

UP*ONLY

WHITEPAPER

A PLAY-TO-EARN DATA



PREDICTIONS PLATFORM

1. INTRODUCTION

Blockchain-based gaming is entering a golden era of development. The emergence of play-to-earn gaming has given lucrative earning opportunities to netizens worldwide. The number of gamers participating in play-to-earn gaming has been exponentially growing while spectatorship in the field has also been recording tremendous growth. Despite its rising prominence in the world of online gaming, both blockchain-based gaming and play-to-earn gaming have few data resources that inform gamers and spectators on the state of the industry. Current data providers offer only rudimentary data such as users and volume. Moreover, despite the lucrative earning opportunities in play-to-earn, spectators have no opportunity to leverage their activity into earning potential. In the wider online gaming industry, spectators can earn by participating in giveaways, competitions, and other means of deriving value. Play-to-earn spectators currently lack such opportunities. UpOnly addresses these key gaps in the play-to-earn market by providing comprehensive data on the play-to-earn market and a decentralized infrastructure that allows spectators to leverage their activity and insights into real-world value by betting on the outcome of play-to-earn games.

2. MARKET RESEARCH

The video gaming industry is among the largest industries worldwide and is also among the fastest growing. It is valued at over \$300 billion and the number of gamers worldwide is estimated to be over 2.7 billion people. In 2013, there were only 1.2 billion gamers, meaning that the number has more than doubled in just eight years. By 2023, the number of gamers is expected to be at least over 3 billion. The increase in the number of gamers coincides with a vast growth in the number of spectators watching their favorite gamers stream their activities. Over 1.2 billion people report having viewed gaming video content.

A rise in blockchain gaming adoption has been exponentially growing alongside the increasing prevalence of online gaming and streaming. Play-to-earn gaming has begun to play a significant role in the growth of blockchain-based gaming. Play-to-earn (P2E) offers lucrative earning opportunities to netizens worldwide. As the audience for P2E games continue to grow, there is a significant need for a reliable data source for gamers, and a constant revenue stream for spectators.



2.1 ONLINE GAMING INDUSTRY

Online gaming is a general term that refers to all video games played over a computer network, especially the internet. Online gaming was born in England in 1980, when ARPANET, a computer network that served as a predecessor to the internet, was connected to the University of Essex, Colchester, England. Then, two undergraduate students released a fantasy adventure game called multi-user dungeon (MUD), and allowed other users outside the university to connect and play. The world of online gaming has matured dramatically since then. Advancement in technology on both the hardware side and the software development have given rise to a far richer gaming experience for gamers worldwide.











The number of online gamers is estimated to be 1 billion people, with that number expected to reach 1.3 billion within the next four years. Despite the COVID-19 pandemic which adversely affected economies globally, the online gaming industry generated \$21.1 billion in revenue in 2020, representing a 21% growth compared to the previous year. The revenue numbers are projected to surpass \$23.7 billion in 2021 and \$32.1 billion within the next four years.

Like almost every piece of technological invention, the online gaming industry still has massive potential for innovative growth in the next decade and beyond. The key for both new and existing industry players would be to identify these innovative opportunities and position themselves in a way that they can attract a significant share of market value.

At the time of writing, the top five gaming companies in the world, Tencent, Sea (Garena), Sony, Activision Blizzard, and NetEase boast a combined market cap of almost \$1 trillion, or approximately 50% of the entire market capitalization of all cryptocurrencies. These companies generate revenue by selling their games, in-game items, or partnering with advertisers, especially for free-to-play games.

Largest video game companies by market cap

companies: 34 total market cap: \$1.344 T

Rank	Name	Market Cap	Price Today	Price (30 days)	Country
1	 Tencent TCEHY	\$568.56 B	\$58.82 -1.59%		cn China
2	 Sea (Garena) SE	\$176.44 B	\$319.56 0.26%		sg Singapore
3	 Sony SONY	\$135.79 B	\$109.51 -0.97%		jp Japan
4	 Activision Blizzard ATVI	\$61.07 B	\$78.53 1.47%		us USA
5	 NetEase NTES	\$56.65 B	\$83.80 -1.87%		cn China

(Source: [CompaniesMarketCap.com](https://www.companiesmarketcap.com))

The number of people playing online games and the time spent playing them is also impressive. At the time of writing, the top five games (Counter Strike, New World, Dota 2, PUBG, and Apex Legends) had a peak player count of over 2.5 million people, and 900 million hours played in the past 30 days. This stat means that gamers spend an average of 360 hours per month, or 15 days per month playing these top games.

