

# Gemba

## Crypto, NFTs and Australian Sporting Leagues

**GEMBA INSIGHTS**

APRIL 2022



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With cryptocurrency and NFTs continuing to gain traction, what are the implications for sporting organisations, teams and rights holders?

This 2022 examination of cryptocurrency and NFTs provides insights into trends in the Australian market.





01.  
CRYPTOCURRENCY

02.  
NFTs

# SUMMARY



SPORTS FANATICS  
MORE LIKELY TO  
INVEST

Among fanatics of major Australian sports leagues, crypto and NFT investment is higher than the total population



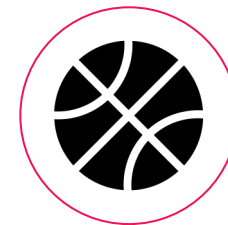
FEW LEAGUES HAVE  
DEDICATED CRYPTO  
PARTNERS

Despite the higher tendency of sports fans to invest, only a handful of Australian leagues have official crypto partners or NFTs



RESEARCH IS  
DRIVEN BY ONLINE  
SOURCES

For Australian sports fanatics who trade crypto, the main sources of information are YouTube and general internet searches



KEY LEAGUES FOR  
INVESTMENT

Basketball, Football (Soccer) and Rugby fans lead other fans in their investment in Crypto/NFTs



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01

CRYPTOCURRENCY



Sports Fanatics are keener than most on cryptocurrency, with 17% having traded before – Bitcoin is the most traded cryptocurrency

