

PRG Wrapped:

0G Labs 2026

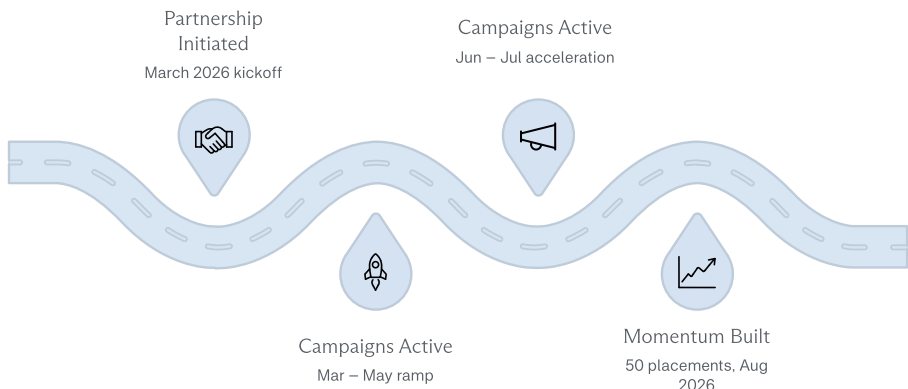
0G Labs

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Genius The logo for PRG, consisting of the letters 'PR' inside a dark speech bubble shape.

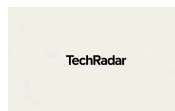
5 Months Together. 50 Approved Placements. Real Momentum.

We started working together in March 2026. Over five focused months of active campaigns, we moved fast and built real narrative authority. This isn't about long timelines — it's about precision, narrative clarity, and compounding attention. Here's what speed and strategy delivered.



Media Authority Snapshot: Where the Story Landed

Repeated coverage across tier-one editorial, crypto, and mainstream finance signals trust, not one-off hype.



Campaign Totals: The Numbers Behind the Narrative

Five months. Tier-one editorial. Category-level visibility.

50

Approved Placements

Across 5 months of active campaigns

69

Domain Rating

Strong, sustained baseline throughout

26K

Backlinks

61% dofollow — authority that compounds

2.7K

Linking Websites

Growth across the campaign window

6.7M

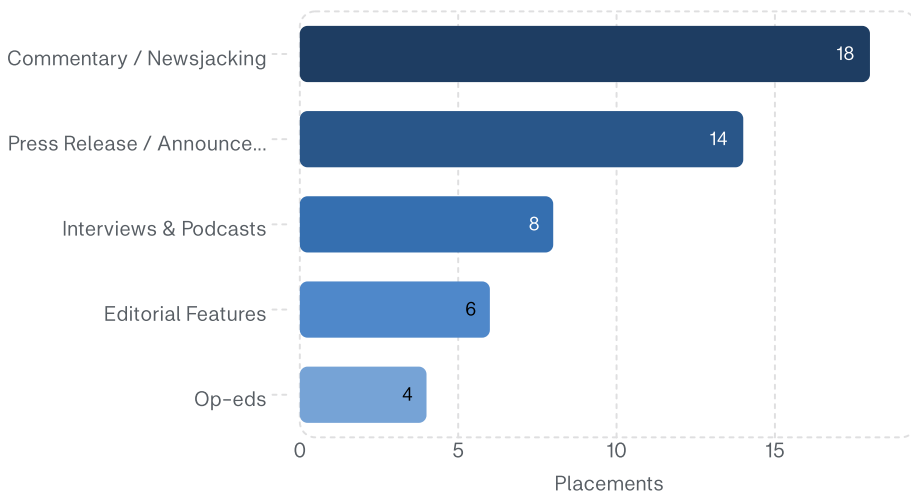
Total Views

Across all placements and syndications

Coverage by Type

50 confirmed placements across 5 content formats —
March through August 2026.

Coverage Type



Standout Placements

The pieces that defined the campaign — and the conversation.

[Forbes](#) — 10 Apr

Right Now AI Can Advise But OG Is Testing If It Can Execute

Editorial feature positioning OG at the frontier of agentic AI.

[Forbes](#) — 6 Jun

The Quiet Bet Investors Are Making On The Unglamorous Side Of AI

Placing OG in the institutional AI infrastructure conversation.

Bloomberg — 13 Jul

Bloomberg interview with Alice French at WebX Asia

JT Song on AI infrastructure and the next phase of blockchain adoption.
Exclusive data provided.

[Business Insider](#) + 6 syndications — 6 May

An AI crypto startup is slashing 25% of its workforce

Announcement placed across Business Insider, AOL, TradingView, Business Times and multiple syndications.

