

# Big Brother and Celebrity Big Brother return in 2025 as brand hits 96 million streams on ITVX

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ITV today announced that Big Brother (produced by Initial, part of Banijay UK) will return for a third series in 2025 following a second series of Celebrity Big Brother set to air in spring, marking 25 years of Big Brother in the UK.

The channel's second instalment of the original reality format is set to conclude tomorrow night (Nov 15) after another successful series which once again dominated conversations on social media. During tomorrow's Live Final, viewers will crown the winner of the current series, who will walk away victorious with a life-changing cash prize.

The third series of Big Brother on ITV2 and ITVX will follow another iconic star-studded edition of Celebrity Big Brother which is set to air on ITV1, STV, ITVX and STV Player in spring 2025, as a new batch of famous faces take up residence in the UK's most famous abode.

Applications for next year's series of Big Brother are now open - hopefuls who believe they have what it takes to take on the original social experiment can now apply by visiting [BigBrother.com](http://BigBrother.com).

The global television phenomenon made a triumphant return to UK television screens in 2023 on its new home - ITV and ITVX. Big Brother and Celebrity Big Brother alongside the iconic Live Stream and Late & Live companion show, has now been streamed an enormous 96 million times on ITVX.

Paul Mortimer, Director of Reality Commissioning and Acquisitions said, *“Big Brother programming has firmly established itself across ITV's platforms and become a favourite with our viewers. Together, Big Brother and Celebrity Big Brother have grown audiences on ITV1 and ITV2 and amassed almost 100 million streams on ITVX. We're therefore very excited to be able to throw open the House doors once again for another series of both Big Brother and Celebrity Big Brother in 2025 which are sure to promise more unmissable entertaining and captivating moments.”*

Katy Manley, Managing Director of Initial, said: *“We are so excited to be coming back with more Celebrity Big Brother and Big Brother. Both series have really resonated with audiences, and we can't wait to make more. As always, viewers can look forward to Big Brother keeping Housemates - celebrities and civilians alike - on their toes.”*

Big Brother and Celebrity Big Brother are commissioned for ITV and ITVX by Paul Mortimer, Director of Reality Commissioning & Acquisitions and Peter Tierney, Commissioning Editor, Reality. 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 Banijay UK). Big Brother and Celebrity Big Brother are overseen by Initial's Managing Director Katy Manley, Director of Production Jody Collins and Creative Director Tamsin Dodgson.

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About Big Brother

One of the world's most iconic and successful reality television franchises, Big Brother first hit screens 25 years ago in the Netherlands in 1999. Since its debut, over 550 series of the show have aired around the world in 70 markets. Globally, the format has maintained huge popularity and is one of Banijay Entertainment's top three formats, launching in four new markets in 2023, and airing in 13 territories last year. The format continues to make a splash globally, with prime-time success in Australia, UK 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 including Malta. Big Brother is a Banijay Entertainment format.

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