

TON Ecosystem: June 2025



Introduction

In June, TON's ecosystem advanced with greater depth and discipline. GameFi projects refined their models for long-term sustainability, DeFi applications prioritized usability, and ecosystem infrastructure matured through tighter integration with Telegram.

Across key industry events, TON builders, users, and partners came together to shape the network's next chapter. The focus shifted toward strengthening fundamentals, laying the groundwork for Web3 adoption through practical products and meaningful user engagement.

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

Month in Numbers

248K

Daily active wallets
At peak

\$9.7M

Daily NFT trading volume
#2 globally

62%

Global NFT Market Share
Outpaced Ethereum 3x,
Solana 8x

\$1B+

1B valuation milestone
TOP – first
ecosystem unicorn

\$300M+

Cumulative NFT Sales
2M+ NFTs traded to date

2,300+

Total projects
Growing ecosystem

Sources: [TON Weekly Analytics](#), [NFT Analytics](#), [Stars Volume](#)

Major ecosystem updates

TOP Becomes TON Ecosystem's First Unicorn, Launches APAC Mini Game Accelerator

The Open Platform (TOP) became the first unicorn in TON's ecosystem, reaching a \$1B valuation in its latest equity round led by Ribbit Capital and Pantera Capital. The team behind Wallet in Telegram and a growing suite of TON-native consumer apps achieved this milestone, signaling increasing institutional recognition of TON's strategic position.

\$1B

Valuation

TOP is also launching the Telegram Mini Game Accelerator Camp, a six-month program nurturing high-quality mini game projects across the APAC region.

[Unicorn Status Announcement](#) | [Mini Game Accelerator Announcement](#) | [CoinDesk Coverage](#)

TON Ecosystem Reorganization: Streamlining Channels, Strengthening Regions

As TON evolves from a builders' hub into a global ecosystem, we've streamlined our social media channels and regional hub model for better efficiency and coordination.

Key changes:



Consolidated official channels for improved clarity



Merged local hubs into five regional hubs



Enhanced developer onboarding and regional partnerships

Official TON Channels

Toncoin

TON Builders

TON Community

Official TON Hubs

TON East Asia (EA)

TON CIS

TON South & Southeast Asia (SSEA)

TON Europe

TON US (coming soon)

[Social Channels Announcement](#) | [Hubs Announcement](#)**TON Integrates Bubblemaps for Visual Token Analytics**

TON now supports [Bubblemaps](#), a platform for visual on-chain analytics with 500K+ monthly visitors. The integration provides real-time insights into token movements, wallet connections, and distribution patterns, adding transparency and data accessibility to the ecosystem.

[Announcement](#)

Builders Updates

Payments Hack-a-TON Rio Goes Live

Latin American builders are hacking on real-world TON payment products at Payments Hack-a-TON Rio, driving local innovation in TON-native payments and financial tools.

[Details](#)

TON Builders Calls Launched Across Key Verticals

June marked the launch of live TON Builders Calls, regular touchpoints between TON Foundation and builder communities. The first sessions covered DeFi, GameFi, and Payments, with Vertical Leads sharing ecosystem updates and 2025 strategies while builders provided feedback and shaped TON's direction.

[DeFi Call](#) | [GameFi Call](#) | [Payments Call](#)

First TON Demo Day Connects Builders and VCs

TON's inaugural Demo Day showcased six promising projects to 15+ leading investors from a pool of 80+ applications. The event facilitated 20+ connections between teams and investors.

15+

leading investors

80+

applications

20+

connections between
teams and investors

Featured verticals:

- DeFi & Telegram Assets: [FIVA Protocol](#), [Upscale](#)
- Gaming: [MemHustle](#), [TON Battleground](#)
- Payments: [Anzo](#)
- Real-World Services: [LinkRoad](#)

More Demo Days will spotlight the next wave of ecosystem innovation.

[Announcement](#) | [Watch replay](#)

Ecosystem Support: 2,300+ Teams Registered, New Partners Coming Soon

TON's Ecosystem Support scales its impact across the builder community. As of June: 2,307 teams registered on TON Builders Portal, 2,868 teams tracked internally.

Numbers for June**40+**

teams amplified on official social channels

11

teams featured on Telegram Apps Center

12

teams introduced to TON VC Club

4

teams graduated from [TON Nest](#)

2

projects secured CEX listing support

5

new ecosystem partners onboarding in July

[Explore TON Builders Portal](#)

Enhanced Developer Tools

Developer reputation and analytics tracking got major upgrades:



Developer SBTs now link to GitHub accounts for on-chain reputation building



Analytics SDK management integrated directly into TON Builders Portal

Infrastructure Updates

TON Core: Streaming API Launch, Tolk Reaches Release-Candidate

Two major developer stack updates launched this month:

- Toncenter's Streaming API - Now live for Enterprise users, enabling real-time transaction updates via WebSockets and Server-Sent Events. Broader access coming soon.
- Tolk v0.99 - TON's smart contract language reached release-candidate status. Now used by TON Core for all production contracts, with full details in next month's report.

