



itv2 | itvX

Big Brother

Big Brother

The Ultimate Social Experiment

The wait is over as the eagerly awaited new series of Big Brother hosted by AJ Odudu and Will Best (produced by Initial, part of Banijay UK) has arrived.

Airing Sunday to Friday on ITV2 and ITVX at 9pm, Big Brother 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.

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.

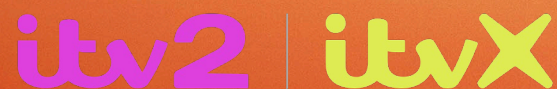
The headline sponsor of Big Brother is Vinted, with Subway as the official food partner, giffgaff as the official network partner and Lionsgate's Hunger Games: The Ballad of Songbirds and Snakes partnering for a special branded task. Unilever is also a partner across the series, with Surf as the official laundry partner and Domestos as the official cleaning partner, alongside Cif and Comfort as product placement partners.

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 ITVX will mark the first time Big Brother returns to UK screens in almost five years.

Big Brother is a Banijay format.









Chanelle 29 Llanelli Dental Therapist

What made you apply to be a Big Brother housemate?

Well, I only applied as a joke. Now that I'm going in, I'm doing it for myself, for the experience and to make friends for life. Something that was a joke has now materialised into real life!

What part of the experience are you most looking forward to?

Meeting people from all walks of life. I'm assuming everyone's gonna have a story so they're probably going to be really interesting. I'm quite attentive and I love finding things out. Also the tasks and just testing myself. It's the unknown which is quite exciting.

How would your friends and family describe you?

Fun, bubbly, quite resilient. Humble and grounded with a lot of energy.

Tell us an interesting fact about yourself...

I would probably say the fact that I have a first class honours degree because I think often people will judge me by my blonde hair and are surprised. I'm quite book smart but I have no common sense so when I tell people I got first class honours, they're like, 'Did you pay someone for that?'

What are you most likely to get nominated for?

Probably just for being annoying. In Wales, we have this saying 'I'll do it now in a minute'. So like, if I went to make food and I left a dish on the side, I have all good intentions of washing it but I'd be like, 'I'll do it now in a minute,' and it might be three hours later before I do it. So probably for silly stuff like that.

What would you do with the prize money if you won?

I'd probably invest it in something that's gonna set me up for life. And pay off the big CC - the credit cards.

Who would be your dream celebrity to live with?

Maybe Channing Tatum, Magic Mike. So I could just sit there and look at him.



Dylan

39

Coventry

DJ

What made you apply to be a Big Brother housemate?

I saw one of the ads on TV and I thought, I've had so many people over the years say to me that I should be a reality TV show because I'm a character. So when I saw it, I thought, you know what, I'll give it a go and now here I am!

What part of the experience are you most looking forward to?

I always like meeting new people and having new hurdles to jump as an amputee. It's going to be an interesting journey to see if I can do whatever we're asked without having any problems with staying on my leg for a certain amount of time and doing all the tasks. I'm excited for the challenge.

How would your friends and family describe you?

A loud, positive and musical person. I like music a lot, I'm always singing, rapping or playing music.

Tell us an interesting fact about yourself...

I appeared on a TV show called *The Last Leg* about amputees - two years before I lost my leg!

What are you most likely to get nominated for?

Probably just being too loud. Some people don't like my positivity and loudness. Maybe I'm a little bit over the top for some people but we will see.

What would you do with the prize money if you won?

Same thing I do with all money that I get really - twenty percent will go into savings, twenty percent will get invested, twenty percent will be for me and the missus to go and do something nice, and the rest will be put towards a house - I need to buy a house!

Who would be your dream celebrity to live with?

I think Idris Elba would be an interesting person to spend some time with because he's a DJ. He likes music, like me, and he's in movies - his career is amazing.



Farida

50

**Wolverhampton
Make-Up Artist**

What made you apply to be a Big Brother housemate?

I'm very proud of who I am and I feel like Asian women and Asian culture is underrepresented on TV. A lot of people think that wearing a headscarf might stop you from having opportunities, whereas for me, it's been completely the opposite. I embrace it with confidence and it's actually given me lots of opportunities. I want to let people know that us Muslims, we really aren't suppressed. I'm far from suppressed - I used to be a holiday rep!

