

PRESS RELEASE

Hollywood Star Diane Kruger Brings *Bluey Book Reads* to Life for Families in Munich



Photo caption: Diane Kruger brings Bluey Book Reads to life for families at Munich's Literaturhaus (Sunday 22 March)

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Sunday 22nd February, Munich: Today, acclaimed Hollywood actress **Diane Kruger** delighted German families with a special live **German-language *Bluey Book Reads*** event, held at the prestigious **Literaturhaus in Munich**.

The intimate VIP family gathering marked a special milestone for *Bluey* fans as the **first-ever live, local language *Bluey Book Reads* event anywhere in the world**, transforming the award-winning digital series into a shared cultural moment for German speaking fans. Reading *The Grannies*, *Baby Race* and



Daddy Putdown in German, Kruger captivated young audiences and created a joyful, off-screen experience for families.

Until now, *Bluey Book Reads* has been predominantly enjoyed globally as narrated off-screen readings by well-known celebrities paired with illustrated visuals, available to watch on the Official *Bluey* channel on YouTube and Bluey.tv. The Munich event is a significant evolution for the beloved series, bringing the stories to life **in person for the very first time in Germany**.

Kruger's live readings at the Literaturhaus were filmed and will also release on [Bluey – Deutsch Offizieller Kanal](#) from **Sunday 1st March**, enabling German-speaking families all over the world to share in the experience. The first read to go live is *Baby Race* with two further new episodes releasing on Sunday 8th March (*Grannies*) and Sunday 15th March (*Daddy Putdown*) respectively.

Diane Kruger said:

“Bringing Bluey Book Reads to life here in Munich has been incredibly special for me. I’ve always loved how Bluey captures the warmth, humour and honesty of family life, and reading these stories aloud in German makes that connection even more personal. Seeing the children’s reactions, hearing them laugh, reminded me how powerful storytelling can be when we experience it together. Bluey has such heart, and being part of helping families slow down, sit close, and enjoy a book together is something I truly cherish.”

A longtime *Bluey* fan, Kruger began her collaboration with *Bluey Book Reads* in 2025 and became the first celebrity to record the **German-language narrations** for the series, reading [Camping](#) and [The Creek](#) for BBC Studios' German-language *Bluey* YouTube channel, [Bluey – Deutsch Offizieller Kanal](#).

Kruger's return to the series in Munich highlights *Bluey's* commitment to **local storytelling led by globally recognised talent**. The fun-filled family event also reflects the strong role books play for German families. Parents consistently rank reading as one of the most meaningful ways to engage with *Bluey*, valuing the brand's focus on emotional warmth, family togetherness and off-screen play*.

From holding the **#1 preschool show spot on Disney Channel Germany** for three consecutive years (2023–2025, Kids 3–13) and becoming one of the leading toy properties in the region**, ***Bluey* continues to be a fan-favourite throughout Germany**, where the hit animated series is available on Disney+ and Disney Channel.

All of the *Bluey* storybooks read by Kruger at this event and on [Bluey – Deutsch Offizieller Kanal](#) are published by Penguin Random House's German publishing division CBJ.

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Notes to Editors:

*Insights:



- **44% of German Bluey core-fan parents** say reading a Bluey book is their **top preferred way** to engage with the brand.
(Source: 2024 MTM Bluey Brand Tracker, DE; Base: Core-fan pre-school households, n=589)
- **27% of German Bluey core-fan parents** have **already read a Bluey book** — the most popular past brand interaction.
(Source: 2024 MTM Bluey Brand Tracker, DE; Base: Core-fan pre-school households, n=589)
- Among German pre-school households where children watch Bluey, **34% plan to read a Bluey book**, up from **22% who already have**.
(Source: 2024 MTM Bluey Brand Tracker, DE; Base: Pre-school households whose child watches Bluey, n=95)
- German pre-school parents place **high value on off-screen family time** and actively balance screen use with offline play.
(Source: BBCS commissioned qualitative research with RedC, Nov 2025, Germany)

****Sources:**

- **#1 Preschool Show on Disney Channel Germany** for 2023, 2024 and 2025 (Kids 3–13)
(Source: Disney Channel Germany Jan 2026)
- **Top 5 toy property** – #4 in Preschool figures, playsets and accessories (Jan–Dec '25, Circana 2026)

About Bluey Book Reads

Bluey Book Reads blends celebrity narration with visuals from official *Bluey* storybooks, offering families a new way to enjoy stories inspired by the global hit TV series created by Joe Brumm.

It's two series to date features international talent including **Kylie Minogue, Eva Mendes, Elijah Wood, Helena Bonham Carter, Rose Byrne** and **Michael Sheen**, and has generated over **91 million views globally** across *Bluey's* Digital channels since launching in February 2024.

Bluey Book Reads expands its international reach on BBC Studio's Digital Brands' localised *Bluey* YouTube channels in Germany (**Diane Kruger** - *Camping, The Creek*), France (**Camille Cottin** – *Camping, The Beach*) and Korea (**Han Ga-In** - *Baby Race*).

The digital-first series won a **Lovie Award in 2024** and was also awarded **Best Web/App – Branded Series at the 2025 Kidscreen Awards**.

Bluey Book Reads is commissioned by BBC Studios Digital Brands with BBC Studios Kids & Family and are a Ludo Studio and BBC Studios Digital Brands production, produced by Siobhan McKenna (BBC Studios Digital Brands), Sasha Folker (Ludo Studio) and Alice England (Ludo Studio). The video editors are Anthony Pham, Daisy van Ghert and Georgia Mackay (Ludo Studio).

About Bluey

Bluey is a loveable, inexhaustible Blue Heeler dog, who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighbourhood into her world of fun.

Bluey is created and written by Joe Brumm and produced by Emmy® Award-winning Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios Kids & Family. Financed in association with Screen Australia, *Bluey* is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government. BBC Studios Kids & Family hold the global distribution and merchandise rights.



In Australia, the show is broadcast on ABC. The series airs and streams to U.S. and global audiences (outside of Australia, New Zealand and China) across Disney Channel, Disney Jr. and Disney+ through a global broadcasting deal between BBC Studios Kids & Family and Disney Branded Television.

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About BBC Studios Brands & Licensing

The BBC Studios Brands & Licensing division is the driving force in extending BBC Studios IP through innovative brand extensions, fostering deep fan engagement worldwide. Partnering our iconic brands - including *Doctor Who* and *Bluey* - with the world's biggest brands, promoters, and publishers, ignites the imagination of fans and creates memorable brand-fame moments. Our diverse portfolio spans consumer products, live entertainment, gaming, and publishing, while BBC Studios Digital drives over 1 billion views per month, offering advertising and branded content opportunities. Supported by award-winning teams, we focus on finding visionary opportunities to enhance global brand impact and digital growth.

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Ludo Studio is a BAFTA, multi-Emmy®, Logie and Peabody award-winning Australian studio and one of TIME's Most Influential Companies of 2024, that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere. ludostudio.com.au