



SNEAK PREVIEW

Luminate Web3 + Gaming Study 2022

NFTs, The Metaverse, and More

LUMINATE



Getting to Know the Web3 Consumer Space

How Interested Are Consumers in Web3 Categories?

(Interest Among Those Aware) (Somewhat + Very Interested)

NFTs

42%

CRYPTOCURRENCY

47%

THE METAVERSE

52%

BLOCKCHAIN

54%

VIRTUAL REALITY (VR)

63%

What Types of NFTs are Consumers Interested in?

(Among Gen Pop Interested In NFTs)



35%

Digital Artwork

35%

NFTs related to music

30%

NFTs related to video games

28%

NFTs related to movies, TV shows, and web series

28%

NFTs attached to tangible/physical items

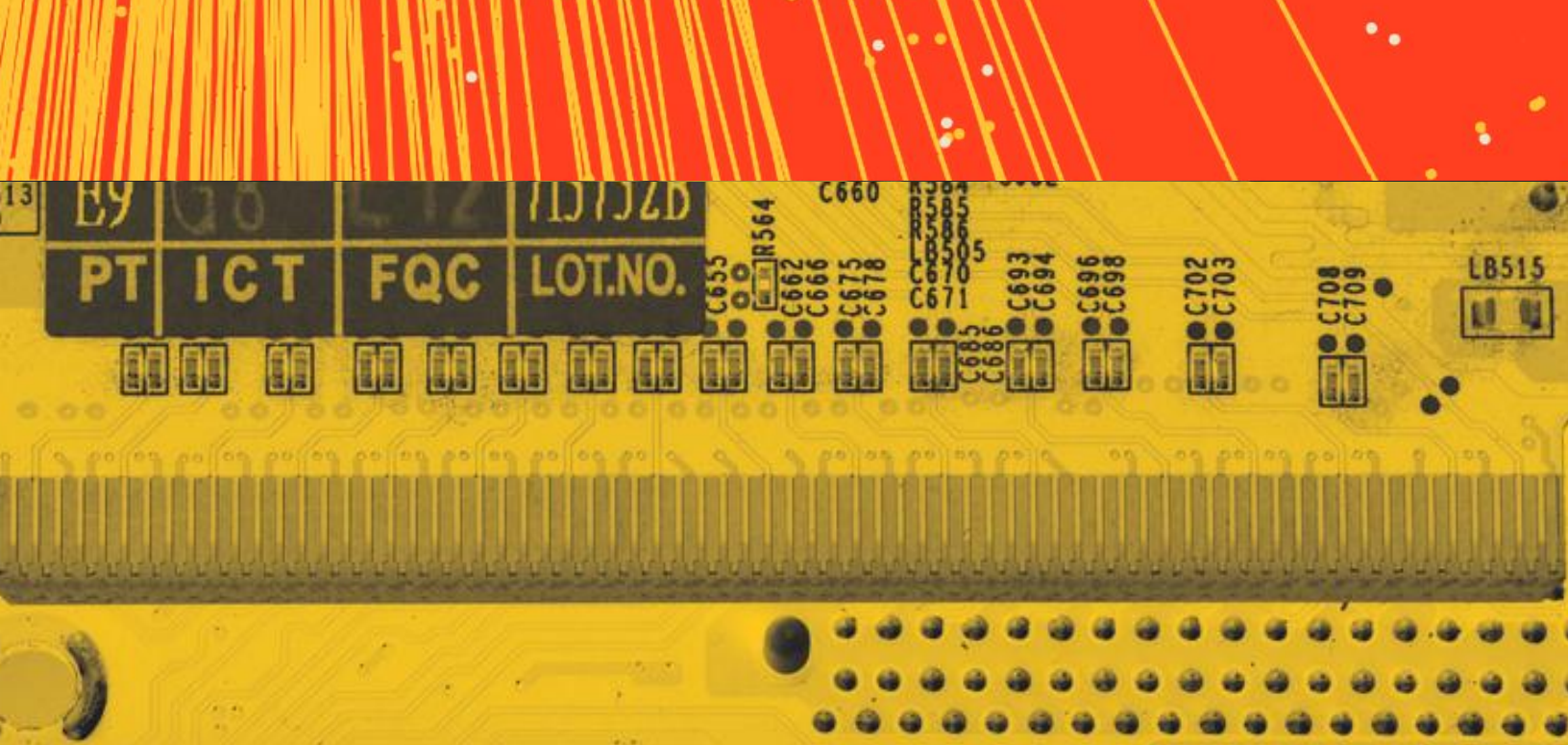
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Consumers are most interested in BRANDS as publishers for NFTs

Which Genre Fans Have Some of the Highest Interest in NFTs?

K-Pop Latin Reggae Hip-Hop/Rap Jazz

You can answer hundreds of questions like these with **Luminate's Web3 + Gaming Study**. To gain access to the full study, please contact us at data.research@luminatedata.com.



Actionable Insights to Guide You In This Dynamic Environment



What **opportunities** are out there for brands to **partner** and win target consumer groups?



Are current trends **viable long-term opportunities** for the entertainment industry?



Which touch points (e.g. the Metaverse, NFTs) provide the **best ways to reach target audiences** (e.g. Gen Z, Hispanic)?



Which **audiences** (e.g. Film fans, Hip-Hop listeners, Mobile gamers) are **most receptive** and offer best monetization opportunities in this space?



What is the general **awareness, understanding, barriers, and (mis)conceptions** among consumers that impact engagement?



What is the **best way for music artists to get involved** in this space to grow recognition and fanship?



Insight Categories

- **Non-Fungible Tokens (NFTs)**
Including ownership, interest in NFTs by type and publisher (e.g., music artists)
- **Cryptocurrency/Crypto Wallets**
Including use cases and general attitudes
- **The Metaverse**
- **Virtual & Extended Reality (VR/XR)**
Including additional data on Augmented Reality (AR) and Mixed Reality (MR)
- **Entertainment Interests**
- **Music Preferences**
- **Category Consumption**
- **Key Demographic Groups**
(e.g., Gen Z, Hispanic)
- **Entertainment Engagers**
(e.g., Gamers, Film watchers, NFT consumers)
- **Genre Listeners**
(e.g., Hip-Hop fans, Latin listeners)
- **Consumers**
(e.g., Auto Buyers, Alcoholic Beverage drinkers)
- ... *and many more*

Additional Content Covered

Gaming

- Platforms/Devices
- Platforms/Devices used for music
- In-game DLCs
- Gaming titles played
- Attitudes towards gaming

Gaming Purchases

- Monthly money spent on gaming
- Gaming franchises/titles
- Peripherals and accessories
- Music-related DLC purchases
- Tipping Streamers
- Subscriptions and season passes

Entertainment Engagement

- Types of entertainment engaged with (TV, sports, etc.)
- Music listenership
- Time spent with music
- Music formats

Consumer Consumption

- Past and future product and service purchasing



All data provided in this report is from our Web3 + Gaming Study. For more information, please [contact us](#).