

ITV recommissions Ant & Dec's Limitless Win

Published Thu 03 Feb 2022



[Entertainment](#)

ITV recommissions Ant & Dec's Limitless Win

6.1 million viewers tuned in for launch show

ITV announced today that primetime entertainment show, Ant & Dec's Limitless Win will return for a second series.

Fronted by Britain's favourite double act Ant & Dec, the entertainment quiz show was a hit with viewers when it launched on ITV and ITV Hub earlier this year, drawing in 6.1 million viewers for its launch episode (28 day consolidated), and becoming ITV's biggest brand-new entertainment series launch since The Masked Singer.

What's more, the Geordie duo proved to be a hit for all ages - an average share of 48% of 16-34s have tuned into the show, with the show winning its slot each week in this coveted demographic.

Created by Hello Dolly and co-developed by Hello Dolly and Mitre Studios, the ground breaking format with a never-ending money ladder allowed contestants to win the world's first unlimited jackpot. The first two episodes alone saw big wins with NHS workers Will and Kathryn taking away £500,000 and father and son Tony and Zee closely following with £250,000.

The series culminates this Saturday night, as one pair of contestants reach dramatic new heights - playing for over one million pounds and climbing farther up the limitless money ladder than anyone has ever been before... But will they manage to bank the cash? Or will they crash out and lose it all?

Ant & Dec's Limitless Win has been recommissioned by ITV Head of Entertainment commissioning Katie Rawcliffe and Commissioning Editor Kevin O'Brien. The international format rights will again be distributed by Banijay.

New hopefuls can apply for the next series of *Ant & Dec's Limitless Win* now on [ITV's Be On TV](#) page.

Ant McPartlin said:

"We are thrilled that Limitless Win has been a hit with the viewers and is coming back for more. We're beyond excited to be able to do it all over again and we can't wait to find new contestants to play the first TV show with a limitless jackpot!"

Declan Donnelly said:

"We're already preparing ourselves for another series of nail-biting drama, jeopardy and tension as we present more questions you can't help but Google! We're expecting more, and higher, dizzying climbs up the Limitless money ladder. We can't wait."

Katie Rawcliffe, ITV Head of Entertainment Commissioning said:

"Ant & Dec's Limitless Win has quickly become an audience favourite, with families up and down the country playing along from home- from searching their kitchen cupboards to identify the length of a Pringles tube to Googling the width of Michael Jordan's handspan. It was a no-brainer to have the high stakes game show return"

Victoria Ashbourne, CEO for Hello Dolly and Executive Producer of Limitless Win said:

“We are thrilled ITV has commissioned a series two so quickly and that the show has had such a great response from viewers and critics alike. We can’t wait to crack on with the next series and get viewers hooked on even more of those brilliant play-a-long questions.”

Ant & Dec’s Limitless Win concludes this Saturday, 8:30pm on ITV and ITV Hub.

[end]

Press Contacts

holly.osmond.smith@itv.com

Viewer enquiries

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