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***Bluey* Further Expands Beyond the Screen with New Global Partnerships and Experiences**

BBC Studios unveils a major slate of new and expanded *Bluey* partnerships across live experiences, consumer products, gaming and digital, including new LEGO launches and renewed global licensing deals



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May 18, 2026 – *Bluey* continues to extend beyond the screen through carefully curated experiences, award-winning consumer products and partnerships that complement the world of the show. At Licensing Expo 2026, BBC Studios will showcase new and extended partnerships anchored in a simple belief: that the strongest brands don't just reach families; they stay with them.

Suzy Lee Raia, EVP of Global Consumer Products at BBC Studios, says: *"With over 45 billion minutes viewed and holding the No. 1 most-streamed title in the U.S.¹, two years running, Bluey's impact is undeniable – but for us, the screen is just the starting point. Every partnership and experience we build is designed to create the kind of moments the episodes themselves deliver, ones that fans anticipate, gather around, share, and come back to again and again."*

The same approach shapes everything BBC Studios is building around *Bluey*: *"For us, extending Bluey beyond the screen is about finding meaningful ways for families to step into the world they already love – building authentic shared moments that hold their meaning across generations,"* adds **Stephen Davies, SVP, Global Licensing** at BBC Studios. *"Whether it's through a live experience, a game, or a book, every touchpoint is designed to capture the same sense of play and connection that defines the series – meeting audiences wherever they are and giving them new ways to engage, together."*

Landmark Year for *Bluey* Live Experiences

2026 is a landmark year for *Bluey* live experiences. Through Disney's global partnership with BBC Studios, *Bluey* is joining Disney Experiences, with producers Ludo Studio collaborating on activations. In March, Bluey and Bingo made their Disneyland Resort debut with *Bluey's Best Day Ever!* at Disneyland Park. And beginning May 26, *Bluey's Wild World at Conservation Station* will welcome guests at Disney's Animal Kingdom Theme Park at Walt Disney World Resort. Earlier this year, Bluey and Bingo set sail on select Disney Cruise Line sailings with greetings, dance parties, and more. Plus, new *Bluey* merchandise is now making its way to Disney Parks and Disney Store.

In the UK, *Bluey the Ride: Here Come the Grannies!* – the world's first *Bluey* coaster – opened at CBeebies Land at Alton Towers Resort to an incredible reception, rated 10/10 by guests in the first week of launch, according to Alton Towers data capture.

This month, *Bluey* joins LEGOLAND Japan for "Let's Play with Bluey" – giving kids and families the chance to meet the world's first-ever LEGO Bluey costume characters.

Bluey's Big Play – The Stage Show continues to captivate audiences. Having now been performed over 2000 times and seen by more than 2.5 million people worldwide, the live theatre show returns to the US this June and tours continue in the UK and Australia, including a return to the iconic Sydney Opera House. Additionally, in a world first, a *Bluey* exhibition at ACMI, which celebrates the making of the series, is opening in Melbourne in mid-2027 before embarking on a global tour.

Expanding Audiences on Digital, Streaming and Linear

Following the continued success of its global tour, *Bluey's Big Play – The Stage Show* launched on Disney+ in March, bringing the much-loved production to families at home across the globe for the first time. A collection of *Bluey Minisodes*, previously only available online and in Australia, will be available for the first time on Disney+ beginning May 20 as well.

The Kidscreen and Lovie Award-winning digital series, *Bluey Book Reads*, will return for a third series featuring new celebrity narrators and the first Spanish and Portuguese seasons will debut later this year. Plus, earlier this year actor Diane Kruger hosted the first-ever real-life German-language event for local families in Munich.

Bluey's connection with families across Asia is reaching new heights. March marked a landmark moment as *Bluey* premiered in mainland China, with all three seasons scheduled to air on China Central Television. In April, *Bluey* secured a landmark moment with its premiere on Japan's national public broadcaster NHK, which runs the country's biggest free-to-air channel. To celebrate, *Bluey* took to the streets on a multi-city Bus Tour, with its first stop at the iconic Shibuya Scramble Crossing – where the *Bluey* Bus rolled beneath a spectacular 16-metre-tall *Bluey* billboard in one of the world's most recognizable locations.

Bringing *Bluey* into Everyday Moments

Bluey connects with families through daily routines. Playtime continues with best-in-class partners elevating the creativity and innovation behind *Bluey* toys. Moose Toys' *Bluey* range is bringing the "Playdates with Friends" annual brand theme to life with new lines including: *Bluey's* Light & Surprise Heeler House, the biggest and most feature-packed *Bluey* house to date. All of which reflect moments that take place in everyday family life, such as playdates at home and vacations.

BBC Studios' partnership with LEGO is going from strength to strength – and excitement is only building. Following the successful debut of the first-ever LEGO *Bluey* collection, which brought *Bluey* and her family into the world of LEGO play, four eagerly-awaited new sets are set to make their global retail debut on June 1: LEGO 5+ Brick-Built *Bluey* Family, LEGO 4+ Grannies with Bingo and *Bluey*, LEGO 4+ School with Rusty and *Bluey*, and LEGO DUPLO Pizza Girls with Muffin and *Bluey*. In partnership with DK publishing the first LEGO DUPLO *Bluey* book, LEGO DUPLO *Bluey*: Flat Pack, arrives in September.

New Partnerships and Renewals

BBC Studios has renewed its successful global partnership with Hasbro that includes Play-Doh with co-branded games such as, Operation, Guess Who?, Bop It!, and more, launching later this year.