[Streaming API Announcement](#) | [Tolk Announcement](#)

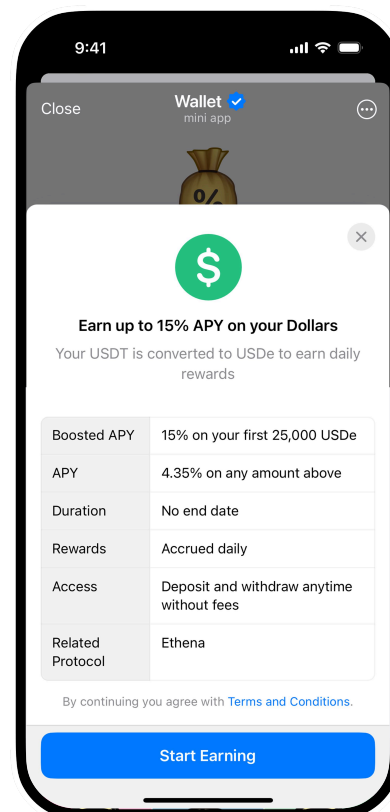
Wallet Updates Drive User Experience Forward

Wallet in Telegram launched Wallet Earn, offering up to 15% APY on USDT via Ethena integration, making passive yield accessible directly inside Telegram.

MyTonWallet v3.8 enhanced Telegram Gifts with new attribute views, upgraded activity feed, and real-world fiat previews. Combined with NFT pinning (v3.7) and full-HD animations (v3.3), these updates focus on user experience and performance.

Tonkeeper Pro iOS added a built-in dApp browser with multi-tab support, pinned favorites, and seamless wallet switching, streamlining mobile ecosystem exploration.

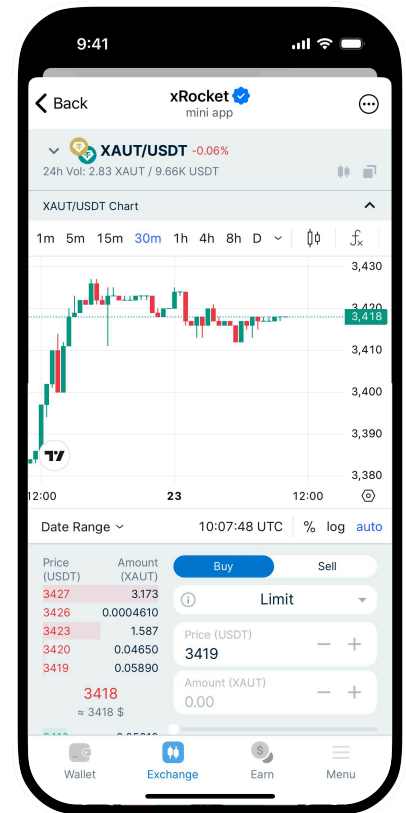
[Wallet Earn](#) | [MyTonWallet Blog](#) | [Tonkeeper Update](#)



xRocket Expands Trading with New Interface and Tokenized Gold

xRocket launched a redesigned web interface with full-screen trading and seamless Telegram login. The platform now supports tokenized gold (\$XAUT) trading, marking another milestone for real-world assets on TON.

[Announcement](#)



Telegram Apps Center Updates

TApps Activations Draw 40K+ Users via Strategic Campaigns

Telegram-native games and DeFi collaboration drove major engagement. TApps partnered with [Walletium](#) and [Upscale](#) for interactive deposit and education campaigns, engaging 40K+ users across both activations and demonstrating the potential of gamified onboarding.

[Walletium Campaign](#) | [Upscale Campaign](#)

New Payment Apps Expand Telegram's Financial Stack

Five new payment platforms joined Telegram Apps Center: [Fonbnk](#), [RedotPay](#), [TheOpenCard](#), [Dinogo Travel](#), and [Jagad Wallet](#). These additions reflect growing developer interest in building financial utilities within Telegram.

Community Engagement Through AMAs

Two live AMAs connected users with major platforms:

- [TradingView](#) gathered UX feedback and feature requests
- [Arkham](#) shared roadmap updates and on-chain intelligence insights

[TradingView AMA](#) | [TradingView App](#) | [Arkham AMA](#) | [Arkham App](#)

Streaks Campaign Concludes With 2M+ Participants

The [Streaks](#) journey ended with 2M+ users completing daily tasks and earning rewards. Final rewards are being tallied, with TON and NFT distributions scheduled for end of July. A new chapter for Telegram Apps Center begins soon.

