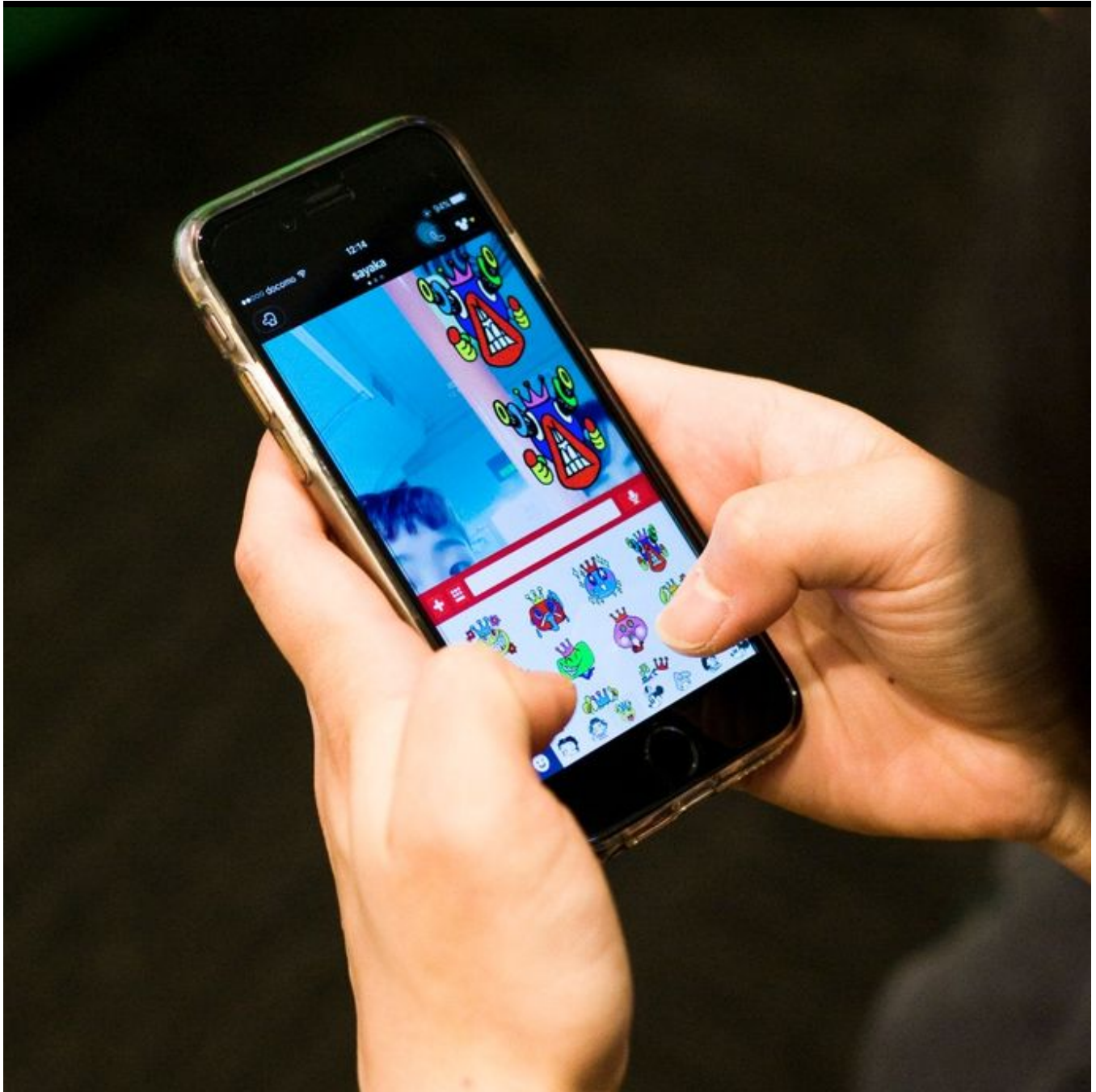


LINE LAUNCHES ITS OWN CRYPTOCURRENCY

By Holly Friend

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Japan – Messaging app **Line** is rolling out Link, a digital token that will incentivise users to re-engage with its platform.

Rather than monetising Link through an initial coin offering (ICO), 800 million tokens will be given away for free as part of a rewards system for using the app. They can then be used to buy stickers, webtoons and other Line services.

In its home country of Japan, Line is waiting for approval from authorities to roll out the digital currency. However, Link will be launched this month in other global markets.

Facing competition from major players such as WhatsApp, WeChat and Facebook Messenger, the number of active Line users has fallen in four of its biggest markets. By integrating **Crypto-loyalty**, the app is hoping to reinvigorate user engagement.