



BBC
Worldwide



Media Release

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ABC KIDS and BBC Worldwide partner with award-winning Ludo Studio on new preschool animated series

Production has started on *Bluey*, an Australian animated preschool series created by Joe Brumm with the Emmy® award-winning Ludo Studio, co-commissioned by ABC KIDS and BBC Worldwide, with funding support from Screen Australia, in association with Screen Queensland.

The series follows Bluey, a loveable and inexhaustible six-year-old Blue Heeler puppy who lives with her dad, mum and four-year-old little sister, Bingo. In each episode, Bluey turns her limitless Blue Heeler energy to the task of constructing bizarre and elaborate games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighbourhood into her world of fun.

Inspired by the warmth and beauty of semi-tropical Queensland, this big-hearted, authentically Aussie series will be created and produced wholly in Australia. The creative team behind *Bluey* includes creator/showrunner Joe Brumm (*Charlie and Lola*), Emmy® award-winning producer/executive producer Charlie Aspinwall (*Doodles, #7DaysLater*), Emmy® award-winning producer Daley Pearson (*Doodles, #7DaysLater*), and animation director Richard Jeffrey (*Tinga Tinga Tales*). The series will be executive produced by Michael Carrington, ABC Head of Children's Television, and Henrietta Hurford-Jones, Director of Children's Content for BBC Worldwide.

"*Bluey* is based on the experience of raising two daughters," said Joe Brumm. "Playing seems as natural to them as breathing. It's fascinating seeing how much they learn from devising and playing their own games, especially the more elaborate and social ones. So *Bluey* is a celebration of the role imaginative play has in shaping healthy kids. We're excited to express this universal message in a uniquely Australian setting."

"By creating *Bluey* solely in Australia, Ludo Studio is giving Aussie animation talent a chance to shine on a delightful and engaging series that will be broadcast here and distributed internationally. Our ABC KIDS audience will instantly fall in love with this imaginative and curious little blue cattle dog, and we're thrilled to be partnering with Ludo Studio once again on another unique and endearing preschool series," said Michael Carrington, Head of ABC Children's Television.

Henrietta Hurford-Jones, Director of Children's Content for BBC Worldwide said: "We're thrilled to be working with the talented team at Ludo and Michael and team at the ABC on *Bluey*. This show introduces a wonderful character in Bluey who uses every day gameplay to understand the world around her. The show takes an authentic and very funny view on family life with young children that ensures it will be enjoyed by parents as well as children. Add in the beautiful Australian locations and colours and we feel *Bluey* will become a new global hit."



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Sally Caplan, Screen Australia's Head of Production said: "Ludo Studio are carving out a niche for themselves as innovative storytellers and creators of fun, fresh kids content. Their International Emmy® awards demonstrate the global appeal of their shows, so it is no surprise to see BBC Worldwide come on board and co-commission *Bluey* with ABC KIDS. We are sure children around the world will love the adventures of this adorable Australian cattle dog!"

Screen Queensland CEO Tracey Vieira congratulated Brisbane-based Ludo Studio on their latest success. "Screen Queensland has provided funding for *Bluey's* development and it's great to see the series begin production," Ms Vieira said. "Children will fall in love with this wonderful animated show, created by one of Australia's most innovative production houses."

Bluey is a 52 x 7-minute series which will air on ABC KIDS and ABC KIDS iview in 2019, with CBeebies Australia broadcasting the series following ABC KIDS. BBC Worldwide have the global merchandise and licensing distribution rights.

For further information contact:

Amy Reiha, TV Publicist, ABC TV Marketing
02 8333 3852 | 0404 026 039 | reiha.amy@abc.net.au

Frances Cherry-Becker, Communications Officer, BBC Worldwide
+44 20 8433 3460 | Frances.cherry-becker@bbc.com

NOTES TO EDITORS

ABOUT LUDO STUDIO

Ludo Studio is a multi-Emmy® award-winning creative studio that specialises in producing original stories and innovative formats across all platforms.

Its founders created the comedy drama *The Strange Calls* (ABC TV, Hulu, NBC Universal) *Beached Az* (ABC TV), *The Bondi Hipsters* (ABC TV, Comedy Channel) and *Soul Mates* (ABC TV, NBC Universal). Ludo has won International Emmy® Awards for its comedy series, *#7DaysLater* and the interactive animation series *Doodles*. Ludo is currently producing the animated comedy series *The Strange Chores* for ABC ME.

ABOUT ABC

ABC is the home of Australian conversations, culture and stories, delivering commercial-free, free-to-air screen content via a multiplatform multi-channel network. ABC is the destination of choice for viewers and users seeking quality and diversity in screen content; in particular engaging audiences in distinctly Australian content across a wide variety of genres.

ABC services include ABC, ABC2, ABC ME, ABC KIDS, ABC NEWS, ABC iview and ABC KIDS iview.



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ABOUT BBC WORLDWIDE

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In 2015/16 BBC Worldwide generated headline profits of £133.8m and headline sales of £1,029.4m and returned £222.2m to the BBC.

For more detailed performance information please see our Annual Review webpage:
bbcworldwide.com/annual-review/.

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ABOUT SCREEN AUSTRALIA

Screen Australia is the Australian Federal Government agency charged with supporting Australian screen content through development, production and promotion across television, film, documentary and digital originals. The agency administers Australia's official co-production program, in addition to the Producer Offset tax rebate which assists eligible television, film and online works to be made. Screen Australia provides a range of resources and opportunities to the industry including access to research, market intelligence plus special initiatives such as its highly success Gender Matters program. For more information visit screenaustralia.gov.au

ABOUT SCREEN QUEENSLAND

Screen Queensland is committed to building a dynamic and vibrant screen culture in Queensland and celebrating the art of filmmaking. Our purpose is to grow the screen industry and contribute to the economic and cultural well-being of Queensland.