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Pyth Network

Transforming the Data Distribution Model

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Contents

Introduction: Why It Matters

Much of today's financial data stack remains anchored to a legacy distribution model built around exchanges and a limited number of downstream aggregators and terminals. Developed for an earlier era, this model often forces firms to maintain multiple vendor connections, navigate overlapping licensing fees, and absorb escalating costs to achieve broad coverage. At the same time, we are seeing accelerating demand for market data that is continuous, composable, and fit for 24/7 digital markets. As tokenised assets and on-chain finance scale, the constraints of this decades-old infrastructure are becoming increasingly evident.

Within this transition, indices provide a particularly strong entry point for change. Pyth Indices, blending on-chain and off-chain inputs to support 24/7 index products, have already attracted meaningful institutional attention. As markets evolve toward higher-level exposures and more abstract instruments (including index-linked products and ETF-like wrappers), the ability to deliver reliable, always-on index data becomes a strategic differentiator. Pyth is not simply "another feed," but a specialised, complementary data layer that aligns with tokenisation's trajectory: expanding access to new asset representations and customer segments while improving efficiency across the market data value chain.

Against this backdrop, Pyth Network is emerging as a next-generation approach to market and financial data distribution - more direct, scalable, and cost-efficient. With its extensive range of instruments, Pyth can reduce the operational complexity created by managing numerous downstream integrations while offering users competitive licensing fees and favourable distribution rights. In contrast, many incumbent providers do not own much of the data they sell; they license it from exchanges and pass those costs on to customers, resulting in higher overall fees. This combination of efficiency, performance, and extensibility is driving institutional interest, particularly among firms seeking modern data infrastructure that supports new digital-market workflows without compromising governance and control.

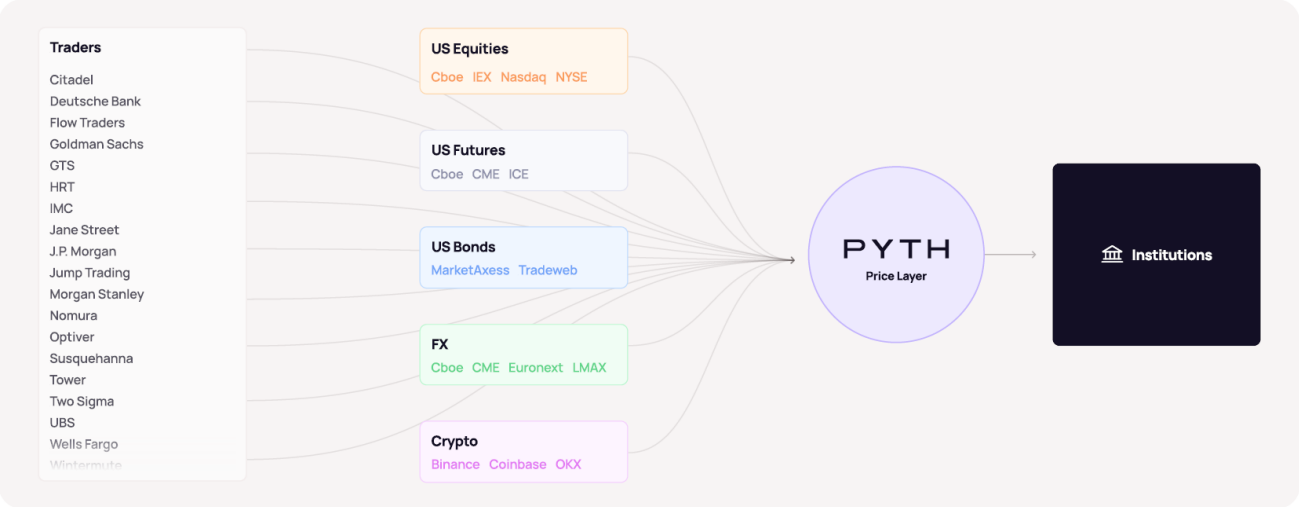
Importantly, Pyth is best framed as additive rather than replacement led. Traditional financial institutions continue to depend on extensive historical time series, often spanning decades, to power core risk and valuation frameworks (e.g., valuation, market risk, counterparty credit risk, liquidity risk) and to evidence model behaviour through tail events such as the global financial crisis. They also rely on established data sources to support manual review, reconciliations, regulatory reporting, and integration with highly complex market infrastructure (including messaging and settlement rails that remain only partially blockchain-integrated). For these reasons, incumbent providers and long-standing datasets will remain essential for the foreseeable future.

