

OPNET Mainnet Launch

Bitcoin DeFi, but actually native for the first time.

HERO PR CAMPAIGN REPORT

19 MARCH 2026



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A Defining Launch Moment

19 March marked OPNET's transition from vision to live infrastructure. This wasn't a soft launch or a testnet milestone — it was a category entry into native Bitcoin DeFi.

- 📄 From concept to mainnet — and straight into Tier 1 headlines across the world's most influential crypto publications.



By The Numbers

A campaign that punched above its weight — across format, reach, and editorial depth.

6

Major Placements

Across top-tier and specialist
crypto media

3

Tier 1 Publications

Decrypt, Cointelegraph,
CoinDesk

2

Thought Leadership Byline

Owned voice in the broader
conversation

1

Podcast Feature

Niche crypto audience, high
trust format



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Tier 1 Coverage

Blanket coverage across the most influential voices in crypto — each publication a pillar of editorial trust and scale.

Publication	Domain Authority	Monthly Visits	Tier
Cointelegraph	90	~18M	🏆 Tier 1
CoinDesk	93	~12M	🏆 Tier 1
Decrypt	88	~6M	🏆 Tier 1



TIER 1 COVERAGE

Decrypt: Can Bitcoin Really Do DeFi?

Decrypt explores OPNET's innovative protocol, directly tackling the question of native DeFi on Bitcoin. The piece highlights OPNET's ability to facilitate complex financial applications directly on the Bitcoin blockchain, overcoming limitations of traditional layer-2 solutions.

"OPNET isn't just an upgrade; it's a paradigm shift, enabling native smart contracts on Bitcoin for the first time."

[Read the full article on Decrypt.co](#)



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TIER 1 COVERAGE

Cointelegraph: OPNET Brings Native DeFi to Bitcoin

Cointelegraph highlights OPNET's breakthrough in enabling native decentralised finance on the Bitcoin blockchain. The article details how OPNET's architecture facilitates complex financial applications without relying on wrapped assets or off-chain solutions, marking a significant evolution for Bitcoin's utility in the DeFi space.

"This is not just another layer-2. OPNET fundamentally redefines Bitcoin's capabilities, ushering in a new era of native DeFi directly on the most secure blockchain."

[Read the full article on Cointelegraph.com](#)



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TIER 1 COVERAGE

CoinDesk: Bitcoin's DeFi Drawback Under Attack

CoinDesk reports on OPNET's breakthrough, highlighting how it directly confronts Bitcoin's primary DeFi limitation by enabling native smart contracts on the mainnet. The article emphasises OPNET's potential to dramatically expand Bitcoin's functionality without relying on off-chain solutions.

"OPNET's mainnet launch marks a pivotal moment, finally bringing true smart contract capabilities directly to Bitcoin and dismantling previous DeFi barriers."

[Read the full article on CoinDesk.com](#)



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TIER 2 COVERAGE

The Defiant: Bitcoin Gets Native DeFi Stack as OPNET Goes Live on Mainnet

The Defiant reports on OPNET's mainnet launch, detailing how it delivers a truly native DeFi stack for Bitcoin. The article highlights OPNET's success in unlocking advanced financial capabilities directly on the Bitcoin blockchain, bypassing previous limitations and ushering in a new era for Bitcoin's utility.

"OPNET's launch is a game-changer, finally delivering a truly native DeFi stack that redefines what's possible on the Bitcoin blockchain."

[Read the full article on TheDefiant.io](#)



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Hackernoon: How OPNET Enables Smart Contracts on Bitcoin Without Layer 2s

Hackernoon provides an in-depth technical analysis of OPNET's innovative solution, detailing how it brings native smart contract functionality to the Bitcoin blockchain without relying on traditional Layer 2 protocols. The article highlights OPNET's direct integration approach, overcoming previous architectural limitations and paving the way for truly decentralised applications on Bitcoin.

"OPNET is not merely extending Bitcoin; it's unlocking its inherent potential, allowing smart contracts to flourish directly on the most secure and decentralised network."

