



CoinDesk Studios

Capabilities Deck

COINDESK

WHO WE ARE

CoinDesk Studios creates and executes paid Content, Innovation and Experience initiatives for select partners and audiences.

We combine our experience in...

- Brand storytelling
- Content production
- Targeted media strategy

...with our expertise in web3 to connect with your audience to drive brand awareness, engagement and favorability.

CoinDesk Studios will develop all of the components of your campaign from concept ideation, video/podcast execution to developing the media assets that live on-site.

Our offerings

- Branded editorial content
- Audio
- Video
- Experiential and events
- White label content
- Web3 workshop



CoinDesk

Policy Technology Web3 Learn

Binance USD + \$0.9974 -0.41% Cardano + \$0.8102 -0.80% Solana + \$57.30 +6.23% Crypto.com + \$0.0293 -0.21% Stellar + \$0.1424 -0.04% FTX Token + \$38.0 +1.91% Polkadot + ...

Sponsored Content

Jul 25, 2022 at 3:57 p.m. EDT

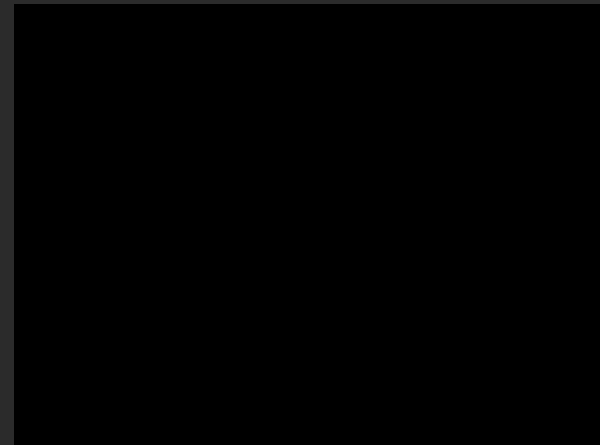
How Can Banks Get On the Crypto Bandwagon – Safely?

BANKING CIRCLE

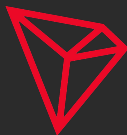
How Can Banks Get On the Crypto Bandwagon Safely?

The institutionalization of digital assets marches on, with stablecoins providing an entry route that addresses some of market fears. Confirmation of this has come from a bank that handles over 10% of Europe's B2C payment volumes, which announced it is preparing to include stablecoins and central bank digital currencies (CBDC) on its payment rails.

Bitcoin	\$22,267	+ 2.57%
Ethereum	\$1,722.34	+ 2.55%
Bitcoin	\$295.75	+ 0.07%
XRP	\$0.38302	+ 0.99%



COINDESK



NEAR

GALAXY
DIGITAL

coinbase

COMMERCE

abra



Stellar



Chain

MYTHICAL™

CryptoDATA



FUNTOKEN
#1 GAMING COMMUNITY



CIRCLE



SocialGood



Gate.io



Bancor



TREZOR



ACQUIRE.FI

LITEDEX
PROTOCOL

FARSITE
EXPANDING GALAXIES



X WORLD
GAMES



worldpay
from FiS

EVERGREEN OFFERINGS

What is it?

Partner content is the product that allows partners to run Thought Leadership articles that go beyond standard advertising. CoinDesk Studios editors apply the same journalistic rigor and dynamic storytelling as our newsroom to create content and connection opportunities between our top tier brand partners and the CoinDesk audience.

Clients achieve the best results when we work together to create authoritative messaging and insight driven narratives and then add compelling visual designs through one of our high performance content templates. Our sponsored content can reach your target demographic:

- ~5,000 companies visited CoinDesk's sponsored content in 2022
- ~60% of all visitors to CoinDesk's sponsored content are business decision makers
- CoinDesk sponsored content is 10x more likely to reach Blockchain Technology intenders than the average website
- CoinDesk sponsored content is 40x more likely to reach Web3 intenders than the average website

For more information, please refer to the CoinDesk media kit [here](#).

CoinDesk

Markets Business Tech Policy Indexes TV & Videos Podcasts Learn Reports NFT Events About us

Bitcoin \$37,940.23% Ethereum \$1,546.23% Solana \$10.40-2.51% Bitcoin \$37,940.23% Cardano \$1,006.12% Crypto Prices →

Sponsored Content

"I am obsessed" Paris Hilton on NFTs

By Author Name | Jul 29, 2022

When Paris Hilton goes to sleep, she dreams about non-fungible tokens. Actual dreams. Literal dreams. She dreams about NFT projects, NFT artists, even NFT masterclasses. Let's look up. To those just tuning in, it might seem Hilton has a sudden, or even suspicious, passion for NFTs – the latest celebrity to hop on the (successful) bandwagon.

