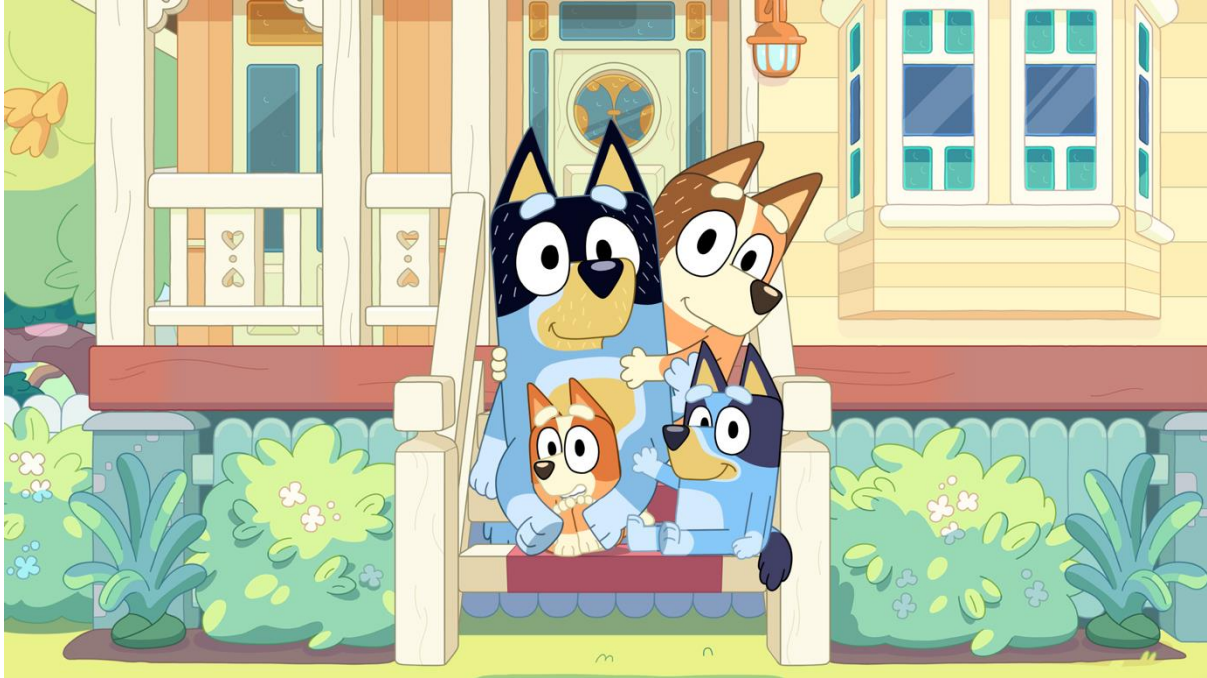


BLUEY LICENSING PROGRAMME LAUNCHES IN GERMANY, SWITZERLAND AND AUSTRIA



Friday 28 April, 2023 – BBC Studios has appointed leading kids and family entertainment organisation Studio 100 Media as licensing agents for *Bluey* in GSA, with products launching in market this summer.

Licensees set to launch *Bluey* products in Germany in addition to master toy partner Moose Toys include Amscan (partyware and dress up) Hasbro (co-branded classic games and Play-Doh) HTI Toys (large role play, cases, bubbles and outdoor toys) OTL (headphones, walkie talkies, and microphones), Ravensburger (puzzles and proprietary formats), Stor (lunchboxes, bottles and tableware), and TOMY (Toomies bath toys).

Bluey currently airs on Disney+ and the Disney Channel in Germany and a German-language YouTube channel was recently launched which became the fastest growing foreign language *Bluey* channel in its first two weeks of launch. Globally, the show is screened in more than 60 countries.

Gaby Dior, EMEA Licensing Manager at BBC Studios, said: “We are delighted to be working with the Studio 100 team who bring a wealth of licensing experience in the preschool space in these markets. With their team of experts on board, the success of *Bluey* on the Disney platform, the launch of the German language YouTube channel and strong launch plans from Moose and other partners, we are ready! I am looking forward to building the *Bluey* programme in this key market for EMEA.”

“We are thrilled to handle the licensing and merchandising rights for German-speaking territories, as *Bluey* is clearly the ‘next big thing’ in licensing,” said Martin Krieger, CEO of Studio 100 Media. “The show has taken international audiences by storm, and we are looking forward to pairing this great property with the right licensing partners.”

Widely lauded by parents and press alike for its heartfelt and funny portrayal of family life and celebration of play, the series follows Bluey, a 6-year-old Blue Heeler dog, who loves to play and turns everyday family life into extraordinary adventures that unfold in unpredictable and hilarious ways, bringing her family – including younger sister Bingo and parents Bandit and Chilli – as well as friends and community into her world of fun and discovery.



The series has enjoyed critical success internationally, recently winning a 2022 BAFTA Children & Young People Award in the International category and picking up its consecutive fourth AACTA Best Children’s Programme award to add to an International Emmy and numerous awards for craft and production around the world. Additionally, *Bluey* picked up Best Animated Series – Preschool at the Kidscreen Awards in February.

Moose Toys’ Heeler Family Home Playset has already been nominated for two awards in Germany including TOP 10 Spielzeug and Deutscher Spielzeugpreis 2023.

Bluey was named ‘Property of the Year’ at the recent Bologna Licensing Awards and ‘Best Pre-school Property 2022’ at the UK Licensing Awards and was the leading Preschool Toy growth property in the UK in 2022, doubling sales from 2021.

Jointly commissioned by BBC Studios Kids & Family and ABC Children’s, *Bluey* is produced by multi-Emmy award-winning Ludo Studio in association with Screen Queensland and Screen Australia.

The series is distributed internationally outside Australia by BBC Studios Kids & Family, who have a global broadcast deal with Disney for *Bluey* in all territories outside Australia, New Zealand and China.

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For more information, interview requests and preview episodes, please contact Alastair Smith, Global Comms Lead for Bluey at alastair.smith@bbc.com

NOTES TO EDITORS

About Studio 100 Media

Studio 100 Media is an internationally active production and distribution company for high-quality children’s and family entertainment. Among the well-known brands under Studio 100 Media’s umbrella are *Maya the Bee*, *Mia and Me*, *Heidi*, *Vic the Viking*, and *100% Wolf*. The company is a subsidiary of the Belgian Studio 100 Group and has an extensive programme portfolio, develops, and produces new animated series and feature films and distributes them worldwide. Other business areas include international licensing of brand rights, the home entertainment label Studio 100, and its production studio Studio Isar Animation. Within the Studio 100 Group, Studio 100 Media brands also have a home in nine theme parks and two water parks – in Belgium, the Czech Republic, Germany, the Netherlands, and Poland. Studio 100 is one of the largest independent European companies for kids and family entertainment.

www.studio100group.com

About BBC Studios

BBC Studios is a commercial subsidiary of the BBC Group with profits (EBITDA) of £226 million on sales of £1.6bn (21/22). Able to take an idea seamlessly from thought to screen and beyond, its activities span content financing, development, production, sales, branded services, and ancillaries across both its own productions, and programmes and formats made by high-quality UK independents, with three-quarters of its revenues from non-BBC customers including Discovery, Apple and Netflix. Around 2,400 hours of award-winning British programmes made by the business are internationally recognised across a broad range of genres and specialisms, with brands like *Strictly Come Dancing/Dancing with the Stars*, *Top Gear*, *Bluey* and *Doctor Who*. BBC.com, BBC Studios’ global digital news platform, has 139 million unique browser visits each month.

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