

BITCOIN FOR CORPORATIONS · NEW YORK CITY

BFC NYC '26

Symposium Livestream Recap — X & YouTube

Presented by Metaplanet · June 26–27, 2026

13,132

TOTAL VIEWS

551

WATCH HOURS

8,977

UNIQUE VIEWERS

4

CHANNELS · 2 PLATFORMS

01

X / Twitter

Live + replay performance across both handles

BITCOIN MAGAZINE · BFC · COMBINED REACH

3

BITCOIN MAGAZINE · X

@BitcoinMagazine · Primary Distribution Channel

8,642

TOTAL VIEWS

5,962

UNIQUE VIEWERS

325.7

WATCH HOURS

84

PEAK CONCURRENT

Live vs. Replay



● Live 60% ● Replay 40%

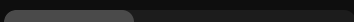
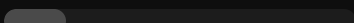
5,198

LIVE VIEWS

3,444

REPLAY VIEWS

Global Reach

 United States		2,581
 South Korea		949
 Japan		881
 Germany		452
 Canada		349

10 countries · Asia, Europe & the Americas

Device Mix

Web	45.2%
iOS	36.1%
Android	18.7%

55% of viewing on mobile

INSIGHT

Bitcoin Magazine drove the reach — **8,600+ views** and **326 hours** watched. Replay built a long tail (**40% of views**), and **Korea and Japan ranked #2 and #3**, underscoring deep Asian institutional interest.

4 | BITCOIN FOR CORPORATIONS · X

@BFCorporations · Native Community Channel

3,451

TOTAL VIEWS

1,788

UNIQUE VIEWERS

61.8

WATCH HOURS

25

PEAK CONCURRENT

Live vs. Replay



● Live 73% ● Replay 27%

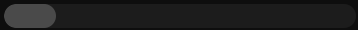
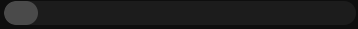
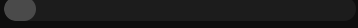
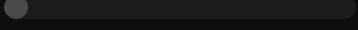
2,533

LIVE VIEWS

918

REPLAY VIEWS

Global Reach

 United States		1,735
 United Kingdom		267
 Canada		175
 Germany		161
 Spain		129

10 countries · North America, Europe & Asia

Device Mix

iOS	45.6%
Web	36.5%
Android	17.9%

64% of viewing on mobile

INSIGHT

Despite a far smaller follower base, BFC's own channel drove **3,451 views** — **40% of Bitcoin Magazine's volume**. Evidence the BFC brand is developing its own gravity and audience.

5 | X / TWITTER — COMBINED REACH

Both handles · presented by Metaplanet

12,093

TOTAL VIEWS

7,750

UNIQUE VIEWERS

387.5

WATCH HOURS

109

PEAK CONCURRENT

84 BM + 25 BFC

Distribution Split by views

Bitcoin Magazine X 71.5%

BFC X 28.5%

BM led reach; BFC still supplied **28%** of all views from its own audience.

Consumption Behavior

● Live 64% ● Replay 36%

7,731

LIVE VIEWS

4,362

REPLAY VIEWS

Reach Profile

📱 Mobile 57%

🌐 Desktop / Web 43%

🌍 Strong international skew — **US, Korea, Japan, Germany, UK.**

THE TAKEAWAY

385+ hours of corporate Bitcoin content consumed on X. Bitcoin Magazine owns distribution at scale — while BFC proved it commands a real, native, international audience of its own.

02

YouTube

On-demand reach, discovery & audience quality

BITCOIN MAGAZINE · BFC · COMBINED REACH

7 | BITCOIN MAGAZINE · YOUTUBE

5:14:51 livestream · since published

386

VIEWS

56.3

WATCH HOURS

8:45

AVG VIEW DURATION

11.3K

IMPRESSIONS

Discovery & Click-Through

1.7%
of impressions
clicked through

YouTube search 29.3%

Browse features 24.1%

External 12.1%

Only 24% of impressions came from YouTube recommending the stream.

Top Geographies

 United States		43.6%
 Germany		3.1%
 United Kingdom		2.6%
 Canada		2.2%

US-dominated, with a long international tail

Device Mix

 Mobile		42.0%
 Computer		34.4%
 TV		16.5%

75% watched as existing subscribers

INSIGHT

Big top-of-funnel exposure — **11.3K impressions** — but a **1.7% click-through**. BM's YouTube reach came mostly from its **existing subscriber base (75%)**

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BITCOIN FOR CORPORATIONS · YOUTUBE

5:27:21 livestream · since published

653

VIEWS

107.3

WATCH HOURS

9:51

AVG VIEW DURATION

3.2K

IMPRESSIONS

Discovery & Click-Through

4.8%

of impressions
clicked through

Browse features 33.3%

YouTube search 24.0%

Direct / unknown 19.8%

61% of impressions came from YouTube actively recommending the stream.

Top Geographies

 United States		31.9%
 Japan		21.6%
 Germany		4.8%
 Spain		1.9%

Japan = 22% of views — a strong APAC pull

Device Mix

 Mobile		53.5%
 Computer		37.2%
 TV		7.1%

86% were new, non-subscribed viewers

INSIGHT

BFC's channel turned fewer impressions into **more views (653)** and **double the watch time (107 hrs)** — a **4.8% CTR**, nearly 3x BM's. **86%** were brand new

9 | YOUTUBE — COMBINED REACH

Both channels · since published

1,039

TOTAL VIEWS

1,227

UNIQUE VIEWERS

163.6

WATCH HOURS

9:26

AVG VIEW DURATION

Channel Split by views

BFC YouTube 62.8%

Bitcoin Magazine YouTube 37.2%

On YouTube the script flips — **BFC's owned channel out-drew Bitcoin Magazine**, the inverse of X.