Company and Solution Overview

Pyth is a next-gen data distribution platform challenging the existing complex web of data providers with their single source of truth data model. Pyth offers three core products; Pyth Pro, Pyth Indices, and Pyth Marketplace. These products deliver real-time, low-latency market data, including crypto, equities, FX, and commodities. Pyth pulls data directly from sources including over 120 major exchanges, market makers, and financial institutions such as Fidelity Investments, Revolut, and Jane Street.

Pyth Network has continued to broaden their product offerings materially toward becoming an institutional-grade market data and distribution provider. Pyth is seen to be a neutral, enterprise-oriented data layer, emphasising performance, reliability, and cost efficiency. This is intended to support adoption among traditional financial institutions and regulated consumer-facing platforms.

Figure 1: Pyth Network Single Source of Truth Data Model



Source: Pyth

Pyth's developing product portfolio now addresses three related parts of the market-data value chain. Pyth Pro provides subscription-based, low-latency access to aggregated first-party pricing; Pyth Indices converts that underlying data into investable or tradable reference products; and the Pyth Data Marketplace extends the distribution model to proprietary datasets that sit outside Pyth's original price-feed proposition.

Taken together, these products create the foundations of a broader commercial model. Pyth Pro provides the recurring data-access revenue; Pyth Indices creates higher-value intellectual property and revenue-sharing opportunities; and the Marketplace helps attract new publishers, datasets, and distribution partners. The strategic opportunity is therefore larger than replacing an individual market-data feed. It is to establish Pyth as an integration

and distribution layer for financial products that increasingly need to operate across both conventional and blockchain-based infrastructure.

However, expanded institutional adoption will depend on Pyth continuing to demonstrate that the architecture can meet the operating requirements of scaling regulated firms, rather than relying primarily on its technological differentiation or existing position in decentralised finance. As it scales, Pyth's data coverage, historical depth, licensing, service levels, controls, operational support, and integration with existing financial-market workflows will be as important as latency and on-chain verifiability.

Table 1: Pyth Network, Company Overview

Name	Pyth Network
Year Founded	2021
Headquarters	Zug, Switzerland
Products/Services	Pyth offers three core products; Pyth Pro, Pyth Indices, and Pyth Marketplace. These products deliver real-time, low-latency market data, including crypto, equities, FX, and commodities.
Geographical Coverage	Borderless, global geographical coverage
Relevant Technologies	Blockchain

Core Product Offerings

Pyth Pro (flagship)

Pyth Pro is the company's primary commercial product, providing real-time market data coverage of approximately 3,500 symbols across major asset classes, including equities, commodities, FX rates, and crypto. Most recently, Pyth has added US Treasuries offering users access to yields and prices across the curve from 2Y to 30Y, with live data contributed by institutions participating in U.S. Treasury markets. Companies currently utilising Pyth Pro include Fidelity Investments (publisher), Revolut (publisher), Susquehanna (publisher), Jump Trading (user), and Polymarket (user).

Pyth Indices

Pyth Indices is a newer offering designed to deliver 24/7 composite index products, blending on-chain and off-chain inputs. Early traction has been strongest around indices linked to commodities and equities, reflecting demand for always-on benchmark-style exposures and reference rates suitable for digital markets. Users of Pyth Indices include companies such as Kalshi, Coinbase, and Kraken.

Pyth Marketplace

Pyth Marketplace extends beyond the core feed and index set to facilitate distribution of third-party and specialised datasets, enabling customers to access a broader range of data products through a single ecosystem. In this segment, Pyth competes with other providers operating in DeFi-oriented data distribution, notably Chainlink and Databento. Pyth Marketplace currently supports US Dept of Commerce, Tradeweb, Euronext, and Fenics.

