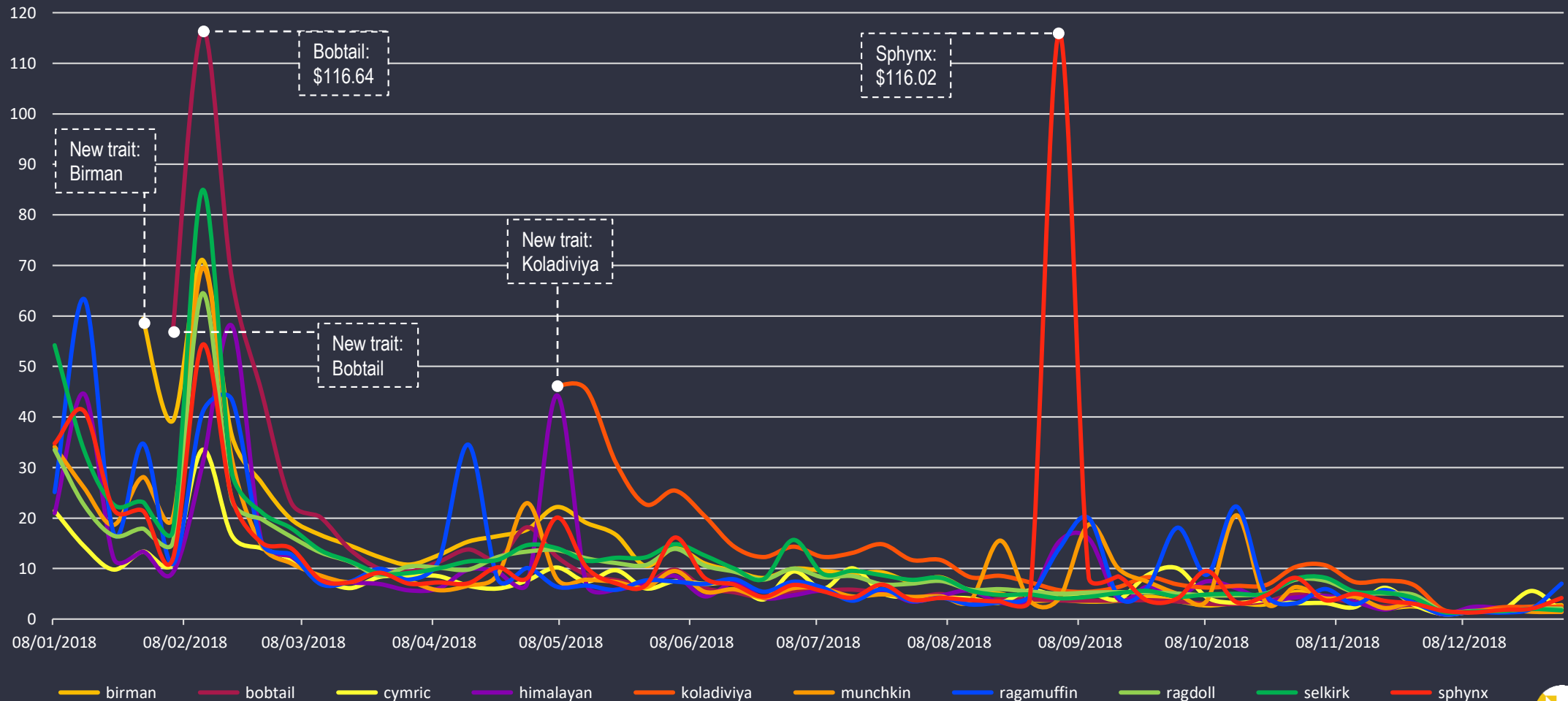
Eye colour

Eye shape

Mouth

OF TX PER FUR

• Balinese	1 616
• Birman	107 294
• Bobtail	83 098
• Burmilla	807
• Chantilly	16 950
• Chartreux	31 965
• Cymric	141 189
• Fox	3 581
• Highlander	12 137
• Himalayan	166 035
• Koladiviya	77 254
• Kurilian	2 103
• Laperm	72 459
• Liger	505
• Lykoi	2 213
• Lynx	9 290
• Mainecoon	10 163
• Manul	9 804
• Manx	11 103
• Mekong	2 827
• Munchkin	188 814
• Norwegianf	26 952
• Persian	18 827
• Pixiebob	51 336
• Ragamuffin	155 811
• Ragdoll	198 923
• Savannah	47 748
• Selkirk	145 290
• Siberian	15 742
• Sphynx	195 725
• Toyger	9 832