More Standout Placements

Amplification, announcements, and new narratives landed at scale.

[Cointelegraph](#) — 5 Aug

AI's biggest threat may be weaponized deception at scale

Michael Heinrich live on Chain Reaction, clipped and amplified across X by Cointelegraph and OG Labs.

[BeInCrypto](#) + 7 pickups
— 30 Jun – 1 Jul

AI Agents are Starting to Handle Money — Bond announcement

Launch coverage across BeInCrypto, Yahoo Finance, Binance Square, Hipther, CoinPasar, Dealroom and KuCoin.

[The Street](#) — 5 Aug

Biggest AI risk for investors emerges in cybersecurity

Michael Heinrich's commentary on the OpenAI and Anthropic incidents, framed as an infrastructure accountability argument.

[Crypto Coin Show](#) — 18 May

OG Labs Wants to Make AI a Public Good

Two-part [editorial](#) and [interview](#) coverage anchoring OG's public goods positioning.

The Key Narratives That Stuck

Six core arguments — each one placed, repeated, and owned.



AI infrastructure as the overlooked bottleneck — the industry is focused on models while missing what agents need to transact and coordinate at scale.



Trust as a system, not legal recourse — verifiable execution and cryptographic attestation as the foundation for enterprise AI adoption.



The grid, not the GPU, as the real constraint — energy markets, infrastructure investment and the cost of centralised AI.



Decentralised AI as a public good — open infrastructure versus closed ecosystems and where competitive differentiation will accrue.

All Placements

50 confirmed articles — grouped by publication.

AI Invest

- [OG Alibaba Qwen Liquidity Bet Onchain AI](#)

AOL

- [AI Crypto Startup Says It's Going AI-Native](#)

BeInCrypto

- [OG Retains 107B Model in Public: Decentralized AI Enters a New Phase](#)
- [Crypto AI Agents: Less Power, Not More](#)
- [AI Agents Bank Blockchain Bond OG](#)

Benzatline

- [AI Startup OG Labs Streamlines Workforce by 25%](#)

Benzinga

- [OG Labs Introduces Consumer AI Dev Platform](#)

Binance Square

- [Bond Labs Launches on OG with DeFi Platform](#)

Bitcoin.com

- [OG Foundation and Alibaba Cloud Partner to Bring Qwen LLMs Onchain](#)
- [Is AI DeFi Unsafe? Industry Leaders Push Back](#)

Business Insider

- [OG Labs Layoffs: AI Integration 2026](#)

Business Insider Africa

- [An AI Crypto Startup Says It's Going AI-Native by Slashing Staff](#)

Business Times

- [Embrace AI or Get Left Behind](#)

CCN

- [AI Is Becoming Critical Infrastructure Yet Ownership Remains Centralized](#)

Chainwire

- [OG Labs Introduces Consumer AI Development Platform](#)

Coinage

- [Interview](#)

CoinMarketCap

- [OG Labs Consumer AI Platform](#)

CoinPasar

- [DeFi Superapp Bond Launches on OG Network](#)

Cointelegraph

- [Chain Reaction clip](#)

Crypto Coin Show

- [OG Labs Wants to Make AI a Public Good \(editorial\)](#)
- [OG Labs interview](#)

crypto.news

- [OG and Alibaba Plug Qianwen LLM Straight Into Onchain AI Agents](#)

Dealroom

- [Bond Labs Launches AI Agent Banking Platform with \\$10M](#)

Decrypt

- [Altcoin volume slumps 80% amid tighter monetary conditions](#)
- [OG Labs Introduces Consumer AI Development Platform](#)
- [AI Agents Already Run a Fifth of DeFi But Still Lose to Humans at Trading](#)

DLNews

- [Crypto networks must wake up after Google nightmare](#)

egw.news

- [Cloudflare Lays Off 1,100 Employees](#)

Entrepreneur

- [How New AI Breakthroughs Are Helping Entrepreneurs](#)
- [How Entrepreneurs Apply AI Speed Breakthroughs](#)

Forbes

- [Right Now AI Can Advise But OG Is Testing If It Can Execute](#)
- [The Quiet Bet Investors Are Making On The Unglamorous Side Of AI](#)

Glance

- [Daily Digest Feature](#)

Hipther

- [First DeFi Superapp for AI Agents Launches on OG](#)

IEEE Spectrum

- [Decentralized AI Training](#)

Investing.com

- [Crypto's Capital Stack Is Being Rewritten as AI Accelerates](#)

KuCoin

- [Bond Labs Launches AI Agent DeFi Platform on OG](#)

Let's Data Science

- [OG Labs Cuts 25% of Staff Amid AI Agent Rollout](#)

