

Press Release

10th September 2020

BBC Studios Names Penguin Random House Master Publishing Partner for Smash-Hit Preschool Series *Bluey*



Range of books inspired by the popular animated series will be available in the U.S. this October and the UK from 2021

BBC Studios, the global content company that has introduced children and families worldwide to *Bluey*, the Emmy®-winning Australian animated series created by Ludo Studio, has named Penguin Random House master publishing partner for the preschool brand. Penguin Random House now holds global rights in all languages (excluding China and Chinese languages) to the *Bluey* titles.

The first three books (two storybooks and one activity book) will arrive at U.S. retailers on 20th October. In the U.K., *Bluey* books are expected to hit retail in the second half of 2021, following the show's roll out on Disney + in the region. Other regions will follow afterwards.

Jan Paterson, the Head of Book and Audio Publishing at BBC Studios said: "We are delighted to partner with Penguin Random House to bring *Bluey* from the screen to the page for a wonderfully varied collection of fantastic story and activity books for little ones around the world."

Suzy Raia, VP Consumer Products and Business Development, BBC Studios – Americas, said, "Love for *Bluey* continues to grow among families with young children around the U.S., and we are looking forward to bringing the stories beyond screens into beloved books we know pre-schoolers will enjoy with their parents. The partnership with Penguin Random House is a wonderful addition to a growing licensing program that started with Moose Toys last month. There are many more exciting things ahead for our favourite Blue Heeler."

Francesca Dow, Managing Director at Penguin Random House UK Children's, said: "We are thrilled to be publishing *Bluey* and bringing a bit of the Australian sunshine to the UK. *Bluey* has a unique charm that appeals to children and adults alike. Her stories are full of boundless energy, brilliant adventures and fun and, most important, are rooted in family experience, which is why they've been such a hit with viewers so far. We are excited by the unparalleled success in Australia and look forward to creating the same sensation here in the UK. Our wish is for all young children and families to fall in love with *Bluey*, as we have done."

"I immediately fell in love with this new canine clan!" said **Daniel Moreton, Vice President & Associate Publisher, Penguin Workshop**. "Perfect family viewing, *Bluey*'s unbounded imagination,



adventurous spirit, and emotional resilience is matched only by the strength of the storytelling. We are thrilled to be *Bluey*'s official U.S. children's book publisher and we can't wait to extend *Bluey*'s wonderful adventures into books!"

Penguin Random House Australia already holds the publishing rights to *Bluey* in Australia, where the books have enjoyed phenomenal success, selling one million copies in only seven months. The first three *Bluey* titles, which launched in November 2019, were the second, third and fourth-highest selling Australian children's books of the year. Since their launch, titles from the *Bluey* franchise have held the number one position in Nielsen BookScan's official Australian bestseller charts a total of 24 weeks (out of 42 weeks).*

The books also received industry recognition with one of the storybooks, *Bluey: The Beach*, awarded the 2020 'Book of the Year' – the first time ever in the history of the Australian Book Industry Awards that a children's picture book has won this prestigious award.

Bluey follows the adventures of a lovable and inexhaustible 6-year-old Blue Heeler, who lives with her dad, Bandit; mum, Chilli; and 4-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 Australia's ABC iView, with over 261 million plays for series 1 and 43 million plays for series 2**.

In June 2019, BBC Studios struck a global broadcast deal with Disney to premiere the first two series of *Bluey* on Disney Junior and Disney+ in all territories outside Australia, New Zealand and Greater China including Hong Kong, Macau and Taiwan.

The series, which centres on relatable and often funny stories about family life, quickly became a top 10 series in the U.S. after its debut in September 2019, reaching 16 million total views across Disney Channel and Disney Junior in Q4 2019. Across Disney Junior and Disney Channel in Q1 2020, *Bluey* reached 15.6 million individuals over the age of 2, reaching 21% of all kids 2-5 years.***

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. 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.

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*Source: Nielsen BookScan data Year to Date, 27.10.2019 – 15.08.2020

**Source: OzTAM (VPM & Begin Event Data) 01.10.2018 – 07.05.2020

***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.

NOTES TO EDITORS

About BBC Studios

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Able to take an idea seamlessly from thought to screen, it spans content financing, development, production, sales, branded services, and ancillaries from 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, including factual, drama, entertainment and comedy. BBC Studios has offices in 22 markets globally, including six production bases in the UK and production bases and partnerships in a further nine countries around the world. The company,



which makes around 2,500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. Created in April 2018 by the merger of two existing commercial subsidiaries, BBC Worldwide and BBC Studios, the company has revenue of around £1.4bn. In the year to March 2019, it returned £243m to the BBC Group, complementing the BBC's licence fee and enhancing programmes for UK audiences.

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About Penguin Random House

Penguin Random House, the world's largest trade book publisher, is dedicated to its mission of nourishing a universal passion for reading by connecting authors and their writing with readers everywhere. The company, which employs more than 10,000 people globally, was formed on July 1, 2013, by Bertelsmann and Pearson. As of April 1, 2020, Bertelsmann is full owner of the company. With more than 300 imprints and brands on six continents, Penguin Random House comprises adult and children's fiction and nonfiction print and digital English- German- and Spanish-language trade book publishing businesses in more than 20 countries worldwide. With over 15,000 new titles, and more than 600 million print, audio and eBooks sold annually, Penguin Random House's publishing lists include more than 80 Nobel Prize laureates and hundreds of the world's most widely read authors.

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