



Uses and benefits of NFTs in Lithuanian digital culture

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ABSTRACT

Introduction: The interplay between digital culture and non-fungible tokens (NFTs) represents a major paradigm shift in the creative industries, especially in the European context. This article examines the relevance of this issue, highlighting the transformative impact of NFTs on artistic practices and the art market in general. The study addresses the dual nature of NFT as a source of opportunities and challenges for artists, including issues of authenticity, intellectual property rights and environmental sustainability. The study aims to understand the implications of NFTs for European artists, focusing on their potential to enhance economic opportunities while recognizing the associated risks. **Methodology:** A mixed-methods approach is employed, including a comprehensive review of the academic literature, as well as a survey of artists, collectors and entrepreneurs to gather information on their experiences and perceptions of NFTs. Findings: These reveal that while NFTs offer innovative avenues for monetization and audience engagement, they also raise critical concerns about market volatility, regulatory frameworks and ethical implications. As artists grapple with the

complexities of market volatility and ethical dilemmas, there is an imperative need for clear regulations and frameworks, as well as fostering knowledge and collaboration. **Conclusions and discussion:** This article contributes to the discourse on the future of digital culture in Lithuania, suggesting that a balanced approach is essential to harness the benefits of NFT while mitigating its challenges

Keywords: Art; communication; culture; digital; NFT; ethics; economic opportunities.

1. INTRODUCTION

The emergence of digital culture in Europe has ushered in a profound transformation across various sectors, prominently marked by the rise of non-fungible tokens (NFTs) (Boyd, 2024). As a phenomenon that intertwines technology with creativity, NFTs have revolutionized the art market, enabling artists to authenticate and monetize their work in unprecedented ways (Kharitonova, 2024). This technological evolution not only democratizes access to art but also presents new revenue streams for creators and investors alike. However, alongside these opportunities arise significant challenges, including concerns about copyright, environmental impact, and market volatility (Gohoungodji, & Amara, 2023; Wang, 2022).

1.1. Overview of digital culture and the rise of NFTs in Europe: Lithuanian case

The development of digital culture in Lithuania, characterized by swift technological progress, has played a crucial role in the rise of Non-Fungible Tokens (NFTs). As digital technology fosters a culture deeply connected to visual communication and real-time image sharing (Elías-Zambrano, & Jiménez-Marín, 2021), the public is increasingly exploring artistic expression in innovative ways (Zhang et al., 2024; Chalmers et al., 2022; Cai & Su, 2022; Ghobakhloo et al., 2023). This shift signifies a larger transformation within creative industries, where artists are leveraging NFTs to monetize their creations while redefining concepts of ownership and authenticity (Malik et al., 2023). The appeal of NFTs is particularly strong in Lithuania's dynamic art scene, as creators take advantage of a decentralized marketplace that provides global visibility. Nonetheless, the challenges accompanying this shift cannot be ignored, especially concerning intellectual property rights and the environmental effects of blockchain technology (Calvo, 2024; He & Zhang, 2023; Wang, 2022). Therefore, the emergence of NFTs in Lithuania represents not only a new path for artistic entrepreneurship but also a crucial moment that encourages thoughtful discussion about digital ethics and cultural sustainability.

The integration of NFTs into Lithuania's cultural landscape has sparked a variety of responses from artists, collectors, and policymakers alike. On one hand, artists are excited by the prospects that NFTs bring, such as the ability to reach a global audience without the traditional gatekeepers of the art world. This democratization of the art market allows emerging artists to gain recognition and financial support directly from their audience. (Alnasser & Yi, 2023; Milano, 2023; Booth, 2014). Additionally, the programmable nature of NFTs enables creators to embed royalties into their works, ensuring they receive a percentage of future sales — an innovative solution to the traditional art market's limitations. On the other hand, the rapid proliferation of NFTs raises pressing questions about intellectual property rights. As artists mint their works as NFTs, concerns about copyright infringement and the unauthorized use of digital content become increasingly relevant (Casillo et al., 2024). The lack of clear regulations and standardized practices in this new digital marketplace can lead to disputes and undermine the trust that is essential for the growth of the NFT ecosystem in Lithuania (Sanz Bayón, 2019).

Moreover, the environmental impact of blockchain technology (or even metaverse Barrientos-Báez et al., 2023-), particularly in terms of energy consumption, has sparked conversations about sustainability within the art community. Critics argue that the energy-intensive processes associated with minting and trading NFTs contribute to global carbon emissions, prompting a call for more eco-friendly solutions. In response, some Lithuanian artists and tech developers are exploring alternatives, such as utilizing proof-of-stake blockchains

that consume significantly less energy than traditional proof-of-work systems (Wendl et al., 2023). This shift toward greener technologies is seen as crucial for aligning the NFT movement with broader environmental goals and addressing the concerns of a conscientious audience.

Policymakers are also grappling with the implications of NFTs for the cultural sector. They recognize the potential economic benefits of blockchain technology in promoting local artists and enhancing the visibility of Lithuanian culture on international platforms. However, they are also tasked with developing a regulatory framework that fosters innovation while protecting artists' rights and ensuring consumer protection. This balancing act is complex, as it requires an understanding of the rapidly evolving digital landscape and the unique characteristics of NFTs (Wang, 2022).

