## Brand Audit: [**https://www.collectiblesgroup.com/**](https://www.collectiblesgroup.com/)

Analyzes a brand's opportunities, competitors, and audience. Just enter the brand name and category they operate in.

### Executive Summary

### Brand opportunities

* Tension: Traditional Grading vs. Technological Innovation
  + Consumer Truth: Collectors value the traditional expertise and human touch in grading but are increasingly drawn to the precision and efficiency of AI and tech-enabled solutions [[17]](https://cardhoundvintage.com/ai-and-the-future-of-vintage-card-grading/)[[20]](https://info.agscard.com/blog/ags-ai-fixes-grading-the-future-of-card-authentication).
  + Brand Truth: CCG is a leader in expert, impartial grading but is also embracing tech-enabled services to enhance value and liquidity [[83]](https://www.linkedin.com/company/collectiblesgroup).
  + Manifestation: CCG can position itself as the bridge between traditional expertise and cutting-edge technology. A campaign titled "The Best of Both Worlds" could highlight stories of collectors who have benefited from both human expertise and technological advancements in grading. This could be showcased through a series of video testimonials and interactive online experiences that allow users to see the grading process from both perspectives.
* Tension: Global Expansion vs. Local Expertise
  + Consumer Truth: Collectors appreciate the global reach of a brand but often seek localized expertise and understanding of regional markets [[230]](https://x.com/EntMagazineME/status/1949774245455655244)[[308]](https://www.instagram.com/p/DLCbqgOxgk5/).
  + Brand Truth: CCG is expanding globally with new offices in Tokyo and Munich, while also focusing on local leadership, such as in Dubai [[23]](https://www.collectiblesgroup.com/news/article/14055/)[[24]](https://www.cgccomics.com/news/article/13088/)[[230]](https://x.com/EntMagazineME/status/1949774245455655244).
  + Manifestation: CCG can emphasize its global-local approach with a campaign called "Global Reach, Local Touch." This could involve collaborations with local influencers and collectors in each region to create content that highlights how CCG's global standards are tailored to meet local needs. This approach can be further supported by hosting regional collector events that celebrate local cultures and collectibles.
* Tension: Collectible as Investment vs. Passionate Hobby
  + Consumer Truth: Collectors view collectibles both as investment opportunities and as objects of personal passion and nostalgia [[132]](https://finance.yahoo.com/news/top-trading-card-grader-expect-another-strong-year-for-collectibles-160034462.html).
  + Brand Truth: CCG provides services that enhance the investment potential of collectibles while also celebrating their cultural and historical significance [[220]](https://www.collectiblesgroup.com/)[[221]](https://www.preqin.com/data/profile/asset/certified-collectibles-group-llc/434750).
  + Manifestation: A campaign titled "Invest in Passion" could focus on the dual nature of collectibles, featuring stories of collectors who have both emotional and financial connections to their items. This could be executed through a series of short films or a podcast series that explores the personal stories behind significant collectibles, emphasizing both their sentimental and monetary value.

### Owned Space

### Recent developments at Certified Collectibles Group

* Acquisition of James Spence Authentication: CCG has acquired James Spence Authentication to offer a seamless solution for autograph collectors, enhancing their authentication, grading, and encapsulation services [[22]](https://www.collectiblesgroup.com/news/article/12753/).
* Expansion in Munich: CCG GmbH is moving to a larger office in Munich, tripling its space to accommodate growth [[23]](https://www.collectiblesgroup.com/news/article/14055/).
* Tokyo Office Opening: CCG announced the opening of a new office in Tokyo, Japan, to expand its global presence [[24]](https://www.cgccomics.com/news/article/13088/).
* 75 Million Collectibles Graded: CCG has celebrated grading over 75 million collectibles, marking a significant milestone in its operations [[27][208]](https://www.cgchomevideo.com/news-and-events/news/32/ccg-celebrates-more-than-75-million-collectibles-graded).
* Growth in Trading Card Business: CGC, a part of CCG, is now the second-most popular grader in the trading card category, nearing its 10 millionth graded card [[190][202]](https://www.cllct.com/sports-collectibles/sports-cards/inside-cgc-s-climb-up-the-card-grading-hierarchy).

