



# Understanding NFTs and The Metaverse

2022 Report

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# RESEARCH METHODOLOGY

The data presented in this report was collected from the top 25 Ethereum-based NFT launches of all time, sourced from [OpenSea](#). We pulled the volume, floor price, and number of owners for each of the collections before utilizing our own data to pull further information about the launches, including affiliated brands and notable followers.

Using their metrics, we were able to compare the top NFT launches to each other and gather key takeaways on the state of the metaverse and crypto industry. This report gives a comprehensive overview of key terms and the chronology of the metaverse, cryptocurrency, and NFTs. Our analysis of the top NFT launches offers a deep dive into the industry, providing insight into what it takes to successfully launch an NFT collection. Ultimately, this report should generate a better understanding of the industry and how the metaverse, NFTs, and cryptocurrencies work together.



# What is the Metaverse?





# What is the Metaverse?

The metaverse is a three-dimensional virtual world in which consumers immerse themselves in the buying and selling of goods online. The metaverse aims to seamlessly transition the connection between physical and digital lives. It is a combination of virtual worlds and augmented reality.

The term “metaverse” was first coined by Neal Stephenson in his 1992 novel *Snow Crash*. He used it to describe a virtual world that humans could inhabit. While virtual reality has continued to grow throughout the 21st century, the term “metaverse” only recently became mainstream due to the influence of Facebook.



# Cryptocurrency

## Bitcoin

2008

Founded in 2008, Bitcoin is the first decentralized form of digital currency.



## Binance

2017

Binance is a digital cryptocurrency exchange.



## Ethereum

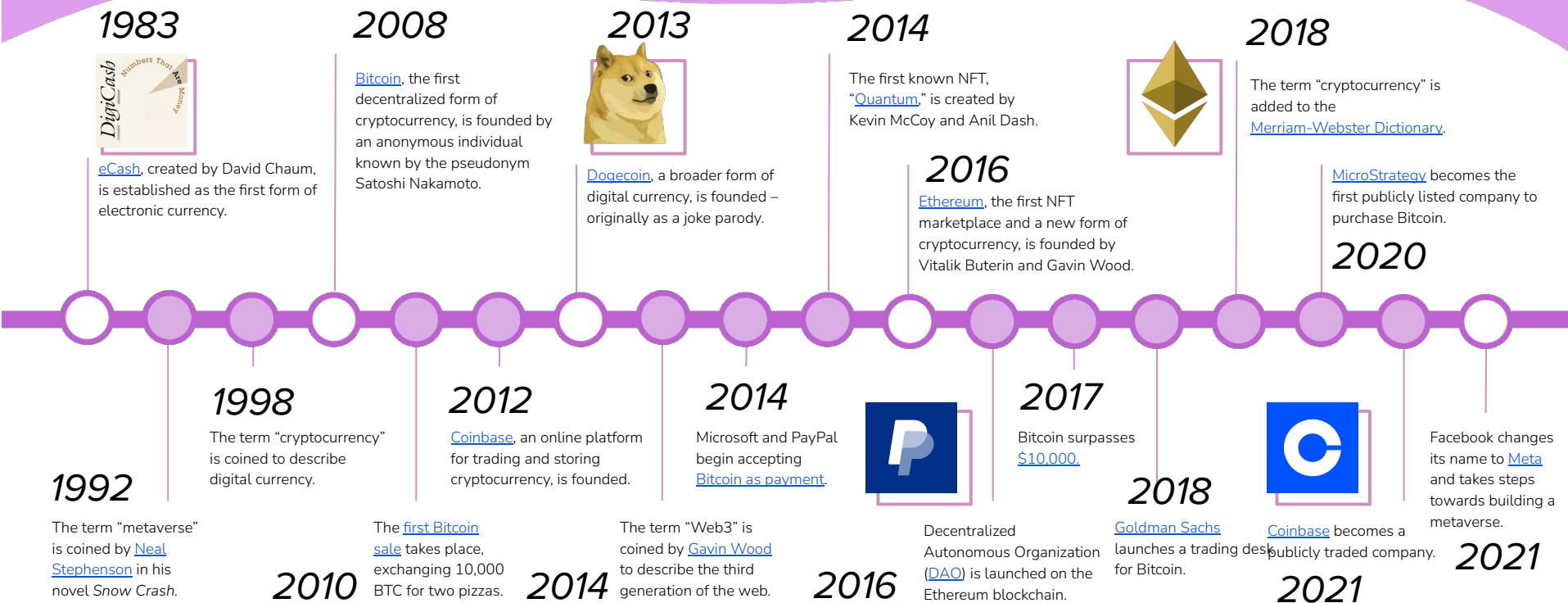
2016

Ethereum is a form of cryptocurrency as well as the first NFT marketplace.





# Crypto Over the Years





\$70,000

\$60,000

\$50,000

\$40,000

\$30,000

\$20,000

\$10,000

\$0



## Bitcoin

Price per Day from October 2013 to August 9, 2022 in US Dollars (\$)

