

ITV commissions second series of The 1% Club

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Lee Mack's hit new game show to return for a new 8x60 run

Hit new ITV game show the 1% Club, hosted by Lee Mack and produced by Magnum Media, is to return for a second series, ITV have announced.

The Saturday night show, currently on air in its first run, launched ahead of the average for its schedule slot with 3.4 million and a 25 per cent audience share [consolidating to 4m in the first week after its episode one TX on 9 April] growing its audience to hit a 30 per cent share for its second and third episodes and draw 4.5m [episode two's consolidated figure a week after TX].

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.

Lee said:

“Delighted to be back. Once again I have been trusted to correctly give away up to one hundred thousand pounds with no mistakes. Good luck, ITV.”

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

Satmohan Panesar said:

“With its unique combination of Lee Mack's quick wit as the ringmaster and a devilishly engaging format, it's been great to see the show entertain and confound millions of viewers in equal measure across ITV and ITV Hub. We're really looking forward to bringing it back for another series and finding more members of the 1% Club.”

Andy Auerbach at Magnum Media said:

“We're delighted that The 1% Club will be back for a second series and we can't wait to start coming up with more fiendish questions. Good luck, Britain!”

The 1% Club sees each contestant start with £1000 but an incorrect answer knocks them out of the game and their grand goes into the Prize Pot. Every episode begins by asking a question that 90% of the country got right (based on a sample of answers given by 1000 people across Britain), proceeding to ask questions that smaller and smaller percentages answered correctly. And each time contestants flunk their answers the prize money swells.

The format has already been licenced in three territories. It has sold to France 2 in France, RTL4 in the Netherlands and Israeli public broadcaster KAN11 has commissioned a series of 15 x 60-minute episodes. All three deals were completed before the series had even aired in the UK.

The 1% Club was created by Dean Nabarro and Andy Auerbach and is a Magnum Media production for ITV.

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