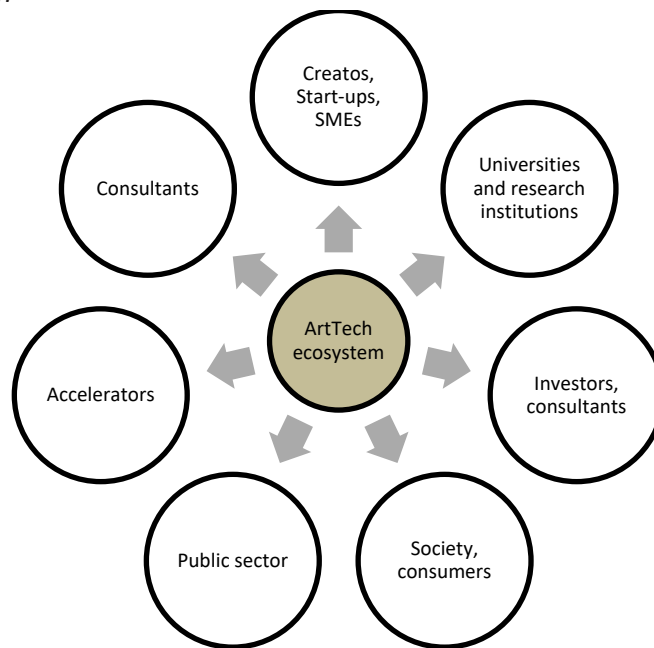
Educational initiatives are emerging as a vital component in this integration process. Institutions and organizations dedicated to the arts are beginning to offer workshops and seminars on blockchain technology, NFTs, and their implications for the creative sector. Additionally, the creative industries adaptation to digitalization highlights the importance of developing robust data and digital skills, as mentioned in reports (Černikováitė, 2024). By fostering a deeper understanding of these technologies, artists can make informed decisions about how to engage with the NFT space. This landscape prompts a reevaluation of traditional business artistic models (Blanco Pérez, 2022), paving the way for new opportunities and challenges as creators navigate the complexities inherent in digital culture.

Moreover, collaborations between artists, technologists, and environmentalists are becoming more common (Chukurna & Zamlynskyl, 2023). These partnerships are driving innovation in the creation of sustainable NFTs — artworks that not only resonate with viewers but also promote eco-conscious practices. For instance, some artists are experimenting with digital formats that not only reduce energy consumption during minting but also contribute to reforestation projects or other environmental initiatives. By integrating social responsibility into their creative practices, these artists are setting a precedent for future generations.

1.2. Lithuanian ArtTech ecosystem and Opportunities Presented by NFTs

The emergence of NFTs presents significant opportunities within the digital landscape, particularly in transforming creative industries in Lithuania. As NFTs offer artists and creators a unique way to monetize their work through immutable digital ownership, they can redefine traditional concepts of copyright and economic engagement. This innovative framework allows creators to retain greater control over their intellectual property and generate income through resale royalties — benefits underscored by the necessity of robust copyright laws as emphasized by Casillo et al. (2024) and Poort & Pervaiz (2022).

Analysis of the Current ArTech Situation in Lithuania research (Ceizarienė et al., 2022) was conducted as part of a project for the Ministry of Culture of the Republic of Lithuania and aims to explore the potential of the ArtTech ecosystem in the country, highlighting current challenges, opportunities, and recommendations for its development.

Figure 1.*Lithuanian ArtTech ecosystem*

Source: Compiled by the authors based on Filer (2019) and Lithuanian Council for Culture (2021).

The ArtTech ecosystem merges cultural products and services with cutting-edge technologies like artificial intelligence, augmented reality/virtual reality (AR/VR), and blockchain. Within this ecosystem, creators, startups, and small to medium-sized enterprises play a crucial role in developing these products and services. While it's suggested that Lithuania has significant untapped potential in the cultural and creative industries (CCI), this doesn't imply that there are no active creators or businesses within the ArtTech ecosystem. The COVID-19 pandemic has compelled many to explore innovative methods for engaging consumers (Jiménez-Marín & Checa, 2021) and monetizing their creations in the digital realm (Morales-Vargas et al., 2022). Consequently, Lithuania is witnessing an increase in the development of ArtTech products and services (Ceizarien et al. 2022).

The ecosystem of ArtTech in Lithuania includes various participants (Chart 1):

- Art creators: Experts in implementing and developing ArtTech solutions.
- Programmers/ consultants: Provide support and nurture talents in ArtTech.
- Universities and research institutions: Conduct research and develop ArtTech products and services, offering infrastructure, mentorship, and training for creators.
- ArtTech accelerators: Investors, whether private, public, or hybrid, who fund ArtTech startups and creator projects, while also facilitating legal regulations and team formation in the sector.
- Public consumers: Individuals who utilize ArtTech products and services and contribute to the ecosystem by providing feedback and fostering community engagement. Their preferences and consumption habits influence market trends and the direction of future ArtTech innovations.
- Cultural institutions: Museums, galleries, and cultural organizations that collaborate with creators and tech developers to enhance visitor experiences through immersive technologies, digital exhibitions, and interactive installations.
- Technology providers: Companies that supply the necessary technological infrastructure, tools, and platforms for the development and deployment of ArtTech solutions, including software developers, hardware manufacturers, and cloud service providers.

