



TheStreet and Roundtable Media Partner to Launch New Crypto Channel, Expert Network

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New crypto and bitcoin destination to showcase network of industry leaders, blockchain experts and independent media brands at TheStreetCrypto.com

NEW YORK--(BUSINESS WIRE)--Oct. 5, 2023-- [TheStreet](https://TheStreet.com) and Roundtable Media today announced the launch of a new partnership covering bitcoin and the blockchain industry, TheStreetCrypto.com. The partnership combines TheStreet's extensive newsroom experience with Roundtable's network of industry leaders, blockchain experts and independent media brands, including Bitcoin Magazine, top influencers, and advocates to provide investors with the most comprehensive understanding of the marketplace. [More details and a video featuring the network experts can be found here.](#)

The combination of Roundtable's in-depth crypto coverage with TheStreet's well-established audience of investors provides a unique opportunity for advertisers — the ability to reach a large audience of mainstream investors and blockchain enthusiasts on a premium media platform. TheStreet reaches an audience of more than 23 million monthly unique visitors, according to Comscore's August 2023 U.S. rankings, and it connects with millions more through estimated daily syndication.

TheStreetCrypto.com creates the ultimate destination for exploring all things blockchain and bitcoin, providing in-depth stories, engaging video interviews, insightful expert analysis, and real-time breaking news updates.

"We believe this new destination will provide a robust and exciting experience on a daily basis and allow consumers to stay ahead of the curve in the rapidly evolving world of crypto and blockchain technology," said Ross Levinsohn, CEO of The Arena Group, publisher of TheStreet. Sara Silverstein, editor in chief and general manager of TheStreet added; "By leveraging the authority and resources of both companies, we're confident that we can deliver a unique and compelling experience to keep our readers informed and at the forefront of the crypto revolution."

Roundtable CEO and founder James Heckman praised the groundbreaking nature of the new partnership. "Until now, crypto sponsors were unable to reach large-scale, high-net-worth investors in a major media environment, and typical crypto media properties lacked the major media scale and quality required to partner with mainstream financial sponsors. TheStreetCrypto connects three highly qualified and motivated audiences: sophisticated followers of Roundtable's network of respected crypto journalists, TheStreet's audience of mainstream and high-net-worth investors, and the die-hard followers of major crypto influencers. This unique combination creates an ideal environment to grow the industry."

Thanks to Roundtable's existing partnership with BTC Inc, TheStreetCrypto will be fully integrated into the largest and most respected conference in the space, [the Bitcoin Conference](#). This event brings hundreds of sponsors together with blockchain ventures, media brands, and a fanatic audience focused on bitcoin sustainability and innovation.

"SEC Bitcoin ETFs are on the way, nations are adopting bitcoin as sovereign currency, and the U.S. reached 50 million bitcoin owners in 2023," said David Bailey, Roundtable co-founder and CEO of BTC Inc, the parent company of Bitcoin Magazine and the Bitcoin Conference. "We're excited about this opportunity for TheStreet and Roundtable to lead the way in educating the world about the importance and value of hard currency as a dependable asset for citizens around the world."

Leading TheStreetCrypto.com is [Peter Chawaga](#), former Bitcoin Magazine senior editor, known for breaking the news of El Salvador's bitcoin legal tender announcement, and conducting the world's first interview with Silk Road founder Ross Ulbricht after his imprisonment.

TheStreetCrypto.com will provide deep coverage of the world of bitcoin, in partnership with some of the most respected thought leaders in the space, including [Bitcoin Magazine](#) and popular educators [Natalie Brunell](#) and [Robert Breedlove](#). In addition to Roundtable's bitcoin focus, the broader blockchain industry will be covered by recognized and established thought leaders, including the Chamber of Digital Commerce's [Perianne Boring](#), [Altcoin Daily](#), [CryptosRUs](#), [Joe Parvs](#), and regular coverage from Roundtable's growing network of crypto channels, including [Blockleaders](#), [Digitalist Hub](#), [Cripto247](#), [Monika Proffitt](#), [Blockchain Law Alliance](#), [Sean King](#), and [Antelope](#). This insight and coverage, coupled with interviews from industry leaders like Jon Najarian, Brittany Kaiser, Kevin O'Leary, Craig Sellars, Brock Pierce, Anthony Di Iorio, Hester Peirce, and Michael Saylor, serve to educate and alert mainstream investors about the most important, profit-driving and regulatory topics. TheStreetCrypto.com provides bitcoin and crypto sponsors and ventures access to in-depth coverage in a premium environment.

Source: ComScore MMx MultiPlatform, Total Mobile 13+, U.S, August 2023

About The Arena Group

The Arena Group (NYSE American: AREN) is an innovative technology platform and media company with a proven cutting-edge playbook that transforms media brands. Our unified technology platform empowers creators and publishers with tools to publish and monetize their content, while also leveraging quality journalism of anchor brands like *Sports Illustrated*, *TheStreet*, *Parade*, *Men's Journal*, and *HubPages* to build their businesses. The company aggregates content across a diverse portfolio of over 265 brands, reaching over 100 million users monthly. Visit us at thearenagroup.net and discover how we are revolutionizing the world of digital media.

About Roundtable Media Inc.

Roundtable Media, Inc. is a decentralized digital media network. Independent journalists, activists, and thought-leaders operate on a shared digital publishing, monetization, and distribution platform. Visit us at roundtable.io

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