Genius PR

CASE STUDY

Ostium

Placing an on-chain perpetuals venue in the Wall Street Journal and Bloomberg

Genius PR · 2026 retainer · geniuspr.com

Situation

Ostium, at ostium.com, is an on-chain perpetuals venue for global equities, indices, commodities, foreign exchange and crypto. It is led by co-founders Kaledora Kiernan-Linn, chief executive, and Marco Antonio Ribeiro, chief technology officer. The product is synthetic, cash-settled perpetual exposure rather than 1:1 tokenised shares.

By early 2026, traditional-finance desks were writing more often about tokenised markets, metals and the idea that trading infrastructure no longer has to close when the cash session does. Ostium needed to be in those conversations as a serious venue, not only as a crypto-native exchange talking to crypto-native media.

Task

Genius PR worked with Ostium on a retainer during 2026. Jeffrey Chow led the account; later coordination also ran through Jamie and Clara. Day-to-day work sat in Slack #ostium-genius, with a Notion client portal. The public brief was to earn commentary and mentions in mainstream finance press on real-world-asset perpetuals, metals and market infrastructure.

This pack is limited to verified, pre-agreed public placements. It does not discuss later operational events, unpublished commercial terms, or internal account notes.

Action

The team treated Ostium as a markets story, not only a crypto story. Pitches and commentary were aimed at business and finance desks writing about tokenised stocks, commodity markets and the shift of trading activity toward metals and always-on venues. Founder voices were offered as sources who could explain how on-chain

perpetual markets actually work, including the difference between synthetic exposure and tokenised equity.

Alongside the flagship print and newswire placements, Genius PR also placed shorter commentary in trade and financial digital outlets, recorded as approved in Ostium's Notion media-feature tracker.

Results

The programme's stand-out results are two Wall Street Journal placements and a Bloomberg piece in January 2026, with further approved commentary later in the summer.

- The Wall Street Journal: "Tokenized Stocks Are Sweeping the Globe, and Coming Soon to America."
- The Wall Street Journal: "Energy-Utilities Roundup: Market Talk."
- Bloomberg, 29 January 2026: "Crypto's Digital Gold Myth Exposed as Traders Pivot to Metals."
- The Street, 14 June 2026: "A Quiet Transformation Is Reshaping Modern Finance," recorded as approved commentary in the Notion tracker.
- The Street, 10 July 2026: "The Infrastructure Behind Payments Is Quietly Changing," also recorded as approved commentary.
- Investing.com, 16 July 2026: "The Market Never Closes: Can Financial Infrastructure Finally Catch Up?," recorded as approved commentary.

The Journal and Bloomberg URLs are paywalled or often return 403 to unattended fetches. They are included here because they were named as live programme results in a 25 November 2026 source brief, with the URLs below. Full text was not independently re-read in this pass, so this pack does not quote from those articles.

Impact

For a specialist on-chain venue, appearing in the Wall Street Journal and Bloomberg is the difference between being discussed only inside crypto and being visible to the finance desks that cover tokenisation, commodities and market structure. The later Street and Investing.com comments extended that same infrastructure story into the summer.

The work shows that a tightly held markets narrative — perpetual exposure to real-world assets, not another token listing — can travel in national business press when the firm is offered as a source rather than as a product announcement.

Links

Ostium — official site. ostium.com

The Wall Street Journal — “Tokenized Stocks Are Sweeping the Globe, and Coming Soon to America.” wsj.com

The Wall Street Journal — “Energy-Utilities Roundup: Market Talk.” wsj.com

Bloomberg — 29 January 2026, “Crypto’s Digital Gold Myth Exposed as Traders Pivot to Metals.” bloomberg.com

The Street — 14 June 2026, “A Quiet Transformation Is Reshaping Modern Finance.” thestreet.com

The Street — 10 July 2026, “The Infrastructure Behind Payments Is Quietly Changing.” thestreet.com

Investing.com — 16 July 2026, “The Market Never Closes: Can Financial Infrastructure Finally Catch Up?” investing.com

The Journal and Bloomberg pages are typically paywalled. Two further Forbes rows in the Notion tracker were not included, because this pass could not confirm Ostium is the subject. Later operational coverage and unpublished commercial terms are omitted.

Summary

WSJ ×2
The Journal
A tokenised-markets feature and a Market Talk roundup

29 Jan
Bloomberg
Crypto’s digital-gold myth, and the pivot to metals

3
Summer comments
Approved The Street and Investing.com placements in June and July

7
Curated links
Official site, two Journal URLs, Bloomberg, and three later comments

London
30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom

Dubai
The Offices 4, One Central, 8th and 9th Floor, Dubai

United States
2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Pending Kim’s approval before publication. Fees, commissions and later operational coverage are omitted.