

# TASKMASTER'S NEW YEAR TREAT AIRS AT 9PM, 29<sup>TH</sup> DECEMBER ON CHANNEL 4

**Little Alex Horne** has spent his Christmas feverishly polishing **Greg Davies'** coveted Golden Eyebrows Trophy in preparation for the fifth annual *Taskmaster's New Year Treat* which airs at **9pm, Sunday 29<sup>th</sup> December on Channel 4.**

The five brave bunnies battling to win that trophy by donning gloves, regretting things and moving water are: former England and Liverpool footballer **David James MBE**, mathematician, science presenter and academic **Professor Hannah Fry**, Money Saving Expert **Martin Lewis CBE**, singer-songwriter and *All Saints* star **Melanie Blatt**, and actor and *Royle Family* star **Sue Johnston OBE.**

Which of these stars, each renowned in their fields, will impress the *Taskmaster* the most and ring in the new year by grabbing Greg's golden eyebrows, the most coveted prize in all of showbiz?

***Taskmaster's New Year Treat airs at 9pm, Sunday 29<sup>th</sup> December on Channel 4***

## WHAT THE PRESS HAVE SAID ABOUT TASKMASTER SERIES 18:

*"the world's hottest comedy show"*

**Liam Kelly, The Telegraph**

*"the king of celebrity reality TV... If you want to watch mildly famous people complete inessential tasks, there's only one real winner. No one does that task better than Taskmaster."*

**Killian Faith-Kelly, GQ**

*"Far funnier, though, is Taskmaster... a fine way to while away an hour"*

★★★★

**Anita Singh, The Telegraph**

*"a global sensation"*

**Bruce Dessau, What To Watch**

*"Returning for an 18<sup>th</sup> series – with no sign yet of its exceptionally enthusiastic fan base crumbling – omnipotent Taskmaster Greg Davies and his grovelling general factotum Alex Horne subject another handful of humiliation-loving comedians to degradation and impossibly silly tasks in pursuit of one of TV's great prizes."*

**Gerard O'Donovan, The Sunday Telegraph**

*"it already looks set to be a vintage series"*

**Huw Fullerton, Radio Times**

*"TV's greatest challenge show"*  
**Hollie Richardson, The Guardian**

*"we can't wait to see what fresh tasks they've concocted for the new batch of willing contestants...just like the utter nonsense we need in our lives right now."*  
**Georgia Green, Good Housekeeping**

*"thoroughly entertaining"*  
**Sara Wallis, Daily Mirror**

*"few shows more wholesome than Taskmaster... funny as heck"*  
**Fiona Price, Daily Express**

*"Taskmaster reaches its 18<sup>th</sup> birthday with this new series, but thankfully there's still no sign of maturity in Greg Davies and his henchman Little Alex Horne"*

★★★★  
**Jason Arnopp, Heat**

*"It's testament to the razor-sharp wit and ingenuity of Greg Davies and 'Little' Alex Horne that, 18 series in, Taskmaster remains the most wildly hilarious hour on television"*

★★★★★  
**Steven Perkins, TV Times Magazine**

*"Expect truly ludicrous tasks and memorable moments sure to have us in stitches – with the bizarre challenges spawning plenty more moments of comedy gold"*  
**Bella**

*"The Taskmaster format seems to be unbreakable... it's hilariously funny... and it never repeats itself either, so always feels fresh as a daisy"*  
**Daily Star**

*"The players are new but the madcap challenges are as entertaining as ever"*  
**The Sun**

*"a cut above the rest"*  
★★★★  
**Daily Mail**

*"Quite possibly the best show in the telly is back for its 18<sup>th</sup> season and, amazingly, it manages to be as funny and entertaining as the very first episode"*  
**Love It!**

**-ends-**

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## **Notes to Editors:**

- *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.
- 170 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.
- Taskmaster has triumphed as one of Channel 4’s most popular programmes in recent years, coming in as the channel’s third most streamed title of year of 2023 with 2.3 billion viewing minutes recorded across all series watched in the year. The launch episode of the latest series [S17] averaged an audience of 3.2m, with 40% of viewing coming from streaming [0-28days, all platforms]. Watched by a broad multi-generational audience, Taskmaster was Channel 4’s youngest skewing series last year, and in terms of audience share of young viewers (16-34) across last year’s series on the channel it was second only to Gogglebox in the coveted 9pm slot. Taskmaster is also hugely popular on Channel 4 streaming, 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 recently crowned Best Comedy Entertainment at the Rose D’Or Awards 2024, and has previously won Best Comedy Entertainment Show at the National Comedy Awards 2022 and 2023, Best Comedy Entertainment at the BAFTAs 2020 and Best Entertainment Programme at the Broadcast Awards 2018, having previously received two more nominations for the Broadcast Awards and recently picking up its fourth 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 can now be seen in 120 countries
- Over 92 seasons and 921 episodes have been commissioned outside the UK with local versions now in Australia, Canada, New Zealand, Croatia, Spain, Sweden, Norway, Finland, Denmark, and Portugal where it ranked first for most watched entertainment programs on its channel RTP 1. *Taskmaster* Australia launched on Network Ten 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 series 5 will launch on TVNZ in 2024, while it won Best Entertainment Show at the NZ TV Awards. 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. *Taskmaster* Canada is now in production for series 3.
- 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 series 9 is in production for TV4, produced by Avalon Television with Baluba. Norway's local version of *Taskmaster*, *Kongen Befaler*, won the Norwegian TV Academy Award (Gullruten) for Best Comedy Show in 2024, where a tenth 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 sixth series ordered by MTV3, with the channel also launching the first international version of *Junior Taskmaster* later this year. *Stormester*, Denmark's *Taskmaster*, which is now in its ninth series, won Best Game Show at the 2022 Vindere Awards, with TV2 launching successful *Taskmaster* spin off series, 'Champion of Champions' in 2023 and 'One More Chance' 2024, which achieved an incredible 82% share in the 15-34 demo.
- The *Taskmaster* YouTube channel has seen huge success internationally, reaching over 10.9 billion impressions since it first launched in October 2019, with just over 870 million views and over 1.6 million subscribers, of which over a third are from North America. The channel has had over 196 million hours' worth of content viewed with 56% of those hours from North America (108 million hours watched). The show has grown significantly in popularity with American audiences and over the last year there have been a total of 123 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. This Autumn saw the launch of a brand-new book celebrating the ten year anniversary of Taskmaster; 'An Absolute Casserole: The Taskmaster Compendium' which launched in November 2024.

- 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 launched 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 over a quarter of a million 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 58 countries around the globe including in North America, Australia, Thailand, South Korea and Iceland among other countries.
- Taskmaster: The Board Game was released in Autumn 2019 and entirely sold out a week after it went on sale. A second game, Taskmaster: The Secret Series Game was released in 2022. Taskmaster: The Card Game was released also released in 2022. Across the range, over 400,000 games have been sold 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.
- For the first time ever, fans can step into the shoes of their favourite comedians and complete tasks themselves with Taskmaster: The Live Experience. The launch of the brand-new interactive adventure

saw it receive rave reviews, selected as one of Time Out's 'Top London Comedy Shows to See', and Metro's 'best adventures to be had in London'. The most ludicrous experience in London extended its run and will now run up to Sunday 23rd February 2025. Tickets can be found at [taskmasterliveexperience.com](http://taskmasterliveexperience.com).

Taskmaster can be watched on:

[TaskmasterSuperMax+](#)

[Taskmaster YouTube Channel](#)

[Channel 4 / All 4](#)

[iTunes](#)

[Google](#)

[Amazon](#)

[Microsoft](#)