

THE COMPANY YOUR NAME KEEPS

An institution is known for what it chooses to support.

Build your business.
Help advance your industry.

Your company is helping shape the digital economy. JBBA patronage makes another commitment visible: to the independent evidence that helps your industry mature. Put your name behind research that others can read, challenge and build upon.

Credibility

Show your commitment to evidence, responsible innovation and the industry's development.

Visibility

Put your company's name on the cover and within supported articles.

Participation

Engage through the agreed membership and conference benefits.

THE VALUE OF YOUR PARTICIPATION

Your name. A visible commitment.

On the cover. Within the research.
Across the BBA community.

WHAT YOUR SUPPORT ENABLES

Research for everyone

Support open access and agreed publication-fee waivers.

An informed community

Sustain a forum connecting research, industry and public policy.

A record that endures

Help scholarship remain available to be read and built upon.

WHAT YOUR COMPANY RECEIVES

Cover and article recognition

Your logo on the cover, or bespoke full-cover branding, plus recognition in supported papers.

A platform to contribute

Premium Plus membership, ISC partner recognition and one agreed conference speaking slot.

A contribution that lasts

An enduring acknowledgement in the selected issue and supported articles that remain available to readers.

Two editions a year.

Each patronage is linked to a selected issue. Discuss forthcoming cover availability and the right fit for your company.

Recognition, publication-fee support and participation are defined in your agreement.

COMMERCIAL RELEVANCE

Research with real-world stakes.

For the businesses building
blockchain's next chapter.



ENTERPRISE / 2018

Walmart & IBM

A published case study examines food
traceability pilots using blockchain.

STANDARDS / 2018

ConsenSys

Research co-authored by a ConsenSys-affiliated
author considers international blockchain
standards.

PUBLIC SERVICES / 2025

UN pension fund

A paper documents the United Nations Joint Staff
Pension Fund's digital identity implementation for
proof-of-life.

Show that your company is invested in the evidence behind
adoption, assurance and practical business outcomes.

Sources: JBBA inaugural issue, July 2018, pp. 25 and 47; UNJSPF paper, DOI: 10.31585/jbba-8-2-(2)2025. Names describe published research, not endorsements of patrons.

A READER'S PERSPECTIVE

“I always enjoy reading the JBBA.”

EMIN GÜN SIRER / 26 NOVEMBER 2019



5:03 pm · 26 Nov 2019

I always enjoy reading the JBBA.



Respect begins with the reader.

Your name accompanies a publication people choose to spend time with: to read, retain, share and revisit. Patronage helps sustain that relationship with the research.

Historical reader post reproduced in PATRON - GENERIC TEMPLATE, p. 7. The statement concerns the journal; it is not an endorsement of a patron.

POLICY & PARLIAMENT

From the library to Parliament.

A journal for the people building, studying
and governing the digital economy.



100+

COUNTRIES / PRINT DISTRIBUTION

BBA reports distribution to
policymakers, regulators, industry
leaders, deans and vice-chancellors
across more than 100 countries.

UK distribution includes MPs and
members of the House of Lords.

THE INAUGURAL ISSUE / JULY 2018

Featuring an interview with Lord Holmes of Richmond.

Published in JBBA: contributions from UK parliamentarians (2018).

Sources: BBA 17th-issue distribution announcement (2026); BBA confirmation of UK parliamentary distribution, September 2026; inaugural issue; DOAJ: Unlocking Blockchain (2018). Distribution is distinct from verified reading or endorsement.

THE WIDER BBA COMMUNITY

Where sectors come together.

Connect your business with a community
working across research, industry and policy.

THE COMMUNITY BEHIND THE JOURNAL

Research.
Industry.
Public policy.

Independent evidence.
Shared understanding.

A setting for considered dialogue about the
technologies and institutions shaping the digital
economy.

PARLIAMENT

BBA is recorded as secretariat to the
APPG on Blockchain Technologies in
Parliament's February 2026 register.

INDUSTRY & REGULATION

ISC2026 was held with UNJSPF and
Xapo Bank. Its programme included an
FCA, Xapo Bank and BBA panel.

INTERNATIONAL DIALOGUE

SEC Commissioner Hester Peirce
addressed BBA's conference in March
2021; the SEC publishes her remarks.

Sources: UK Parliament APPG register, 23 February 2026; ISC2026 official report, pp. 4, 6; SEC, 15 March 2021; BBA roundtable archive. These are BBA activities; patronage does not confer official endorsement or an APPG appointment.

THE JOURNAL

Credibility is built. Issue by issue.