What part of the experience are you most looking forward to?

I'm looking forward to everything honestly, I'm just going to embrace it. I believe in living for the moment and I want to remember that I'm one of thousands of applicants who made it inside the house.

How would your friends and family describe you?

Bubbly, fun - I'm the party! I'm a bit of a crazy one. I'm very sociable. I'm what you'd call the black sheep of the family.

Tell us an interesting fact about yourself...

People are always surprised when I say I got married at 43. Or also that I'm an ex-holiday rep in Gran Canaria and Menorca.

What are you most likely to get nominated for?

People will nominate me because they feel intimidated by the fact that I've got potential to win this, it's as simple as that.

What would you do with the prize money if you won?

I'd probably invest in setting up online training courses to teach hair and makeup. I'll need to be smart and invest it properly because, don't forget, I'm a businesswoman.

Who would be your dream celebrity to live with?

Alison Hammond.



Zak 28 Manchester Model

What made you apply to be a Big Brother housemate?

I feel like it's one of those shows where you can get your personality across and I've got one of those personalities I feel the world needs to see. My friends and family have always told me I should do TV and I never really wanted to do a dating show. I want to do a show where I could just be myself and get my personality out there and have a laugh with people.

What part of the experience are you most looking forward to?

Doing the tasks, having fun and getting to know loads of strangers. I'm excited to meet everyone and see what everyone's about. I don't really know what to expect so I'm just excited to find out what's going to happen.

How would your friends and family describe you?

Cheeky, funny, and caring.

Tell us an interesting fact about yourself...

I actually grew up in the jungle in Thailand. People automatically think I grew up in Manchester but when I tell them my life story they are quite surprised. When I was a kid I used to collect snakes and everything.

What are you most likely to get nominated for?

People might judge me because I'm a model. People often have a misconception but I'm a council estate boy. I'm not like a typical model, I'm a down to earth guy. People assume I'm arrogant but when they actually get to know me I've got a lot more to offer.

What would you do with the prize money if you won?

Pay off my debts and help my family out. I've also been saving up to build a park in my village back at home in Thailand because where I grew up, there's no parks or playgrounds.

Who would be your dream celebrity to live with?

Seth Rogen, he's funny. Mike Tyson, he's quite a character and maybe Nicole Scherzinger.



Henry 25 Cotswolds Food Writer

What made you apply to be a Big Brother Housemate?

I've been a fan of the show, particularly in its later years. I think it's a very unique opportunity that not many people get to do. I don't think I really had my moment of craziness growing up. I know a lot of people went to do a gap year after uni but I went down quite a normal road and I thought, if not now, then when?

What part of the experience are you most looking forward to?

I am actually really looking forward to learning lots of life skills, like learning how to cook, clean, or do the washing. I'm 25 but I'm not an adult. These are some big things they don't teach you at school that I need to learn. And also just getting to know loads of different people from very different backgrounds that I might not get to meet in my everyday life.

How would your friends and family describe you?

I think they would say I'm particularly sociable and very chatty. I mean, I'll be honest, my parents would definitely say I'm a bit of a snob but I take it as a compliment. I think it means you've got high standards and good taste. They'd say I was quite a peculiar child.

Tell us an interesting fact about yourself...

When I was seven years old I asked my parents to take me to a two Michelin star restaurant for my birthday - they've never even heard of it!

What are you most likely to get nominated for?

Maybe because in my everyday life, my job is critiquing food and restaurants, potentially I might end up critiquing my fellow housemates' food which could be quite annoying I guess.

What would you do with the prize money if you won?

I would definitely go on a fabulous holiday somewhere to start off with because I feel like I deserve one. Then I've got a couple of potential business ideas that I've been mulling over for a long time that I might be able to invest some of it in.

Who would be your dream celebrity to live with?

I would love to live with Stanley Tucci. He is, to me, the epitome of greatness. My dream would be for him to stir me a great gin martini and make me some clam linguini vongole.



Hallie 18 London Youth Worker

What made you apply to be a Big Brother housemate?

Just the whole experience. I feel like Big Brother is the biggest social experiment and I want to be a part of it. It's about getting my face out there and just having fun, enjoying life. I'm only 18 so I didn't grow up watching it but as I got older, I would watch clips on YouTube and stuff, so I've been a fan. And yeah, just for fun, really?

