

ITV commissions 200% more of The 1% Club

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Lee Mack-fronted hit quiz show by Magnum Media to return for bumper two series deal

ITV has commissioned two bumper brand new series of the multi-award-winning, hit entertainment quiz show the 1% Club.

Produced by Magnum Media for ITV, the show, whose third series is currently on air on Saturday nights on ITV1, will return for a fourth and a fifth run, with each new series also including a Christmas special.

Presented by BAFTA award winning comedian Lee Mack, The 1% Club won the Quiz Game Show Award at the 2023 National Television Awards and Best entertainment show two years in a row at the Broadcast Awards. The last episode (24th February) attracted the show's biggest ever audience with over 5.3 million

viewers. This current series is ITV's second biggest entertainment series of the year, behind Saturday Night Takeaway. The 16-34 audience share averages 37% and the format has been sold to 10 territories across the world.

Lee said: "Well let's be honest, the fact that I haven't accidentally given a hundred grand to the wrong person or read out the answer instead of the question is as much a surprise to me as it is to everyone else. So I'm delighted that ITV are risking me steering this ship once again! Can't wait to discover more of the nation's brainboxes."

The show's format sees 100 contestants begin every show - but to make it to the end and win the top prize of up to £100,000, contestants must correctly answer a question only 1% of the country would get right. Contestants of all ages and backgrounds can take part, because, unlike most quizzes, no swotting up on general knowledge is required to do well. Logic and common sense are the key to success.

The introduction of the live play along app in the second run in 2023 has been a huge hit with the audience topping app download charts in the first weeks of the show being on air.

The 1% Club is commissioned for ITV by Satmohan Panesar, Factual Entertainment Commissioning Editor and Sue Murphy, Head of Factual Entertainment.

In a joint statement, Murphy and Panesar said: "For a show that requires brains... the decision to recommission this multi award-winning, ratings-busting juggernaut, presented by one of Britain's funniest and most engaging comedians, was actually a no brainer."

The show was created by Executive Producers Dean Nabarro and Andy Auerbach.

Dean said: "We couldn't be happier that ITV are commissioning two more series in one go. It's like getting the 1% question right and still having your Pass."

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