DIGITAL HEIR

THE LEDGER

DIGITAL ASSET INTELLIGENCE

Built on Integrity. Secured for Family.

ISSUE 001

28 JULY 2026

TODAY'S READ

Crypto has turned lower ahead of the Federal Reserve decision, with Bitcoin near $63,600 and sentiment still in Fear.

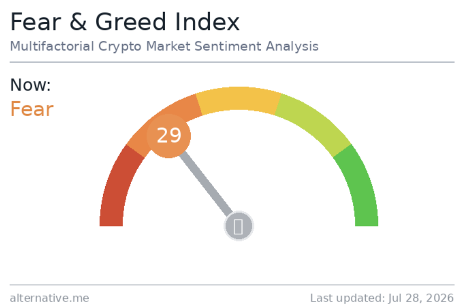
Market Dashboard

ALL PRICES AND VALUES IN USD. Snapshot at publication; crypto markets trade continuously.

MARKET	LEVEL	24H	CONTEXT
Bitcoin	**$63,580**	**-2.4%**	Seven-day change: -2.5%
Ethereum	**$1,885**	**-2.9%**	Seven-day change: -1.0%
Solana	**$74.05**	**-3.2%**	Seven-day change: -4.7%
XRP	**$1.06**	**-4.2%**	24h range: $1.06-$1.11
Global market	**$2.26T**	**-2.3%**	Stablecoin market cap: $304B
BTC dominance	**56.43%**	**-**	Stablecoin share: 13.44%

Dashboard source: CoinGecko

Market Overview



Current reading: **29 - FEAR** | *Updated 28 July 2026*

Crypto has turned lower today. Bitcoin is trading near $63,580, Ethereum is back below $1,900, and most major cryptocurrencies are down between 2% and 4%. The total market value has fallen to about $2.26 trillion, while the Fear & Greed Index remains in Fear at 29. The bigger picture is still unsettled: Bitcoin is about 2.5% lower than it was a week ago, the latest ETF session is not yet fully reported across every issuer, and the Federal Reserve's interest-rate decision is still ahead. Until price, institutional demand and the macro backdrop provide clearer confirmation, it is sensible to remain patient rather than assuming the next major move has already begun.

WHY THIS MATTERS

Price, sentiment and macro uncertainty are aligned defensively today. A calmer response after the Fed would be more informative than attempting to predict the announcement.

Global Markets

Traditional markets are balancing lower oil prices against a major central-bank and earnings week.

Oil - inflation pressure eased. Brent crude fell 9.3% to $87.77 and US crude dropped 8.2% to $81.98 after a pause in US-Iran hostilities reduced immediate supply concerns. Lower oil can ease inflation expectations because transport, production and energy costs become less threatening. For crypto, that matters because softer inflation pressure can reduce the case for higher interest rates and make investors more comfortable holding risk assets.

Equities - the headline indices hid a mixed session. The Dow rose 0.51% to 52,210.23 and the S&P 500 added 0.02% to 7,413.22, while the Nasdaq slipped 0.17% to 24,932.08. Europe's STOXX 600 was nearly flat. Crypto frequently behaves like a high-volatility technology asset, so weakness in growth shares can spill into digital assets even when broader indices appear stable.

Rates - the Federal Reserve remains the main macro risk. The US 10-year Treasury yield fell about three basis points to 4.649%, while markets assigned roughly a 38% probability to a rate increase this week. Higher rates generally strengthen the dollar and make cash and bonds more attractive, reducing the appeal of speculative assets. A hold paired with softer guidance could support liquidity expectations; hawkish guidance could pressure Bitcoin, Ethereum and altcoins.

Earnings - corporate results test the strength of the risk environment. UPS, Coca-Cola, Boeing and PayPal report before Tuesday's US open, followed by Visa and Ford after the close. Microsoft and Meta report Wednesday, with Apple, Amazon, Coinbase and Strategy due Thursday. Their results provide a real-world check on business activity, consumer confidence and appetite for technology risk. Strong earnings and confident guidance can improve risk sentiment; weak results can encourage investors to reduce exposure to crypto.

Earnings Lens

The four signals to read in company results - and why crypto investors should care.