- Venture capitalists, angel investors, and government grants that provide financial support for promising ArtTech initiatives, enabling startups to scale their operations and reach wider audiences.
- Collaborative networks: Platforms and communities that facilitate networking among creators, technologists, investors, and consumers, fostering collaboration and knowledge exchange within the ArtTech space.

By harnessing the strengths of these components, Lithuania's ArtTech ecosystem is positioned to thrive. The integration of cultural creativity with advanced technology not only enhances artistic expression but also opens new avenues for economic growth and innovation. As the pandemic has accelerated digital transformation, the demand for ArtTech solutions is likely to continue growing, paving the way for Lithuania to emerge as a significant player.

ArtTech represents the integration of advanced technologies like AI, AR, VR, and blockchain (NFT) into the cultural and creative sectors. This transformation is essential for enhancing creativity and addressing contemporary cultural challenges.

Table 1.

ArtTech SWOT analysis in Lithuania

Strengths	Weaknesses
1. Lithuania has a strong cultural identity and a rich history, which can be leveraged to create unique ArtTech solutions. 2. A growing creative sector, provides a solid foundation for the integration of technology and creative practices. 3. There is a pool of talented professionals in both the tech and creative industries, fostering collaboration and innovation.	1. Many creative businesses are hesitant to adopt new technologies, which hinders their growth and innovation potential. 2. There is insufficient financial support and investment in ArtTech initiatives, making it challenging for startups and projects to thrive. 3. Fragmented ArtTech ecosystem is not fully integrated, with a lack of collaboration among stakeholders, including artists, technologists, and policymakers.
Opportunities	Threats
1. Advancements in AI, AR, VR, and blockchain present new avenues for creative expression and audience engagement. 2. There is potential for partnerships with global ArtTech initiatives and organizations, enhancing Lithuania's visibility and impact in the sector.	1. The competition in global ArtTech market is becoming increasingly competitive, 2. Economic fluctuations and uncertainties can affect funding and investment in the creative industries, limiting growth opportunities for ArtTech initiatives. 3. There is a risk of brain drain in Art sector. 4. Regulatory Challenges: Navigating regulations and intellectual property issues in the intersection of art and technology can be complex, posing barriers to growth and collaboration.

Source: Compiled by the author (2025).

Overall, the analysis highlights a landscape rich with potential for Lithuania's ArtTech sector, yet it also underscores the need for strategic initiatives to address weaknesses and threats while capitalizing on strengths and opportunities (Cardoso et al., 2022). By fostering a more integrated ecosystem, increasing funding support, and encouraging technology adoption, Lithuania can position itself as a leader in the ArtTech space. Furthermore, the incorporation of data-driven approaches enhances the dialogue between creators and audiences, facilitating deeper connections and engagement, a process thoroughly examined in Valeonti et al. 2021. In this way, NFTs not only encourage new revenue streams but also foster an environment ripe for collaboration across various sectors, reinforcing the potential of digital culture to advance the creative

economy in Lithuania and beyond.

On one hand, the opportunities facing the NFT market highlight the significant economic benefits and new revenue streams that digital culture and non-fungible tokens (NFTs) can offer Lithuanian artists and creators. By enabling the tokenization of unique digital assets, NFTs allow creators to monetize their work in innovative ways. Unlike traditional digital content, where ownership often remains ambiguous, NFTs provide verifiable ownership on the blockchain, ensuring that artists can receive fair compensation for their creations. Furthermore, as noted in research related to the experiences of authors and performers, the integration of NFTs can help mitigate the financial challenges posed by disruptive digital factors, allowing artists to explore alternative forms of income generation (Poort & Pervaiz, 2022). This shift towards a more equitable digital economy has the potential to empower Lithuanian creators to not only engage directly with their audience but also amplify their artistic reach on a global scale, thus transforming the cultural landscape of Lithuania (Alshater et al., 2024).

On the other hand, the challenges facing the NFT Market reveal significant obstacles that threaten its potential growth and sustainability, particularly in the rapidly evolving digital landscape of Lithuania. One major issue is the volatility of digital assets, which can lead to unpredictable market behavior and investor anxiety. This instability complicates the establishment of trust, essential for encouraging wider adoption among creators and consumers alike. Furthermore, the need for improved digital skills means that many potential participants in the creative sectors remain marginalized, as highlighted in (Terras et al., 2024), where the lack of data literacy is noted as a barrier to engagement with digital platforms. Additionally, the NFT market must contend with regulatory uncertainties, which can hinder innovation and create apprehension surrounding compliance. As the landscape shifts due to emergent technologies and digital trends, the NFT sector in Lithuania must navigate these complexities to realize its transformative potential, as discussed in Bezpartochnyi et al. (2023).

