

TON Ecosystem: August 2025



Introduction

August marked a significant month for TON's ecosystem as leadership evolved and infrastructure matured to meet the demands of mainstream adoption. Max Crown's expanded role to President & CEO of TON Foundation, combined with partnerships from Coinbase Ventures and Binance Wallet, connected TON with both institutional confidence and consumer accessibility.

From notable digital asset trades to production-ready infrastructure improvements, the ecosystem demonstrated both cultural momentum and technical excellence. The launch of Jetton 2.0, AWS data integration, and enhanced security partnerships demonstrated TON's preparation for the next wave of Web3 adoption through Telegram.

Missed last month's roundup? [Catch up on the July 2025 report here.](#)

Month in Numbers

214

Builder Registrations

New projects on TON Builders Portal

162

Ecosystem Support Requests

New program submissions

70 projects

Marketing Support

Official support from TF/TON Hubs

140K

New TApps Users

New users joined TApps

31

New TApps Listings

New apps listed, 60 apps featured

\$84.5M

Memecoin Trading Volume

113% month-over-month growth

\$11.9M

TG Stars Weekly Purchases

4x increase from Telegram anniversary

\$179.5M

Ethena USDe Supply

29% month-over-month growth

Sources: [TON Builders Portal](#), [Dune Analytics](#), [DeFi Analytics](#)

Major ecosystem updates

Leadership Update: Max Crown Appointed President & CEO of TON Foundation

Max Crown has expanded his leadership role to President & CEO of TON Foundation, as Manuel Stotz stepped down to focus on his new role as Executive Chairman of TON Strategy Co. This natural progression in the Foundation's governance model reflects the board's trust in Crown's vision for TON's future and marks a strategic evolution in how the ecosystem approaches both technical development and market expansion.



Maximilian Crown
President & CEO,
TON Foundation

TON Strategy Co. Launches Official Channels

TON Strategy Co. launched official channels as a new initiative to connect Toncoin with traditional finance and next-gen infrastructure. Pavel Durov highlighted the importance of this strategic direction, sharing updates on TON's integration into the global financial system. This development signals TON's commitment to bridging the gap between decentralized technology and traditional financial institutions.

Coinbase Ventures Becomes Toncoin Holder

Coinbase Ventures has joined the growing list of Toncoin holders, with one of Web3's most recognized investors signaling strong confidence in TON's mission and adoption potential. Pavel Durov celebrated the milestone. This institutional backing validates TON's strategic position and provides significant credibility as the ecosystem scales toward mainstream adoption.



Binance Wallet Earn Integrates TON

Millions of Binance users can now stake Toncoin directly in Wallet Earn, with a \$300,000 rewards campaign powered by Tonstakers. This integration expands TON's reach into mainstream crypto users through one of the world's largest exchange platforms, providing seamless access to TON staking for millions of users who previously had limited exposure to the ecosystem.

Snoop Dogg Discusses Telegram in Interview

The hip-hop legend shared why he's "all-in" on Telegram, highlighting its ad-free experience and his successful TON-powered Gift collection. His continued advocacy demonstrates the cultural momentum building around Telegram's digital asset ecosystem, proving that mainstream celebrities see real value in TON-native digital ownership experiences.

Zengo Adds Toncoin Support

The seedless, ultra-secure wallet with 2M+ users now supports TON, enabling storage, swaps, staking, and Telegram mini-app integration. This partnership brings institutional-grade security to TON users through Zengo's innovative MPC technology, addressing a key need for users who want maximum security without the complexity of traditional seed phrase management.

Infrastructure Updates

Introducing Jetton 2.0: Faster, Smarter, Better

The new Jetton standard improves token transfers up to 3x during congestion, with smarter wallet placement and production-ready contracts from TON Core. This upgrade addresses scalability concerns while maintaining TON's speed advantages, ensuring the network can handle increased demand as more applications and users join the ecosystem.

