



NEW ECW
PRODUCTIONS

NFT

Jan 2022

Contents



1. NFT Overview
2. NFT Potential
3. Noteworthy Case Studies
4. Considerations
5. Opportunities

NFT Overview



NFTs



A Non-fungible token (NFT) is a deed of ownership to a one-of-a-kind digital item, so you can own a piece of art even if you can't touch it.

It is a digital asset (code) that represents real-world objects like art, music, in-game items and videos. They are bought and sold online, frequently with cryptocurrency, and they are generally encoded with the same underlying software as many cryptos.



Some people treat them like they're the future of fine art collecting and some people treat them like Pokémon cards, where they're accessible to normal people but also a playground for the mega-rich.



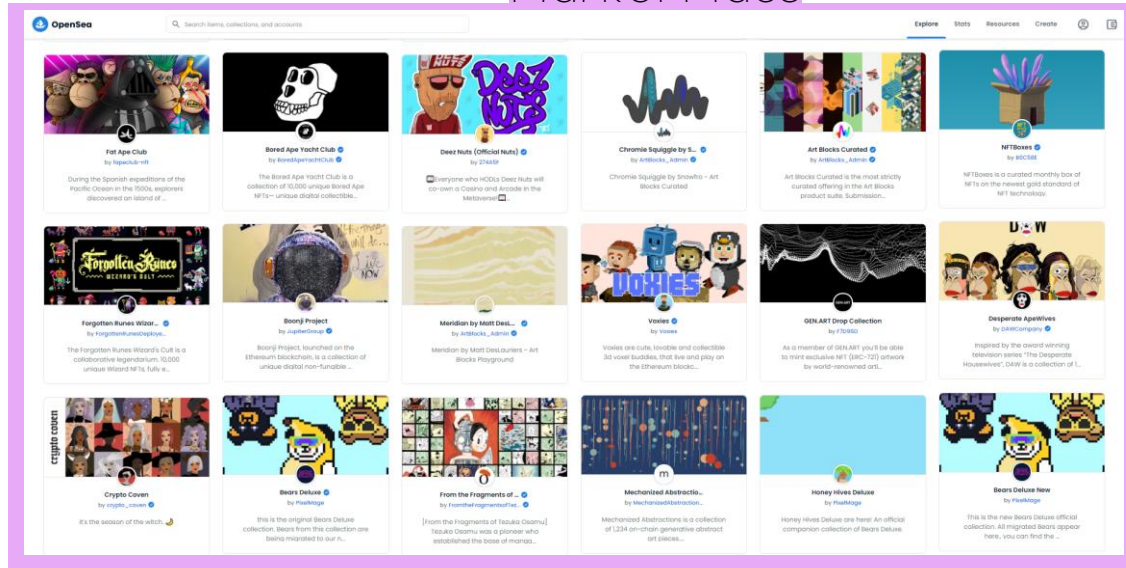
An item is made unique by giving it a unique code.
Because of the code, one becomes the owner of that digital asset as it cannot be replicated.

NFTs



Like eBay, Alibaba, Etsy & Amazon, there are multiple platforms (marketplaces) for NFT creators to sell their digital art. The majority of artists will list an NFT as part of collection.

