

Uncovering the NFT Market in Visual Arts as a Way to Monetize Digital Work

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Resumo

The advancement of tokenization technology has triggered a significant movement of global capital through non-fungible tokens (NFTs), which represent digital assets. This work aims to discuss the relevance of the criteria involved in the acquisition of NFT assets in visual arts, identifying which criteria are considered most relevant by influencers and how these criteria are weighted. The research reviewed the literature to identify the criteria considered in the acquisition and, subsequently, used the WISP method to establish the objective weighting of the criteria in the multi-criteria analysis. The study's revealed considerable diversity in the perspectives shared by participants, reflecting different views on the universe of NFTs. The CRITIC method made it possible to identify the predominant criteria in the decision-making process, highlighting indivisibility (24.06%), interoperability (16.67%), and flexibility (10.88%) as the most influential. On the other hand, traceability (6.94%) and profitability (5.82%) proved less impactful. NFT Auctions came out on top, followed by NFT Crowdfunding in second and NFT Rewards Programs in third. Furthermore, the NFT Market (General) and NFT Mining occupied the fourth and fifth positions in the established ranking, respectively.