

## ***PlayJam Poaches Senior BBC Exec Charles Tigges***

**London – 3<sup>rd</sup> April, 2012 – Former BBC Head of TV Business Development Charles Tigges joins TV games network PlayJam as Chief Commercial Officer.**

This swiftly follows the recent appointment of games industry veterans to PlayJam's board and advisory, namely GameStop President Tony Bartel, co-founder of Red Octane Charles Huang and Chris Lee, co-founder of FreeStyleGames & Media Molecule.

Charles held senior positions at BSkyB and Cablecom GmbH prior to joining the BBC. In charge of their business development division, he drove notable Smart TV projects including the award-winning BBC iPlayer as well as BBC News and Sports products, now available via hundreds of TV devices and game consoles globally. Charles has extensive deal-making and product strategy experience across both digital and broadcast industries across Europe, particularly with maximising the value of entertainment via cross-platform media.

Says Jasper Smith, CEO PlayJam. "It's great to see the teams that defined the first generation of Smart TV are moving on to shape the next. Charles has an in-depth understanding of the industry and an enormous respect within it; we are pleased to welcome him to the PlayJam team where he will play a central role in shaping the future of games on TV."

Says Charles Tigges, CCO PlayJam. "I'm excited to leverage my expertise in developing digital media services and helping to shape TV Gaming on a global scale. The next big wave of TV innovation will almost certainly come from gaming. Jasper and his team have shown great foresight by attracting investors, many developers and almost all major CE vendors in this rapidly growing industry. ."

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### **About PlayJam**

PlayJam is the premier global destination for casual and social games on TV. By partnering with all major TV brands, we've created the largest and most vibrant games network for millions of players around the world.

Our platform provides a gateway for developers to enhance, monetize, distribute & promote their titles on TV. Designed to drive revenues and customer loyalty, our SDK's rich tool-set facilitates a variety of purchasing models and effective advertising opportunities alongside the deployment of social and commercial in-game features.

PlayJam operates globally with offices in San Francisco, London, Seoul and Kraków. Please see [www.playjam.com](http://www.playjam.com) for more info.