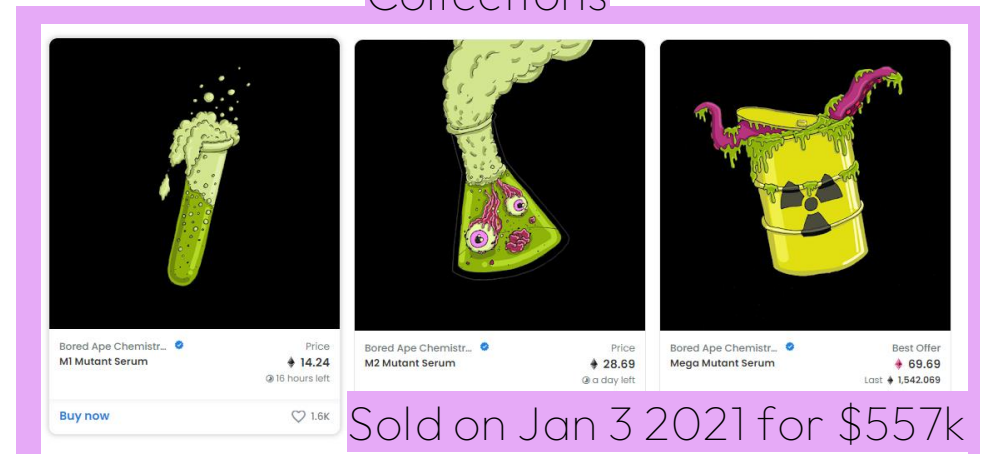
Market Place



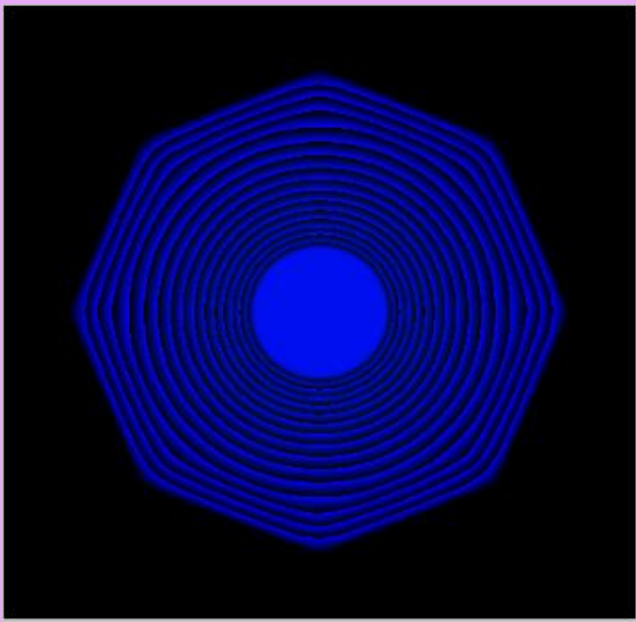
On sale for \$39,497.10



Collections



NFT History

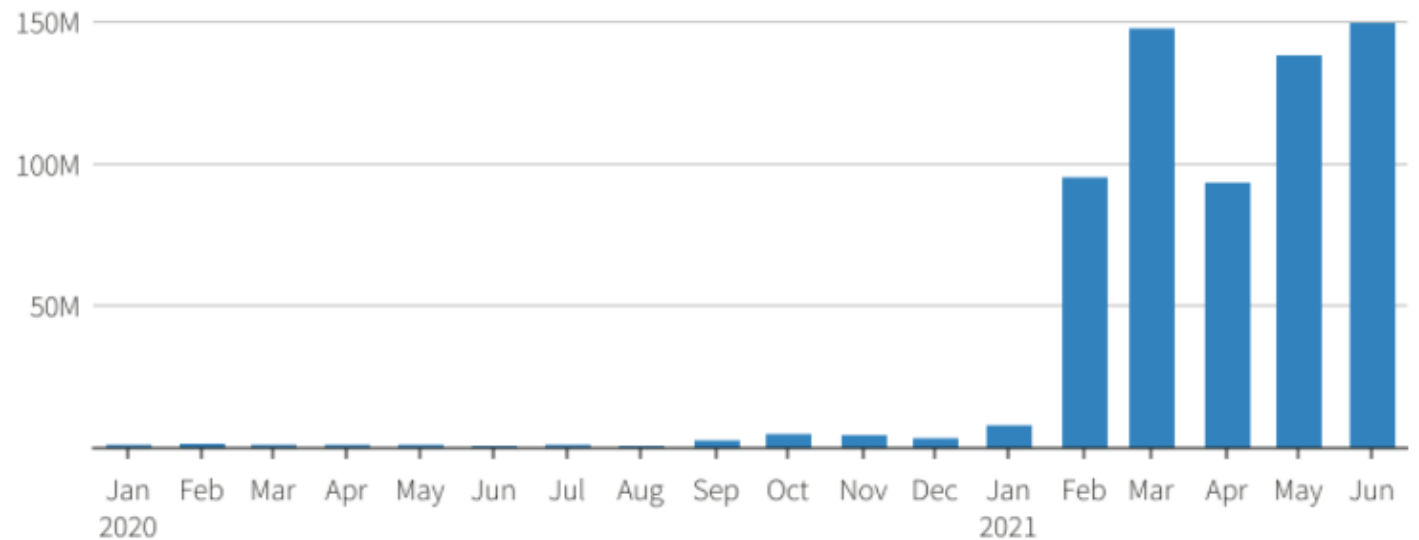


Quantum
by Kevin McCoy & Anil Dash

The first known "NFT" made in May 2014, consisting of a video clip made by McCoy's wife Jennifer. McCoy registered the video on the Namecoin blockchain and sold it for \$4. It went on to sell for \$1.4m in June 2021.

NFT sales on OpenSea near \$150m in June

Monthly non-fungible token sales volume on OpenSea marketplace, in U.S. dollars



In just the second half of 2020, the [volume of artistic NFTs](#) and user-created content sold has grown from \$1 million per month to over \$20 million per month. That's a 20x increase in just six months, and then...

Expanding Market 2017-Present



Given away for free in 2017

What Are CryptoPunks? The Ethereum NFT Sensation

Some of the oldest ever NFTs are now some of the most desirable—and expensive—crypto collectibles. Here's what they are—and how you can buy your own.

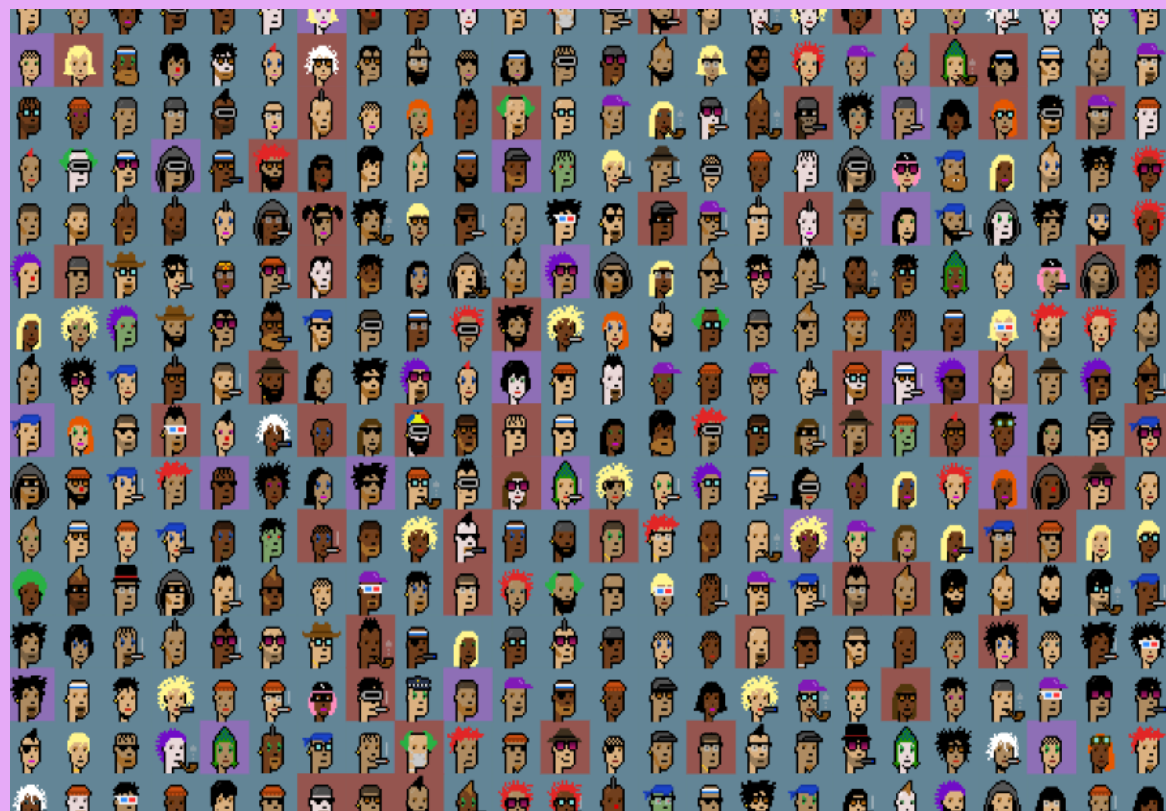
By [Andrew Hayward](#)

5 min read • Sep 1, 2021



In brief

- CryptoPunks is an Ethereum-based NFT project from 2017, making it one of the earliest examples of crypto collectibles.
- Prices skyrocketed as the wider NFT market expanded in 2021, leading to numerous sales in excess of \$1 million each.

