

David Briggs

Non Executive Producer, Prime Suspects, a 2waytraffic Company

David Briggs, born in Wales in 1949, began his career as a journalist working in newspapers and magazines. From here his career took a change of direction as he moved into broadcast. In 1973 David joined London's Capital Radio just prior to the station's launch. As well as presenting, David started out producing most of the children's, current affairs and music programmes.

David's career at Capital spanned 20 years, during which time he produced some of the station's biggest shows including Kenney Everett and Chris Tarrant. As executive producer of Chris Tarrant's hugely popular Breakfast Show, David devised the majority of the games and quizzes, including the All Day Breakfast Show, the Bong Game and the Birthday Bonanza. David left Capital in 1993 to join GMTV where he worked in marketing and promotions.

After three years David left GMTV to concentrate on creating and devising quiz shows, and linked up with Celador Productions to create "Who Wants To Be A Millionaire?" along with Mike Whitehill and Steve Knight. The show launched on ITV in September 1998 and became a sensational success, attracting audiences of up to 19m viewers and winning a multitude of awards. Its phenomenal popularity stretched across the globe, and to date the show's format has been licensed or optioned to 106 countries. David was the associate producer of the first six series of "Millionaire?" after which he took on his current role as the show's producer. Whilst continuing to produce "Who Wants to be a Millionaire?" David has continued to create and co-devise quiz shows and his credits Winning Lines, Brainiest and The People Versus, all of which have enjoyed success both in the UK and abroad.

In 2007, David, along with Steve Springford and Colman Hutchinson, created a new company within the 2waytraffic family, Prime Suspects, to devise, develop and option new formats, of which David is non-executive director. The three founders also continue their roles as the key production executives responsible for the UK version of Who Wants to be a Millionaire?

2waytraffic international

2waytraffic is a global leader in interactive entertainment. It was formed in 2004 by former Endemol executives Kees Abrahams, Unico Glorie and Taco Ketelaar together with entrepreneur/investor Henk Keilman and is based in Hilversum, the Netherlands. In just a few years, the company has rapidly expanded its activities into over 40 territories worldwide and is currently responsible for around 8,000 hours of live programming a year, employing over 150 people internationally.

In December 2006 2waytraffic acquired the global rights, assets and businesses of the world renowned format "Who Wants To Be A Millionaire?" and Celador International including its format catalogue, giving the company a UK presence and enlarging its global reach.

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