Table 2: Pyth Network Products

Pyth Terminal	'One-stop' for all available Pyth data.
Pyth Pro	Pyth connects directly into price discovery - from exchanges, trading venues, and market makers – providing the price of everything, everywhere.
Pyth Indices	Proprietary indices constructed from Pyth's price feeds enable 24/7 markets across asset classes. Continuous pricing across commodities, equities, metals, FX, and futures.
Pyth Marketplace	Pyth Data Marketplace connects users datasets to builders and applications across 100+ blockchains. Enables distribution of proprietary datasets.

Source: Pyth

Positioning

Across its products, Pyth's core value proposition is centred on:

- Lower total cost of ownership versus traditional multi-vendor stacks.
- Reduced vendor sprawl through consolidated access and integration.
- Data normalisation and multi-chain publishing, which can help institutions distribute data to new blockchain-based venues and end users without building bespoke infrastructure for each chain.

Pyth's target audience includes not only digital-native platforms (brokerages, neobanks, investing apps, and prediction markets), but also traditional banks and asset managers

evaluating tokenisation and new distribution channels. A key challenge for adoption remains the inertia of incumbent market data infrastructure. Many institutions have built and tuned their data stacks over decades, with deep operational and regulatory dependencies on established providers. Pyth could be used in addition to these players which include AWS Data Exchange, Bloomberg, Chainlink, CoinMetrics, FactSet, FTSE Russell, Kaiko, ICE, LSEG, MarketVector, MSCI, Nasdaq, S&P, SIX, and Snowflake.

As a result, Pyth's products are likely to be strongest where they can complement existing architectures, particularly for new products, new customer segments, and new distribution rails, rather than requiring immediate wholesale replacement.

Key Briefing Findings

Pyth Pro

Pyth Pro represents Pyth's principal route into the institutional market-data subscription segment. It is a permissioned service that aggregates updates from multiple publishers and distributes calculated prices through WebSocket and REST APIs. Subscribers can select different delivery channels, including real-time and fixed-rate frequencies, and receive fields including aggregate price, confidence interval, best bid and best ask. Signed payloads can also be consumed by blockchain-based applications. Pyth additionally provides point-in-time historical prices and OHLC data, although the publicly documented historical service is materially narrower than the long-duration tick archives offered by established enterprise vendors.