The Journal of The British Blockchain Association brings rigorous research into the conversation about blockchain, distributed ledger technologies and their impact on society.

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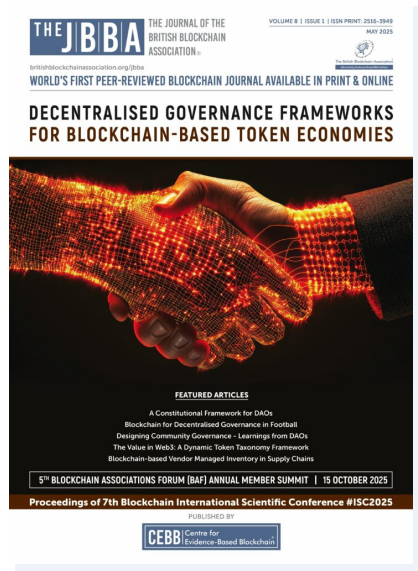
ISSUES PUBLISHED*

02

ISSUES EACH YEAR

2018

INAUGURAL EDITION



TOKEN ECONOMIES



SUSTAINABLE MARKETS



TOKENOMICS & DEFI

Peer-reviewed / Open access / Web of Science / DOAJ

*Archive through May 2026. Indexing examples: JBBA PATRON, pp. 8-9.

INTERNATIONAL READERSHIP

Evidence of reach.

A documented readership snapshot

APRIL-MAY 2024 / HISTORICAL ANALYTICS

177.5k

TOTAL PAGEVIEWS

97.0k

ARTICLE PAGEVIEWS

15.8k

ARTICLE DOWNLOADS

66.3k

UNIQUE VISITORS

PAGEVIEWS BY COUNTRY

United Kingdom		36,007
United States		30,068
Germany		11,872
India		11,577
Australia		7,078
Netherlands		5,303
China		4,161
Canada		3,735
Singapore		3,589

Source: JBBA PATRON, p. 5; snapshot labelled April-May 2024. Pageviews are views, not individual readers. These are historical figures, not a current-period claim.

AUDIENCE & ACADEMIC REACH

A reference for institutions.

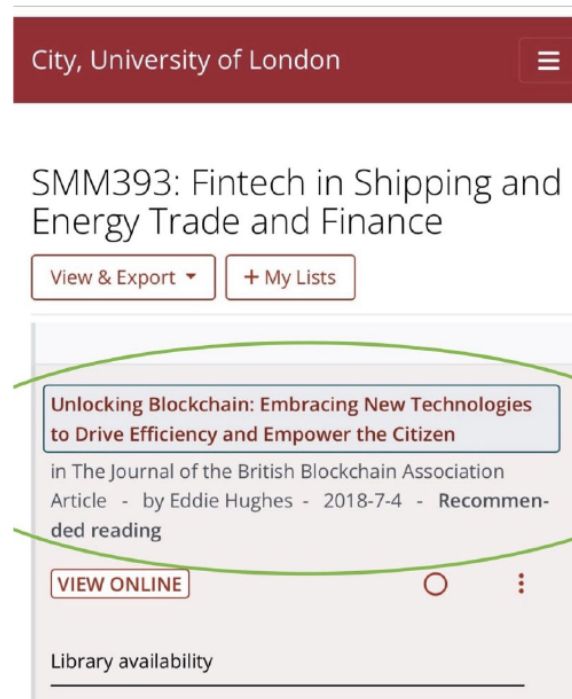
For researchers, educators, industry practitioners and people working in policy and regulation.

278 EDITORS & REVIEWERS / 71 COUNTRIES – REPORTED IN 2024

800+

University network

Reported in BBA's 2024 patronage material; academic availability is distinct from measured readership.



LIBRARY DISCOVERY

Johns Hopkins library catalogue

RECOMMENDED READING

City, University of London

Sources: Generic Template, p. 1; JBBA PATRON, pp. 6–7 (2024 material). Listings and examples do not imply institutional endorsement.

THE JBBA UNIVERSITY NETWORK

A global home for serious ideas.

The academic community around the journal.



JBBA University Network

(Universities actively involved in blockchain research and/or offers at least one post-graduate teaching module/ Cert/ Diploma/ MSc/ PhD on Blockchain / DLT and/or Cryptocurrencies. The JBBA is indexed at these universities)



Support research that can be discovered, read and built upon across borders.