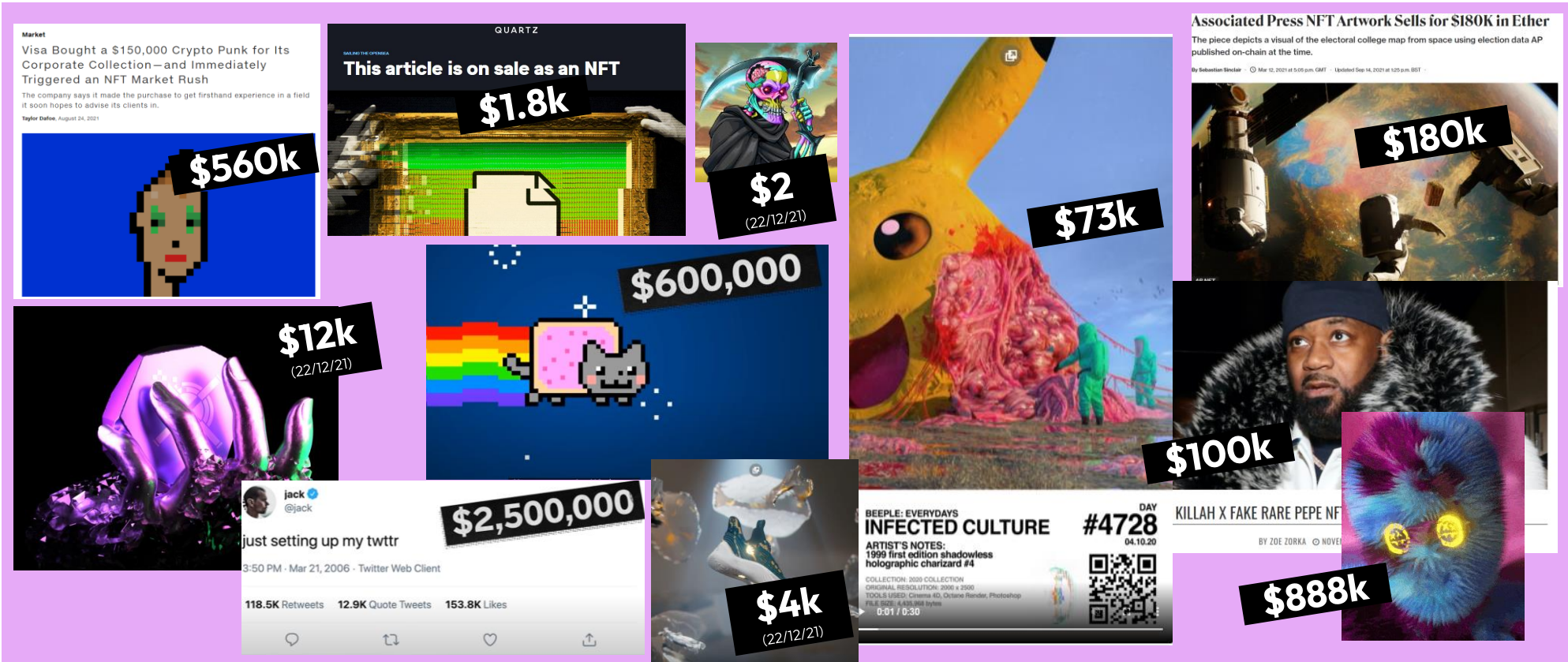


Today (Dec 2021): Current Lowest Price Punk Available
61 ETH (\$240,091.12 USD)

Number of Sales (Last 12 Months)
12,059

Total Value of All Sales (Lifetime)
620.61KE (\$1.8B)

The Crypto market is merely about currency speculation, the NFT art market is independent and real.

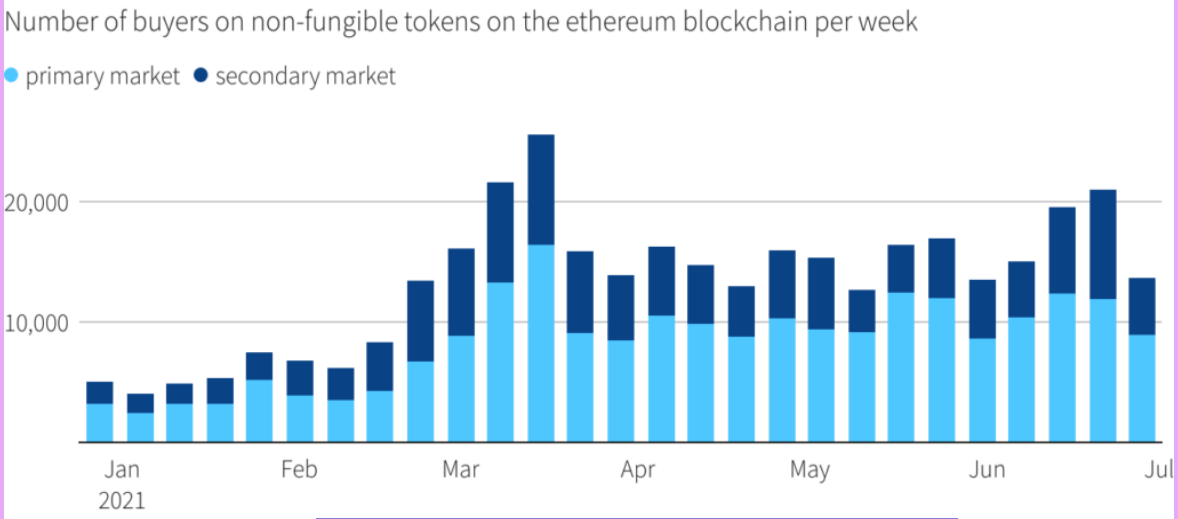


Whilst NFTs are not as mainstream in the way that smartphones or Star Wars are mainstream, they do seem to have, shown some staying power, even outside of the cryptosphere.

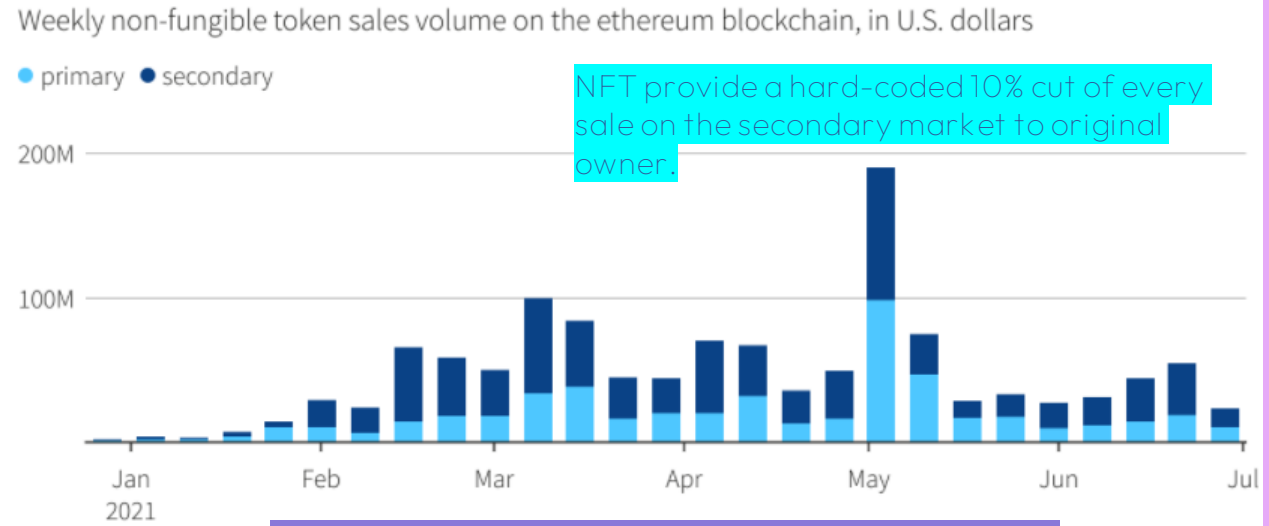


Volume & Value

REUTERS®: \$2.5b in first 6 months of 2021



Average 15k buyers per week



NFT provide a hard-coded 10% cut of every sale on the secondary market to original owner.