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022



\$5,000

\$4,000

\$3,000

\$2,000

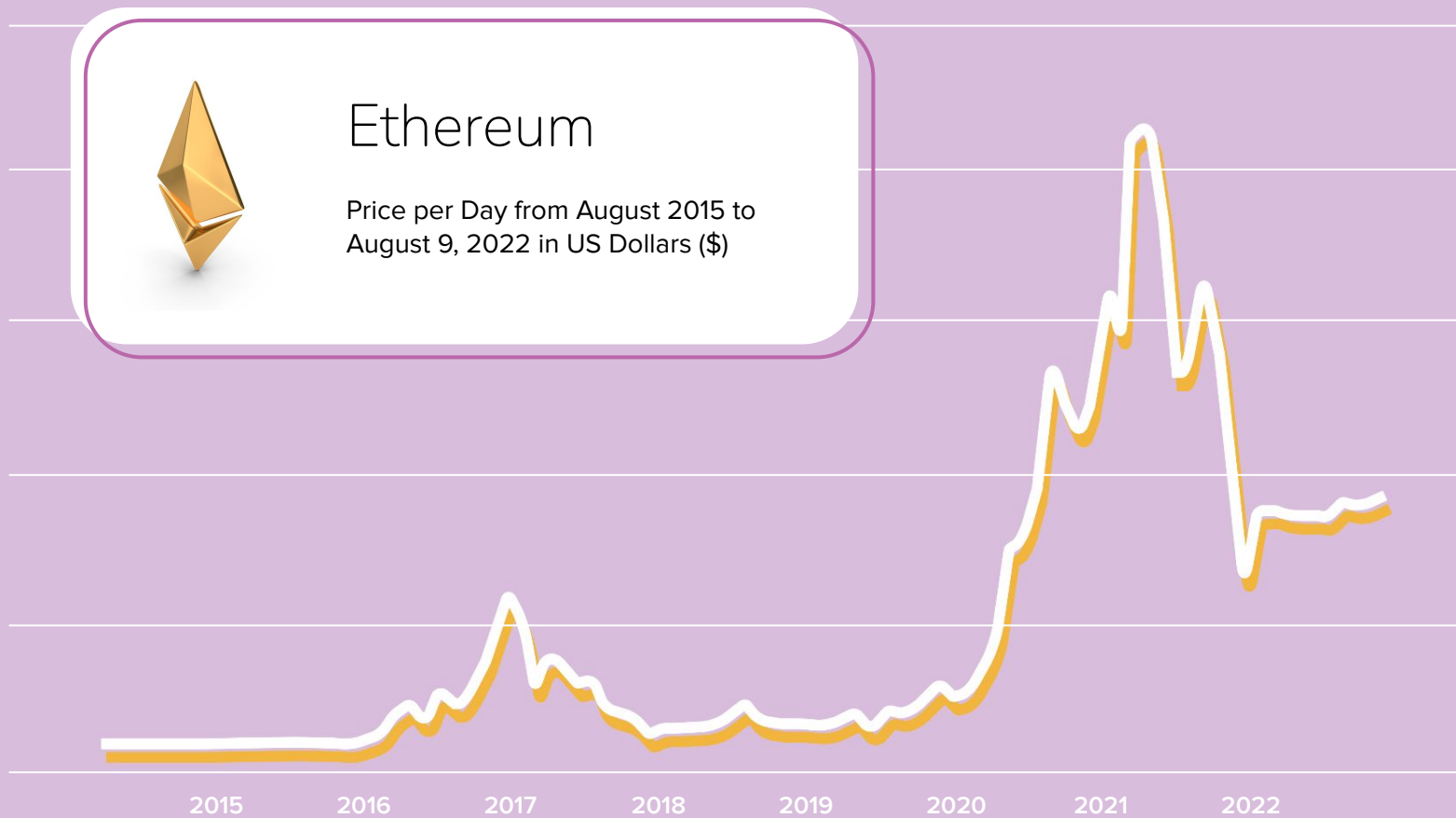
\$1,000

\$0



## Ethereum

Price per Day from August 2015 to August 9, 2022 in US Dollars (\$)





\$700

\$600

\$500

\$400

\$300

\$200

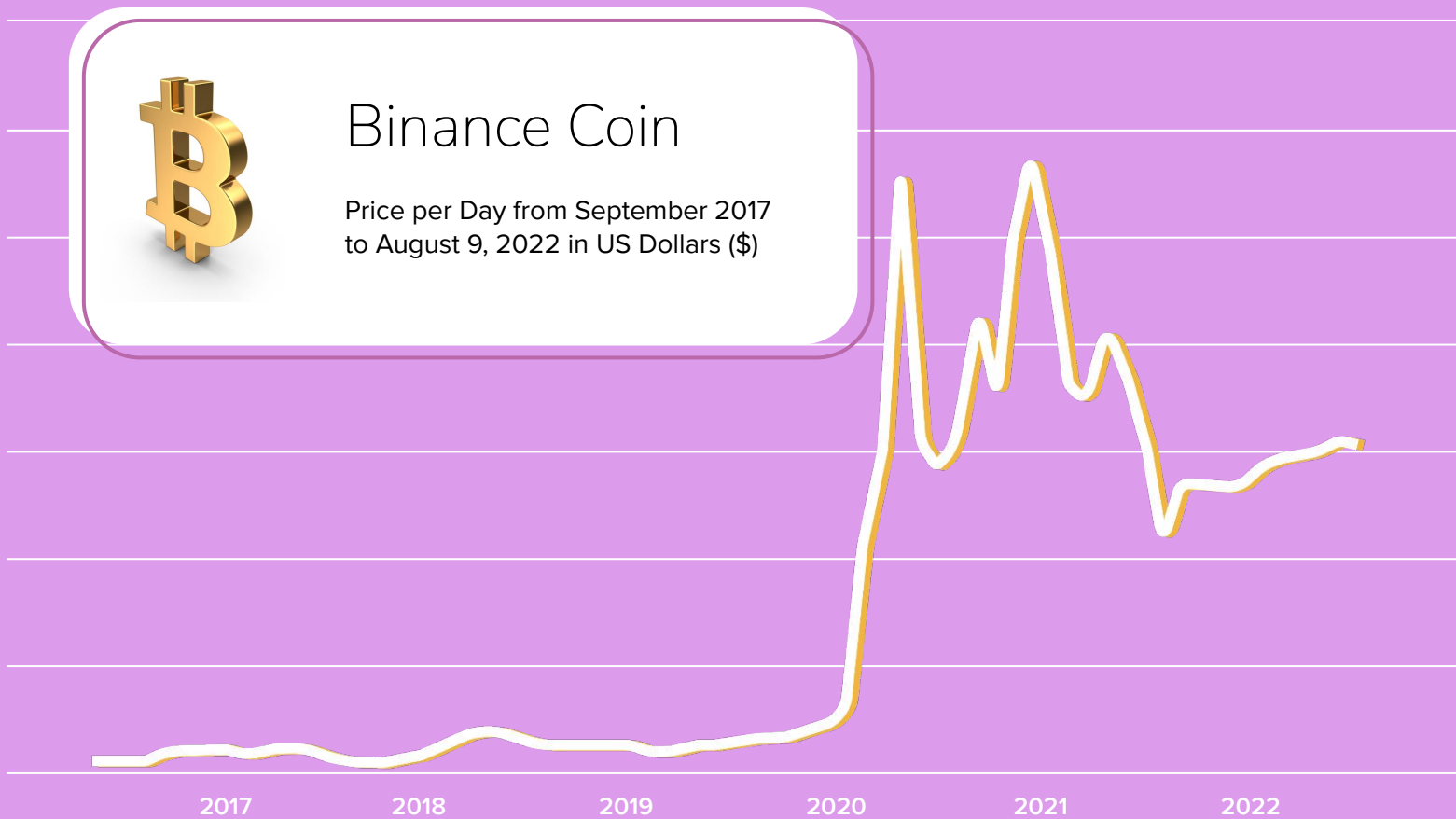
\$100

\$0



## Binance Coin

Price per Day from September 2017  
to August 9, 2022 in US Dollars (\$)







