



NFTs: the new era of digital asset monetisation

We are living in a time **of mass content creation** - TikTok videos, Instagram pictures and 3D video game designs are just a few examples of this boom. Social media and rising tech trends, such as the metaverse, **have brought artists and creators to the fore**. NFTs are opening up a means of monetising this work, as they can be traded and auctioned in digital art marketplaces.

A SPECIAL KIND OF TOKEN

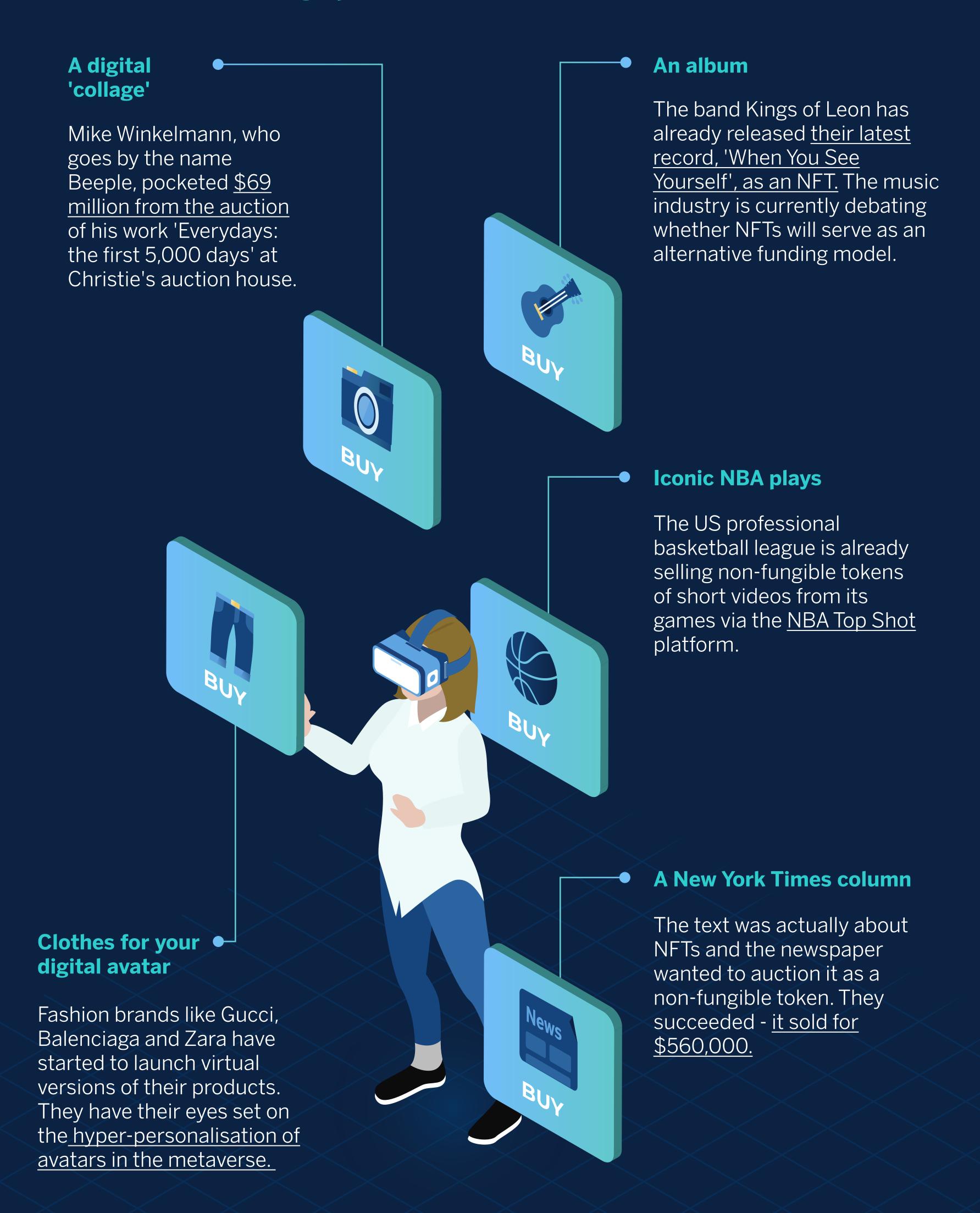


A digital certificate of authenticity associated with a digital asset.

