

# Artist DocTor Troller Sells NFTs Worth £14,500 in Under 1 Minute on Lunch

Thursday 29 April, 2021

A U.K based digital artist sold an entire collection of digital artwork in under 20 seconds when they went online this week.

Doctor Troller, whose real name is Andrew Brown, an artist from south London, launched his digital collection of 40 works for £380 apiece via his website <https://www.doctortroller.com> and sold one of each totalling £14,500 in under 1 minute.

Andrew Brown, aka Dr Troller, a UK artist, sells digital works using Non Fungible Tokens (NFT). NFTs are registered tokens on Ethereum's blockchain and prove ownership of a piece of digital art. Sales of NFTs have shot up in the past month by a digital artist called Mad Dog Jones' who sold his Fax Machine NFT for \$4.1m in March this year.

He is well known on social media platform Instagram, where his unique artistry has grown his fan base close to 900K, which generates an average of 1.6 million views for his works.

Art produced by Andrew Brown has increased in value since he launched, bringing his NFT collection to just over £228,000 in value. Artworks, when resold, will earn the current NFTs holders 2% royalties in Ethereum when a resale has commenced. NFT copyrights are tracked mechanically via a commercial rights management company "[NFT Intellect](#)", which monitor royalties owed to current NFT holders.

Doctor Troller, also known as Artist Andrew Brown, says: "The future of art is digital, and the lockdown has certainly sped up the transition away from physical artworks. This has been a great experience for me and should open up new opportunities for artists to be able to monetise their content outside of the traditional gallery model."

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