What part of the experience are you most looking forward to?

The tasks and all the different personalities. I can imagine it's all extroverted people and big personalities. Just the whole experience.

How would your friends and family describe you?

I'm a bit of a diva and I speak my mind but I'm also a very lovely person. I'm a girl's girl, for sure. I'm honest, fun and, yeah, just brilliant.

Tell us an interesting fact about yourself...

I once accidentally swallowed magnets and I was in the news because I had to get them surgically removed and everything!

What are you most likely to get nominated for?

Being lazy and having an opinion. I'm quite opinionated, I like speaking my mind and not many people like that. I'm quite real.

What would you do with the prize money if you won?

I'd give my mum a couple of grand just to say thank you for everything she's done for me and to give her her flowers.

Who would be your dream celebrity to live with?

Alison Hammond. She is just so hilarious, I love her.



Jenkin 25 Bridgend Barman

What made you apply to be a Big Brother housemate?

I was bored and I thought I'd do something different, give it a whirl.

What part of the experience are you most looking forward to?

I think meeting new people. I'm looking forward to it but I'm also dreading it as well because I'm like, 'Oh, how is this gonna go...' but it will be fine.

How would your friends and family describe you?

Loud and messy and irritating probably.

Tell us an interesting fact about yourself...

I'm fluent in Welsh, that's a slay? And I can probably rap Cardi B's album start to finish.

What are you most likely to get nominated for?

Just talking about people, I'm not gonna lie. I can't keep secrets, I really struggle.

What would you do with the prize money if you won?

I'd pay my dad's house off and then do a giant online shopping order.

Who would be your dream celebrity to live with?

Probably Kim Woodburn because then she'd just do all the cleaning and I could leave her to it.



Jordan 25 Scunthorpe Lawyer

What made you apply to be a Big Brother housemate?

Well, I love the show. I was quite disillusioned with life so I suppose boredom made me apply to some extent. I honestly applied on a whim. I'm interested in the social experiments side of Big Brother. I don't really like the idea of living with people but I thought I might as well give it a try. And I wanted to challenge myself.

What part of the experience are you most looking forward to?

Being fed and watered, not having to pay bills and having that decked out house in which to live.

How would your friends and family describe you?

Flippant, sarcastic. They always say to me that they never know if I'm joking or not, so I suppose I could be difficult to read to some extent.

Tell us an interesting fact about yourself...

I adore floral shirts, as viewers will see.

What are you most likely to get nominated for?

Being cantankerous and acting as if I don't want to be there even if I do in my heart. They might nominate me for being disengaged perhaps or not paying everyone an equal amount of attention. They may feel left out but I can't help that.

What would you do with the prize money if you won?

Probably rent in Kensington for a month or two, and have a shopping spree in Harrods.

Who would be your dream celebrity to live with?

It's got to be Kim Woodburn, absolutely. And Dorinda Medley from *The Real Housewives of New York City*. It would be a terrifying combination but fabulous television.



Matty 24 Isle of Man Doctor

What made you apply to be a Big Brother Housemate?

I want to experience everything before I die, and I just thought why not do something mad like this? I used to watch Big Brother when I was like, 9 or 10 past my bedtime with my mom. I grew up in such a small place on the Isle of Man where I didn't really see many people who felt like me. I remember watching Big Brother and I could see myself in all these characters from a cross section of society, and I thought like, oh, maybe I would fit in there. So I just always wanted to apply.

What part of the experience are you most looking forward to?

Having lots of fun, dancing lots and meeting all the other housemates.

How would your friends and family describe you?

They would say I'm quite like a lucky person or someone who really wants to experience life to its fullest and do everything that it has to offer. Someone who is kind and fun and doesn't take life too seriously.

Tell us an interesting fact about yourself...

I'm also a massage therapist as well as a doctor.

What are you most likely to get nominated for?

Probably keeping the alarm on in the morning when I just won't get out of bed.

What would you do with the prize money if you won?

Just have fun with it. It probably wouldn't last too long.

Who would be your dream celebrity to live with?

I would love to live with Freddie Mercury – if he was alive. I think he'd be really interesting.



Noky 26 Derby Banker

What made you apply to be a Big Brother housemate?

