

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.

Will is 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 and becoming the face of the Red Bull Soap Box Race. Will has also co-written, co-produced and featured in the BBC iPlayer comedy 'What Is Music Videos'. New for 2025 we will see him present his own slot every Sunday on Hits Radio!

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