



Bluey is coming to Minecraft

Beloved animated series *Bluey* joins Minecraft with the launch of Bluey DLC: Bluey's House



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BBC Studios is excited to announce that Bluey is officially joining the Minecraft community on Thursday 5th February. For the first time ever, fans of *Bluey* and Minecraft players can come together to play, explore and create in an experience inspired by the BAFTA and multi-Emmy® Award-winning series.

Developed by Jigarbov, creator and founder of Jigarbov Productions, in partnership with BBC Studios and Ludo Studio, the *Bluey* DLC introduces the house through the immersive and interactive lens of Minecraft, where players can meet Bluey, Bingo, Mum and Dad and relive memorable moments from the hit animated series. Players will be able to search for hidden keys throughout the home, guided by Bluey and her family, unlocking new rooms and areas as they progress.

As they explore, players can take part in a variety of familiar activities and mini-games from the show including I-Spy, Hide and Seek, and Ragdoll with additional games and surprises becoming available as they discover Bluey and her family's favourite things. Whether players prefer exploring alone or with friends, the *Bluey* DLC offers plenty of playful touches and easter eggs to uncover. You never know what you may find when exploring under the house!

This exciting new integration offers a new way for families to engage with the fun, creativity, and humour that have made *Bluey* a global phenomenon, while introducing the series to Minecraft's global community of players.

Marina Mello, Global Director, Gaming & Interactive, BBC Studios said: *"Bringing Bluey to Minecraft opens up a new way for fans to engage with the brand in a place where they already love to play. This partnership is a great example of how we're evolving the way our brands live beyond the screen. By collaborating with Microsoft and Jigarbov, we're able to explore new forms of interactive storytelling that feel native to platforms like Minecraft, while staying true to what makes Bluey so special."*

To get into the *Bluey* spirit, all Minecraft Bedrock players can swing by the Minecraft Marketplace to grab a free Chattermax Mask until 6 March. After that, the item will be available to purchase.

Bluey's House will be available globally on the [Minecraft Marketplace](#) from 5th February.

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For more information please contact: Emma Burch (emma.burch@bbc.com)

Notes to editors

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 created and written by Joe Brumm and produced by Emmy® Award-winning 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. BBC Studios Kids & Family hold the global distribution and merchandise rights.

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 Kids & Family and Disney Branded Television.

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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.

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About Jigarbov Productions

Jigarbov Productions is an Australian digital studio specialising in technical innovation within the Minecraft ecosystem. For over a decade, the studio has developed advanced gameplay systems and immersive worlds, collaborating with global partners including Tetris® and Mojang Studios. Their work includes high-profile experiences enjoyed by tens of millions of players worldwide, such as Simburbia and the pioneering Infinity series in Minecraft. With a strong global presence on YouTube, Jigarbov Productions focuses on transforming original ideas and established IP into engaging, interactive digital experiences. jigarbov.net

Bluey

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