# What are NFTs?







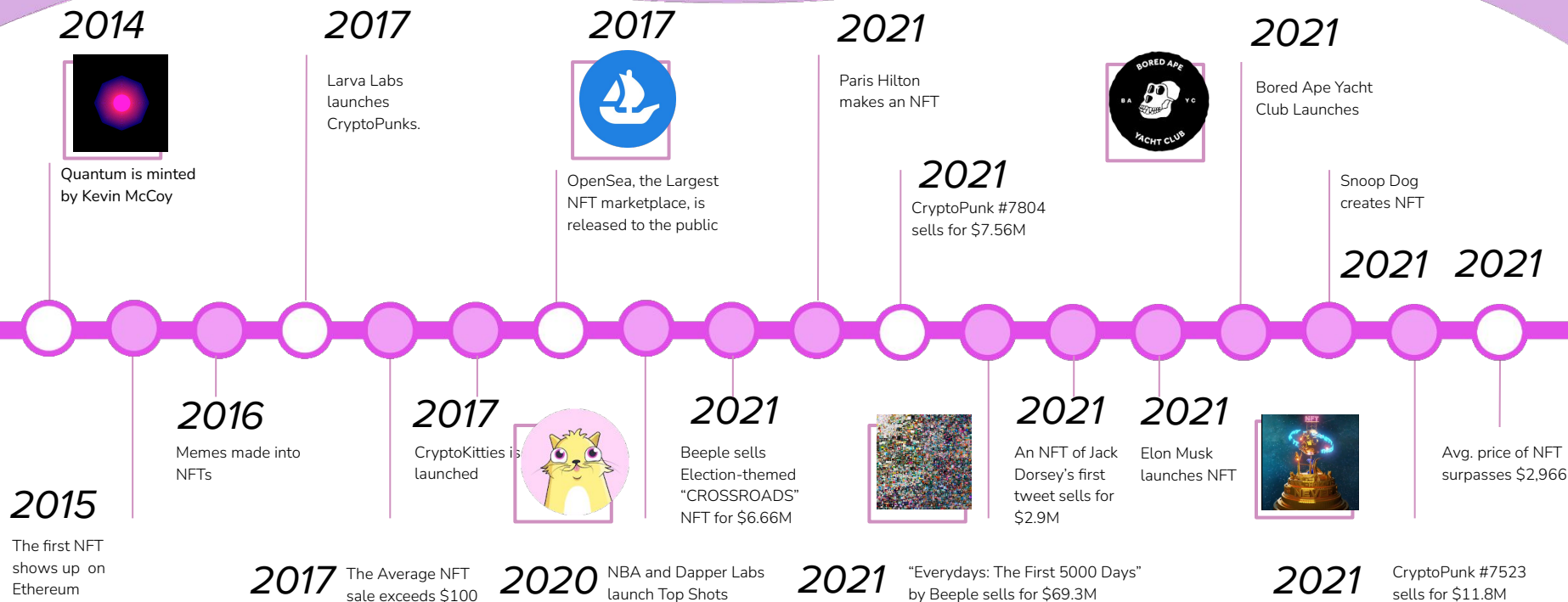
# What are NFTs?

NFT is an abbreviation for the phrase Non-Fungible Token - a form of cryptocurrency where data is digitally stored in a blockchain. They can be sold and traded, switching ownership from individual to individual upon buying and selling.

NFTs started gaining traction with niche audiences in the mid 2010s, with the first NFT, Quantum, created in 2014. In 2021, the increased presence of crypto and conversations surrounding the Metaverse in the mainstream media led to the exponential growth in the popularity of NFTs present today.



# The Rise of NFTs



# BLOCKCHAIN



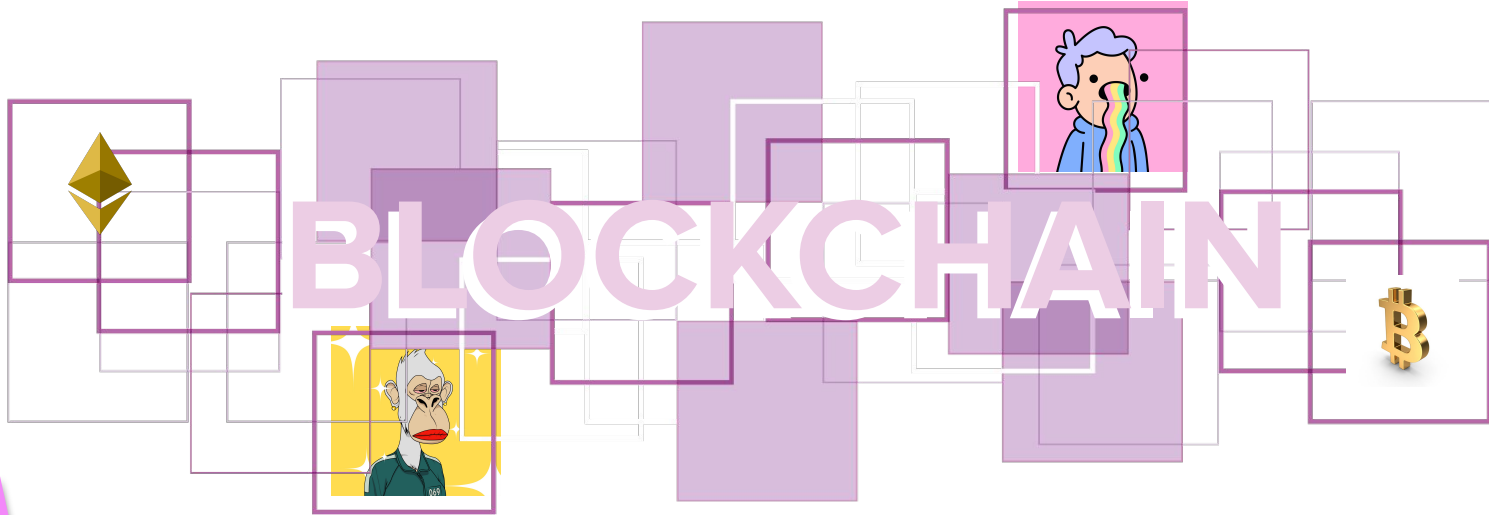
## Non-Fungible

A unique asset that is not interchangeable (ex. a piece of land).



## Fungible

An asset that is interchangeable with another asset of equal value (ex. a dollar bill).





# How are the two connected?

Blockchains are the heart of the metaverse, and NFTs are stored and tracked within blockchains.





# Top NFT Collections

# Why do people buy NFTs?

If you're trying to get a better understanding of NFTs, cryptocurrency, and the metaverse, you may be wondering why people buy NFTs. To answer this question, let's look at NFTs as digital assets. These assets represent tangible objects like art, music, collectibles, etc. Therefore, owning an NFT constitutes ownership of whatever item it represents. In turn, any benefits associated with owning a physical piece of art, for example, would also be associated with owning that piece as an NFT.

Some individuals buy NFTs because they enjoy an artists' work and want to support them. Additionally, they may just enjoy a certain piece and want to own it for their own sake. Many others buy NFTs as a short or long-term investment, reselling them to turn a profit or holding onto them as they increase in value over time.

