

# BREAKER

Embargo: September 5, 2018, 8 a.m. ET

**New York:** BREAKER—a new site about the people and ideas of blockchain—is proud to announce its full launch on September 5.

Blockchain, the technology underpinning cryptocurrency and a host of new applications, has primarily generated boom-bust financial coverage, as traders have piled into crypto markets and companies have pounced on its commercial opportunities. But blockchain also represents a cultural and social uprising, pitting anarchists against bankers, and libertarians against governments and corporations. BREAKER ([breakermag.com](http://breakermag.com)) will cover the full spectrum of this digital insurgency, from the innovators shaking up industries to the crooks ripping off retail investors with scammy ICOs.

“A lot of sites report on blockchain and cryptocurrency. But we feel there’s a gap for coverage that explains and contextualizes this technology for a mainstream audience,” said editor-in-chief Ben Schiller, a veteran of Fast Company. “We plan to treat blockchain as a social and cultural moment and to cover the overlaps between the crypto-world and the real world, whether that’s finance, politics, culture, or crime.”

During BREAKER’s summer beta launch, the site reported from locations as far-flung as Bali, New Orleans, and Singapore on subjects as wide-ranging as the world’s best blockchain cities, electrical microgrids, and the art market. Beginning September 5, BREAKER will publish daily stories about many of blockchain’s biggest issues and most prominent figures.

BREAKER boasts a staff of experienced journalists, including staff editor Julia Herbst (Los Angeles Magazine); contributing editor Erin Schulte (Fast Company, The Wall Street Journal); staff writers Jessica Klein (Motherboard, The Outline) and David Z. Morris (The Atlantic, Fortune, Slate); and senior staff writers Brian Patrick Eha (Fortune, The New Yorker, Entrepreneur) and Mark Yarm (The New York Times, Wired, WSJ). Yarm is the author of *Everybody Loves Our Town*, a definitive oral history of grunge music. Eha wrote *How Money Got Free*, a landmark narrative history of bitcoin.

BREAKER has also assembled a talented roster of contributors. Jeff Wilser, roving writer-at-large, is the author of six books, including *The Book of Joe*. Angela Walch, a professor at St. Mary's University School of Law and a Research Fellow at the UCL Centre for Blockchain Technologies, will contribute a monthly legal column. Regular contributor Kevin Maney is a former Newsweek tech columnist and co-author of *Unscaled* and *Play Bigger*. Freelance contributors include David Gerard, Cherie Hu,

Patrick Hruby, JP Koning, Greg Milner, Morgen Peck, Laurie Penny, and many others. BREAKER will also feature essays by leading technologists.

The site was designed by Tracy Ma, Visual Editor at the New York Times Styles desk. Audience development consulting is by StatFury LLC, led by Leezel Tanglao (CNNMoney, CBSNews.com, Vice News, NowThis, ABCNews).

BREAKER is supported by SingularDTV, a blockchain entertainment company. “We founded our company to support artists and storytellers,” said SingularDTV Co-Founder and President of Entertainment Kim Jackson. “Now we are excited to support an independent online news magazine that will accurately tell the many stories of blockchain, as this technology begins to affect more people's lives.”

SingularDTV hired Dancing Chicken Studios ([dancingchickenstudios.com](http://dancingchickenstudios.com)) partners Logan Hill and Ben Williams to conceive BREAKER's overall plan, hire the staff, and provide input through launch. Logan Hill is a veteran of New York Magazine and GQ, a TimesTalks host, Cosmopolitan columnist, and contributor to Esquire, The New York Times, Wired, and others. Ben Williams is Editor of Digital at New York Magazine, where he launched and developed Vulture, The Cut, Daily Intelligencer, Grub Street, and Select All, winning six ASME Awards in the Best Website/General Excellence categories.

SingularDTV is building the world's first blockchain entertainment ecosystem with the creator in mind by helping filmmakers fundraise, develop, and distribute their content. This ecosystem allows artists to have a direct relationship with their audience. SingularDTV also creates and distributes original content. The studio's documentary *Trust Machine: The Story of Blockchain* by Alex Winter has a U.S. theatrical release in the fall of 2018. SingularDTV's first feature film is *The Happy Worker*, directed by Duwayne Dunham and executive-produced by David Lynch, starring Josh Whitehouse, Thomas Haden Church, and Colm Meaney. Headquartered in Switzerland, SingularDTV has offices in New York, Los Angeles, Hong Kong, and Tokyo. Follow along [@SingularDTV](https://twitter.com/SingularDTV).

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#### **CONTACTS:**

BREAKER: [breaker@breakermag.com](mailto:breaker@breakermag.com)

Dancing Chicken Studios: [logan@loganhill.com](mailto:logan@loganhill.com)

SingularDTV: [tmoojj@singulardtv.com](mailto:tmoojj@singulardtv.com)