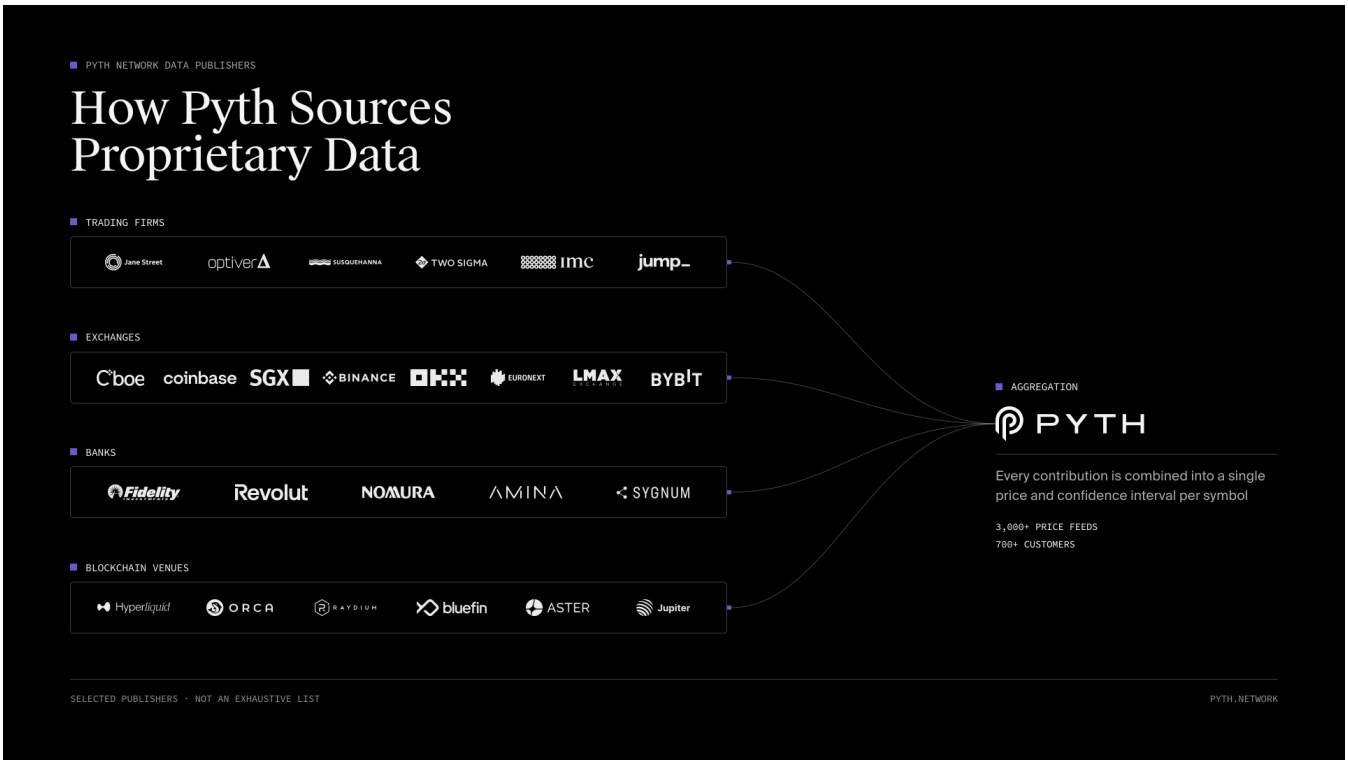
The immediate value proposition is strongest where clients require a consistent price across conventional and on-chain environments. Relevant use cases include perpetual and futures markets, collateral valuation, liquidations, tokenised-asset pricing, exchange market launches and real-time risk controls. Pyth Pro X extends this positioning specifically towards exchanges, while Pyth Pro for AI Agents introduces market-data tools through the Model Context Protocol for agent-based applications. These extensions demonstrate a credible productisation strategy around particular customer and workflow segments rather than a single generic feed.

Pyth's direct-publisher model is an important differentiator. Prices originate from exchanges, market makers, banks, and trading firms rather than being acquired exclusively through downstream vendor chains. Its aggregation methodology produces a price and confidence measure from multiple contributors, while cryptographic payloads provide an additional method of verifying the delivered data. This should resonate with clients seeking lower integration costs, transparent aggregation and consistent delivery across off-chain and on-chain applications.

Case Study: Hyperliquid addressed the limitations of traditional market infrastructure - restricted trading hours, licensing constraints, and fragmented data access - by utilising Pyth Pro and Pyth's HIP-3 infrastructure as the pricing layer for its real-world asset markets. This integration delivers continuous, institutional-grade cross-asset pricing (including equities, commodities, FX, metals, and digital assets) through a unified framework removing the friction and fragmentation of legacy data vendors. As a result, Hyperliquid has evolved from a crypto-native exchange into a 24/7 global markets venue.

Source: Pyth

Figure 2: Pyth Pro Data Publishers



Source: Pyth

The following Harvey balls represent Pyth's current capabilities in each outlined criteria.

24/7 Coverage and Multi-Asset Evaluated Pricing: 

Source: Celent

Pyth Pro provides users with 24/7 market data coverage across multiple asset classes; for example, Jupiter uses it to power its SPCX and BTC markets, and Kalshi leverages it to modernise commodity resolution. The addition of Fenics Market Data, OpenYield and Tradeweb significantly improves Pyth's fixed-income credentials. However, it does not yet provide the breadth of bond terms and conditions, evaluated prices, curves, liquidity scores, matrix prices, security-level analytics, and price-challenge processes expected by institutional fixed-income users. Pyth should initially concentrate on those areas where direct publisher or executable pricing creates genuine differentiation—such as electronic

corporate-bond liquidity, and ETF iNAVs—while partnering for harder-to-price securities and evaluated pricing.

