

# ITV release promo for new series of Big Brother

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Today, ITV have released the brand-new marketing promo for the hotly-anticipated new series of Big Brother.

The promo for the series, which launches on ITV2 and ITVX this October, sees an unlikely breed of new housemates make their way into a miniature reconstruction of last series' Big Brother house. Hosts AJ Odudu and Will Best observe their every move from above as a herd of guinea pigs get to know one another and settle into their new abode.

*Big Brother: Live Launch* will see a new batch of housemates from all walks of life take up residence in a revamped Big Brother house, which has been given a *fresh lick of paint* ahead of the new series. Once again, the public plays a crucial role, voting throughout the series and ultimately determining the winner, who will walk away with a life changing cash prize. Who wins? You decide.

Since its triumphant return to screens last year on its new home ITV and ITVX, Big Brother and Celebrity Big Brother (produced by Initial, part of Banijay UK) alongside the iconic Live Stream and Late & Live companion show, has been streamed 70 million times.

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