[Final Announcement](#)

DeFi Updates

Top APY Opportunities on TON – June 2025

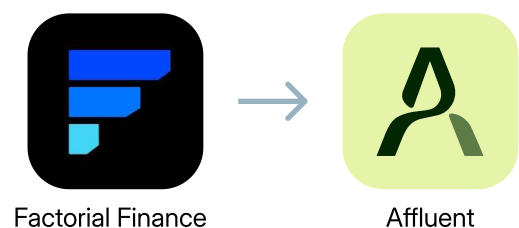
TON's DeFi ecosystem delivered compelling yield opportunities in June:

- Ethena (USDe): up to 18%
- TONCO (TON/USDT): up to 63%
- STON.fi (TON/USDT): up to 24%, plus 14% in STON rewards
- Storm Trade (TON): up to 23.9%
- DeDust (TON/USDT): up to 14.7%
- Torch Finance (tgUSD): up to 13.8%

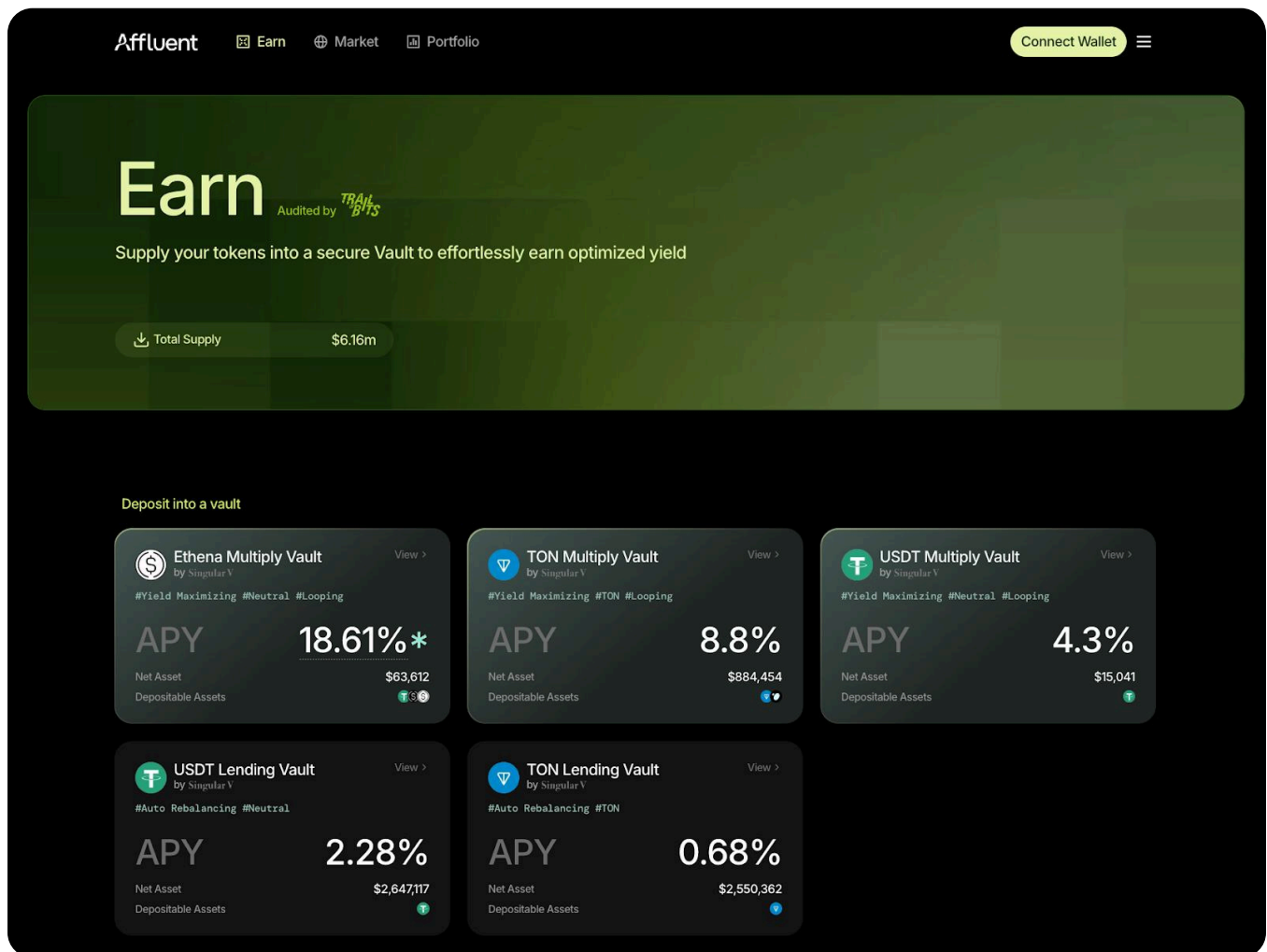
[View on DefiLlama](#) | [Ethena Announcement](#)

Factorial Rebrands to Affluent, Launches Strategy Vaults

Factorial Finance rebranded to Affluent, maintaining its mission to make DeFi accessible on Telegram. The new Strategy Vaults for TON and USDT offer one-tap access to high-yield strategies with fully liquid, withdrawable deposits.



Over 700 users have deposited so far, with the latest TON Multiply Vault reaching \$900K. It's the only vault offering one-tap leverage looping, currently generating over 8% APY.



