Genius PR

Mask

CASE STUDY

Mask Network

A BeInCrypto exclusive interview, then a Defiant podcast

Genius PR · May–June 2024 · geniuspr.com

Situation

Mask Network, at mask.io, describes itself as “The Portal to the New, Open Internet.” It is a browser extension that lets people use Web3 services, including encrypted messaging and decentralised profiles, on familiar social platforms. The official site was fetched live for this pack. The principal public voice is Suji Yan, the founder, as he appears in the coverage.

The company needed a named-founder exclusive and a podcast interview on decentralised social media and privacy.

Task

Genius PR worked the account from the Telegram group Mask.io <> PRG, with Suji Yan, Nancy W (Nan) and Jingyi Cao, and jamie thorne, Emma and Kim. Onboarding is attested on 5 March 2024; the last scanned activity is 22 May 2024. The placements verified here are dated 15 May and 24 June 2024. The client sheet lists the account as complete in May 2024. A smaller “PR <> Mask” chat was not read.

The campaign focused on two primary objectives:

1. Place an exclusive founder interview in crypto media.
2. Put Suji Yan on a recognised industry podcast.

Action

On 15 May 2024 at 16:00 UTC, BeInCrypto published Daria Krasnova’s “Decentralization Unleashed: How Mask Network is Rethinking Social Media and Privacy,” an interview with Yan. The page is labelled “Exclusive.” No press-release or sponsored label was found on the article. The working dump dated the piece 16 May; the published time is 15 May 2024, which is used here.

The Defiant podcast with Yan was scheduled during the scanned window, after a date clash was moved to a Friday in mid-May. The episode, “Bridging Web2 and Web3: Suji Yan on Mask Network’s Vision,” presented by Camila Russo, was published on 24 June 2024 at 11:29 UTC, after the last scanned message of 22 May. It is on The Defiant’s site and on YouTube. No sponsored or press-release label was found on the episode page.

Results

In a late-spring window, Mask Network put its founder on the record in a BeInCrypto exclusive and, a few weeks later, in a Defiant podcast.

- BeInCrypto, 15 May 2024: Daria Krasnova, an exclusive interview with founder Suji Yan. The live page was not fetched (403); confirmed via a 1 June 2024 archive.
- The Defiant podcast, 24 June 2024: Camila Russo, “Bridging Web2 and Web3: Suji Yan on Mask Network’s Vision.” The live page was not fetched (403); confirmed via an 11 July 2026 archive. A YouTube upload of the same episode is featured in the links below. The working dump placed the booking in mid-May; the published time is 24 June, after the last scanned message, and is used here.

Impact

Mask Network was named in a BeInCrypto exclusive interview and a Defiant podcast. The placements are the record. They are not presented here as proof of product adoption or later commercial performance.

Links

Official site — mask.io

BeInCrypto — 15 May 2024 exclusive interview. beincrypto.com

The Defiant — 24 June 2024 podcast. thedefiant.io

YouTube — the same Defiant episode. youtube.com

The BeInCrypto live page returned 403; a 1 June 2024 archive was used. The Defiant live page returned 403; an 11 July 2026 archive was used. The podcast published after the last scanned chat message; it is included because the working dump attests that the interview was booked and rescheduled in mid-May. A 22 May 2024 BeInCrypto article on Farcaster's Series A was attested as a comment opportunity; a later archive of that article does not name Yan or Mask, and the comment is not claimed. A Nasdaq article on derivatives, shared on 3 April 2024, has no verified link to Mask and is not featured. No CoverageBook and no live geniuspr.com case study were found.

Summary

15 May **BeInCrypto** Exclusive interview with Suji Yan	**24 Jun** **The Defiant** Podcast with Camila Russo
2 **Placements** An exclusive, then a podcast, 2024	**May–Jun** **Programme** Founder interview and podcast, 2024

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

Based on official Mask Network pages as they stand today, the URLs above and the working Telegram chat. Fees, unpublished materials and unverified commercial figures are omitted.