The reality? She's been here all along. We just didn't notice. "I've been into crypto forever," she tells me in our hour-long call, explaining that her interest was sparked by a dinner she had with some Ethereum founders back in 2016. Over four years ago. This was before the 2017 hype cycle. This was before most people had heard of Valkyrie Buterin. Hilton says she invested in both bitcoin and ether in 2016, back when BTC was valued below \$1,000 (today it's over \$60K) and ETH below \$10 (today it's over \$2,000). That's not.

Now, finally, Hilton is setting her Crypto Flag by. On National Pi Day she introduced her two newest adorable pets – "Crypto Hilton" and "Ether Reum," with Ether sharing a last name with both the blockchain protocol and her fiancé, Carter Reum. "Their names are an ode to my passion and love for NFTs," she tweeted. She created an NFT-focused Instagram account. She added laser eyes to her Twitter avatar – the Bitcoin bank symbol of stability. This earned her a salute from Bitcoin maximalist Michael Saylor. "Welcome to the team, Paris Hilton."

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Videos Podcasts Learn Reports NFT Events About us

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7

In-Person Events

What is it?

CoinDesk Studios will bring your brand's webinar or Thought Leadership concept to life in front of an IRL audience with a single event or event series. We will handle all logistics of the event, in addition to content capture for use in a Thought Leadership article and on a client's owned and operated channels.

What's Included?

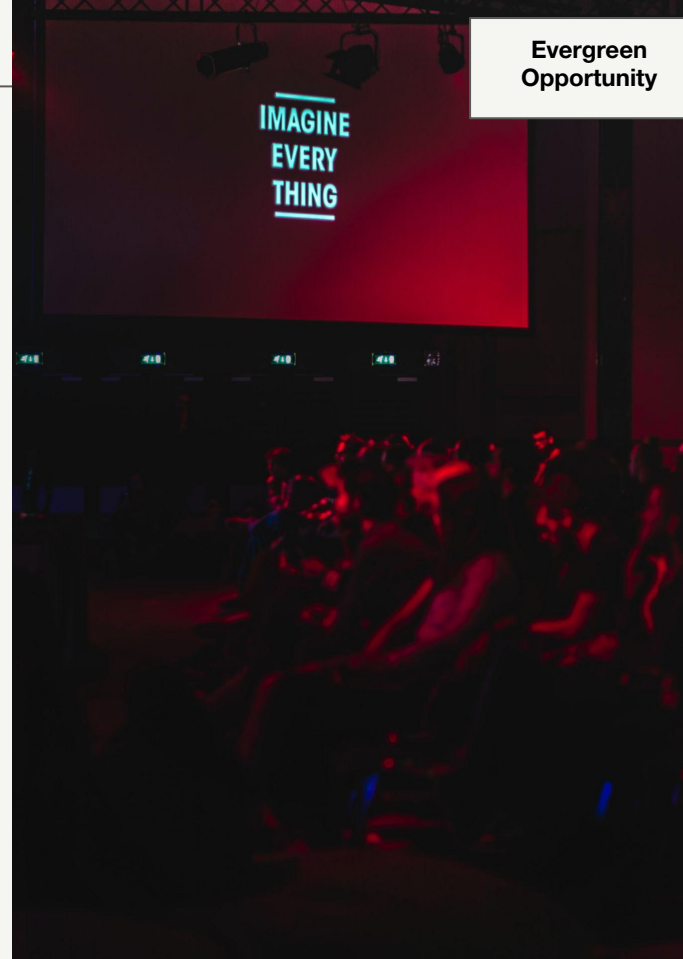
The Studios team will handle all components from:

- Venue rental
- AV
- F&B for a cocktail reception
- Filming
- Post production
- Thought Leadership article with social boost

Pricing

- **Costs start at \$150K** and are dependent upon final execution, location of the event and the selected Thought Leadership package.
- CoinDesk Studios will collaborate with the client on the best approach and align on costs before moving into production.
- Audience development, segmenting and social amplification available for an additional cost.

Evergreen
Opportunity



On Location

What is it?