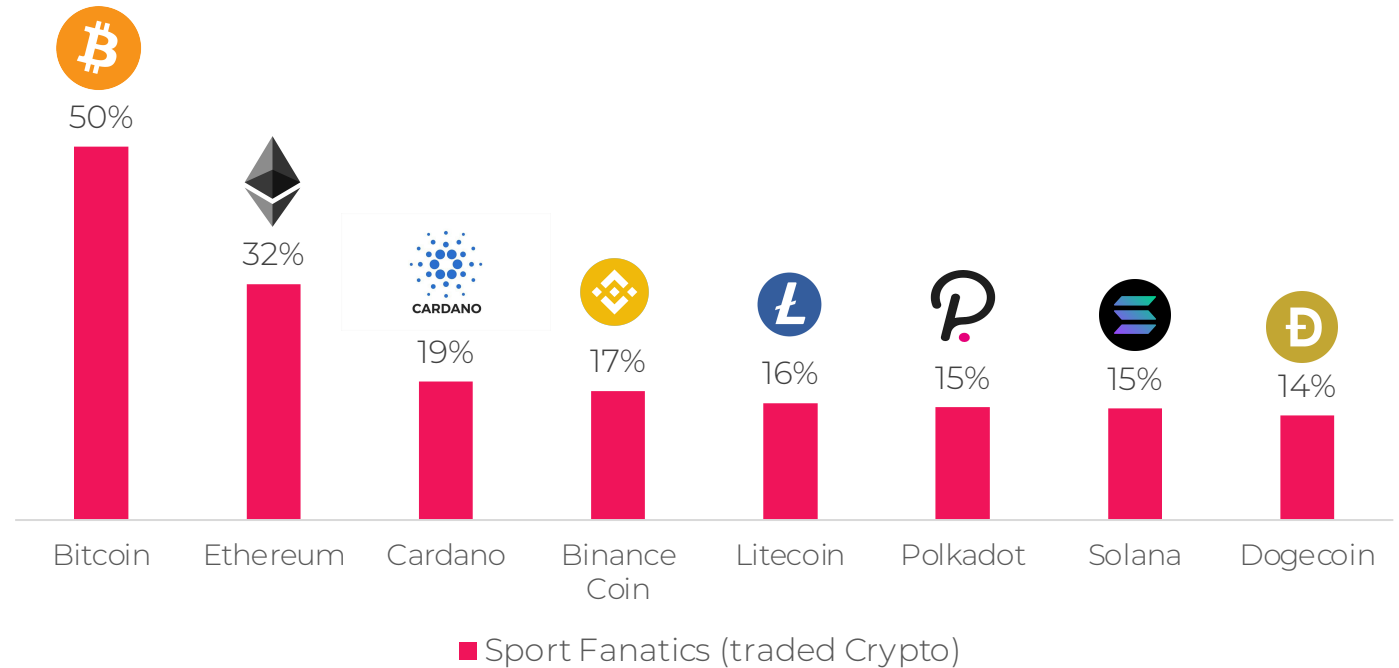
CRYPTOCURRENCY HABITS | SPORTS FANATICS



**17%**  
of Sport Fanatics have traded cryptocurrency before.

This is compared to **13%** of the Total Population.

CRYPTOCURRENCIES TRADED

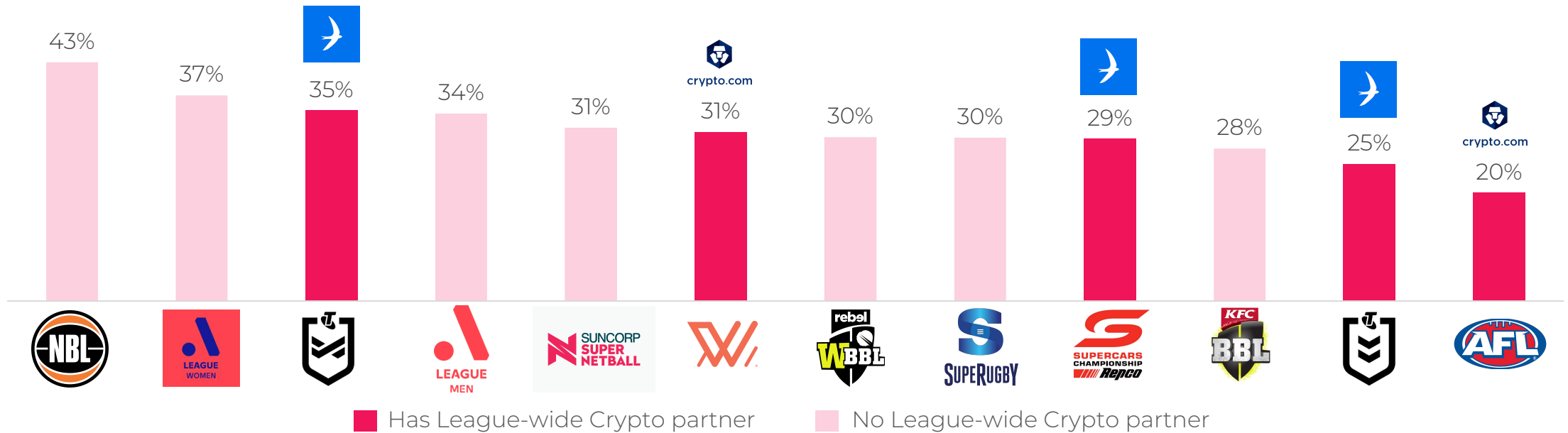


Note: "Sport Fanatic" Refers to a Fanatic of any of the 10 most popular sports in Australia  
Q. When was the last time you traded in Cryptocurrency? Q. What did you invest in?  
Base: Total Population (n = 653), Sport Fanatics (n = 441)

Despite a higher proportion of fans being engaged with the crypto market, few leagues have dedicated partners within the space

