Jumper in Korea

The sale window, 9 September to 8 October 2026. Korean Telegram and Jumper's sale data.

Holo Hive Korea team

12 October 2026

Korea committed $10.3M to Jumper's sale, one in every five dollars bid, from about one in ten bidders. In the four months before we started, Jumper ranked 76th of 82 crypto projects in Korean channels, known as a bridge to farm. From sale day to allocations it ranked first, ahead of Solana, Hyperliquid and XRP.

$10.3M

Committed from Korea, 21% of every dollar bid.

Share of bidders 10%

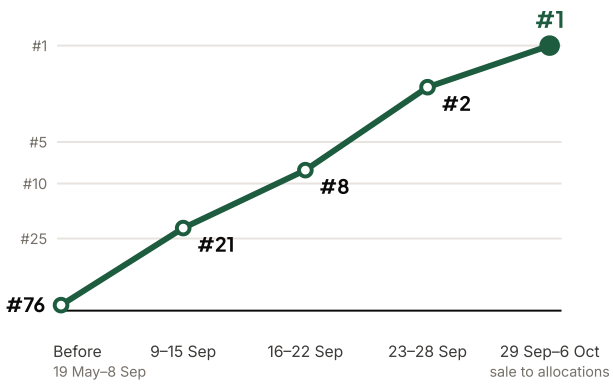
Share of dollars bid 21%

938 Korean bidders of 9,690. The average Korean bid was **about 2.5 times** the rest of the sale, and Korea alone bid **3.4 times** the $3M hard cap. Jumper sale data.

01 The attention came first

Rank among 82 crypto projects

By period, 19 May to 6 October



Posts naming each project in Korean-language channels, same rules for every name. **The field runs from Solana, XRP and BNB to this year's pre-token launches.**

Sale day to allocations

29 September to 6 October, top six of 82



Korean posts naming each project, same rules for every name. **Of all crypto projects, only Bitcoin and Ethereum drew more.**

02 What changed in thirty days

#1 The most-discussed pre-token project in Korean channels from 23 September to 6 October, ahead of Arcus and Variational.

4.4× More Korean mentions in thirty days than in the twelve months before. 95 became 420.

45% → 6% Share of mentions about farming the airdrop. The bridge-to-farm reading is gone.

1% → 86% Share of Korea's Legion-sale conversation that named Jumper, before we started against the thirty days since.

0 → 339 Mentions describing Jumper as something to back, through its sale, its token or the super-app.

44 → 75 Korean channels carrying Jumper, the twelve months before against these thirty days.

We placed 43 posts. Korea wrote 377 more around them. **For every post we placed, Korea wrote nearly nine.**

03 What Korea said

유트로의 크립토 서바이벌

Not briefed

단순 브릿지를 넘어 디파이 연계 슈퍼앱을 노리는 중인데 잘 나가는 중

Translated from Korean, condensed:

"Moving past a simple bridge toward a DeFi-linked super app, and doing well at it."

Korea's first super-app reading, one day after our first posts.

t.me/jutrobedzielepsze/3335 · 16 Sep

마인부우의 크립토볼

Our creator

스왑과 브릿지 외에 EARN 서비스, 토큰화 주식을 위한 Jumper RWA, 그리고 곧 나올 Perps까지 … 이 정도면 슈퍼앱 시장에 본격적으로 진출하지 않을 이유가 없어 보여요

Translated from Korean, condensed:

"Beyond swaps and bridging there is Earn, Jumper RWA and Perps on the way. With this much built, there is no reason not to go all in on the super-app market."

One of the creators we onboarded, in their own words.

t.me/minebuu_cryptoball/5078 · 20 Sep

3,393 readers

개인적인 DYOR

Not briefed

점퍼체급이면 스퀴드보다 체급높다고 생각하기때문에 … 거의 무조건 참가할듯

Translated from Korean, condensed:

"Jumper is a bigger class than Squid. I will almost certainly take part."

Korea's own comparison, a week before the sale.

t.me/LEEHEESANGDYOR/6329 · 22 Sep

1,974 readers

원미닛 크립토

Not briefed

저는 최소 5000불에서 최대 3만불로 넣어봤습니다!

Translated from Korean, condensed:

"I put in between $5,000 and $30,000."

Posted on sale day.

t.me/nftimagod/12268 · 29 Sep

1,178 readers

04 What Korea did

12 channels posted that they had entered the sale themselves, with amounts up to **$80,000**, against an average bid of about $5,000 across the sale.

27 posts across 18 channels about writing their Legion cover letter.

The sale overall: the $3M hard cap filled in 18 minutes, with $48.6M committed by 9,690 participants worldwide. Korea committed $10.3M of it from 938 bidders, as reported by Jumper.

05 It stayed, and it travelled

36

Channels that wrote about Jumper in three or more separate weeks. **31 of them we never briefed.** A launch spike does not produce this on its own.

560

Forwards on our creators' Telegram posts. On Telegram a forward is a reader republishing to their own audience, the strongest form of engagement the platform has.

06 How it spread

15 Sep
Our first creator posts go live.

16 Sep
The next day, Korea's first post calling Jumper a super app, from a channel we never briefed.

22 Sep
A Korean channel publishes its own valuation of Jumper, hours before the token is confirmed.

29 Sep
Sale opens. For the next eight days, Korea's most-discussed crypto project after Bitcoin and Ethereum.

6 Oct
Allocation day is Jumper's busiest day in Korea yet, busier than sale day.

07 What comes next

8 October
Brief 5 is out. Coverage moves from the sale to the product, read against what Jumper has shipped.

Perps
Coverage timed to Perps as access widens, aimed at the buyers who bid 2.5 times the average.

Next report
How Korea's coverage turns from the sale to the product, with Perps and Earn in focus.

How these numbers are counted. Ranks, shares, returning channels, sale entries and cover-letter posts: 264 Korean-language Telegram channels and 82 crypto projects, from Solana, XRP, BNB and Dogecoin to perp DEXs, pre-token launches and DeFi, all counted on the same rules. Bitcoin, Ethereum, stablecoins and exchanges are not ranked; most of their mentions are prices, trading pairs and venues. "Before" is 19 May to 8 September. Days are counted in UTC, and the headline ranks hold in Korean time too. Before-and-after counts use a fixed set of 324 Korean channels, so both periods are measured on identical channels: the twelve months to 8 September against 9 September to 8 October. Sale-story mentions exclude airdrop posts. Reader views counted 9 October. Sale figures, including the Korea split, as reported by Jumper, with averages derived from them. Counts are conservative. Post-level creator metrics: app.holohive.io/public/campaigns/jumper-korea-DWrDI