PRICE EVOLUTION PER CATTRIBUTE

Base colour

Accent colour

Highlight colour

Pattern

Fur

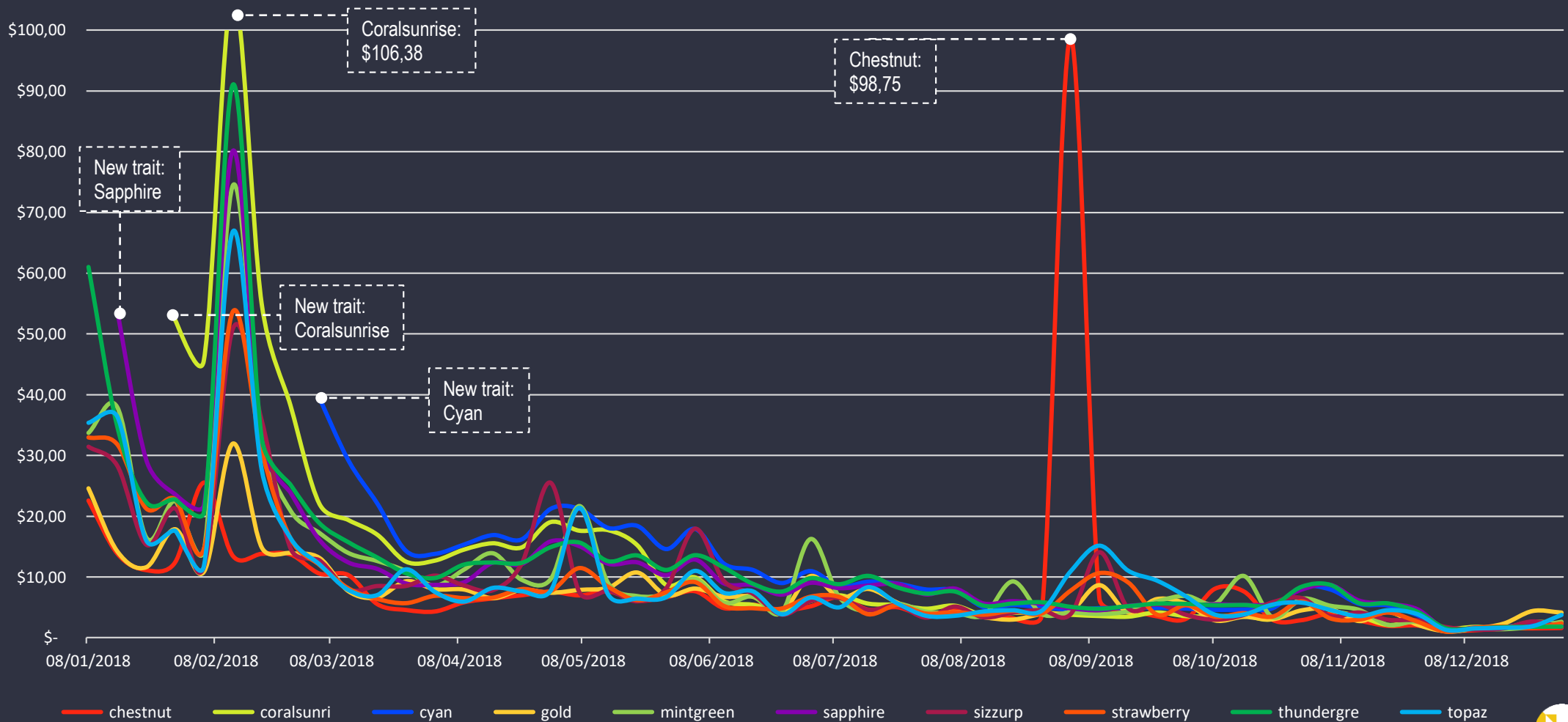
Eye colour

Eye shape

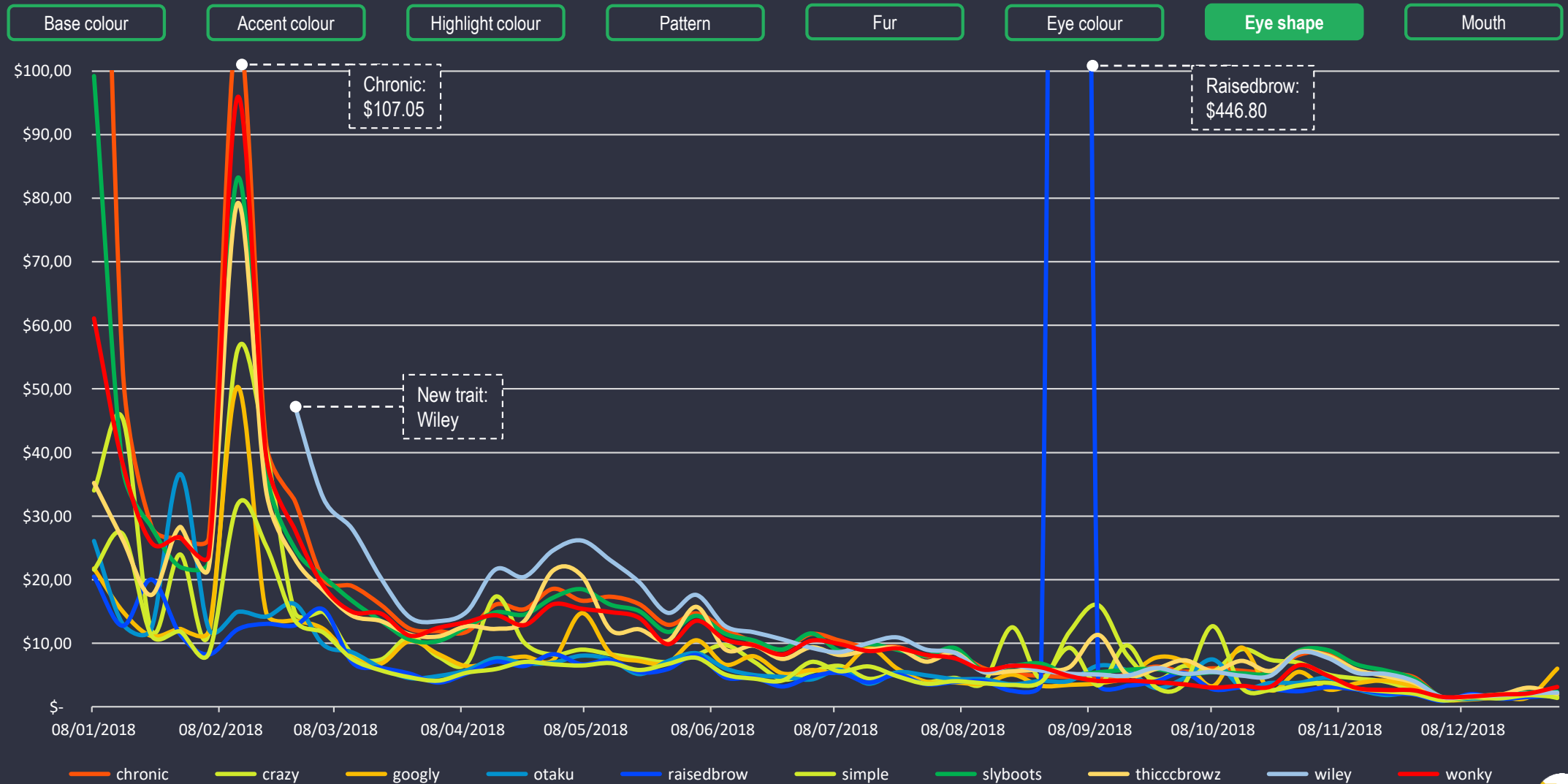
Mouth

OF TX PER EYE COLOUR

• Autumnmoon	1 735
• Babypuke	2 366
• Bridesmaid	651
• Bubblegum	32 556
• Chestnut	122 602
• Coralsunri	84 571
• Cyan	96 417
• Dahlia	56 024
• Dioscuri	3 759
• Doridnudib	33 023
• Downbytheb	834
• Eclipse	13 587
• Forgetmeno	22 247
• Gemini	1 001
• Gold	143 306
• Isotope	1 101
• Kaleidosco	2 292
• Limegreen	58 069
• Mintgreen	213 607
• Oasis	1 154
• Olive	37 843
• Palejade	5 249
• Parakeet	36 619
• Pinefresh	3 531
• Pumpkin	8 538
• Sapphire	107 849
• Sizzurp	207 105
• Strawberry	234 019
• Thundergre	104 971
• Topaz	176 316
• Twilightsp	4 451