TON Data is Live on AWS

AWS has added TON to its Public Blockchain Data registry, enabling developers and analysts worldwide to easily access and build with TON data. This integration provides enterprise-grade cloud infrastructure for TON-based applications and analytics, significantly reducing barriers for institutional developers and data scientists who want to build on TON.

ChainPatrol Partners with TON to Boost Web3 Security

ChainPatrol's AI-driven platform will help defend TON against phishing, impersonators, and wallet drainers, strengthening ecosystem-wide security. This partnership addresses growing security concerns as TON scales to mainstream adoption, providing automated protection that becomes increasingly important as more non-technical users enter the ecosystem.



TON Core Support for BTC Teleport

RSquad and TON Foundation enable cross-chain Bitcoin↔TON transfers fully on smart contracts, now integrated into MyTonCtrl validator tool. This development enhances TON's interoperability with Bitcoin, the world's largest cryptocurrency, opening new possibilities for DeFi applications and cross-chain value transfer without requiring centralized bridges.

Toncenter API Upgrades

New features include Actions API, Pending API, standardized Action IDs, Streaming API, Emulation API, metadata & traces enhancements, and TON DNS support — improving UX for apps and wallets across the ecosystem. These upgrades provide developers with more powerful tools for building sophisticated applications while simplifying integration processes.

TON Core H1 2025 Report

Key roadmap progress includes:

- **Kernel & Layer 1:** 5 major updates, reducing finalization to 3–5s and completing the "Accelerator" upgrade for stability under peak loads.
- **Validator tools:** Multiple MyTonCtrl improvements, validator telemetry, dashboards, and TON Proxy with privacy + micropayments.
- **APIs & UX:** Expanded Toncenter API with Actions, Pending, Streaming, and Emulation APIs for better app integration.
- **Layer 2 & Cross-chain:** Refinement of TON Payment Network, sidechain research, and BTC Teleport integration.
- **Developer tools:** Launch of Tolk 1.0 smart contract language and SDK upgrades.
- **Other:** Deprecation of Toncoin Bridge, wallet.ton.org update, plus notable on-chain mints (Not Pixel, Tapswap, Blum, etc.).

MyTonWallet v4.1 Launches MyTonWallet Air

MyTonWallet Air is a native app that's 40% faster, smoother, and more intuitive. It debuts advanced NFT tools, precise chart controls, updated built-in browser, quick wallets switching, and gesture shortcuts. The update also brings Smarter Swaps with all major TON DEXs and multi-path routing via DeDust Router v2, plus Enhanced Security against scams and phishing.

Tonkeeper Launches On-Chain Rewards Program

Tonkeeper launched an on-chain rewards program, further incentivizing ecosystem participation and wallet adoption through blockchain-native mechanisms.

Telegram Apps Center Updates

Strong Growth Across Key Metrics

Telegram Apps Center continued its expansion with impressive user engagement:



140K new users joined TApps in August



31 new apps listed across various categories



60 apps featured throughout the month



MemHustle and Cattea joined TON Loyalty Program

TON Loyalty Program Shows Strong Performance

TON Loyalty Program demonstrated clear value for partners, with participating users showing at least 2x higher ARPPU (Average Revenue Per Paying User) than regular users across partners' apps. This metric validates the program's effectiveness in driving meaningful engagement and monetization, proving that curated user experiences lead to higher-value interactions.

Builders Updates

Enhanced Community Engagement and Support

August saw significant expansion in builder support and community engagement:

214

new projects registered on TON Builders Portal this month

162

new Ecosystem Support Program requests were submitted and processed within an average of 2.7 days

70

projects received official marketing support from TON Foundation or TON Hubs

4

projects got accelerated Telegram verification

5

projects were featured on TON VC Club

45

new teams joined TON Nest, while 6 successfully graduated from the Program

TON Hubs Global Expansion

TON Hubs onboarded **185 new developers and 132 new projects** across regional activities.