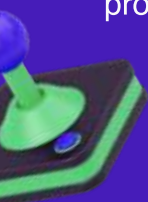


Professional gamers have devised ways to earn tangible income (average of \$1000-\$5000 per month) from their activities. However, a significant majority of gamers enjoy only the thrill and never make money. An excellent example is seen with **free-to-play games**, a term that defines any game that lets users get access to most basic game features but restricts maximum pleasure for only gamers to purchase in-game assets. Free-to-play gamers are significant contributors to the mammoth profit that gaming companies rake in every year. It is estimated that 85% of all game revenue comes from free-to-play games, even though most players get no financial reward for their effort.



2.2 STREAMING AUDIENCE

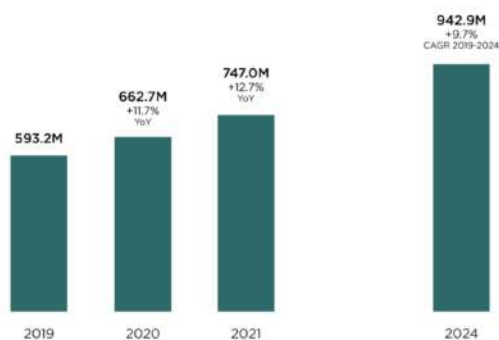
As the number of online gamers increase, a similar growth has been observed in the number of people who go online to watch their favorite gamers compete against each other. The number of people watching live streams topped out around 662.7 million persons by the end of 2020, and is projected to be close to 950 million by the end of 2024.





Games Live Streaming Audience Growth

Global | For 2019, 2020, 2021, and 2024



Games Live Streaming Audience Growth (Source: [Newzoo.com](https://www.newzoo.com))

Organized in the form of friendly games, championships, and tournaments, gamers can broadcast these events to their fans using any live streaming platform. Although there are hundreds of live streaming platforms, the most popular ones for gamers are Twitch, Facebook, and YouTube gaming.

Twitch: Twitch is the largest live streaming platform for gamers in terms of users. On its gaming streams alone, the platform reports an average of 2.7 million concurrent viewers monthly, with an average of 1.8 billion hours watched in 2021.

Facebook Gaming: Following the launch of the Facebook gaming app in 2020, the social media platform has seen an uptick in the number of streamers. Facebook has an average of 700,000 concurrent viewers across its gaming channels monthly.

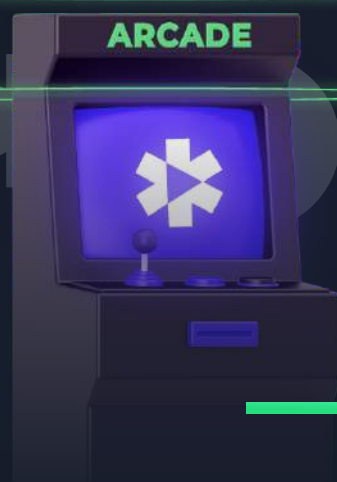
YouTube Gaming: Google's YouTube platform is the second most popular platform for viewing live streamed games. At the end of 2020, YouTube reported that gaming streams accounted for more than 10 billion watch time hours. In the second quarter of 2021, the platform had an average of 599,000 concurrent viewers.

Professional gamers live streaming their adventure can earn a full-time income. They earn money via donations from fans, subscriptions, advertisements, sponsorships and affiliate marketing, etc. However, there are currently no clear methods for fans to financially benefit from watching game live streams. This presents a significant gap in the market which can be addressed with a sophisticated application underpinned by blockchain technology.

2.3 BLOCKCHAIN AND PLAY-TO-EARN GAMING

The advent of blockchain gaming efficiently tackles the lack of reward for free-to-play gamers. The primary business model for these games (play-to-earn) allows players to own the assets they are rewarded with for playing games, and then provides a secondary market for selling these items. Some of the features that make blockchain the ideal solution for gamers and developers include:

- ✳ **Digital Ownership:** In 2020 alone, it is estimated that gamers spent \$54 billion purchasing in-game items. However, much of these assets are only useful in-game and have little to no value if the player decides to quit the particular game for another. The introduction of blockchain unlocks true digital ownership for gamers and allows them to convert their expense into an asset. In-game items issued on a blockchain can be moved to a wallet which they control, and can also be used in other games if developers allow for such synergy.
- ✳ **Increased Financialization:** Unlocking true digital ownership opens up a new world of possibilities. For instance, gamers could have the ability to use their in-game assets as collateral for purchasing additional items, or even getting real-world loans. The immutable nature of blockchain records makes it easier for lenders to ascertain the creditworthiness of the gamer. The increased crossover between the worlds of decentralized finance (DeFi) and gaming has been termed GameFi
- ✳ **Community-Led Development:** Blockchain-based games allow gamers to actively participate in the governance of their favorite games via the use of tokens. They can vote on new features, or asset listings that could drive adoption of the game, while being fully aware that they'd benefit in the form of price appreciation if they vote on the right decisions. Tokens enable decentralized governance and decentralized governance allows communities to shape the future of the platform which they are vested in.