CRYPTOCURRENCY INVESTMENT BY MAJOR SPORTING LEAGUES' FANS

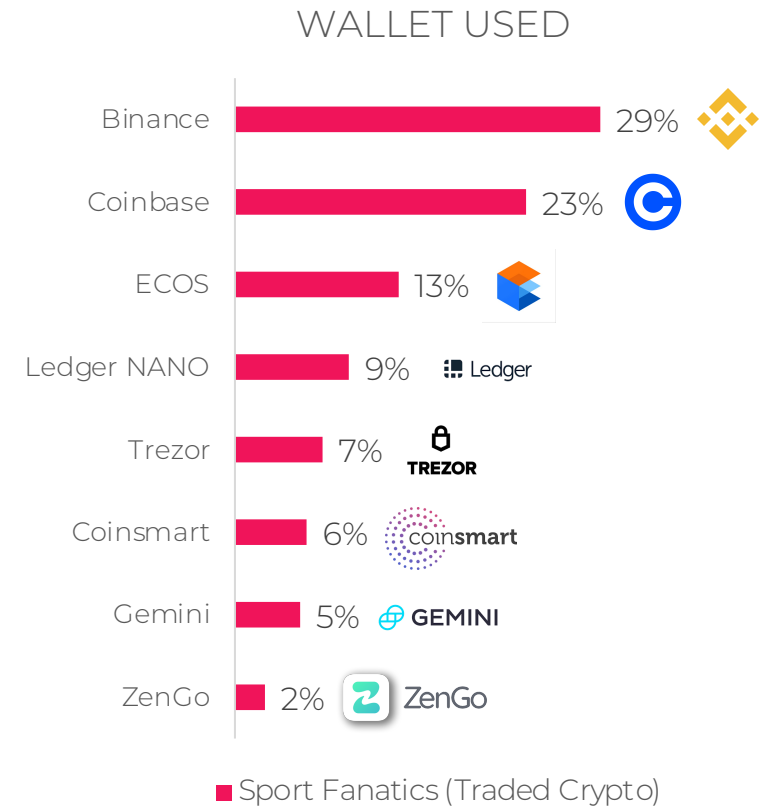
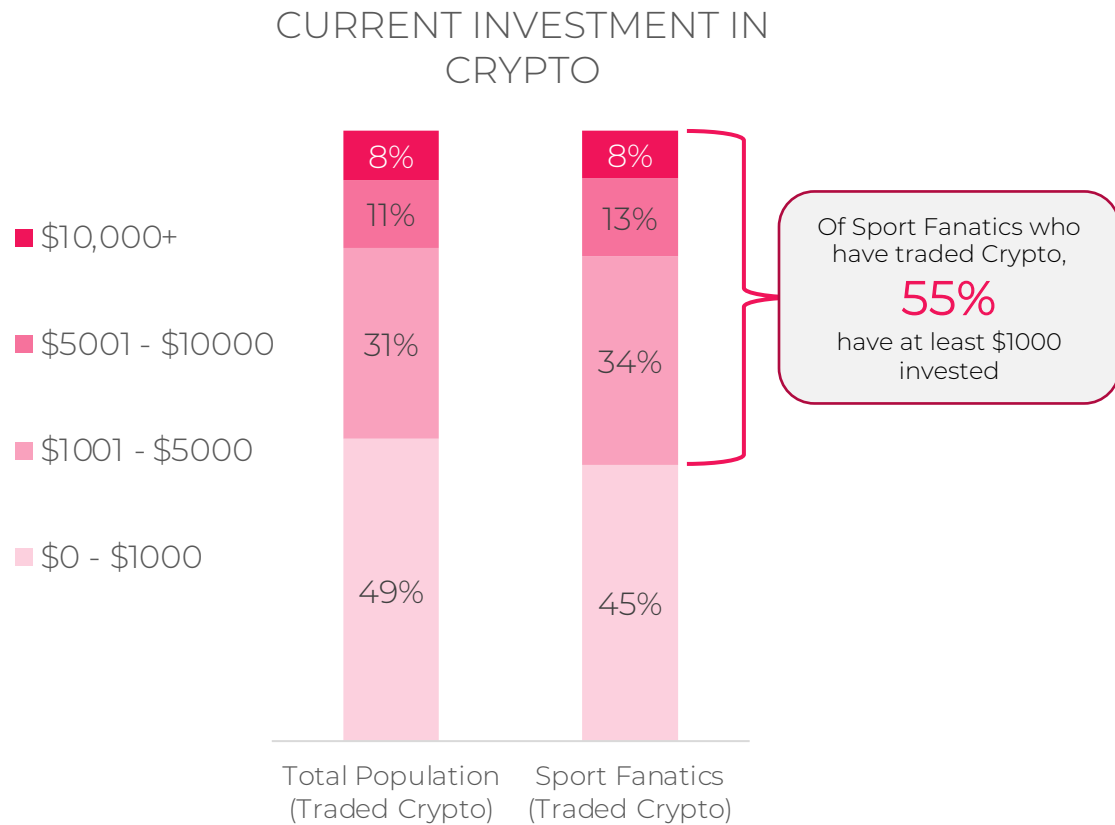
PROPORTION OF FANATICS INVESTED IN CRYPTOCURRENCY