Average \$50m transitions per week

As of June 2020, “the most traded NFTs belong to the games and collectibles categories. Only 10% of transactions are related to the NFTs classified as art”.

Sales by top 6 categories



Volume & Value

Beeple posted a new work of art online every day for 5000 days.

“I could distribute as free content, or I can sell it”



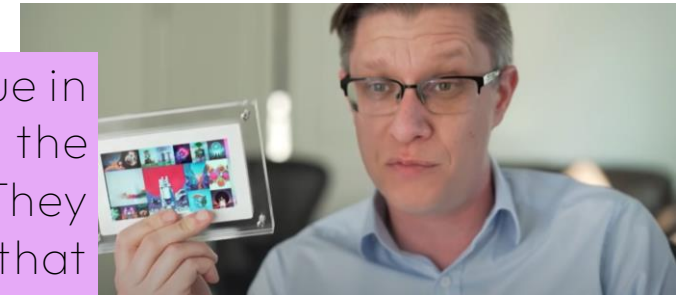
There were 353 bids in total for this artwork, with bidding reaching \$1 million in the first hour. It's the 3rd most expensive artwork sold by a living artist (No. 4 when adjusted for inflation).



Physical item sent
to owner

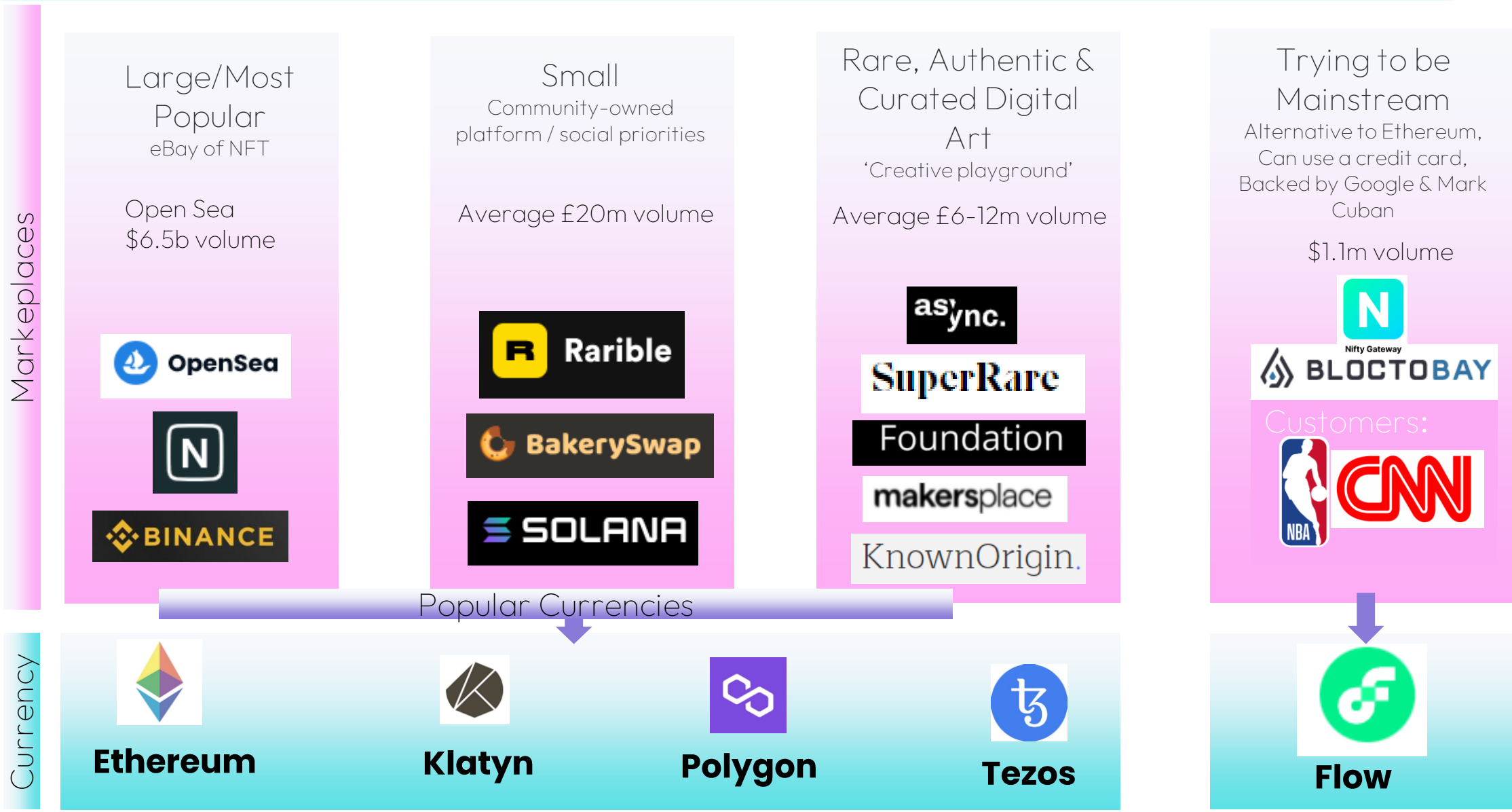
(tablet with scrolling media)

Cristies, see the value in the uniqueness of the digital artwork. They have said publicly that they want to 'lean into' the market.





