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What Is Zora (ZORA): Everything You Need To Know About It

Zora, the popular NFT platform built on Ethereum, is gearing up for a major milestone. On April 23, 2025, it will officially launch its native token, ZORA, and to mark the occasion, it's giving away 1 billion tokens in a massive airdrop worth around \$30 million - making up around 10% of the total supply. Besides, Binance has officially announced it will list ZORA on April 23 via Binance Alpha.

So, what is Zora (ZORA) crypto? What about its future potential? Next, let's dive in this innovative crypto project, analyzing its future outlook.



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What is Zora?

Zora, established in 2020 and officially launched on Ethereum in January 2021, represents a significant shift from traditional media-sharing platforms like YouTube. Unlike these platforms, where algorithms dictate content visibility and valuation, Zora places control in the hands of its community, allowing them to determine the value of digital art.

Designed to help creators connect, share, and earn cryptocurrencies, Zora enables users to freely post content while providing creators and collectors the opportunity to enhance value through buying, selling, and minting. On Zora's creator-focused NFT marketplace, both creators and collectors have full autonomy to set and negotiate the price of NFTs, fostering a decentralized and dynamic market. Zora offers a fast, cost-effective, and scalable solution for bringing media onto the blockchain. Creators earn a share of trading fees, and referrers also benefit from fees generated by users who join through their unique referral links.

Throughout 2022 and 2023, Zora introduced various tools, including the NFT marketplace, a secondary marketplace for media, and features like Open Editions, which enabled creators to bring their visions on-chain. In 2024, Zora released a mobile app, allowing creators to mint media anywhere with ease. By this time, Zora had achieved over \$370 million in secondary volume, with

creators earning over \$27.7 million in rewards from more than 2 million collectors.

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What is the ZORA Token?

Zora has announced the launch of its token, ZORA, for Spring 2025. The ZORA token will debut on the Base Layer 2 network with a total supply of 10 billion tokens. According to the project, ZORA is only for fun, and does not confer any governance rights or claim on any equity ownership in Zora or its products. The first snapshot was taken on March 3 2025, with a second snapshot to be taken three days before ZORA goes live.

While Zora operates its own Layer 2 network (Zora Network), the decision to launch on Base was made for strategic reasons, similar to how PENGU chose Solana for its launch. By launching ZORA on Base, Zora aims to reach a broader user base and potentially attract new users.

The utility of the ZORA token will include tipping, purchasing post coins, and unlocking premium features on the platform. However, governance is not expected to play a significant role in its functionality. To further its global reach, Zora plans to expand into non-English speaking markets, capitalizing on Base's integration with Coinbase's large user base.

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ZORA Tokenomics

The total supply of ZORA tokens is 10 billion. Here's how the ZORA token supply will be distributed:

- Incentives (20%): This is for future grants, public goods, hackathons, and other types of incentives as decided by the Zora team. This category has no lockup restrictions.
- Airdrop (10%): ZORA will be distributed to eligible community members, including creators, collectors, developers and other contributors to the Zora brand. This category has no lockup restrictions.
- Liquidity (5%): Tokens in this category are for liquidity provisioning with exchanges and market makers.
- Treasury (20%): ZORA allocated to the company is meant to align the company with the community for supporting and growing the Zora brand. Tokens in this category will unlock monthly over 48 months starting six months after the Token Generation Event (TGE).
- Team (18.9%): The current and future team also receives ZORA allocations for their work on the Zora brand within the crypto creator economy. Tokens in this category will unlock monthly over 36 months starting six months after the TGE.
- Strategic Contributors (26.1%): Strategic contributors are investors that have supported the Zora team with advice and guidance around the development of Zora. Like team allocations, tokens in this category will unlock monthly over 36 months starting six months after the TGE.



20% Community
Incentives



20%
Treasury



10% Retroactive
Airdrop



18.9%
Team



5% Community
Liquidity



26.1% Strategic
Contributors

ZORA Airdrop

On April 23, 2025, Zora will officially launch its native token, ZORA, and to mark the occasion, it's giving away 1 billion tokens in a massive airdrop worth around \$30 million - making up around 10% of the total supply. The Zora team will keep 18.9% of the supply, and strategic advisors and development supporters will control over 26%.

[\\$ZORA](#) will be live on April 23, 2025. pic.twitter.com/yZdjlDohH

— zora (@zora) [April 20, 2025](#)

According to Zora's official announcement, the airdrop will take place on April 23. It will be a retroactive airdrop aimed at users who have actively engaged with the platform.

The snapshot data splits into two phases:

- The first phase spans from January 1, 2020, to March 3, 2025.
- The second covers March 3, 2025, to April 20, 2025.

