



**PRESS RELEASE - Global Digital Finance (GDF) and FINTECH.TV announces 2024 partnership for global media coverage of digital assets**

**New York, London, Abu Dhabi April 10, 2024:** Global Digital Finance (GDF), the global members association and platform for open innovation in digital assets in financial services, announces a partnership with FINTECH.TV, a first-of-its-kind global media platform bringing the latest news and perspectives in finance, blockchain, technology, sustainability, impact investing, SDGs, and ESG.

The partnership benefits for GDF members include a FINTECH.TV interview slot at the NYSE, or a virtual studio link, and further opportunities to sponsor programs like the Daily Download and The Digital Asset Report at substantial discounts. GDF members will also have access to discounts, from custom logo placements on programs to creating customized media channel content for their brands, such as consumer, client, investor, shareholder, or partner channel-curated content.

Together, both organizations will look to evaluate strategic conference platform partnerships for fintech content and media beyond native New York and London locations, including Europe, the Middle East, APAC, and the growing markets in Sub-Saharan Africa and Latin America. Flagship global fixtures for financial institutions such as Davos and the United Nations General Assembly will also be considered in 2025.

Troy McGuire, FINTECH.TV co-founder global producer, says, “The depth of bench of the GDF member community is exemplary, from digital asset fintechns to global financial institutions, and FINTECH.TV offers a great opportunity to amplify brands for awareness and key market messages. We are excited about the opportunity of working with GDF to develop the Digital Assets Report further and explore customized member content, as well as extending our roster of all-star contributors.”

Commenting on the partnership, Melissa Corthorn, GDF Member Services and Events Director, says, “GDF members are leaders in the global digital asset markets and welcome the opportunity to amplify their messages further on market-renowned FINTECH.TV, broadcasting from the iconic New York Stock Exchange, with its global distribution and reach. The opportunity to create customized media channel-curated content for members is an emerging opportunity we are keen for our members to explore.”



### About GDF

Global Digital Finance (GDF) is a global non-profit association of member firms offering an open innovation platform for advocating and accelerating the adoption of best practices for digital assets.

GDF's mission is to "Promote and underpin the greater adoption of market standards for the use of crypto and digital assets, through the development of best practices and governance standards in a shared engagement forum with industry, policymakers, and regulators."

For more information about GDF and the collaboration with DAW contact: [melissa@gdf.io](mailto:melissa@gdf.io)

### About FINTECH.TV

FINTECH.TV is a first-of-its-kind global media platform bringing the latest news and perspectives in finance, blockchain, technology, sustainability, impact investing, SDGs, and ESG. FINTECH.TV broadcasts from its marquis studios on the floor of the New York Stock Exchange, at ADGM, Abu Dhabi's leading International Finance Center, and with a presence at other leading exchanges, including NASDAQ.

For more information about FintechTV and the collaboration with GDF, contact: [troy@fintech.tv](mailto:troy@fintech.tv)