





# *bitcoin* *conference*

 @BITCOIN.CONFERENCE

 @BITCOIN-CONFERENCE

**B.TC/CONFERENCE**

BTC INC, FEBRUARY 2026

Sources: TicketSocket, TIXR, EventBrite, Shopify, Prowly, YouTube, X, Rumble, Meta, TikTok, & LinkedIn

 **bitcoinconference**

**NAKAMOTO** + **BTC Inc** production

# Overview

Since its inception, The Bitcoin Conference has operated with a clear Bitcoin-only focus, setting the signal for the industry and advancing the Bitcoin conversation with long-term conviction. Launched in 2019, the conference reunited a fragmented ecosystem and established itself as the primary global forum for industry leaders.

Produced by BTC Inc, the conference has since convened more than 160,000 Bitcoiners since 2019, bringing together builders, institutions, policymakers, and global decision-makers. From 2021 through 2026, it scaled into a global series—setting Bitcoin and crypto industry attendance records in the U.S. and expanding across Europe, Asia, and the Middle East.

Today, the Bitcoin Conference is the largest Bitcoin and crypto event platform in the world, shaping adoption, informing policy, and leading the global Bitcoin narrative forward.

## Conference Sponsors

Sponsors and partners are foundational to the success of The Bitcoin Conference, with several supporting the mission for over a decade. We offer multiple sponsorship tiers and activation opportunities designed to drive meaningful brand value. In 2025, we closed 688 sponsor deals with 508 unique sponsors, including 79 multi-event partners, and we would not be who we are today without their continued support.

- 2025 SPONSORSHIP NUMBERS

# 688

Total Sponsor Deals

# 508

Unique Sponsors

# 79

Multi-Event Sponsors

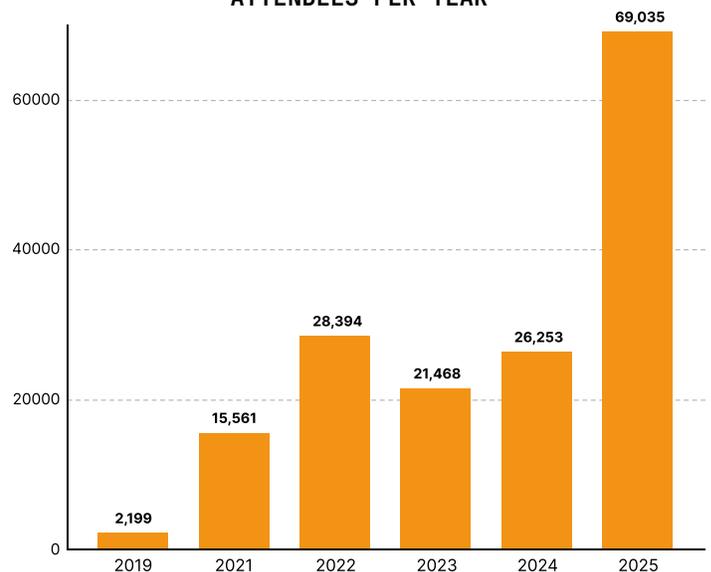
## Attendance

The Bitcoin Conference ecosystem has demonstrated exponential expansion, achieving a historic milestone of 69,035 total attendees in 2025, marking a remarkable year-over-year increase of over 162% from 2024. Anchoring this success, our annual flagship event in Las Vegas drew 31,584 attendees in 2025 alone. Since The Bitcoin Conference's inception in 2019, we have broadened our global reach, expanding conferences internationally to establish a presence across Europe, Asia, and the Middle East.