### Product portfolio

* Main Products and Services: Certified Collectibles Group (CCG) offers a range of services including certification, authentication, grading, encapsulation, coin conservation, comic pressing, and restoration [[80][120]](https://www.collectiblesgroup.com/services/). They also provide research tools and price guides [[120]](https://www.collectiblesgroup.com/services/).
* Main Features and Proof Points:
  + Expertise and Impartiality: CCG is recognized for its expert, impartial, and efficient certification services [[81][122]](https://www.cgccards.com/).
  + Comprehensive Grading: They have graded over 100 million collectibles since 1987, including coins, banknotes, comics, cards, and stamps [[79][119]](https://www.collectiblesgroup.com/).
  + Global Leader: CCG is the world's leading third-party grading service for pop culture collectibles [[82][128]](https://www.cgccomics.com/).
  + Tech-Enabled Services: Their services add value and liquidity to collectibles through tech-enabled solutions [[83]](https://www.linkedin.com/company/collectiblesgroup).

### Brand social sentiment

* Positive Comments:
  + Consumers appreciate the professionalism and growth of Certified Collectibles Group (CCG). Arafaat Ali Khan, head of CCG's Middle East operations, is on a mission to make Dubai a global hub for collectors [[230]](https://x.com/EntMagazineME/status/1949774245455655244).
  + The opening of the Dubai office is seen as a positive development, making it easier for collectors to access authentication and grading services [[308]](https://www.instagram.com/p/DLCbqgOxgk5/)[[235]](https://x.com/saeedomv/status/1936041903373340970).
* Negative Comments:
  + There are no explicit negative comments about CCG in the provided sources.
* Key Quotes:
  + "As the head of Certified Collectibles Group's (CCG) Middle East operations, Arafaat Ali Khan is on a mission to make #Dubai a global hub for collectors seeking authentication, grading, and conservation services" [[230]](https://x.com/EntMagazineME/status/1949774245455655244).
  + "The #CertifiedCollectiblesGroup is thrilled to announce the opening of its #Dubai office" [[308]](https://www.instagram.com/p/DLCbqgOxgk5/).
* Key Themes:
  + Expansion and Accessibility: The opening of the Dubai office highlights CCG's expansion and increased accessibility for collectors, conveying excitement and optimism [[308]](https://www.instagram.com/p/DLCbqgOxgk5/)[[235]](https://x.com/saeedomv/status/1936041903373340970).
  + Leadership and Vision: Arafaat Ali Khan's leadership in the Middle East is recognized, conveying trust and confidence in CCG's direction [[230]](https://x.com/EntMagazineME/status/1949774245455655244).
* Emotions Conveyed:
  + Optimism and Excitement: The expansion into Dubai and the leadership of Arafaat Ali Khan generate positive emotions among consumers, reflecting optimism about CCG's future [[230]](https://x.com/EntMagazineME/status/1949774245455655244)[[308]](https://www.instagram.com/p/DLCbqgOxgk5/).

### Brand website and paid creative

* Brand Tone and Voice: Certified Collectibles Group (CCG) uses a professional and authoritative tone, emphasizing expertise and trust in collectible grading and certification [[1]](https://www.collectiblesgroup.com/).
* Key Messages and CTAs:
  + Expert Grading: CCG highlights its role as a leader in grading collectibles, with over 100 million items graded since 1987 [[1]](https://www.collectiblesgroup.com/).
  + Record Achievements: They showcase record-breaking sales, such as the Superman #1 comic and the Brasher Doubloon coin, to convey prestige and success [[1]](https://www.collectiblesgroup.com/).
  + Milestones: Celebrating milestones like grading 5 million cards to emphasize growth and reliability [[1]](https://www.collectiblesgroup.com/).
* Emotions Conveyed: The messaging conveys trust, excitement, and pride, appealing to collectors' desires for authenticity and value [[1]](https://www.collectiblesgroup.com/).

### Competitor & Industry Audit

### Trends in the vertical

In the Collectible Grading and Certification industry, several specific trends are emerging that are shaping the landscape. These trends are particularly relevant to companies like Certified Collectibles Group (CCG):