Q. When was the last time you traded in Cryptocurrency?  
 Base (Fanatics): n = 87 to 218 per league

# Sports fans who are into crypto are heavily invested – they also use a wide range of wallets to store their cryptocurrency

## SPORT FANATICS | SIZE OF INVESTMENT

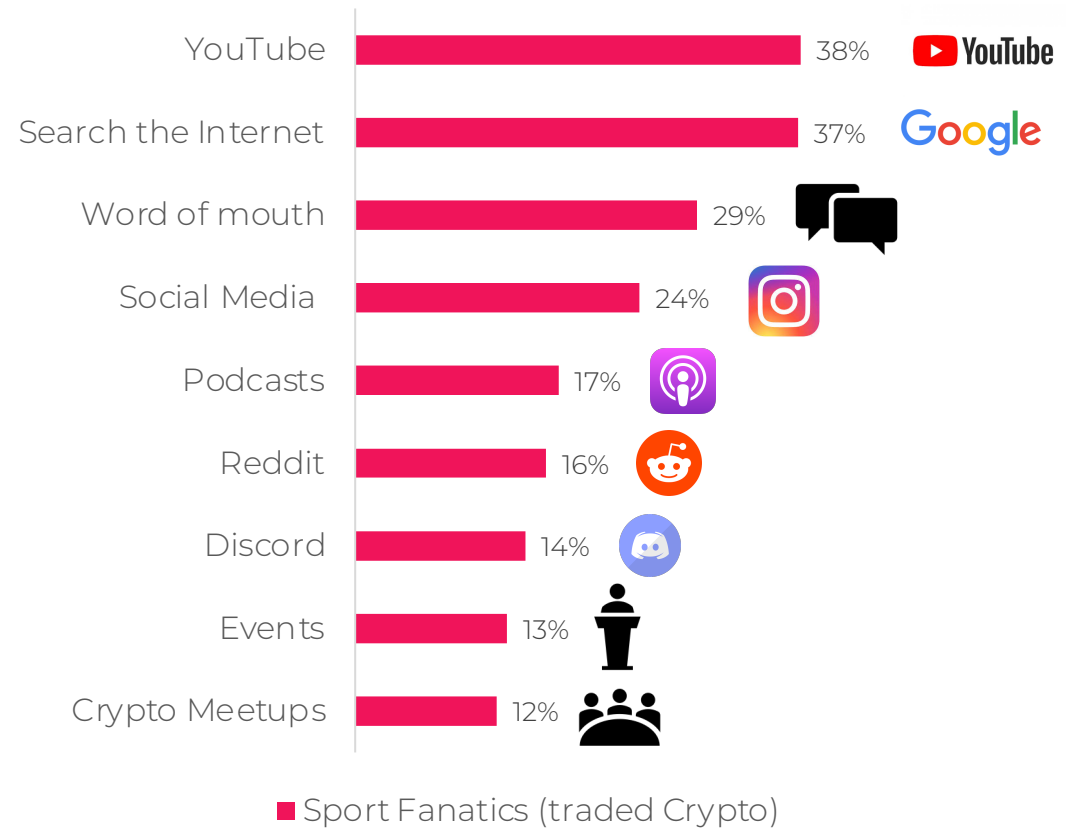


Note: "Sport Fanatic" Refers to a Fanatic of any of the 10 most popular sports in Australia  
 Q. How much Cryptocurrency do you own (in equivalent value of \$AUD)? Q. What wallet you currently use for your Cryptocurrency?  
 Base: Total Population - traded Crypto (n = 76), Sport Fanatics who have traded Crypto (n = 64)