# 162,910

Total Bitcoin Conference Attendees Since 2019

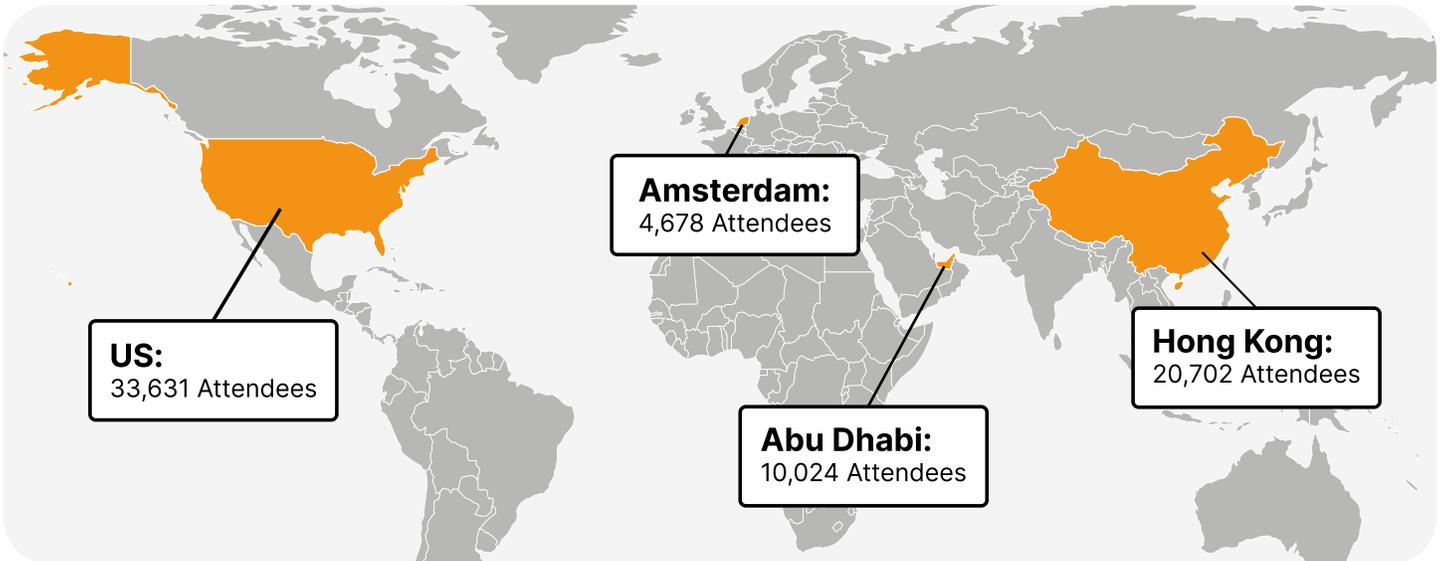
ANNUAL BITCOIN CONFERENCE ATTENDEES PER YEAR



- 2025 ATTENDANCE BY LOCATION

Location	Attendees
The Crypto Ball	2,047
Las Vegas (Flagship)	31,584
Hong Kong	20,702
Abu Dhabi	10,024
Amsterdam	4,678
<b>Total</b>	<b>69,035</b>

GLOBAL BITCOIN CONFERENCE ATTENDANCE IN 2025



## Press

Across four 2025 events, The Bitcoin Conference issued 2,585 press passes and partnered with 266 media organizations, generating 4,079 mentions in media with a combined potential reach of over 122 million readers. The flagship Bitcoin 2025 event in Las Vegas led the way with 1,400 press passes issued, 88 media partners, and an Advertising Value Equivalent (AVE) of \$24.2 million. Collectively, our 2025 conference series delivered a total AVE of \$43.4 million, underscoring The Bitcoin Conference's growing influence and media footprint on the global stage.

- 2025 PRESS COVERAGE BY EVENT

Event	Press Passes	Media Partners	Mentions	Potential Reach	AVE
Bitcoin 2025 (Flagship)	1,400	88	1,860	65,000,000	\$24,200,000
Bitcoin Asia 2025	678	49	1,000	50,000,000	\$16,500,000
Bitcoin Amsterdam 2025	207	62	395	1,400,000	\$518,000
Bitcoin MENA 2025	300	67	824	5,950,000	\$2,200,000
<b>Total</b>	<b>2,585</b>	<b>266</b>	<b>4,079</b>	<b>122,350,000</b>	<b>\$43,418,000</b>

# Social Media

- FOLLOWERS & SOCIAL ATTENDANCE:

A combined measure of the Conference's audience across Conference accounts on X, Instagram, Facebook, LinkedIn, Threads, YouTube and TikTok based on each platform's native audience metric.

Platform	Followers
X (Twitter)	317,100
Instagram	288,000
Threads	57,200
LinkedIn	25,435
YouTube	3,840
Facebook	2,336
TikTok	1,346
<b>Total</b>	<b>695,257</b>

- IMPRESSIONS:

A combined measure of the Conference's 2025 impression count across Company-owned and operated accounts on X, Instagram, Threads, TikTok, Facebook, and LinkedIn based on each platform's native impression metric.