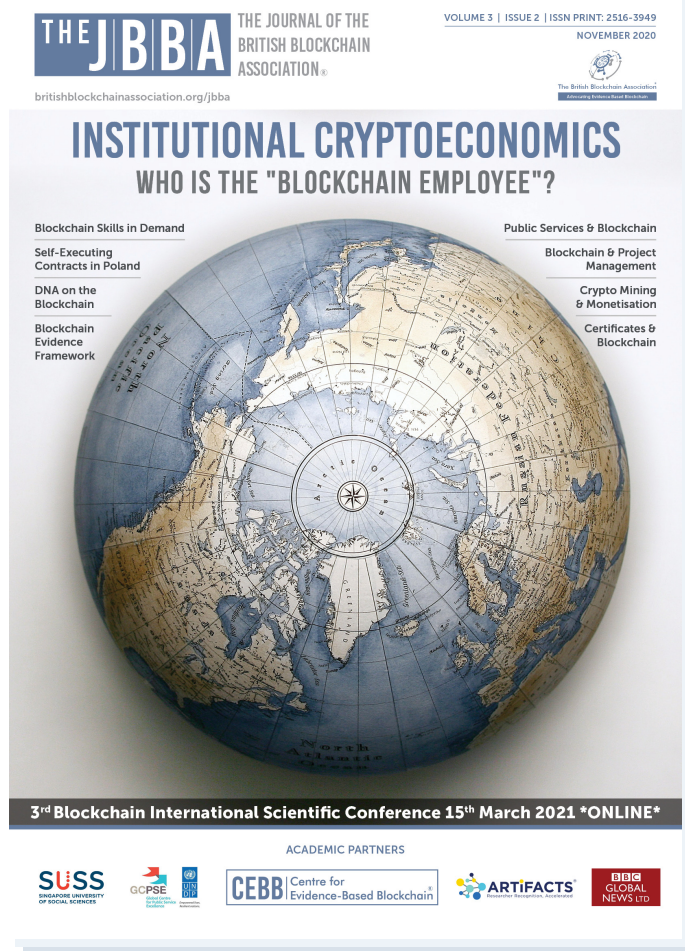
BBA university-network artwork, June 2024, reproduced from JBBA PATRON, p. 6. A historical network listing; university names and logos do not imply endorsement of a patron.

COVER PATRON

A mark of support.

Your identity. An enduring acknowledgement.

TWO EDITIONS A YEAR / ONE SELECTED ISSUE



SUPPORTED BY

YOUR COMPANY

ILLUSTRATIVE ACKNOWLEDGEMENT; FINAL LOGO
PLACEMENT IS ON THE SELECTED ISSUE'S COVER.

THE RECOGNITION

Your company's logo on the cover.

Place your company identity alongside
the journal's established name, making
your support visible at first glance.

THE SCOPE

One selected issue.

Two issues published annually.

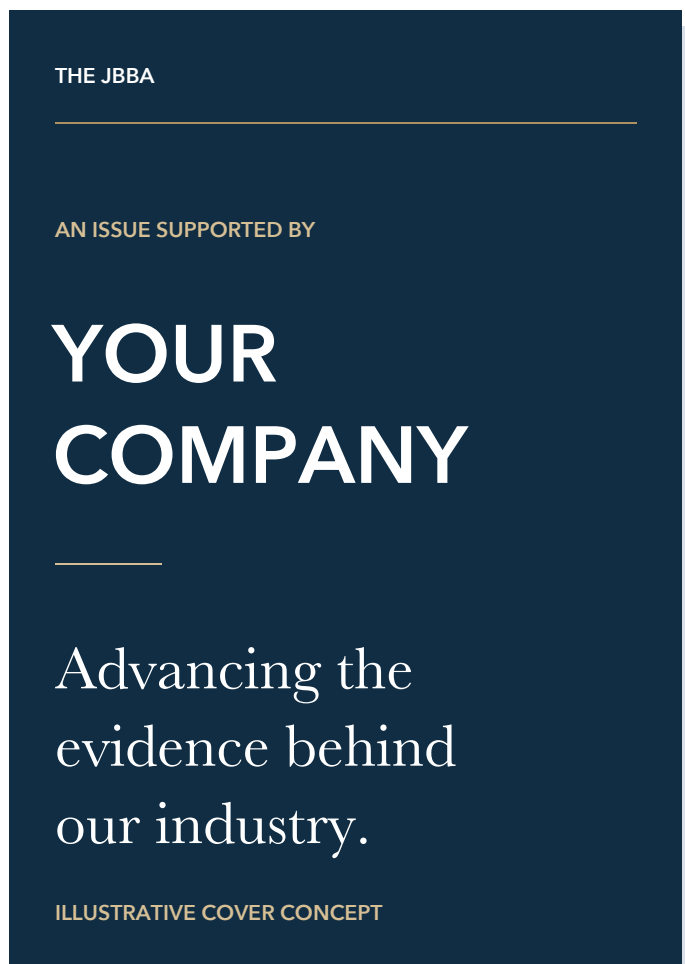
Artwork, dimensions and acknowledgement
wording are agreed with the journal before
publication.

