
FOR IMMEDIATE RELEASE**October 7, 2026**

Bitcoin Marketing Department Calls for Clear Identification of BLAKE2b Fork in News Coverage

Media advisory clarifies asset names, overlapping ticker symbols, and the distinction between Bitcoin reporting and fork advocacy.

The Bitcoin Marketing Department urges journalists, editors, producers, and financial commentators to distinguish Bitcoin (BTC) from the separate cryptocurrency network promoted as "Bitcoin BLAKE2b," "Bitcoin Blake," or "Bitcoin on Blake2B."

The BLAKE2b fork is a separate asset and should not be presented to audiences as Bitcoin (BTC). Using "Bitcoin" without qualification when discussing this fork risks confusing readers about which network, asset, and software a report concerns.

The project's own documentation describes a hard fork that replaced Bitcoin's SHA256d mining algorithm with BLAKE2b, with the first BLAKE2b block produced on August 30, 2026. It acknowledges that software that does not adopt the change will reject the new blocks. These are incompatible network rules. Source: [project documentation](#)

A shared transaction history does not make the assets interchangeable after the networks separate. Coverage of prices, transactions, mining, wallets, and adoption should identify the specific network involved.

Asset names and classifications

ASSET	NAMES AND SYMBOLS READERS MAY ENCOUNTER	CLASSIFICATION
Bitcoin	BTC; also XBT on certain platforms	The Bitcoin network and its native asset.
BLAKE2b fork	"Bitcoin BLAKE2b," "Bitcoin Blake," "Bitcoin on Blake2B"; XBT or BTCB2, depending on the venue or system	A separate cryptocurrency network operating under incompatible rules.
OKX Wrapped BTC	xBTC, sometimes displayed as XBTC	An OKX-issued token backed by custodied BTC, distinct from the BLAKE2b fork.

Sources: [Kraken](#), [BLAKE2b project documentation](#), [fork exchange guide](#), and [OKX](#).

Clarification: XBT can refer to different assets

Some cryptocurrency exchanges use XBT for the BLAKE2b fork coin, also identified as BTCB2 in certain exchange systems. That fork asset should not be confused with Bitcoin (BTC). [Fork exchange guide](#)

However, XBT predates this fork as an alternative symbol for Bitcoin itself. Kraken explains that the notation follows the ISO naming convention of using an "X" prefix for currencies or monetary assets not associated with a particular country—for example, XAU for gold. This naming convention does not establish ISO approval or recognition of the BLAKE2b fork.

Kraken's documentation uses XBT to mean Bitcoin. It says Kraken switched to BTC for most purposes in 2021 while retaining XBT in certain systems. Its explanation should not be interpreted as identifying XBT with the BLAKE2b fork. [Kraken: Bitcoin currency code—XBT vs. BTC](#)

The underlying network determines which asset is being discussed. A ticker alone is insufficient.

Public figures and their documented roles

Newsrooms should distinguish technical involvement from public advocacy. The following individuals have documented roles relevant to coverage:

- Luke Dashjr — technical development. Dashjr authored the Bitcoin Knots proposal titled "Hardfork: New BLAKE2b proof-of-work algorithm." His DATUM Gateway repository documents support for BLAKE2b mining hardware while describing the software as supporting Bitcoin mining. These materials provide primary

evidence of his technical involvement and the terminology used to describe the project. [Hard-fork proposal](#) · [DATUM repository](#)

- Matthew Kratter / Bitcoin University — public commentary and education. Kratter publicly discussed the fork using the name “Blake Bitcoin,” and his Bitcoin University course catalog includes “Bitcoin On Blake2B.” These sources document his public discussion and educational presentation of the fork; they do not establish that he controls its network. [Recorded interview and transcript](#) · [Course catalog](#)

Bitcoin Marketing Department’s classification of Matthew Kratter

For its own media guidance, the Bitcoin Marketing Department will no longer classify Matthew Kratter’s Bitcoin University as a recommended Bitcoin (BTC) news source. We classify his BLAKE2b coverage as commentary from a fork advocate and recommend that newsrooms disclose that perspective when quoting him about Bitcoin’s identity or the competing networks.

Kratter founded Trader University, operates the Bitcoin University YouTube channel, and offers paid trading courses and Bitcoin education. Our classification concerns his presentation of the separate BLAKE2b network using Bitcoin terminology. [Trader University biography](#) · [Courses](#) · [Paid membership](#)

This is the Bitcoin Marketing Department’s editorial assessment, not an industry-wide revocation of credentials or an action by a Bitcoin governing body.

Requested newsroom practice

- On first reference, use “the BLAKE2b hard fork of Bitcoin, a separate cryptocurrency network.” Thereafter, use “the BLAKE2b fork.”
- When discussing a listing, write “the BLAKE2b fork, listed as XBT on that exchange,” and identify the exchange.
- Verify the underlying network before publishing prices, charts, transaction figures, or adoption claims.
- Attribute claims that a fork is the “real Bitcoin” to the person making them.
- Identify interviewees’ relevant development or advocacy roles.

The public deserves clear identification of the asset being discussed. The Bitcoin Marketing Department calls on newsrooms to apply these distinctions consistently in headlines, interviews, market reports, and explanatory coverage.

About this statement

Issued by Bitcoin Marketing Department (@Btcmkdept). This statement expresses the issuer's position and does not claim authority to govern Bitcoin or speak for every participant. Bitcoin has no central owner or official spokesperson. [Bitcoin.org's explanation](#)

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