Platform	Impressions
X (Twitter)	78,825,573
Instagram	27,800,000
Threads	19,933,175
LinkedIn	2,374,279
Facebook	1,100,000
TikTok	15,203
<b>Total</b>	<b>130,048,230</b>

## Livestream

The total number of platform-reported unique accounts or devices that viewed the Conference's livestream content during the live broadcast window, summed across YouTube, X, and Rumble from 2021 to present.

# 10,558,235

**Unique Livestream Viewers (2021 - Present)**

The logo for Bitcoin Magazine, featuring a stylized Bitcoin symbol on the left and the text "BITCOIN MAGAZINE" in orange and white on the right.

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# What is Bitcoin Magazine?

Founded in **2012**, Bitcoin Magazine is the **oldest and most established** source of news, information, and expert commentary on Bitcoin. Originally launched by Mihai Alisie and Vitalik Buterin, and later acquired by BTC Inc in 2015, Bitcoin Magazine has been the driving force of the Bitcoin conversation for over a decade.

Our mission is to **inspire, inform, and bring forward the future of a world built on sound money.**

We are Bitcoin's magazine — *a chronicle of its history, and a trailblazer for its future.*

## Partnerships & Reach

Aggregated Social Media Footprint:



**X (Twitter)**  
3.9M followers



**Facebook**  
596K followers



**Instagram**  
377K followers



**YouTube**  
254K subscribers



**LinkedIn**  
104K followers



**Rumble**  
106K followers



**Daily Newsletter**  
53K subscribers

## The Bitcoin Magazine Ecosystem

### **BitcoinMagazine.com**

The central hub for breaking news, analysis, and educational content

### **Bitcoin Magazine TV (BM TV)**

Daily live news and markets analysis show, Mon–Fri from Nashville (Pre-Production)

### **Print Magazine**

Quarterly collectible publication exploring Bitcoin culture, technology, and history

### **Bitcoin Magazine Pro (BM Pro)**

On-chain data analytics, market research, and premium content via Substack and YouTube

### **Online Store**

Exclusive Bitcoin-themed merchandise and limited-edition drops

### **Book Publishing**

Bitcoin education titles including *The Satoshi Papers*

### **Daily Email Newsletter**

53K subscribers receiving curated Bitcoin news every day

### **Bitcoin Magazine App**

Mobile news and content delivery



## Key Metrics

# 1B

**Annual Impressions  
Across All Bitcoin  
Magazine Channels  
in 2025**

# 5.4M

**Total Followers Across  
All Platforms for  
Bitcoin Magazine**

## Business Model

### How We Generate Revenue:

We generate revenue through a diversified media and product ecosystem. This includes digital advertising across our website and social platforms, multi-channel sponsorship packages for BM TV, newsletters, and editorial content, and quarterly print subscriptions alongside in-print ad sales. We also monetize through limited-edition merchandise and collectibles in our online store, book publishing (digital and physical formats), and premium BM Pro subscriptions offering advanced data analytics and market research. Additional revenue streams include targeted affiliate partnerships, media licensing, international partnerships, and co-branded goods and services.

## Why Bitcoin Magazine?

**The oldest. The most trusted. The most influential.**

### Historical Significance

Bitcoin Magazine is the **world's first and foundational Bitcoin publication**, predating the mainstream awareness of cryptocurrency by years. Since 2012, Bitcoin Magazine has been at the epicenter of every major Bitcoin milestone.

### Unmatched Authority

As a **bitcoin-only publication**, we maintain editorial integrity and deep trust within the community. Our platform reaches a consistently engaged audience across finance and technology, with sustained attention and repeat interaction across our owned and operated distribution channels.

### Institutional-Grade Reach

Our audience spans retail Bitcoiners, institutional investors, corporate treasurers, miners, developers, and policymakers — making Bitcoin Magazine the **premier platform to reach the entire Bitcoin ecosystem**.

### Cultural Pioneer

From launching the first Bitcoin print magazine to hosting keynotes by world leaders, Bitcoin Magazine doesn't just cover the story of Bitcoin — *we help write it*.





