

Overview

July was a bustling month! PolkaWorld released 52 articles about Polkadot and its ecosystem, bringing our total to 1109 articles in the Chinese community. On the events side, we hosted five online livestreams, Acala and Bifrost shared their latest updates, PolkaWorld's Kiko filled the community in on all the active Polkadot OpenGov proposals, and Kristen gave a live demo of Polkadot ecosystem DEX StellaSwap. To cap off the month, we held an online panel with Gear, Manta, CESS, and Middlex, diving deep into the potential opportunities and challenges that Polkadot 2.0 might bring. Plus, we made an appearance at PolkadotDecoded Shanghai Event, sharing insights into the current state of Polkadot's Asian community and OpenGov through panel discussions and keynote speeches.

That's not all! We also conducted exclusive interviews with three ecosystem projects: Unique, Subwallet, and CESS. We created four educational videos to help the community understand Fellowship, Polkadot 2.0, and ecosystem projects Interlay and Gear. You can find all these helpful videos on our YouTube channel!

Check all details below!

WeChat Contents

- Published **5** Polkadot weekly reports
- Write **5** original articles related to Polkadot fellowship, use cases of ecosystem (kilt and Deloitte, peaQ and ELOOP) and the promotion articles for Polkadot meetups and Sub0 events
- Translated and published **8** articles from the Polkadot forum, Polkadot/W3F Blog and reports from dotinsight and Messari
- Translated and summarized **4** long English videos of **PolkadotDecoded 2023** into Chinese articles.
- Post 20 articles related **7** parachains and eco-dapps (Moonbeam, Bifrost, Gear, Manta, Acala, Centrifuge, Bitcountry)

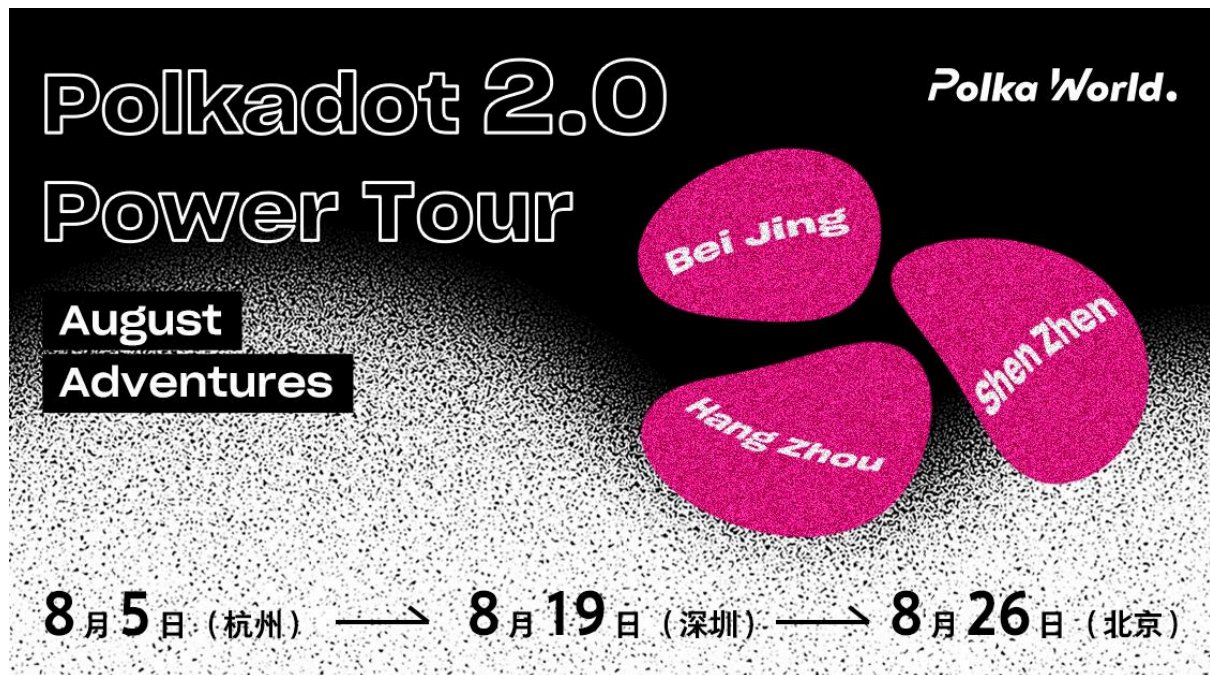
You can get all details [here](#).

Polkadot Meetup

Polkadot 2.0 is on the horizon, with Coretime at its heart, redefining Polkadot as a multicore computer running many applications. What new narratives will Polkadot 2.0 bring? What impact will it have on the parachains? What will be its effect on OpenGov?

PolkaWorld is set to host the "Polkadot 2.0 Power Tour" series of offline events in August, visiting Hangzhou (August 5th), Shenzhen (August 19th), and Beijing (August 26th). Along

with the ecosystem's Builders, we'll interpret and explore Polkadot 2.0 together. Get more info [here](#).



