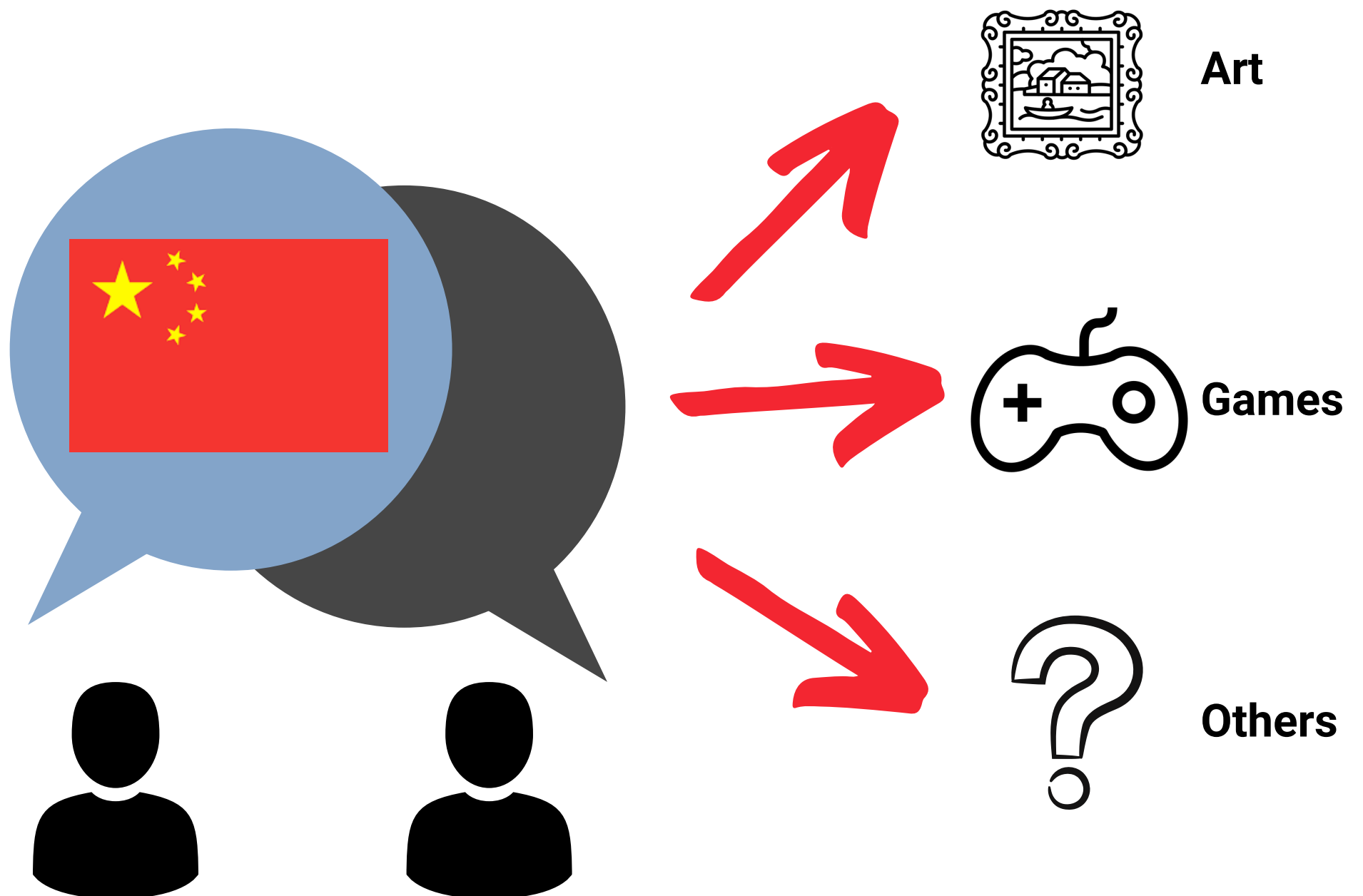


NFT Situation in China

- Social Media Analysis-



How big is the current hype around NFT in China?

A brief insight into Chinese social media platforms

Number of Social Media Posts



14,636 Posts

(06 December to 12 December)



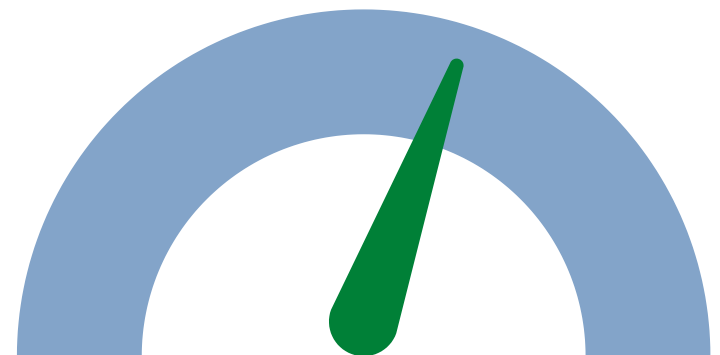
740 Posts

(06 December to 12 December)