PRICE EVOLUTION PER CATTRIBUTE



PRICE EVOLUTION PER CATTRIBUTE

Base colour

Accent colour

Highlight colour

Pattern

Fur

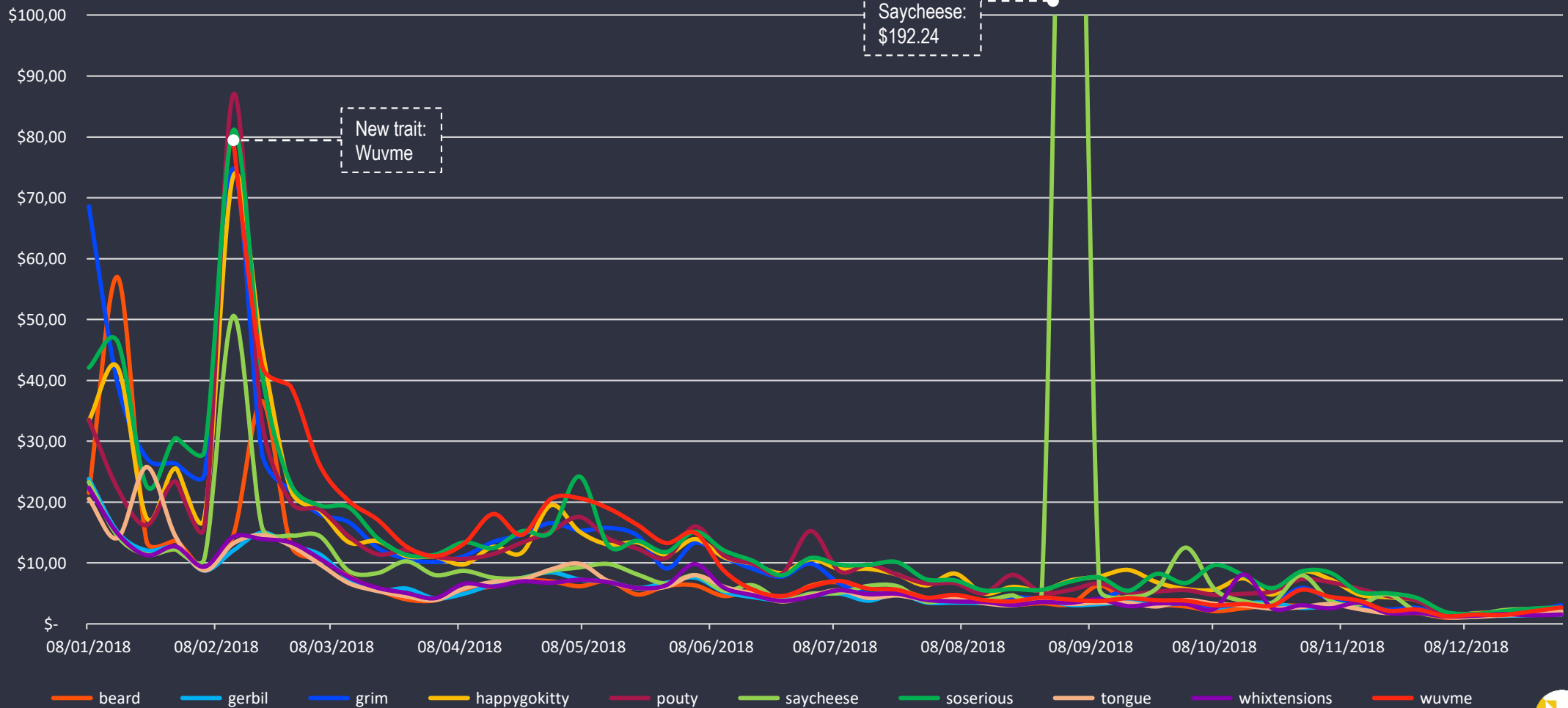
Eye colour

Eye shape

Mouth

OF TX PER MOUTH

• Beard	90 278
• Belch	12 263
• Cheeky	11 268
• Confuzzled	32 746
• Dali	36 090
• Delite	1 191
• Fangtastic	28 238
• Gerbil	82 349
• Grim	104 809
• Grimace	8 087
• Happygokitty	279 700
• Impish	22 110
• Majestic	1 700
• Moue	10 350
• Neckbeard	8 060
• Pouty	314 526
• Rollercoaste	27 439
• Ruhroh	1 497
• Samwise	2 945
• Satiated	922
• Saycheese	185 008
• Soserious	239 124
• Starstruck	9 477
• Struck	548
• Tongue	85 403
• Topoftheworl	4 178
• Walrus	2 275
• Wasntme	12 247
• Whixtensions	95 305
• Wuvme	101 118
• Yokel	6 142





NFT PROJECTS TO FOLLOW **IN 2019**



NFT PROJECTS TO FOLLOW IN 2019

At the end of 2018, we carried out an inventory of all decentralized applications minting, using, or editing non-fungible tokens, based on ERC-721 standard (Ethereum). We have identified, qualified, or tested more than 400 different applications, games and NFT projects. Some of these projects were just breathtaking, and others, more surprising. During this overview, we had confirmation that the ecosystem of crypto-gaming and NFT is moving to the next level: 2019 promises to be an incredible year.



0x Universe



Grow your empire by acquiring and developing planets, each unique. Manage your resources, expand your territory to conquer a map The size of a galaxy! Note that the graphics offered by the game are spectacular!

Conquest

Strategy



Axie Infinity



One of the most popular fighting and arena games of 2018! Select 3 small creatures (named Axie) and be strategic in organizing your team. The combination of the right skills and their positioning in the arena will ensure your victory!

Arena

Fight



Chainbreakers



This RPG fully integrated into Decentraland and will allow you to follow a series of quests through the metaverse. Players will discover the virtual world in 3D via quests, battles, and rewards using space designated from private LAND owners.

Quest

RPG



Coin.Kred



These personalized badges make it possible to reflect who you are and to highlight your passions. If you have a little extra imagination, you can also produce exclusive badges that may be then be sold on the marketplace!

Social

Badges



NFT PROJECTS TO FOLLOW IN 2019



Cryptoink



Have you ever dreamed of organizing virtual pig races? This crazy game allows you to buy, collect, breed and organize races with your pigs! The game is as addictive as it is crazy!