Phemex

- [What Is Verifiable AI? Cryptographic Proofs & Blockchain](#)

StreetInsider

- [OG to Make Alibaba's Qwen Models Accessible](#)

The Street

- [The Global AI Race Is Now Moving Into Banking and Payments](#)
- [Silicon Valley Is Racing to Solve a Problem It Created](#)
- [JPMorgan, Anthropic, Agentic AI Operational Shift](#)
- [The Next Evolution of Digital Payments Is Emerging](#)
- [AI's Energy Appetite Is Reshaping the Electric Grid](#)
- [Wall Street's AI Trade Faces Its Biggest Valuation Test](#)
- [Biggest AI Risk for Investors in Cybersecurity](#)

TradingView

- [AI Layoffs Hit Crypto and Payments](#)

ValuetheMarkets

- [Decentralized AI Training: Breaking Barriers](#)

Vietnam.vn

- [AI Thoi Bay 25% Nhan Su](#)

World Today News

- [Decentralized AI Training: A Sustainable Solution for AI's Energy](#)

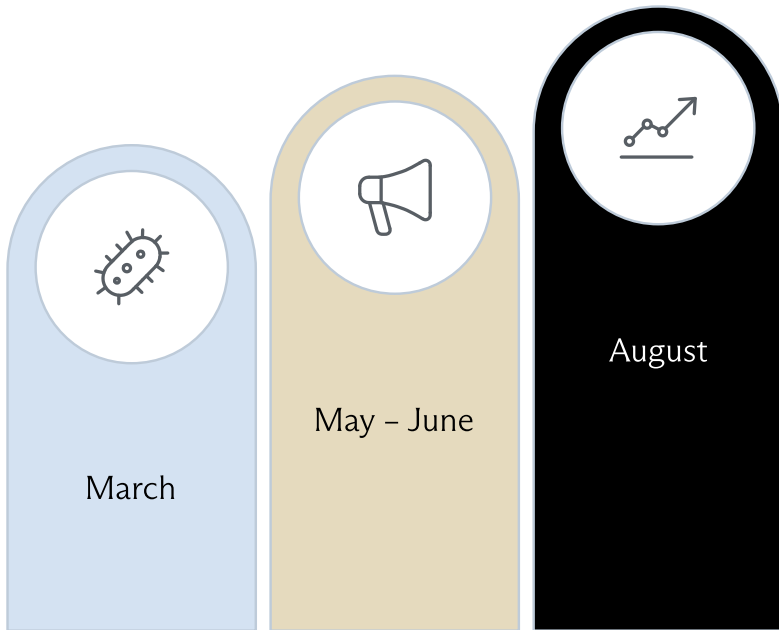
Yahoo Finance

- [AI Agents Starting to Handle Money](#)

Yahoo Tech

- [Crypto AI Agent Boom](#)

Market Sentiment Is Compounding



In the Pipeline

The campaign does not stop here — secured coverage still landing.

1

Forbes Feature

To follow the On the Margin podcast recorded 25 July with Boaz Sobrado.

2

On the Margin Podcast

Recorded 25 July. A couple of weeks to publication.

3

TechRadar Op-ed

"Did OpenAI Trust AI on Blind Faith?" Submitted 5 August. Publication in 15–20 days.

4

Bloomberg Feature

Interview with Alice French completed 13 July. Awaiting publication.

5

CoinDesk Japan

Interview conducted 6 August with reporter Yuki. Awaiting publication.

6

CoinDesk

AI infrastructure vs labour market commentary. Draft approved, awaiting Michael's final sign-off.

From Coverage → Conversation



Cointelegraph and OG Labs clipped and amplified Michael Heinrich's Chain Reaction appearance across X



Bond announcement picked up by 7 outlets including Yahoo Finance, Binance Square and KuCoin, driving organic reach



Journalists sharing coverage on personal accounts — Business Insider workforce story syndicated 6+ times



Community-led content extending narrative reach across DeAI, AI infrastructure, and crypto-finance audiences

Before Scale, 0G Owned the Conversation

Five months. Measurable authority. Category-defining coverage.

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BEFORE — March 2026

Domain Rating	69
Backlinks	~18K
Linking Websites	~1.8K
Media Placements	0
Total Views	Minimal / organic only
Narrative Presence	Limited



AFTER — August 2026

Domain Rating	69 <i>(held strong)</i>
Backlinks	26K (+44%)
Linking Websites	2.7K (+50%)
Media Placements	50 approved
Total Views	6.7M
Narrative Presence	Tier-1 editorial across crypto, finance & tech

Onward.

Here's to turning narrative leadership into market leadership.

The [PR] Genius