

TON Ecosystem: July 2025



Introduction

In July, TON's ecosystem delivered breakthrough performance across key metrics while advancing infrastructure that brings Web3 closer to mainstream adoption. Major partnerships with global brands, DeFi growth, and significant technical improvements marked a transformative month for the network.

From Snoop Dogg's high-profile Telegram Gifts launch to TON Core's 10x faster transaction finalization, the ecosystem demonstrated both celebrity appeal and technical excellence. The focus remained on practical utility, with new payment solutions, enhanced developer tools, and unprecedented DeFi yields driving real user adoption.

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

Month in Numbers

\$345M

DeFi Trading Volume
97% growth from June (\$175M)

\$12M

Snoop Dogg Gift Sales
996K Gifts in 37 minutes

\$3.5M

Peak NFT Daily Volume
(on-chain and off-chain)
Average \$1.5M, top-3 across chains

\$3.4M

Peak Telegram Stars Daily Volume
Range \$1-2M daily, up from \$400K
(Snoop Dogg effect)

3-5
seconds

Transaction Speed
10x faster finalization

101 projects
238 developers

Hubs Onboarding
Across regional hubs

120K+

New TApps Users
42 new mini apps listed

202

Builder Registrations
New projects on TON Builders Portal

Sources: [TON DeFi Analytics](#), [TON Weekly](#), [DeFiLlama](#)

Major ecosystem updates

TON Wallet Launches in the US with Major Rebranding

TON Wallet launched in the United States, marking a significant expansion of TON's consumer reach. The launch coincided with a comprehensive rebranding effort and new features rollout, positioning the wallet as a mainstream financial app.

The team provided clear differentiation between TON Wallet and Crypto Wallet, helping users understand the distinct value propositions and use cases.

Snoop Dogg Drops Record-Breaking Telegram Gifts

Music icon Snoop Dogg made history with his debut Telegram Gifts collection in collaboration with his "nephew" Pavel Durov:



Drove Telegram Stars purchase volume from ~\$400K to \$2-2.5M per day, representing approximately \$3M in daily market inflow.

996K

Gifts sold in just
37 minutes



Pavel Durov celebrated the milestone: "Nearly 1M unique NFTs, inspired by Snoop's iconic style, were gone in record time"

\$12M

In total sales

This collaboration between Telegram and Snoop Dogg established the first major branded collection, creating a blueprint for mainstream IP adoption.

450K

Official music video
"Gifts" surpassed

Crypto.com Custody Adds Institutional Support for TON

Crypto.com expanded its custody services to support TON, with TON Foundation becoming a client of the institutional-grade platform. The integration enables secure asset storage, TON staking, and access to Jettons, USDT, and future stablecoins on TON Blockchain.

Strategic DeFi and Infrastructure Expansions

- FDUSD stablecoin went live on TON, expanding the ecosystem's stablecoin options and providing users with additional DeFi opportunities. FDUSD is a regulated, fiat-backed stablecoin pegged 1:1 to the US dollar with monthly audited reserves.
- TON Foundation announced new DeFi leads to accelerate ecosystem growth and coordinate strategic initiatives across decentralized finance protocols.
- The date for Gateway, TON's flagship annual community event, was released, building anticipation for upcoming ecosystem developments.
- TON-Ethena APY boost campaign expanded to DeFi, broadening yield opportunities across the ecosystem.



The Gateway
1–2 May 2026

Infrastructure Updates

TON Core Achieves 10x Faster Transaction Finalization

Operations on TON Blockchain now finalize 10 times faster, completing in **3-5 seconds** instead of the previous 30+ seconds. This improvement reduces median swap time to nearly **0 seconds (quasi-atomic)**, delivering a user experience that rivals centralized exchanges.

Tolk 1.0 Smart Contract Language Goes Live

Tolk 1.0 launched, providing developers with a mature, production-ready smart contract language. The new programming language inherits security and efficiency from FunC while delivering modern syntax and advanced features that streamline development and improve contract security.

