

# SIGN UP FOR THE TASKMASTER LIVE EXPERIENCE... YOUR TIME STARTS NOW!

Supreme Taskmaster **Greg Davies** and his devoted assistant **Little Alex Horne** have announced that production for a brand-new Taskmaster Live Experience is in the works. Before production gets underway, they are inviting the Taskmaster community to sign up to a new mailing list for this brand-new addition to the Taskmaster universe. If more than 100,000 fans sign up the project can go ahead, production will commence and the Taskmaster Live Experience will become a reality. You can register interest on the [mailing list here](#).

Taskmaster Greg Davies and his assistant Little Alex Horne said: *“This is a very important message for the Taskmaster community. A lot of people have asked us whether we’ve ever considered doing a Taskmaster Live experience. So that you glorious people at home could actually take part in the same ludicrous tasks that so-called comedians do. To compete, to be the ultimate Taskmaster champion, could now be the time? Do you want this? If so, please sign up to the Taskmaster live experience mailing list. If we get 100,000 sign ups then we’ll know, and Taskmaster the live experience will become a thing soon.... Ish. So what are you waiting for? Sign up and become a hero. Your time starts now”.*

Further details about the Taskmaster Live Experience will be revealed in due course. You can sign up to the [mailing list here](#).

**-ends-**

**For more information contact:**

**Avalon**  
**Florrie Sheehan – [FSheehan@avalonuk.com](mailto:FSheehan@avalonuk.com)**

## **Taskmaster Fact Sheet**

- *Taskmaster* is a BAFTA winning and International Emmy nominated comedy entertainment show originally created by Alex Horne. Greg Davies stars as the all-powerful “Taskmaster” who, with the help of his loyal assistant Horne, sets out to test the wiles, wit and wisdom of five comedians through a series of strange and surreal challenges in what is the most hard-fought and ridiculous comedy entertainment format on TV.
- 159 episodes have been produced in the UK so far, as part of a landmark six season deal with Channel 4 in 2020, which has recently been renewed for a further six series by the broadcaster following nine record-breaking series on UKTV’s Dave.

- The show enjoyed its best performance on record with its Channel 4 launch which reached 3.9 million consolidated views after the first episode, winning the majority share of young viewers 16 – 34's and making it the best-performing new entertainment show of the year (Broadcast, 2020). Watched by a broad multi-generational audience, it was Channel 4's youngest skewing series last year. In terms of audience share of young viewers (16-34) it is in the top three in the coveted 9pm slot, with Gogglebox and Derry Girls. *Taskmaster* is also hugely popular on All 4, where it is available for free and, since 2021, the average views per episode [0-7Days, O+O] have grown for the title with each series. Since the programme's initial launch in 2015 on UKTV's Dave, *Taskmaster's* audience has grown by 80% from series one to series nine.
- *Taskmaster* was crowned Best Comedy Entertainment Show at the National Comedy Awards 2022 and 2023, Best Comedy Entertainment at the BAFTAs 2020 and won Best Entertainment Programme at the Broadcast Awards 2018, having previously received two more nominations for the Broadcast Awards and recently picking up its third BAFTA nomination for the 2023 ceremony. It has also been nominated for the Bruce Forsyth Entertainment Award at the NTA's 2021 and 2022, Best Comedy Entertainment at Rose d'Or 2023, Studio Entertainment at Rose d'Or 2021, Best Entertainment Programme at the RTS Awards, Broadcasting Press Guild Awards, the Broadcast Digital Awards, Edinburgh TV Award, the TV Choice Awards, and Best Returning Format in the International Format Awards 2020.
- The original *Taskmaster* programme has been sold to 94 countries and aired on The CW in the U.S. in 2020.
- Over 61 seasons and 560 episodes have been commissioned outside the UK with local versions now in Australia, Canada, New Zealand, the Nordics, Croatia and Portugal where it ranked first for most watched entertainment programs on its channel RTP 1. *Taskmaster* Australia launched on Channel 10 where it became the channel's top new show of the year and received a nomination for Most Outstanding Comedy at the Logies, produced by Avalon Television with Kevin&Co and featuring Tom Gleeson as the *Taskmaster* with Tom Cashman as the *Taskmaster's* Assistant, and *Taskmaster* New Zealand has received funding for a fourth season from New Zealand On Air to play on TVNZ and TVNZ+ in 2023, while it won Best Entertainment Show at eh NZ TV Awards for this third series. The first season of *Le Maitre du Jeu* for Bell Media, which aired in Canada in September 2022, increased Noovo's performance in the Thursday time slot by 50%, while the UK original won Canada's film and TV Rockie Awards 2023 for best Comedy and Variety show.
- The format has seen huge success in Europe, with the Swedish version reaching ratings of over a 50% market share in a primetime weekend slot on SVT and now in its seventh series. Norway's original version of *Taskmaster*, *Kongen Befaler*, won the Norwegian TV Academy Award (Gullruten) for Best Entertainment Show in 2022, where an eighth season is in production for Discovery. Finland's version of *Taskmaster*, *Suurmestari*, won Game Show of the Year at the Venla Gaala