Marketplaces & Currency Examples



NFT Potential



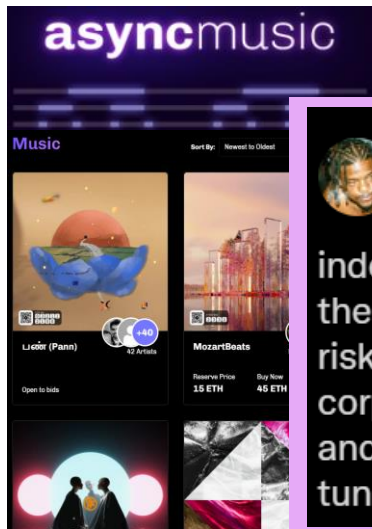


Music NFT's

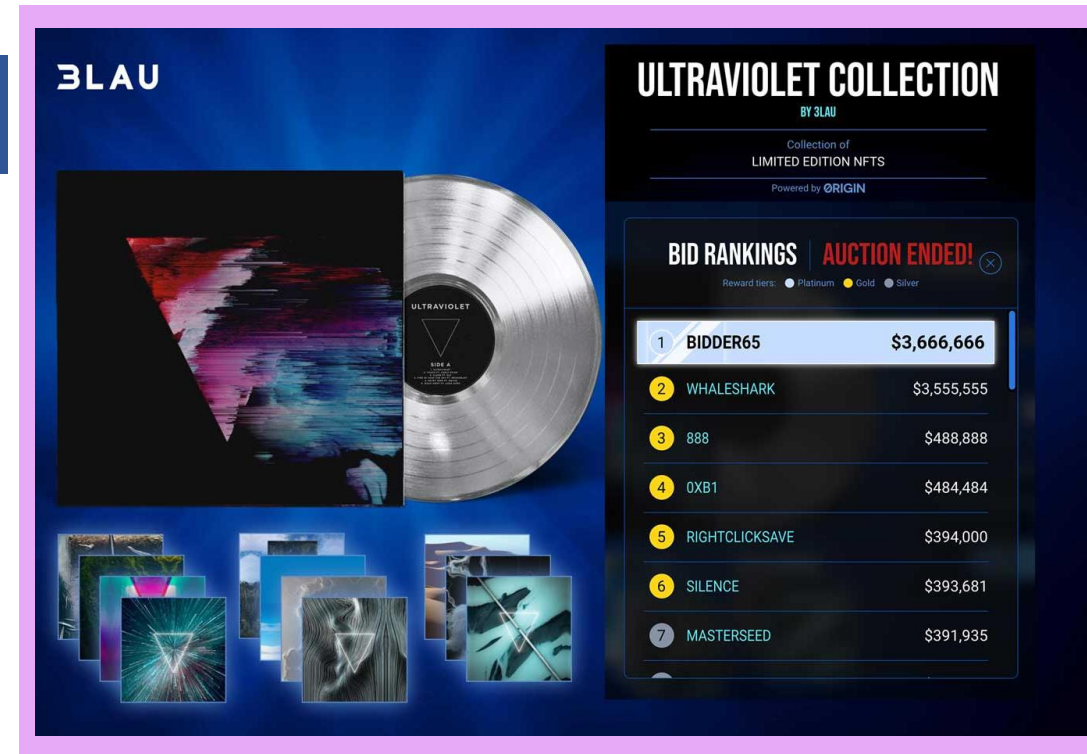
Foundation marketplace, released NFT's by TPain, Shakira, Rage Against the Machine. Nifty Gateway released music by deadmau5, Grimes, and Steve Aoki .

Music producer and DJ 3LAU, sold NFTs of his tokenized 'Ultraviolet' album for \$11.6 million in 2021.

In 2021, American DJ, Steve Aoki, he also created a \$1 million NFT track for Jenny DAO, ('Jenny Metaverse DAO Token').



independent artist can make label money by themselves in the NFT space, essentially removing the risk of being undervalued/cheated/reliant on/by corporate entities. if i hosted a space explaining NFTs and where artist who specialize in music fit, would you tune in?





Music NFT's Merch

Artists can sell physical & virtual merch. E.g. 3D figures, wearables for metaverse avatars, concert tickets and exclusive behind the scenes footage.



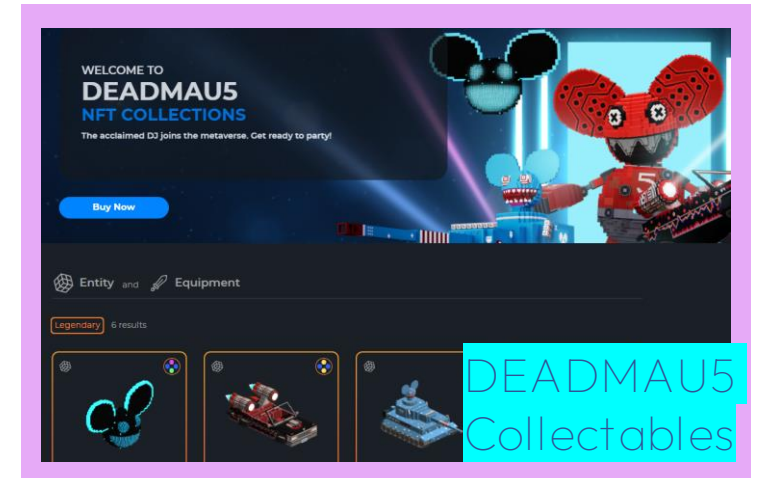
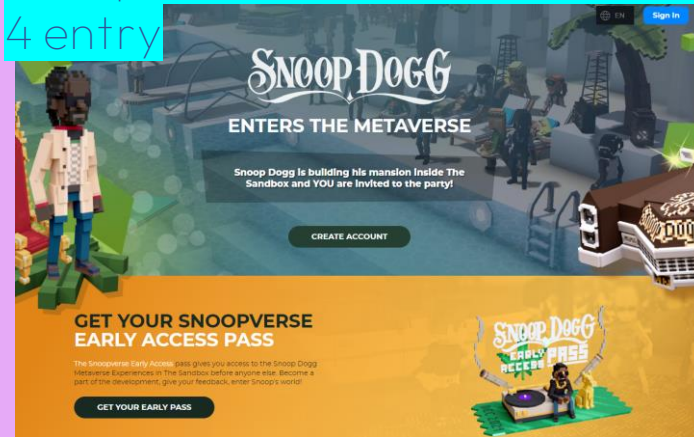
Grimes
Death of the Old
\$388k



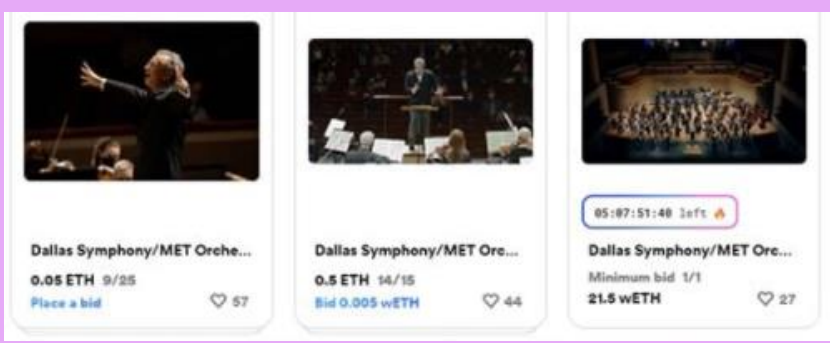
Over 100k
sales
In 2021 \$40

Canadian musician, Grimes, for example, sold NFTs featuring never before seen images and videos for over \$6 million (top-grossing piece sold for \$389k)

Snoop VR Mansion: NFT ownership 4 entry



DEADMAU5
Collectables



In August 2021, The Dallas Symphony Orchestra dropped classical-music themed NFTs complete with a full concert video, behind-the-scenes videos, and VIP access to a reunion concert. Bidding started at \$50,000 for the primary NFT.

