

A SECOND TASK - TASKMASTER NEW ZEALAND RECOMMISSIONED

LONDON – 9th March 2021 - It was announced today, that **Alex Horne's** BAFTA winning format *Taskmaster* has been picked up for a second original series in New Zealand for TVNZ following ratings success. The popularity of *Taskmaster* continues across Australasia with BBC Studios Australia and TVNZ picking up series ten of the award-winning UK original.

Taskmaster NZ, starring Jeremy Wells as the formidable Taskmaster and Paul Williams as his loyal Assistant, became an instant hit and was the highest rated programme in its prime time slot with its premiere in October 2020. Increasing the channel's audience by 19% in the 25 – 54's, and more than doubling the 15-34 category compared to next nearest channel, the show won it's slot with a share of 35.9% and reached more people than any other local comedy series on air in 2020. Series two of *Taskmaster NZ* will air on TVNZ 2 later in 2021.

As well as the original series recommission, TVNZ have picked up series ten of the award-winning UK original for their Duke channel, as well as the upcoming series 11 which is set to air later this year.

Along with picking up *Taskmaster* series ten, BBC Studios Australia have also bought the one-off special *Taskmaster's New Year Treat* for its entertainment channel UKTV, home to the *Taskmaster* UK catalogue along with SBS Viceland in Australia.

The original *Taskmaster* programme has been sold to 94 countries, while the format has been sold to 12 with 150 local episodes being made outside the UK which have seen huge success. The Swedish version won Entertainment Programme of the Year at the Kristallen in 2019 and again in 2020 (Sweden's TV Academy Awards) and the fourth series for SVT reached ratings of over a 50% market share in a primetime weekend slot. A second series has been ordered for MTV in Finland after its first episode ranked in the top ten most watched shows in the country, and there are returning series for TV2 in Denmark, and Discovery in Norway which won the Norwegian TV Academy Award (Gullruten) for Best Entertainment in 2020, as well as local versions produced for VTM in Belgium and TVE in Spain.

Closer to home, series ten of Alex Horne's original *Taskmaster* launched in its brand-new slot on Channel 4 and enjoyed its best performance on record. It reached top ratings of three million consolidated viewers and won the young share of the 16-34 demographic, attracting more than two million additional viewers from its previous ninth series premier on Dave, and making it "the best performing new entertainment show of this year" (Broadcast).

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About Avalon

Avalon is a multi-award-winning talent management, television production and live promotion group with offices in London, Los Angeles and New York.

Avalon, Artist Rights Group (ARG) and The Agency represent a prolific roster of artists including comedians, actors, presenters, writers and directors. Avalon's numerous ground-breaking returning television shows currently in production include: Not Going Out (BBC), the UK's longest running sitcom on air; Taskmaster (Channel 4), the BAFTA-winning hit entertainment format showing in 100 countries; multi Emmy-winner, Last Week Tonight with John Oliver (HBO); The Russell Howard Hour (Sky), the network's most successful entertainment show launch since 2010; Starstruck, a new sitcom from the 2018 Edinburgh Comedy Award winner Rose Matafeo (HBO Max/BBC); Everything's Gonna Be Okay, from creator Josh Thomas (Freeform); Breeders, a sitcom starring Martin Freeman and Daisy Haggard (FX/Sky); a new series of the iconic British satirical puppet show, Spitting Image (BritBox UK); and multiple comedy specials for Amazon Prime Video, HBO Max and Netflix.

Other landmark Avalon shows include BAFTA winning and multi Emmy nominated Catastrophe (Amazon Prime Video/Channel 4), Fantasy Football League (BBC/ITV), multi BAFTA-winning TV Burp (ITV), and Workaholics (Comedy Central USA). Avalon also distributes its catalogue of programmes to over 150 countries worldwide. Avalon has produced many globally successful podcasts and is at the top of the UK iTunes chart with the multi-award-winning Shagged. Married. Annoyed by Chris and Rosie Ramsey.

As a leading promoter of live comedy, Avalon produced Newman and Baddiel: Live at Wembley, the UK's first arena comedy show; Jerry Springer: The Opera, the first West End show to win all four UK 'Best New Musical' awards; and has continued to produce and promote live shows globally, as well as promoting more winners and nominees of the prestigious Edinburgh Comedy Award than any other company.

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