The viability and popularity of play-to-earn blockchain games is evidenced by the growing number of gamers. Over the past six months, the number of blockchain gamers has seen a 9x increase, growing from a little over 100k users to over 1 million.



Given that blockchain gaming remains in its nascent phase, the traction received by some of the top gaming platforms is outstanding. For instance, the top two blockchain games Splinterlands and Alien Worlds boast a combined user base of over 1 million users in the past 30 days. The next three games in the ranking, Arc8, GalaxyBlocks and MOBOX, had over 850,000 users while Axie Infinity, the largest blockchain games in terms of volume, had over 180,000 users within the same period.

Rank	Game Name	Blockchain	Category	Market Cap	Users (30d)	Volume (30d)	Change (%)	Price
1	Alien Worlds	WAX	Games	\$0	564.82k	\$0.2	-42.65%	
2	Splinterlands	Hive	Games	\$104.98k	466.32k	\$544.64k	+92.44%	
3	Arc8	Polygon	Games	\$0	376.99k	\$0	-	
4	Galaxy Blocks	ThunderCore	Games	\$25.87k	274.12k	\$38.09k	+112.65%	
5	MOBOX: NFT Farmer	BSC	Games	\$76.84M	202.6k	\$69.4M	+13.92%	
6	Axie Infinity	ETH · RONIN	Games	\$278.34M	180.98k	\$367.34M	-39.28%	

Top Blockchain Games (Source: [DappRadar.com](#))











It is clear to see that the market for blockchain games is growing and has the potential to continue on that trajectory over the next decade and beyond. However, data sources for the emerging market are currently fragmented, making it difficult for interested gamers and spectators to find pertinent information such as the best paying play-to-earn blockchain games, tournaments, new releases, etc. Filling this void will be crucial for the next level of growth as evidenced by the role of data analytics platforms in other emerging industries.

2.4 IMPORTANCE OF DATA ANALYTICS IN GROWING INDUSTRIES

Data analytics refers to processes and tools used to collect and convert data into meaningful insights. With worldwide spending on Big Data and Analytics Solutions on track to cross \$215 billion in 2021, it is safe to say that the importance of data analytics cannot be overemphasized. Especially for emerging tech industries, it provides reliable information regarding the historical performance of tracked entities, thus allowing investors to make informed decisions.

A glaring example of a product that showed the importance of data analytics to an emerging industry, is CoinMarketCap. When the platform launched in May 2013, the cryptocurrency industry was still in its infancy and had very few if any reliable data sources. Even though it was far from the finished product we know today, CoinMarketCap brought awareness to the industry and took speculation in the crypto market to new levels. It provided a simple, yet valuable resource for anyone interested, and played a key part in the growth as the crypto market moved from less than \$30 million market cap to its current figure of over \$2 trillion.

Crypto Currency Market Capitalizations

#	Name	Market Cap	Price	Total Supply	% Change (24h)	Graph (7d)
1	 Bitcoin	\$ 1,245,619,548	\$ 111.87	11,134,550 BTC	-1.31 %	
2	 Litecoin	\$ 59,056,771	\$ 3.38	17,491,929 LTC	-1.20 %	
3	 PPCoin	\$ 5,235,373	\$ 0.28	18,870,490 PPC	-4.72 %	
4	 Namecoin	\$ 5,164,296	\$ 0.94	5,495,650 NMC	+0.36 %	
5	 Feathercoin	\$ 1,276,466	\$ 0.20	6,520,050 FTC	-13.15 %	

Earliest snapshot of the CoinMarketCap website (Source: [Web Archive](#))

Fast forward to the present, CoinMarketCap is currently among the top 100 websites in the world. The site has an estimated 200 million monthly visitors and also ranks as the second most visited website under the Finance & Investing category. It's closest competitor, Coingecko ranks as the 397th most visited website in the world with roughly 110 million visitors. Given that there are only an estimated 220 million crypto investors, these traffic statistics also reveal just how vital data analytics is to the average investor.

