



Bluey Invites Families Into ‘Bluey’s Library’ - A Brand-New Interactive Storytelling Experience

The free digital experience extends the world of *Bluey* through interactive storytelling, creativity and play

Watch Trailer & Download Assets: [HERE](#)

3 June 2026: *Bluey* fans and families can now step into one of Bluey and Bingo’s favourite places with the launch of **Bluey’s Library**, a brand-new, free interactive digital experience available on the official *Bluey* website, [here](#).

Bluey’s Library brings storytelling to life, inviting families to explore a playful virtual library where stories become something to discover, shape and experience together. Designed as a shared digital experience, fans can interact with their favourite *Bluey* episodes in new ways – further extending the world of *Bluey* through curiosity, discovery and play.

Within each story, players can digitally explore animated elements, scrolling scenes, lift-the-flap surprises and hidden longdogs, encouraging curiosity and discovery on every page. Beyond the stories themselves, users can create

personalised colouring sheets and bookmarks using digital stickers, save them in their own “book bag,” and print them out to continue the fun offline.

“At BBC Studios, we think about how stories become worlds that families can live with,” said **Simon Clarke, Director, Digital, BBC Studios**. “Bluey’s Library builds on what audiences love about *Bluey*, creating an interactive space that feels true to the brand - playful, creative and full of surprises - while giving families new ways to explore, create and experience those stories together, both on and offline.”

Bluey’s Library launches with three fan-favourite episodes - *Army*, *The Adventure* and *Stories* - reimagined as immersive, interactive journeys, with more stories to be added. Through gamified story elements, fans can progress through each story, triggering animations, uncovering hidden surprises and making choices that influence the story’s path, artwork and locations.

Each story features brand-new artwork designed in collaboration with artists at Ludo Studio, offering a fresh and visual take on beloved episodes, helping recreate the warmth and humour of the original episodes that fans know and love. Stories are narrated by Australian children and enhanced with recognisable sound effects and catchphrases from the original cast, creating a rich and authentic audio experience.

The experience also welcomes back familiar voices, with Kate McMahon and Mary Bolling - hosts of the *Gotta Be Done* podcast - reprising their roles as the Librarians last seen in the *Bluey* Series 3 episode *Promises*, guiding users to navigate Bluey’s Library and its interactive features.

Developed in collaboration with award-winning children’s digital agency Jollywise and award-winning Ludo Studio.

Bluey’s Library is available now on the official *Bluey* website, [here](#).

-Ends-

For more information please contact: farah.cherif@bbc.com and poppy.reed@bbc.com

Notes to editors

- Bluey's Library is a free digital experience available on the official *Bluey* website
- Part One includes three interactive story adaptations: *Army*, *The Adventure* and *Stories*
- The experience combines digital gameplay with printable, offline creative activities

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

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.

BBC Studios | [Website](#) | [Press Office](#) | [X](#) | [LinkedIn](#) | [Instagram](#)

About Jollywise

Jollywise is an award-winning creative digital production studio with over 20 years' experience creating interactive experiences for children and family audiences. Working with leading brands including the BBC, Disney, Warner Bros. Discovery, Sesame Workshop and PBS, Jollywise specialises in blending storytelling, play and technology to create engaging games, apps, websites and digital campaigns for audiences around the world.

Jollywise | [Website](#) | [LinkedIn](#) | [Instagram](#)

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. 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. BBC Studios Kids & Family hold the global distribution and merchandise rights. In Australia, the show goes out on ABC.

BBC Studios | [Website](#) | [Facebook](#) | [Instagram](#) | [TikTok](#) | [YouTube](#)

 [Latest stories](#)  [Media gallery](#)  [Search](#)