# Top 5 Number Of Owners

	Collection	# of Owners
1.	Rarible	217K
2.	CryptoKitties	116.3K
3.	Otherdeed for Otherside	35K
4.	The Sandbox	21.5K
5.	Mutant Ape Yacht Club	13K

Data collected: August 1, 2022

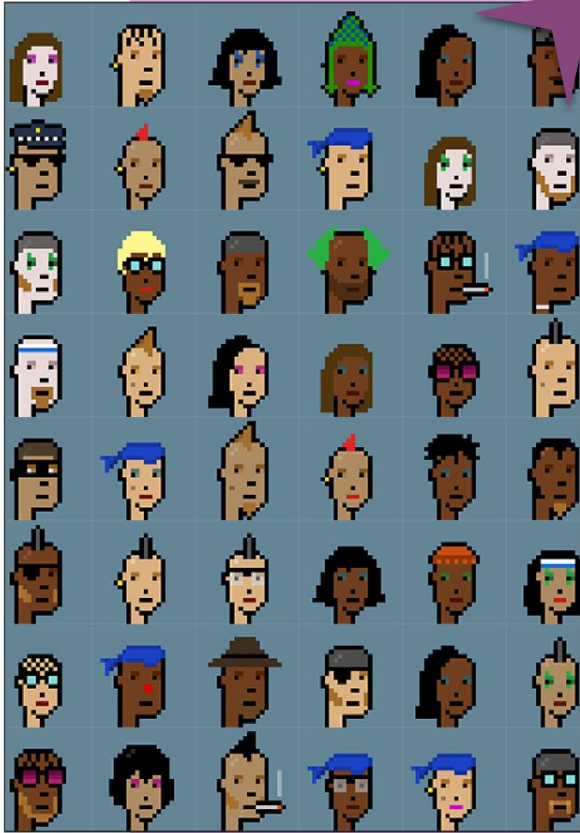


# Top 5 Based on Collection Totals

	Collection	# of Items
1.	CryptoKitties	2M
2.	Rarible	316.3K
3.	The Sandbox	160.5K
4.	Otherdeed for Otherside	100K
5.	Cool Cats NFT	9.9K

Data collected: August 1, 2022





# CryptoPunks

Larva Labs; Launched June 2017

Items in Collection

**10K**

Floor Price

**61.95**

Volume

**959,529.21**

Owners

**3.6K**

**CryptoPunks** is an NFT collection that was developed by Larva Labs in 2017. It consists of 10,000 unique characters designed by John Watkinson and Matt Hall. In March of 2022, **Yuga Labs** acquired CryptoPunks.



# Bored Ape Yacht Club

Yuga Labs; Launched April 2021

Items in Collection  
**10K**

Floor Price  
**99.5**

Volume  
**635,753.65**

Owners  
**6.4K**

Created by Yuga Labs, the **Bored Ape Yacht Club** is an NFT collection that features 10,000 unique bored apes. The NFT project, launched in 2021, features images designed by Greg Solano and Wylie Aronow.

Data collected: August 1, 2022



# Mutant Ape Yacht Club

Yuga Labs; Launched August 2021

Items in Collection

**19.4K**

Floor Price

**19.7**

Volume

**431,534.04**

Owners

**13K**

The **Mutant Ape Yacht Club** is a spin-off of the Bored Ape Yacht Club. The collection was launched in August 2021 and features the same apes from the original collection. Except these apes have been exposed to a mutant serum and transformed. These can only be purchased by individuals who also purchased an NFT from the Bored Ape Yacht Club collection.



# Otherdeed for Otherside

Yuga Labs; Launched April 2022

Items in Collection

**100K**

Floor Price

**2.85**

Volume

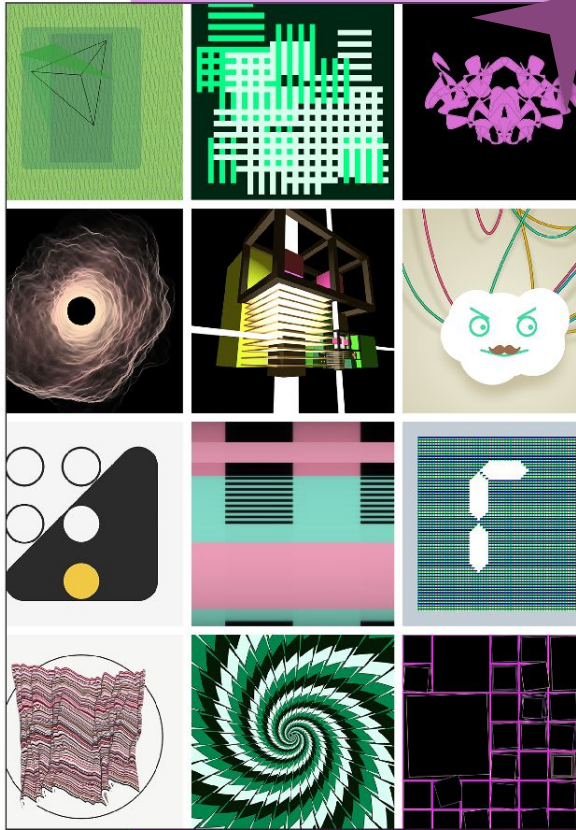
**318,256.89**

Owners

**35K**

**Otherdeed** is a collection that was released for metaverse game **Otherside**, both developed by Yuga Labs. The collection features diverse land plots for buyers to own within the game.

Data collected: August 1, 2022



# Art Blocks Curated

Snowfro; Launched 2020

Items in Collection

**58.1K**

Floor Price

**3.5**

Volume

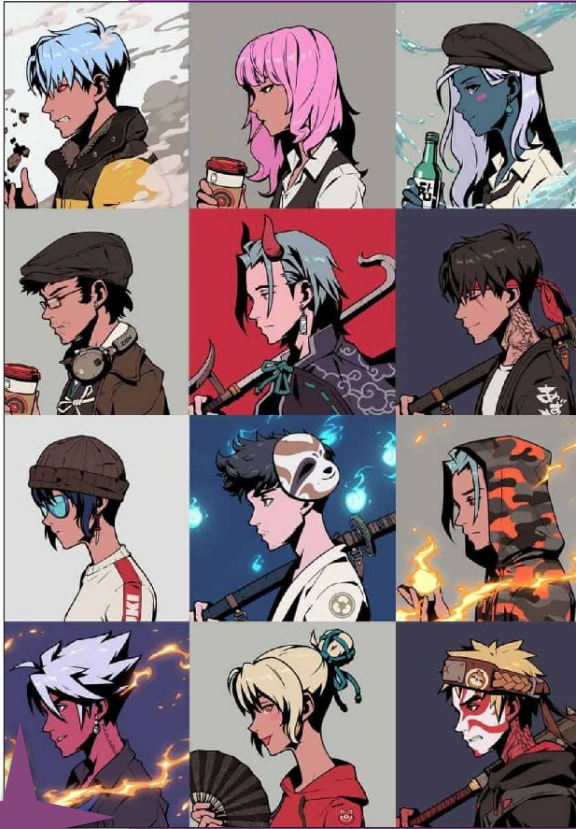
**297,987.58**

Owners

**12K**

**Art Blocks** is a platform founded by Snowfro, also known as Erick Calderon. The platform launched in 2020 and displays curated collections of NFT projects by a variety of artists and creators.





# Azuki

Azuki; Launched January 2022

Items in Collection  
**10K**

Floor Price  
**11.99**

Volume  
**254,453.90**

Owners  
**5.1K**

The [Azuki](#) NFT collection includes 10,000 unique avatars. Once purchased, buyers gain access to Azuki's digital world and community, [The Garden](#).

