

Press Release

12th June 2019

BBC STUDIOS AND DISNEY STRIKE GLOBAL BROADCAST DEAL FOR *BLUEY*

MOOSE TOYS NAMED AS GLOBAL MASTER TOY PARTNER



- **Disney to premiere the children's hit globally**
- **Australian company Moose Toys announced as the global master toy partner**

Bluey is set to launch on a global stage as BBC Studios and Disney announce that the first two series will premiere internationally on Disney Junior from late 2019 and the upcoming streaming service Disney+ in all territories outside Australia, New Zealand and Greater China including Hong Kong, Macau and Taiwan. Australian company Moose Toys will be the global master toy partner.

Jane Gould, Senior Vice President, Consumer Insights and Programming Strategy, Disney Channels Worldwide said; 'The power of family is a cornerstone of Disney storytelling, and the warmth and authenticity of Bluey's family dynamic is what first captured our interest in the show. *Bluey* reminds us all of our own families, and it plays out the small but emotionally epic dramas of day-to-day life in surprising, heartfelt and very funny ways that will engage children and parents alike. We're excited to introduce Bluey and her family to our audiences across the world on our multiple platforms.'

Charlie Aspinwall, Executive Producer for programme makers Ludo Studio said: 'Dreams do come true. Partnering with Disney and Moose Toys is everything we hoped for *Bluey* and way more. We can't wait for kids and families around the world to fall in love with this special show.'

Henrietta Hurford-Jones, Director of Children's Content at BBC Studios said: '*Bluey* has bowled people over with its warmth, energy and humour. The way the show celebrates brilliantly observed moments of contemporary family life, role play and imagination has struck a chord with everyone who has watched the first series on the ABC and I can't wait for Bluey and family to meet the rest of the world.'

Melbourne-based Moose Toys will be the global master toy partner for all territories excluding Asia. The first range of toys will launch in Australian stores in time for Christmas 2019 and will be available in the US and other regions in 2020.



Menal McGrath, Vice President, Global Licensing at Moose Toys, said: ‘The reception for *Bluey* in Australia has been phenomenal and we believe *Bluey* has what it takes to be a major hit in the pre-school aisle around the world. *Bluey*’s quirky and heartwarming stories align perfectly with Moose Toys’ core values to make kids happy.’

Rikesh Desai, Licensing Director, Consumer Products at BBC Studios, said: ‘This is a hugely exciting deal for us, and we’re delighted to be working with Moose Toys to bring *Bluey* to fans across the world. Moose Toys’ Australian roots and fantastic slate make them the perfect partner in bringing this Blue Heeler pup to kids everywhere.’

Dustin Lockett, Commercial Director, BBC Studios ANZ, ‘We are excited to be the lead market for *Bluey* globally and the partnership with Australian company Moose Toys is a perfect fit. Given the remarkable success of *Bluey* so far on screens the next step is to extend the brand off-air and the toy partnership is a key component of this and our broader licensing strategy.’

Created by Joe Brumm, *Bluey* follows the adventures of a lovable and inexhaustible six-year-old Blue Heeler puppy who lives with her dad, mum and four-year-old little sister, Bingo. In every episode, *Bluey* uses her limitless Blue Heeler energy to play elaborate games that unfold in unpredictable and hilarious ways bringing her family and the whole neighbourhood into her world of fun.

A smash hit with families, *Bluey* is the most watched series ever on ABC iview with over 90 million plays* and is currently the #1 children’s series of 2019 on metro broadcast television in Australia **. *Bluey* has also topped the Australian iTunes Kids Chart with the series peaking at #1 and consistently remaining in the Top 5.

Bluey is produced by the Emmy® award-winning Ludo Studio for ABC KIDS and is co-commissioned by ABC Children’s and BBC Studios. Both series received production support from the Australian Government through Screen Australia, and Queensland Government through Screen Queensland.

BBC Studios and ABC Children’s recently announced a second series commission for *Bluey*, due to make its television debut on ABC KIDS and ABC KIDS iview in 2020.

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NOTES TO EDITORS

*Source: Webtrends, OzTAM VPM 'Begin Event' data.

**Source: OzTAM (5 City Metro) Consolidated

About BBC Studios in Australia & New Zealand

The BBC Studios business in Australia and New Zealand is primarily content sales and branded services, with a newly established production arm. It wholly owns seven channels: BBC First, BBC UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; BBC Living on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It distributes great British content from the BBC and other British producers to free-to-air, subscription channels and SVOD platforms and works with partners to bring BBC Studios DVDs, consumer products and live events to the local market. The new production arm in Sydney will produce BBC formats for the local market and create new IP.

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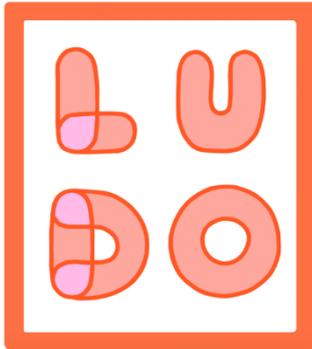
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