CoinDesk Studios will work with clients to capture on-the-ground interviews, b-roll and narratives on location at external conferences (from Consensus to other gatherings to client-organized events) where they're looking to create premium video content. Content can then be used for distribution on CoinDesk through pre-roll/mid-roll and/or your brand's O&O channels, social media, marketing collateral — it's the clients to use however they see fit.

What's Included?

We will apply the same journalistic rigor as our CoinDesk TV team to produce highly stylized video content in various formats based on client KPIs. The Studios team will handle all components from:

- Conceptual ideation
- Pre-production (location scouting, treatments)
- Filming
- Post production

Content from On Location executions can be amplified via CoinDesk.com and social media reaching our client's target audience on-site and off.

Pricing

- **\$75,000 per day** to shoot on location (with additional costs based on creative story needs or remote locations).
 - Cost is inclusive of usage on client's O&O for all video assets
- Media plan with amplification to be delivered and priced separately. Sample plan can be found [here](#).

Evergreen
Opportunity



What is it?

For clients looking to capture content in a studio setting, CoinDesk TV's state-of-the-art TV studio can be utilized to capture content and interviews related to launches, announcements, fireside chats and more. The CoinDesk Studios logo, client branding and custom backdrop graphics package combined with our modern equipment and content capture system allow our in-house studio to be an asset that partner brands can rely on to tell their own news stories in a trusted and professional setting.

What's Included?

The Studios team will handle all components from:

- Studio rental (inclusive of space for HMU)
- Pre-production
- Graphic development
- Filming
- Post production

Content from In Studio executions can be amplified via CoinDesk.com and social media reaching our client's target audience on-site and off at an additional media cost.

Pricing

- **\$35,000 per day** to shoot in studio (with additional costs based on creative story needs).
 - Cost is inclusive of usage on client's O&O for all video assets
- Media plan with amplification to be delivered and priced separately. Sample plan can be found [here](#).



Custom Video Series

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Opportunity

What is it?

For brands looking to tell their story in a more stylized approach, CoinDesk Studios can produce a bespoke video series on the client's behalf, driven by the brand's key offerings and messaging. Whether highlighting the genesis of a client's product, the brand's executives/users or spotlighting an upcoming product launch, we will partner closely with the brand to bring their creative vision to life while handling the full video production.

Treated as a narrative-driven approach, we will research and design the best approach to tell an engaging story that feels native (and less commercial) to appeal to both the client's audience and our CoinDesk audience.

What's Included?

We will produce up to six videos depending on the final concept and location of the shoot. Each video can be featured on a Thought Leadership article, CoinDesk.com within the TV & Video section, and amplified on CoinDesk's social channels and will be licensed for use on the client's owned & operated channels.

The Studios team will handle all components from:

- Conceptual ideation
- Pre-production (location scouting, treatments)
- Filming
- Post production

Pricing to be determined once creative concept has been aligned on.



Custom Podcast Series

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Opportunity

What is it?

The CoinDesk podcast network is home to the largest breadth of crypto and Web3 podcast shows in the industry. CoinDesk Studios will work with your brand to produce a bespoke limited series podcast on the topic of your choosing. We will partner together to develop the concept, the format, the suggested guests and/or host to be featured and will handle all of the production elements down to the media assets promoting the podcast itself.

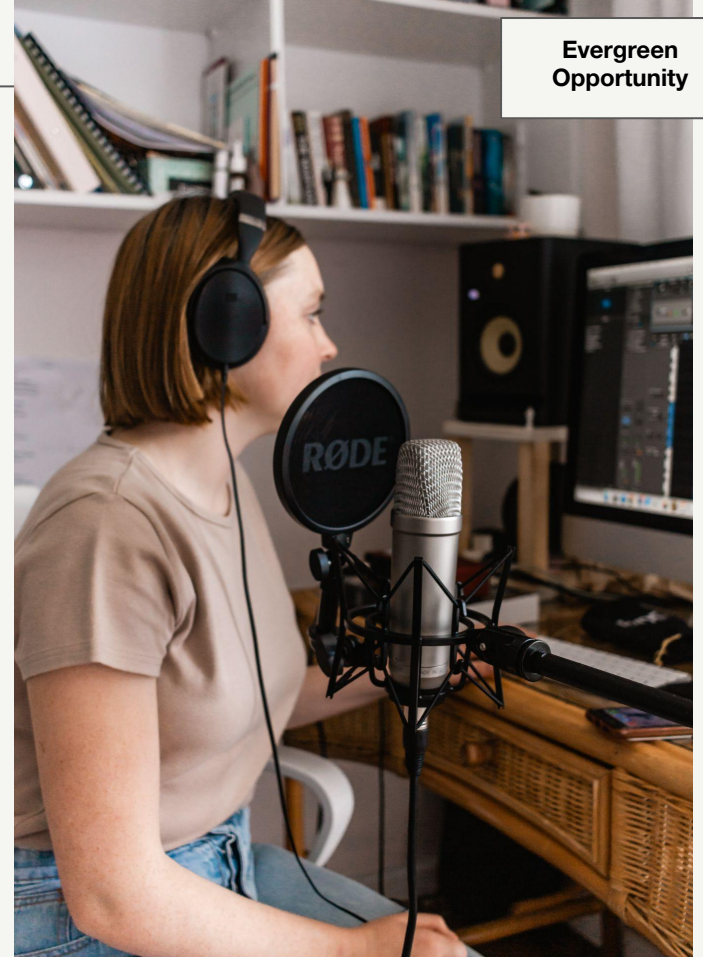
The podcast will be featured on one of CoinDesk's existing podcast feeds and will be featured on CoinDesk.com. Amplification across CoinDesk social channels is also available at an additional media cost.