In addition to opportunities and challenges, the emergence of NFTs in Lithuania has sparked a set of legal, ethical, and environmental concerns that demand thorough consideration. Legally, the framework governing digital assets remains fragmented, complicating issues surrounding intellectual property rights and the authenticity of digital creations. The ethical implications are equally pressing, as the intersection of creativity and technology raises questions about ownership and the potential exploitation of artists in an increasingly digitized marketplace (AlKhader et al., 2023). Furthermore, the environmental impact of NFTs, linked to their reliance on blockchain technology, cannot be overlooked; the significant energy consumption associated with these digital assets raises critical sustainability issues, particularly in the context of climate change. Addressing these challenges requires legal education to modernize and adapt, fostering interdisciplinary collaboration as explored in Ghobakhloo et al. (2023). Concurrently, promoting digital skills in creative industries is essential for navigating the complex landscape of NFTs, as highlighted in Terras et al. (2024).

When considered as a whole, the intersection of digital culture and NFTs in Lithuania presents a complex tapestry of transformations, opportunities, and challenges. As the digital economy expands, it compels stakeholders to navigate a landscape marked by both innovation and risk. The importance of regulatory frameworks becomes evident, as effective copyright law enforcement is critical for protecting creators (Poort & Pervaiz, 2022), particularly in a digitally driven market where copyright violations are prevalent (Mario et al., 2024). Additionally, while digital assets like NFTs promise new avenues for artistic expression and economic growth, they also introduce considerable volatility and speculation that challenge their viability as reliable investment options (Bonnet & Teuteberg, 2023). Ultimately, as Lithuania embraces this evolving digital culture, a balanced approach that prioritizes legal clarity and fosters creative innovation will be essential for ensuring sustainable progress in the digital economy. This dual focus may well define the future of digital culture in the country.

2. OBJECTIVES

The European case, at the level of analysis and cultural studies, draws a panoramic context with very remarkable elements. In the case of Lithuania, as a case study (a paradigm of the area), and with its rich cultural heritage and growing technological infrastructure, stands at a crossroads where it can leverage these digital advancements to bolster its creative economy. Understanding the complexities of this landscape is crucial for navigating the potential benefits and pitfalls of NFTs, ultimately shaping the future of digital culture in the nation (Hasan et al., 2024).

The research problem is to understand the role of NFT market in creative art business sector. The primary objective of this study is to understand the role of the NFT market in the creative art business sector in Lithuania. Specifically, it will explore the opportunities and challenges that NFT technologies present to digital artists, and creative entrepreneurs. The research will seek to quantify the impact of NFTs on various aspects such as distribution, ownership, collaboration, and monetization. In particular, the study will explore developments in the art sector, considering intellectual property rights, distribution, audience engagement, monetization and cooperation. It will also assess the opportunities and challenges for artists and content creators in adopting NFT technologies in Lithuania, and determine whether NFT market has positive or negative development.

Since this study goals to analyze the implications of NFTs for Lithuanian artists, focusing on their potential to enhance economic opportunities while also recognizing the associated risks, the specific objectives are:

1. To fully understand digital culture and the rise of NFTs in Lithuania.
2. To assess the opportunities and challenges for artists and content creators in adopting NFT technologies in Lithuania.
3. To assess whether NFT art market has positive or negative development in Lithuania.
4. To provide recommendations for NFT art market development.

3. METHODOLOGY

The research is conducted from a mixed-methods approach; it utilizes a comprehensive review of scholarly literature alongside a survey questionnaire of artists and collectors and entrepreneurs to gather insights on their experiences and perceptions regarding NFTs.

A three-phase strategy was established: (1) instrument design and validation, (2) platform selection and (3) systematic collection.

About the instrument design, this study used a methodological strategy of data collection based on quantitative and qualitative techniques. Specifically, at the qualitative study level, a literature review and bibliographic technique was previously carried out, which was complemented with the completion of questionnaires.

The inclusion and exclusion criteria for the documentary sources and framework construction were:

1. Reliability of the type of source: Indexed journals, academic conferences, specialised books and technical papers from recognised entities with accessibility through academic databases such as Scopus, Web of Science, IEEE Xplore, Google Scholar or university repositories such as Mendeley or Zotero.
2. Year of publication: Studies published since 2008 and up to the present were included.
3. Thematic relevance: Studies were selected that addressed fundamental aspects of CLS related to the creative industries and digital communication.
4. Study methodology: Empirical studies, systematic reviews, case studies and theoretical studies that

provided solid evidence were to be included.

The following sources were excluded:

1. Non-academic or unverified sources.
2. Publications prior to 2008.
3. Studies that only superficially mentioned NFTs.
4. Methodologies that were not very rigorous.
5. Publications in non-accessible languages.

These criteria were applied to ensure a rigorous, reliable and representative literature review on NFTs, avoiding irrelevant or low-quality information. This approach ensured a more accurate and reliable literature review of the NFTs.

The ulterior data collection strategy followed was based on in-depth interviews using a battery of open-ended questions, carried out in person by recording the answers, then transcribing them and analysing the results. For the survey, which consisted of 25 questions (including control and content questions), Google Forms was used, given its ease of distribution and automatic storage of data in spreadsheets. For the collection of secondary data from social networks, the Twitter API and CrowdTangle (for Facebook and Instagram data) were used. These tools allowed the extraction of public information on interactions, posts and engagement metrics.