Data collected: August 1, 2022



# Decentraland

The Decentraland Foundation; Launched 2020

Items in Collection

**97.6K**

Floor Price

**2.2**

Volume

**230,044.94**

Owners

**7.4K**

**Decentraland** is a virtual world developed by its users, and the **Decentraland NFT** collection consists of land within the game. Buyers can collect these parcels of land, then buy and sell them as they help develop the world.



## CLONE X - X TAKASHI MURAKAMI

RTFKT & Takashi Murakami;  
Launched 2020

Items in Collection  
**19.3K**

Floor Price  
**11.19**

Volume  
**219,638.04**

Owners  
**9.5K**

**CLONE X - X TAKASHI MURAKAMI** launched in 2021. The collection consisted of nearly 20,000 3D avatars designed by virtual brand, RTFKT, and Japanese artist, **Takashi Murakami**. Clone X has worked on many brand collaborations, including Nike and Supreme.





# The Sandbox

Arthur Madrid & Sébastien Borget;  
Launched 2018

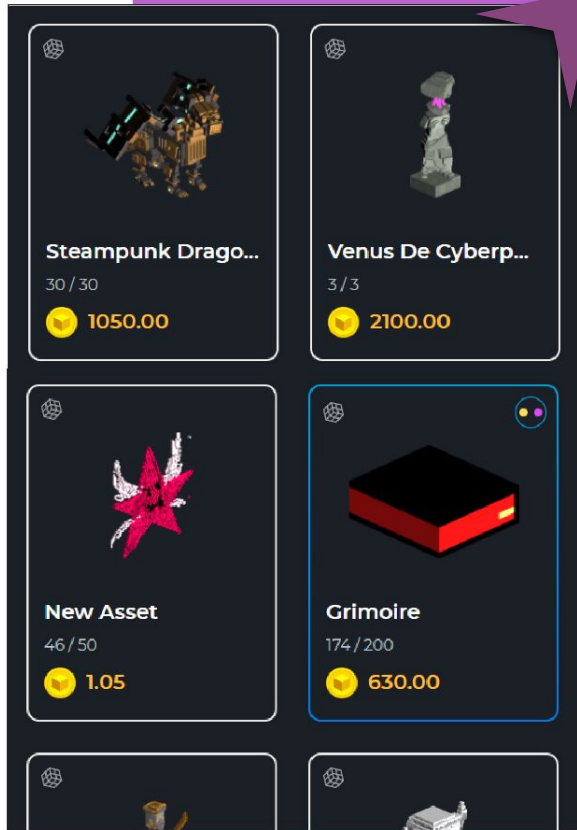
Items in Collection  
**160.5K**

Floor Price  
**1.99**

Volume  
**171,831.40**

Owners  
**21.5K**

**The Sandbox** is a metaverse gaming platform where users can participate in a virtual world and community. The land and assets from the **NFT** collection are then monetized within the game.





# Moonbirds

Proof Collective; Launched April 2022

Items in Collection

**10K**

Floor Price

**27**

Volume

**158,292.92**

Owners

**6.6K**

Founded by Kevin Rose, **Moonbirds** consists of 10,000 unique pixel-art owl avatars. Buying one of these NFTs gives the owner membership to an exclusive club run by the **Proof Collective**.

Data collected: August 1, 2022

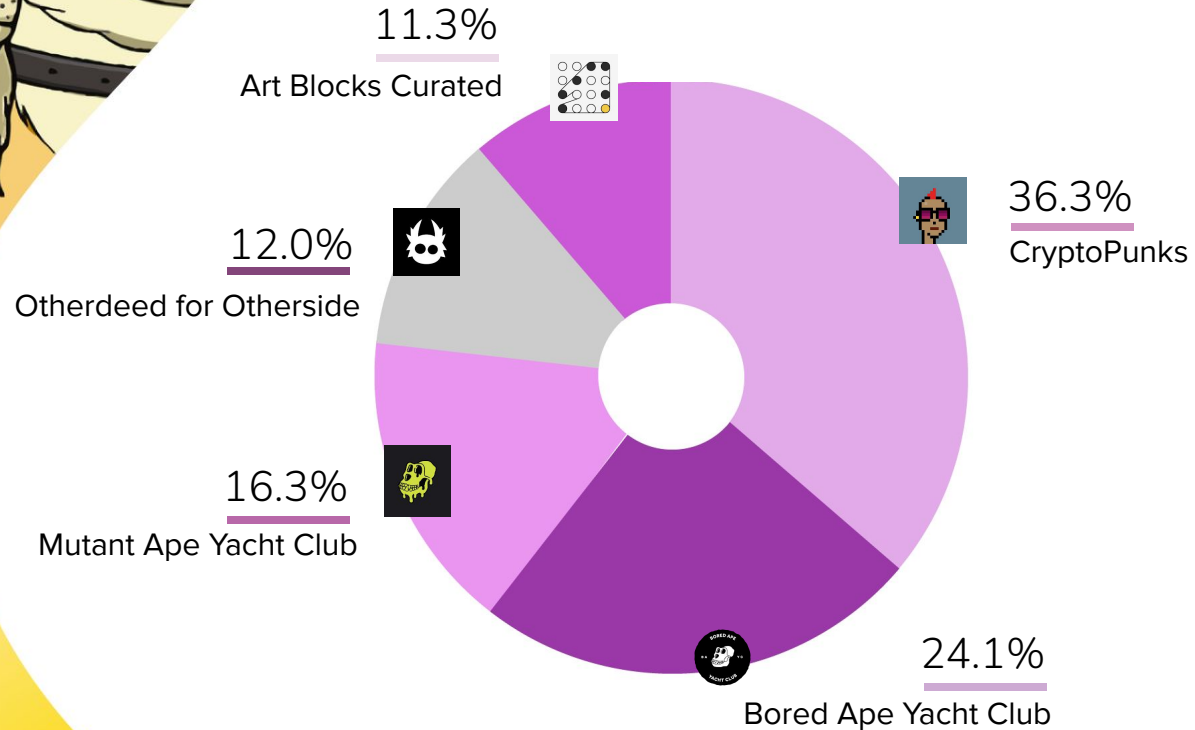
# Top 5 Highest Volumes

	Collection	Volume 
1.	CryptoPunks	959,529.21
2.	Bored Ape Yacht Club	635,753.65
3.	Mutant Ape Yacht Club	431,534.04
4.	Otherdeed for Otherside	318,256.89
5.	Art Blocks Curated	297,987.58

Data collected: August 1, 2022



## Top 5 NFTs Sold by Volume





Collection of limited-edition keys offering access to Coachella events for life.

## COACHELLA KEYS

ACTIVE NFTs  
**10**

FLOOR PRICE  
**\$1M**

## NFT Trends

As NFTs become more mainstream, new trends emerge in the marketing sphere.

Just this year, we have seen NFTs implemented in a variety of different industries. For example, while promoting season four of their show *Stranger Things*, [Netflix](#) launched collectible NFTs. Additionally, [Coachella](#) created an NFT marketplace on Solana that allows consumers to purchase lifetime festival passes. We have also seen a rise in the number of [play-to-earn NFT games](#), as well as watch-to-earn advertisements.