[Read the full article on Hackernoon.com](#)



Crypto.news: Solving Bitcoin's Gas Issue Without a Fork: Opinion

Crypto.news features an insightful opinion piece, detailing how OPNET addresses Bitcoin's long-standing 'gas' fee challenge without the need for a disruptive hard fork. The article champions OPNET's innovative approach, highlighting its potential to enhance network efficiency and scalability while maintaining Bitcoin's core principles.

"OPNET offers a groundbreaking solution, demonstrating that Bitcoin's evolution can proceed through elegant innovation, bypassing the contentious path of network forks."

[Read the full article on Crypto.news](#)



PODCAST

Synopsis Podcast: Decoding OPNET's Bitcoin DeFi

The Synopsis Podcast features an in-depth interview with OPNET's lead architect, delving into the intricacies of enabling native DeFi on Bitcoin. The discussion covers the technical breakthroughs and the strategic implications of bringing smart contracts directly to the Bitcoin mainnet, bypassing traditional layer-2 compromises.

"OPNET isn't just a technical marvel; it's a philosophical statement. It proves that Bitcoin's original vision can expand to encompass DeFi without sacrificing decentralisation or security."

[Watch the full podcast on YouTube](#)



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SUPPORTING COVERAGE

Credibility Beyond Scale

Tier 1 reach was amplified by specialist channels reaching deeply engaged audiences.

Not just visibility — **credibility and education** working in tandem.

crypto.news

DA: 75 • ~3M monthly visits — strong SEO and editorial authority in the mid-tier space

Synopsis Podcast

Estimated 10K–50K niche viewers — high trust, long-form education for the technical audience





Total Campaign Reach

**~40M – 65M Monthly
Reach**

Tier 1 Scale

Driven by Cointelegraph, CoinDesk, and Decrypt's combined global audiences

Syndication

Cross-publishing amplified reach beyond primary placements

Evergreen SEO

Long-term discoverability — mass awareness that compounds over time

Message Pull-Through

Every placement reinforced the same precise narrative. No dilution. No drift. One clear story, consistently told.

Native Bitcoin DeFi

The core category claim —
undiluted across all formats



No Bridges. No Wrapped BTC.

The sharpest differentiator —
said plainly and repeatedly



BTC as Gas

Native utility, no new token, no
fork required

  One message — consistently reinforced across every outlet, every format, every audience.



Owning the Narrative

Coverage didn't just mention OPNET — it positioned it as the definitive answer to Bitcoin's DeFi limitations.

→ Infrastructure, not experiment



Key Editorial Angles

"Bitcoin's DeFi limitation is being solved"

"Smart contracts directly on Bitcoin"

"A new paradigm for BTC"

These frames were adopted by journalists — not just quoted from press releases.

→ Category leader, not participant

Why This Worked

The result of deliberate craft — not luck. Five factors aligned to make this campaign land.



Clear, Differentiated Story

A message no other project could own — genuinely native, no compromises



Perfect Market Timing

Bitcoin DeFi was the conversation — OPNET arrived with the answer



Technical Credibility

Journalists trusted the depth — backed by architecture, not just claims



Thought Leadership Pre-Seedling

Bylines and commentary built authority before the launch moment



Multi-Format Storytelling

Articles, podcasts, and bylines met every audience where they were



The Hero Moment

OPNET didn't just launch — it reframed what's possible on Bitcoin.

A mainnet launch that transcended a product announcement and became a **market narrative** — shifting how the industry thinks about Bitcoin's potential.



What This Means

The campaign established a durable position — not just a news cycle. OPNET is now at the centre of the most important conversations in crypto.

Bitcoin DeFi Evolution

The canonical voice in a category that is only growing

Native Smart Contract Infrastructure

Positioned as the builder-trusted layer — not a bridge, not a workaround

Next-Gen BTC Utility

Redefining what BTC can do — and who builds with it

📌 ✨ This is just the beginning. The infrastructure is live. The narrative is owned. The audience is watching.



Campaign Scorecard

If this launch were wrapped into a single card — here's what it says.



Biggest Moment

Mainnet launch — category-defining infrastructure goes live



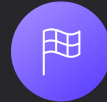
Campaign Vibe

"No bridges. No compromises." — landed and reinforced



Total Reach

40M–65M monthly — mass crypto awareness, not niche noise



Category Status

Owned — OPNET is the reference point for native Bitcoin DeFi