Besides, a survey questionnaire was used to investigate NFT in Lithuania art market. This method is widely used in the field of quantitative research as it facilitates the systematic collection of numerical data that can be statistically analyzed. By employing structured questionnaires, this research approach allows for the measurement of variables and the identification of trends and patterns within the target population (Rana et al., 2021). The quantitative methodological assumptions support the idea that statistical analysis can lead to objective conclusions and generalizable insights. So, as stated above, through the collection of numerical data, this study aims to quantify the impact of NFTs on distribution, ownership, collaboration or monetization.

The survey was structured with closed-ended Likert-type, dichotomous and multiple-choice questions, which were validated by experts. The design of the structural questionnaire was developed to collect both quantitative and qualitative information on the perceptions and experiences of the participants in relation to the social phenomenon under study (NFT). To this end, a mixed instrument was developed that included mainly closed-ended Likert-type and multiple-choice questions aimed at measuring attitudes, frequency of behaviours and levels of agreement. In addition, open-ended questions were incorporated at the end of each section of the questionnaire, to capture nuances and opinions not covered by the predefined options. Subsequently, a non-probabilistic convenience sample was applied, given that the sample was made up of voluntary participants who agreed to complete the survey through links distributed on social networks and institutional emails. For the data from social networks, a purposive sampling was applied, selecting accounts and publications with high visibility and thematic relevance in the study period.

The inclusion criteria were:

- Being over 18 years old.
- Having recent activity on social networks.
- Providing electronic informed consent.

The exclusion criteria were:

- Participants with incomplete responses.
- Automated accounts (bots), detected through analysis of posting patterns.

For the qualitative part, in-depth interviews were carried out. So, the qualitative research instrument was a structured questionnaire covering the main topics of the research. The questionnaire included sections that assessed demographic information of the respondents, their experiences with digital art, familiarity with NFTs, and their perceptions regarding the benefits and drawbacks of engaging with NFT technologies. Key areas of focus will include:

- Research organization and sample size: The empirical study was conducted from November 2024 to January 2025 and included a sample size of 72 respondents. This group comprised individuals who are actively engaged in the digital art and NFT space. The total number of potential respondents in the Lithuanian NFT art market — encompassing NFT artists, collectors, and art enthusiasts with an interest in NFTs — was identified through the research conducted on the state of ArTech in Lithuania (2022). The estimated research population in Lithuania is approximately 300.

By applying the Paniotto (2024) formula with a confidence level- 95% and a 10% margin of error (Kaur, 2021), a target sample size of 73 respondents was calculated. Once the survey been finalized, it was distributed through various channels, including social media platforms, digital art forums, and NFT marketplaces. Collaborations with artists, influencers, and organizations involved in the digital art and NFT communities helped maximize reach and encourage participation.

- Data analysis: Data analysis will use quantitative and qualitative methods. Quantitative data will be analyzed using the statistical software MS Office to identify trends, correlations, and patterns within the responses. Qualitative responses will be thematically analyzed to capture nuanced perspectives and insights that may not be fully addressed in the open questions.

From the point of view of ethical considerations, the anonymity of participants and the responsible use of data were guaranteed, by current data protection regulations (GDPR and local legislation). The study was approved by the institutional ethics committee.

Thus, the data collection strategy combined active and passive methods using widely accessible digital platforms. The use of non-probability sampling responded to the exploratory nature of the study, allowing us to obtain a representative sample of the target users.

4. RESULTS

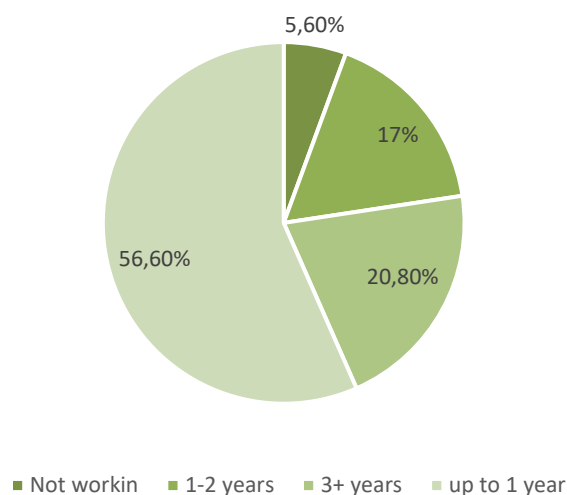
Overview of the study: this report is based on the responses of respondents to a survey on the NFT market in Lithuania. The survey aimed to explore respondents' attitudes towards NFTs, their experiences, knowledge and opinions on the impact of NFTs on art, the market and the environment.

Table 2.*Demographic data of respondents*

Age	18-24	53%
	25-34	21%
	35-44	11.3%
	46-54	9.4%
	55+	6.3%
Gender	Man	62.3%
	Women	35.8%
	Non-binary/Third gender	1.9%
Country	Lithuania	68%
	Other countries (Germany, North Korea)	32%
Role in art industry	Digital artists	30.2%
	Collector	7.5%
	Entrepreneur	18.9%
	Programmer	28 %
	Other	15.4%

Source: Compiled by the authors (2025).

