

Trump family crypto ventures newspaper and broadcast study methodology

Media Matters searched transcripts in the SnapStream video database and the Nexis database for all original episodes for ABC's *World News Tonight*; CBS' *Evening News* and *Weekend News*; NBC's *Nightly News*; and PBS' *News Hour* (including weekend editions for all programs) for any of the terms "Trump," "president," "Melania," "Don," "Donald," "Eric," "Lara," "Ivanka," "Jared," or "Kushner" from January 20, 2025, when President Donald Trump was inaugurated for his second term, through July 31, 2025.

We included segments about relevant cryptocurrency stories, which we defined as instances when a cryptocurrency venture that stands to personally benefit President Donald Trump or any of his family members — as delineated below — was the stated topic of discussion during the introduction or when we found significant discussion of a relevant cryptocurrency story. We defined significant discussion as instances when two or more speakers in a multitopic segment discussed such a story with one another.

For correspondent reports, we also included those that mentioned a relevant cryptocurrency story. We defined mentions as instances when a speaker in the segment mentioned a relevant cryptocurrency story at any point in the segment after its introduction by the host or the leading speech by the reporter. We included speech within read quotes and played clips.

We then reviewed the identified segments for whether they provided enough context for viewers to determine at least the appearance of a conflict of interest, impropriety, an ethics violation, or corruption.

We also searched front-page print articles in the Factiva database from The New York Times, The Wall Street Journal, and The Washington Post for any of the terms "Trump," "president," "Melania," "Don," "Donald," "Eric," "Lara," "Ivanka," "Jared," or "Kushner" from January 20, 2025, when President Donald Trump was inaugurated for his second term, through July 31, 2025.

We included front-page print news articles about relevant cryptocurrency stories, which we defined as instances when a cryptocurrency venture that stands to personally benefit President Donald Trump or any of his family members — as delineated below — was mentioned anywhere in the text on the first page of the paper. We considered an article to be "about" a relevant cryptocurrency story if it was mentioned in the headline or lead paragraphs. We considered an article to "mention" a relevant cryptocurrency story if the reference only appeared in the body of the text.

We then reviewed the identified articles about and mentioning a relevant cryptocurrency story for whether the article provided enough context for readers to determine at least the appearance of a conflict of interest, impropriety, an ethics violation, or corruption.

We identified the following topics about potential conflicts of interest involving Trump or any of his family members as "relevant cryptocurrency stories":

Crypto

- **\$TRUMP and \$MELANIA:** President Trump and first lady Melania began [selling cryptocurrency meme coins](#), and foreign investors are among the top holders.
- **American Bitcoin:** Don Jr. and Eric Trump [hold](#) a significant stake in the bitcoin mining company.
- **Binance:** After Binance took a \$2 billion investment from the Emirati state fund MGX in the Trump family's World Liberty Financial stablecoin, the Securities and Exchange Commission [dropped](#) its lawsuit against the company.
- **Cryptocurrency deregulation:** Trump issued an executive order [revoking](#) previous directives regulating digital assets.
- **Metaplanet:** Eric Trump [joined](#) the board of advisers of this hotel-turned-bitcoin-stockpiler.
- **Nexo Capital:** The cryptocurrency company [planned](#) to return to U.S. markets after Don Trump Jr. spoke at the company-hosted "Trump Business Vision 2025" in Bulgaria.
- **Strategic cryptocurrency reserve:** A Trump executive order [established](#) "a Strategic Bitcoin Reserve and a U.S. Digital Asset Stockpile" as part of "his promise to position America as the global leader in cryptocurrency."
- **Trump digital trading cards:** Trump started [selling](#) NFTs, or non-fungible tokens.
- **World Liberty Financial:** World Liberty Financial is a cryptocurrency venture [backed](#) by Trump and his sons. The business has many foreign investors; one such investor was [facing](#) a U.S. civil fraud suit which is now on hold.

Fox News World Liberty Financial coverage study methodology

Media Matters also searched transcripts in the Kinetiq video database for all original programming on CNN, Fox Business Network, Fox News Channel, and MSNBC for any of the terms "World Liberty Financial," "World Liberties," "Liberty Financial," or "World Liberty," from January 20, 2025, when President Trump was inaugurated, through August 21, 2025. We considered each instance of any of the terms as a single mention, and did not double count overlapping phrases.