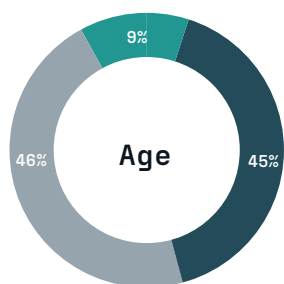
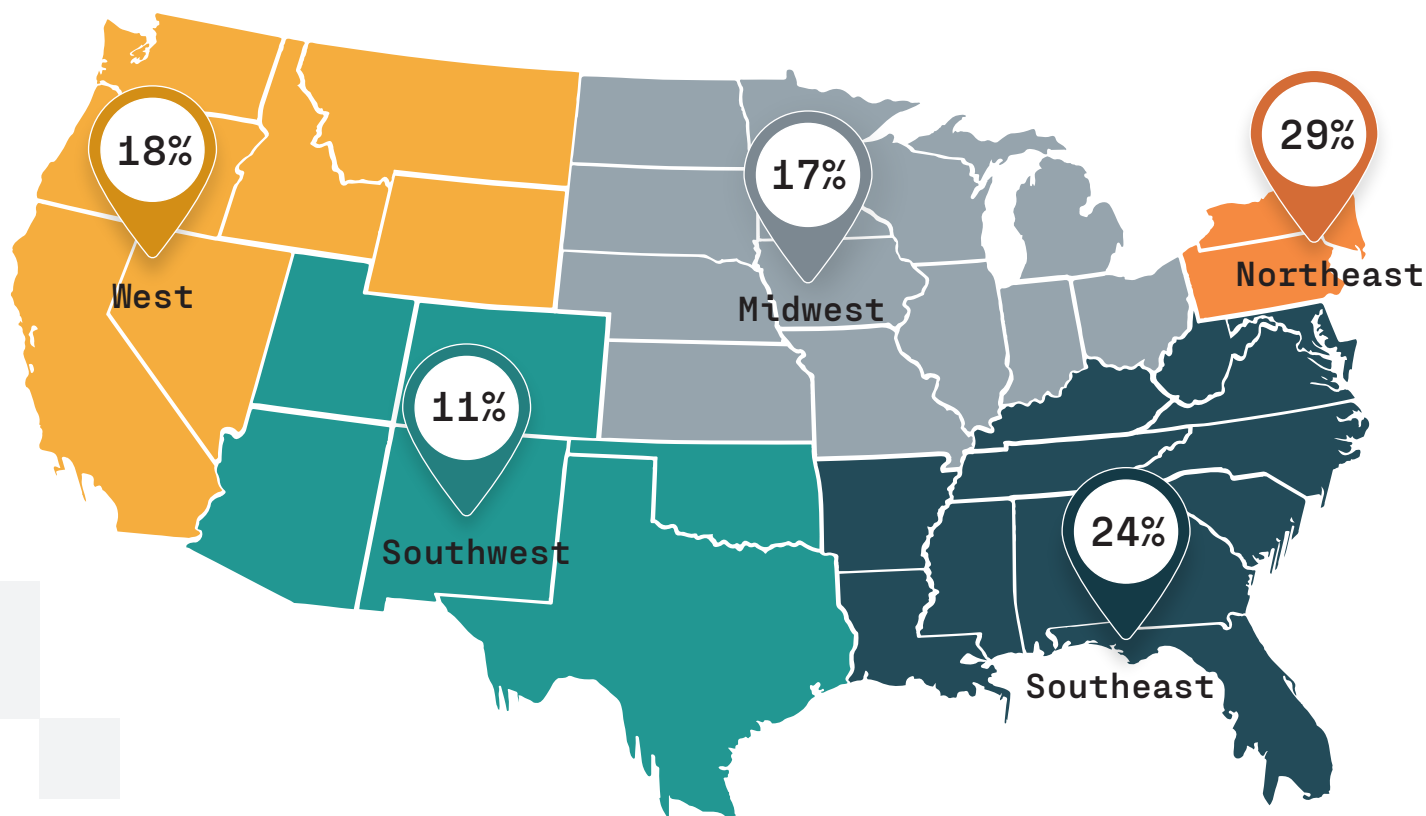


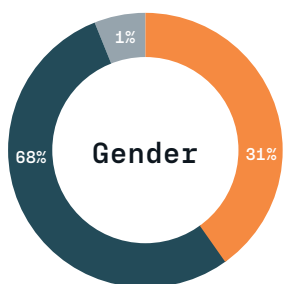
.D2. Decentralization Deciphered

Data represents an independent survey of 500+ C-suite, VP, and Director-level leaders in finance and tech for mid-to-large size companies.

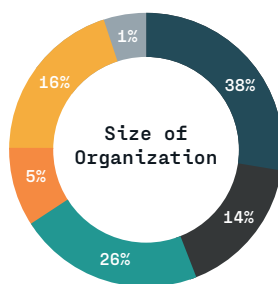
Audience Demographic Data



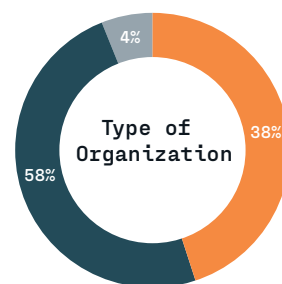
60+ 26-39
40-59



Male Female
Non-Binary



1-99 500-999
100-499 5000-9999
1000-4999 10,000+



Public Private
Non-profit

.D2. Decentralization Deciphered

*What our audience is
looking for and where do
they currently find it*

Preferred ways of learning

1	Website	56%
2	Webinars	52%
3	Digital conference	42%
4	Face-to-face conference & networking	41%
5	Digital forum for ongoing discussion	35%
6	Short-form articles	34%
7	Podcast	34%
8	Interviews/masterclasses with thought leaders	34%
9	Social media feed	30%
10	One-to-one meetings with tool & service providers	27%
11	Long-form articles	24%
12	Newsletter	24%

Which aspects of DeFi and Web 3.0 are you interested in learning more about?

1	Web 3.0 101	57%
2	The Web 3.0 Ecosystem	53%
3	Financial Risk & Reward	53%
4	Business Applications	52%
5	Case Studies	47%
6	Tools & Services	42%
5	Regulations	39%
6	General Industry News & Trends	36%

Top 5 concerns keeping our responders up at night

1	Digital transformation	53%
2	Market/economy stability	52%
3	Staying ahead of the competition	50%
4	Accelerating growth	42%
5	The Great Resignation / retaining and recruiting talent	41%

Top 5 Go-to resources for industry news, trends, and education

1	Forbes
2	Wall Street Journal
3	Bloomberg
4	Harvard Business Review
5	Coindesk

Top Social Networks most used

1	Facebook	82%
2	Youtube	79%
3	LinkedIn	71%
4	Instagram	68%
5	Twitter	68%
6	Discord	25%

Engagement of organization in DeFi / Web 3.0 such as decentralized ledger technologies (DLT) and cryptocurrencies

1	Not at all	6%
2	We're actively adapting our business	19%
3	We're actively exploring opportunities to leverage it	32%
4	We're talking about it	18%
5	We've invested in tools or consulting services	25%

Interest in attending
a Web 3.0 for Business event?

98% said YES