

## Breaker Inc. Raises \$2 Million to Launch New Mobile Video Network for Japan

Written by Australian Business

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TOKYO, Dec. 30, 2013 /PRNewswire-iReach/ -- Breaker Inc., a cutting-edge producer and distributor of mobile video entertainment[AS1] , has finalized seed round financing of \$2 million to jump start its goal to become a significant force in video content for mobile in Japan.

Tokyo

-based strategic consulting and business development firm Dream Incubator Inc. was the lead investor in the round, and was joined by Siemer Ventures and others.

Breaker Inc. will be a driving force behind a new generation of networks that produce and distribute content—but which focus on the mobile user. Breaker sees a huge opportunity, particularly in Japan, which on a per capita basis has the largest mobile content market in the world but has been lagging in streaming video. YouTube, for instance has not been as prevalent as elsewhere in the world and Hulu and Amazon Instant Video have only recently launched.

Digital media venture studio [Designed for Revolution Ltd. \(DFR Asia\)](#) originally conceived and launched Breaker, and will play an ongoing management role.

Industry experts predict an explosion in the demand for streaming video, and Breaker Inc. will provide fresh, up-to-the-minute, innovative content to the 'always-connected' consumer generation. The firm will emphasize content for entertainment, music, and fashion.

Breaker's initial stable of talent includes company Cofounder & Chief Innovator Ken Sekine who, through his alias Megwin, is an iconic Japanese YouTuber and comedian. He is one of Japan's

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most prolific digital content producers, with over 235 millions views for his MegwinTV YouTube[AS2] channel.

Alan Swarts, CEO of Breaker, said, "There is a huge shift to video consumption under way in Asia that has radically altered the landscape for content distribution. Our team, with its vast experience and expertise in both established and emerging media, is uniquely qualified to fulfill the surging demand with groundbreaking content. Our goal is to deliver a major new category of content specifically for this new generation of mobile media consumers."

Ken Sekine

, Cofounder & Chief Innovator of Breaker, added, "I have seen the future and it is Breaker. We intend to do a lot of breaking—breaking down barriers, breaking new ground, and breaking new talent. And Megwin will keep 'breaking' and evolving as well."

Takayoshi Yamakawa , President of Dream Incubator, Inc., said, "We are excited about our investment in Breaker Inc. The talented team there has displayed great vision and is poised to emerge as a pre-eminent network for mobile video entertainment in Japan. We look forward to working closely with Breaker to assist them in executing their bold ambitions."

### About Breaker Inc.

[Breaker Inc.](#) is the first next-generation network for the production and delivery of innovative video entertainment for mobile to originate in Japan. The company produces and distributes cutting-edge content with a focus on entertainment, music, and fashion. Cofounder and CEO Alan Swarts is an award-winning executive producer and 17-year veteran of Viacom and MTV in Japan, while Cofounder and Chief Innovator Ken Sekine (Megwin) is an iconic digital media entertainer who has been producing comedy videos since 2005. For more information please visit:

[www.brkr.jp](http://www.brkr.jp)

### About Dream Incubator, Inc. (DI)

[Dream Incubator](#) is a strategic consulting and business development firm primarily for Japanese corporate clients and governmental institutions. DI provides both capital and professional services to next-generation companies to support their growth and expansion, while also operating their own businesses as well. Established in 2002, DI was listed on the Tokyo Stock Exchange 1<sup>st</sup> section in 2005 and is currently expanding from Tokyo to Vietnam, Shanghai, and Singapore. For more information please visit: [www.dreamincubator.co.jp/en](http://www.dreamincubator.co.jp/en).

### About DFR Asia

[Designed for Revolution \(DFR Asia\)](#) is the first startup venture studio in Asia and the first in the world focused exclusively on media and entertainment. Founded in 2008 by Asia media and technology veterans John Possman and Rick Myers, DFR, under its venture studio model, conceives, sets up, funds, and scales new startup ventures from inception. The company's ventures in Japan and China are leading the transformation now taking place in digital media, mobile, and entertainment in Asia. For more information please visit: [www.dfra.com](http://www.dfra.com).

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