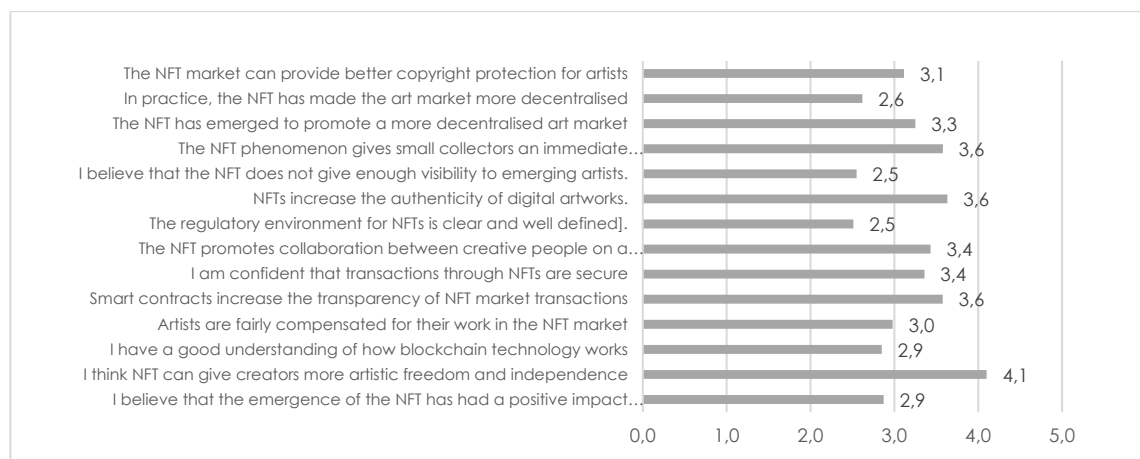
The demographic profile of the respondents reveals a predominantly young and male-centric group, with 53% aged 18-24 and 62.3% identifying as men (Table 2). Most respondents are from Lithuania (68%), while 32% come from various other countries, including Germany and North Korea. Respondents' experience of digital space is varied and covers a wide range of activities. In terms of professional roles within the art industry, digital artists constitute the largest segment at 30.2%, followed by programmers at 28%, and entrepreneurs at 18.9%. Collectors make up a smaller portion at 7.5%, with other roles representing 15.4% of the respondents. Notably, individuals aged 35 and older represent a minority, with only 26.7% in the combined age brackets of 35-44, 45-54, and 55+.

Figure 2.*Usage of digital tools and platforms for Art Creation***Source:** Compiled by the authors (2025).

Many respondents said they regularly (Figure 2) use digital tools and platforms (56.60% up to 1 year already) related to the creation, sale and dissemination of art. Making digital art: 40% of respondents said they create digital art, including illustrations, graphic design and animations. 35% of respondents said they work on the development and sale of NFT projects. Using NFT platforms: The most popular NFT platforms used by respondents are Open Sea, Rarible Foundation and Decentraland. 40% of respondents said they had sold or acquired NFTs through these platforms. 25% of respondents indicated that they are interested in NFTs but have not yet purchased them. Individuals have bought and sold various digital artworks, including NFTs of their own creation, such as the "hate cloud" and NFTs of clothing collections with unique designs. They also purchased several artworks from young artists, including Mars-themed NFTs, and encouraged others to buy Mars4 and TipTop NFTs. While some purchases were made, other works remained unnamed, and the George Floyd NFT and the meme NFT were also mentioned. Knowledge of the NFTs: 60% of respondents said they had a good knowledge of NFTs and how they work, 20% of respondents reported having average knowledge and 20% admitted to having no experience with the NFT.

Figure 2.

Usage of digital tools and platforms for Art Creation



Source: Compiled by the authors (2025).

The survey results show that overall, the art market perceives NFTs positively both internationally and in Lithuania. The participants agreed that NFTs provide greater artistic freedom (average responses is 4.1) (Figure 2) and that they foster global cooperation among the creators (3.4) as the top attributes, followed by enhanced authentication of digital artworks (3.6). On the other hand, doubts about the artists who are just starting to get more recognition (2.5) and about the rules of the NFT market are not very transparent (2.5). However, the involvement of the same respondents in the smart contracts has added transparency to the issue (3.6), and it is concluded that using NFTs to devolve copyright protection (3.1) is the right step in this direction. There was no strong consensus about whether artists should be paid (3.0) as well as decentralizing the art market (2.6). In general, if NFTs are all set to become a kind of window of exchange for artists and art collectors, at least the problems that are accompanying the job should be sorted out, including fairness in the visibility of artists and the regulatory landscape. Thus, the conclusion can be drawn that although the NFT sector is a magnet for artists and the art market, it still requires artists to gain visibility and the establishment of a clear regulatory framework that would make them relevant.