1. Technological Integration:
   * Artificial Intelligence (AI) and Machine Learning: The use of AI in grading is becoming more prevalent, offering greater accuracy and reducing human subjectivity in the grading process. This trend is expected to continue growing and evolving [[17]](https://cardhoundvintage.com/ai-and-the-future-of-vintage-card-grading/)[[20]](https://info.agscard.com/blog/ags-ai-fixes-grading-the-future-of-card-authentication)[[130]](https://cardhoundvintage.com/ai-and-the-future-of-vintage-card-grading/).
   * Blockchain Technology: Blockchain is being integrated to provide transparent and secure verification of collectibles, ensuring authenticity and reducing fraud [[18]](https://www.marketdecipher.com/report/collectibles-authentiaction-and-grading-service-market)[[19]](https://morrisontradingpost.com/blogs/hobby-news-product-reviews/the-future-of-card-grading-innovations-and-advancements-1?srsltid=AfmBOoo4ifesSmjT4_Yznf6uMLmtantR_3_MzafP2RWU-Ii98tfYq7Km).
   * QR Codes and Augmented Reality: These technologies are being used to enhance the verification process, allowing collectors to easily access information about the authenticity and grade of their collectibles [[14]](https://morrisontradingpost.com/blogs/hobby-news-product-reviews/the-future-of-card-grading-innovations-and-advancements?srsltid=AfmBOorCXQGJ22fTP8wDtTo0kKcs6TLLriNtkyBfJ_rY_RPMtN6_mkmk)[[19]](https://morrisontradingpost.com/blogs/hobby-news-product-reviews/the-future-of-card-grading-innovations-and-advancements-1?srsltid=AfmBOoo4ifesSmjT4_Yznf6uMLmtantR_3_MzafP2RWU-Ii98tfYq7Km).
2. Market Growth and Demand:
   * The collectibles authentication and grading services market is experiencing significant growth, with a projected CAGR of 16% from 2023 to 2033. This growth is driven by increasing demand for graded collectibles, which is expected to see a 50% annual demand growth in 2024 [[71][134]](https://www.prnewswire.com/news-releases/collectible-authentication-and-grading-services-market-boom-reveals-16-cagr-during-2023-to-2033--says-market-decipher-301890183.html).
   * The market is also expected to grow with a CAGR of 4.7% during the forecast period of 2023 to 2033, indicating a robust and expanding industry [[45][131]](https://www.marketdecipher.com/report/collectibles-authentiaction-and-grading-service-market).
3. Consumer Behavior and Market Dynamics:
   * There is a growing trend of investors entering the trading card collecting space, which is contributing to the strong performance of the collectibles market [[132]](https://finance.yahoo.com/news/top-trading-card-grader-expect-another-strong-year-for-collectibles-160034462.html).
   * Collectors are increasingly favoring grading systems that offer greater transparency and reliability, which is influencing the development and adoption of new technologies in the industry [[129]](https://medium.com/@buckethatbtc/exploring-the-explosive-growth-of-trading-card-grading-d4f3ce8d073f).
4. New Entrants and Innovations:
   * New companies are entering the market with innovative solutions, such as AI-driven grading systems, which are challenging traditional grading methods and companies [[13]](https://www.youtube.com/watch?v=pfcxW8vAKGI)[[17]](https://cardhoundvintage.com/ai-and-the-future-of-vintage-card-grading/).
   * Innovations in grading processes, such as automated grading and the use of augmented reality, are becoming more mainstream, offering new ways to assess and value collectibles [[19]](https://morrisontradingpost.com/blogs/hobby-news-product-reviews/the-future-of-card-grading-innovations-and-advancements-1?srsltid=AfmBOoo4ifesSmjT4_Yznf6uMLmtantR_3_MzafP2RWU-Ii98tfYq7Km)[[39]](https://morrisontradingpost.com/blogs/hobby-news-product-reviews/the-future-of-card-grading-innovations-and-advancements?srsltid=AfmBOoqjst7QeDQcg54IhLbvwZKhQkf9kVIW-6Xs14hlPZ1espVjCtJf).
5. Industry Consolidation and Leadership:
   * Established companies like PSA, BGS, and SGC continue to dominate the card-grading industry, but new technologies and market entrants are creating a more competitive landscape [[35]](https://sportscollectorsdigest.com/collecting-101/history-of-grading-cards-psa-bgs-sgc-dominating)[[104]](https://www.forbes.com/sites/daveknox/2023/12/12/how-psa-built-an-industry-leader-around-grading-and-authentication/).  
       
     These trends highlight the dynamic nature of the Collectible Grading and Certification industry, with technology playing a pivotal role in shaping its future. The integration of AI, blockchain, and other digital tools is not only enhancing the accuracy and transparency of grading but also driving market growth and attracting new participants.