awards, with a fourth series ordered by MTV, and Stormester, Denmark's Taskmaster, which is now in its seventh series, won Best Game Show at the 2022 Vindere Awards, with TV2 commissioning a 'Champion of Champions' series for 2023.

- The Taskmaster YouTube channel has seen huge success internationally, reaching over 8.6 billion impressions since it first launched in October 2019, with just over 600 million views and over 1.3 million subscribers, of which over a third are from North America. The channel has had over 138 million hours' worth of content viewed with 52% of those hours from North America (72 million hours watched). The show has grown significantly in popularity with American audiences and over the last year there have been a total of 92 million views.
- The Taskmaster book '200 Extraordinary Tasks for Ordinary People' was published in 2018, while a second book 'Bring Me The Head of the Taskmaster' was published in September 2021 and combined they have sold 180,000 copies to date. Both books featured as Sunday Times Bestsellers at launch. The Swedish version of the book has sold 108,000 copies to date.
- For the first time, Taskmaster is entering the world of virtual reality with the brand new upcoming virtual reality game, Taskmaster VR. Published by Scallywag Arcade, a Draw & Code studio, Taskmaster VR is set to launch in 2024 for Meta Quest 2 and 3.
- The festive season saw the launch of brand-new Taskmaster Crackers which entirely sold out before they hit the shelves at pre-sale. Having currently sold 108,000 crackers to fans across the world, production has gone into overdrive to meet phenomenal demand in time for Christmas. They are currently on sale and can be found on the Taskmaster Store as well as Amazon where they became an official No.1 best-seller and have been ordered by fans across 45 countries around the globe including in North America, Australia, Thailand, South Korea and Iceland among other countries.
- A Taskmaster boardgame was released in Autumn 2019 and entirely sold out a week after it went on sale. It has sold over 250,000 copies to date along with an expansion pack. A second game, Taskmaster The Secret Series Game was released in 2022. Taskmaster The Card Game was released in September 2022 and has sold over 70,000 copies to date. All the games are available to buy from the official Taskmaster shop, [www.TaskmasterStore.com](http://www.TaskmasterStore.com).
- Taskmaster Education takes elements of the show and uses them to inspire, engage and teach children and young people. Tasks can be adapted to meet a near infinite range of teacher objectives, whether curriculum-based or more focused on social and emotional development. Taskmaster Club launched in September 2023, offering schools across the country the opportunity to host after school clubs that bring Little Alex Horne and the silly joy of Taskmaster into their classrooms. Over 800 schools in the UK have registered to date on [taskmastereducation.com](http://taskmastereducation.com).

- Taskmaster is working with Homeless Link; the national membership charity for frontline homelessness services, creating a virtual Taskmaster at Home event with all the money raised going to homeless charities across the UK. Having raised over £125,000, more information on the virtual event can be [found here](#).
- The launch of series 13 also saw the unveiling of the brand new Taskmaster App; a show companion where viewers can watch the show on TV and score along at home, taking on the role of the mighty Taskmaster themselves. The app also features the Taskmaster Academy with quizzes from every series of the show, group and solo tasking games, and a Jukebox featuring all of the music from the show.
- Taskmaster can be watched on:  
[TaskmasterSuperMax+](#)  
[Channel 4 / All 4](#)  
[Taskmaster YouTube Channel](#)  
[iTunes](#)  
[Google](#)  
[Amazon](#)  
[Microsoft](#)