Historical Data Depth: 

Source: Celent

Pyth offers historical point-in-time prices and OHLC intervals, but it does not yet publicly demonstrate the decades of tick-by-tick history, full order-book reconstruction, packet-capture data or venue-level replay required for quantitative research, transaction-cost analysis, regulatory investigation and market-microstructure modelling. LSEG, for example, offers normalised and raw historical data dating to 1996, including Level 1, Level 2, Level 3, and packet-capture services. Kaiko similarly provides extensive historical trade and order-book data for digital assets. Pyth should progressively retain raw publisher contributions, normalised tick history, and reproducible aggregate-price states, with clear retention periods and corporate-action adjustments, and over a longer operational timeframe we expect their scoring to be equivalent in this area to other incumbent competitors.

Data-Quality Transparency and Observability: 

Source: Celent

Confidence intervals and direct publisher contributions provide Pyth with the basis for a differentiated data-quality proposition. This should be expanded into client-facing observability tools showing source participation, price dispersion, freshness, stale-price treatment, excluded contributions, market-session status, calculation changes, and service incidents. Institutions will require a reproducible explanation of why a price changed, and which sources contributed to it, particularly when a price drives a liquidation, valuation or contractual settlement.

Analytics and End-User Workflows: 

Source: Celent

Pyth Terminal is useful for feed discovery, charting and trial access, but it is not yet comparable with the analytical and workflow environments used by institutional market-data consumers. Pyth does not need to reproduce the Bloomberg Terminal or LSEG Workspace. It should, however, provide reference implementations for Excel, Python, notebooks, charting, watchlists, price validation, data-quality investigation and basic curve or volatility analysis. This would reduce the integration burden for smaller clients and make the data easier to evaluate before production adoption.

Depth-of-Market and Executable Pricing: 

Source: Celent

Pyth's aggregate price, confidence interval and best bid/ask fields are valuable for marking, settlement, and risk-management applications. They do not, however, replace venue-level Level 2 and Level 3 data, full order books, individual quote attribution, order imbalance, auction data, or executable liquidity curves. These capabilities are important for routing, execution, liquidity measurement, and exchange surveillance. Pyth should either add publisher-authorised depth products or explicitly partner for these datasets, rather than allowing users to assume that an aggregate price is interchangeable with an executable market view, and we expect their comparison scores to improve in this area.

Delivery Methods and Enterprise Integration: 

Source: Celent

REST and WebSocket APIs provide an accessible starting point, but institutional data estates use a wider range of delivery patterns. Pyth should support bulk files, object storage, Kafka or equivalent event streams, Snowflake and BigQuery delivery, cloud marketplaces and pre-built adapters for common market-data and risk platforms. Clients should be able to consume the same governed dataset in real time, as a historical archive and through analytical environments without building separate ingestion pipelines. It is worth highlighting, that Pyth can provide a common integration layer or seamless switching for selected high-value datasets. This positions Pyth as a potential strategic partner for institutions seeking to tokenise assets or operate products across blockchain rails while retaining robust, secure, and scalable data capabilities.

Enterprise Service Management: 

Source: Celent

Pyth documentation provides for redundant endpoints and dedicated support, but regulated clients will expect published service levels, regional support coverage, escalation procedures, service credits, disaster-recovery objectives, capacity planning, and formal incident reviews. A technical-account-management and implementation-service capability will be needed to support migrations, parallel testing, and production certification. This is particularly important because Pyth requires clients to connect to multiple endpoints and implement appropriate freshness and failover controls.

Enterprise Entitlements and Licensing Controls: 

Source: Celent

Transparent subscription pricing and broader redistribution rights reduce a major source of frustration in the conventional market-data model. However, large institutions still require granular entitlement controls by user, application, legal entity, geography, and usage type. Pyth should provide centralised entitlement administration, usage metering, audit records, derived-data policies, redistribution controls, and automated reporting for publisher royalties. The objective should be simpler licensing, not the absence of institutional-grade licensing controls.

AI-Agent Controls: 

Source: Celent

The MCP integration gives Pyth an early position in agent-consumable financial data. The product should progress beyond technical accessibility to include enterprise identity, dataset-level permissions, deterministic instrument resolution, provenance, timestamp and freshness controls, tool-call logging, usage policies, and reproducible outputs. Financial

institutions will also require controls to prevent agents from silently substituting delayed, carried-forward or out-of-session prices for fresh executable data.

