

# ***NEW GRAN HERMANO SEASON IN STRATEGIC PARTNERSHIP WITH DIRECTV***

***Next Monday, December 11, with Santiago del Moro.  
On Telefe, Pluto TV, mitelefe, 24 hours per day for free on DGO,  
DIRECTV's live TV and streaming platform.***



**Buenos Aires, November 29, 2023** — On **December 11**, a new season of **Gran Hermano**, a **Banijay Rights** format produced by **Telefe** and **Kuarzo**, arrives on **Telefe**. Hosted by **Santiago del Moro**, in this edition the house can be watched live 24 hours a day with exclusive coverage through **DGO**, **DIRECTV's** live TV and streaming platform. An **exclusive channel, free and open** to the public.

In addition, the complete galas will be available on **Pluto TV**, to watch them after their broadcasting on **Telefe**. Meanwhile, at **mitelife.com** the audience will be able to enjoy the best moments and editorial contents. On the other hand, **Streams Telefe**



will provide streaming coverage on Twitch, YouTube and RRSS. **Diego Poggi, Nacho Castañares, Lucila "La Tora" Villar, Daniela Celis** and a great team will closely follow everything that happens inside the most famous house, with more than 8 hours of live coverage daily from Sunday to Friday.

Next **Monday, December 11**, the most famous house in Argentina will reopen its doors. New players, a renovated house, new rules, a studio of more than 1,000 m<sup>2</sup> and, among the great novelties, through **DGO**, the transmission of the reality show with +60 active cameras that will be seen exclusively and free of charge, available 24 hours a day for Argentina, Uruguay, Chile, Colombia, Ecuador and Peru with a channel open to the general public.

This strategic union, which combines **Telefe**, the leading audience signal in Argentina, the powerful format of **Banijay Rights: Gran Hermano** and an agile and fast platform such as **DGO**, will allow the content to reach all audiences completely free of charge.

In addition, customers of **DIRECTV's** satellite service, the leading company in connectivity, entertainment and information in Latin America, will have access to differentials with additional content and exclusive cameras to act as "directors" and choose with the remote control in an interactive mosaic which story to follow, in which the new players will do their best to become the winner of **Gran Hermano**.

"To continue consolidating our company's positioning in the entertainment industry, this new strategic alliance with **DIRECTV** gives us the possibility to expand our ecosystem by enhancing the commercial possibilities for our partners. **Gran Hermano** is a consolidated, robust and versatile content that allows us to elevate all of our clients' advertising messages," said **Santiago Perincioli, VP of Revenues at Paramount**.

**#GranHermano**

**Monday, December 11**

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