

Media Alert

30th January 2021

***Bluey: The Album* tops the ARIA Album Chart!**



Hi-res images available [here](#)

Cheese and crackers! *Bluey: The Album* has made history today reaching number 1 on the [ARIA Album Chart](#), becoming the first children's album to take out the top spot. The weekly ARIA Charts are released each Saturday at 5pm (AEDT) and are the official record of the hottest singles and albums in Australia.

The album, which was released in Australia and the U.S. on 22 January 2021, is currently number 1 on the Australian iTunes album chart and reached number 5 on the U.S. iTunes album chart within days of its release.

Bluey: The Album is marketed by Crimson, a division of the Demon Music Group Ltd, a catalogue marketing company owned by BBC Studios. *Bluey's* composer, **Joff Bush**, composed the album with his music team and the cover artwork is designed by **Joe Brumm**, the creator of *Bluey* at Ludo Studio. The perfect soundtrack fun and play at home or an outdoor adventure, the album features 17 tracks, all original compositions from Series 1 of the animated series.

The team at Ludo Studio said, 'We're over the moon with all the support we've received from *Bluey* fans. Thank you to everyone that has helped make this number 1 and to our amazing composer Joff Bush.'

Bluey composer, Joff Bush said, 'I'm a bit blown away. This is really thanks to the *Bluey* fans, Ludo and the awesome *Bluey* music team who I get to make magic with every day here in Brisbane.'

Harriet Newby-Hill, Brand Director, BBC Studios said, 'Music is such an important part of *Bluey*, capturing the joy and spirit of the series. We are thrilled to see fans are enjoying this beautiful collection of songs'.

The album is available to stream or download from [digital platforms](#), including Amazon, Apple Music, iTunes, Spotify, and YouTube Music. In a special treat for Australian fans, they can also get their paws on the CD from [participating retailers](#), including Amazon Australia, Big W, JB Hi-Fi and Sanity.



Demon Music Group Ltd have global rights to release music from the animated series. The album will be available in regions outside of Australia and the U.S. later this year.

Bluey is a multi-award winning Australian children's series that has taken Australia by storm and is charming audiences across the globe. Loved by parents and children for its heartfelt and funny portrayal of young family life and celebration of play, the series follows Bluey, a six 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, friends and community into her world of fun.

In Australia *Bluey* is the most watched series ever on ABC iView, with over 480 million plays across series 1 and 2*. In June 2019, BBC Studios struck a global broadcast deal with Disney to premiere *Bluey* on Disney Junior and Disney+ in all territories outside Australia, New Zealand and Greater China. In the U.S. across Disney Junior and Disney Channel in Q1 2020, *Bluey* reached 15.6 million individuals over the age of two, reaching 21% of all kids 2-5. ** *Bluey* has also ranked number 1 on DisneyNOW for 17 weeks. *** The second season of *Bluey* reached 11 million individuals over the age of two across Disney Channel and Disney Junior. **** The series has enjoyed critical success, winning an International Emmy Award in the 'Pre-school' category in March 2020 and recently winning its second AACTA Award for 'Best Children's Program'.

Created by Joe Brumm and made entirely in Brisbane, Australia, *Bluey* is produced by the multi-Emmy® award-winning Ludo Studio for ABC Kids (Australia) and is co-commissioned by ABC Children's and BBC Studios, with production support from the Australian Government through Screen Australia, and Queensland Government through Screen Queensland.

-Ends-

*Source: OzTAM (VPM & Begin Event Data)

**Source: NMR Live+7 data based on Q120 (Jan-Mar); 6+ minute qualifier for reach. Ranks exclude movies, late night, specials, sports, and shorts. 13+ telecast limit.

***Source: Omniture, 7/1 – 9/20/2020

****Source: NMR, L+7, 6/29 – 9/27/2020.

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NOTES TO EDITORS

About BBC Studios

BBC Studios, a global content company with bold British creativity at its heart, is a commercial subsidiary of the BBC Group. 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. Award-winning British programmes made by the business are internationally recognised across a broad range of genres and specialisms, with brands like *SCD/Dancing with the Stars*, *Top Gear*, *Doctor Who* and *Bluey*. BBC Studios has offices in 22 markets globally, including ten production bases in the UK and production bases or partnerships in a further nine countries around the world. The company, which ordinarily makes around 2500 hours of content a year for both the BBC and third parties including Apple, Amazon and China Mobile, is a champion for British creativity



around the world. It is also a committed partner for the UK's independent sector through a mix of equity partnerships, content investment and international distribution for programme titles. To the BBC, BBC Studios contributes both cash dividends and funds for programme-making, supporting the licence fee and enhancing programmes for UK audiences.

About BBC Studios APAC

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. BBC Studios APAC covers Australia, New Zealand and 23 countries across the Asia region. Operating from eight offices, with its main bases in Sydney, Beijing and Singapore, BBC Studios APAC comprises of Content Sales and Co-productions, Branded Services, Production, Format Sales, Consumer Products and Live Events.

The BBC Studios business in Australia and New Zealand wholly owns seven channels: BBC First, BBC UKTV, BBC Earth and CBeebies on Foxtel and Fetch TV in Australia; BBC Brit 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 production arm in Sydney produces BBC formats for the local market and creates new IP.

bbcstudios.com

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About Demon Music

Demon Music Group are a catalogue marketing company owned by BBC Studios, specialising in the exploitation of audio rights across physical and digital.

demonmusicgroup.co.uk

About Ludo Studio

Ludo Studio is a multi Emmy® and Logie award winning Australian studio 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

About ARIA

The Australian Recording Industry Association (ARIA) is a national industry association representing major and independent record producers, manufacturers and distributors. It acts as an advocate for the Australian music industry, administers the labeling code of practice, provides a 'blanket' non-exclusive licensing function for copyright users and compiles industry information and research.

The ARIA charts are based on data collected from a combination of physical and digital retailers, and music-streaming services. We are the only aggregator that represents of the wide spectrum of how music is consumed in Australia and a trusted weekly barometer of what's popular in music right now. Since 1983, the Australian music-loving public has turned to the ARIA Charts every week to find out what music fans across the country are listening to and loving. The weekly ARIA Charts are released on Apple Music and Spotify each Saturday at 5pm (Sydney time).

aria.com.au