

## Press Release

April 11, 2019

### **BBC Studios signs deal with Penguin Random House to bring Bluey books to stores in time for Christmas**



**Bluey** fans are in for a treat with BBC Studios and Penguin Random House Australia announcing today that a publishing deal has been signed which will see three books from the hit preschool program in Australian stores before Christmas 2019. The range will include two storybooks and one activity book.

**Bluey** follows the adventures of a loveable, inexhaustible six-year old Blue Heeler dog who loves to play and turn everyday life into extraordinary adventures.

**Bluey** has been a phenomenal success since airing on ABC KIDS in October 2018, amassing legions of dedicated fans and taking the coveted position of being the most watched program ever on ABC iView. It has also topped the iTunes Kids Chart with both volumes released peaking at #1 and consistently remaining in the Top 5.

Nicole Chungue, Licensing Manager for BBC Studios ANZ, said, '**Bluey** is the ultimate feel-good show, encouraging imaginative play and offering an honest portrayal of young family life. We are thrilled with its success and are delighted to be working with Penguin Random House to bring **Bluey** to life off-screen through these beautiful story and activity books.'

Charlie Aspinwall, Executive Producer for Ludo Studio said, 'We've been overwhelmed with requests for books and toys since the show began and we are incredibly excited that kids and parents will soon be able to read, as well as watch, more wonderful **Bluey** stories.'

Holly Toohey, Head of Brands, Partnerships and Audio Penguin Random House said, 'Penguin Random House is thrilled to be joining the **Bluey** family. Like the rest of Australia, everyone in the company has fallen head over blue heeler for Bluey, Bingo, Bandit and Chilli. To work with such exceptional home-grown content is an honour and we can't wait to channel the humour, emotion and refreshing family dynamics of the show into a diverse and exciting range of books.'

**Bluey** is a Ludo Studio production for the Australian Broadcasting Corporation. Principal production investment from BBC Studios, Australian Broadcasting Corporation and Screen Australia. Developed and produced with the assistance of Screen Queensland.

**Bluey** is created, written, directed and produced in-house at Ludo Studio, a multi Emmy award-winning production company and animation studio based in Brisbane, Queensland Australia.



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#### NOTES TO EDITORS

##### **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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