



StoryToys Partners with the LEGO Group and BBC Studios to Announce Release of New LEGO® Bluey Mobile Game



StoryToys, an everplay group company and award-winning Dublin-based developer of interactive and educational digital content for children, is thrilled to announce today (August 14th) the launch of the highly anticipated LEGO Bluey mobile game in collaboration with the LEGO Group and BBC Studios.

Based on the Emmy and BAFTA Award-winning global phenomenon, this brand-new game brings the charm and fun of the beloved animated TV series that follows Bluey, a loveable, inexhaustible, blue heeler dog, who lives with

her Mum, Dad and her little sister, Bingo, into an engaging digital experience, designed especially for children, between two and seven.

The game captures the spirit of the animated TV series by reflecting values, themes, and character representation. It features characters, builds, and props from the LEGO Bluey range to offer fun digital play experiences mixed with creative brick building, problem solving challenges and the chance to play out fun moments inspired by the show. It is designed to align with young children's developmental needs to support both emotional and cognitive development.

The app will launch with four themed play packs: Garden Tea Party, Go for a Drive, Beach Day, and Around the House. Each play pack has a series of open-ended activities for endless play. New content will be added in future updates, ensuring a continually fresh and playful experience for young fans and families

The app will feature classic LEGO System bricks for ages 4+, including minifigures, vehicles, and props inspired by LEGO Bluey sets, as well as larger LEGO DUPLO bricks for younger players, with simplified builds and vehicles for early imaginative play.



The response ahead of launch has been extraordinary, as the new Bluey app has reached over three quarters of a million pre-orders before its launch this month.

Emmet O'Neill, Chief Executive of StoryToys, shared his enthusiasm for the release of the Bluey app saying, "We're genuinely thrilled to be working with Bluey for the first time. It's such a special show,

full of warmth, humour, and imagination that really connects with families and encourages them to play together. That spirit is at the heart of what we do at StoryToys. We're also really excited to be introducing LEGO system bricks into our apps for the first time, giving kids even more ways to build, create, and play."

Also commenting on the release of the app, Michaela Edgerly Stovicek, Head of LEGO Preschool Audience, said: "We're over the moon to bring the magic of Bluey and LEGO DUPLO and LEGO system bricks together in a way that sparks creativity and imagination for our little builders in a digital world created by StoryToys! With the LEGO Bluey app, every child can dive into a world of playful adventures, where learning and fun go hand in hand and magic happens at the click of fingertips. Build mode on!"

Marina Mello BBC Studios Global Director for Gaming & Interactive said:" We're delighted to bring together two of the world's most beloved brands and to offer fans a whole new way to enjoy them. This game blends imaginative brick-building with playful problem-solving and memorable moments from the show—capturing the distinctive spirit of creativity and fun that defines both brands. A huge thank you to our fantastic partners at StoryToys, the LEGO Group and Ludo Studio."

This app builds upon the success of StoryToys LEGO DUPLO apps and continues their mission to create engaging digital experiences that support children's development through play. The LEGO Bluey mobile game is now available on [the App Store](#) and [Google Play](#). The launch of StoryToys' first LEGO Bluey app is part of their ongoing collaboration with renowned global brand, the LEGO Group, which began in 2018.

Bluey, which was first launched in Australia in 2018, now airs in over 140 countries and has millions of fans around the world. According to Nielsen, Bluey was the No.1 most-watched series on streaming in 2024 among total viewers in the U.S., with nearly 56 billion minutes watched (930M hours) and has continued to be for the first half of 2025, with 25.06 billion minutes (417M hours) of viewing.

For media assets and supporting materials, access the full press pack [here](#).

ENDS

About StoryToys

StoryToys, an everplay group plc company, headquartered in Dublin, is a leading creator of interactive and educational digital content for children. Their well-rounded apps combine fun with learning, giving parents peace of mind

that their kids are playing with beloved characters while building essential skills and developing healthy digital habits.

By partnering with renowned global brands such as the LEGO Group, The Walt Disney Company, Marvel Entertainment, Mattel, Hasbro, Penguin Random House, Warner Bros., Sesame Workshop, Dick Bruna, and Nickelodeon, StoryToys has brought popular children's franchises to life.

With over 250 million app downloads worldwide, StoryToys has achieved global recognition across all major app platforms.

The company's commitment to quality has been honored with prestigious awards, including Kidscreen, Licensing International Excellence, Apple Editor's Choice, Best of Google Play, KAPi, Children's Technology Review Editor's Choice, and Bologna Ragazzi Digital. <https://storytoys.com>.

About the LEGO Group

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine. The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words Leg Godt, which mean "Play Well".

Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 120 countries worldwide. For more information: www.LEGO.com

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. 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.

[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](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#) |

For more information contact BBC Studios Communications Manager
Emma.Burch@bbc.com

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](#)

