

Mattel and ITV Announce brand new game Show Pictionary licensed by Paramount Global Content Distribution, hosted by Mel Giedroyc

Published Tue 22 Oct 2024



[Entertainment](#)

Coming soon to ITV1 and ITVX

Mattel, Inc., a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world and ITV announce brand-new game show Pictionary (25 x 30") based on world's most popular drawing game. The show will be produced by Whisper North and hosted by Mel Giedroyc. The format deal was brokered by Laura Burrell, Vice President, International Formats, Paramount Global Content Distribution.

Following a successful run and currently in its third season in the U.S. Pictionary will launch on ITV1 and ITVX at the end of this year. Based on Mattel's popular board game of quick-fire sketches and hilarious guesses, Pictionary will follow the same rules as the familiar at-home game and will see two teams battle against

each other. In the classic sketching and guessing game Mel Giedroyc will be joined by two celebrity team captains who will lead their teams of contestants. Their mission is to draw images to match a word or phrase from a specific category and the teammates will have to guess correctly to score. The show proves you don't have to be an artist to draw and in fact, if you can't draw, it makes it even funnier! With the chance to win an incredible prize, the stakes are high...

The show will launch in December with a Christmas special and then series one will include a run of 24 episodes.

Host Mel Giedroyc said: "Everyone is familiar with Pictionary, and I am so excited to help bring the game to life on television. It is such a pleasure to be a part of and I know people will love the show."

Alex Godfrey, Vice President of Content Distribution, Mattel, said: "Mattel is excited to see Pictionary's popularity with viewers, and we can't wait to bring this beloved game show to UK audiences, inviting even more fans of the classic game to join in on the fun."

Katie Rawcliffe, Director of Entertainment & Daytime ITV, said: "I am thrilled we are bringing this much loved game show to the UK. It's perfect for all the family to enjoy and play along at home. With Mel Giedroyc at the helm, 'Pictionary' is in the hands of a true entertainer. Her infectious energy and quick wit make her the perfect choice to host the show."

Leanne Clarke, Assistant Commissioner Daytime ITV, said: "We hope viewers will come up with their own hilarious guesses and show their inner artist. And it is of course fantastic to have Mel hosting such an iconic game."

Sunil Patel, Whisper Co-Founder and CEO said: "I have played Pictionary with my children for many years and know this show will be a great hit across the UK - especially as a Christmas Special. We have an incredible production team, as well as a great talent at the helm in Mel. Pictionary is a great addition to the Whisper slate and huge thanks to ITV for making this happen."

Laura Burrell, Vice President, International Formats, Paramount Global Content Distribution said: “We are thrilled to bring the world’s most popular drawing game show to the UK audience with Pictionary. Our relationship with Mattel as well as Whisper North and ITV continues to grow with this brand.”

Pictionary is a Whisper North production for ITV.

The series has been commissioned by Katie Rawcliffe, Director of Entertainment & Daytime Commissioning, ITV and Leanne Clarke, Assistant Commissioner, ITV. The Executive Producers are Kerri Reid and Tom McLennan from Whisper North, who also produce the current UK versions of Jeopardy! and Wheel of Fortune on ITV.

The U.S. series is hosted by Jerry O’Connell produced by Fox First Run, Bill’s Market & Television Productions, and Mattel Television Studios, executive produced by David A. Hurwitz and Noah Bonnett, distributed in the U.S. by CBS Media Ventures and internationally by Paramount Global Content Distribution along with the format rights.

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About Whisper North

Whisper North is the entertainment division of Whisper, producing leading game shows like Jeopardy! and Wheel of Fortune with Graham Norton. It’s also home to several of Whisper’s sport projects, including Channel 4’s Formula One coverage and the BBC’s International Cricket highlights.

Whisper is a leading global production company, specialising in sports, documentaries and unscripted entertainment. Over 250 team members work in offices across the UK and beyond, producing UEFA, Wimbledon, Women’s EURO and International Cricket, plus prime time documentaries, entertainment shows and live events for a raft of broadcasters, including Prime Video, ITV, Channel 4 and BBC Sport.

In 2023 it won a BAFTA and was nominated for an International Emmy. Whisper is co-owned by Sony Pictures Television and is a Sunday Times Best Places to Work.

About Mattel

Mattel is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. We engage consumers and fans through our franchise brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, Matchbox®, Monster High®, MEGA® and Polly Pocket®, as well as other popular properties that we own or license in partnership with global entertainment companies. Our offerings include toys, content, consumer products, digital and live experiences. Our products are sold in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering generations to explore the wonder of childhood and reach their full potential. Visit us at mattel.com.

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