Affluent Strategy Vaults (Source)

EVAA Expands Telegram Banking Stack: Debit Cards, Multisig, and Second Audit Completed

EVAA Protocol entered a high-intensity build phase as it evolves into a full neobank experience on Telegram. Debit card integration is underway, multisig support is live, and the second smart contract audit by Trail of Bits has been completed (public report coming soon). These updates enhance both usability and security for users.

[Debit Card Update](#) | [Multisig Launch](#) | [Audit Completion](#)

Torch Finance and tgUSD: TVL Growth, Ecosystem Expansion, and Yield Stability

Torch Finance grew its TVL to \$3.2M in June, a 37% month-over-month increase ([Source](#)). The [TeFi Alliance campaign](#) featuring 10+ Telegram-native protocols helped drive adoption, attracting nearly 6K users and close to \$3M in TVL across participating apps.

Meanwhile, tgUSD delivered reliable returns, with yields never falling below 7.49% APY ([Source](#)). It's now integrated with Storm Trade for reduced-fee perpetual trading, while the yield-bearing stgUSD is available on FIVA, offering fixed APY products with full liquidity and Telegram-native access.

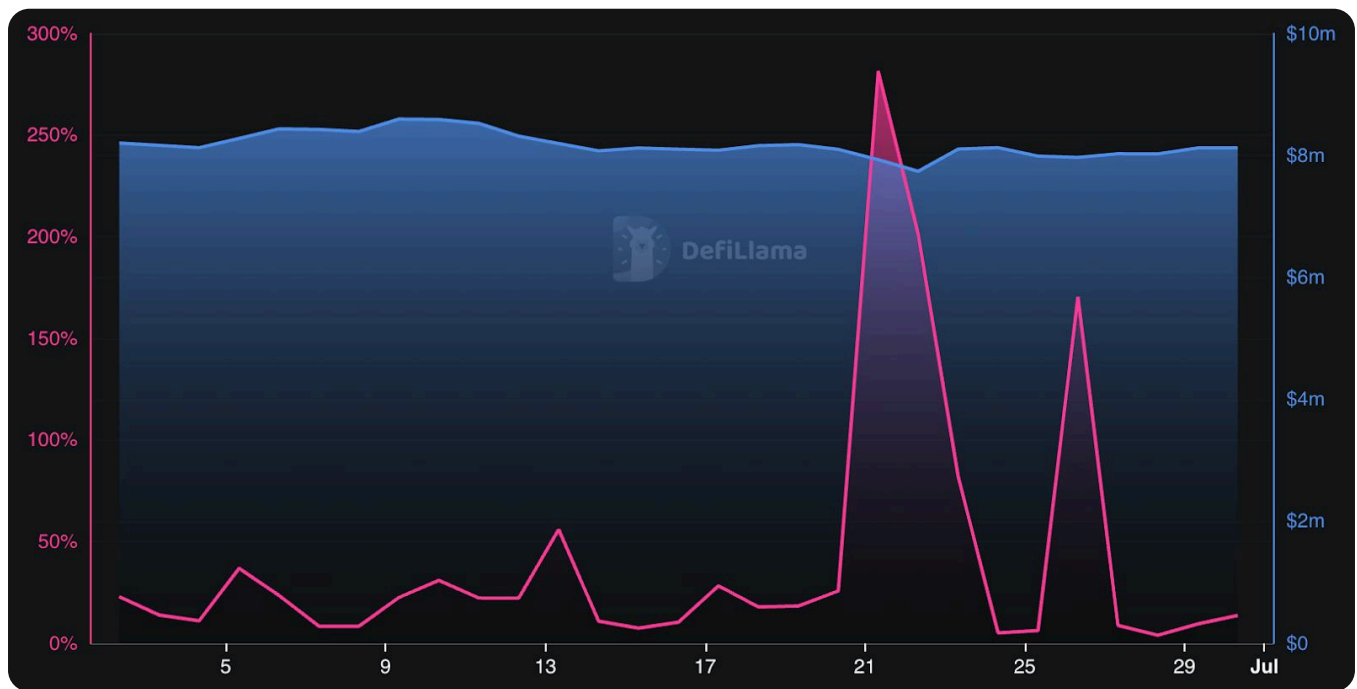
[Storm Trade Integration](#) | [FIVA Staking](#)

TONCO Delivers Top Yields on TON, Adds New Listings and Incentives

TONCO led yield performance in June. Its TON/USDT pool averaged a 42.5% APR, one of the highest across TON DeFi ([Source](#)). Meanwhile, the tsTON/USDT pool offered the highest 30-day average APR for LSTs on TON at 30% ([Source](#)).

The team also ramped up activity with new listings and campaigns. BabyDoge was listed alongside a [swap.coffee](#) campaign, generating over \$600K in volume, 335%+ APR, and \$100K+ TVL. A separate STORM farming campaign reached 500%+ APR at peak, attracting over \$60K in TVL.