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# The Operating System for Corporate Bitcoin Adoption

In 2024, BTC Inc. partnered with Strategy to launch Bitcoin For Corporations, an executive alliance built on a simple conviction: Bitcoin belongs on corporate balance sheets, and the companies moving early will define the next era of corporate finance.

Today, BFC is the premier global initiative accelerating that shift. Our 40+ member companies collectively represent approximately 69% of all publicly held corporate Bitcoin.

## The Three Node-Network

BFC's OS facilitates the alignment of three critical market participants:

### > THE TREASURIES

Corporations navigating the transition to a Bitcoin standard.

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### > THE PROVIDERS

The specialized infrastructure, legal, and technical firms that service them.

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### > THE ALLOCATORS

Institutional capital seeking vetted exposure to the corporate BTC ecosystem.

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## The Ecosystem

BFC functions as an integrated operating system, not a single product, but a layered ecosystem that compounds value for members. We combine education (tailored resources, curated content, treasury playbooks), market intelligence (dashboards, benchmarking, and research), global networking (invite-only symposiums, VIP dinners, and executive roundtables at 4 events annually), visibility (media exposure through Bitcoin Magazine, The Bitcoin Conference, and strategic placements), and a curated vendor network of institutional-grade service providers spanning custody, OTC, legal, accounting, and treasury advisory.

BFC is a focused business network built around Bitcoin as a corporate asset. We give companies the tools, frameworks, and relationships to integrate Bitcoin into treasury and operations.

## The Execution Stack

We replace generic "networking" with a structured, product-led environment.



### THE PLAYBOOK

The institutional logic and operational blueprints required to deploy and manage Bitcoin at the corporate level.

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### THE PLATFORM

The digital interface where the three-sided network interacts, providing visibility and high-signal connectivity.

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### THE SYMPOSIUMS

Exclusive, closed-door forums where the network's most significant relationships are solidified and strategy is turned into action.

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# Key Metrics

# 40+

Members

# ~69%

Public Company  
BTC

# 4

Symposiums  
per Year

# Partnerships & Reach

Our founding partnership with Strategy — renewed through 2030 — gives members access to the playbook that pioneered corporate Bitcoin adoption, including Michael Saylor’s direct involvement in programming and keynotes.

Strategic partners include mNAV Capital (treasury analytics), Bitcoin Magazine (media distribution), The Bitcoin Conference (global event infrastructure), and UTXO Management (investment thesis).

Our membership roster spans the globe across multiple sectors, each integrating bitcoin into their corporate strategy with BFC’s support:

**STRATEGY, FOLD (USA), NAKAMOTO (USA), METAPLANET (JAPAN), MÉLIUZ (BRAZIL), SAMARA ASSET GROUP (GERMANY), CAPITAL B (FRANCE), STRIVE (USA), JETKING (INDIA), AND DOZENS MORE.**

# Why BFC

BFC is the execution layer for corporate Bitcoin adoption. We provide the operating system that synchronizes Bitcoin treasury companies, service providers, and capital allocators through a proven institutional playbook and exclusive, high-signal symposiums

Bitcoin for Corporations is BTC Inc.’s flagship enterprise initiative, offering corporations the tools, frameworks, and relationships necessary to integrate Bitcoin into treasury and operations. BFC supports leading organizations with education, strategic guidance, and access to a growing network of aligned corporate executives, investors, and service providers.

**Founding Members**

- Strategy<sup>®</sup>
- BTC

**Chairman's Circle**

- treasury<sup>o</sup>

**Executive Members**

- afinity
- Avalon Labs
- BitGo
- byrefederal
- crypto.com
- cdc enterprise
- FOLD
- GIGA<sup>®</sup>
- Kraken INSTITUTIONAL
- KULR
- The London Bitcoin Co.
- LQW
- méliuz
- mNAV.com
- 1723.HK
- NaaS
- NAKAMOTO
- Prenetics
- PublicSquare
- S Δ L T
- SAMARA ASSET GROUP
- Solar Strategy
- STRIVE

**Premier Members**

- BLOCKSPACES
- Capital B
- Jetking
- METAPLANET
- NEXT LAYER CAPITAL
- Semler Scientific
- UTXO

**Industry Members**

- MATADOR
- Locate
- UPROOT