Event highlights:

- **TG Mini Game Ecosystem Conference at ChinaJoy** by TON Foundation APAC Team and East Asia Hub with **over 500 attendees** and strong interest in TON mini games
- **TON East Asia Hub represented the ecosystem at WebX in Japan with over 500 people attending** the booth and dozens of IP showing interest in onboarding into TON and Telegram
- **"Career & Startup in Blockchain" event** for Vietnamese students by SSEA Hub, Phenikaa university, Tether and OKX with **over 800 students** visiting the booth and hearing the keynote [link](#)
- **First TON Dev Bootcamp (School)** by [East Asia Hub](#)
- **First-ever CIS offline event on Tolk** by [CIS Hub](#) with participation of Tolk's core developer and **over 70 developers** gathering to gain insights directly from him

DeFi Updates

Ethena Adoption Continues to Grow

Ethena's presence on TON expanded significantly:

- **Supply growth:** USDe reached **\$179.5M (+29% m-o-m)** and tsUSDe expanded to **\$24.6M (+9% m-o-m)**, boosted by DeFi incentives
- **Holder growth:** USDe holders rose to **2,168 (+20% m-o-m)**, while tsUSDe holders increased to **3,928 (+14% m-o-m)**

Memecoins Trading Surges

Monthly trading volume hit \$84.5M in August (+113% m-o-m), highlighting strong community engagement and liquidity growth in the meme sector.

\$84.5M
Monthly trading volume

Gold Hunt Campaign on Crypto Wallet

Limited-time campaign offers 0% fees + 15% APY — users can earn 15% APY on the first \$300 in Gold and 4% thereafter, with no purchase fees until August 27.

TONCO Performance & Initiatives

Yield/LP (30d) (based on data provided by the team):

- **TON/USDT** avg 27% APR (peaks ~297% daily)
- **tsTON/USDT** avg 88% APR (highest on TON DeFi, peaks ~294% daily)

DEX share: TONCO's market share grew from 23.29% → 41.99% MoM,
hitting \$80M+ monthly volume

Education: DeFi Club launched with first session "1,000 TON — hold, stake,
or provide liquidity?"

Affluent's OG Season "Affluencer" Completed

Affluent's inaugural season concluded successfully:

- Concluded with ~500 participants across 35+ countries
- Vault deposits reached ~\$700K via 300+ users
- Campaign built global trust in Affluent's strategies, forming a strong base of "Affluencers" shaping TON DeFi
- Exclusive NFT rewards to be distributed by end of September as recognition of early commitment

Major Platform Updates

EVAA Protocol: Trail of Bits released the security review of EVAA's new smart contract version. The project also expanded supported assets with STONfi LP collateral now live on the LP Pool.

STON.fi: The DEX generated 62% of all LP Fees in 2025 — an important milestone — and launched a new local community for Hindi users.

DeDust.io: Added support for Chinese language — the exchange is now available in 4 languages.

Bemo: Is now part of ylem.studio, the team backed by top.co.