[BabyDoge Campaign](#) | [STORM Campaign](#)



TON/USDT APY – June 2025 (Source)

STON.fi Launches Developer Guide and Upgrades Ethena Staking Interface

STON.fi released a new developer guide for building liquidity provision apps on TON, offering step-by-step instructions using their SDK and API. It simplifies wallet integration, liquidity simulation, and transaction execution, ideal for both new and experienced developers.

The Ethena staking interface on STON.fi was also upgraded to support smarter strategies. Users can now toggle between tsUSDe/USDe and USDe/USDT pools, customize capital allocation, and explore updated FAQs and educational content to better understand the mechanics.

[Developer Guide](#) | [Ethena Interface Update](#)

Bemo Kicks Off stXP Season 2 with New Incentives, Trading Campaign, and DEX Integrations

Bemo launched Season 2 of its stXP incentive campaign. Users can now earn fresh stXP by staking TON or migrating their v1 tokens (stTON) to the new bmTON standard.

To amplify the campaign, Bemo listed the stXP/TON trading pair on xRocket and kicked off a trading competition with a 15M stXP prize pool. At the same time, the team launched a boosted bmTON/USDT farming pool on TONCO, enabling users to earn LP fees, stXP, and extra APR.

Bemo's liquid staking token bmTON is now also integrated with Bidask Protocol, opening up more DeFi opportunities like trading and liquidity provision across the TON ecosystem.

[Season 2 Launch](#) | [Trading Competition](#) | [Farming Pool](#) | [Bidask Integration](#)

Storm Trade Launches Degen Mode with x500 Leverage and Expands RWA Offerings

Storm Trade launched Degen Mode, introducing x500 leverage trading with reduced fees of 0.02% per trade (down from 0.12%) across four key pairs: TON, BTC, ETH, and SOL. The feature achieved immediate market success, capturing over 70% of the platform's daily trading volume within days.

Simultaneously, the platform expanded its real-world asset offerings (RWA) with a synthetic derivative of CRCL (Circle's public equity), reinforcing its position as a comprehensive RWA-enabled trading platform on TON.

[Degen Mode Launch](#)

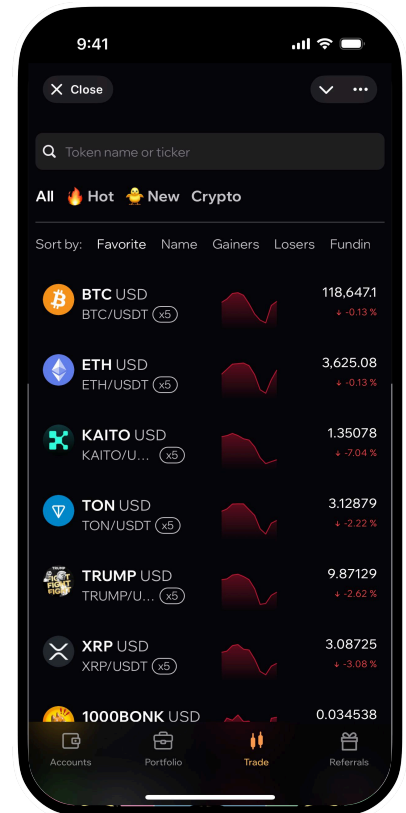


Upscale by Storm Trade Introduces Advanced Order Types and Gains VC Interest

Upscale, the first Web3 prop trading platform on TON, launched Stop-Market and Stop-Limit orders, giving traders more precision and control over their trading strategies. This update marks a key step forward in making advanced trading tools accessible within Telegram.

The team also presented at the first TON Demo Day, where Upscale's simple, user-friendly design caught the attention of several VCs, who saw strong potential in its position at the intersection of DeFi and the Telegram economy.

[Advanced Orders Launch](#)



Payments Updates

Travel Mini Apps Go Live: Book Hotels and Flights with Toncoin

Three new travel mini apps are now live, bringing real-world utility to TON. All three platforms support payments in Toncoin and USDt-TON directly through Telegram, allowing users to spend their digital assets in everyday life.



TON Travel offers access to 3M+ hotels worldwide, with up to 8% cashback in Toncoin for every booking.



EntravelX covers 1M+ hotel options, with flight bookings coming soon.



DinoGo Travel already supports both hotel and flight bookings.

These launches show TON's growing adoption across consumer-facing applications.

[TON Travel](#) | [EntravelX](#) | [DinoGo Travel](#)

TON Payments Continue to Expand with Real-World Utility

Several innovative players made spending digital assets easier than ever.

- RedotPay launched its mini app on Telegram, letting users apply for a crypto-linked card where users can spend their digital assets in the real world.
- Jagad's J-Wallet now supports real-world crypto transactions across Indonesia.
- TheOpenCard, an AI-powered virtual card, now enables TON payments for online purchases.