To qualify for the airdrop, users must have interacted with Zora during one or both of the following periods:

- January 1, 2020, to March 3, 2025
- March 3 to April 20, 2025

If you were active during either timeframe, you may be eligible to claim ZORA tokens.

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Binance Lists ZORA on Alpha

Adding to the excitement, Binance is throwing its support behind the launch. Through its Binance Alpha program, the exchange will distribute an extra 4,276 ZORA tokens to each user who spent at least \$50 on Zora between March 22 and April 20, 2025.

Get ready! Zora (ZORA) will be open for trading on Binance Alpha starting 13:00 April 23, 2025 (UTC) □

To celebrate, all eligible* Binance Exchange users with a purchasing history on Alpha will receive an airdrop of 4,276 ZORA token in their Alpha account before 2025-04-23... pic.twitter.com/VntOFn4BNt

— Binance (@binance) [April 21, 2025](#)

This support from Binance is expected to help Zora gain significant momentum in the broader market right from the start. While Coinbase has yet to make an official announcement, many anticipate that the exchange will list ZORA soon, especially considering its involvement with the project through Coinbase Ventures. Pre-market trading suggests the token will be priced between \$0.02 and \$0.03 each, which would place the airdrop's total value at approximately \$30 million.

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Zora (ZORA) Price Prediction: How High Can ZORA Go Post Listing?

With the announcement of April 23, 2025, as the official launch date for Zora's native token, the platform is making significant strides as a decentralized hub for creativity and commerce. As the crypto community eagerly anticipates this historic event, all eyes are now on a single crucial question: What will be the listing price of ZORA Token?

Currently, the token is under pressure and trading at \$0.0250, nearly 40% down from its recent peak. While this may concern short-term speculators, it could also signal an approaching price bottom, potentially leading to a strong rebound once the coin is launched.

Rumors suggest that major exchanges such as Coinbase, OKX, and KuCoin will support the token's listings. If confirmed, this increased liquidity could trigger a short-term surge in price.

Price predictions for Zora token vary based on different market scenarios. In a bearish scenario, the price could range between \$0.020 and \$0.025, reflecting cautious sentiment and weaker demand. In a neutral or base-case scenario, the price is expected to range from \$0.030 to \$0.045, indicating

moderate interest and balanced market conditions. In a bullish breakout scenario, strong momentum could drive the price between \$0.050 and \$0.070.

If exchange liquidity is solid and community support remains strong, the token is likely to be listed between \$0.035 and \$0.045. However, significant volatility is expected during the first 48 hours of trading.

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Zora (ZORA) Future Outlook

Zora Network has shown strong on-chain activity, with over 87 million transactions processed and about 37,000 active addresses per day. The platform reports over 6 million active addresses and nearly 3.5 million contracts deployed in total. Zora's focus on reinvesting in its creative ecosystem rather than extracting value is central to its mission. As on-chain social platforms grow, Zora stands out for combining monetisation, community governance, and creator tools in one environment.

With a high-profile airdrop, strong exchange support, and pre-launch market interest, Zora is clearly aiming for a big splash. But whether ZORA becomes a meaningful part of the crypto ecosystem or ends up as just another short-term token launch will depend on how the project evolves after the hype settles.

Despite the excitement, not everyone is convinced. Some in the crypto community have raised concerns about how the tokens are being distributed. Critics argue that 65% of the supply is going to insiders — the team, early investors, and the treasury — leaving retail users with a relatively small share.

Well-known on-chain investigator ZachXBT and others have questioned the purpose of the token, pointing out that it currently doesn't offer any governance rights. Some believe Zora's decision to label the token as "for fun" could be a way to avoid regulatory challenges, but others worry it might create confusion or reduce user confidence.

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How to Buy the ZORA Token?

Even ahead of the official launch, ZORA tokens are trading on pre-market platforms at around \$0.03. As of press time, ZORA tokens are unavailable as it has not officially launched. Once launched on major crypto exchanges like Binance, MEXC, interested investors can buy Zora by following the below steps:

- Create an account and complete identity verification (KYC).
- Deposit funds using fiat or cryptocurrency.
- Search for ZORA in the trading section.
- Place an order to buy at the market or limit price.

Unfortunately, \$ZORA token is not available on BTCC platform at present. However, it is worth mentioning that BTCC, one of the longest-running crypto exchanges in the world, supports trading for 360+ cryptocurrencies with a leverage of up to 500X. If you want to start trading cryptocurrencies, you can start by signing up for BTCC.

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[BTCC](#) is among the best and safest platforms to trade cryptos in the world. The reasons why we introduce BTCC for you summarize as below:

- **Industry-leading security**
- **High Liquidity & Volume**
- **Extremely low fees**
- **High and rich bonus**
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