Instrument Reference Data and Symbology: 

Source: Celent

The current proposition remains primarily price centric. Institutional consumers also require a security master that connects prices to instrument terms, issuers, venues, currencies, trading calendars, identifiers, and corporate hierarchies. Pyth should develop an enterprise-grade cross-reference layer covering ISIN, CUSIP, SEDOL, FIGI, RIC, MIC, LEI and relevant blockchain or token identifiers. This should include point-in-time identifier history and mapping between conventional securities and their tokenised representations, which will improve their comparative scoring in this area.

Corporate Actions and Lifecycle Events: 

Source: Celent

Corporate actions are essential when equity, bond, fund, and index prices are used for valuation, settlement, or derivative contracts. Pyth should integrate dividends, splits, rights issues, mergers, redemptions, interest payments, instrument mutations, and other lifecycle events directly into Pyth Pro. Events should be linked to the affected price history and should indicate whether an index or feed has been adjusted, restated, or carried forward. Marketplace access to EDI is a useful starting point, but corporate actions should become a native, standardised component of the enterprise proposition rather than an adjacent dataset.

Pyth Pro's proposition is narrower than a comprehensive enterprise market-data service. However, it is currently better positioned as a specialist pricing and distribution layer than as a substitute for the entire data estate of a bank, asset manager, or market infrastructure provider. Further expansion of the asset class coverage and depth will be required along with positioning through strategic partnerships to maximise the GTM strategy.

Pyth Indices

Pyth Indices, launched in Q2, provides 24/7 composite or single asset feeds by aggregating data from the most liquid on-chain and off-chain venues. This product is currently popular for commodities and equities, with eight baskets available. Pyth prioritises addressing customer demand by continually expanding its coverage. Recently, Pyth enhanced its offerings beyond USD by incorporating Korean and Japanese indices.

Figure 3: Pyth Indices Platform

OL	ASSET	INSTRUMENT	QUOTE CCY	PRICE	24H %	24H CHANGE	24H TREND
Index.AAPL/USD PYTH PRICE IN USD FOR AAPL 2...	Equity	Index	USD	302.67500	-2.86%	-8.92578	
Index.NATGAS/USD PYTH PRICE IN USD FOR NATGA...	Commodity	Index	USD	2.73186	-1.47%	-0.04075	
Index.EUR/USD PYTH PRICE IN USD FOR EUR 2...	FX	Index	USD	1.15192	-0.12%	-0.00133	
Index.GOLD/USD PYTH PRICE IN USD FOR GOLD ...	Metal	Index	USD	4060.410...	-0.05%	-2.06500	
Index.USD/JPY PYTH PRICE IN JPY FOR USD 24/7	FX	Index	JPY	157.718	0.67%	1.053	
Index.MSFT/USD PYTH PRICE IN USD FOR MSFT ...	Equity	Index	USD	477.78504	0.76%	3.58504	
Index.PYTHOIL/USD PYTH PRICE IN USD FOR PYTHO...	Commodity	Index	USD	79.69989	0.82%	0.64841	
Index.BRENT/USD PYTH PRICE IN USD FOR BRENT...	Commodity	Index	USD	83.61615	0.89%	0.73727	

Source: Pyth

These indices aggregate data from both on-chain sources, such as Hyperliquid (identified as the dominant on-chain market for weekend and after-hours trading), and off-chain sources, including Fidelity Investments, Revolut, and Jane Street. Pyth Indices addresses a genuine market-structure gap created by the extension of equity, commodity, and thematic trading beyond the hours of the underlying cash markets and have generated significant interest from institutional clients recently. The product uses Pyth's publisher network and continuous pricing infrastructure to construct 24/7 single-asset, single-name, and basket indices.

Instead of deconstructing traditional assets for valuation, companies can focus on new customer bases interested in more abstract instruments and higher-level asset exposure, such as ETFs or indices. Certain commoditised derivatives could further advance this approach; targeting products that established index families were not designed to support such as continuous single-name marks, cross-asset synthetic baskets, tokenised-asset benchmarks, prediction-market composites and indices built specifically for exchange collateral and risk-management workflows.