Race

Game



CryptoKitties



Requiring no introduction as the most popular NFT, it's all about collecting and breeding virtual kittens, each one as cute as the other. These kittens can then be used in the KittyVerse, through fighting games, racing, and other community built experiences.

Collectables

Kitties



CryptoRome



Make your cities prosper in ancient Rome, manage your resources and expand your influence. If you liked strategy games, you will love CryptoRome! Note that cities or resources that you collect in the game can then be sold against Ethereum!

Game

Strategy



CryptoKaiju



The first collectible vinyl toy with ownership and identification represented by an NFT. These characters were introduced by the team behind KnownOrigin and are definitely a strong project to consider for anyone interested in digitally, and physically, provably scarce collectibles.

Toy

Collectables



CryptoPunks



The original non-fungible token on the Ethereum blockchain. These assets are all about scarcity, so much so that there are only 10,000 unique punks in existence, ever. Those yelling that punk's not dead, now, you can prove it. Another must-have in every enthusiast's collection.

Collectables

Digital Art



CryptoVoxels



Imagine Minecraft, the blockchain, a real economy and in which you could navigate in Virtual Reality: here is CryptoVoxels. This project is still under construction but promises very interesting prospects in the coming years.

Build

Social



NFT PROJECTS TO FOLLOW IN 2019



CubeGo



This game offers you to build the creatures you want with simple cubes. Each cube has special features that will allow your creature to defend or attack once in the arena!

Build

Arena



Decentraland



One of the most popular NFT projects, Decentraland is whole metaverse comparable to Ready Player One: all that makes up the "real" world available through virtual reality: games, businesses, social,...

Virtual Reality

Real Estate



DopeRaider



Grow your network to become the most respected drug dealer in the 7 districts. The DopeRaider world is a true Narconomy, and real profit is possible.

Strategy

Game



Ember Sword



The first MMORPG on the Blockchain should be finalized by the end of 2020. The objective of the creators is to enhance the involvement and value created by the players, and thus avoid Freemium and Lootbox mentality.

MMORPG

Fantasy



Etheremon



Purchase, train and evolve your creatures to the most powerful monsters through battling other players. This "cousin of Pokémon" has already met with incredible success in 2018 by bringing together nearly 10,000 players!

Game

Arena



Gods Unchained



This Tradable Card Game (TCG) is a worthy heir to "Magic the Gathering". Build your deck with complementary skills, adapt your game and strategy to your opponent's cards by casting your gods and titans into battle.

Card game

Strategy



NFT PROJECTS TO FOLLOW IN 2019



Kitty.Kred



In the tradition of Coin.Kred, this social application allows you to convert any of your CryptoKitties into a unique badge that you can share with your friends.

Social

Badges



MLB Crypto Baseball



Collect figures of the most iconic baseball players in history and earn stats based on real-world outcomes. You will soon be able to join the team of your dreams and make it confront other teams! If your team wins, you have a chance of generating a brand new figure!

Sport

Collection

SuperRare

Super Rare



Discover, buy, sell, and collect. Unique digital creations by artists around the world. SuperRare is one of the most famous trading platforms allowing artists to be paid for their digitized creations.

Art

Market



MegaCryptoPolis



"Little brother blockchain of SimCity". Acquire land on the map, expand residences or businesses on it, and wait for the other neighboring plots to grow to recoup some of the Ether invested by your neighbors through district taxes. An innovative business model for a promising idle game.

Idle Game

Real Estate



My Crypto Heroes



Carefully choose your heroes, their skills, their equipment before confronting other heroes in epic battles. This crypto-game, very popular in Asia, should soon be talked about in the rest of the world.

Strategy

PvP



Unik Name



Unik Name is the proof that NFTs are not only for gaming or collectables. They build the "Universal Naming System", a protocol to deploy on every web and crypto-app (dapp) for users to have one single, simple and secure digital identifier to use across many platforms.

Identification

Market





THANK YOU!

AND SEE YOU THIS YEAR

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