### Category trends on social

* Consumer Sentiments on Collectible Grading, Certification:
  + "Graded Grails is the first @PSAcard Certified Repack... We hope it sets a new standard for the industry" [[249]](https://x.com/SportsCardInv/status/1948005188767191134).
  + "PSA grading is now available on eBay. Add PSA grading at checkout when you buy raw cards" [[257]](https://x.com/findyourtrove/status/1948224559951368492).
  + "The hobbys future demands this level of accountability, and TAG delivers" [[260]](https://x.com/ArnoldMoger/status/1907063147401523393).
* Key Themes and Emotions:
  + Trust and Transparency: Consumers appreciate the transparency and trust that certified grading services like PSA and TAG provide, as they ensure authenticity and quality [[249]](https://x.com/SportsCardInv/status/1948005188767191134)[[260]](https://x.com/ArnoldMoger/status/1907063147401523393).
  + Convenience and Accessibility: The integration of grading services into platforms like eBay is seen as a convenient feature, enhancing the buying experience [[257]](https://x.com/findyourtrove/status/1948224559951368492).
  + Innovation and Accountability: There is a demand for innovative grading solutions that offer detailed feedback and accountability, which TAG is recognized for providing [[260]](https://x.com/ArnoldMoger/status/1907063147401523393).
  + Excitement and Anticipation: The introduction of new grading services and products generates excitement and anticipation among collectors [[249]](https://x.com/SportsCardInv/status/1948005188767191134)[[257]](https://x.com/findyourtrove/status/1948224559951368492).

### Competitive map

| Company / Brand | Leading or Emergent | Strengths | Source |
| --- | --- | --- | --- |
| Certified Collectibles Group (CCG) | Leading | Diverse grading services, rapid growth, technological advancements, expertise and scale, comprehensive services, reputation and trust | [[67]](https://www.linkedin.com/company/collectiblesgroup)[[141]](https://www.cgcgrading.com/en-US/)[[164]](https://www.cbinsights.com/company/certified-collectibles-group)[[166]](https://www.collectiblesgroup.com/)[[168]](https://www.linkedin.com/company/collectiblesgroup)[[175]](https://pitchbook.com/profiles/company/100558-00) |
| Professional Sports Authenticator (PSA) | Leading | Strong reputation, resale value, market recognition, established credibility, extensive market presence | [[113]](https://www.reddit.com/r/pkmntcgcollections/comments/1ca7zhx/whats_the_best_grading_company/)[[114]](https://forums.collectors.com/discussion/1088650/top-grading-companies)[[116]](https://phantomdisplay.com/blogs/blog/where-should-you-grade-your-cards-a-comprehensive-comparison-of-psa-bgs-and-cgc?srsltid=AfmBOoqjaUroFjAxN12wI35VZa4maLNkslmIDjjDQ88bQSLK7akTYoCj) |
| Beckett Grading Services (BGS) | Leading | Specializes in sports collectibles and TCGs, detailed grading scales, strong brand presence in TCG market | [[109]](https://draftsim.com/card-grading-services/)[[116]](https://phantomdisplay.com/blogs/blog/where-should-you-grade-your-cards-a-comprehensive-comparison-of-psa-bgs-and-cgc?srsltid=AfmBOoqjaUroFjAxN12wI35VZa4maLNkslmIDjjDQ88bQSLK7akTYoCj) |
| Sports Card Guaranty (SGC) | Leading | Reliable grading services, consistent grading standards, customer service | [[114]](https://forums.collectors.com/discussion/1088650/top-grading-companies)[[117]](https://www.cardcapsule.us/blogs/blog/the-four-major-grading-companies) |
| Zeagly | Emergent | AI grading, efficient and potentially more accurate grading process | [[146]](https://www.youtube.com/watch?v=pfcxW8vAKGI) |
| Automated Grading Systems (AGS) | Emergent | Automated grading systems, technology-driven approach, consistent and unbiased grading | [[152]](https://info.agscard.com/blog/the-10-best-card-grading-services-in-2024) |
| Collectible Grading Authority (CGA) | Emergent | Collector-focused ownership, commitment to preserving legacy, focus on grading collectible toys | [[139]](https://cgagrading.com/blog/new-ownership/?srsltid=AfmBOoqdkVWsp94ktHa8j9ly8MSahZCeANGDDlerGLqjrlkbYWUuB_8l)[[172]](https://www.prweb.com/releases/cga-enters-new-era-under-stable-collector-focused-ownership-302494030.html) |