This includes additional such as dinner with the musicians, air fare and a hotel stay. However, there were 3 tiers to cater for less pricey budgets.



Tracks can be split into items, producers can sell beats & songwriters can sell lyrics as NFTs.

The image is a collage of screenshots from two NFT marketplaces: Master Tracks and MozartBeats. The top row features the Master Tracks page for the artist 'Lj600t (Pann)', showing a large abstract artwork of a sun and clouds, and a grid of stems. The bottom row features the MozartBeats page for the artist 'Wolfgang Amadeus Mozart', showing a large abstract artwork of a forest and a grid of stems. The central text 'Master Tracks' and 'Stems' is overlaid on the collage.

Evolution of Art via NFT's



The Future of Fine Art: Digital Art can change with time...

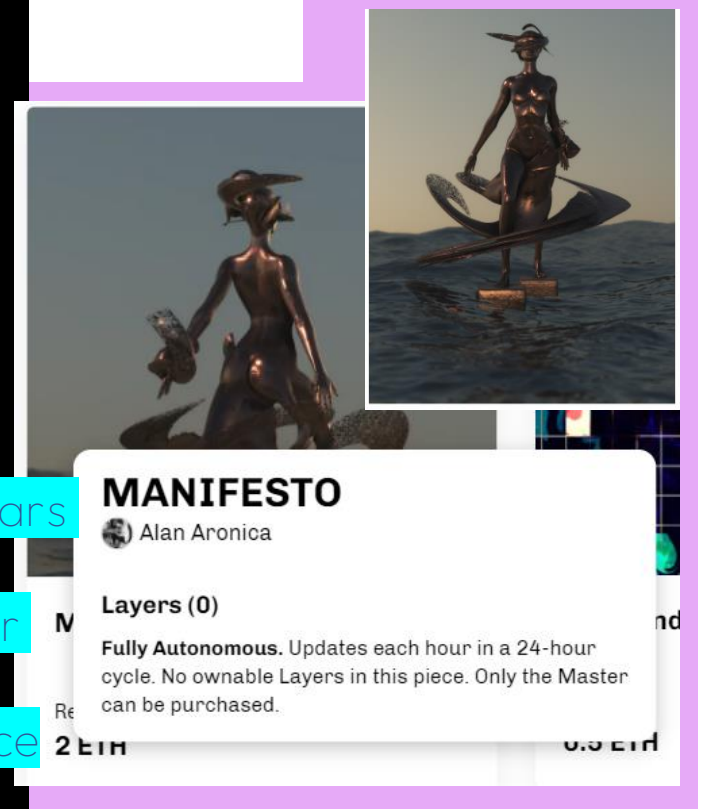
A creator can have their work tied to specific real-world changes.

With triggers such as:

- Time
- Weather
- Stock Market changes

You could:

- Watch a tree grow over 100 years
- Music can change with time
- Music samples and/or lyrics can unlock on a audio track after 10 years of ownership
- Watch the seasons change on your NFT as they change outside your window
- Watch a bag of money fill with every daily increase in the stock price
- Have the sunset every night in the piece of art



Asyn is an invite-only marketplace that focuses on programmable music that changes over time.

Noteworthy Case Studies



Case Study – Video as NFT 1.0



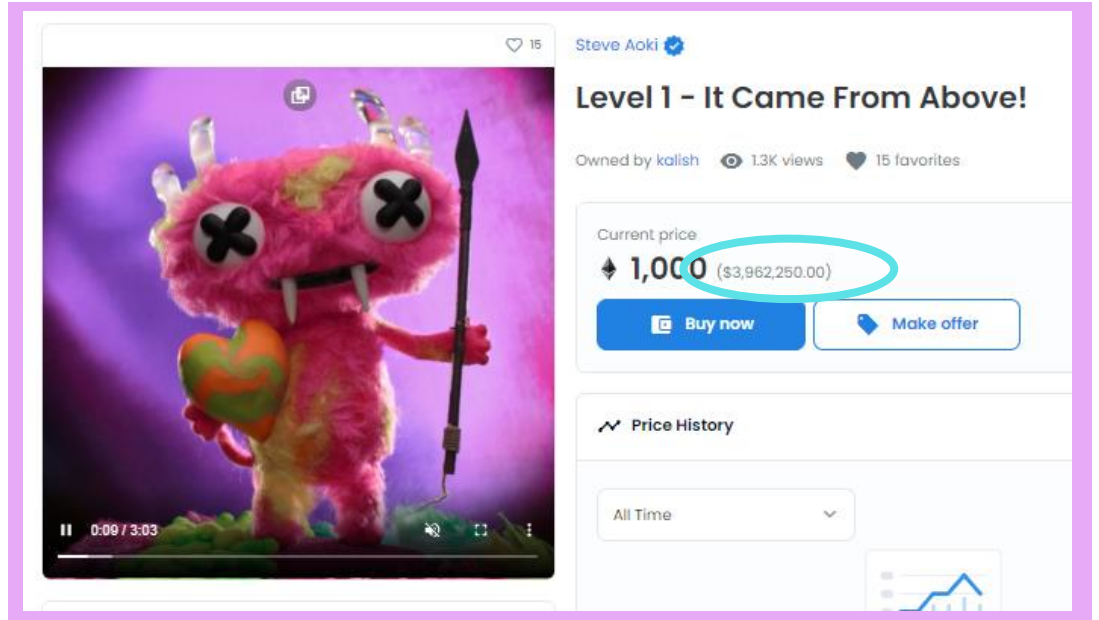
DJ turned TV Producer

Business

Steve Aoki Has Secured Funding to Pilot His NFT TV Show

The crypto-forward DJ is creating a “proper pilot” episode of his experimental NFT TV show, “Dominion X.”

By Danny Nelson · Aug 17, 2021 at 2:45 p.m. BST · Updated Sep 14, 2021 at 2:41 p.m. BST ·



Trading Card

An NFT animated character of the show, is its own NFT.

Aoki says he wholeheartedly believes that NFTs will be a “part of culture” within five years.

Case Study – Video as NFT 2.0



Vitalik Buterin Joins Cast of 'Stoner Cats,' Mila Kunis' New Animated NFT Show

Ethereum's founder will voice a taxidermied cat named Catsington.

By Cheyenne Ligon · ⌚ Jul 25, 2021 at 10:01 p.m. BST · Updated Sep 14, 2021 at 2:30 p.m. BST ·

To watch the first five-minute episode, viewers must purchase a non-fungible token (NFT) that is both a digital artwork of a randomly selected character from the show as well as a ticket to unlock all "Stoner Cats" episodes as they are made.