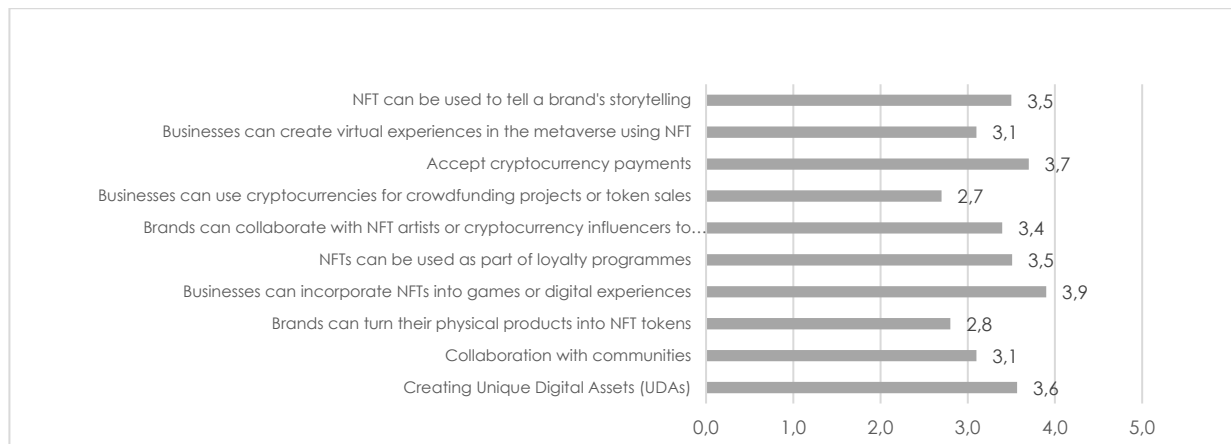
Later in the survey, it was asked respondents about NFT art community. The survey data reflects the engagement and interest of participants in the NFT community, education initiatives, and seminars. A significant number of respondents indicated that they are not members of any NFT community (70%), while a smaller group (30%) reported involvement in specific communities such as "NFT Lietuva," "The Black Community," and various international platforms. Some participants have expressed interest in NFT education, having attended seminars (15.1%) and workshops in different countries (13.7%), although many also indicated they have not received information about such initiatives or have not participated in them.

When asked about their willingness to attend future NFT seminars, responses varied, with a notable portion remaining undecided or expressing uncertainty. A few participants have actively engaged in purchasing and selling NFTs and are part of social media groups or forums related to digital art and NFTs. Overall, while there is a foundation of interest and some involvement in NFT-related communities and education, a considerable number of respondents appear to be either indifferent or still exploring their interest in this space.

The survey data reveals diverse opinions regarding the NFT market, particularly focusing on its implications for collectors, its environmental impact, and its reputation within society. Many respondents believe that blockchain technology can enhance security for collectors to some extent (71.7%), while opinions vary on whether galleries and dealers are positively influencing the NFT phenomenon. Environmental concerns are prevalent (44.4% said yes), with many acknowledging that the energy consumption required to support blockchain technology is significant. The general sentiment towards the reputation of NFTs is mixed; while some view it as acceptable (43.4% respondents), others associate it with fraud or negative perceptions (56.6% respondents). This ambivalence appears to impact entrepreneurs' willingness to invest in the NFT art market. Media portrayal seems to play a crucial role in shaping public perception of NFTs, with 69.8% attributing the existing image of NFTs to media narratives. Trust levels in the NFT market range from low to moderate (average response is 3.7 out of 7), with a significant number of respondents expressing concern about potential fraud associated with NFTs. Overall, while there are optimistic perspectives on the utility of NFTs, scepticism regarding their reputation and environmental footprint persists.

The findings highlight various applications of NFTs across industries, emphasizing their potential to enhance brand engagement and customer loyalty. Key insights include the creation of unique digital assets (3.6), incorporating NFTs into games and digital experiences (3.9), and utilizing them as part of loyalty programs (3.5) (Figure 3). Brands can transform physical products into NFTs (2.8) and collaborate with NFT artists or cryptocurrency influencers (3.4) to develop joint offerings. Additionally, accepting cryptocurrency payments (3.7) and using NFTs to craft immersive brand narratives (3.5) are noted as effective strategies. However, the potential for using cryptocurrencies in crowdfunding (2.7) and the development of virtual experiences in the metaverse (3.1) received relatively lower emphasis. Overall, the findings suggest that NFTs can significantly enhance brand storytelling and community collaboration (Martín-Guart et al., 2024).

Figure 3.
Brand benefits from NFT market



Source: Compiled by the authors (2025).

The final findings reveal a mixed perspective on the NFT market's longevity and its value for emerging artists. A significant number of respondents believe that the NFT market is not just a temporary trend (47.2%), while the dominant part view it sceptically (52.8%). When recommending the use of NFTs for promoting new artists' work, opinions are also divided; some support the idea as a viable platform (45.3%), while others do not (54.75). Overall, there is a notable split in sentiments regarding both the sustainability of the NFT market and its potential benefits for artists, indicating a lack of consensus in the community.

5. DISCUSSION

The NFT market in Lithuania is primarily driven by a young, male demographic, suggesting an opportunity for brands and educators to tailor their approaches to attract a more diverse audience, including older generations and women. While most respondents feel knowledgeable about NFTs, the low engagement in NFT communities indicates a gap in social connectivity and collaborative learning. Initiatives to foster community involvement and education could enhance participant understanding and investment in the NFT space. While there is a generally positive perception of NFTs as tools for artistic freedom and authenticity, concerns about visibility for emerging artists and regulatory issues in the Lithuanian NFT art market have been expressed. Stakeholders in the NFT market should prioritize creating clearer pathways and supports for new artists to enhance their visibility and success.