What's Included?

The Studios team will handle all components from:

- Pre-Production (episodic outline, talent recos and outreach)
- Production (recordings, development of show assets)
- Post-Production (editing, distribution plan)

Pricing to be determined once creative concept has been aligned on. The option to create a video component alongside the podcast can be priced accordingly.



White Label Content

What is it?

Content development and brand storytelling are always a challenge for any organization.

CoinDesk Studios' White Label Content product can help brands who need consistent content on crypto-related stories that their community wants to hear about. From mining and regulation to DeFi and Web3, let our crypto native writers generate articles on a consistent basis for publication on clients' owned and operated channels. Companion visuals will also be created or sourced for use by partners.

Stories created could also be amplified as Thought Leadership on CoinDesk.com for additional amplification at an additional media cost. .

What's included?

An initial consultation would be required for all white label content engagements. At a **flat \$20K fee**, our team of experts would embed themselves with the brand to understand their brand tone of voice and develop a content strategy that hits on their goals and KPIs.

Pricing

The amount of content needed determines the package cost, in addition to the \$20K flat fee:

1 Stories per week/4 per month - \$10,000/month

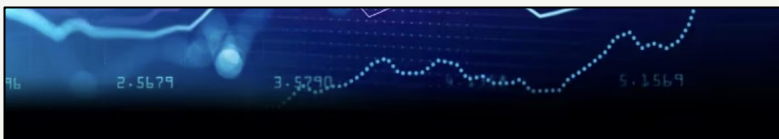
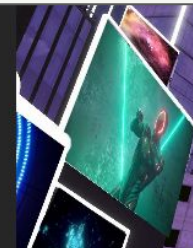
4 Stories per week/16 per month - \$30,000/month

7 Stories per week/28 per month - \$50,000/month

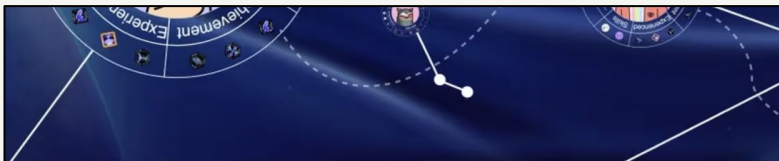
Evergreen
Opportunity

Why I Decided to Spend New Year's Eve in the Metaverse

Times Square's famous festivities are being recreated in Decentraland. CoinDesk will be there.



What Four Years of BTC Options Trading Teaches Us



Soulbound Journals - The New Paradigm of Identification and Verification in Web 3

Web3 Workshop

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What is it?

Web3 and the metaverse present major opportunities and challenges to marketing leaders and their teams. That's why CoinDesk Studios has created an in-depth workshop for brands and agencies who are looking for hands-on guidance and frictionless onboarding into Web3 and the metaverse. The workshop can be highly customized depending on your team's needs and will be aligned on prior to session. It will combine CoinDesk's expertise and real-time data analysis with brand- and category- specific marketing and branding experts to guide your teams and leaders to Web3 success.

What's Included?