YouTube, general internet research and word of mouth are the main information sources for sport fans who are invested in crypto

## SOURCES OF CRYPTO INFORMATION



Note: "Sport Fanatic" Refers to a Fanatic of any of the 10 most popular sports in Australia  
Q. What sources do you use to research Cryptocurrency and get information from?  
Base: Sport Fanatics who have traded Crypto (n = 64)

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02

NFTs



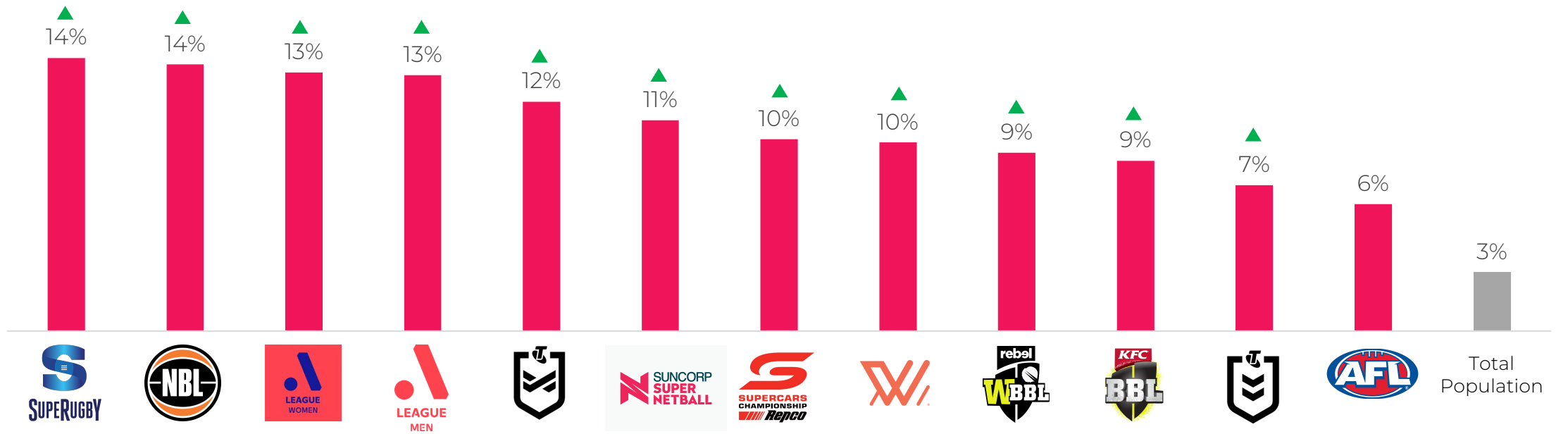
# Awareness and ownership of NFTs among Australian Sporting Fanatics is stronger than that of the general population