Additionally, PolkaWorld's founder Xiaojie attended the PolkadotDecoded Shanghai event this month. She participated in a panel discussion and shared PolkaWorld's achievements up to date during a Polkadot community KOL dialogue between China and Vietnam. She also addressed the bottlenecks in Polkadot's Asian community and market. Moreover, she delivered a keynote speech titled "Polkadot OpenGov: The Pinnacle Era of Web3 Governance Systems," where she shared insights about the new governance system, its benefits, some challenges, and guidance on how to better initiate OpenGov proposals.



Online Broadcast

This month, we hosted 5 online live streams. Parachains Acala and Bifrost shared their latest developments; Polkaworld's chief editor Kiko engaged with our community online,

sharing all of Polkadot & Kusama's OpenGov proposals; Polkaworld's ecosystem research lead Kristen hosted the fifth installment of "Polkadot Introduction and Ecosystem Overview," sharing and demonstrating the ecosystem DEX StellaSwap online with the community. Lastly, Kristen moderated this month's online panel discussion, discussing the opportunities and challenges brought by Polkadot 2.0 with Gear, Cess, Manta, and research institute MiddleX.

- design **10** promotion/sign-up posters
- spread the posters in 30+ WeChat group
- 50 swags (Polkadot Hoodie) as gift award the people who join the events
- An average of **200+ participants** per online broadcast
- recap here: [Bifrost](#), [Acala](#), Polkadot&Kusama OpenGov proposals, [Polkadot Introduction and Ecosystem Overview 5](#), [Polkadot 2.0](#)
- **once again**, the YouTube video linked in the recap above serves only as the proof of our work, and is intended for the convenience of YouTube users. However, the primary channel for this video is the PolkaWorld Video Account within the WeChat ecosystem. If you have a WeChat account, we encourage you to view it there.

Posters are below:

The poster is for a PolkaWorld live stream event. It features a purple and black background with abstract circular patterns. The text is in white and pink. The event is titled '波卡生态项目进展分享 Bifrost 最新进展/社区答疑' (PolkaWorld Ecosystem Project Progress Sharing Bifrost Latest Progress/Community Q&A). The date and time are '2023 7/6 19:00 周四' (2023 July 6, 19:00 Thursday). The event is part of the 'PolkaWorld 系列直播' (PolkaWorld Series Live Stream). The host is '凉子 @PolkaWorld' and the guest is 'Lurpis @Bifrost'. There is a QR code for the live stream and a link to the PolkaWorld WeChat account. A pink circle with the number '#108' is in the top right corner. A pink banner at the bottom says '转发海报到朋友圈并截图私信给 PolkaWorld 公众号 有机会获得 Polkadot 2023 超酷周边!' (Share the poster to WeChat Moments and screenshot to DM PolkaWorld WeChat account to have a chance to win Polkadot 2023 super cool周边!).

Polka World.

波卡生态项目进展分享
Bifrost 最新进展/社区答疑

2023
7 / 6 19:00 周四

PolkaWorld
系列直播

Follow us @polkaworld_org https://t.me/polkaworld

#108

分享 **Lurpis**
嘉宾 @Bifrost

主持 **凉子**
@PolkaWorld

关注视频号 预约直播

转发海报到朋友圈并截图私信给 PolkaWorld 公众号
有机会获得 Polkadot 2023 超酷周边!

Polka World.

Polkadot & Kusama 提案分享 (第七期)

2023
7/13 19:00 周四

PolkaWorld 系列直播

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https://t.me/polkaworld

#109



分享嘉宾

KIKO
@PolkaWorld



关注视频号 预约直播

转发海报到朋友圈并截图私信给 PolkaWorld 公众号

有机会获得 Polkadot 2023 超酷周边!

Polka World.

波卡生态项目进展分享 Acala发展新三部曲 - Exodus Plan Q&A

2023
7/20 19:00 周四

PolkaWorld 系列直播

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#110



分享 **Yuzhu**
嘉宾 @Acala



主持 **凉子**
@PolkaWorld



关注视频号 预约直播

转发海报到朋友圈并截图私信给 PolkaWorld 公众号

送 Acala 周边*5, ACA Token 100*20

Polka World.

Polkadot 入门及生态项目概览

(第五期)

2023

7 / 27

19:00 周四

PolkaWorld

系列直播

Follow us

@polkaworld_org

https://t.me/polkaworld

#111

分享嘉宾

Kristen

@PolkaWorld

关注视频号 预约直播

转发海报到朋友圈并截图私信给 PolkaWorld 公众号

有机会获得 Polkadot 2023 超酷周边!

重新认识 Polkadot

Polkadot 2.0

全新架构设计

将创造哪些新机遇!

关注视频号 预约直播

19:00 2023 / 7 / 28 (周五)

PolkaWorld 微信直播间

嘉宾

Frozen

@ Gear

Godot

@ Manta

志杰

@ MiddleX

Andy

@ CESS

Host

Kristen

@ PolkaWorld

Polka World.

