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Big Brother: The Launch will air across ITV1, ITV2 and ITVX

The wait is nearly over as ITV today revealed that the eagerly awaited new series of Big Brother hosted by AJ Odudu and Will Best (produced by Initial, part of Banijay UK) will start on Sunday 8th October at 9pm.

To celebrate the television event of the year and the return of the ultimate social experiment, Big Brother: The Launch will air on ITV1, ITV2 and ITVX in a disruptive multi-channel and streaming takeover. The remainder of the series will be available nightly at 9pm on ITV2 and ITVX (apart from Saturdays).

Big Brother: The Launch will see a new cast of carefully selected housemates, from all walks of life, become the first people to take up residence in the brand-new Big Brother house as they arrive at the famous destination in front of a live studio audience.

Given its own contemporary new look ready for this reimagining of the show, the iconic Big Brother house will play host to all the action - clever tasks, nail-biting nominations and live evictions will be back. The public once again plays a crucial role, voting throughout the series and ultimately determining the winner, who will walk away with a life changing cash prize.

Big Brother will be followed each night by Big Brother: Late & Live - an exciting new commission hosted live by AJ Odudu and Will Best from the site of the Big Brother house in front of a studio audience - giving viewers an additional hour of exclusive Big Brother content. Big Brother: Late & Live will be the only place to watch the evictees first live interview alongside an array of unmissable exclusive features including access to the camera runs, celebrity guest commentary and debate plus weekly nomination results.

The iconic Big Brother: Live Stream also makes its return to screens, airing seven nights a week exclusively on ITVX, giving fans the opportunity to watch live footage into the small hours after Big Brother: Late & Live.

Big Brother is commissioned for ITV2 and ITVX by Paul Mortimer, Director of Reality Commissioning & Acquisitions and Controller, ITV2 and ITVBe, and Peter Tierney, Commissioning Editor, Reality. Big Brother's return to UK screens was the first major Banijay format commission for leading entertainment and format producers Nataalka Znak and Claire O'Donohoe. Big Brother is overseen by Initial's Managing Director Katy Manley and Creative Director Tamsin Dodgson. Big Brother will be executive produced by Colin Whitaker, Jess Thomas and Matt Green for Initial, a Banijay Company. Big Brother: Late & Live will be executive produced by Rhe-an Archibald for Initial, a Banijay Company.

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About Big Brother

One of the world's most iconic and successful reality television franchises, Big Brother first hit screens in the Netherlands in 1999. Since its debut, over 500 series of the show have aired around the world in over 64 countries and regions. Globally, the format has maintained huge popularity, 2021 being one of its strongest years yet with 30 productions airing across 25 markets. This included

high-profile comebacks in Benelux and a celebrity version in Australia, six regional versions in India, a first series in Mongolia and continued popularity in Brazil and the US.

In the UK, Big Brother first aired on Channel 4 and ran for a total of 11 series, plus 7 series of Celebrity Big Brother and a final special edition series entitled Ultimate Big Brother. The show subsequently aired for a further 8 series on Channel 5, with an additional 15 celebrity series, before going on hiatus in 2018. The upcoming 2023 series on ITV2 and IT VX will mark the first time Big Brother returns to UK screens in almost five years.

Big Brother is a Banijay format.

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