

Press Release

20th March 2018

Hey Duggee's success continues to grow



Its onwards and upwards for everyone's favourite pooch Duggee. *Hey Duggee* had an incredible year in 2017 and, with a number of deals in the pipeline already for this year including preschool apparel and mini-musical shows, 2018 looks set to be even bigger.

Following the sell out success of its preschool apparel at Christmas, ABC Shop online has committed to even more Duggee softlines for Winter 2018. Also coming up is a new range of infant apparel available in Big W from Designworks Clothing Company and games from Winning Moves, including Junior Guess Who and Top Trumps.

On top of this, the Duggee costume character – who was busy last year giving hugs at Australian retailers, The Royal Easter Show, and Foxtel – is set to kick off a series of non-ticketed mini-musical shows in April. In conjunction with the *Hey Duggee* costume character licensee, The Entertainment Store, the shows will be based on episodes such as *The Dancing Bug Badge* and *The Making Music Badge* and, much like the series, will encourage children to get up and dance, create music and earn badges.

There's exciting news about the new series of *Hey Duggee*, as it is currently in production for a third series, which is expected to broadcast on CBeebies in the UK before it becomes available in other markets.

Brigid Roberts, Licensing and Sponsorship Manager, BBC Worldwide ANZ, said: "*Hey Duggee* continues to go from strength-to-strength and with a host of new partners on board, it is set to be a fantastic year ahead for the brand and its licensees."

It's four years since *Hey Duggee* launched in Australia and the brand is showing no sign of slowing down. In addition to a stellar year of toy sales, in 2017 Duggee managed to pick up two BAFTAs and an International Emmy award. He also made his very first appearance on the Aussie big screen with *The Hey Duggee Cinema Experience* showing at 80 cinema locations nationwide, offering brand new episodes, sing-a-longs and interactive fun. And at The British Animation Awards held last week, Duggee won the title for best pre-school series, the Awards are held every two years.

The most recent *Hey Duggee* toy and infant feeding product - supported in retail by Big W, Toys 'R' Us, Myer, ABC Shop Online and Coles Supermarkets - achieved very strong sell-through results, much to its buyers' delight. As was the case with the range of figurine toys, vehicles and playsets, rolled out last August via licensing partner Jasnor.

James Thurlow, Sales & Marketing Director at Jasnor said: "We are thrilled with the performance of *Hey Duggee*. We are in to our fourth year and continue to maintain great placement and retail sell through in both the feeding and toy categories."

Pre-Christmas activity also included a range of melamine tableware that retailed in Coles supermarkets and featured in themed Big W bin displays for Baby Week, as well as BBC Worldwide ANZ's launch of preschool apparel exclusively with ABC Shop online, which experienced a sell out in a number of lines and sizes.

Hey Duggee has also proven to be popular globally. In the UK, series two premiered with 480k viewers (four times that of its nearest rival); while celebrating over 1 billion video views across streaming platforms in China (Tencent, iQiyi, and Youku). The series' international footprint now covers 150 territories.

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NOTES TO EDITORS

About BBC Worldwide Australia & New Zealand

Australia & New Zealand (ANZ) is a priority territory for BBC Worldwide, focusing on growth across all its core business areas. It wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; UKTV and BBC Knowledge on Sky TV in New Zealand. BBC Worldwide ANZ distributes great British content from the BBC and other producers to free-to-air, subscription channels and SVOD platforms in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, consumer products, entertainment formats and live events to the local market. In 2016/17, it generated headline sales of £79.5m and headline profit of £21.12m – an increase in profit of 9.9%.

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In 2016/17 BBC Worldwide generated headline profits of £157.3m and headline sales of £1,059.9m and returned £210.5m to the BBC.

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