The MarketVector partnership is strategically important because it adds methodology design, benchmark administration, identifiers, calculation governance, and conventional data distribution to Pyth's continuous pricing capability. But it also highlights a current capability boundary. Pyth owns the data and delivery layer, but institutional basket products require additional governance that established benchmark administrators already possess.

Availability of Methodology Archives: 

Source: Celent

Pyth should further develop published methodology archives, calculation-agent oversight, rebalance calendars, constituent and corporate-action rules, historical pro forma results, restatement policies, and independent governance arrangements. It should also clearly distinguish a continuously calculated reference index from a regulated benchmark that can be used in an ETF, fund, structured product, or derivative contract.

Depth of Back Histories: 

Source: Celent

A second gap is the availability of sufficiently long and representative back histories. Product issuers and institutional investors will expect index histories that allow analysis of volatility, drawdowns, correlations, turnover, capacity, and tracking characteristics. Where live 24/7 source data has only recently become available, Pyth should clearly separate observed history from modelled or backfilled history and publish the assumptions used.

The strongest near-term strategy is therefore to position Pyth Indices as a specialist complement to established index providers. Pyth can supply the continuous data and calculation infrastructure, while partners provide regulated administration, established distribution and product-governance capabilities. Over time, Pyth can determine which of those capabilities should be internalised and which remain more efficiently delivered through partnerships.

Pyth Marketplace

The Pyth Data Marketplace extends the network beyond aggregate price feeds by allowing institutions to distribute proprietary datasets through a single technical and commercial connection beyond their core capabilities, such as reference data, fixed-income and iNAV data, economic indicators, FX benchmarks, event-market pricing and OTC derivatives. These data sets are sourced from partners like Phoenix, Euronext, Exchange Data International, Fenics, SGX FX, Tradeweb, OTC Markets, the US Department of Commerce and Kalshi.

Pyth Network performs a level of normalisation on this data and standardising the publishing of data on different blockchains, which is a value-add for partners who do not. This creates a potentially important distribution proposition for data owners that want access to blockchain applications and emerging financial platforms but do not want to develop separate technical connections, entitlements, and commercial arrangements for each network. The model may therefore scale primarily as a distribution-volume opportunity rather than through the creation of proprietary Pyth content.

Depth and Availability of Institutional Datasets: 

Source: Celent

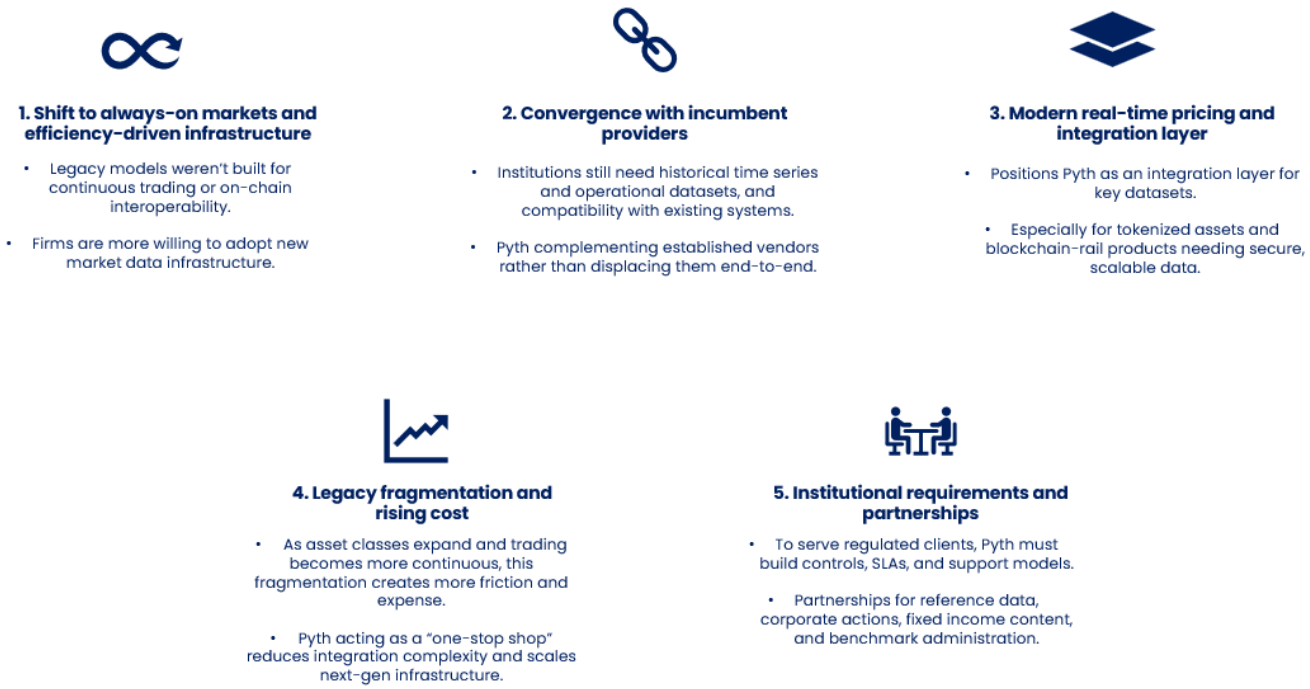
For the Marketplace to compete for institutional datasets, Pyth will need a stronger data-catalogue and buyer-service layer. Required capabilities include standardised metadata, sample files, data dictionaries, coverage statistics, history and update frequencies, quality indicators, trial access, schema-version management, provider due diligence, unified contracting, billing, royalty calculations, and clearly defined service responsibilities. Therefore, for a nascent product offering, we expect the scoring to increase favourably in this area in comparison to competitors at this point in time.