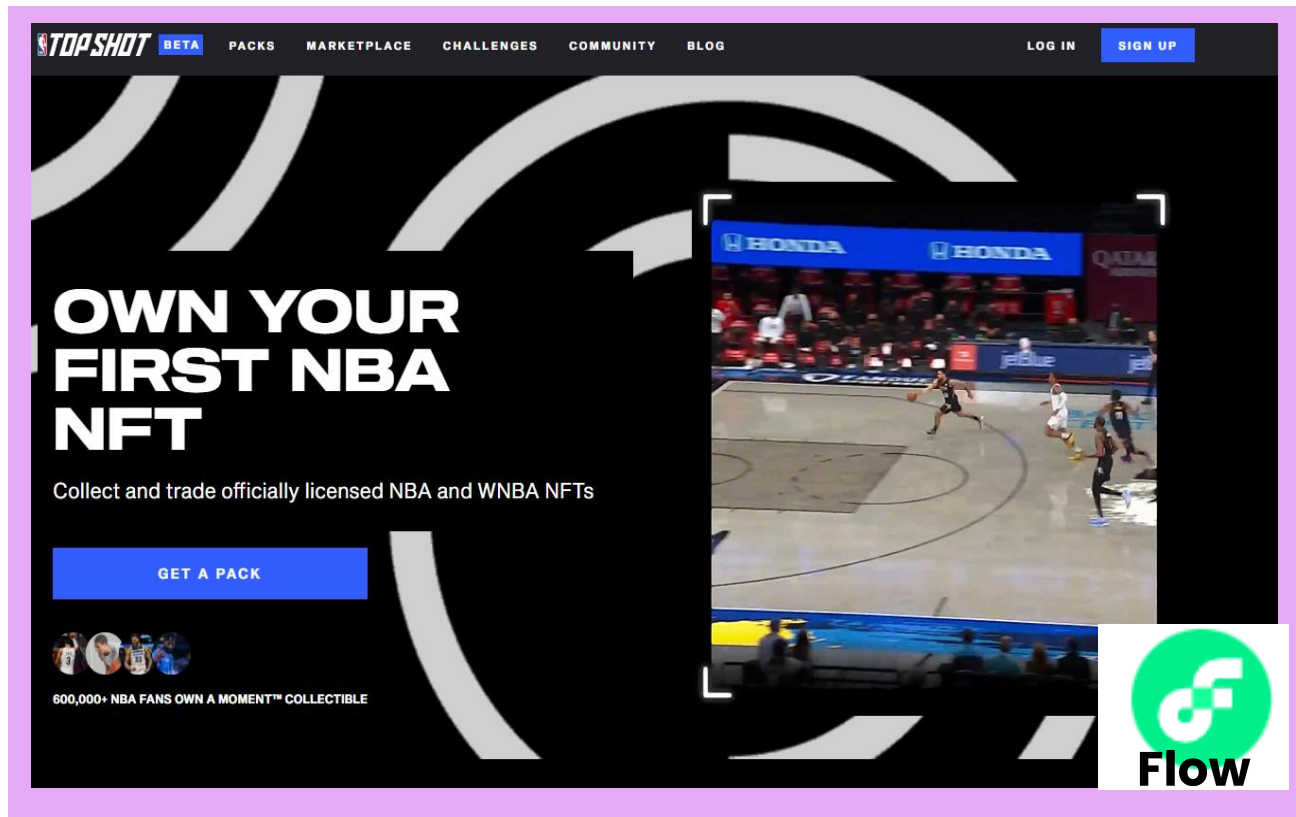
The NFTs will sell for 0.35 ETH (\$750)



Case Study – Mainstream NFT's



NBA's Top Shot, the marketplace where basketball fans can buy NBA highlights as NFTs. This is one of the first big attempts to legitimise NFT trading.



Private blockchains like *Flow*, are completely devoted to NFT transactions, allowing them to sidestep some of the issues with cryptocurrencies like Ethereum i.e. restriction against credit cards payments.

These 'blockchains' move away from what cryptocurrencies were supposed to do in the first place, which is create a decentralized network where anyone can make transactions without the oversight of a single institution.

Considerations



Administration & Costs



Admin:

- Account initialization with Selected Market place – ID Checks
- Obtain and Load Wallet
 - Bank Approval by Crypto seller – manual Process
 - Bank deposit
 - Transfer to wallet that trades on OpenSea (MetaMask / Coinbase etc.)
 - Buy and Sell NFT's
 - To Withdraw – manual bank transfer request

Fees:

- Account initialization fee
- A one-time approval fee per NFT
- Gas fees
 - Accepting an offer
 - Transferring (or Gifting) an NFT to someone
 - Buying a NFT
 - Canceling a listed NFT
 - Canceling a Bid
 - Converting WETH back to ETH, and vice versa.
 - Freezing your metadata
 - Bridging ETH or withdrawing ETH to and from Polygon

Case Study



Final sale £\$1,800

It cost Quartz roughly \$250 to conduct these transactions. This included a \$200 “gas fee” at the time of listing, paid to “mint” the NFT on the blockchain, and a \$50 fee to transfer the token’s ownership on to new owner.

If a transaction is successful, OpenSea marketplace charges 2.5% of the final sale price as a fee. Of note, SuperRare charge 15% followed by 3% for subsequent sales. (Oct 2021)

Item sale price:	\$1,000	\$10,000	\$50,000	\$250,000
OpenSea Fee 2.5%	\$25	\$250	\$1,250	\$6,250
SuperRare Fee 15%	\$150	\$1,500	\$7,500	\$37,500

Website & Launching NFT Series



NFT Calendar is main marketing tool

STAGE 00 – COMMUNITY BUILDING & MARKETING
(giveaways via Websites)

