

# NFT Expansion: Form and Function

Survey of  
Global Respondents

**1600** Financial Leaders from Business  
and Financial Institutions

**800** Individuals

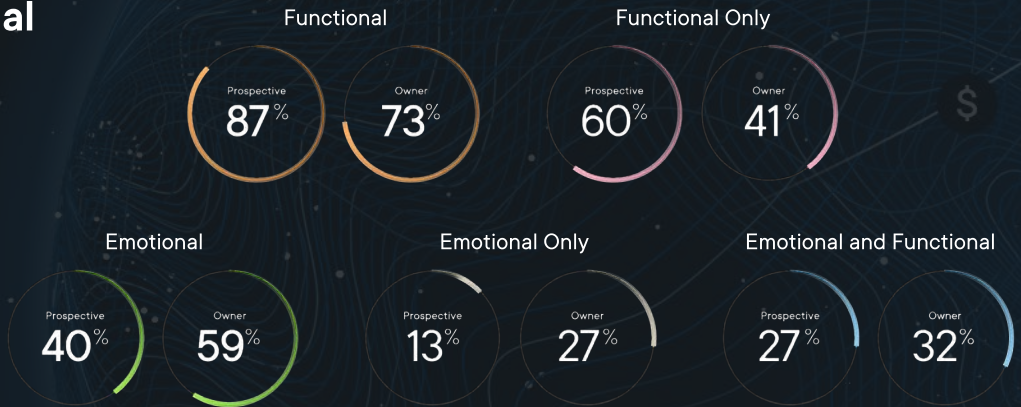
**700** Blockchain and Crypto Developers

## 'F' Stands for Functional

While the initial popularity of NFT technology centered around art, collectibles and avatars, as the technology matures these applications are often becoming more functional at the same time other use cases for utility-based NFTs are expanding.

# 50%

Over half of prospective NFT owners would only buy NFTs for functional reasons



## Knowledge is Power

Consumers' perceived lack of knowledge prevents NFT purchases, along with other potential barriers to entry including ease of use and access.

### Too complicated?

NFTs being too complicated was the number one barrier to buying NFTs for respondents age 18+

## Don't Discount Sustainability Preferences

# 9/10

NFT and crypto owners either prefer or only buy sustainable NFTs and cryptocurrencies.



Over half of respondents at financial institutions globally view sustainability as important in the context of blockchain usage generally.

**Crypto and blockchain technology are rapidly transforming the way the world moves, manages, and tokenizes value.**

As we've seen with crypto, NFTs have many use cases and we are just beginning to scratch the surface. More sophisticated scenarios and broadened ownership bases are creating a vast range of possibilities across industries, including Media & Entertainment, Real Estate, Carbon Credits, and beyond.