

Sorry, I Didn't Know returns to ITV in a new primetime slot

Published Fri 23 Jun 2023



[Entertainment](#)

Sorry, I Didn't Know, the comedy panel show from TriForce Productions, returns to ITV in a new primetime slot

ITV recommission RTS award-nominated Black history comedy show for a fourth series, and, for the first time, plan to transmit outside Black History Month.

Sorry I Didn't Know, the RTS award-nominated, all-star comedy panel show, and first ever quiz show centred around Black history, from TriForce Productions, is returning for a fourth series to UK broadcaster, ITV.

Ordered by ITV's Head of Entertainment Commissioning Katie Rawcliffe and Entertainment Commissioners Gemma John-Lewis and Natalie Rose, the four-part series also sees a vote of confidence from the channel with a move out of its flagship role as part of the channel's Black History Month programming, into the

mainstream schedule later in the Autumn, for the first time.

The new series will once again see Chizzy Akudolu and Eddie Kadi return as team captains, overseeing an all-star list of guests, and will be hosted by TriForce co-founder Jimmy Akingbola who will also executive produce alongside fellow TriForce founders Fraser Ayres and Minnie Ayres.

The fourth outing of the hit comedy entertainment format will this time be series produced by award-winning Jonte Richardson who returns to the UK after 20 years working on hit shows in the US including the BET Awards and Rip the Runway.

Fraser Ayres (In the Long Run) returns to again lead the writing team which includes Viv May (Have I Got News For You) and Mark Boutros (8 Out of 10 Cats Does Countdown), and joining them is trainee writer Aida Abdul-Raheem, a position offered as one of a number of trainee roles in a scheme that has become a mainstay of TriForce's commitment to supporting and developing the next generation of diverse production crew. ITV's Diversity & Inclusion partners are supporting the trainee programme again this year with some scheme alumni stepping up into more senior roles including researcher Josh Osoro Pickering moving into a content producer role, a former camera trainee returning as a camera assistant, and a runner transferring into the art department. This year's scheme will be extended into even more departments including trainee director, HMUA and stylist roles, as well as additional roles in the production management, camera and art departments.

Fraser Ayres commented:

"We're very proud to be working with ITV to not only deliver authentically Black, yet commercial programming outside of Black History Month, but also with their support and the expertise of DandI.org.uk, to be creating unprecedented pathways for talent that directly address the lack of diversity in senior roles."

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

"Sorry I Didn't Know has quickly established itself as one of our stand out panel shows, with all the ingenuity, flair and humour to appeal to a modern, contemporary audience. We're thrilled to champion this brilliant show and all it represents."

The recommission comes after the show was nominated for a 2023 RTS Award for Comedy Entertainment Show and the transmission of TriForce Productions' critically acclaimed documentary, Handle with Care featuring the personal story

of Akingbola's childhood in foster care, which was recently bought by, and aired on, Peacock in the US.

Sorry, I didn't Know is set to film in front of a live studio audience in London next month with free tickets available via the TriForce website www.thetcn.com

[end]

Press Contacts

christina@24comms.com

Viewer enquiries

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