



Towards a Decentralised Entertainment Ecosystem

Breaker's blockchain-powered content platform found a home in the progressive business environment in Hong Kong.

While most common and widely-known applications of blockchain are in the financial arena, the technology is revolutionising different industries and entertainment is one example. Founded in Switzerland, Breaker (formerly SingularDTV) works towards a vision of evolving the entertainment industry with a decentralised ecosystem, empowering creators around the globe with new technology.

"We foresee that the entertainment industry will be more open to blockchain as a technology as mass adoption gradually takes place and becomes more complementary to more industry verticals," said Jack Cheng, VP, Business Strategy and Marketing, Asia.

Breaker enhances ownership and payment transparency of the entertainment industry and content distribution process in various ways. With Breaker's artist portal, not only can content creators upload and distribute their original works globally, they can also manage the intellectual property (IP) of their works with smart contract, made possible by blockchain technology. This would result in real-time share of revenue that goes directly into artists' digital wallet with minimised intermediaries and middleman cost and breakthrough the legacy intransparent mechanism.

The Blockchain Smart Contract Technology

Breaker is a decentralised peer-to-peer entertainment platform which is powered by smart contracting to enhance credibility and reliability.

"Smart contract technology can be used to manage audience activities on Breaker, such as payment, click and viewing authentication. Our platform is open for all artists and content creators, in particularly those who are willing to learn and embrace this clean, detailed and trackable monetisation model," Cheng added.

While blockchain application in the industry is still relatively new, Breaker's work in Hong Kong currently focuses on

building awareness of the technology application among artists and content creators in the region by outreach events, such as mini concerts and screening programmes. Breaker also partnered with the award-winning American documentary filmmaker Alex Winter to produce the blockchain-focused documentary *Trust Machine: The Story of Blockchain*, which was released in theaters in New York, Los Angeles and Hong Kong before premiering on Breaker's own

blockchain-powered VOD platform. A film festival hit, the film has been traveling all over the world and has become a very effective educational tool.

With its Hong Kong office opened in February 2018, Breaker has grown into a team consists of roles including business development, relationship building, marketing and customer service. "The city offers a vibrant industry landscape with a progressive business environment which is greatly beneficial for our development in the region. Hong Kong is the ideal place for foreign company to set up regional business," Cheng said.

"We will continue to promote and educate mass audience with this new decentralised entertainment ecosystem as we launch more applications and solutions for artists around the world in the future," he added.

Cheng would highly recommend InvestHK for companies planning to expand their business to Hong Kong. "The InvestHK team let you know the most straight forward way to start with and hence companies can avoid unnecessary complications," he concluded.

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Breaker

Breaker

- Founded in 2016 and headquartered in Switzerland
- Breaker's mission is to evolve the entertainment industry with a decentralised ecosystem that empowers creators and delivers fans a diverse collection of classic and original content
- Hong Kong is the first office of Breaker in Asia

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