Major Developer Tooling Improvements

TON Core delivered several key developer updates:

- Accelerator Update Completed - Enhanced network performance and reliability
- Web Support for Payment Network - TON Payment Network technology now supports web applications
- Unified VS Code Extension - Streamlined development environment for TON builders

MyTonWallet 4.0: Messaging-Speed Transfers

MyTonWallet released v4.0 celebrating its 3rd anniversary with groundbreaking improvements. The update introduces transfers at messaging speed, with incoming transactions appearing in under 100 milliseconds - a first among self-custodial wallets.

Key v4.0 features:

- WebSocket-based real-time transaction broadcasts
- New sleek UI with improved user experience
- Fiat currency input for easier transactions
- Enhanced dApp interactions and developer tools

The team also launched @push, a Telegram-native tool that works with any TON wallet, enabling users to send crypto on-chain directly from chats using simple commands like "@push 20 USDT." Version 1.1 added payment requests, USD previews, and automated notifications.

Tonkeeper Pro iOS Adds Integrated Browser

Tonkeeper added a new browser inside Tonkeeper Pro iOS, enhancing the mobile dApp experience with integrated browsing capabilities.

Telegram Apps Center Updates

TON Loyalty Program Launches with almost 150K Users

The TON Loyalty Program went live with immediate success, attracting almost 150K users in its first month. Popular apps including Gatto, MemHustle, ZarGates, Trump's Empire, Dungeons of KITSU, and Nuts Farm already joined the program.

Massive Growth: 120K+ New Users, 42 New Apps

Telegram Apps Center added 120K+ new users and listed 42 new mini apps, demonstrating sustained growth and developer interest in the platform.

User and Developer Satisfaction Surveys

TApps conducted comprehensive surveys revealing strong satisfaction across both user and developer communities:



Developer Feedback:

- Listing Process Smoothness: **8.14/10**
- Support & Promotion during Launch: **8.29/10**
- Voting Impact: **8.14/10**



User Insights:

- Over **80%** of users access Telegram Apps Center daily
- Most sought-after categories: Web3/ Crypto/Blockchain, Gaming, NFTs & Digital Collectibles
- More than **70%** of users report frequent Web3 app usage

Builders Updates

Enhanced Community Engagement and Support

July saw significant expansion in builder support and community engagement:

- [Builders AMA on Ecosystem Support](#) - Direct dialogue between TON Foundation and the developer community
- [GameFi Builders Call](#) - High engagement session focused on game development and TON collectibles

Builder Ecosystem Growth

202

New projects registered
on TON Builders Portal in July

139

TON project requests
successfully processed

101 projects
238 developers

TON Hubs onboarded through exciting
events across East Asia, South and
Southeast Asia, Europe, and CIS

318

Web3 builders and enthusiasts
attended regional hub offline
events

Strategic Partnerships and Programs

- [Tonkeeper partners with Cointelegraph Accelerator](#) to support early-stage teams building on TON
- [Bug bounty program launched by Torch Finance](#) to enhance protocol security

MyTonWallet Community Initiatives

MyTonWallet launched two developer contests to test their latest native mobile app MyTonWallet Air:

- **QA Contest: \$10,000 prize pool** for bug reporting
- **Security Bounty Program: Up to \$50,000** for vulnerability discoveries

The MyTonWallet Air beta focuses on deep OS integration and speed optimization, designed for the most responsive experience yet.

