



+44 (0)844 800 7137



hello@kokodigital.co.uk



kokodigital.co.uk

Founder & Company Information

APPROVED BACKGROUND COPY & QUOTATIONS

Buzzword | Media Materials

Stuart Howarth

Stuart Howarth is co-founder of Koko Digital, a UK interactive agency specialising in branded games, gamification and live audience experiences. He has spent almost two decades creating branded games and digital experiences, with a more recent focus on interactive livestreaming and turning audiences into active participants.

Koko Digital

Koko Digital is a UK interactive agency founded in 2007 by Stuart Howarth, Chris Steele and Karl Bloor. The agency has spent almost two decades creating branded games, gamification platforms, apps and playful digital experiences for global brands and entertainment platforms, including Pokémon, Kinder, Arsenal FC and IKEA. More recently, Koko has applied that experience to interactive livestreaming and real-time audience participation working directly alongside Twitch.

Approved founder quotes

On Buzzword

"We have spent years exploring how to turn livestream audiences from passive viewers into active participants. Buzzword takes that experience and puts it into a simple, polished game that any streamer can use for free."

Stuart Howarth, Co-founder, Koko Digital

On participation

"The strongest livestream moments often happen when viewers feel that their actions matter. Giving chat a direct role can improve participation, create stronger reactions and produce the kind of spontaneous moments people want to clip and share."

Stuart Howarth, Co-founder, Koko Digital

On flexibility

"Every streamer works differently, so Buzzword was designed to fit around them. It can be the main event, sit alongside a webcam or avatar, or run as a lower third while the creator continues with their normal content."

Stuart Howarth, Co-founder, Koko Digital

On the early rollout

"We are deliberately growing Buzzword steadily. Watching real communities play gives us far better insight than testing only behind closed doors, and that feedback is already helping shape new features."

Stuart Howarth, Co-founder, Koko Digital

On the wider opportunity

"Chat does not have to be a running commentary beside the content. With the right idea, it can become the controller, the audience and part of the entertainment itself."

Stuart Howarth, Co-founder, Koko Digital