I love challenges. I've had so many amazing times in my life, like going to Miss Universe as Miss Great Britain. I like to do something different and I think this is the next challenge I want to conquer. I want to show people what pageant girls are really like and disprove a lot of stereotypes around them. I also show what it's like being a woman who's worked in male-dominated fields. I want to show that women are capable of doing anything they want.

What part of the experience are you most looking forward to?

I'm definitely looking forward to the tasks, I am so competitive. Anything that I can get my competitive spirit out with, that's my cup of tea. Obviously getting to know different housemates, I can literally chat to anyone from anywhere, even if they don't talk back! I'm really excited to meet everyone and see who I get on with. I know that there'll definitely be people that I don't get on with but that's part of the fun of it as well!

How would your friends and family describe you?

They would definitely say that I am very opinionated, I've got something to say about literally everything. They'll say that I can be very spontaneous. I think they can expect the unexpected with me at any point. Maybe slightly delusional as well? When I want something, I'll set my mind on it, even if it sounds really stupid, I know I can achieve it. So yeah, delusional too.

Tell us an interesting fact about yourself...

I started baking properly during lockdown and I started a cake-making business so I can make super crazy cakes.

What are you most likely to get nominated for?

Probably sharing my opinion when I'm not asked for it.

What would you do with the prize money if you won?

The very first thing I'll do is go on holiday to visit my grandparents in Zimbabwe.

Who would be your dream celebrity to live with?

Maya Jama. She's so funny, so gorgeous. I want to borrow her clothes. I want her make-up tips and I want a good laugh with her - I adore her!



Kerry 40 Essex NHS Manager

What made you apply to be a Big Brother housemate?

I love the programme. It is, for me, the ultimate reality TV show ever. I've got multiple sclerosis and so the reason why I never applied before is because I always saw those whacking great big stairs to get into the house. It just felt a little bit unachievable because for the first three years of my illness I was in a wheelchair. When I saw it was coming back and searching for real people from all walks of life, I thought, this is my year.

What part of the experience are you most looking forward to?

I'm really looking forward to meeting new people. I'm quite plugged in and I've got quite a bit of emotional intelligence so I think I'll know if someone is having rubbish day and we'll have a chat. I'm quite inquisitive and nosy. I'm also really, really looking forward to the challenges and the tasks.

How would your friends and family describe you?

A lot of fun. I'm a bit of a force to be reckoned with. I'm a doer and I'm quite competitive.

Tell us an interesting fact about yourself...

I am the biggest Arsenal fan ever. I'm not sure people would expect that from me but I love everything about Arsenal, from the invincible days right up to where we are now. I was also once on *Deal or No Deal* and won £35,000.

What are you most likely to get nominated for?

Probably for being a bit bossy. I'm gonna really try not to be but I really like things to go my way. I definitely talk too much and I'm loud. My husband always says that even my whisper is a normal person's talking voice.

What would you do with the prize money if you won?

We would pay off our debts, of course, but my biggest thing would be that I want to take all of my family to see Mickey Mouse in Disneyland.

Who would be your dream celebrity to live with?

Probably Adele. I really, really like Piers Morgan too.



Olivia

23

Glasgow

Dancer

What made you apply to be a Big Brother housemate?

I grew up watching the show and I've always said if it ever comes back, I want to do it. I just think I fit the brief because I've got personality to sell and this is the best place for it.

What part of the experience are you most looking forward to?

The fact that it's gonna be like being in a completely alternate universe. It's a totally surreal experience. I like to meet people, I'm quite a social being. I think just the overall experience of getting to disappear for a few weeks and take part in something that's so excluded from normal day to day life.

How would your friends and family describe you?

Loud, confident, annoying. I'm the type of person who is up for anything. I'm the life and soul of the party. I'm that friend who people invite to things because at least I'll be fun. They know that they're guaranteed a good night if I'm there.

Tell us an interesting fact about yourself...

I've got a fear of jam.

What are you most likely to get nominated for?

I think when people are in that hangry state, that's when I'll wind people up and grind their gears. I think they'll nominate me for being full on, and for my brutal honesty and oversharing of opinions.

What would you do with the prize money if you won?

I want a new car. I'm an idiot with money, so I'd probably put it somewhere safe where I can only access a small amount or else it will all be gone within the first 24 hours.

Who would be your dream celebrity to live with?

