

Password heads to the UK on ITV1 and ITVX

Published Fri 23 Jun 2023



[Entertainment](#)

Password heads to the UK on ITV1 and ITVX

Alan Carr and Daisy May Cooper star as celebrity team captains

Stephen Mangan hosts the worldwide hit game show

Hit US guessing game, Password is to make its debut in the UK with a brand-new series for ITV and ITVX.

Produced by Talkback (a Fremantle label), Password stars one of the UK's biggest comics Alan Carr and award-winning actor and writer Daisy May Cooper as resident Team Captains, with the multi-talented Stephen Mangan running the show as host. Password is a hilarious word association game where Alan and Daisy each pair up with contestants and give one-word clues to help their teammate guess a mystery "password". The teams must try and get on each other's wavelengths, as they take it in turns to guess the all-important password

across multiple rounds. They'll be hilarious clues, guesses and lots more laughs as Daisy and Alan try & help our plucky contestants win a cash prize in our Jackpot final.

Stephen Mangan, says:

"Password is a fantastic game show so it's an absolute pleasure to be the host. Although how I'm going to keep Daisy and Alan in line I don't know!"

Alan Carr says:

"I can't wait to wipe the floor with Daisy, she'll be heading back to the West Country with her tail between her legs. If only her brain was as big as her mouth".

Daisy May Cooper adds:

"I'm looking forward to knocking the glasses off Alan with my expectational talent for this game. I know that...given both our training (Me - drama school, Alan - Tesco) that between us (meaning mostly me) we will be able to win people lots of cash (just to reiterate when I say 'we' I mean 'me')"

Jonno Richards, Managing Director, Talkback, a Fremantle label says:

"We're so excited to be launching Password in the UK with the fantastic Alan, Daisy and Stephen. These three stars combined with some brilliant contestants & a cracking game promises to be a real treat for the ITV viewer."

Katie Rawcliffe, Head of Entertainment Commissioning at ITV, says:

"Password is a brilliantly fun format greatly complemented by a fabulous on-screen trio in Alan, Daisy and Stephen. 2023 has been a great year for game shows on ITV, and there are plenty more to come in 2024."

Password was created by Bob Stewart for Goodson-Todman Productions, which is now owned by American Idol producer, Fremantle. The series originally launched on CBS in 1961 and ran for over 1,500 episodes before moving to ABC in 1971. NBC revived the show in 1979 and 1984, and CBS also made a primetime series Million Dollar Password in 2008. It was successfully revived in the US, starring Jimmy Fallon and hosted by Keke Palmer in 2022 with the refreshed series launching as the most-watched new unscripted series premier of the summer across US broadcast networks ahead of five other titles. The latest adaptations of the format will be next launching in Spain and Mexico.

Password will be 7 x 45 minutes and is Executive Produced for Talkback by Jonno Richards and Laura Gibson with Juliet Morrish as the Series Producer. The series was commissioned by Joe Mace, Commissioning Editor at ITV & Katie Rawcliffe, Head of Entertainment Commissioning at ITV.

Fremantle has international production and distribution rights to the Password format.

[end]

Talkback (a Fremantle label)

Talkback is the comedy entertainment label of Fremantle UK. Known for creating funny, distinctive shows across a range of genres, Talkback's recent and current productions include Too Hot To Handle (Netflix), Let's Make a Love Scene (Channel 4), Alan Carr's Epic Gameshow (ITV), Shopping with Keith Lemon (ITV2), Last Woman on Earth with Sara Pascoe (BBC Two), Never Mind the Buzzcocks (Sky Max and NOW) and Cheat (Netflix). Its rich history of comedy entertainment programming spans four decades, featuring iconic shows such as QI (BBC Two) and Celebrity Juice (ITV2).

Fremantle UK

Fremantle UK is the British production arm of global entertainment group, Fremantle. Made up of labels Thames, Talkback, Naked, Euston Films, Label 1, 72 Films and Wildstar Films - each with its own creative signature - Fremantle UK produces best-in-class programming for UK television networks and global streaming platforms. Content produced by Fremantle UK spans a wide range of genres from talent shows, gameshows and panel shows through to documentary, reality, lifestyle, features and drama. Fremantle UK is home to some of the UK's best known, best loved, and most talked about series including The Apprentice (BBC One), Britain's Got Talent (ITV), Too Hot To Handle (Netflix), The Rap Game UK (BBC Three), Grand Designs (C4), QI (BBC Two), Never Mind the Buzzcocks (Sky Max), The Sister (ITV), Wreck (BBC Three), Hospital (BBC Two), All or Nothing: Arsenal (Amazon), Epic Adventures with Bertie Gregory (Disney+), and Planet Sex with Cara Delevingne (Hulu and BBC Three).

Press Contacts

nicola.moon@fremantle.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>