

**NIL Year 1 Report** 



# **Local Exchange Transactions**

Local Exchange **Platforms** 

969

**Businesses** Registered

\$1,365

**Average Transaction Value** 



Leading Total # Of Registered Businesses (100)

### **NIL Transactions Data**

#### **Power 5 NIL Transactions**

#### **Non-Power 5 NIL Transactions**

\$1,815

Average Value of **All Transactions** 

\$53

Median Value of **All Transactions** 

\$2,144

Average Value of P5 **Transactions** 

\$558

Average Value of Non-P5 **Transactions** 

#### **Top-5 Sports**

#### Reported **Transactions**

Football

添 MBB

W Gymnastics

Swim / Dive

WRR

**Transaction** Value

Football

添 мвв

Softball

Baseball

**WBB** 

#### **Top-5 Sports**

# Reported **Transactions**

Football

W Soccer

W Golf

# Transaction



Value











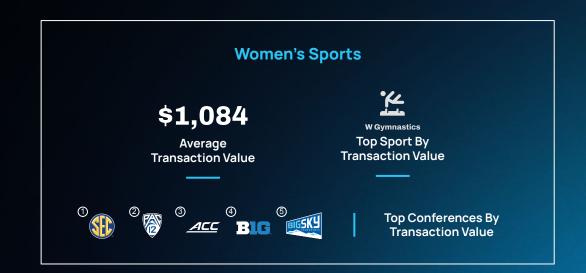
W Volleyball





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### **NIL Transactions Data**

61%

Social Media **Transactions** 

\$7,054

Average Value of W **Gymnastics Transactions** 

\$3,396

Average Value of **Football Transactions** 

## **Transaction Types**

| Top-5 Transaction Types                  |                                       |
|--|---------------------------------------|
| Average Value                            | Median Value                          |
| 1 Autographs (\$10,093)                  | 1 Autographs (\$500)                  |
| 2 Business Ownership/ Creation (\$3,361) | 2 Public Appearance (\$300)           |
| 3 Camps & Lessons (\$819)                | 3 Camps & Lessons (\$100)             |
| 4 Social Media (\$905)                   | 4 Social Media (\$50)                 |
| 5 Public Appearance (\$2,112)            | 5 Business Ownership/ Creation (\$25) |