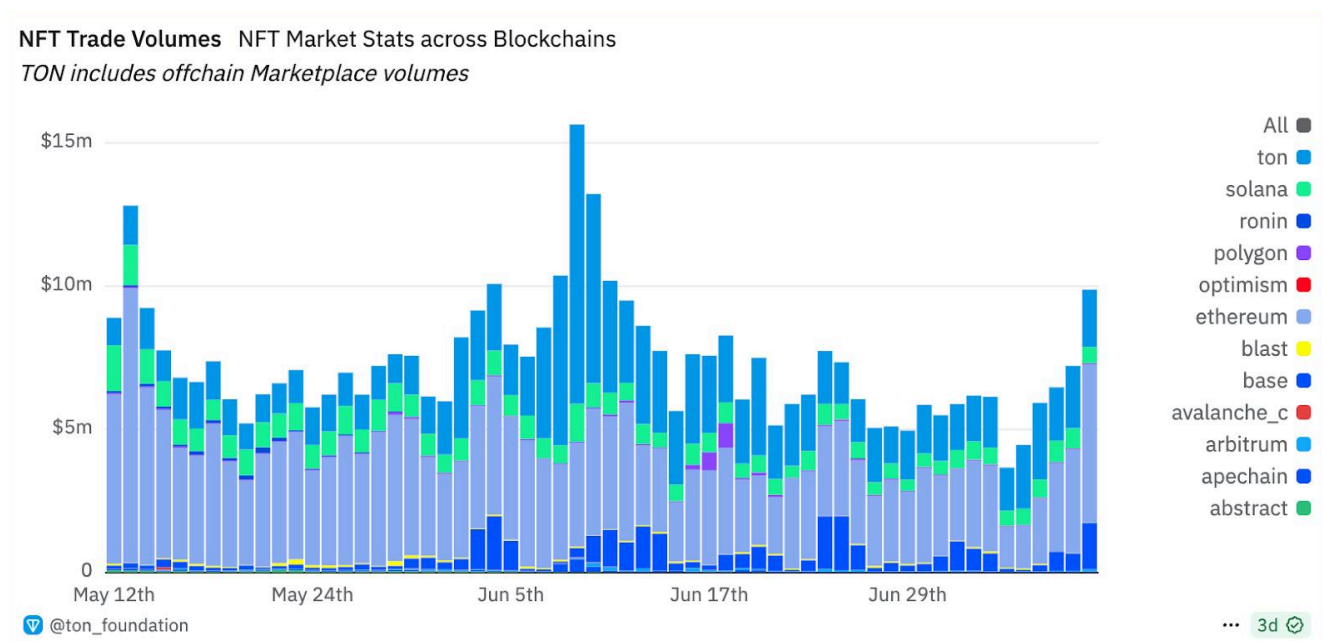
[RedotPay Launch](#) | [Jagad Update](#) | [TheOpenCard](#)

Telegram Assets and IP Updates

TON NFT Trading Hits Record Highs

TON NFT trading volume peaked at approximately \$9.7M on June 9 ([Source](#)), accounting for 62% of all NFT market activity that day, outpacing Ethereum by 3x and Solana by 8x. Cumulative NFT sales on TON have now surpassed \$300M, with over 2M NFTs traded to date.

TON is quickly becoming the new home for NFTs.

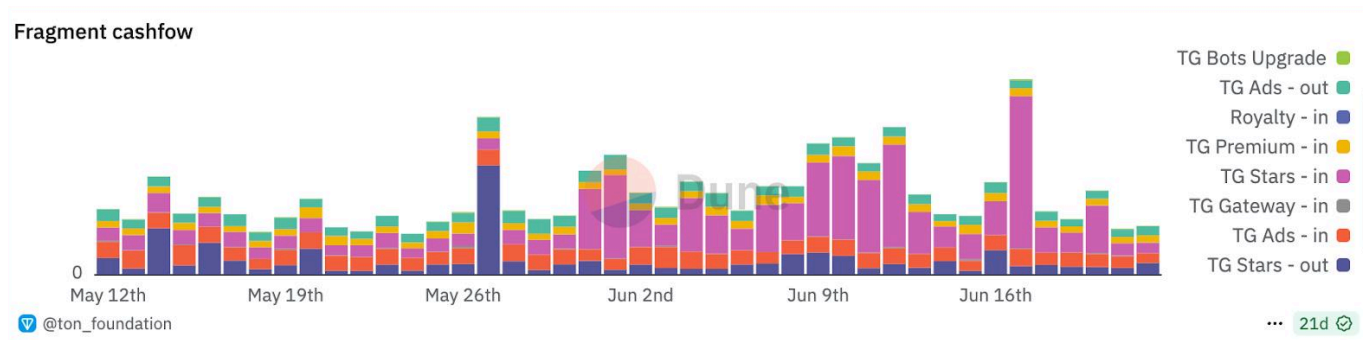


NFT Trading Volume Across Blockchains ([Source](#))

Telegram Gifts Fuel Surge in Stars Purchases

Telegram Gifts have become a major driver of Telegram Stars purchase volume on Fragment. Daily purchase volume rose from approximately \$300K to an average of \$1-2M, peaking at \$3M ([Source](#)).

