Why do non-fungible tokens (NFT) have so much potential?

Property
Blockchain technology helps to enshrine property rights and make digital assets (NFT) much easier to transfer.

Transferable
NFTs can be marketed in niche markets and, in addition, they solve the problem of "walled gardens" in videogames.

Authentic
The blockchain technology behind NFTs puts an end to counterfeiting and gives buyers the confidence that they are getting what they pay for.