

# NIL by the Numbers

90,000+ student-athletes. 3,500+ teams. 3,700+ businesses and fans.

INFLCR's leading the way in content management, brand building, and NIL business management. And the numbers paint a pretty NIL picture in 2023. Check the stats.

## NIL is here to stay and rapidly evolving

20%

Transaction volume growth every quarter since the start of NIL

68%

Of total transaction volume since start of NIL has been reported in year 2 of NIL

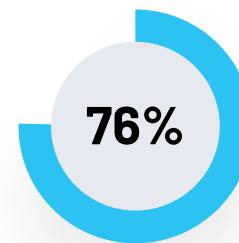
↑ 287%

3,753 businesses & fans registered across all school exchanges

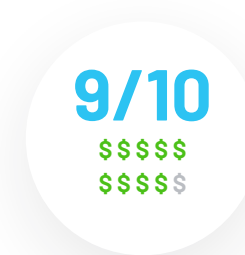
↑ 174%

85 local exchanges launches in Year 2— up 174% from year 1

## Collectives are key



76% of all payments in INFLCR have come from Collectives

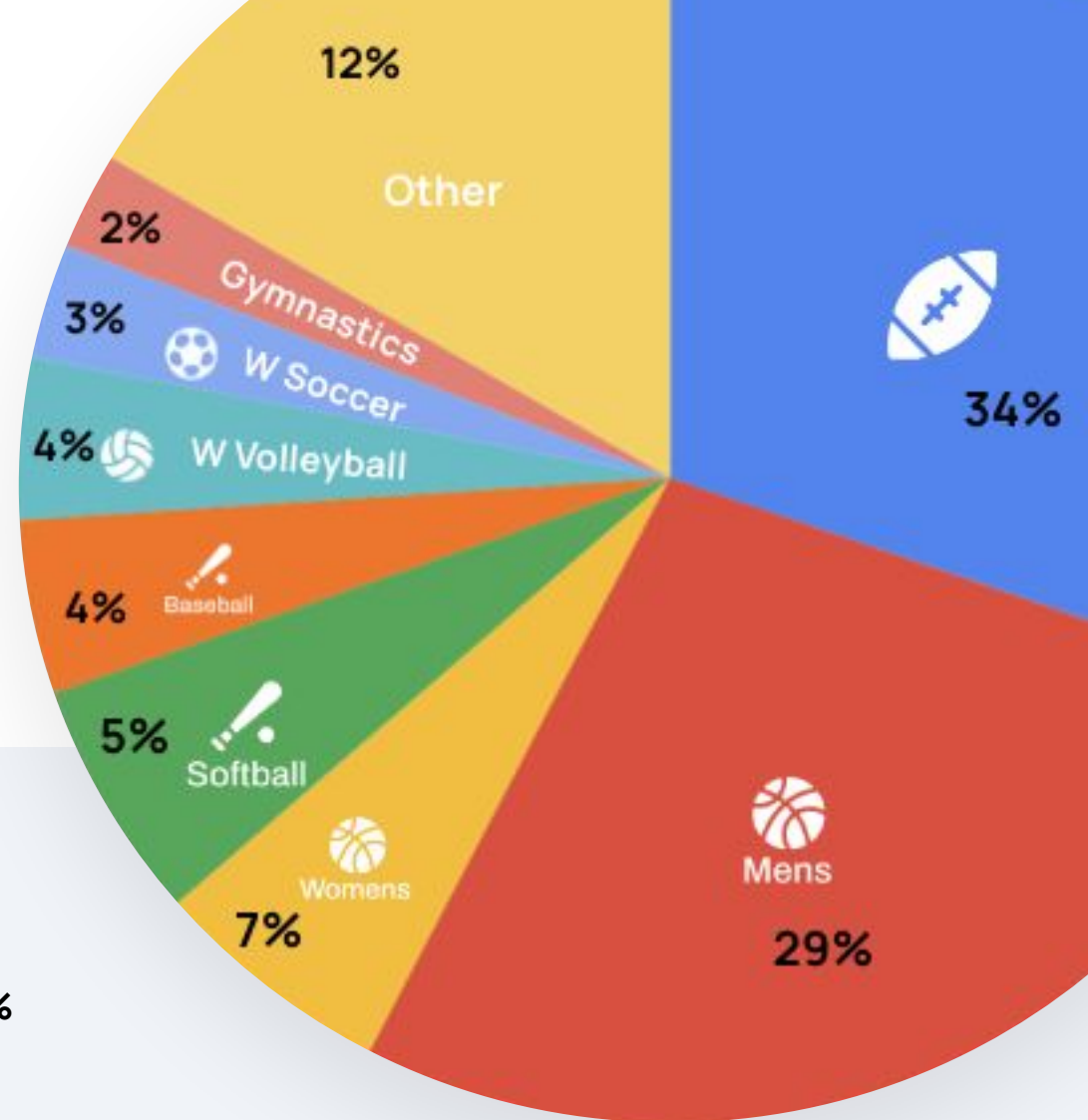


9 out of 10 business vendors in the INFLCR Exchange are Collectives



The month with the highest transaction volume and number of transactions on INFLCR in the NIL Era

# Female athletes are in the game maximizing their NIL opportunities



**\$1,195**

**Average Value** of women's sports transactions

**40%**

Softball players have reported **40% more transactions than baseball** players since the start of NIL



Female sports **increased their share of the transaction distribution**, with Gymnastics, Volleyball, Soccer & Golf getting more involved in the NIL action

# Year-Over-Year Growth

## NIL Transactions Data

**\$1,936** ↑

Average Value of All Transactions

**\$3,343** ↓

Average Value of Football Transactions

**\$2,786** ↑

Average Value of P5 Transactions

**\$1,440** ↑

Average Value of Non-P5 Transactions

## Power 5 Transactions

Reported Transactions

Transaction Value

1 Football

1 Football

2 MBB

2 MBB

3 Softball **NEW**

3 W Gymnastics **NEW**

4 WBB ↑

4 WBB ↑

5 Baseball **NEW**

5 M Golf **NEW**

## Non-Power 5 Transaction

Reported Transactions

Transaction Value

1 Football ↑

1 Football ↑

2 MBB ↓

2 MBB ↓

3 WBB

3 M Golf **NEW**

4 W Volleyball **NEW**

4 WBB ↓

5 Baseball **NEW**

5 Baseball **NEW**

# New Type of Transactions on the Rise

## NIL Transactions Data

**70%**

Of All Transactions were **Social Media** and **Royalty Payouts**

**\$53**

Median Value of All Transactions

## Top 5 Transaction Types

### Average Value

1. Autographs (**\$10,601**)
2. Public Appearance (**\$8,135**) ↑
3. Representation Disclosure (**\$4,168**) NEW
4. Other (**\$4,551**) NEW
5. Business Ownership/Creation (**\$1,655**) ↓

### Median Value

1. Business Ownership/Creation (**\$1,000**) ↑
2. Undefined (**\$600**) NEW
3. Representation Disclosure (**\$500**) NEW
4. Other (**\$500**) NEW
5. Outside Employment (**\$41**) NEW