Payments Updates

New Mini-App Launches

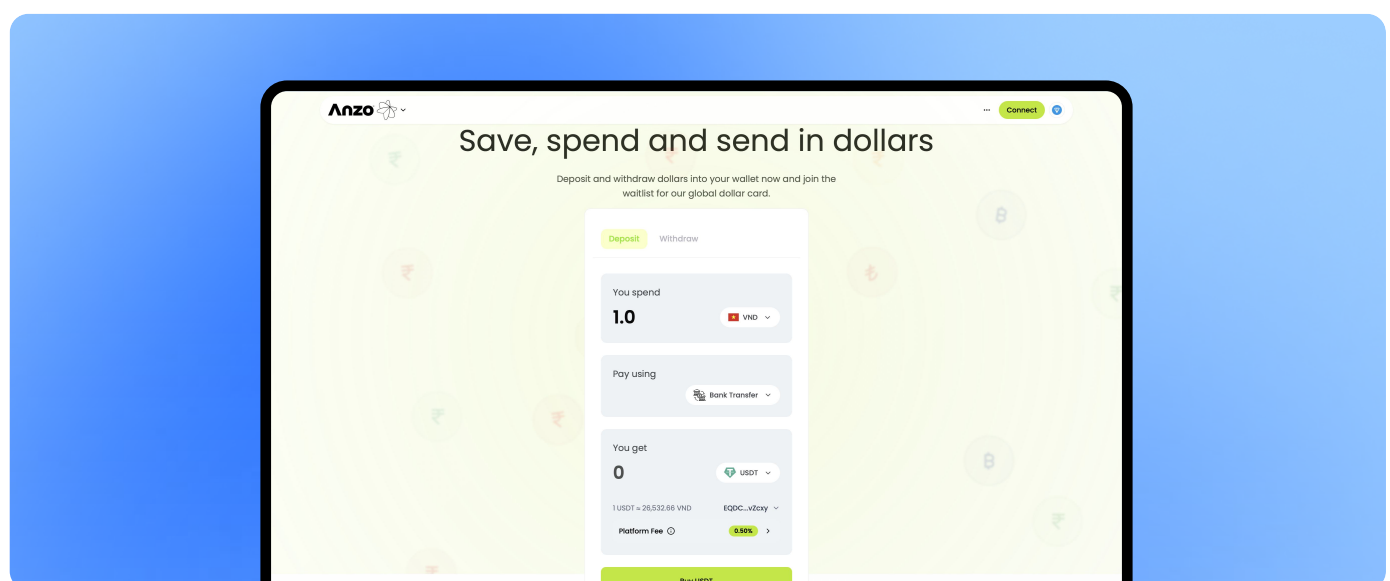
TripBooking: hotel booking now live (Japan-only)

Ecosystem Activations & Fiat Rails

Nexo: TON now live on Nexo (7M+ users): earn up to 3.5% on TON, unlock a credit line without selling, spend with the Nexo Card, and trade/borrow/earn in one app. Nexo's integration brings TON to a massive existing user base of crypto-savvy individuals who can now seamlessly incorporate TON into their existing financial workflows, from earning yield to accessing credit without selling their holdings.



ANZO: buy and sell USDT-TON with local payment methods; VND is live. ANZO's focus on Vietnamese Dong represents a strategic expansion into Southeast Asian markets, providing crucial fiat on-ramps for users in regions where traditional crypto exchanges may have limited local payment support.



Anzo: VND is live

Fonbnk (Africa): TG Mini-app now supports fiat-to-USDe and TON with mobile money and bank transfers; expanding beyond Africa to Brazil and the Philippines, with more LATAM/SEA markets coming later this year and early 2026. Fonbnk's mobile money integration addresses a critical need in emerging markets where traditional banking infrastructure may be limited but mobile payments are widespread.

CoinRabbit: now supports USDT on TON; users can borrow USDT directly on the CoinRabbit platform. This integration enables users to leverage their crypto holdings for liquidity without selling, supporting the broader DeFi ecosystem by providing additional utility for TON-based assets.

Tribute: introduced recurring donations & subscriptions via Wallet in Telegram. This feature transforms how creators and organizations can build sustainable income streams using TON, enabling subscription-based models that leverage Telegram's massive user base.

