

# Maya Jama Confirmed To Host Walk The Line

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Acclaimed broadcaster Maya Jama will take the helm as presenter of brand new show Walk The Line when the show debuts on ITV and ITV Hub later this year.

Maya joins Simon Cowell on the new format, which is co-produced and co-developed by Syco Entertainment and Lifted Entertainment, part of ITV Studios.

Maya Jama is one of the hardest working and most exciting presenters in the industry. She set a new record as the youngest ever host of the MOBO Awards, she hosted the EE BAFTA film red carpet, ITV's Brit Awards Backstage show, Stand up to Cancer and Comic Relief. She's recently been on TV screens presenting Save Our Summer and Glow Up. She's a regular on Celebrity Juice, Celebrity Goggle Box and on the panel of ITV's award winning show Don't Hate the Playaz. She then recently made her acting debut as Brenda in Katherine Ryan's Netflix series 'The Duchess'.

Walk The Line is a high octane series offering music acts a chance to win a life changing prize pot of £500,000. The musical acts - be they soloists, duos, bands,

or choirs - will take to the stage to perform for the nation, as well as Simon Cowell and a panel of judges to be confirmed in due course.

But to win the money, talent alone isn't enough - the contestants will need nerves of steel as they determine whether to cash out or physically Walk The Line and risk it all to stay in the competition.

Maya Jama said: "If someone said to me, describe your dream job. It would be this! I literally couldn't be more excited to be working with Syco, Lifted Entertainment and the incredible team at ITV on Walk The Line."

Katie Rawcliffe, ITV Head of Entertainment said "Maya is an exciting talent who brings a fresh energy, star power and stellar credentials to Walk The Line. We're looking forward to working with her and introducing this brilliant new format to viewers later in 2021."

Global roll-out for the project will be handled by ITV Studios.

### **About Syco Entertainment :**

Simon Cowell's Syco Entertainment, is an independent entertainment company which owns TV formats such as 'Got Talent' and 'The X Factor'. Got Talent is officially the world's most successful reality TV format; America's Got Talent has remained the No1 summer series in the US for the past 16 years; The X Factor is the most successful music TV format in history delivering more global chart stars than any other show. These two shows are currently on air in more than 180 countries and are watched by more than a billion people each year.

Artists discovered on Simon's TV formats have sold more than 600 million records and he has launched more superstar careers than any other in history including One Direction, Camila Cabello, Leona Lewis, Fifth Harmony, CNCO, Little Mix, Louis Tomlinson, James Arthur, Paul Potts, Susan Boyle and Grace VanderWaal. During his partnership with Sony Music, he also launched Il Divo and Westlife.

### **About Lifted Entertainment :**

Lifted Entertainment, part of ITV Studios, is home to some of the most-watched shows on television, producing a range of entertaining and returning series for a host of broadcasters including the BBC, ITV, Channel 4 and Channel 5. From live shows such as Ant & Dec's Saturday Night Takeaway and I'm A Celebrity... Get Me Out of Here!, talent shows like The Voice, quizzes such as University

Challenge, documentaries including Miscarriage: Our Story and reality formats such as Love Island, there isn't an unscripted genre it doesn't produce.

For ITV :

Sarah Stevens

Sarah.stevens@itv.com

For Lifted Entertainment :

Lee Taylor

lee.taylor@itv.com

For Simon Cowell/Syco Entertainment :

Ben Todd

Ben.todd@sycoentertainment.com

Ann-Marie-Thomson

Anmarie.thomson@sycoentertainment.com

Press Contacts

[sarah.stevens@itv.com](mailto:sarah.stevens@itv.com)

Viewer enquiries

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