### Audience Identification

### Current & aspirational audiences

* Current Target Audiences:
  + Serious Collectors and Investors: CCG targets individuals who seek expert authentication and grading services for coins, banknotes, comics, trading cards, and stamps [[220]](https://www.collectiblesgroup.com/)[[221]](https://www.preqin.com/data/profile/asset/certified-collectibles-group-llc/434750)[[214]](https://www.zoominfo.com/c/certified-collectibles-group-llc/7504271).
  + Autograph Collectors: With the acquisition of James Spence Authentication, CCG also targets autograph collectors [[224]](https://www.collectiblesgroup.com/news/article/12753/).
* Aspirational Audiences:
  + Vintage Toy Collectors: Expanding services to include vintage toys could attract a new audience interested in grading and authenticating high-value toys [[185]](https://wheeljackslab.com/blog/the-value-in-grading-your-vintage-toys/?srsltid=AfmBOop7fvZUJCExs2nEdzZ-UWqz1GBpsjLv4F1z3HsjhjBYDj5Jg7C3).
  + Video Game Collectors: As the market for video game collectibles grows, targeting this audience could be beneficial [[182]](https://www.cgccomics.ae/grading/collectible-grading-policies).
* Jobs to be Done (JTBD):
  + For Serious Collectors and Investors: Provide accurate grading and authentication to ensure the value and authenticity of collectibles, enhancing their investment potential [[220]](https://www.collectiblesgroup.com/)[[221]](https://www.preqin.com/data/profile/asset/certified-collectibles-group-llc/434750).
  + For Autograph Collectors: Offer seamless authentication and encapsulation services to preserve and validate autographs [[224]](https://www.collectiblesgroup.com/news/article/12753/).
  + For Vintage Toy Collectors: Offer grading services that assure authenticity and condition, increasing buyer confidence and market value [[185]](https://wheeljackslab.com/blog/the-value-in-grading-your-vintage-toys/?srsltid=AfmBOop7fvZUJCExs2nEdzZ-UWqz1GBpsjLv4F1z3HsjhjBYDj5Jg7C3).
  + For Video Game Collectors: Provide grading and authentication services to preserve and enhance the value of video game collectibles [[182]](https://www.cgccomics.ae/grading/collectible-grading-policies).

### Audience diagram

The radar chart has been created to visually represent the relevance of different jobs to be done for each target audience of CCG.

### Audience competitor interactions

* Serious Collectors and Investors: These individuals often prefer PSA for its strong reputation and market recognition in sports card grading, which enhances resale value [[113]](https://www.reddit.com/r/pkmntcgcollections/comments/1ca7zhx/whats_the_best_grading_company/)[[116]](https://phantomdisplay.com/blogs/blog/where-should-you-grade-your-cards-a-comprehensive-comparison-of-psa-bgs-and-cgc?srsltid=AfmBOoqjaUroFjAxN12wI35VZa4maLNkslmIDjjDQ88bQSLK7akTYoCj). BGS is also favored for its detailed grading scales in sports collectibles and TCGs [[109]](https://draftsim.com/card-grading-services/)[[116]](https://phantomdisplay.com/blogs/blog/where-should-you-grade-your-cards-a-comprehensive-comparison-of-psa-bgs-and-cgc?srsltid=AfmBOoqjaUroFjAxN12wI35VZa4maLNkslmIDjjDQ88bQSLK7akTYoCj).
* Autograph Collectors: While CCG targets this group through James Spence Authentication, competitors like PSA may also appeal due to their established credibility in the collectibles market [[114]](https://forums.collectors.com/discussion/1088650/top-grading-companies).
* Vintage Toy Collectors: CGA, focusing on collectible toys, may attract this audience with its collector-focused ownership and commitment to preserving legacy [[139]](https://cgagrading.com/blog/new-ownership/?srsltid=AfmBOoqdkVWsp94ktHa8j9ly8MSahZCeANGDDlerGLqjrlkbYWUuB_8l)[[172]](https://www.prweb.com/releases/cga-enters-new-era-under-stable-collector-focused-ownership-302494030.html).
* Video Game Collectors: As this market grows, emergent brands like Zeagly and AGS, with their AI and automated grading systems, could appeal to tech-savvy collectors seeking efficient and unbiased grading [[146]](https://www.youtube.com/watch?v=pfcxW8vAKGI)[[152]](https://info.agscard.com/blog/the-10-best-card-grading-services-in-2024).