# Top NFT Trading Platforms

By total lifetime volume traded





# OpenSea

Founded 2017

\*2.5% Fee on every transaction

Accepted Cryptocurrencies:

Ethereum

Solana

USDC

DAI

OpenSea is the largest decentralized NFT marketplace that allows traders to buy, sell, and upload NFTs. The platform uses an auction system for sales and provides metrics about collection size, volume, and number of owners. Learn more about OpenSea [here](#).



# Rarible

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Rarible is a creator-focused NFT marketplace built on Ethereum. The platform allows creators and artists to sell their NFTs while also having complete ownership over their tokens and the trading process. Like any marketplace, users are able to buy and trade NFTs on the platform.



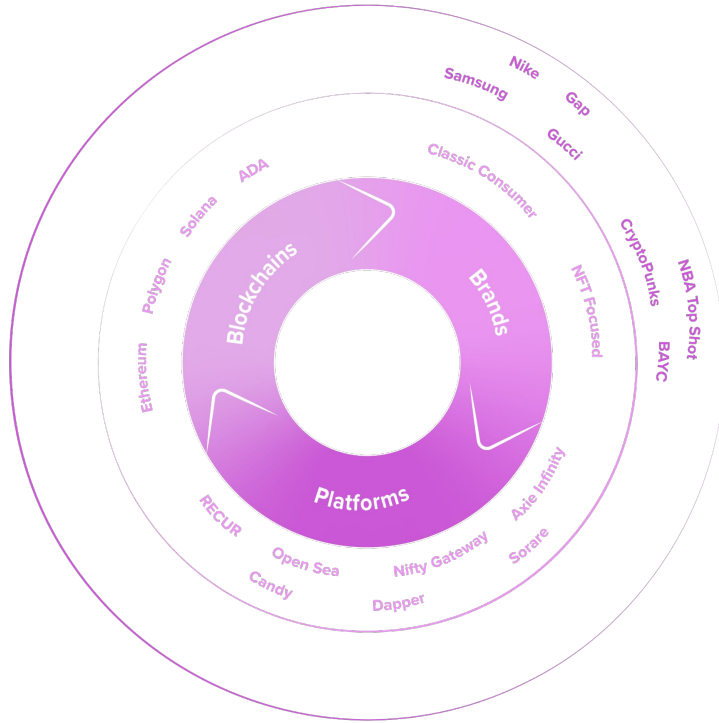


# NBA Top Shot

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NBA Top Shot is an open, basketball-centric NFT marketplace that was launched by the NBA and Dapper Labs in 2020. Through the platform, users are able to buy, sell, and trade collectible basketball highlight clips.

# NFT Flywheel



This NFT flywheel demonstrates the momentum and growth of the NFT industry.

The chart shows platforms, blockchains, and brands at its core. As the industry gains more momentum and more consumers buy into it, more platforms, blockchains, and brands are emerging. An increasing number of existing brands are being drawn to the industry for this same reason. This flywheel is a visual representation of how industry leading brands like Nike and Samsung have also become significant players in the NFT industry.

A purple-tinted background image featuring a smartphone screen in the center. On the screen is the Discord logo, which consists of a stylized white cat face inside a purple speech bubble. The word "Discord" is written in a large, white, sans-serif font, centered over the smartphone screen. The background also shows a blurred image of a computer keyboard.

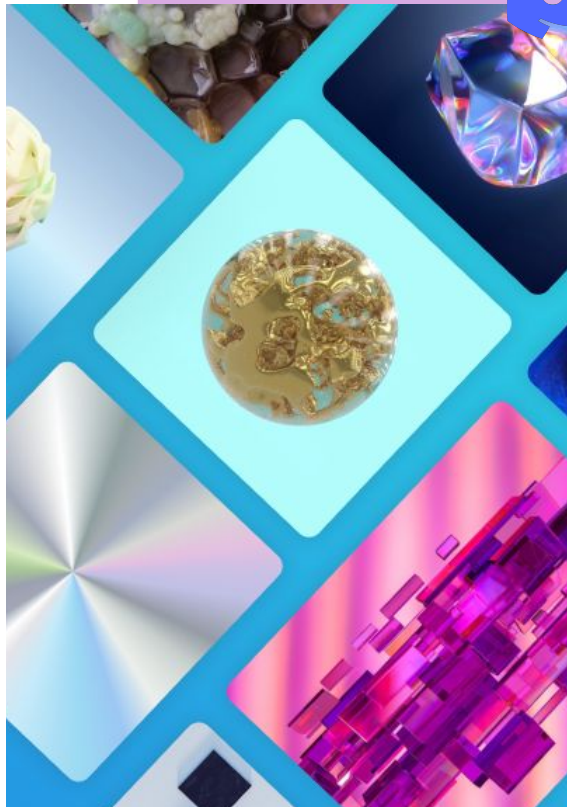
# Discord

# What are NFT Discord Channels?

Discord is a messaging platform that allows users to communicate with each other using a particular server or channel. Discord channels serve as communities where users connect to discuss shared interests.

The platform is often utilized by NFT project developers. For example, a developer may establish a Discord channel in which they share announcements and give updates about their project. NFT Discord channels also allow members to discuss the project and share their thoughts and critiques with one another. Not only is this a good way for developers to gauge audience sentiment, it also serves as a powerful community for individuals with similar interests. There are also a number of existing NFT Discord communities that solely provide a space for individuals to discuss NFTs and the crypto industry in general.

People consider joining an NFT Discord channel for a number of reasons. Whether they are interested in the launch of a particular NFT project or are looking for a platform to discuss industry updates, NFT Discord communities provide the perfect opportunity to get involved in the space.



# OpenSea NFT Community

238K Total Discord Members

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The NFT marketplace OpenSea has its own Discord server that features a number of NFT channels for industry trends and updates. From artists sharing information about an upcoming project to a user giving insight on projected trends, this server features a diverse range of industry participants.