DeFi Updates

Notable Growth Across All Metrics

TON DeFi experienced unprecedented growth in July:

- Monthly trading volume on Perpetual DEXs: \$345M (97% growth from June's \$175M)
- TVL increases across DEX, lending protocols, CDP, and Ethena
- Monthly Active DeFi Users: +14.2K active wallets (+2.4%), driven by USDe DEX trading and deposits

\$345M
Monthly trading volume

+14.2K
Active wallets

Source: [TON DeFi Analytics](#)

Top APY Opportunities in TON DeFi July 2025

Platform	Asset	APY
TONCO	TON/USDT	up to 37%
Affluent	tsUSDe	up to 33%
Ethena	tsUSDe	up to 19%
FIVA	tsUSDe	up to 19%
STON.fi	TON/USDT	up to 15%
Storm Trade	TON	up to 11%
DeDust	TON/USDT	up to 10%
Torch Finance	tgUSD	up to 9%

View live rates on [DefiLlama](#)

Major Platform Updates and Launches

- **DeDust Aggregator Milestone:** DeDust's aggregator surpassed \$25M in trading volume since its March launch. Over 4,500 unique users enabled Router v2 for optimal swap efficiency, despite the feature being in beta and disabled by default.
- **STON.fi US Launch and Major Funding:** STON.fi launched in the US and secured a \$9.5M Series A round from Ribbit Capital and CoinFund. The platform also integrated with SafePal non-custodial wallet and unlocked unlimited trading limits on Omniston.
- **TONCO Exceptional Performance:** TONCO reported APR rates of up to 279% in the TON/USDT pool and up to 289% for the newly listed FDUSD (short-term rates). The DEX expanded availability through TON Wallet via Omniston and Binance Wallet integration.

New Product Launches and Innovations

- **Affluent Strategy Expansion:** Affluent launched the Ethena Multiply Vault offering 30% APY through leveraged looping strategies. The OG Season: Affluencers program attracted over 400 users who deposited \$400K in the first week, with analytics available on Dune.
- **EVAA DeFi Evolution:** EVAA launched a TON-native stablecoin pool with up to 100% APY, added new assets, and collaborated with Ethena and FIVA for boosted APY campaigns. The team also expanded integrations with SafePal Explore and swap.coffee Yield Aggregator.

30% APY

Ethena Multiply Vault
by Affluent

**Up to
100% APY**

TON-native stablecoin
pool by EVAA

- Storm Trade Telegram Gifts Index: Storm Trade launched the Telegram Gifts Index (sGIFT), tradable with up to 3x leverage. The index tracks the top-15 gift collections by market cap across Fragment, Getgems, Tonnel, and Portals.
- swap.coffee Yield Aggregator: swap.coffee launched a comprehensive Yield Aggregator integrating 19 top protocols into a single interface for comparing yields, tracking APRs, and managing positions.
- Upscale Trading Tournament: Upscale launched a demo trading tournament, giving traders a chance to reach the funded stage with no capital required and win real prizes.

New Product Launches and Innovations

- Tonstakers Expansion: Tonstakers integrated with Binance Wallet with \$300K prize pool and SafePal Wallet Explorer.
- Bemo DeFi Integration: Bemo launched new bmTON/TON farming pools across DeDust, Bidask, and STON.fi, expanding interconnectedness within TON's DeFi ecosystem.

\$300K

Tonstakers prize pool

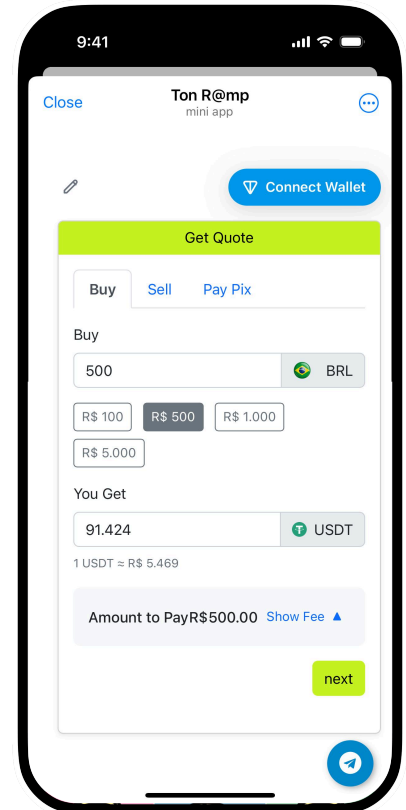
Payments Updates

Enhanced Fiat-Crypto Conversion Options

Two new Telegram-native solutions expanded fiat conversion capabilities:

- TON R@MP (@TonRmpBot) enables direct USDT and Brazilian Reasis (BRL) conversion inside TON Wallet
- Onramp TON (@OnrampTonBot) supports buying and selling TON, USDT, BTC, and NOT in TON Wallet

These integrations expand TON's payment utility in key Latin American markets.



