

Celebrity Big Brother returns in 2024

Published Sat 11 Nov 2023



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ITV announces that a brand-new series of Celebrity Big Brother is coming to ITV1, STV, ITVX and STV Player in 2024.

Produced by Initial (part of Banijay UK), the global television phenomenon - Big Brother - launched on its new home this autumn with 3.6m viewers across ITV1, STV ITV2 and ITVX in a disruptive multi-channel takeover. Now, following the success of the debut series, a star-studded celebrity edition will air on ITV1 and STV next year.

Celebrity Big Brother will see a new cast of famous faces isolated from the outside world as they embark on the ultimate social experiment, taking up residence in the iconic Big Brother house.

Leaving luxury behind, the celebrities will take part in weekly nominations and tough tasks with cameras capturing their every move. Who will win the hearts of the nation, go all the way to the finish line and be crowned the winner?

Celebrity Big Brother will be followed each night by *Celebrity Big Brother: Late & Live* - giving viewers an additional hour of exclusive content. Airing on ITV2 and ITVX, *Celebrity Big Brother: Late & Live* will once again be the only place to watch the famous evictees first live interview alongside an array of unmissable exclusive features including access to the camera runs, special guest commentary and debate.

The *Celebrity Big Brother: Live Stream* will also return to screens, airing seven nights a week on ITVX and STV Player, giving fans the opportunity to watch live footage into the small hours after *Celebrity Big Brother: Late & Live*.

Alongside *Celebrity Big Brother*, other reality commissions in 2024 include *Love Island: All Stars*, a second series of *My Mum, Your Dad* and the forthcoming *The Fortune Hotel*.

Celebrity Big Brother is commissioned for ITV1, STV and ITVX by Paul Mortimer, Director of Reality Commissioning & Acquisitions and Controller, ITV2 and ITVBe and Peter Tierney, Commissioning Editor. The return of *Big Brother* and *Celebrity Big Brother* was secured by leading entertainment and format producers Nataalka Znak and Claire O'Donohoe for Initial (part of the Banijay Group) marking their first of many format deal for the business since they joined in 2022. *Big Brother* and *Celebrity Big Brother* are overseen by Initial's Managing Director Katy Manley and Creative Director Tamsin Dodgson.

Paul Mortimer, Director of Reality Commissioning & Acquisitions and Controller, ITV2 and ITVBe said:

"The reception from our viewers to *Big Brother's* return has been fantastic. We're therefore thrilled to announce that we'll be bringing our very own celebrity edition to ITV1 and ITVX next year. Casting is underway to find a new batch of famous faces who are sure to provide more iconic and unmissable BB moments."

Nataalka Znak, CEO of Initial, Remarkable Entertainment and Znak TV added:

"The launch series on ITV2 has been so much fun to make and we're glad *Big Brother* has found a whole new audience on ITV2. It's been a joy working with ITV and we're excited to do it all over again and this time with celebrities and on ITV1."

[end]

Notes to Editors:

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 550 series of the show have aired around the world in over 67 markets. Globally, the format has maintained huge popularity, 2022 being one of its strongest years yet with 33 productions airing across 26 markets. The format continues to make a splash globally, with prime-time success in Australia, Canada and Brazil, long-running versions airing consistently in the US and Italy since 2000, six regional seasons each year in India, and new recent adaptations in Mexico and Kosovo

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. Big Brother 2023 launched with an impressive 3.69m viewers (consolidated) across ITV1 and ITV2 (across all devices). This makes it the biggest launch since it aired on Channel 4 and it was up on the launch of the last civilian version of Big Brother on Channel 5 in 2018 by +2.3m viewers. It attracted 971k 16-34 TV viewers across the two channels (ITV1 & ITV2) and the series achieved an average overnight consolidated figure of 1.7 million. The launch episode of Late & Live consolidated with 592k viewers across all devices, which was ITV2's sixth biggest programme title so far this year based on best episode.

Big Brother is a Banijay format.

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