



Gameloft invites families to explore and play together with *BLUEY'S HAPPY SNAPS*, a new video game bringing playful photographic fun to PC, consoles and real life later in 2026.

EMBARGO: 26 March 2026

TIME: 6:00 PM GMT

Find all the assets [HERE](#).

March 26 – Paris: Gameloft, a leader in the creation and publishing of games, is proud to announce ***BLUEY'S HAPPY SNAPS*** a brand-new video game inviting kids and families to play together in Bluey's world. Developed in Bluey's hometown by Gameloft Brisbane in close collaboration with Bluey's producers, Ludo Studio, and BBC Studios, the game will launch on PC and consoles and for real life later in 2026.

Discover the world of Bluey

In **BLUEY'S HAPPY SNAPS**, Bluey and Bingo find Dad's old camera and set off on an exciting family trip. Through the lens of this camera, players explore Bluey's family home and iconic locations around Brisbane, snapping photos, decorating scrapbooks, and uncovering charming surprises.

Many fan-favorite locations make their videogame debut in **BLUEY'S HAPPY SNAPS**, fully transformed into immersive environments for players to explore. Hop aboard the ferry to *The Park* (as seen in "Spy Game"), chase cheeky bin chickens at *South Bank* (featured in the episode "Ice Cream"), or admire the stunning lookout view from "The Sign", Bluey's biggest episode ever! Each area is brimming with Australian wildlife, from colorful lorikeets to adorable koalas and many more species posing for their picture-perfect moment.

100% Bluey

BLUEY'S HAPPY SNAPS stays faithful to the show, translating Bluey's signature warmth, humor, and emotional storytelling into open-ended activities and playful fun and games specifically designed for kids. Developed in Bluey's hometown, **BLUEY'S HAPPY SNAPS** draws inspiration from everyday places and the wonder of simple family moments that define the series. This connection brings a world filled with playful details designed for younger players, alongside polished gameplay that parents will adore.

A game created by parents, for families

Created by a development team of parents, **BLUEY'S HAPPY SNAPS** is designed to foster the natural curiosity and creativity of kids. Much like the global hit series, the game promotes growth and connection through play, encouraging younger players to experiment through sandbox-style gameplay. Emphasizing the value of real-life activity, the game's "Play For Real Life" moments deliver meaningful, practical guidance for families to create moments together, even after screen time has ended.

And with "Co-op Play", the fun is doubled! Through local co-op, two players can share the adventure together as Bluey and Bingo. Test your photography skills as the main player leads the adventure behind the camera, while the second player strikes a pose! With plenty of toys made for "Co-op Play", two players can experience the fun together in this game mode designed to be enjoyed by kiddos and grown-ups of all ages.

BLUEY'S HAPPY SNAPS is a premium experience with no in-game purchases and no online play.

True to the series, **BLUEY'S HAPPY SNAPS** invites players into Bluey's world to:

- Explore beloved locations from Bluey, with debut places featured in episodes like *Ice Cream*, and *The Sign*

- Capture and collect hundreds of stickers and decorations using your camera to create a one-of-a-kind Bluey scrapbook
- Keep the fun going into the real world through “*Play for Real Life*” activities, supporting well-being in digital play
- Share the adventure (and the fun!) side-by-side in “Co-op Play”.



Key Information

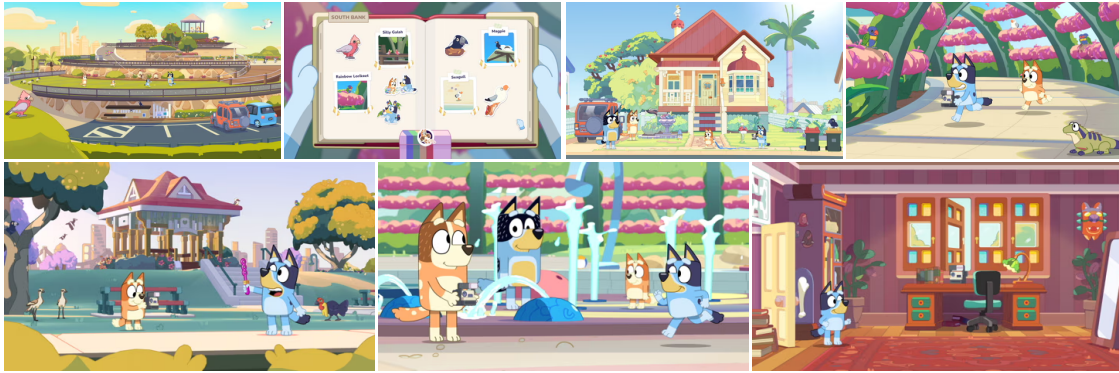
- Title: ***BLUEY'S HAPPY SNAPS***
- Genre: Adventure / Exploration
- Audience: Kids (4–7), parents, families
- Platforms: PC & Consoles
- Release: Later in 2026
- Languages: Including English, French, German, Italian, Spanish, Japanese (full list to be confirmed)

BLUEY'S HAPPY SNAPS will be available in digital and retail formats, in partnership with BANDAI NAMCO Entertainment, on PlayStation 4, PlayStation 5, Xbox One, Xbox Series X|S, Nintendo Switch, Nintendo Switch 2 and PC.

For more information about ***BLUEY'S HAPPY SNAPS***, please visit:

<https://gameloft.com/game/bluey>

Episodes of Bluey are available to watch on CBeebies, BBC iPlayer and Disney+.



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About Gameloft

Leader in the development and publishing of multiplatform games, Gameloft® has established itself as a pioneer in the industry, creating innovative gaming experiences for 25 years. Gameloft creates games for all digital platforms, from mobile to cross-platform titles for PC and consoles. Gameloft operates its own established franchises such as Asphalt®, Dragon Mania Legends, March of Empires, and Dungeon Hunter, and also partners with major rights holders including LEGO®, Universal, Illumination, Hasbro®, Fox Digital Entertainment, Lamborghini®, and Ferrari®. Gameloft distributes its games in over 100 countries and employs 3,000 people worldwide. Every month, 1 billion unique users can be reached by advertisers in Gameloft games with Gameloft for brands, a leading B2B offering dedicated to brands and agencies. Gameloft is a Vivendi company. Bluey's Happy Snaps game development is supported by the Queensland Government, Australia through Screen Queensland's Digital Games Incentive.

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, Strictly Come Dancing 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.

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 Bandai Namco Entertainment Europe S.A.S.

Bandai Namco Entertainment Europe is a leading global publisher, developer, and distributor of entertainment content for platforms including, but not limited to, all major video game consoles and PC.

Producing intellectual property for a global audience, Bandai Namco Entertainment Europe is building its reputation with franchises such as LITTLE NIGHTMARES™, and production capabilities of Reflector Entertainment.

Based in Lyon, France, Bandai Namco Entertainment Europe is known for bringing many of the entertainment industry's top franchises such as PAC-MAN™, GUNDAM™, TEKKEN™, ACE COMBAT™, DARK SOULS™, and ELDEN RING™ to EMEA and ANZ markets.

For more information, please visit www.bandainamcoent.eu

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