Telegram Assets and IP Updates

NFT Trading Dominance Continues

TON maintained its position as a top-3 NFT chain globally throughout July:



Daily volume averaging \$1.5M on-chain and off-chain, peaking at \$3.5M



9K-10K wallets trading NFTs daily



TON consistently ranked top-3 globally with 20-30% market share



307K+ unique wallets have traded Telegram Gift NFTs

Record-Breaking On-Chain NFT Sale

A new record was set with a Plush Pepe NFT selling for \$94.7K (30,000 TON) on-chain, demonstrating the growing value and collector interest in Telegram-native digital assets.



Telegram Stars Economic Activity

Telegram Stars maintained robust in-app economic activity:

- **Daily purchases ranging \$1-2M, peaking at \$3.4M**
- Telegram Gifts remain the dominant driver of Telegram Stars demand
- Sustained growth from celebrity drops and high-profile IP launches

\$1-2M

Telegram Stars
daily purchases

Enhanced Sticker Distribution Model

Sticker Pack Store introduced a Sticker raffle system, a new pre-sale model with time-limited TON locks to enhance on-chain traceability and collector engagement:

~640K TON

locked in raffles

~100K TON

trading volume generated

40K wallets

participated, including
25% new users

Major Web3 IP Expansion

Sticker Market Growth: Azuki debuted its second sticker pack and was one of the first to utilize the new TON locking raffle system. Sticker Community reported: "10,000 participants. \$650,000 staked. All in just 30 minutes."

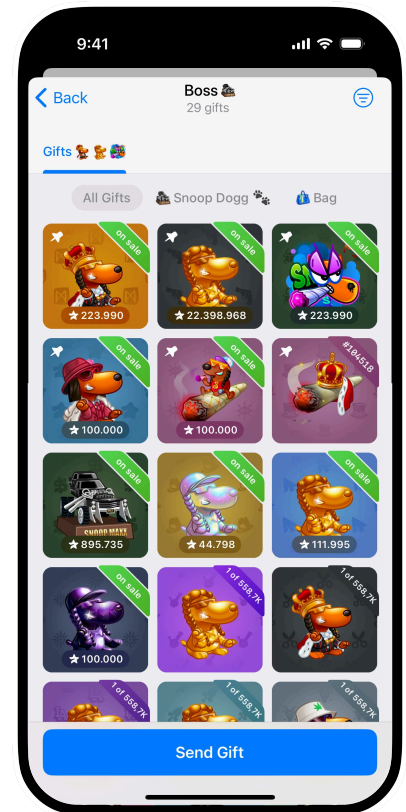
Additional major Web3 brands launched sticker packs:

- CyberKongz, Ponke, Sappy Seals, Imaginary Ones, Moonbirds, DOGS Unleashed
- All collections sold out, reinforcing TON's position as the go-to blockchain for IP-backed digital assets

Revolutionary Profile Personalization

Telegram launched Personalized Gift Collections:

- Users can create **multiple custom tabs** instead of single "Gifts" tab
- **Curate collections** of owned Telegram Gifts with unique customization
- **Reorder displays** in any preferred sequence
- Transforms profiles into **rich, personal galleries** for enhanced social expression



Revolutionary Profile Personalization

Telegram founder Pavel Durov publicly embraced TON's digital ownership ecosystem with powerful statements:

On X, quoting TON Cabal: "When people have direct ownership over their digital assets, magic happens — like a tokenized Telegram handle soaring 70x in value. Telegram treats users as sovereign owners: no middlemen, no confiscation, all secured by TON smart contracts."