Pyth should also decide whether the Marketplace is primarily an on-chain distribution channel or a broader enterprise marketplace capable of serving conventional cloud and data-management workflows. The larger opportunity lies in supporting both. Many institutional clients will want to purchase once and consume the same data through APIs, cloud storage, analytical platforms and selected public or private blockchains.

Path Forward

This solution brief has examined the broader market shift of buy-side and sell-side firms becoming increasingly open to adopting more efficient infrastructure when it demonstrably improves performance and reduces total cost of ownership. The legacy market data model, built on older distribution architecture and layered licensing structures, was not designed for always-on markets or interoperable on-chain workflows. As new asset classes emerge and trading becomes more continuous, the friction created by fragmented vendor stacks becomes more visible and expensive, Pyth's efficiency and cost competitiveness should become decisive.

Figure 4: Forward Looking Themes



Source: Celent

However, the path forward is not a "rip-and-replace" proposition. For traditional assets, as mentioned earlier in this report, institutions still require comprehensive valuation and pricing data, alongside operational datasets that support manual review, reconciliations, regulatory reporting, and integration with entrenched financial plumbing. Risk management also remains dependent on deep historical time series to calibrate and validate models.

The most credible trajectory is therefore convergence. Pyth should become the modern pricing and distribution layer for continuous, and real-time markets while integrating with established providers of historical, operational, and regulatory-grade content. In this model, Pyth does not need to displace Bloomberg, LSEG, ICE, SIX or S&P Global across every workflow. It needs to become difficult to exclude from the architecture of institutions launching always-on, tokenised or agent-enabled financial products.

This creates the potential for a reinforcing commercial model. Additional publishers increase feed quality and coverage; broader coverage makes Pyth Pro more attractive to consumers; greater institutional consumption supports the creation of new indices and products; and the Marketplace provides publishers with additional routes to monetise specialist datasets. The strategic objective should be to turn this network effect into a durable institutional-data franchise rather than relying predominantly on growth in decentralised-finance activity.

Execution should focus on four priorities: expanding institutional content while preserving direct-publisher differentiation; building the controls, service levels and support model required by regulated clients; strengthening partnerships for reference data, corporate actions, fixed income and benchmark administration; and concentrating commercial investment on use cases where continuous and verifiable data materially changes the client economics.

If these capabilities are developed successfully, the “one-stop shop” proposition could materially reduce integration complexity and create a more scalable operating model for the next generation of financial-market infrastructure. Without them, Pyth risks remaining a technologically differentiated but comparatively narrow price service that institutions use alongside, rather than at the centre of, their strategic data architecture.

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