### Audience messaging and engagement

| Audience | JTBD | Message | Engagement Idea | Source |
| --- | --- | --- | --- | --- |
| Serious Collectors and Investors | Provide accurate grading and authentication to ensure the value and authenticity of collectibles, enhancing their investment potential. | "Secure Your Investment with Expert Grading Trust the Authority in Collectibles." | Partner with investment platforms that focus on alternative assets. |  |
| Serious Collectors and Investors | Provide accurate grading and authentication to ensure the value and authenticity of collectibles, enhancing their investment potential. | "Unlock the True Value of Your Collection Join Our Expert-Led Webinar." | Host Webinars with Industry Experts |  |
| Autograph Collectors | Offer seamless authentication and encapsulation services to preserve and validate autographs. | "Preserve Your Autographs with On-Site Authentication Visit Us at [Event Name]." | Collaborate with Autograph Shows and Conventions |  |
| Autograph Collectors | Offer seamless authentication and encapsulation services to preserve and validate autographs. | "Authenticate and Preserve Learn How to Protect Your Autographs with CCG." | Create a Series of Educational Videos |  |
| Vintage Toy Collectors | Offer grading services that assure authenticity and condition, increasing buyer confidence and market value. | "Enhance the Value of Your Vintage Toys Get Them Graded by the Experts." | Partner with Vintage Toy Retailers |  |
| Vintage Toy Collectors | Offer grading services that assure authenticity and condition, increasing buyer confidence and market value. | "From Playroom to Showroom Discover the True Worth of Your Vintage Toys." | Launch a Social Media Campaign Featuring Graded Toys |  |
| Video Game Collectors | Provide grading and authentication services to preserve and enhance the value of video game collectibles. | "Level Up Your Collection Trust CCG for Expert Video Game Grading." | Collaborate with Gaming Influencers |  |
| Video Game Collectors | Provide grading and authentication services to preserve and enhance the value of video game collectibles. | "Preserve Your Gaming Legacy Explore Our Virtual Exhibition of Graded Games." | Host Virtual Gaming Collectible Exhibitions |  |

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4. [Companies - Certified Collectibles Group](https://www.collectiblesgroup.com/companies/)
5. [CCG Celebrates More than 75 Million Collectibles Graded - NGC](https://www.ngccoin.com/news/article/11276/75-million-graded/)
6. [Pop Culture Collectibles Grading | Certified Guaranty | CGC](https://www.cgcgrading.com/en-US/)
7. [After nearly 40 years, CCG's playbook has created a grading giant](https://www.cllct.com/sports-collectibles/sports-cards/after-nearly-40-years-ccg-s-playbook-has-created-a-grading-giant)
8. [Video Game Grading | Certified Guaranty | CGC](https://www.cgcvideogames.com/en-US/)
9. [News - Certified Collectibles Group](https://www.collectiblesgroup.com/news/viewarticle.asp/126/)
10. [Card Grading Services by CGC](https://www.cgccards.com/)
11. [CGC Trading Cards and CSG Will Combine to Become the World's ...](https://www.greysheet.com/news/story/cgc-trading-cards-and-csg-will-combine-to-become-the-world-s-second-largest-card-grading-service)
12. [Collectible Grading Authority](https://cgagrading.com/?srsltid=AfmBOoqeW3bOG07QVPrs1uwQQHe2soc_1eQDCs1gKLGYFlQCjcXHx-pF)
13. [New AI grading company Zeagly to launch at Fanatics Fest. - YouTube](https://www.youtube.com/watch?v=pfcxW8vAKGI)
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15. [New Ownership - Collectible Grading Authority](https://cgagrading.com/blog/new-ownership/?srsltid=AfmBOooXA9uU8g5wDO4YTWKcqz6J6cXkez3A1aQwtjHP_4RwpMKzVinB)
16. [CGA Enters New Era Under Stable, Collector-Focused Ownership](https://www.prweb.com/releases/cga-enters-new-era-under-stable-collector-focused-ownership-302494030.html)
17. [AI and the Future of Vintage Card Grading](https://cardhoundvintage.com/ai-and-the-future-of-vintage-card-grading/)
18. [Collectibles Authentication and Grading Service Market Size ...](https://www.marketdecipher.com/report/collectibles-authentiaction-and-grading-service-market)
19. [The Future of Card Grading: Innovations and Advancements](https://morrisontradingpost.com/blogs/hobby-news-product-reviews/the-future-of-card-grading-innovations-and-advancements-1?srsltid=AfmBOoo4ifesSmjT4_Yznf6uMLmtantR_3_MzafP2RWU-Ii98tfYq7Km)
20. [AGS AI Fixes Grading: The Future of Card Authentication](https://info.agscard.com/blog/ags-ai-fixes-grading-the-future-of-card-authentication)
21. [PSA's NEW Game Changing Tech + Grading Expands AGAIN](https://www.youtube.com/watch?v=00F8gNEBtsM)
22. [Certified Collectibles Group to Acquire James Spence Authentication](https://www.collectiblesgroup.com/news/article/12753/)
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