Cointelegraph is a major influencer in the digital finance & blockchain world, being the most popular industry media.

Worldwide Alexa Rank
TOP-1100

US Alexa Rank
TOP-800

Notes: Alexa rank represents a website popularity, with an Alexa Rank of 1 being the most popular. It is based on a website's estimated traffic and visitor engagement over the past three months. Source: Alexa
The digital finance & blockchain market is huge and still growing

$260Bn+
worldwide cryptocurrency market capitalization

>30%
expected market CAGR in 2019-2024

$2Bn
from $1Bn the previous year
cost of assets managed by crypto hedge funds

$4.3Bn
worldwide spending on blockchain solutions
It is 60 percent higher than that from the previous year

55%
from 53% the previous year
companies include blockchain in top-5 strategic priorities

39%
from 23% the previous year
companies have brought blockchain into production

The digital assets space is attracting a lot of new young talents in the field and has massive value locked in it.

Estimated net worth of the richest people in the blockchain industry:

- **Chris Larsen**
  - Co-founder, Ripple
  - $7.5 – 8 Bn

- **Joseph Lubin**
  - Co-founder, Ethereum
  - $1 – 5 Bn

- **Changpeng Zhao**
  - CEO, Binance
  - $1.1 – 2 Bn

- **Cameron & Tyler Winklevoss**
  - Co-founders, Winklevoss Capital
  - $1.1 Bn

- **Matthew Mellon**
  - Individual investor
  - $1 Bn

There are much more young and ambitious crypto enthusiasts and entrepreneurs who will become millionaires/billionaires as the industry grows exponentially.

- **42 vs 67** average age of the cryptocurrency industry’s richest people versus the average age of the Forbes 400 list of the wealthiest americans.

- **$2+ Billion US assets** under management of crypto hedge funds in 2019.

- **17,971** Bitcoin millionaires, or addresses containing more than $1 million worth of Bitcoin.

- **US Federal Reserve** considers Ethereum benchmark to be a key instrument for the value of money instead of LIBOR.

- **412 banks** are participating in JPMorgan’s Interbank Information, blockchain-powered, Network (IIN).

Blockchain is the main driver behind Web 3.0

Most companies in the world are now looking into the potential of blockchain to transform their businesses.

- **$2.7 billion** worldwide spending on blockchain solutions in 2019
- **24%** enterprises have brought blockchain to production in 2019
- **61%** blockchain solutions are used in the financial sector (e.g. cross-border payments, p2p payments)
- **$4 billion** a year could be saved by adoption of blockchain based cross-border payment systems
- **7.1 million** Americans own Bitcoin

*Source: MarketsandMarkets, Statista, IDG Research Services, Deloitte Insights, McKinsey*
Cointelegraph is a major influencer in the blockchain world

Cointelegraph has access to the most influential people in the blockchain industry

Singapore, Blockshow 2019
3500+ attendees

Cointelegraph Consulting Launches with Partners Insolar and VeChain to Expand Enterprise Blockchain Adoption

Cointelegraph has emerged from the nascent blockchain space to be a fast growing leader in financial & business media
Since 2013 we have covered a wide range of topics on blockchain technology, cryptocurrency and digital assets, emerging fintech trends, and other cutting-edge innovations.

**2013**
- **Cointelegraph establishment**
- **Bitcoin market capitalization** hits $1 billion

**2015**
- **Cointelegraph** expanded to 5 languages. Average 150k monthly users on website
- Spending on blockchain solutions by enterprises amounted $188M and Bitcoin market cap skyrocketed to $7 billion

**2017**
- **Cointelegraph** hosts first flagship event — Blockshow in Berlin — an annual conference with 3000+ attendees
- Awarded Best Media Outlet at the Blockchain & AI Summit in Malta
- **Blockchain equity financing** reaches $1 billion. Blockchain crowdfunding exceeds $3.5 billion

**2020**
- **Cointelegraph** reach all time high with 10M+ in monthly views
- **Cointelegraph** has opened several offices around the world, including China and New York
- 40% of Fortune 500 companies expect to invest $5M+ in blockchain in 2020
- 48M blockchain wallet users worldwide
- 4.5K+ blockchain patents were filed worldwide in 2020
Cointelegraph’s ecosystem

**News**
The most recognized and trusted news from both the decentralized and centralized worlds.

**Consulting**
Advanced strategy and technology consulting for governments, corporations, and financial institutes to promote blockchain adoption.

**Markets**
From educational content to price analysis and interviews with key figures.

**Cryptopedia**
Blockchain 101 series explaining specific phenomena to the non-expert community.

**Magazine**
New publication that goes beyond the daily news and delves much deeper into key stories.

**Social Media**
Cointelegraph’s YouTube channel is a unique source that consistently connects experts to each other and broadcasts insider info to a large online audience.

