

## Media Release

4th December 2020

***Bluey: The Album* available to pre-order today  
First single 'Keepy Uppy' is out now!**



Hi-res images available [here](#)

Get ready to dance! BBC Studios and Demon Music Group Ltd. are thrilled to announce that *Bluey: The Album* is available to [pre-order today](#). The full album will be released on 22 January but fans can listen to the single 'Keepy Uppy', now available to stream or download from digital platforms, including Amazon, Apple Music, iTunes, Spotify, and YouTube Music.

The album will drop into Australia and the U.S. across digital platforms, with the rest of the world to follow later in the year. The album is marketed by Crimson, a division of the Demon Music Group Ltd, a catalogue marketing company owned by BBC Studios. Demon Music Group Ltd have global rights to release music from the animated series. Last month, the *Bluey* theme tune and a special extended version were released on digital platforms worldwide.

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. The CD will be available to pre-order from today and will be released on 22 January, with the other regions to follow later in the year.

*Bluey: The Album* is the perfect soundtrack for fun and play at home or an outdoor adventure. The album features 17 tracks, all original compositions from Series 1, including music from fan favourite episodes such as 'Keepy Uppy', 'Grannies', 'Pool' and 'The Creek', as well as two new versions of the catchy theme tune. *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.

**Harriet Newby-Hill, Brand Director, BBC Studios** said, 'Music plays an important part of the storytelling in *Bluey* and beautifully encapsulates the warmth, energy and humour of the series. We're thrilled to bring fans of all ages a collection of songs that captures the joyful and heartfelt spirit of *Bluey*!'

**Adrian Sear, Commercial Director, Demon Music** said, 'Everyone remembers their first album so we're excited that this could be the first album for many young *Bluey* fans and provide the soundtrack for their own played-filled adventures.'

**Bluey composer, Joff Bush** said, 'I'm incredibly proud and honoured to be a part of something as



special as *Bluey*. This album is for fans young and old and I hope they enjoy listening to it as much as I loved creating it.'

*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.

Fans can stream and download 'Keepy Uppy' from today and pre-order the *Bluey: The Album* wherever they listen to music online, with pricing dependent on the chosen platform. A list of some of the participating digital platforms is available [here](#). Fans in Australia can pre-order the CD from participating retailers.

-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.

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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](http://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](http://ludostudio.com.au)