However, the importance of data and analytics extends far beyond the crypto industry. It has grown to be a critical part of countless digital industries including marketing, ecommerce, and finance. Analytics platforms like [SEMRush](#) and [Ahrefs](#) have become an essential tool to digital marketers and rank within the top 900 websites in the world. SEMRush reports having over 7 million marketers using their service while Ahrefs boasts roughly the same number of monthly visitors. There are also countless FinTech and software solutions providing sophisticated statistics to the ecommerce and finance industry. Data and analytics have become an indispensable part of every digital industry and there is a huge market for data and analytics platforms in any growing industry.

3. INTRODUCTION UPONLY

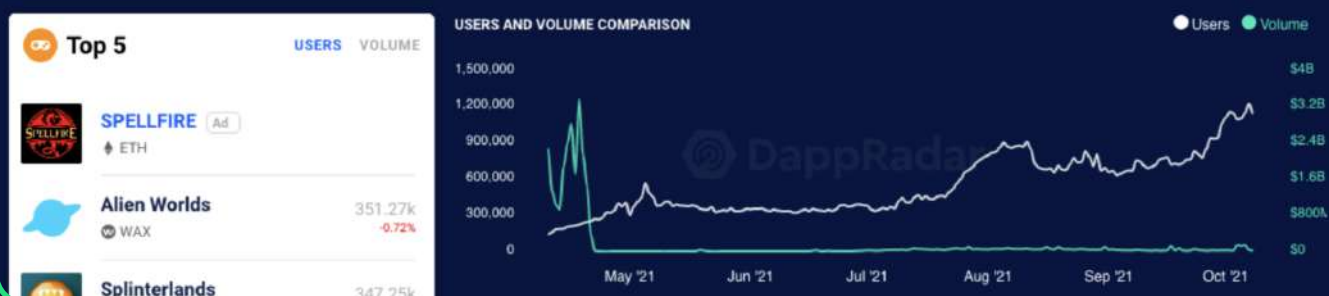
UpOnly is positioning itself to be the premier data and analytics platform for the rapidly growing play-to-earn industry. The play-to-earn industry is in a stage of rapid growth with a vast proliferation of gaming options. However, play-to-earn gamers and spectators have no reliable source of data and analytics that allows them to derive insights and leverage their activities in the gaming world. UpOnly is addressing this critical gap in the market while also providing an infrastructure which will allow the rapidly growing audience of play-to-earn spectators to bet on the outcomes of play-to-earn games and generate monetary value from their predictive ability.

a. UPONLY.COM DATA DIRECTORY

Despite the rising relevance of blockchain-based gaming, the provision of data related to the industry remains rudimentary. Only a small number of players provide data relating to blockchain-based gaming and the data which is provided is severely limited. Even the major players such as [DAppradar.com](#) only present data related to users and trading volume. As the decentralized gaming industry continues to grow in size, the need for accurate and useful data becomes more pressing. The UpOnly.com data directory addresses this pressing need.

