



RELEASED: THURSDAY 16 MAY 2018

Bluey fetches a second series as the smash hit achieves over 75 million plays and counting

Cementing Bluey as the #1 series ever on ABC iview*

Families across Australia have asked for more **Bluey**, and we're happy to announce more is on the way! Created by Joe Brumm, **Bluey** is produced by the Emmy® award-winning Ludo Studio for ABC KIDS and is 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.

The second series of **Bluey** will continue to celebrate our distinctively Australian family and the role of imaginative play in shaping children's lives. Bluey will play fun and elaborate new games with her sister Bingo; Chilli's relationship with her girls will be further explored as she juggles work and family life; Bandit returns with his wry sense of humour; and we'll meet more of Bluey and Bingo's family and friends.

This true-blue Australian series is created by creator/showrunner Joe Brumm (*Charlie and Lola*), Emmy® award-winning executive producers Charlie Aspinwall and Daley Pearson (*Doodles*, *#7DaysLater*), producer Sam Moor (*CBeebies*), and supervising director Richard Jeffery (*Tinga Tinga Tales*). The series will be executive produced by Libbie Doherty, Acting ABC Head of Children's Television, and Henrietta Hurford-Jones, Director of Children's Content for BBC Studios.

"The first series was a massive effort from our talented and dedicated young team. We've all been amazed and overwhelmed by how Australians have taken **Bluey** into their hearts and we're totally stoked to be making another fifty-two brand new episodes," said Charlie Aspinwall, **Bluey** Executive Producer.

"The phenomenal success of **Bluey** is a testament to the incredible creative vision of the Ludo team and we can't wait to share the new adventures in series two with Australian kids and their families" said Libbie Doherty, Acting ABC Head of Children's Television. "Australians – young and old, with kids and without kids have embraced Bluey, Bingo, Chilli and Bandit, and ABC KIDS is thrilled to be able to offer them more of this warm and funny series next year."

"**Bluey** is a series with huge heart, warmth and humour that offers a modern and authentic look at family life - and it has taken Australia by storm. The response from global clients has also been phenomenal and we think it will be embraced by audiences worldwide. We can't wait to introduce the world to this Blue Heeler family who will clearly resonate everywhere," said Henrietta Hurford-Jones, Director of Children's Content at BBC Studios.

Sally Caplan, Head of Content at Screen Australia, said, "**Bluey** is a phenomenon and it's been a long time since a local children's show has made such an impact. The incredible success of series one is a testament to Ludo Studio's ability to create uniquely Australian content with universal



appeal that resonates with children and their parents. Screen Australia is committed to supporting inventive and authentic children's programming like this, and I can't wait to see what Bluey and her family get up to in the second series."

"The second series of **Bluey** will allow Ludo Studio to continue to grow their animation studio, create 40 jobs in Queensland and inject close to \$6 million into the local economy," Queensland Premier Anastacia Palaszczuk said. "The Queensland Government, through Screen Queensland, is very proud to be one of the many partners supporting the growth of Ludo Studio, and the creation of this Queensland story, showcasing our beautiful landmarks and lifestyle to global audiences young and old."

Following parents' daily requests for **Bluey** merchandise, families will soon be able to read about **Bluey's** adventures as BBC Studios has joined forces with Penguin Random House to bring out three books which will be available in stores before Christmas 2019.

The second series of **Bluey** will comprise of 52 x 7-minute episodes, with production commencing later this month. Series two will make its television debut on ABC KIDS and ABC KIDS iView in 2020.

Production credit: **Bluey** series 2 is a Ludo Studio production for ABC KIDS. Principal production investment from BBC Studios, in association with Screen Australia. Post Production, Digital and Visual Effects work undertaken in Queensland, Australia with funding from The Queensland Government through Screen Queensland and the Australian Government.

Key data points:

- The fun-loving Blue Heeler family continues to be on high rotation in Australian homes, with the combined total of 75 million program plays, well and truly cementing the series as the **#1 series ever on ABC iView***
- The series has also been a runaway success on TV and is currently the **#1 Australian children's series of 2019** on metro broadcast TV in Australia
- With over **55 million program plays in 2019 so far**, **Bluey** smashed its own 2018 ABC iView record of 21 million program plays
- A co-viewing hit on ABC KIDS, the 25 new episodes achieved an incredible Total People average audience of 230,000 across the five metro cities; a 74% share among children 0-4 (up +7.3 pts on the timeslot average), and 18% metro total TV share among Total People (+4.7 pts on the timeslot average) **

For further information contact:

Amy Reiha, Marketing Communications Specialist, ABC TV, Audiences
02 8333 3852 | 0404 026 039 | reih.a.amy@abc.net.au

Emma Mackinnon, Communications Manager for Brands and Content, BBC Studios
+44 7725 906 962 | Emma.Mackinnon@bbc.com

NOTES TO EDITORS

*Source: Webtrends, OzTAM VPM 'Begin Event' data.

** Source: OzTAM (5 City Metro) Consolidated to 7 if between 7 and 28 days from broadcast, or Consolidated 28 if 28 days from broadcast



ABOUT LUDO STUDIO

Ludo is an independent, Australian owned multi Emmy® award winning studio creating and locally producing innovative world-class film, TV, animation and digital stories, that are authored by incredible home-town talent and loved by audiences everywhere.

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.

[Facebook.com/ABCKIDSForParents](https://www.facebook.com/ABCKIDSForParents)

ABOUT BBC STUDIOS

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Formed in April 2018 by the merger of BBC Worldwide and BBC Studios, it spans content financing, development, production, sales, branded services and ancillaries. BBC Studios' award-winning British programmes are internationally recognised across a broad range of genres and specialisms. It has offices in 22 markets globally, including seven production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes 2500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. BBC Studios has revenue of £1.4bn, and returns around £200m to the BBC Group annually, complementing the BBC's licence fee and enhancing programmes for UK audiences.

[bbcstudios.com](https://www.bbcstudios.com)

twitter.com/bbcstudios

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 successful Gender Matters program. For more information visit [screenaustralia.gov.au](https://www.screenaustralia.gov.au)

ABOUT SCREEN QUEENSLAND

Screen Queensland is a Queensland Government owned company that invests in talent and production to grow a creative, innovative and successful screen industry with a focus on stories and audience, secures production and post, digital and vfx to Queensland, and delivers an active screen culture through festivals and events funding across the state. Screen Queensland invests in stories and talent through a range of mechanisms including development, production investment, initiatives, sqhub and mentorships. Screen Queensland is deeply committed to increasing diversity in the screen industry to reflect the Australian community. For more information visit [screenqld.com.au](https://www.screenqld.com.au)