This surge reflects growing demand for digital collectibles and in-app assets within Telegram's expanding ecosystem.

Telegram-related Transactions ([Source](#))

Top Web3 IPs Drive Strong Demand in Telegram's Sticker Market

Telegram Stickers gained momentum as leading Web3 brands launched new collections and expanded their presence.

- Azuki entered the ecosystem with a sticker pack featuring its Shao character, drawing over 112K claims.
- Claynosaurz and Doodles each launched their second sticker collection, releasing 3,333 packs.
- Bored Ape Yacht Club (BAYC) launched its Bored Ape Originals sticker pack, marking the first official entry on Telegram by BAYC's parent company, Yuga Labs. The drop attracted more than 300K claim attempts.

All packs sold out within seconds, highlighting strong user demand for well-known intellectual property on Telegram.

Plush Pepe NFTs Rise to Prominence

Plush Pepe NFTs surged in popularity in June, becoming a fixture across major IP profiles on Telegram. The collection rapidly climbed the ranks to become the fifth-most expensive NFT series across all chains. High-profile sales such as Plush Pepe #2641 for \$22K and another for approximately \$73K helped cement its status and credibility in the NFT space.

Getgems Extends 0% Fees on Telegram Gifts Collections

Getgems extended its 0% trading fee promotion for Telegram Gifts collections through July 23.

[Fee Extension](#)

Pudgy Penguins Launch Pengu Clash on TON, Citing Telegram's Unique Reach

Pudgy Penguins, in partnership with [Elympics](#), debuted Pengu Clash, a skill-based, play-to-win mini-game. The team cited Telegram's distinct user base, especially in regions like Europe, as a key advantage in launching the game.

The game rolled out to 100K early users, generating strong early traction:

- 170K games played by 60K unique users in one week
- Over 5,500 staked matches
- Pengu Clash NFTs became one of the most traded collections on TON, reaching 12K Toncoin in volume



[Pengu Clash Launch](#)

New Utility for Telegram Gifts: Gaming and Liquidity

Telegram Gifts are evolving beyond digital keepsakes, with new integrations unlocking utility in gaming and DeFi.

- [CapsGame](#) now rewards users with tokens for holding Gifts in their wallet, no transfers needed.
- [DAOLama](#) lets users collateralize up to 5 Telegram Gifts and borrow TON with 0% fees for 7 days. The campaign runs from June 16 to July 13.

[Gift Utility Launch](#)

Max Launches Community Contest Featuring BAYC Sticker Giveaway

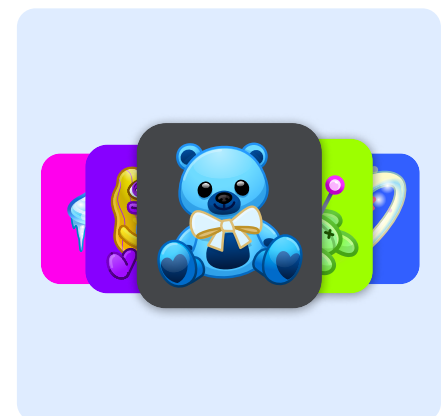
TON Foundation CEO Max Crown hosted a content contest to give away BAYC Sticker NFTs #1, #2, and #3, part of the first collection released by Yuga Labs on Telegram. The contest received over 100 entries across X and Telegram, with participants sharing thoughtful insights on NFT Stickers on TON. Three winners from the TON community will each receive one of the now sold-out sticker packs.

[Contest Announcement](#)

TON Foundation Spotlights Digital Collectibles at NFT NYC

TON Foundation took the stage at NFT NYC 2025 as an official sponsor, highlighting the growing momentum of digital collectibles on Telegram. VP of IP Jack Booth presented on the utility and adoption of Telegram-native NFTs, and how TON is helping bring them into the mainstream. Video interviews featuring major IPs like Doodles and Sappy Seals will be released soon.

[NFT NYC Highlights](#)



GameFi Updates

Not Pixel Tournament Drives Record On-Chain Activity

Not Pixel launched a tournament in June that triggered a major spike in on-chain activity across TON. The event accounted for over 40% of all network transactions during the week, pushing TON's peak TPS from 20 to 100.

Over 16K wallets minted approximately 750K \$PX tokens, generating more than \$2M in weekly trading volume. The tournament also led to the minting of over 1M NFTs, making it the largest NFT collection on TON to date.

MemHustle Remains Top 10 on Telegram, Boosts ARPPU with Fresh Updates and Partnerships

MemHustle, a tower defense game with a memecoin twist, remains one of the top 10 highest-grossing apps on Telegram. Its ARPPU now averages approximately \$20 and \$30 for premium users.

Recent feature releases include VIP Passes 2.0, MemGallery, league-based gameplay, and a new referral program with revenue-sharing incentives. The team presented at the first TON Demo Day, where investors praised their experience and metrics.