Alison Hammond.



Yinrun 25 Harrogate Customer Support Agent

What made you apply to be a Big Brother housemate?

Because I think this is such a fun game show. I think it's another adventure for me. I'm a pretty adventurous person.

What part of the experience are you most looking forward to?

I'm most excited about being surrounded by so many people from different walks of life. I don't think I will ever live in a house again with so many different kinds of people. I'm from China and I think it will help me be more immersed in British culture.

How would your friends and family describe you?

My boyfriend would describe me in three words - quirky but lovable. My friends in China think I am like the crazy mother because I always take care of them. I'm very playful.

Tell us an interesting fact about yourself...

Since I moved to the UK, I have to drink a cup of tea every day - Yorkshire tea with milk.

What are you most likely to get nominated for?

I snore during the night so that might be annoying but I don't snore loudly. My friend recorded it for me once and it sounded like bubbles.

What would you do with the prize money if you won?

I want to move to a farm. That's my final dream, I will live on a farm and have some chickens, grow my organic vegetables and have a puppy to run around. And I'll have eggs from the chicken, it will be so wholesome. This is my dream.

Who would be your dream celebrity to live with?

Michael McIntyre, I would love to meet him. He is so hilarious!



Paul 23 Liverpool Security Officer

What made you apply to be a Big Brother housemate?

I just always watched it with my mum and everyone said I should apply, so I did and now I'm here.

What part of the experience are you most looking forward to?

Just being in there because I've always wanted to go in. Just the experience as a whole.

How would your friends and family describe you?

Extroverted to say the least. A bit nuts but also the agony aunt, like I'll sit and speak with them but I'll also take the piss out of them.

Tell us an interesting fact about yourself...

I have a party trick where I can make smoke in my mouth and blow it out without inhaling anything.

What are you most likely to get nominated for?

Being the biggest wind up, eating all the food and being the loudest housemate.

What would you do with the prize money if you won?

Go on a holiday, put a deposit down on a house and probably invest some of it.

Who would be your dream celebrity to live with?

Conor McGregor would be a brilliant one.



Tom 21 Somerset Butcher

What made you apply to be a Big Brother housemate?

It's just a bit of fun really, isn't it? Something a bit different from day to day life.

What part of the experience are you most looking forward to?

Just getting to sit there and chat shit with people all day.

How would your friends and family describe you?

Quite loud and chatty. I like to think I'm quite funny but I don't know if they agree.

Tell us an interesting fact about yourself...

I once thought I saw a dead man on the beach in Magaluf... when I got closer he woke up.

What are you most likely to get nominated for?

I think I might potentially offend some people. My mouth moves faster than my brain.

What would you do with the prize money if you won?

There's a good couple of cars I want to buy. I'd probably put a good bit of it into savings for a house, and then probably spunk a trip to Ibiza or somewhere.

Who would be your dream celebrity to live with?

Karl Pilkington. I love him, he's just a laugh.



Trish
33
Luton
Mum

What made you apply to be a Big Brother housemate?

I always wanted to apply back in the day, my friends would always be like 'I think you'd be good in there, you're quite mouthy'! When I saw it was coming back I thought it was the universe telling me something so I just went for it. Also because I want to humanise refugees and immigrants, especially in this political climate. I want people to see that behind the stats and figures, there are real humans. We are important simply because we exist, not only when we participate in capitalism. We matter because we are alive and breathing - no human is illegal!

What part of the experience are you most looking forward to?

I'm looking forward to the challenges in the game and the team work. I'm really competitive, even at things where I know I may not be great. I just look forward to participating and giving it my best.

How would your friends and family describe you?

Responsibly crazy. Definitely opinionated. Really funny, and I guess argumentative and reliable.

Tell us an interesting fact about yourself...

I speak three languages - English, French and Lingala, a native Congolese language.

What are you most likely to get nominated for?

Being argumentative and getting involved in other people's arguments trying to save them!

What would you do with the prize money if you won?

I think my first priority is to sort out my housing situation. The housing crisis is just ridiculous and my housing situation has been unstable. It brings me a lot of mum guilt because I've got a young child. It's my biggest incentive and motivation to win.

Who would be your dream celebrity to live with?

Kelechi Okafor, Cardi B and Jeremy Corbyn.

