BINANCE INSTITUTIONAL

# Monthly Takeaway

Binance Institutional Insights - November 2022

## Macro at a Glance

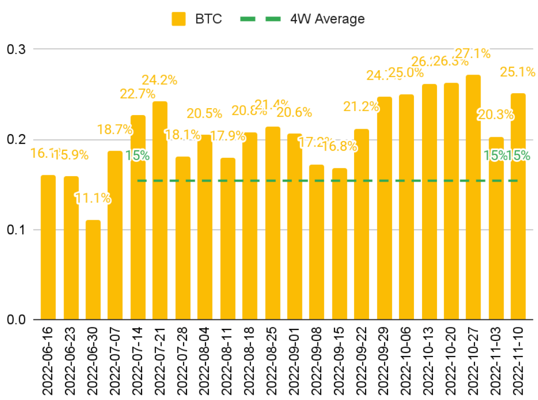
Cryptocurrency market capitalization lost ~18% month-to-date, standing at US$834B as of 29 November 2022. Investors are still reeling from the after-effects of FTX's implosion, as continued news of institutions being impacted fuel fears that we have not seen the bottom. DeFi TVL decreased 26% month-to-date, and NFTs declined 5% in ETH terms, based on Nansen's NFT-500 index. In light of recent events, demand for self-custody of assets has increased as holders take custody of their assets into their own hands. Additionally, increased demand for transparency has motivated more centralized exchanges to provide proof of reserves.

## Spot & Margin Highlights

There was a big influx of new registrations from retail users after FTX announced it was going bankrupt, which contributed to the increase in BTC first-traded pairs. Although institutions still made up the majority of trading volumes, their share fell by 2.5% as retail users pushed altcoin trading volumes higher. Trading in DOGE, SHIB, and LUNC grew, while BTC and ETH fell. Other trending altcoins were MASK, LTC, and TWT. Margin volumes saw a steep increase versus spot, while margin liabilities decreased substantially, pointing to ongoing de-leveraging mainly by institutional users who withdrew assets from CEX. Trending margin tokens were TWT, LAZIO, DOGE, while USTC, MDX, and LUNA saw the steepest declines.

### New users

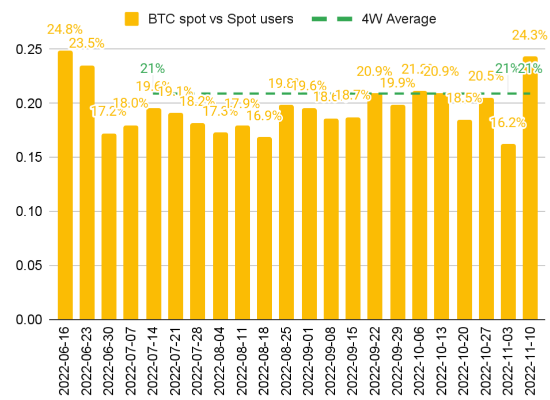
BTC as first traded pair




Pre 4W average: **15%**
Post avergae: **22%** (+7pp)
Latest snapshot: **25.1%** (+10.1pp)

### Existing users

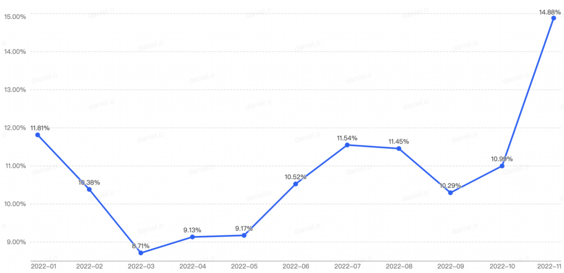
BTC spot traders vs total spot traders




Pre 4W average: **21%**
Post avergae: **19.3%** (-1.6pp)
Latest snapshot: **24.3%** (+3.3pp)

