

**Will Best** is an engaging, passionate, and funny broadcaster with a wealth of experience across the TV and Radio spheres. Will is the co-host of ITV's Celebrity Big Brother and Big Brother, alongside AJ Odudu. The pair have hosted what is known as 'The Original Social Experiment' since it was rebooted in 2023. In April 2025, Will presented the second season of Celebrity Big Brother, with 8 million streams in the first week. The series generated huge buzz across social media and captured attention from audiences around the globe. The Big Brother brand has now surpassed 100 million streams for ITV.

Will hosts the Hits Radio Breakfast Show alongside Fleur East and James Barr every morning from 6am-10am! He is also now a regular face on ITV's This Morning. His early career saw him feature on some of the UK's biggest youth music channels, from MTV, T4 and 4Music. Previous presenting credits include co-hosting ITV's 'Dance Dance Dance' alongside Alesha Dixon, hosting Ultra Music Festival's Live globally. Will has also co-written, co-produced and featured in the BBC iPlayer comedy 'What Is Music Videos'.

Outside of the broadcasting world, Will has had deals with such brands as Vinted and Disney+. His entrepreneurial streak has led to the launch of his own drinks brand, Bloody Drinks. Since launching a couple of months before lockdown, the cans have won the Great Taste Award and are now currently stocked in over 1000 stores nationwide. Will is a passionate supporter of Chelsea F.C. and an experienced DJ.