Telegram Assets and IP Updates

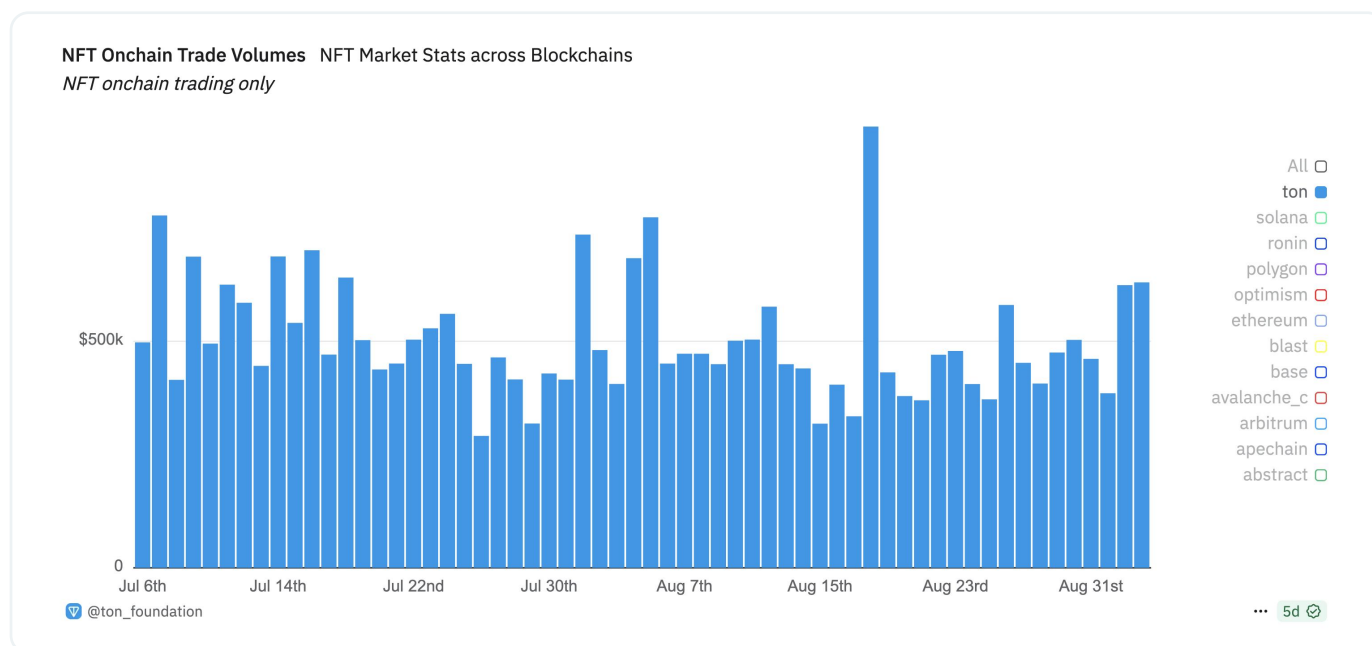
NFT 2.0 Standard Released

NFT 2.0 standard was released, providing enhanced functionality and improved standards for digital assets on TON. The new standard introduces advanced features like improved metadata handling, better royalty mechanisms, and enhanced interoperability, setting the foundation for more sophisticated digital asset experiences within the Telegram ecosystem.

NFT Market Leadership Continues

In August, TON maintained a top-3 position globally in NFT trading volume. After a hyper-growth moment in July, August showed that TON's NFT economy wasn't a flash in the pan. Despite a broader lull across chains, TON retained volume leadership within the top 3 position, and unique trader numbers remained stable between 10 and 20k daily.

Collections like Snoop Dogg's gifts, Pudgy Penguins, and Sappy Seals saw sustained resale and daily trades through August, indicating that IP-led assets demonstrate strong market resilience and ongoing collector interest.



High Telegram Stars Activity

Weekly on-chain TG Stars purchases reached \$11.9M (4x increase), boosted by new Telegram gifts for the messenger's 12th anniversary. Durov reported \$11M in those TG gift sales, meaning the majority of TG Stars purchases went through TON blockchain this time.

New NFT Price Record

Plush Pepe #1515 sold for **\$165k** (previous record: \$94k), demonstrating continued strength in premium digital collectibles.

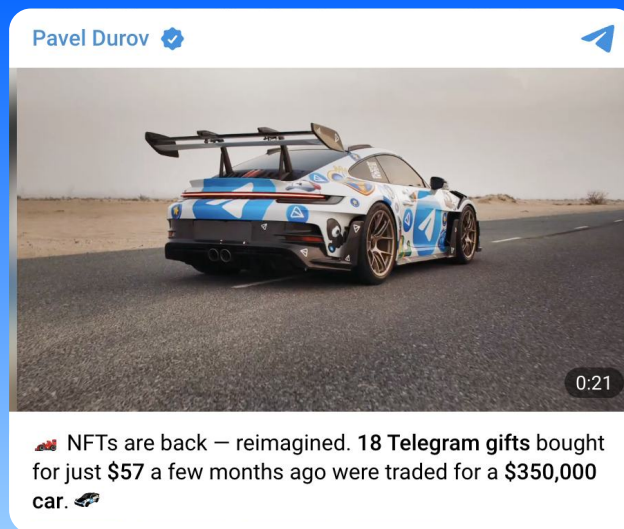


Getgems Introduces Pocket

Getgems introduced Pocket, a new Telegram Mini App for collecting digital visuals with a smoother minting flow, enhancing the user experience for digital asset creation.

