



Global hit Bluey joins Just Dance ® 2026 edition!

A partnership with Ubisoft and BBC Studios to bring Families Together



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ENGLAND – OCTOBER 1ST, 2025 - Today, Ubisoft announced a brand-new partnership between BBC Studios with Just Dance and the Emmy® Award-winning animated global hit series *Bluey*.

This collaboration brings the incredible world of *Bluey* into Just Dance 2026 Edition with an iconic gameplay map produced by **Ubisoft** and **Neels Studio** in partnership with **BBC Studios** and **Ludo Studio**, where families can dance together alongside Bluey.

Bluey is 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 neighborhood into her world of fun.

Just Dance offers a gaming experience that invites players of all ages to move to the world's biggest hits. With its innovative gameplay and irresistible tracks, the Just Dance series is a benchmark for dancing games and is the #1 music game franchise of all time. With more than 1,500 dances created over the past 15 years, the franchise has inspired more than 135 million players to date.

Designing a high-quality Bluey gameplay

Discover the *Bluey* gameplay, by following Bluey and her family and friends dancing through a variety of iconic settings around Bluey's house and Brisbane, while mirroring each step of the fun choreography. This exciting gameplay will ensure a memorable Just Dance experience, where dancers and *Bluey* fans of all ages can have a fun filled groove together.

The ambition behind this collaboration is to make the **Just Dance Bluey Gameplay** an ultra-fun experience for both players and fans of the show. Designed around the joyful world of *Bluey*, this experience celebrates the simple pleasures of dancing together - values shared by both ***Bluey*** and **Just Dance**.

Amélie Louvet, Marketing Director for Just Dance:

"We're proud to have collaborated with the BBC Studios to bring Bluey into the world of Just Dance. This partnership allowed us to create a gameplay experience that celebrates family togetherness — values at the heart of both Bluey and Just Dance. We're thrilled to offer families a new way to connect through dance, and we can't wait to see our players discover the joyful world of Bluey !"

Marina Mello, Global Director of Gaming & Interactive at BBC Studios:

"Bluey & Bingo love to dance, and now families everywhere can join in too. We're excited to bring Bluey to Just Dance in partnership with Ubisoft and Ludo Studio, giving fans the chance to move, groove, and share in the fun together."

Just Dance® 2026 Edition will be released on 14th October 2025 on Nintendo Switch, PlayStation 5 and Xbox Series X|S.

For the latest information on Just Dance 2026 Edition, please visit justdancegame.com. Follow Just Dance on Instagram @justdancegame and use hashtag #JustDance2026.

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Notes to Editors:

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About BLUEY™

Bluey is created and written by Joe Brumm and produced by the multiple Emmy® Award-winning Ludo Studio for the Australian Broadcasting Corporation and BBC Studios Kids & Family.

Bluey is 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.

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.

About Just Dance 2026 Edition

Developed by Ubisoft Paris*, the next installment of the beloved Music Video Game Franchise is back. Review your best dancing moves, challenge your friends and family and get ready to let loose! With 40 hot new songs, from pop hits to family favorites, on your dance-on-demand platform, whether you want to take the party to a whole new level, create special family moments, or exercise while having fun, Just Dance 2026 Edition has something for everyone!

**associate Ubisoft studios include Pune, Shanghai and Mumbai.*

About Ubisoft

Ubisoft is a creator of worlds, committed to enriching players' lives with original and memorable entertainment experiences. Ubisoft's global teams create and develop a deep and diverse portfolio of games, featuring brands such as Assassin's Creed®, Brawlhalla®, For Honor®, Far Cry®, Tom Clancy's Ghost Recon®, Just Dance®, Rabbids®, Tom Clancy's Rainbow Six®, The Crew® and Tom Clancy's The Division®. With a Ubisoft+ subscription, players can access new releases, premium editions and extra content on Day One on PC, console and cloud. For the 2024-25 fiscal year, Ubisoft generated net bookings of €1.85 billion. To learn more, please visit: www.ubisoftgroup.com.

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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.

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