

The Playroom restructures for growth

Invests in digital future with new management appointment and organisational structure

Australia's leading digital broadcasters, The Playroom, today announced a new management structure and appointment of Craig Armsworth to the position of Head of Technology in a move to support its expansion into digital platforms, including IPTV.

The appointment comes after a period of strong growth for The Playroom, with the company securing a number of wins with major media and entertainment organisations, including The Movie Network Channels and Cricket Australia.

An experienced technologist with a gift for solving complex technological problems in the media segment, Armsworth brings to The Playroom over 20 years experience working for companies such as Turner Asia, Disney, Sony Pictures as well as local broadcasters and media companies in Australia most recently Magna Systems and Engineering.

His appointment to The Playrooms senior management team is part of the company's broader investment in building out its digital proposition; putting in place the people, processes and infrastructure required to make a significant play in the Asia Pacific broadcasting market.

Technology and the internet are transforming the broadcasting industry. As a business we have taken a leadership position in the way in which media rich content can be distributed, shared and monetised.

Our new structure, with an increased focus on R&D and technology, allows us to better deliver to our strategic priorities in this area and stay ahead of the curve, said Andrew Hogg, General Manager The Playroom.

As Head of Technology, Armsworth will play a pivotal role in shaping The Playrooms technological direction and strategy. Working closely with Tom Kennedy, Head of Digital, and Jo Bickerton, Head of Operations, Armsworth will be responsible for defining new services, delivery models and strategies to support the company's push into digital platforms.

Commenting on the role and his appointment Armsworth said: I'm extremely excited to be joining the dynamic team at The Playroom. After many years working in the industry, The Playroom offers world-class technical and operational practises and I look forward to bringing my expertise to the team.

- ENDS -

About The Playroom: The Playroom is a leading provider of production infrastructure, content

aggregation, broadcast and distribution services and a key business unit of Omnilab Media. For more information visit: theplayroom.tv