73% are related to art

NFT Posts Sentiment



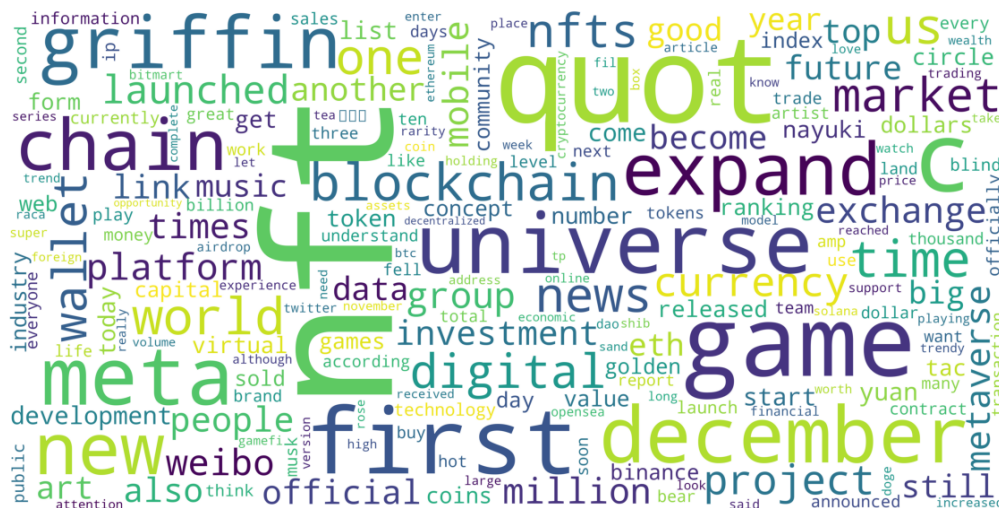
Negative

5,857 Posts

Positive

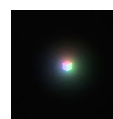
8,780 Posts

Most Mentioned Keywords



The size of words depends on the frequency

Example Mentioned Projects



+ more than 70 other projects

How big is the current hype around NFT in China?

Examples of positive and negative postings

Positive Postings

- "NFT jumps the boundaries of traditional business. Soon we will see that rental income can come from NFT ownership."
- "NFT is a hot topic. Especially art in combination with NFT is most in demand because art is the place where the visual or pictorial value is created."
- "Through NFT and DAO autonomy, you can ensure that the revenue and value created in the community are distributed equitably to all contributors."
- "Anything can be NFT. "
- "Interest in NFT has increased this year, with third-quarter transaction volume up 700% to \$10.7 billion, attracting the attention of sports teams, musicians, artists, and others."
- "A blockchain executive from Tencent has talked about the combination of the fashion industry and NFT among friends."

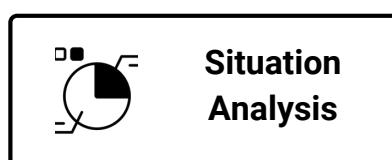
Negative Postings

- "NFT and ICO are very similar: big bubble, high volatility, early players make money, and most products are junk."
- "The people who promote NFT every day are the embodiment of the evil of capital. They used to sell you shit in refined packaging; now they don't even pretend. "
- "Virtual currency and NFT are both just gambling stuff and nothing else."
- "NFT is really a mistake. It only makes sense if there is a domestic digital currency. "
- "The market doesn't seem to have any new stories. That can be speculated have been speculated before (NFT, Defi2.0, MEME, Gamefi, Socialfi,..). You need new stuff to really speculate, so you don't lose it all again. "

CIMK: Data-Driven China Market Research

What we offer?

We offer you a detailed analysis of a company's current situation in the Chinese market, along with an overview of the entire industry in China. Here we excel in collecting and analyzing large amounts of data from Chinese data sources ourselves in an automated and structured way. We also showcase how other companies in a specific industry are positioned in the Chinese market and how they have successfully built their sales and marketing strategy. These best-in-class examples are intended to show the potential that can be unlocked for a company in the Chinese market.



Who we are?

CIMK is a market research and data analytics company that focuses on creating individual research reports about companies in the Chinese market or companies who want to enter the Chinese market. Our vision is to provide more transparency for international companies in the Chinese market.



Lukas Tatge
CEO

- Master degree in Management from Nanjing University (China) and Georg-August Univeristät (Germany)
- Previously chief business officer at a blockchain startup
- Worked in IT and strategy consulting



Sonali Chandel
COO

- Ph.D. in Computer Science at Nanjing University of Posts and Telecommunications
- 10 years teaching experience in Computer Science at New York Institute of Technology