Historic Digital Asset Trade

A notable trade was made between community founder Roxman, founder of Major mini-app and token and Lucha. Lucha swapped his Porsche GT3 RS, fully wrapped in Telegram Gifts for Roxman's collection of Gifts numbered #1. Gifts which were bought for a total of \$57 were exchanged for a \$350,000 car. The swap made headlines across the platform and even got a shout out from Pavel Durov himself.



Source: [Telegram](#)

Sappy Seals Launches Sticker Utility

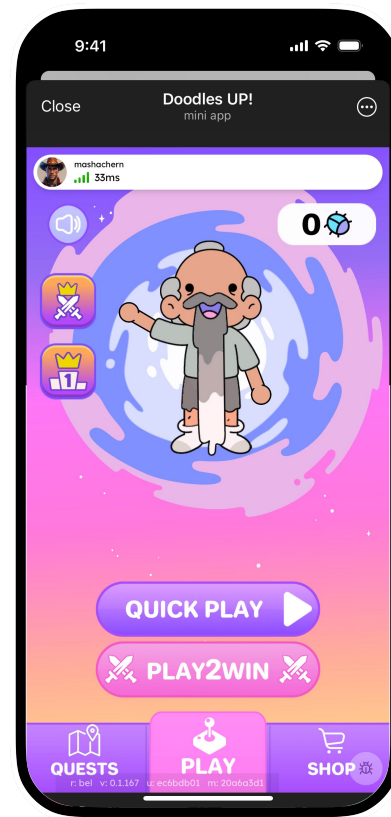
Sappy Seals, one of the original crop of Telegram Stickers, launched utility for their stickers in a sappy seals game.

"This is the first time Stickers have been given 'utility' and a purpose within a wider ecosystem beyond just Telegram itself. The thought came from the concept of limited edition skins...people in crypto have theorised about 'interoperable skins and assets' but nobody has truly tried to implement them. With Telegram stickers in particular, they work great since there is no fundamental utility and they already have a pre-defined purpose within Telegram. That means you can monetize by having a purpose for these assets, and the premium markup they have becomes unquantifiable and not anchored to one specific product/platform — an extremely important principle for digital veblen goods like CS skins for example." Said Wab.eth founder of Sappy Seals.

GameFi Updates

Doodles Launches Kyle's Journey on Telegram

The Doodles brand introduces its first Telegram game, Doodles UP! — Kyle's Journey, bringing mini-games and exclusive rewards to TON's 1B+ users. This represents a significant milestone for IP integration on Telegram, as Doodles leverages their established brand recognition to create engaging play-to-win experiences. Doodles UP uses innovative mechanics where users can pool Toncoin and compete against friends, creating both social and financial incentives for engagement. The game achieved impressive early metrics with **34.2k total players**, **378.1k total games played**, and **4.5k items purchased** for Toncoin, demonstrating strong monetization potential for IP-driven gaming experiences on TON.



Pudgy Penguins Partnership

Pudgy Penguins teamed up with multiplayer game TON Battleground to launch a new Penguins themed map, extending IP partnerships across gaming platforms and showcasing how established Web3 brands can create cross-platform experiences within TON ecosystem.

ZarGates Updates

Updates from **ZarGates** @ZARGatesBot:

- **ZarGates × Nekki — Infrastructure Commitment** Nekki, the studio with 1bn mobile installs and top global fighting game, Shadow Fight, has signed a contract to use ZarGates Infrastructure starting with a custom marketplace experience. This partnership brings significant credibility and scale potential to TON's GameFi infrastructure, as Nekki's proven track record in mobile gaming could drive substantial user adoption.
- **Giveaway with 5 figure prize pool** — new challenge for Telegram gamers at the end of September. This is a fun fuelled and fierce competition of skill based games.