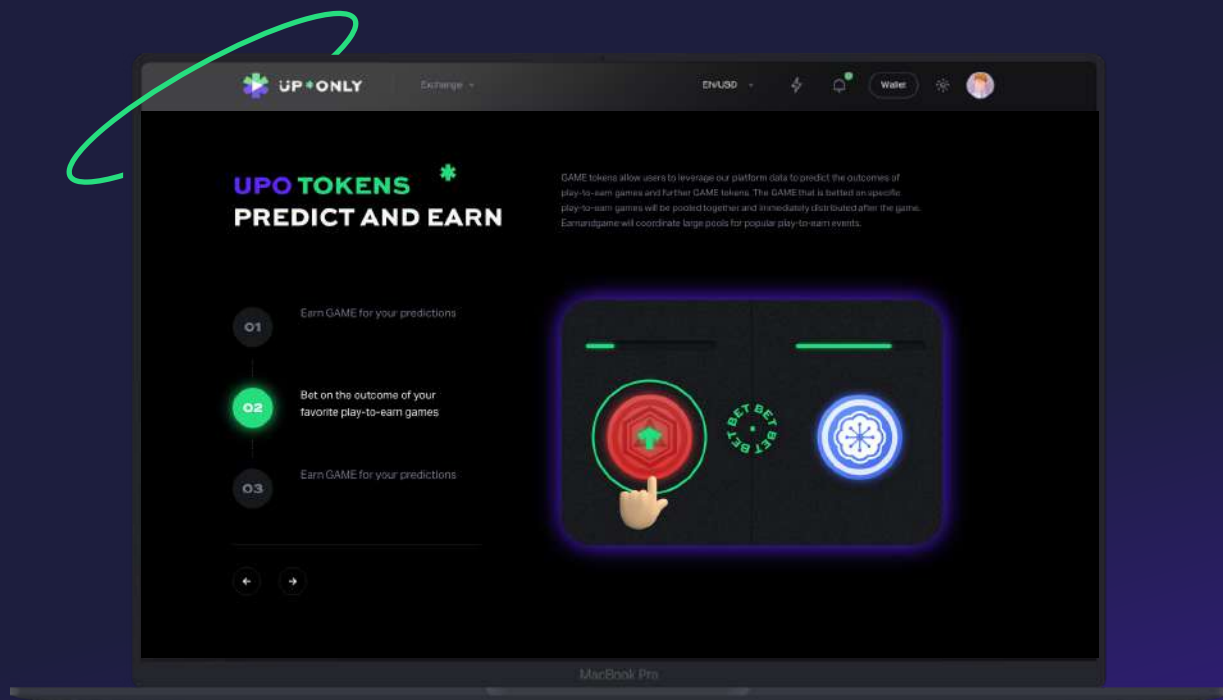
Blockchain Games

Blockchain games are any games that include blockchain technology in its backend or mechanics in general. One feature driving the adoption and use of blockchain tech in games is the ability of players to store items on the blockchain. Purchased items can be transferred to a wallet, making them permanently yours.



(Source: [Dappradar.com](#))

Underpinned by a centralized database architecture, UpOnly.com will compile comprehensive data on play-to-earn games. Similar to Coinmarketcap.com and Coingecko.com, UpOnly will establish itself as a trusted data directory for the play-to-earn industry. The UpOnly data directory will retrieve real-time data from play-to-earn games by utilizing data query solutions such as TheGraph. It will retrieve data such as price sizes, data on active games, odds of winning play-to-earn prize pools, and ease of entry. UpOnly will establish the infrastructure to present extremely insightful and actionable data on all of the play-to-earn gaming options. Moreover, the data directory will provide the capability for UpOnly community members to submit relevant links related to given play-to-earn projects. For instance, UpOnly members can submit news and press releases related to the projects on the database.



Any emerging play-to-earn game can be uploaded to the data directory. The data will be tailored to be insightful for both gamers participating in the games and spectators of play-to-earn gaming. Play-to-earn gamers will be able to easily identify the games and platforms that offer the most lucrative rewards, those that are the least competitive, and those that have been gaining recent traction in terms of their platform usage and the price movements of their native tokens. Spectators will also be able to easily identify the most active and exciting games to watch. Moreover, spectators will have the opportunity to earn from their activity by betting on the outcome of various play-to-earn games.



b. UPONLY PREDICTION PLATFORM AND UPO TOKEN DYNAMICS

Underpinned by the Polygon network, UpOnly is launching a decentralized infrastructure that will facilitate speculation on the outcome of play-to-earn games. The audience for online gaming and blockchain-based games is growing. This infrastructure will allow speculators of play-to-earn games to turn their spectating activity into a source of viable and sustainable income. Spectators can utilize the data from the UpOnly data directory to help predict the outcomes of various play-to-earn games. The native UPO token is at the heart of the UpOnly prediction platform. To bet on the outcome of a play-to-earn game, spectators must hold UPO tokens. Spectators can bet their UPO on the outcome of various play-to-earn games and earn further UPO rewards when they predict the outcome correctly. The decentralized prediction platform will be the first of its kind in the blockchain-based gaming industry. It will be the first infrastructure that allows blockchain-based gaming spectators to monetize their activity and access broader insights and data from the UpOnly platform.

4. CONCLUSION

Every major industry has a significant subsector dedicated to providing high-quality data and analytics to industry professionals. Such analytics help those in the industry stay on the frontier of innovation and are widely adopted across countless industries. Blockchain-based gaming lacks such data resources, despite its strong growth in recent years. UpOnly is positioning itself to be the premier data and analytics resource for anyone in the play-to-earn market. UpOnly will provide diverse and immensely valuable data and analytics to the play-to-earn industry. Moreover, UpOnly will provide the infrastructure which will allow play-to-earn gamers and spectators to bet on the outcome of play-to-earn games. Through this infrastructure, those that spectate in the play-to-earn industry can turn this activity into a lucrative earning possibility. It provides spectators with the infrastructure necessary to leverage the data and tools on the UpOnly platform into a viable and sustainable income stream.