LENS	REVENUE	PROFIT	CUSTOMER SPENDING	FUTURE OUTLOOK
Today's focus	PayPal and Visa can show whether payment volumes and transaction revenue remain resilient; UPS and Coca-Cola provide broader demand signals.	Watch whether margins and earnings per share hold up as companies manage labour, logistics, energy and technology costs.	PayPal, Visa, Coca-Cola and UPS provide different windows into household purchases, digital payments and physical commerce.	Guidance on spending, hiring, AI investment and the second half of 2026 may matter more to markets than the latest quarter alone.
Crypto read-through	Stronger revenue suggests economic demand is holding up and can support broader risk appetite.	Healthy profits make investors more willing to remain in growth assets; margin pressure encourages caution.	Visa, PayPal, Amazon and Apple offer a direct window into household and transaction activity.	Confident guidance supports technology valuations; cautious guidance can pressure equities and crypto together.

The Headlines

Five developments shaping the day - and why they matter.

1. The Fed is the week's main volatility event. The FOMC meets on 28-29 July. With rate expectations less settled than usual, both the decision and Chair Kevin Warsh's press conference can move the US dollar, yields and risk assets quickly. Crypto traders should expect the response to unfold in stages.

2. Bitcoin rebounds, but the range still matters. Bitcoin has slipped to about $63,580 and is 2.5% lower over seven days. Price remains below the roughly $67,300 level analysts identify as confirmation of a stronger bullish leg, so support must hold before the pullback can be treated as routine consolidation.

3. The latest ETF totals remain provisional. For 27 July, reported Bitcoin funds currently show $2.8 million withdrawn, Ethereum shows no net movement, Solana shows a $1.0 million inflow and HYPE shows $2.9 million withdrawn. Several issuers had not reported when this issue was prepared, so these are aggregate reported figures to date, not final full-complex totals.

4. Lower oil gives risk assets some breathing room. Brent fell 9.3% and US crude dropped 8.2%, easing immediate inflation pressure. Gold nevertheless rose 0.73% to $4,082.16, showing that demand for safety has not disappeared. Renewed geopolitical escalation could reverse the oil move quickly.

5. Crypto regulation remains an active risk. New York's attorney general warned that the proposed CLARITY Act could weaken states' ability to pursue fraud, while regulated digital-asset infrastructure continues to expand. The contrast matters because clearer rules can support institutional adoption, but political disagreement can delay that certainty.

Institutional ETF Flow

AGGREGATE REPORTED FLOW - 27 JULY US SESSION

Bitcoin ETFs: $2.8M withdrawn* | Ethereum ETFs: $0 reported* | Solana ETFs: $1.0M inflow | XRP ETFs: awaiting a verified aggregate update.

Every value above combines the funds that had reported for its asset category; it is never an issuer-only figure. The asterisk matters: BlackRock's IBIT and several other products had not published a 27 July value when this issue was prepared, so Bitcoin's $2.8 million withdrawal and Ethereum's zero reading are provisional rather than final full-complex totals. Solana's reported funds produced a $1.0 million inflow. XRP is marked pending because a reliable daily total across all seven US spot products was not yet available. This approach avoids presenting partial issuer data as if it represented the entire market.

Approved Crypto ETF Landscape

Latest aggregate reported net flow across each U.S. single-asset ETF category - never issuer-only. Monday 27 July 2026 session; an asterisk means reporting was incomplete at publication.

ASSET	EXPOSURE	MARKET STATUS	LATEST FLOW	WHY IT MATTERS
BTC	Spot Bitcoin	12 tracked funds	$2.8M withdrawn*	Aggregate of reported funds; final total pending IBIT, BTCO and any other late submissions.
ETH	Spot Ethereum	10 tracked funds	$0 reported*	No net movement in reported funds; several issuers were still outstanding.
SOL	Spot / staking	US fund complex	$1.0M inflow	A small positive allocation while the broader crypto market traded lower.
XRP	Spot XRP	7 active funds	Pending	Aggregate daily flow was not independently verified by publication time.
HYPE	Emerging ETF	3 tracked funds	$2.9M withdrawn	The largest verified move outside the four core categories, led by BHYP and THYP outflows.