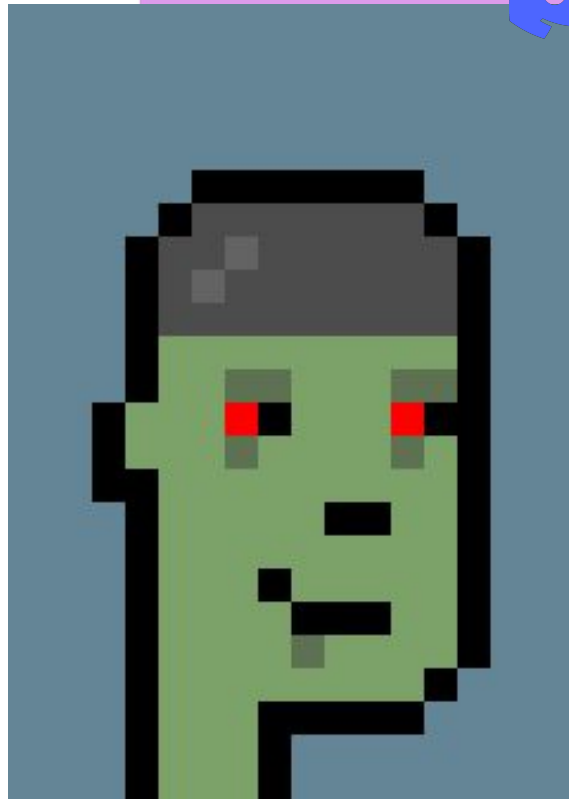


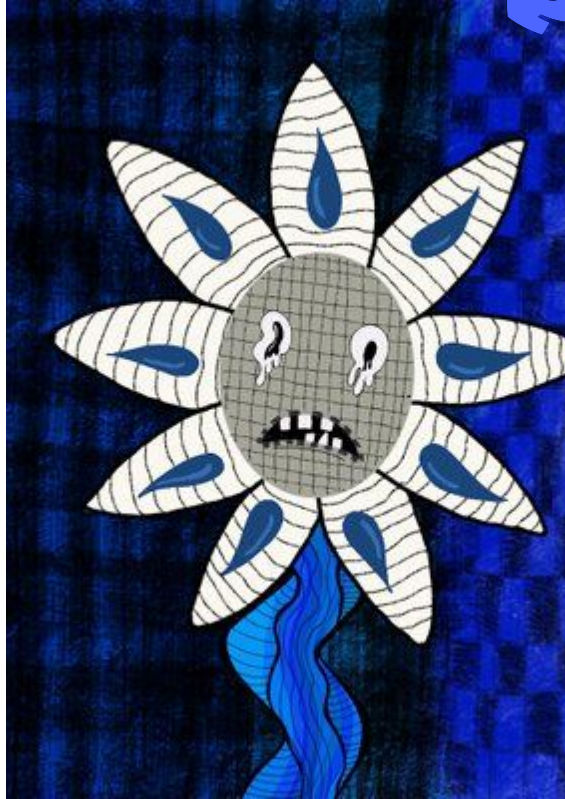
# CryptoPunks Discord

68.9K Total Discord Members

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The CryptoPunks Discord server was established by Larva Labs, the developer of the CryptoPunks NFT project. It serves as a platform to discuss CryptoPunks, as well as related NFTs and the industry as a whole. Although only owners of a CryptoPunk NFT are able to contribute to the conversation, non-owners can view threads, receive updates from the developers, and learn more about the industry.





# Brain Vomit's Garden

1.3K Total Discord Members

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Brain Vomit's Garden is an NFT project that features 4,444 unique flower images. NFT owners receive access to exclusive drops and experiences. Brain Vomit, the company that developed this project, started a discord channel to provide updates on upcoming projects and initiatives.





# Clone X

233K Total Discord Members

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The Clone X discord community was established by Nike's RTFKT, the developer behind the Clone X NFT collections. This community serves as a space for NFT owners and other curious minds to discuss industry topics and upcoming projects headed by RTFKT.



# Vee Friends

364K Total Discord Members

---

The Vee Friends Discord server was established by the developers of the Vee Friends NFT project as a hub for information and NFT education. It has grown to support hundreds of thousands of users, becoming a community where members share ideas and discuss the industry.



# Crypto Baristas

3.2K Total Discord Members

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Crypto Baristas is an NFT collection that features a number of coffee-pouring characters. Purchasing an NFT from either of the two seasons of the project supports coffee initiatives in the physical world. The Crypto Baristas Discord server was established to inform members about the project, as well as serving as a space for discussion and education.



# Beeple

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Mike Winkelmann, also known as Beeple, is a seasoned digital artist notorious in the NFT space.

Noted in the timeline, MetaKovan bought one of Beeple's NFT pieces for \$69 million. This piece, "Everydays: The First 5000 Days," was the culmination of a 14-year-long project during which Beeple created one piece of digital artwork every day. The collage of all of these images was highly anticipated in the NFT industry, with the ultimate sale breaking records.



# Erick Calderon

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Erick Calderon, also known as [Snowfro](#), is the CEO and founder of [Art Blocks](#), a generative art platform that features curated collections of NFT projects created by a variety of artists. He launched the platform in 2020, and it has been a monumental success.

In addition to Art Blocks, Snowfro is also known for his successful NFT collection [Chromie Squiggle](#).





# Kevin Rose

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[Kevin Rose](#) is an entrepreneur, podcaster, and thought leader in the crypto space. He is currently a partner at True Ventures and has founded multiple companies and apps such as Digg, Zero, and Oak.

He is well known as the founder of the [Moonbirds](#) NFT collection, which we earlier recognized as one of the top successful NFT launches.

A person is shown from the waist down, holding a laptop. The image is heavily overlaid with a purple gradient, making the colors appear muted and artistic. The person is wearing dark pants and a light-colored shirt. The laptop is a light color, possibly silver or white.

# Crypto & NFT Marketing Strategies



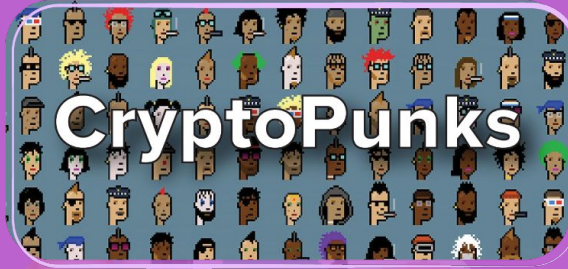
# How do brands market within the metaverse?

Top brands like Netflix and Samsung have expanded their marketing techniques within the metaverse and crypto-sphere. Over the past few years, we have seen more and more brands explore the metaverse and NFTs through their marketing strategies.

Nike is a prime example. The brand acquired RTFKT, launched a line of digital sneakers or “[Cryptokicks](#)” with Clone X, and established a metaverse-like world, [NIKELAND](#), in Roblox. Their “Cryptokicks” launch was a massive financial success, with single NFTs selling for up to [\\$134,000](#).

Some other examples include Gucci, Tiffany, Adidas, and Dolce & Gabbana. By placing themselves at the forefront of the emerging NFT marketing space, these brands established themselves as thought leaders in both the marketing and NFT industries. By embracing the transition into the digital world, they enhance their brand identity, stay relevant, and set themselves apart from their competitors.