FULL-COVER PATRON

A defining presence.

Let your commitment take the cover.

TWO EDITIONS A YEAR / ONE SELECTED ISSUE



CONCEPT ONLY. YOUR APPROVED BRANDING
AND FINAL ARTWORK WOULD REPLACE THIS EXAMPLE.

THE RECOGNITION

Full-cover company branding.

A bespoke cover treatment centred on your company, retaining the journal's masthead and publication identity.

THE SCOPE

One selected issue.
Two issues published annually.

Discuss forthcoming cover availability. Creative treatment and recognition are agreed for your selected issue.

RECOGNITION & RESEARCH SUPPORT

Support made visible.

Acknowledge the institution behind the scholarship, at the level of the journal and the individual article.

01	Article-level mention & logo	Your company's name and logo within supported papers, extending recognition beyond the cover.
02	Global APC waiver	Patron-funded APC waivers for authors internationally, supporting publication of independently reviewed research.
03	Author thank-you	Acknowledgement from authors whose publication benefits from your company's support.
04	Advance cover insight	Be the first to know the forthcoming cover theme, with early notice to support planning and coordination.

HOW ARTICLE-LEVEL RECOGNITION CAN APPEAR

websites such as DeepDAO [2], DefiLlama [4] and OpenOrgs.info [5] include in their calculation any native governance tokens held by the DAO, which significantly impacts the reported total value. The top 10 DAOs hold a

Additionally, this study will contribute to the emerging field of research on DAOs, which has gained increasing attention among researchers across multiple fields [7]. The value of DAO

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Historical placement illustration from JBBA PATRON, p. 10; sample organisation shown. Article-level logo, mention and global APC waiver: p. 11. Final wording and waiver scope are agreed.

MEMBERSHIP & COMMUNITY

A place in your industry's community.

All privileges of Premium Plus BBA membership.

CEBB membership

Membership of the Centre for Evidence Based Blockchain, connecting your company with its research-focused community.

BAF access

Access to the Blockchain Associations Forum (BAF), BBA's international association network.

Featured Member

Recognition as a Featured Member in The JBBA, providing an additional platform for your company profile.

Become a BBA Partner.

Be recognised for advancing independent research and responsible innovation. A partnership that reflects your company's long-term commitment to the industry.

MEMBERSHIP TERM AND BENEFIT ARRANGEMENTS ARE SET OUT IN YOUR AGREEMENT.

CONFERENCES & STRATEGIC PARTICIPATION

Bring your expertise to the conversation.

Share your expertise through the agreed conference opportunity and participate in the initiatives shaping the industry's development.

01	ISC recognition	Recognition as a Highlight Partner and an Academic Partner at the BBA International Scientific Conference (ISC).
02	One speaking slot	One speaker slot at BBA's annual blockchain conference, with the session and timing agreed with the organisers.
03	DLT Excellence Standards	Opportunity to contribute to the UK's DLT Excellence Standards Framework.
04	National Blockchain Roadmap	Opportunity to contribute to the UK's Blockchain Roadmap.
05	Strategic voting rights	Voting in eligible BBA membership initiatives, as agreed. Journal editorial policy and decisions remain independent.

THE RELEVANT CONFERENCE EDITION AND PARTICIPATION DATES ARE AGREED IN ADVANCE.

INDEPENDENCE & DELIVERY

Trust is the foundation.

Patronage supports the journal.
Scholarship remains independent.

Patrons have no influence over research findings, peer review or editorial acceptance.
Publication-fee support does not guarantee publication.

A CLEAR PATH TO PUBLICATION

01 Define the partnership

Confirm the tier, selected issue and supporting benefits.

02 Agree the presentation

Approve artwork, placement and acknowledgement wording.

03 Deliver and review

Agree a delivery report: placements, distribution, article engagement and benefits fulfilled.

AN INVITATION TO PARTNER

What will your company advance?

Let's begin with what matters to you.

Tell us your company and the contribution you want to make. Together, we can discuss the next suitable issue, your cover presence and the participation that best fits your priorities.

DISCUSS YOUR PATRONAGE

editorial@thejbba.com

britishblockchainassociation.org/jbba

Your next step: email us with your company name and area of interest.

ONE SELECTED ISSUE. A CLEARLY AGREED PARTNERSHIP.