### Margin to Spot Ratio

Volumes MoM



Increase in Margin to Spot ratio by **3.89pp**

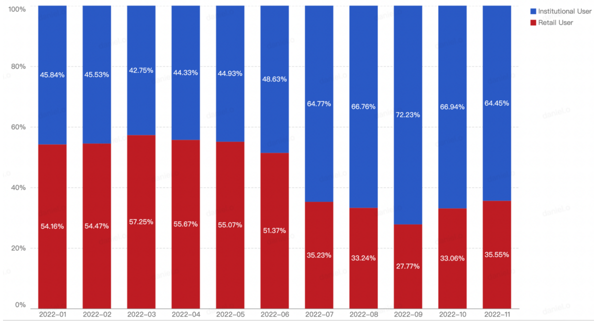
### Margin Liabilities

Liabilities MoM

Decrease in outstanding liabilities by **25.66pp**

### Institution to Retail Ratio

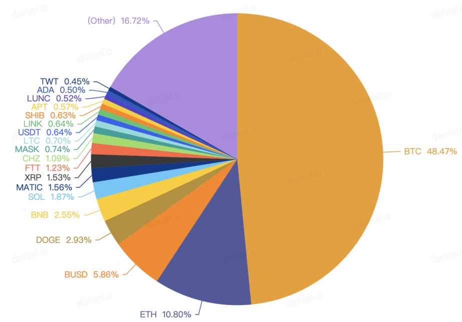
Spot Volumes MoM




Institutions lost **2.49pp** trading volumes in November
Retail gained on back of **DOGE SHIB LUNC** volumes

### Spot's Coin Ratio

Spot Volume Share Monthly




Main coins falter as BTC lost **8.89%** while ETH **0.34pp**
MASK LTC TWT displaced **MDX PHA LUNA**

### Top Gainers/Bottom Losses

Margin Volume MoM

| | | | |
|---|---|---|---|
| TWTUSDT | 927.47% | USTCBUSD | -74.96% |
| LAZIOUSDT | 905.30% | MDXUSDT | -59.01% |
| DOGEBUSD | 721.22% | LUNABUSD | -44.26% |
| SFPUSDT | 706.21% | QNTBUSD | -43.45% |
| GTCUSDT | 700.92% | CLVUSDT | -40.07% |

## Futures & Options Highlights

Open interest for BTCUSDT, an indicator of capital flowing in and out of this market, declined by 4.8% as of November 23 from the beginning of the month. BTCUSDT open interest increased by 3.9% from the previous seven days. The BTCUSDT Long/Short Ratio, indicating the number of long positions relative to short positions, closed at 1.99 on November 23, as open positions in BTCUSDT of all Binance Futures were Long. The BTCUSDT Taker Sell Volume closed the week slightly lower than BTCUSDT Taker Buy Volume.

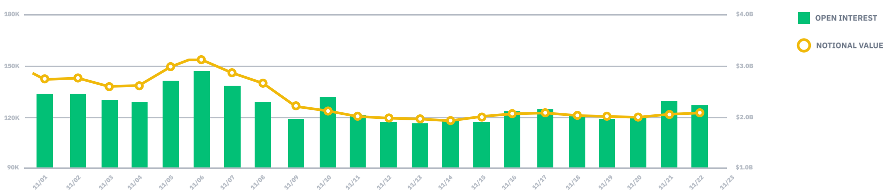
Binance Futures listed a new contract, BLUEBIRDUSDT, on November 11.

*From Nov 1-23,2022*

**OPEN INTEREST IN BTC:**

**127.892K**

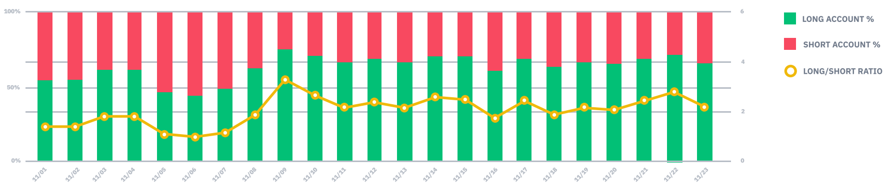
**NOTIONAL VALUE: $2,074,185,137.97**




**LONG/SHORT RATIO:**

**1.99**

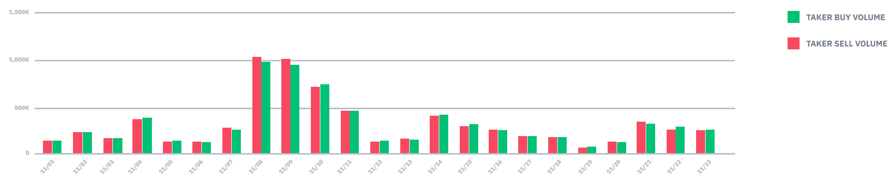
**LONG ACCOUNT: 66.58%**
**SHORT ACCOUNT: 33.42%**