ETF summary. The latest reported picture is mixed and incomplete. Solana attracted $1.0 million while HYPE lost $2.9 million; Bitcoin's reported funds showed a modest $2.8 million withdrawal and Ethereum was flat, but major submissions were still outstanding. XRP remains pending. The responsible conclusion is that institutional direction for the session is not yet confirmed. Final totals and the multi-session trend matter more than an early partial reading.

Market Structure

Levels are observation zones, not recommendations.

ASSET	STATE	SUPPORT	RESISTANCE	WHAT CHANGES THE VIEW
BTC	Pullback inside range	$63,000 then $62,000	$64,800 then $67,300	A sustained reclaim of $64,800 would stabilise momentum; loss of $62,000 would deepen the correction.
ETH	Testing support	$1,850 then $1,800	$1,900 then $2,000	Reclaiming $1,900 would improve the short-term picture; below $1,850, attention shifts to $1,800.
SOL	Under pressure	$72 then $70	$76 then $80	Holding the low-$70s preserves the range; $80 remains the stronger confirmation level.
XRP	At range support	$1.03 then $1.00	$1.09 then $1.12	A recovery above $1.09 would ease pressure; a break below $1.00 would materially weaken structure.

Assets on Watch

Bitcoin - support under examination. BTC is trading near $63,580. Watch whether buyers defend $63,000-$62,000 and whether price can reclaim $64,800 before treating the pullback as complete.

Ethereum - $1,900 becomes the pivot. ETH has slipped below $1,900. A reclaim would improve the short-term view; continued acceptance beneath it keeps $1,850 and $1,800 in focus.

Solana - low-$70s support. SOL is near $74. The response between $72 and $70 will help show whether the wider altcoin market is consolidating or weakening further.

XRP - psychological support. XRP is near $1.06 after a sharper daily decline. The $1.00 area is the important downside reference, while $1.09-$1.12 is the first recovery zone.

Risk Calendar

Sydney time (AEST). Confirm event times with your own calendar before acting.

DATE	AEST	EVENT	IMPACT	POSSIBLE MARKET EFFECT
Tue 28 Jul	10:15pm	ADP weekly employment estimate	Medium	Less than forecast: generally good for crypto and bad for the dollar. More than forecast: generally bad for crypto and good for the dollar.
Tue 28 Jul	10:30pm	US goods trade balance and inventories	Medium	A weaker-than-forecast activity signal can support rate-cut expectations, helping crypto and hurting the dollar; stronger data can do the reverse.
Wed 29 Jul	12:00am	US consumer confidence	High	Less than forecast: generally good for crypto and bad for the dollar if it lowers rate expectations. More than forecast: generally bad for crypto and good for the dollar.

DATE	AEST	EVENT	IMPACT	POSSIBLE MARKET EFFECT
Thu 30 Jul	4:00am	Federal Reserve rate decision	**High**	Lower than forecast: generally positive for crypto and negative for the US dollar. Higher than forecast: generally negative for crypto and positive for the US dollar.
Thu 30 Jul	4:30am	Fed Chair press conference	**High**	More dovish than expected: generally positive for crypto and negative for the US dollar. More hawkish than expected: generally negative for crypto and positive for the US dollar.
Thu 30 Jul	10:30pm	US GDP, core PCE and jobless claims	**High**	Lower inflation or softer growth than forecast: generally good for crypto and bad for the dollar. Hotter inflation or stronger growth: generally bad for crypto and good for the dollar.
This week	After US close	Major technology earnings	**High**	Better than forecast with strong guidance: generally good for crypto risk sentiment. Worse than forecast or weak guidance: generally bad for crypto.

The Ledger Insight

INTELLIGENCE BEFORE ACTION

Fear is information, not an instruction. With price weakening before a major central-bank decision, the advantage comes from defining the levels that matter and waiting for the market to respond after the information arrives.

Sources & Methodology

Market data: CoinGecko | **Sentiment:** Alternative.me
Fund flows: Farside Investors | **Ethereum and Solana flows:** Farside Investors
ETF launches: Reuters | **Product listings:** 21Shares
Monetary policy: Federal Reserve | **Economic calendar:** Schwab Network
Market news: Reuters | **Crypto news:** The Block

Disclosure: The Ledger is an independent market-intelligence publication by Digital Heir. It is general information only and does not constitute financial advice, a recommendation, or an offer to buy or sell any asset. Market data can change after publication. Readers should verify prices, event times and suitability before making decisions.