On his personal Telegram channel, referencing the @crypto handle example (purchased for **\$350,000**, offered **\$25 million**): "If these can't be taken away from me, I want them all. Telegram is the only major social platform that treats users as free people with unalienable rights — including the unbreakable right to own their digital identities and assets."

This represents a major cultural milestone in Telegram's positioning as a champion of decentralized digital economy.

GameFi Updates

NotPixel Maintains Top Position

NotPixel continued as the top app by on-chain activity with 5.6K Weekly Active Wallets, demonstrating exceptional engagement efficiency within the gaming vertical.

New IP and Gaming Launches

Doodles Game Launch: Doodles opened a waitlist for their Telegram game @DoodlesUP_bot, attracting nearly **100K users** by the end of the month.

Built by Lootly, the game integrates TON through:



In-game skins as TON NFTs



Play2Win wagering with TON

GOAT Gaming Season 4: @goatgamingbot kicked off Season 4 with a new game "Underground Pepe," featuring Boss Pepe as the central character.

The game introduced:



Pepe Points (PP) seasonal currency



25 Telegram Gifts distributed as rewards, including a rare Durov Cap



10K DAU achieved in under one week

1

UNDERGROUND
PEPE

EARN PP
WIN REWARDS!

WEEK 1



TOY BEARS



LUSH BOUQUET



LOL POPS

MONTH 1



TOY BEARS



DUROV'S CAP



JESTER HAT



LOL POPS



SNAKE BOX

GOAT GAMING

GOAT Gaming Season 4 ([@goatgamingbot](#))

TON

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TON Talks

Martin Masser on Web3 Utility and TON's Growth Strategy

July, 2025

TON Foundation's Head of Growth Martin Masser discusses Telegram's transformation into a Web3 ecosystem, the evolution from play-to-earn to play-to-win gaming, and how Telegram Gifts are onboarding hundreds of thousands of new users.

[Read Interview](#)

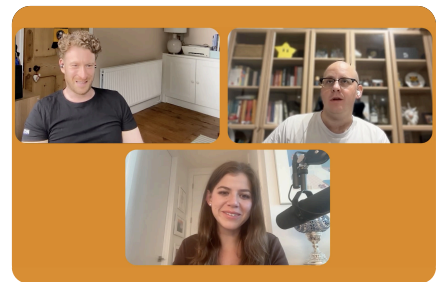


How TON and Telegram Are Onboarding Millions to Web3 Gaming

July, 2025

TON Foundation's Head of Growth Martin Masser and Mighty Bear Games CEO Simon Davis share what makes a good Web3 game, the future of gaming on Telegram, and why users don't need to know they're using crypto.

[Watch Video](#)



STON.fi CEO on Building Seamless DeFi on TON

July, 2025

STON.fi CEO Slavik Baranov discusses what it takes to build seamless DeFi on TON and how STON.fi is bringing DeFi to the masses.

[Read Interview](#)



TON Talks

Bemo CEO on the Future of TON DeFi

July, 2025

Bemo CEO Konstantin Zherebtsov shares insights on the future of DeFi on TON, discussing liquid staking innovations and ecosystem growth strategies.

[Watch Video](#)



Conclusion

July marked a transformative month for TON, with record-breaking performance across key metrics and significant infrastructure improvements. The ecosystem successfully balanced technical advancement with mainstream appeal, from Snoop Dogg's historic \$12M Telegram Gifts drop to achieving 10x faster transaction speeds.

The 97% growth in DeFi trading volume, combined with continued innovation in Telegram-native applications, reinforces TON's position as the leading blockchain for practical Web3 adoption. Pavel Durov's public endorsement of digital ownership on TON marks a cultural watershed moment for the decentralized web.

As the network builds toward mass consumer adoption, July's achievements provide a strong foundation for sustained growth and ecosystem maturation.