**TAKER SELL VOLUME IN BTC:**

# 273.70K

**TAKER BUY VOLUME IN BTC: 260.15K**




## OTC Highlights

Following FTX's collapse, the Binance Covert Portal saw a huge increase in trading volumes for most coins. Unsurprisingly, the two most-traded coins in the past month were FTT and SOL. Trading in FTT (FTX's native token) rose by more than 2,400%, although prices fell 97.4% in the past 30 days as sellers flooded the market. SOL, which was once dubbed "The Ethereum killer" and was endorsed by FTX, also fell victim to the selling pressure. Sellers flooded the market as panic struck, causing prices to drop 58.4%. Interestingly, everyone's favourite meme coin, DOGE, was one of the most traded coins of the month. After Tesla founder and DOGE proponent Elon Musk bought Twitter, DOGE initially rallied over 100%. But prices succumbed soon after, falling 13.1%.

Binance recently launched our new Spot Block Trading chat function, which can be accessed via the Binance Platform here , For those looking to trade large ticket sizes we have increased the amount of communication channels available for users to trade OTC, allowing trades to be completed more seamlessly and securely on the Binance OTC platform. Our experienced traders are readily available to guide you through the process, offering tight competitive spreads across all trade pairs alongside high-touch white glove service!

Learn more about our OTC desk and execution solutions.

OTC Top 5 Monthly Coins of Interest

| | Total Market Cap | Convert portal Volume Change | 30d Price change |
|---|---|---|---|
| DOGE | $14,339,830,259 | 59.36% | -13.1% |
| XRP | $19,771,088,273 | -13.14% | -16.2% |
| SOL | $4,975,543,976 | 139.53% | -58.4% |
| FTT | $428,061,041 | 2428.89% | -97.4% |
| LINK | $3,631,296,853 | 72.48% | -2.6% |

## BNB & BUSD Highlights

FTX's insolvency has not had a significant impact on the BNB Chain. Its TVL market share continued to grow from 9.3% at the beginning of November to ~11% at the end of the month. Pancakeswap TVL is in line with the figures shown at the end of October. Its volume has also been stable except for the period of November 7-12, which saw much larger volumes. Liquid staking has remained stable with a current TVL of $112M, with no large outflows. Together with Helio, the aggregate TVL of the Liquid Staking ecosystem exceeds $200M, showing considerable strength and maturity. Venus has also launched its new v4 with features such as isolated lending.

In the Lifestyle category, social apps are driving the increase in active wallets. Hooked had 900k unique active wallets in November, and Galxe, 135k. Other social graph-based applications such as CyberConnect also are becoming popular. Gaming apps, which avoid reliance on speculative demand and employ sustainable tokenomics, maintained a stable user base even after the market decline. P12 Arcana, Tiny World, and Era7 each recorded over 60k unique active wallets. Download the full BNB Chain Insights report for more details.

On the BUSD front, market capitalization hit an all-time high of $23.5 billion around the middle of November, and has since stabilized at around $22.4 billion by month-end. All VIP clients can enjoy competitive 2.8%-3.0% APR for a 30-day term loan with BUSD, and 3.03% for a 7-day term loan. The zero-trading fee promotion is ongoing for BTC/BUSD and BUSD/USDT pairs, and maker fees are zero for all BUSD pairs. Despite delisting FTT/BNB, FTT/BTC, FTT/ETH, and FTT/USDT spot trading pairs, clients can still trade the FTT/BUSD trading pair. Binance has recently listed the VITE/BUSD trading pair. BUSD pairs have also gotten listed on more platforms such as Coinhako, Multichain, and Meshswap.

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BINANCE VIP

# How to Become a Binance VIP

**Understand different ways to become a VIP**

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