NFT



### Notable Owners



@luisitocomunica



@rickyhaur



@seanmikekelly



@the.holistic.psychologist



@blameitonkway

### Affiliated Brands



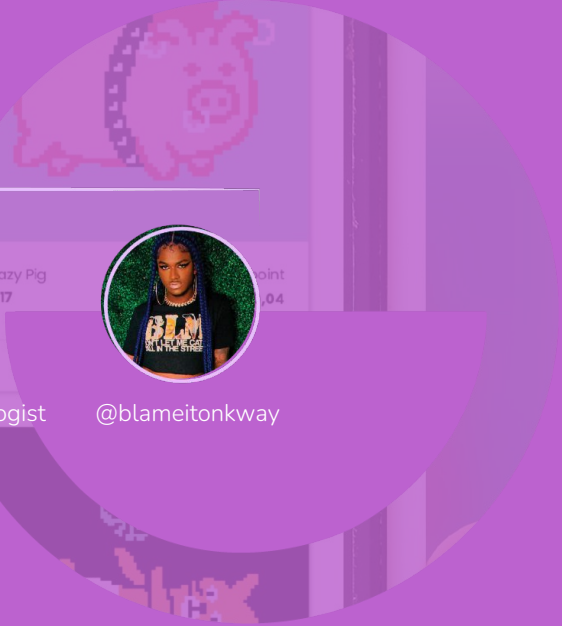
Adobe



Tesla Motors



Sotheby's



## NFT



### Notable Owners



@stephencurry30



@luisitocomunica



@pubity



@nfl



@chloegmortez

### Affiliated Brands



Adobe



Discord



Sotheby's

## NFT



### Notable Owners



@dagelan



@rickyhaurin



@ranzkyle



@ybrap



@takashipom

### Affiliated Brands



Coachella



Discord

## NFT



## Notable Owners



@rickyharun



@richthekid



@seanmikekelly



@pamia



@thiago.nigro

## Affiliated Brands



Gucci



HSBC



Ubisoft

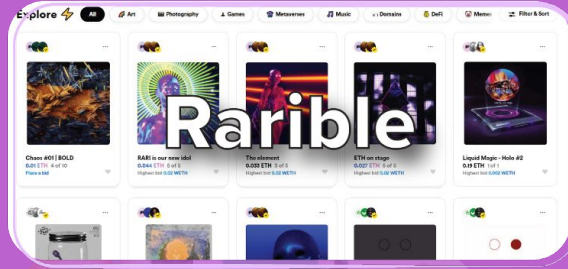


Warner Music



Discord

# NFT



## Notable Owners



@frenchmontana



@amberrose



@thalia



@fuckjerry



@martingarrix

## Affiliated Brands



Adidas



Adobe



Amazon



American Airlines



Folgers





# Most Popular NFT Social Platforms





1.

@Hofbelievers

11.2K Followers

GaryVee

3.86M Subscribers

@bitboycrypto

2.7M Followers

2.

@DeezeFi

236.8K Followers

Alex Becker's Channel

1.29M Subscribers

@cryptocita

699.7K Followers

3.

@farokh

314.6K Followers

Max Maher

885K Subscribers

@cryptomasun

1.2M Followers

# Twitter



**@Hofbelievers** 11.2K Followers

House of Believers NFT collection features 4,444 bear avatars. Their Twitter account is one of the most popular in the Web3 community.



**@DeezeFi** 236.8K Followers

DeeZe, an industry thought leader, is the Director of Vibes at Tessera, a company that allows creators to sell portions of their NFTs.



**@Farokh** 314.6K Followers

Farokh is another one of the most popular NFT creators on Twitter. They co-founded Rug Radio, a decentralized Web3 media brand.

# YouTube



## GaryVee 3.86M Subscribers

Gary Vaynerchuk is an entrepreneur and informational content creator. He is the founder of Vayner Media and creator of Vee Friends



## Alex Becker's Channel 1.29M Subscribers

Alex Becker creates content on industry topics and gives financial advice on his platform. He has also created and worked on a number of NFT projects.



## Max Maher 885K Subscribers

Max Maher creates YouTube content about NFTs and the crypto industry. Through this work, he has established himself as one of the most popular NFT creators on the platform.

# TikTok



**@bitboycrypto** 2.7M Followers

Ben Armstrong is a content creator and cryptocurrency enthusiast. He is the founder of BitBoy Crypto, an educational resource that aims to educate the crypto community.



**@cryptocita** 699.7K Followers

Alina Pak is a TikTok creator who posts content about all topics surrounding the crypto industry. Her high quality content has established @cryptocita as one of the most popular and credible TikTok accounts in the industry.



**@cryptomasun** 1.2M Followers

Mason Versluis uses his platform to post informative content on the crypto industry. He has also established a crypto discord community Gold Squad.



# Afterparty

Afterparty is a platform that hosts a digital community of creators and artists. On the platform, creators are able to collaborate with one another and engage with their audience.

Afterparty is paving the way for creator-focused NFT platforms, allowing creators and fans to engage through a variety of different events and experiences. The platform celebrates musicians, artists, and creators of all types, providing them with a space to interact with their audiences.

For example, the platform hosts an annual NFT Art + Music Festival, featuring artists from a variety of genres. The headliners of the 2022 festival included The Chainsmokers and The Kid Laroi.



# Afterparty 'Utopia' NFT Owners



@petitbiscuit



@avani



@ryantedder



@landonasherbarker



@ninocence



@tg4hunnid



@daviddobrik



@charlyjordan



@lauvsongs



@heidiklum

A man in a suit is working at a computer. The background is a light purple gradient. There is a yellow circle in the top left corner. The text "Future Predictions" is centered in white. The man is looking at a monitor displaying a line graph with a red line and a blue line. He is also looking at a laptop. The overall theme is technology and data analysis.

# Future Predictions



# Metaverse Trends

In addition to NFTs, we have also seen a number of emerging trends corresponding with increased popularity and knowledge of the metaverse.

Brands like [Samsung](#) leverage the metaverse space by creating virtual, interactive experiences for consumers. We have also seen the emergence of more [metaverse games](#), following in the footsteps of games like Second Life and Roblox. Tech giants like Microsoft and Meta are even creating their own metaverses, like Microsoft's [Horizon Worlds](#). Virtual live performances emerged as a recent trend in the metaverse, including ABBA's [Abba-tars](#) and Travis Scott's [Fortnite concert](#).

# Based on our Research

After reviewing the state of the metaverse and crypto industry, we must ask: what's next for the industry? Ultimately, **we expect the overarching community to continue to strengthen and grow.**

We project that long-term success will circle back into the creation of an engaged and authentic Web3 community. Purpose, value, and relevance will be the driving factors behind these communities, and connecting them will create bridges between new and old members.



# Editor's Note

This report presented a comprehensive overview of the state of the Metaverse, touching on its growing position in the marketing industry. By looking at and comparing the top NFT launches, we came to a better understanding of this position. As we continue to transition into the digital world, new forms of digital marketing will emerge.

That being said, NFT marketing is on the rise – and we have seen more and more industry power players begin to utilize it in their strategy. From Nike to Meta, a number of brands have already established themselves as thought leaders in the industry. Therefore, brands and marketers alike may look to these companies when analyzing and predicting future trends in the space.

In the next couple of years, we expect to see the metaverse and the crypto industry grow to new heights. Since these topics entered mainstream media, brands, marketers, and celebrities explored the crypto-sphere to make their mark on the industry - one that is only gaining momentum. We expect the trend to continue, the industry changing and growing with the metaverse.

# Our Creator Specialists



**STEPH PAYAS**

VP OF OPERATIONS

STEPH.PAYAS@NEOREACH.COM



**HAILEY IBACH**

SENIOR DIRECTOR OF SOCIAL  
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HAILEY.IBACH@NEOREACH.COM



**RACHEL PHILLIS**

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