CITY Holder Launches First Fully Decentralized NFT Albums

CITY Holder @cityholder launches the first fully decentralized NFT Albums on TON, marking a new milestone for both the game and TON ecosystem.

This innovation represents a breakthrough in gaming asset ownership, where each album itself is an NFT, permanently tied to its owner, and allows players to mint their in-game objects and achievements into NFTs and organize them inside a personalized album. This creates a unique and verifiable record of progress and achievements directly on the blockchain, solving the problem of portable gaming achievements that has long challenged the industry. In 24 hours, **30k sticker NFTs** were minted to be placed into albums, demonstrating immediate user adoption of this new model.

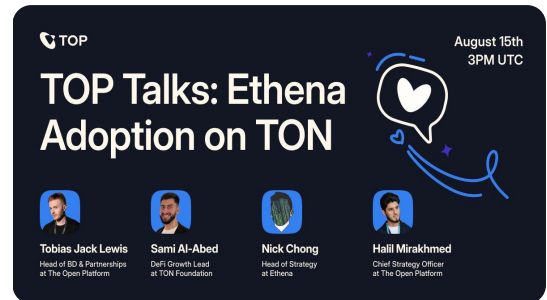
Another major milestone was the **integration of Telegram gifts** directly into the game mechanics, which generated strong excitement and highly positive reactions from the community (3x speed of sale of boxes into which gifts were integrated), showing how Telegram-native assets can enhance gaming experiences.

TON Talks

TOP Talks X Spaces: Ethena Adoption on TON

The first episode of TOP AMA series, where guests discuss opportunities and challenges on the path to crypto mass adoption.

[Listen now](#)



TOP Talks X Spaces: Wallet in Telegram Goes Global

Discussion on Wallet in Telegram's global expansion



Mined with CoinFund Podcast

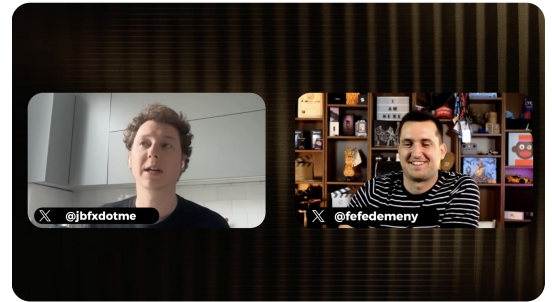
Martin Masser, TON Foundation Head of Growth, and Andrey Fedorov, STON.Fi CMO & CBDO, discuss the growing DeFi activity on TON and how users are continuing to onboard to crypto.

[Listen to the episode](#)

Crypto Banter Podcast

TON Foundation's VP of IP Strategy discusses what's driving major IPs into Telegram, highlighting Telegram's unique ability to grow audience reach and monetize using digital assets on TON.

[Watch here](#)



Exploring TON Strategy's Vision

Manuel Stotz discusses the vision behind TON's \$558 million treasury company and strategic initiatives.

[Watch now](#)



Conclusion

August marked a significant month for TON's ecosystem evolution, with institutional recognition from Coinbase Ventures and Binance alongside continued mainstream attention through high-value digital asset trades. The expansion of Max Crown's role to President & CEO signals TON's maturation from a developer-focused blockchain into a consumer-ready platform powering millions of users.

The launch of production-ready infrastructure improvements — from Jetton 2.0 to AWS data integration — combined with sustained DeFi growth and gaming innovation supports TON's position as the leading blockchain for practical Web3 adoption. As Pavel Durov's digital ownership vision continues to gain mainstream attention, the groundwork laid in August provides a strong foundation for TON's next phase of growth.

The ecosystem's ability to balance technical excellence with cultural relevance places TON uniquely as blockchain infrastructure becomes invisible and digital assets become everyday tools for expression and value exchange.