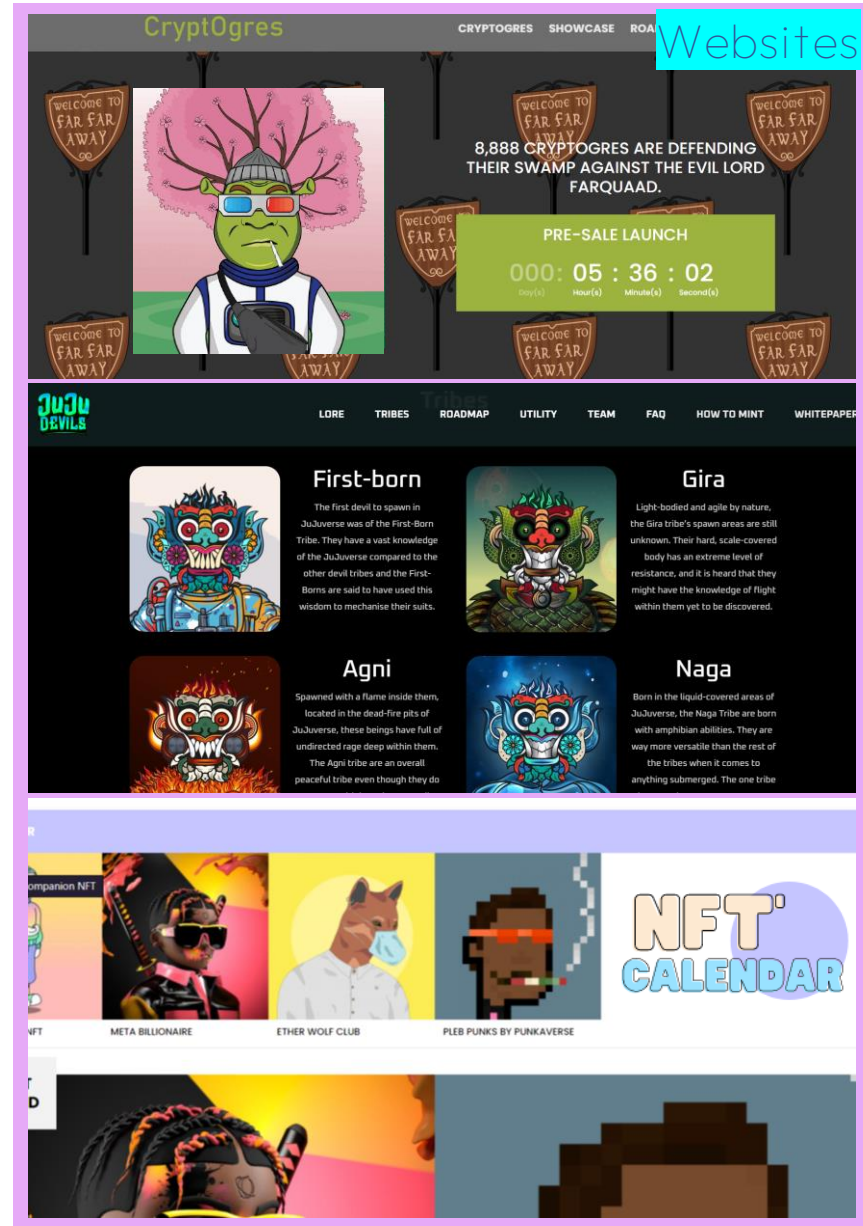
STAGE 01 – SERIES 1 PRESALE – Superfans (earn future rewards)

STAGE 02 – SERIES 1 LAUNCH – Public

STAGE 05 – MERCH DROP – Building a Franchise

STAGE 05 – OTHER OPPORTUNITIES – Games, books, etc.

Websites



Climate Effects



CryptoArt is a tiny part of global emissions.

Climate effects of NFTs are still a relatively small portion of all Ethereum transactions, however, there is still should be considered.

Figuring out the culpability of NFTs is a little like calculating your share of emissions from a commercial plane flight. If you're on the plane, you're obviously responsible for a portion of its emissions. But if you hadn't bought the ticket, the plane probably would have taken off with other passengers and polluted the same amount anyway.

Whilst in 'proof of work', Ethereum transactions will incur a high electricity requirement, Ethereum has said for years that it will eventually switch to proof of stake "That would essentially mean that Ethereum's electricity consumption will literally over a day or overnight drop to almost zero".

Short term: Choose less polluting platforms

Long term: Above+ offset Co2 (carbon credit), agricultural/nature reserve projects & other social initiatives

Take "Space Cat," an NFT that's basically a GIF of a cat in a rocket heading to the Moon. Space Cat's carbon footprint is equivalent to an EU resident's electricity usage for two months.



CHARITY

Everyone has once dreamt of changing the **WORLD**, but **METABILLIONAIRE** are not only **DREAMERS**, we are **DOERS**.

As a proud partner of Oumma Sans Frontieres, we launched **20 Water Wells** in different countries throughout **Africa**.

We are also currently working on the launch of the **METABILLIONAIRE SCHOOL**.

We are so grateful to have the opportunity to provide education and resources to the less fortunate.





Legal Implications

- Selling an NFT intrinsically means that all of the rights are sold with the art piece.
- Therefore, contracts with all involved crew (dancers, actors, camera, set design etc.) should be in place to ensure claims for distribution royalties cannot be claimed.
- Where no contract was/is in place, can retroactively sign waiver to royalties.

Tarantino NFT Auction Going Ahead In Spite Of Miramax Lawsuit

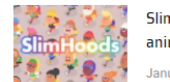
By Ola – January 6, 2022 – Updated: January 7, 2022 4 Mins Read

SCRT Labs has announced the official dates for the auction of their Tarantino NFTs. Notably, the sale is moving forward despite a lawsuit from Miramax aiming to stop it. Registration for the auction opens on January 10th, with the sales taking place between January 17th and 31st.



Search ...

Latests NFT News



SlimHoods
anir
Janu



Cast Cele
NFT
Janu



LAYGROUND
Play
com

Jay-Z, for sued his former partner for trying to sell an NFT allegedly consisting of the singer's 1996 album "Reasonable Doubt".

Opportunities



Opportunities



Are you an artist?



What is your digital art?



Do you have any ideas or upcoming projects you have?

- Now you've made your short film and taken it to festivals why not sell it as an NFT?
- You're art is popular on Insta, could your fans interact with it in new ways?
- You love performing at the club on Friday nights, this is your art and you can share it!
- Are you a musician who loves technology, we can help you find new ways to create and distribute your sound.
- You enjoy reading poetry to your writers group and they love hearing it. Share it with the world others will love it just as much.
- You are a expert, bottle it up and share it!



Get in touch, and let's help you progress your project to the next level.

Opportunities



NEW ECW Productions can give you the tools and guidance to turn your digital art into an asset you can sell.



WE CAN
TURN
THIS....



....INTO
THIS!



Strike
a
pose!

Made for NFT sale

Expected Return



Artist

- Understanding your worth as an artist?
- How much does your time, skills and expertise cost?
- Who is your audience... Peers? Art Collectors? NFT collectors?
- How to value your work?

Future Royalties from all sales

As mentioned, NFT provide a hard-coded percentage cut of every sale on the secondary market, some platforms offer better percentages for selling the NFT via their market place first i.e. Binance.

Contact US



We'd love to hear from you, so don't hesitate in reaching out.



It's your move!

Appendix 1 – Sources



- <https://decrypt.co/80595/best-nft-marketplaces>
- <https://www.domusweb.it/en/art/2021/12/16/nfts-four-secrets-to-understand-their-real-value.html>
- <https://www.bestnfts.com/>
- <https://pixelplex.io/blog/top-ten-blockchains-for-nft-development/>
- <https://www.coindesk.com/business/2021/07/25/vitalik-buterin-joins-cast-of-stoner-cats-mila-kunis-new-animated-nft-show/>
- <https://nftevening.com/calendar/>
- <https://universecontemporary.com>