

Bitcoin Ocean

Executive Summary (Version A)

Analysis window: Nov 1 - Dec 15, 2025

HEADLINE NUMBERS

REACH (EST.)

65M+

sum of estimated reach across tracked placements

MENTIONS

36

36 placements across 34 outlets

SHARE OF VOICE

63.8%

competitive SOV in window

AUTHORITY MIX

8.3%

original (3 originals / 36 total).
86% automated syndication (PR Newswire-led)

ONE-LINE SCORECARD

AUTHORITY



mainstream reach strong; crypto-native authority underweighted

NARRATIVE CONTROL



early announcement + dominant SOV

CHANNEL FIT



distribution-heavy; needs community + crypto-native validation

COMPETITIVE PRESSURE

High

"Type 2 rigor" is now the framing risk

DECISION SNAPSHOT: OCEAN (NOV 1 - DEC 15, 2025)

DECISION THIS ENABLES

How OCEAN converts SOC 2 momentum into durable trust leadership in crypto-native channels, and neutralizes the Type 2 comparison before DMND defines the benchmark.

What Changed *the 3 movements that matter*

- **OCEAN won the window:** Announced Nov 11 and dominated the period with 63.8% Share of Voice and 36 placements, establishing early narrative ownership.
- **OCEAN won visibility at scale:** 65M+ potential impressions versus ~10M+ competition, showing strong distribution leverage.
- **The bar shifted to "Type 2":** DMND's SOC 2 Type 2 announcement (Nov 25) signals compliance is now table stakes and creates a clear comparison risk if unaddressed.

What It Means *interpretation*

- This is an awareness win, but authority is not secured yet. The mix is heavily syndication-led (high visibility, lower editorial engagement), which does not automatically translate into crypto-native trust.
- **DMND is winning credibility nodes.** Despite entering 14 days later, DMND earned higher-leverage validation (Bitcoin-native placements, exchange visibility, community endorsements) that carries disproportionate trust weight in mining.

Primary Constraint *what's limiting momentum*

- **Authority conversion gap:** OCEAN's current advantage is distribution-driven (86% automated syndication; 3 original placements / 8.3% original-rate). Crypto-native audiences reward editorial and community validation.

The Opportunity *where wins compound next*

- **Lock “trust leader” positioning before DMND owns the standard.** OCEAN has first-mover advantage and dominant share. Now it must add proof depth and roadmap clarity.
- **Shift from mainstream distribution to crypto-native authority capture.** A small number of high-trust placements and third-party endorsements will move perception more than another syndication wave.

Recommended Next Actions *sequenced plays, not tasks*

1 **Next 30 days: Extend Narrative Ownership (proof asset + search dominance)**

Publish a follow-up authority piece (“Our SOC 2 Journey,” control highlights, enterprise readiness, or a case-study style proof asset) to maintain dominance for “Bitcoin mining pool SOC 2” queries and arm partners with substance, not just headlines.

2 **Next 60 days: Announce a Type 2 Roadmap (neutralize competitor leverage)**

DMND’s Type 2 becomes the “more rigorous” frame unless OCEAN removes it. Announce a Type 2 timeline/roadmap (even if completion is later) to keep OCEAN positioned as proactive trust leadership.

3 **Next quarter: Crypto-Native Authority Capture (credibility nodes)**

Target Bitcoin-native outlets and ecosystem validators (exchanges, technical/community channels, respected industry voices) optimized for original placements and third-party pickup, not syndication.

The Ask *this triggers the phone call*

- **15-20 minute working session:** we’ll choose the next two moves by confirming:
 - the primary trust audience (exchanges vs institutions vs miners)
 - the three proof points to lead with (controls, governance, operational discipline)
 - the 6-10 crypto-native credibility nodes that change perception fastest

Call options: [Time 1], [Time 2], [Time 3]

IF WE DO NOTHING

If OCEAN doesn’t follow this awareness win with crypto-native authority and a Type 2 roadmap, DMND can own the “higher rigor” benchmark and win trust in the channels that matter most, while OCEAN remains visible but less validated.