

Gran Hermano Generación Dorada is coming, 24 hours a day, only on DIRECTV and DGO

The country's most famous house is reopening its doors with new participants, redesigned spaces, and new rules, announced host Santiago del Moro. The 24-hour broadcast will be exclusively on DIRECTV and DGO.

Buenos Aires, February 3, 2025 – Starting February 23, DIRECTV and the live TV and streaming platform DGO will exclusively broadcast 24/7 footage of “*Gran Hermano Generación Dorada*” (Big Brother: The Golden Generation) throughout Argentina, Uruguay, Colombia, Chile, Peru, and Ecuador.

This new season comes with lots of new stuff, like redesigned spaces and rules that are gonna surprise you, according to Santiago del Moro, the show's host, who made the announcement at a press conference attended by more than 90 media outlets from across the region.

"This year is gonna be awesome. We will obviously continue with 24-hour broadcasting on DIRECTV and DGO," said Del Moro as he presented the new era of the world's most successful reality show.

On February 23, the doors of the world's most famous house will open with new players, in a studio measuring more than 1,000 square meters with over 60 cameras running 24 hours a day.

The entire live broadcast will be available **exclusively and free of charge** through the DGO platform in Argentina, Uruguay, Chile, Colombia, Ecuador, and Peru on a channel open to the general public.

In addition, DIRECTV and DGO customers will have exclusive access to additional content and three exclusive cameras that will broadcast 24 hours a day, allowing them to choose which story to follow in the house through an interactive mosaic.

Gran Hermano, distributed by Banijay Rights and produced by Telefe and Kuarzo, promises a season full of excitement, surprises, and unforgettable moments that millions of people will enjoy live on DIRECTV and DGO.

The house reopens its doors fully renovated, incorporating innovative spaces that will be the setting for the most intense and entertaining coexistence, as Del Moro announced at the press conference.

The house will feature two pools, one heated and one beach-style, which will provide the backdrop for great moments shared among the players, a pole dance rod, a Green Point, a mystery door, and also significant structural changes.

This season, the participants promise to be more talked about than ever: celebrities, regular people, influencers, and media personalities will bring their own personal style to the show, becoming the stars of the reality show.

In addition, there will be a state-of-the-art studio with more than 500 square meters of screen space and an audience area for more than 650 people, making the galas even more impressive than in previous seasons.

As every year, Gran Hermano will also feature the expert insight of its analysts: Ceferino Reato, Sol Pérez, Eliana Guercio, Gastón Trezeguet, Laura Ubfal, and Gustavo Conti. New additions include Mariana Brey, Ana Laura Román, Eugenia Ruiz, and champion Santiago Tato Algorta, as well as a special guest: Tomás Balmaceda. Robertito Funes Ugarte will continue to host “*La Noche de los Ex*” (The Night of the Exes) with the best analysis from former participants of the reality show.