Click-Through Rate by channel

BFC — 4.8% 4.8%

Bitcoin Magazine — 1.7% 1.7%

14.5K combined impressions. BFC converted at **nearly 3x** BM's rate.

Audience Quality

 New viewers 63%

 Subscribers 37%

9:26 avg watch on a 5-hour stream — deep, intentional attention.

THE TAKEAWAY

YouTube tells the opposite story to X: **BFC's native channel beat Bitcoin Magazine** on views and watch time, converting impressions at **~3x** the rate — and **63% of viewers were new**. The owned audience is compounding.

03

Synthesis

The full picture and what to do with it

TOTAL EVENT REACH · ON STAGE · STRATEGIC TAKEAWAYS

11 | TOTAL EVENT REACH

Every view, every platform · X + YouTube combined

13,132

TOTAL VIEWS

8,977

UNIQUE VIEWERS

551

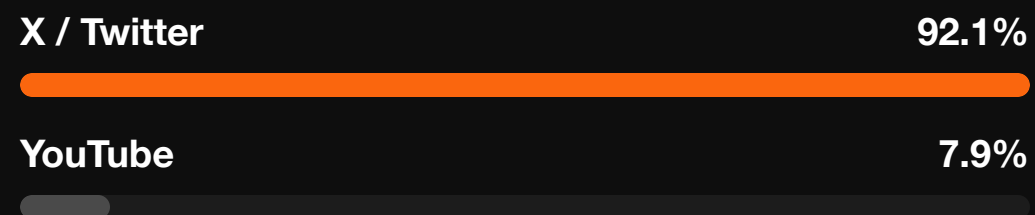
WATCH HOURS

4

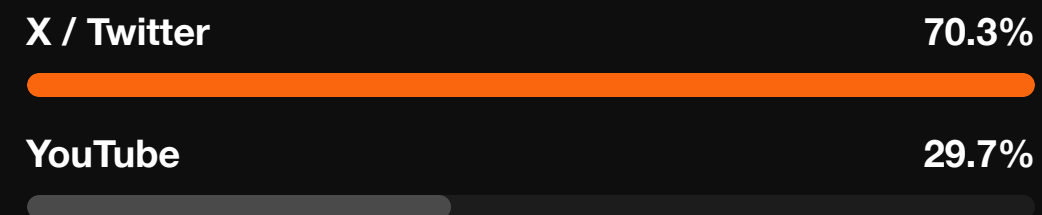
CHANNELS

2 platforms · 2 brands

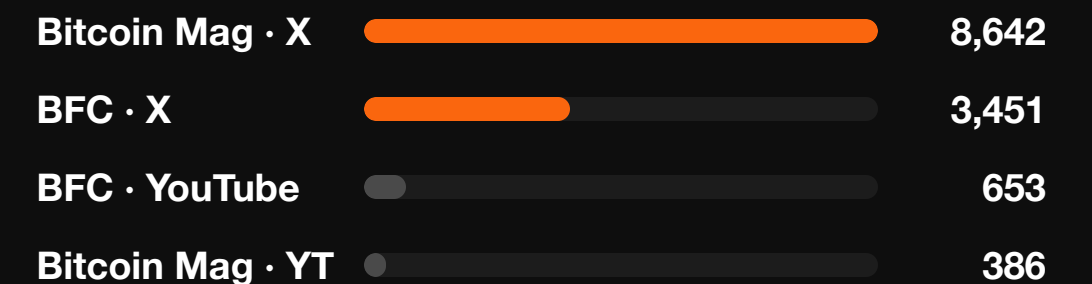
Platform Split by views



Where the Watch Time Lived by hours



Views by Channel



THE HEADLINE

13,132 views and **551 hours** of corporate Bitcoin content consumed worldwide. X drove the reach; YouTube drove the depth — together they make BFC NYC '26 a genuinely global, multi-platform broadcast.

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THE PROGRAMMING BEHIND THE NUMBERS

Marquee sessions from June 26–27 · presented by Metaplanet



BFC *in* NYC

PRESENTED BY

METAPLANET

June 26–27, 2026 · New York City

THE EVENT

Bitcoin For Corporations · NYC

Presented by Metaplanet · June 26–27, 2026



BFC · NYC · 2026

PRESENTED BY
METAPLANET

FIRESIDE: METAPLANET X BITGO

**DYLAN
LECLAIR**
Metaplanet



**MIKE
BELSHE**
BitGo



FIRESIDE

Metaplanet x BitGo

Dylan LeClair · Mike Belshe



BFC · NYC · 2026

PRESENTED BY
METAPLANET

BARCLAYS. BLACKROCK. BITGO & BITCOIN.



**DAVID
BAILEY**
NAKAMOTO Inc.



**WILL
SU**
Blackrock



**LEE
COUNSELMAN**
Barclays



**CHEN
FANG**
BitGo

PANEL

Barclays. BlackRock. BitGo & Bitcoin.

David Bailey · Will Su · Lee Counselman · Chen Fang

WHY IT LANDED

Institutional-grade programming — **Metaplanet, BlackRock, Barclays, BitGo & Nakamoto** — drew a global live audience and a deep replay tail across both platforms.