The significant concern regarding the environmental impact of NFTs highlights the need for more sustainable practices within the blockchain space, presenting an opportunity for innovation in eco-friendly alternatives to traditional NFT platforms. The varied perspectives on the sustainability of the NFT market and the related concerns about potential fraud point to a pivotal area for future development. Ensuring trust through transparency and educational initiatives will be crucial for fostering growth and attracting investment.

The survey reveals the potential for brand collaboration, highlighting that brands can utilize NFTs to enhance engagement and storytelling. However, the varied responses regarding the use of NFTs to promote emerging artists underscore the need for further education and successful case studies to demonstrate the value and effectiveness of these digital assets in fostering meaningful connections between brands, artists, and consumers. By showcasing successful collaborations that highlight the unique benefits of NFTs, brands can build trust and understanding, ultimately driving greater adoption and innovation in this space.

In summary, respondents' experience of the digital space indicates that while there are challenges, there are also great opportunities to push creative boundaries and reach new audiences. Digital art and NFTs provide artists with the opportunity to showcase their work and generate revenue, which was not previously accessible in traditional art markets. The general trend shows that artists are increasingly interested in digital platforms to create and commercialize their work. However, to fully capitalize on these opportunities, artists must continuously enhance their technological expertise and marketing acumen to ensure their professional sustainability, increase their visibility in a competitive market, and adapt to the changing dynamics of the digital economy

6. CONCLUSIONS

In recent years, Lithuania's digital culture has undergone significant transformations fuelled by the rise of non-fungible tokens (NFTs). This shift presents both intriguing opportunities and notable challenges. The adoption of NFTs has catalyzed a new wave of creativity among local artists and content creators, allowing them to monetize their digital works in ways previously unimaginable. This shift not only democratizes the art market but also fosters a vibrant community, enhancing Lithuania's cultural landscape. However, this growth brings significant challenges, including environmental concerns tied to blockchain technology and the potential for digital art theft. The lack of regulatory clarity in the digital asset sector complicates the legal landscape for creators and investors. While the rise of NFTs in Lithuania has significantly transformed the digital culture landscape, reshaping intellectual property rights, distribution methods, audience engagement, monetization strategies, and cooperation among artists, addressing these challenges is essential for maintaining a healthy and sustainable digital ecosystem. Artists can now authenticate and monetize their digital works globally, benefiting from decentralized marketplaces while facing challenges related to copyright issues and environmental impacts. This evolution underscores the need for clear regulations and ethical discussions surrounding digital ownership and sustainability.

Opportunities for this business include direct audience engagement, new revenue streams through resale royalties, and a global platform for visibility. However, challenges such as market volatility, regulatory uncertainties, digital literacy gaps, and ethical concerns regarding environmental sustainability and copyright infringement must also be addressed. A balanced approach is essential to leverage the benefits while mitigating these risks.

The NFT art market in Lithuania is showing a mixed development trajectory. While there are positive indicators, such as increased artistic freedom and opportunities for global reach, significant concerns remain regarding environmental impact, market volatility, and a lack of regulatory clarity. Overall, the development can be considered dynamic yet precarious, challenging traditional art paradigms while also prompting essential discussions about the future of digital art and its implications for society.

The future of NFTs in the digital industries, and specifically the arts and communications (creative industries), is promising. The potential of NFTs to transform digital culture is significant and, as technology and understanding of NFTs evolves, their integration into the creative industries is likely to deepen. Their integration is envisaged in areas such as education (where NFTs can certify skills and achievements), real estate (representing virtual properties in digital communities or societies), tourism and healthcare, providing new forms of interaction and consumption.

However, despite this review, several limitations have been found throughout the study that will be reviewed and improved as future lines of research. The study on the theoretical review of NFTs has several limitations, depending on the focus and scope of the research. It should also be noted that academic research in this area is still limited, and the perspective may be biased, depending on the sources used, as the review may lean towards optimistic or critical perspectives without a balanced view, as has been found on the claims of death and

resurrection of the NFT ecosystem.

Based on the findings of this study, the following recommendations are proposed:

- Establishing clear guidelines and regulations for NFTs will be crucial. This framework should address intellectual property rights, consumer protection, and taxation to provide a secure environment for both artists and buyers.
- Prioritizing an education initiative to enhance digital literacy regarding NFTs and blockchain technology is essential. Workshops, online courses, and community events can empower artists and content creators to navigate the complexities of this new medium effectively.
- Furthermore, artists and platforms should explore eco-friendly blockchain solutions that minimize environmental impacts, such as transitioning to proof-of-stake systems.
- Encouraging collaboration and networking among artists, collectors, and technology experts will strengthen the NFT community in Lithuania. This can help facilitate knowledge sharing and innovation.
- Establishment of incubators or co-working spaces dedicated to NFT projects could further cultivate creativity and support emerging entrepreneurs.
- The media plays a crucial role in shaping public opinion; therefore, the creation of NFT market awareness campaigns to educate the public about the value and potential of NFTs is essential.

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