## CURRENT ENGAGEMENT WITH NFTS | BY FANATICS OF LEAGUE

### AWARENESS OF NFTS



### OWNERSHIP OF NFTS



▲ ▼ SIGNIFICANT DIFFERENCE COMPARED TO TOTAL POPULATION AT 95% CONFIDENCE INTERVAL

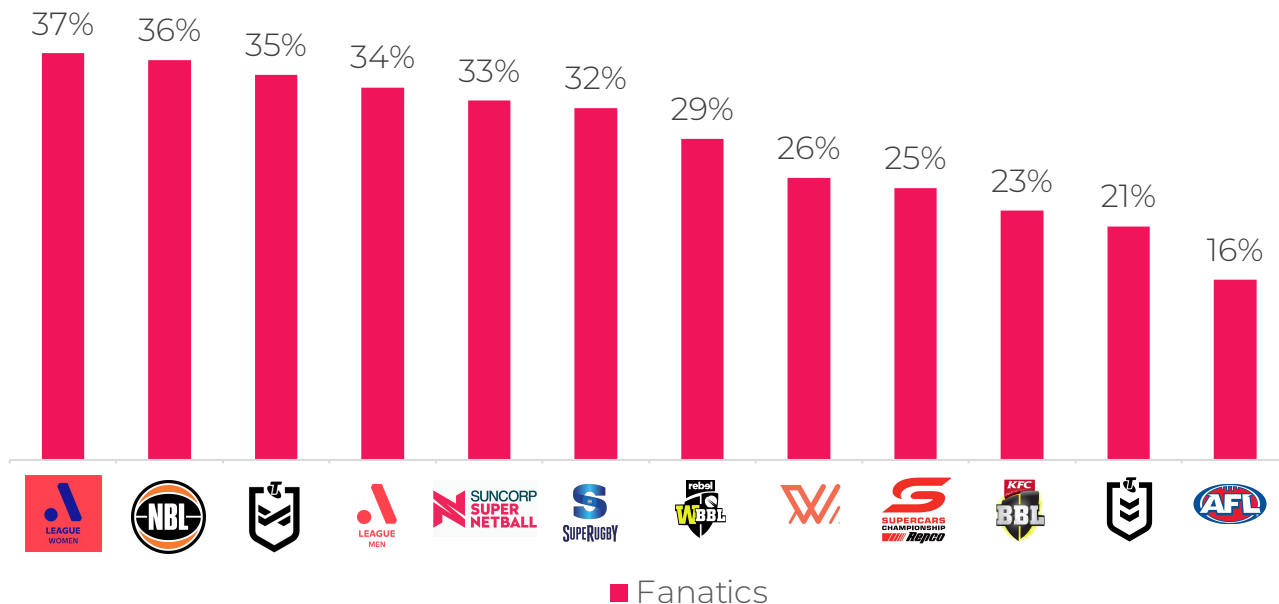
Q. Do you own any NFTs? Q. How familiar are you with NFTs (Non-Fungible Tokens)?  
 Base (Fanatics): n = 87 to 218 per league



# A-League and NBL Fanatics are the most likely fanbases to purchase NFTs related to their favourite player or club

## SPORTING CLUB/PLAYER-SPECIFIC NFTS

LIKELY TO PURCHASE AN NFT RELEASED BY THEIR FAVOURITE CLUB/PLAYER



Influences on Decision to Buy	
Reason	Proportion out of those likely to buy (%)
See it as a smart financial opportunity	37%
Fan of the sport	36%
Believe in the business of the property	31%
Hype/fear of missing out	13%











Q: If your favourite club or player issued an NFT, on a scale of 1 to 5, how likely would you be to buy / invest? <Highly Likely + Likely>

Base (Fanatics): n = 87 to 218 per league

Base (Likely to Buy): n = 45

# NBL, A-League Women and NRLW fanatics most likely to invest in crypto and NFTs

## TOP AUSTRALIAN LEAGUES BASED ON LIKELIHOOD OF FAN CRYPTOCURRENCY/NFT INVESTMENT

	Crypto Investment	NFT Investment
#1		
#2		
#3		
#4		
#5		

### KEY INSIGHTS



- NBL, A-Leagues, Super Rugby and NRLW fanatics and are most likely to invest in cryptos and NFTs across the Australian sports landscape
- Aside from the NRLW, none of these leagues currently have a major Crypto or NFT sponsor

Q. Do you own any NFTs?

Q. When was the last time you traded in Cryptocurrency?

Base (Fanatics): n = 87 to 218 per league

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SPORT. ENTERTAINMENT.