It can be bought, sold and auctioned, meaning that you can obtain **digital ownership.**

They are currently booming in the **world of art.**

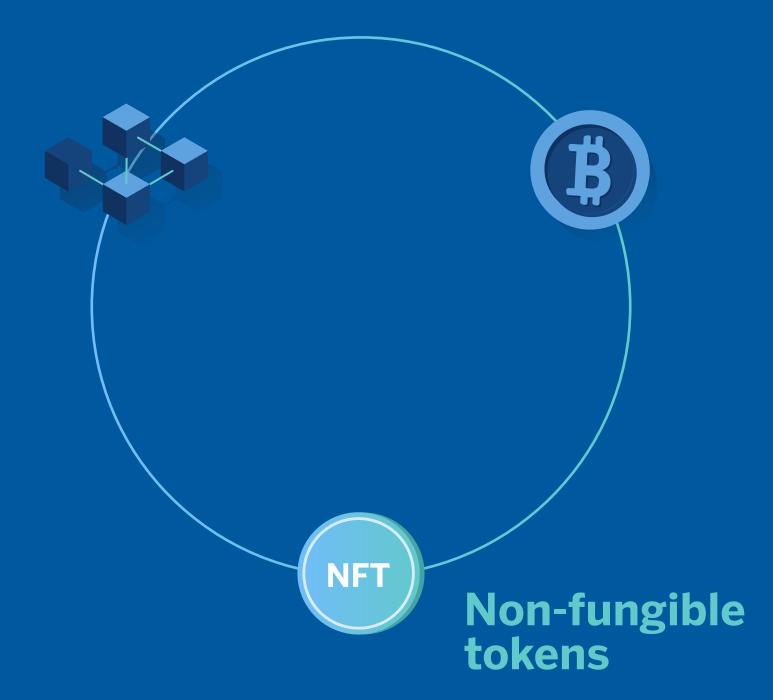
NFTs are linked to a single piece of content and can be...



BLOCKCHAIN, CRYPTOCURRENCIES AND NFTS - THREE INTERCONNECTED CONCEPTS

Blockchain

NFTs are built on this network, which makes it



Cryptocurrencies

These constitute the main means of payment. Transactions with 'ether', the Ethereum blockchain cryptocurrency, are the most common.

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possible to verify their source. This technology guarantees the traceability of an asset through a decentralised record of its digital transactions.

HOW TO TAKE THE PLUNGE INTO THE WORLD OF NON-FUNGIBLE TOKENS

Whether you're a buyer or a seller, you'll want to take note of this!



What you'll need to perform transactions

- Cryptocurrencies
 Virtual currencies based on blockchain.
- Crypto wallet
 A wallet for digital currencies.

Where to buy or sell NFTs

- Marketplaces
 Specific marketplaces, like
 OpenSea, Rarible, SuperRare,
 Foundation and Nifty
 Gateway.
- Auction houses
 Specialist trading entities that are betting on non-fungible tokens, such as <u>Christie's and Sotheby's.</u>

If you are a **buyer**, you have these options:

Buying at a fixed price NFTs cost a given amount.

Making an open offer The buyer suggests an amount they consider appropriate.

Making a bid This works like an auction.



If you are a seller, take the following into consideration:



There are both free registration and restricted access versions, for which you'll need an invitation from another user or to fill in a form for the platform to accept you.



What's the service fee?

It is a percentage of the NFT price, and will vary depending

iTake note!

'Gas fees' The amount you pay for certain operations. For example, carrying out a transaction. Each marketplace decides when these fees apply.

UNRESOLVED CHALLENGES AND CONUNDRUMS AROUND



Environmental impact

They use blockchain and cryptocurrencies, technologies that involve high energy consumption.



Hard to regulate

There are concerns about how to legislate on this global issue to avoid infringements and fraud.

Speculative bubble Although it's a booming market at present, doubts exist about its long-term stability.



NFT

Misappropriation of content

When there is no authorship to convert them into non-fungible tokens.

NFTs still raise a number of questions, but they promise to bring the **monetisation of digital art** to the forefront of the debate. It is an essential development in an increasingly digital world.

Sources:

bbva.com, BelnCrypto, Business Insider, Domestika, El Mundo, Foundation, Gabeiras y Asociados, graffica, MIT Technology Review, Nifty Gateway, OpenSea, Rarible, RollingStone, Superare, The New York Times, The Verge.