Cointelegraph is not only about the news. We provide the Industry with a variety of different platforms and services.
Global presence: providing original content from all over the world

49%+
Market share worldwide

10 language versions
Local editorial teams

Monthly page views

11.6M+
8.5M
2M
1.1M

Source: of blockchain media market. Similarweb November 2020 Data
Local versions in details

- Japan
- Italy
- Turkey
- South Korea
- Spain and Latin America
- Germany
- Brazil
- China
- MENA

- Local editorial teams
- Unique content
- Local market analytics and international ecosystem
- Regional offices and native-speaking employees
### Social Stats

#### Newsletter Subscribers
126,817 subscribers
- One Minute Letter
- Week in review
- Markets Outlook
- Law Decoded
- Finance Redefined

#### CT Markets Followers
- 16K (Up: 5K)

#### CT Followers
- Facebook: 741K (Up: 97K)
- Twitter: 682K
- Instagram: 105K

#### Impressions & views per month
- Facebook: 21M+ impressions per month
- Twitter: 75M+ impressions per month
- Instagram: 980K views per month
User Demographics

Our audience is a global community led by affluent millennials with strong academic backgrounds and interests in emerging technologies, investing, and fintech applications.

73% Have higher education

Top 3 countries by visitors (%)
- USA: 50%
- UK: 8%
- Canada: 5%

Countries
- from 238

Major Interests
- 62% Investing
- 13% Finance
- 7% Programming
- 3% Computer Electronics

25 to 34
- 40%
35 to 44
- 20%
45 to 54
- 11%
18 to 24
- 16%
55 to 64
- 8%
65+
- 5%
Traffic Statistics

25+
Daily publications

11,000,000
Visitors per month

24,000,000
Page views per month

126K+
Mobile app downloads

Based on SimilarWeb and Google Analytics from November 2020

Market share worldwide
49%+
Of blockchain media market

Traffic diversification
51%
organic traffic
31%
direct traffic
18%
Other traffic
(social, referral)

Devices
Mobile 66%
Desktop/Tablet 34%

Source: Google Analytics, Similar Web (November 2020)
Cointelegraph’s YouTube channel provides its audience with high-quality content uncovering the world of cryptocurrency and blockchain.

Cointelegraph’s interview with IBM Blockchain general manager Jason Kelley, and Distinguished Engineer, Vita Bortnikov, about IBM’s efforts to disrupt global business with blockchain technology.

Source: https://coinmarketcap.com/
Cointelegraph’s experienced editorial team creates buzz and impact as the most relied upon source of industry information.

Jon Rice
Editor in chief

- Awarded Best Media Outlet at the Blockchain & AI Summit in Malta, 2018
- First Director of Marketing & Content for one of the largest Startup Weeks in the U.S.
- Winner of 12 national awards for copywriting and Creative Direction

Kristina L. Cornèr
Managing Editor

- M.A. Classical philology
- M.A. Political Science
- Women in FinTech, TechPark Davos, 2020
- Environmental activist
- Working in 5 languages

And more than 70 reporters and editors provide the Cointelegraph audience with 24/7 coverage of blockchain and cryptocurrency market publishing 900+ articles each month.
Our Editorial Team

Jon Rice
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Kristina Lucrezia Corner
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Senior Editor

Sam Bourj
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Aaron Wood
News Editor: Europe

Jeffrey Albust
News Editor: U.S.

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Arney Wang
Managing Editor Cointelegraph China
Industry experts choose us. Industry experts trust us

Blockchain and Crypto News
Every day, our team is the first to deliver the most accurate breaking news and provide profound insights.

Opinion and Expert Review
Experts from various fields including fintech, law, business and taxation as well as CEOs, blockchain programmers and crypto enthusiasts share their views and analyses on current developments in the space.

Interviews
A few of our many guest contributors

Eric Ly
Co-Founder, LinkedIn
Changpeng Zhao
CEO, Binance
Jimmy Wales
Co-Founder, Wikipedia
John McAfee
Founder, McAfee

Price Analysis
Weekly overview | Top-10 coins | Market performance

Explained and Cryptopedia

YouTube, special projects and much more...
Cointelegraph: A trusted business partner and a reliable source of information

Cointelegraph has closely worked with well known brands from the fintech industry and is a trusted source of information in the blockchain world by traditional media outlets.

Blockchain technology companies

- **eToro**: Trading platform
- **neo**: Open-source blockchain project driven by the community
- **CoinMarketCap**: The world’s most referenced price-tracking website for digital assets
- **TradingView**: A social network for traders and investors on Stock, Futures and Forex markets
- **bybit**: Bitcoin and Ethereum trading platform
- **BINANCE**: Retail and institutional multi-exchange trading platform
- **IN SOLAR**: Cloud platform for building distributed business apps with modern architectures
- **Crypto Valley**: The world’s leading distributed ledger and blockchain ecosystems

Financial and business media

- **WSJ**, **Forbes**, **Bloomberg**, **Investing.com**
Cointelegraph has launched a new consulting unit to link solution providers and firms willing to implement innovations. We offer a variety of options for enterprises to assist in scouting and adopting new, progressive technology.

For enterprises
- Highlighting inefficiencies
- Developing technical optimization strategies
- Pinpoint inefficiencies, technical optimization strategies
- Seeking out solution providers for particular departments
- Safe and transparent handling of tenders
- Performance supervision of solution providers

For blockchain vendors
- Being listed as a solution provider of Cointelegraph
- Connections with enterprises
- Collaborative reports
- Invites to Cointelegraph enterprise events
- Global promotion

Cointelegraph provides comprehensive consulting services, from educational materials to advanced assistance in technology deployment. A high level of expertise in the blockchain industry and our six years of experience makes us a prime mediator between enterprises and solution providers.