

Reference: 1912822

Information Requests
information.requests@ofcom.org.uk

20 November 2024

Freedom of Information request: Right to know request

Thank you for your request for information about the episode of *Big Brother* broadcast on 22 October 2024.

We received this request on 24 October 2024 and we have considered your request under the Freedom of Information Act 2000 (“the FOI Act”).

Your request and our response

“I am making this request under the provisions of the Freedom of Information Act 2000.

*This request covers complaints received about and advice/instruction given by Ofcom in relation to the episode of *Big Brother* initially broadcast by ITV on ITV2 on 22/10/24, and subsequently uploaded to ITV's steaming platform ITVX in an edited form.*

- 1) Were any complaints were received by Ofcom about this episode and if so how many?*
- 2) Were any complaints made about this episode in relation to imagery or symbolism on clothing?*
- 3) Did Ofcom provide any advice or instruction to ITV regarding complaints made about this episode? This may include advice for information purposes only, or to edit elements of the episode.”*

By way of background, complaints about broadcast standards are carefully assessed under Ofcom’s Broadcasting Code (“the Code”) which sets standards for programme content that all Ofcom licensees must follow. In line with our published [complaints procedures](#), we review every complaint we receive to consider whether it raises potentially substantive issues under the Code which warrant investigation by Ofcom. If we consider that these standards may have been breached, we will investigate. You can find decisions about complaints we have considered in [Ofcom’s Broadcast and On Demand Bulletin](#), published every fortnight on our website.

Regarding your first question, Ofcom received 552 complaints about the broadcast of the 22 October episode of *Big Brother*. These details are referenced in the [Weekly Audience Report for 22 – 28 October](#). We have since received three additional complaints, totalling 555 complaints received about this broadcast.

In relation to your second question, we are unable to provide information about the specific nature of the complaints we have received. We are restricted under section 393 of the Communications Act 2003 (“the 2003 Act”) from disclosing complaint information, beyond that reported in our Bulletin or

elsewhere on our website, and we are therefore exempt from disclosing this by virtue of section 44 of the FOI Act.

Section 44(1)(a) of the FOI Act exempts disclosure of information if its disclosure is prohibited by or under another enactment. Ofcom is prohibited under section 393(1) of the 2003 Act from disclosing information about a business which we have obtained in the course of exercising a power conferred by the 2003 Act among others, unless we have the consent of that business or one of the statutory gateways under section 393(2) of the Act is met, neither of which applies here. Section 44 of the FOI Act is an absolute exemption and therefore is not subject to a public interest test.

In answer to your third question, Ofcom has not provided any advice or instruction to ITV regarding this episode. The outcome of the complaints referred to in response to question 1 will be published in the [Bulletin](#) in due course.

We hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk – quoting the reference number above in any future communications.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).