New June partnerships with Capybobo from Catizen, Captains Bay, and TON Station expand gameplay themes and enhance cross-community engagement.

[VIP Passes Update](#) | [MemGallery Launch](#) | [League System](#)

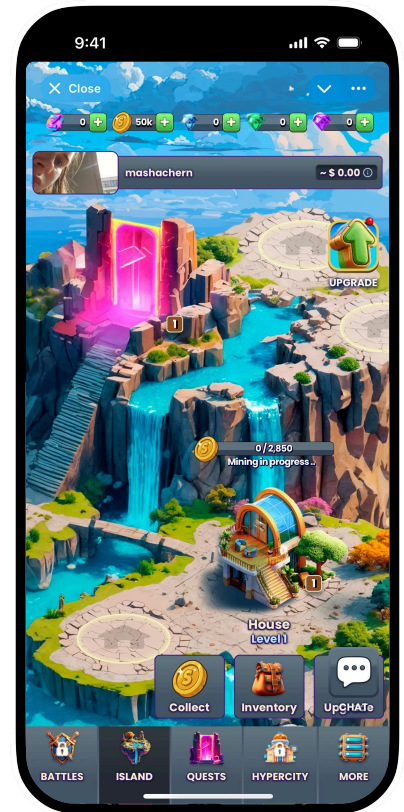
ZarGates Joins Blockchain Game Alliance, Reports 18x ARPU vs Telegram Game Average

ZarGates, a community-driven gaming ecosystem, now delivers 18x the average ARPU across Telegram games. The team also joined the Blockchain Game Alliance (BGA), the largest Web3 gaming association with 500+ members, including The Sandbox and Animoca Brands.

Elympics Expands Creator Base While Powering Viral Games on TON

Elympics, the gaming infrastructure provider behind Pengu Clash (Pudgy Penguins' viral mini game on TON), expands its footprint. The team's members have collectively built and exited ventures worth over \$100M. They now focus on scaling their creator ecosystem. A recent InfoFi campaign on cookie.fun brought in over 4,000 new content contributors.

[Creator Campaign](#)



Gatto Hits All-Time High of 3M Players as It Shifts Toward Hardcore Gaming

Gatto, the largest mid-core Telegram mini game on TON, saw strong momentum following major updates to its economic model. The team generated liquid revenue while preserving core token utility. ARPPU rose to \$107, ARPU reached \$4.62, and the \$GTON token hit an all-time high of \$0.55 in June.

The game hit a major milestone, surpassing 3M total players. Having previously launched one of VK's most popular instant games, the team now evolves from mid-core to more hardcore game mechanics, broadening gameplay and engaging users for the long term.

TON Talks

Martin Masser x Bitcoin Magazine NL

May 28, 2025

TON Foundation's Head of Growth discussed Telegram Mini Apps, NFTs, and Web3 engagement in football fan communities during Dutch Blockchain Week.

[Watch now](#)



Max Crown x White Crypto

May 29, 2025

TON Foundation CEO Max Crown outlined the strategy to onboard 1 billion users by 2028, covering tokenized bonds to Telegram-native payments.

[Watch now](#)

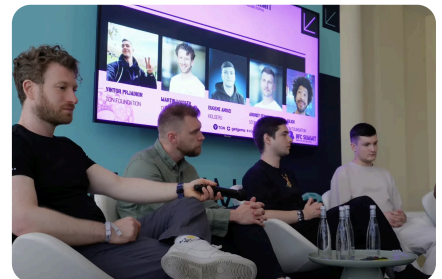


TON of People Day at NFC Summit

June 5, 2025

Full recap from Lisbon, where TON took over the NFC Summit for panels, ecosystem deep dives, and community engagement.

[Watch now](#)



Manuel Stotz x Real Vision

June 5, 2025

TON Foundation President Manuel Stotz discussed the vision for Web3's future, mass adoption, and Telegram's role in scaling to hundreds of millions of users.

[Watch now](#)

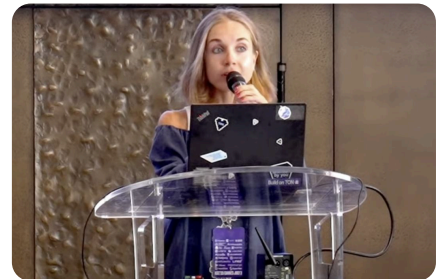


The Open Hack on TON

July 3, 2025

Broadcast from Hôtel Barrière Le Majestic, builders pitched, prototyped, and launched projects across Trading, GameFi, Payments, DeFi, and AI.

[Watch now](#)



Conclusion

The growing alignment around a more considered, long-term approach to Web3 on Telegram is promising. Projects are shifting focus from novelty to execution, refining products, demonstrating real utility, and laying groundwork for sustainability. This reflects maturing confidence in both the underlying infrastructure and Telegram's role as a powerful distribution channel.

Rather than chasing bursts of momentum, the ecosystem now builds toward durable, purposeful progress.