

Digital Currency, Blockchain & Mainstream Media

Presented by Yashu Gola, Head of NewsBTC TV



About [NewsBTC.com](https://www.newsbtc.com)

- Launched in 2014
- Based out of London, UK
- Publishes up-to-date Bitcoin and blockchain news and analysis round the clock
- 3.5 million pageviews per month
- Among the top 5 Crypto media groups online

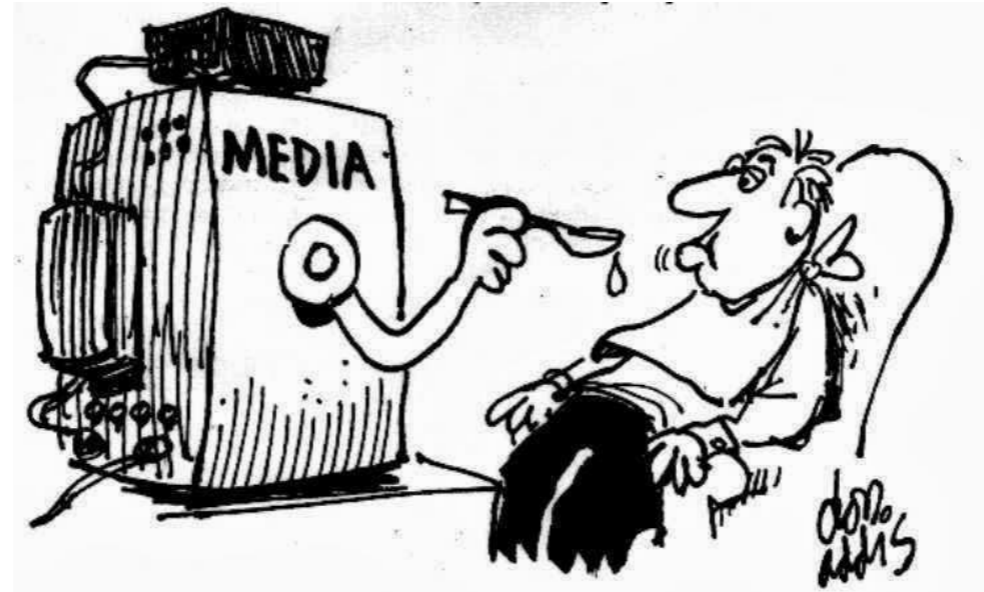


THREE ACTS OF THIS PRESENTATION

- Act I: Sensationalism over Information
- Act II: Impact on General Opinion
- Act III: Best Places to Read Bitcoin/Blockchain Content
- Q&A



ACT I



Sensationalism over Information

THE END

Arun Jaitley has just killed India's cryptocurrency party



Anjana Om Kashyap

@anjanaomkashyap

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Bitcoin to be banned. Crypto currency illegal in India says @arunjaitley
#Bitcoin #DigitalCurrency #budget2018

12:19 PM - 1 Feb 2018

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The Indian government is to ban the use of Bitcoin and other cryptocurrencies for payments, finance minister Arun Jaitley has announced, kicking Bitcoin's already-sliding value further down the slope.

NEW DELHI (Reuters) - India will move to stamp out use of cryptocurrencies, which it considers illegal, Finance Minister Arun Jaitley said on Thursday, launching a no-holds-barred attack on virtual currencies such as Bitcoin.

But in reality, Hon.
Finance Minister of India
had said

“India doesn’t consider cryptocurrencies legal tender and will take all measures to eliminate use of these crypto-assets in **financing illegitimate activities** or as part of the payment system, while **exploring the use of blockchain technology**.”

- India’s FM Arun Jaitley during his 2008 Budget Speech

Doordarshan Host: We've seen a lot of excitement over bitcoins. Why aren't you banning it instead of stating it isn't legal tender?

Jaitley: We are discouraging people from using it now. There is a government committee that's looking into it right now and they will announce their decisions and next steps after they are done.

Where Mainstream Media is Stuck

- Blockchain without Digital Currencies
- Fixed keywords to define digital currencies
 - Terrorism
 - Money Laundering
 - Drugs Trafficking
 - Child Pornography
 - Bubble
- Highlighting criticism, avoiding argument



ACT II

Impact on General Opinion

What Ensues after FUD

- Panic
- Manipulation
- Investment Loss
- Additional pressure on Government Rep
- Create roadblocks in the ways of regulation



ACT III

Best Places to Read Digital Currency/Blockchain News

Read Anywhere, But Research

- Independent Forums

- BitcoinTalk
- /r/Bitcoin Subreddit
- WhaleClub on Telegram



- News Services

- CoinDesk
- CoinTelegraph
- CCN
- The Merkle
- Bitcoinist
- KryptoMoney
- NewsBTC



- YouTube

- Whitepapers





Any
Questions?

Thank You

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