

It's BACK!!! Big Brother Nigeria returns for third edition

November 2017

MultiChoice Nigeria has announced the return of Africa's biggest reality television show, *Big Brother Nigeria*, for a third edition proudly sponsored by Payporte, Nigeria's leading online store.

The return of *Big Brother Nigeria* follows the critical success of the second edition which saw aspiring hip-hop artiste Efe Ejeba winning the coveted N25 million prize money and SUV after almost three months of drama, intrigue, betrayal and entertainment in the *Big Brother* house.

Speaking on *Big Brother Nigeria's* return, the Regional Director, M-Net West Africa, Wangi Mba-Uzoukwu said: "Around the globe, the Big Brother format remains one of the most popular genres of entertainment and this is also the case in Nigeria.

The edition of *Big Brother Nigeria* was one of the most successful reality shows not just in Nigeria, but around the continent with a record number of votes and many of the housemates going on to pursue careers in entertainment. We are delighted to have the show return for a third edition and cannot wait for our audiences to once again tune in to experience all of the exciting entertainment that the show is sure to provide.

Speaking further on the show's return, the Managing Director, MultiChoice Nigeria, Mr. John Ugbe said: "At MultiChoice we take pride in providing the best entertainment available to viewers not just in Nigeria, but across Africa. The last *Big Brother Nigeria* was a tremendous success and prompted multiple queries about the show's return. We are delighted to announce that the show is indeed returning for a third edition, on a bigger scale than ever before.



The number of audition locations has increased and we expect that the third edition will deliver even more excitement, intrigue and round the clock entertainment that the Big Brother platform is globally renowned for.”

More details on the show will be shared at a later stage. For more information on *Big Brother Nigeria* and all other programming details, please visit www.dstv.com

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