

# NIL Year 1 Report

July 2021 - June 2022



## Local Exchange Transactions

**31**

Local Exchange  
Platforms

**969**

Businesses  
Registered

**\$1,365**

Average  
Transaction Value



Leading Total # Of Registered  
Businesses (100)

### NIL Transactions Data

**\$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

### Power 5 NIL Transactions

#### Top-5 Sports

Reported  
Transactions

- 1  Football
- 2  MBB
- 3  W Gymnastics
- 4  Swim / Dive
- 5  WBB






Transaction  
Value

- 1  Football
- 2  MBB
- 3  Softball
- 4  Baseball
- 5  WBB

### Non-Power 5 NIL Transactions

#### Top-5 Sports

Reported  
Transactions

- 1  MBB
- 2  Football
- 3  WBB
- 4  W Soccer
- 5  W Golf

Transaction  
Value

- 1  MBB
- 2  Football
- 3  WBB
- 4  W Soccer
- 5  W Volleyball

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## Women's Sports


# \$1,084


Average Transaction Value





W Gymnastics  
Top Sport By Transaction Value

<sup>1</sup>  


<sup>2</sup>  


<sup>3</sup>  


<sup>4</sup>  


<sup>5</sup>  


Top Conferences By Transaction Value

## 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
<p><b>1</b> Autographs (\$10,093)</p> <p><b>2</b> Business Ownership/ Creation (\$3,361)</p> <p><b>3</b> Camps &amp; Lessons (\$819)</p> <p><b>4</b> Social Media (\$905)</p> <p><b>5</b> Public Appearance (\$2,112)</p>	<p><b>1</b> Autographs (\$500)</p> <p><b>2</b> Public Appearance (\$300)</p> <p><b>3</b> Camps &amp; Lessons (\$100)</p> <p><b>4</b> Social Media (\$50)</p> <p><b>5</b> Business Ownership/ Creation (\$25)</p>