

ITV confirms Celebrity Big Brother start date

Published Mon 19 Feb 2024



[Entertainment](#)

ITV confirms Celebrity Big Brother start date

The wait is almost over as ITV today revealed the hotly-anticipated star-studded new series of Celebrity Big Brother (produced by Initial, part of Banijay UK) will start on Monday 4th March at 9pm on ITV1, STV, ITVX and STV Player.

Hosted by AJ Odudu and Will Best, Celebrity Big Brother: Live Launch will reveal the new cast of famous faces who are entering the iconic Big Brother house, as they embark on the ultimate social experiment and become isolated from the outside world.

Leaving luxury behind, the celebrities will take part in 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 additional exclusive content. Airing on ITV2 and IT VX, 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 IT VX and STV Player, giving fans the opportunity to watch live footage into the small hours after Celebrity Big Brother: Late & Live.

Celebrity Big Brother is commissioned for ITV1 and IT VX by Paul Mortimer, Director of Reality Commissioning & Acquisitions and Controller, ITV2 and IT VBe 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.

[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's launch episode attracted 3.6m viewers across ITV1 and ITV2. 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 972k 16-34 TV viewers across the two channels (ITV1 & ITV2) and the series achieved an average consolidated figure of 1.9 million. The launch episode of Late & Live consolidated with 592k viewers across all devices. The series averaged 0.5m viewers across all devices, and the best episode (ep 30) achieved 1m viewers, which was ITV2's third biggest programme title that year based on best episode. On ITVX Big Brother has 39m streams.

Big Brother is a Banijay format.

Press Contacts

jake.way@itv.com

holly.osmond.smith@itv.com

Picture Contacts

itvpicturedesk@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>