Performance data of the online broadcast here:

直播信息	直播时长	观看人数
 重新认识波卡:其全新架构... 07月28日 19:01 杭州市	1小时13分钟47秒	344
 学习篇：Polkadot 入门及... 07月27日 19:03 长治市	52分钟11秒	168
 Acala 发展新三部曲 —— ... 07月20日 19:01 杭州市	51分钟40秒	258
 Polkadot&Kusama 提案... 07月13日 19:00 杭州市	1小时0分钟3秒	187
 PolkaWorld 社区系列直... 07月06日 18:57 杭州市	1小时18分钟17秒	272

(performance date: screenshot from PW Channel Account backstage)

PW Interview with Parachains & Eco-projects

As more and more parachains connect Kusama and Polkadot and more Dapps are launched on parachains, PW launched a parachain interview program to help the Polkadot community learn all parachains through video interviews.

We interviewed **with** Unique, Subwallet and CESS:

[CESS Founder: Entrepreneurship can be said to be a win-or-lose-all proposition](#)

[SubWallet: Why are more and more Web3 projects focusing on developing the Vietnamese community?](#)

[Unique NFT Marketplace: Empowering creators with advanced possibilities](#)

Also, you can check all **41 video interviews** [here](#).

Education video making

PolkaWorld's educational videos have been out for a year and a half, and this segment has garnered significant attention within the Chinese-speaking community. We focus on using simple and accessible language to explain complex mechanisms, and on bringing innovative ecosystem applications to the community. Our efforts have significantly helped in continuously aiding the community's understanding and recognition of the Polkadot ecosystem. Below are the educational videos we produced in July, please take a look:

[How Does Interlay Build Bridges for Bitcoin within the Polkadot Ecosystem?](#)

[Discussing the Deep Strategy Behind the Polkadot Ecosystem Project Gear!](#)

[Did You Know That Becoming a Polkadot Fellowship Can Earn You a Salary? | An In-Depth Analysis of Fellowship](#)

[What? Polkadot's Parachain Auction Mechanism May Be Abolished - Is It True?](#)

If you want to learn all **76 education videos**, check them all [here](#).

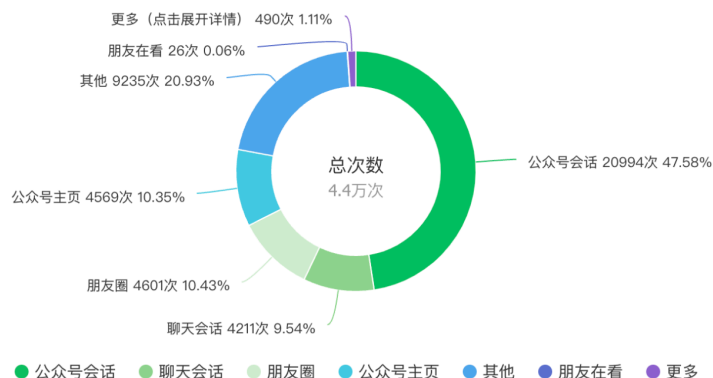
WeChat Performance Date

1. Different Channels Distribution in Wechat

Where did users read our articles in the Wechat ecosystem:

- PolkaWorld WeChat account: 57.93%
- PolkaWorld Moments: 10.43%
- WeChat search: 20.93%
- PolkaWorld WeChat group: 9.54%
- total views: 44,000+

渠道构成



2. 10 top views articles

Article	Date	Type	Total views	Total shares
Why are more and more Web3 projects developing in the Vietnamese community?	20230724	PW interview	1976	29
Own a chain-on Tesla and then "lie down and make money"	20230714	original	1658	119
Gavin's Blockbuster Speech (Part II): How should Polkadot transition from chain-centered to application-centered?	20230703	Long video translation	1247	57
Polkadot Staking In-depth Report: Moderate correlation between DOT price and staking rate, large address activity causes total staking fluctuations!	20230711	translation of dotinsights report	1200	25
Polkadot Decoded Recap: Announcement of Important News and Major Ecosystem Collaborations!	20230704	Polkadot Blog	1027	35
Community Proposes Adjustments to Polkadot's Inflation Model to Ensure a Stable Source of Funds for the Treasury	20230710	Polkadot forum translation	1011	24
Polkadot Weekly The third phase of Polkadot Blockchain Academy will launch at Berkeley University, DFG releases Polkadot's mid-year summary report!	20230708	weekly report	976	25
What new narrative will Polkadot 2.0 bring? What's the impact on parachains?	20230725	Original/Polkadot Meetup	948	42
Polkadot Weekly Successful conclusion of PolkadotDecoded Copenhagen, with attendance from Gavin and many traditional industry bigwigs!	20230701	weekly report	910	19
Polkadot announces the Developer "Heroes" Program to drive Polkadot technology and build a stronger developer community!	20230706	Polkadot Blog	816	11

Get all articles' performance dates [here](#).