BBC Studios' adored collaboration with Jazwares has been extended for HugMees and Squishmallows in North America, with the addition of BumBumz plush this year, and global expansion across Australia, Latin America, and the UK. Partnerships for North America have been renewed with Spin Master, JAKKS Pacific, and Sakar International; seasonal partner Galerie.

For families who love to gather around the table, a new licensing agreement with the iconic CATAN will bring *Bluey* into the world of tabletop gaming across the U.S., Canada, the UK, Australia, New Zealand, and the Nordics in 2027. New partnerships include a line of creative play products from Sarah's Silks designed for open-ended family play in North America; Stormin Studios brings a new line of *Bluey* Fun Floor Playmats; and taking the adventure outdoors, a new partnership with Pure Fishing Inc. will deliver *Bluey* -themed fishing gear. Plus, across EMEA, outdoor ranges from Mookie Toys.

Bluey is also making its way into the kitchen, with a new wave of collaborations and product launches on the way. In the US, the Bentgo lunch box collection, Organic Valley's co-branded STRINGLES® String Cheese, fruit spreads from Trailblazers Foods, and Annie's Bluey Shapes Pasta and Cheddar Macaroni and Cheese are available now.

In the UK, a new partnership with Heinz will bring exciting additions to kids' menus, including Bluey Pasta Shapes and Hero Goodies Fruit Bars landing in stores this year. In the UK and EIRE, Kellogg's is expanding its *Bluey* range to include Multigrain bars, launching across all major grocers. These partnerships prove that *Bluey* is fast becoming a beloved staple in family kitchens across the globe.

For the bedroom and bath in the US, Felt Right brings *Bluey*-inspired wall décor to shelves, while Spongellé will introduce playful shaped soap-infused body sponges and gift sets later this year.

Extending the range into everyday essentials, Havaianas has launched two kids' *Bluey* sandals to stores in Brazil while *Bluey*'s partnership with Specsavers expands with a new kids' frames range launching across all its markets this summer.

Growing Gaming and Cross-Generational Reach

Bluey's appeal stretches well beyond its core preschool audience with 50% of its viewing coming from audiences aged 12 and over⁴ – a true testament to its rare cross-generational pull. This is reflected in an expanding gaming portfolio with recent releases of *Bluey's House* from Minecraft, which extended into older audiences.

Building on that momentum, Halfbrick Studios' *Bluey's Quest for the Gold Pen*, a story-led console and PC adventure written by series creator Joe Brumm launches on May 28. A week earlier, on May 21, Apple Arcade gets a full *Bluey* takeover spanning hit titles including Crossy Road Castle, Stitch, Puffies, Suika Game+ and Disney Coloring World+. Later in the year, Gameloft's *Bluey's*

Happy Snaps invites players to explore Brisbane and its wildlife through a camera lens – further cementing the show's growing presence in the digital play space.

The biggest *Bluey* moment yet is the highly anticipated release of *Bluey*'s first feature film, arriving in cinemas worldwide on August 6, 2027, under the Disney banner. This landmark release signals just how far *Bluey* has grown, from an animated series to one of the most beloved franchises in the world.

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For more information please contact:

US and LatAm: Devin.Johnson@bbc.com

UK and EMEA: Frances.Cherry-Becker@bbc.com and Charlotte.Turner@bbc.com

Asia: Virginia.Braynsmith@bbc.com

Australia and New Zealand: Lauren.Myers@bbc.com

Sources:

1. Nielsen: Bluey streaming claim based on total viewing that occurred from January 2025 through June 2025 (12/29/24 – 06/28/25) and ranked on total viewing minutes by Persons 2+. Data was sourced through Nielsen Streaming Content Ratings.

2. PRNewswire: Bluey Supermarket Playset from Moose Toys won Playset of the Year (2026).

3. BARB/TechEdge/AdvantEdge: 28d all screens audience includes 0-28d consolidated viewing as well as WebDB2 Online Pre-Broadcast+28D, Pre-Broadcast+28D Pre-Tx viewing is back to -90 days.

† 01/01/25 to 21/04/26, rankings based on: Children, Family Films & Family TV Films genres. Data run on 22/04/26. All Devices.

4. [Substack](#): Study by Evan Shapiro and Common Sense Media.

About BBC Studios Brands & Licensing

The BBC Studios Brands & Licensing division is the driving force in extending BBC Studios IP through innovative brand extensions, fostering deep fan engagement worldwide. Partnering our iconic brands - including Doctor Who and Bluey - with the world's biggest brands, promoters, and publishers, ignites the imagination of fans and creates memorable brand-fame moments. Our diverse portfolio spans consumer products, live entertainment, gaming, and publishing, while BBC Studios Digital drives over 1 billion views per month, offering advertising and branded content opportunities. Supported by award-winning teams, we focus on finding visionary opportunities to enhance global brand impact and digital growth.

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About Bluey

The series follows Bluey, a loveable, inexhaustible, Blue Heeler dog who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighbourhood into her world of fun.

Bluey is produced by Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios Kids & Family. 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.

In Australia, the show is broadcast on ABC. The series airs and streams to U.S. and global audiences (outside of Australia, New Zealand, and China) across Disney Channel, Disney Jr., and Disney+ through a global broadcasting deal between BBC Studios and Disney Branded Television.

Bluey | [Website](#) | [Facebook](#) | [Instagram](#) | [TikTok](#) | [YouTube](#)

About Ludo Studio

Ludo Studio is a BAFTA, multi-Emmy®, Logie and Peabody award-winning Australian studio and one of TIME's Most Influential Companies of 2024, 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

Bluey

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