A 1-or 2-day workshop can be conducted either virtually or in-person. These workshops are more than informative; there is ample time for brainstorming, team-building and hands-on demonstrations. Pre-interviews and a post recap are conducted. The session(s) will focus on Knowledge, Strategy, Activation and Tooling and can cover a number of topics not limited to the below:

- Fundamentals of Web3
- Metaverse Marketing & Intellectual Property
- Blockchain & Data
- Working with DAOs and Building Communities
- Media/Audience Positioning and Segmentation
- Access to Strategists, Technologists, IP experts, Audience Development and Brand Purpose specialists

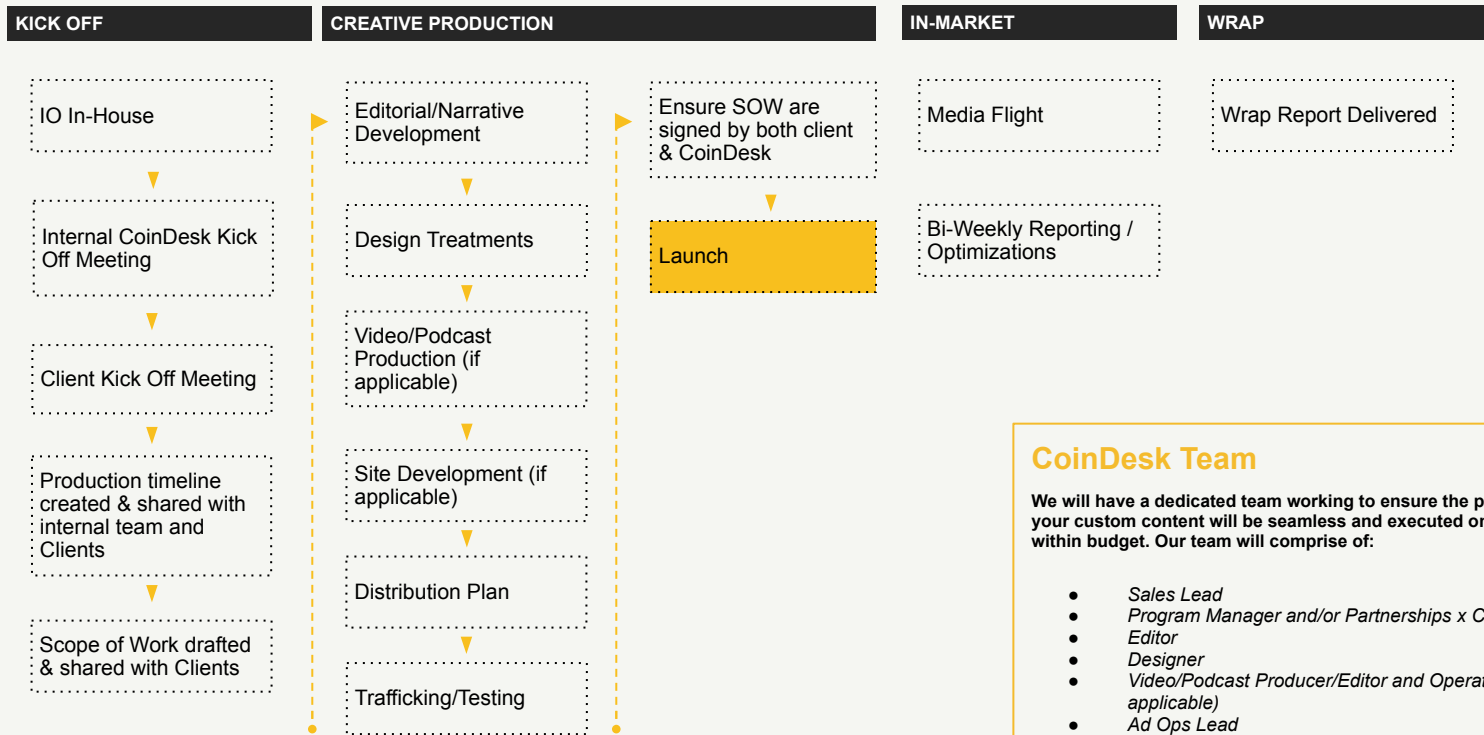
Pricing

For a \$50K fee, CoinDesk will conduct the workshop over a one full day or two half days period. Depending on location, travel will be billed back at cost.



What to Expect

When working with CoinDesk Studios, you can expect the general process to be:



CoinDesk Team

We will have a dedicated team working to ensure the production of your custom content will be seamless and executed on time and within budget. Our team will comprise of:

- Sales Lead
- Program Manager and/or Partnerships x Client Lead
- Editor
- Designer
- Video/Podcast Producer/Editor and Operators (if applicable)
- Ad Ops Lead

