

Bluey at World Expo 2025 Osaka

The Australia Pavilion is excited to welcome *Bluey*, Australia's beloved animated Blue Heeler dog, as a friend of the pavilion at World Expo 2025 Osaka. Through daily screenings, meet and greets sessions, and special events, *Bluey* will help showcase Australia's love of play, inclusivity, and connection

Bluey will feature prominently in the pavilion's cultural program, providing entertaining experiences for Japanese families and children:

- **Daily screenings:** *Bluey* o'clock – watch episodes in Japanese on the pavilion stage twice daily.
- **Weekend mascot appearances:** Come and meet Bluey and Bingo!
- **Special events:** Including activations inspired by fan-favourite episodes like Duck Cake.
- **Australia's National Day (3 September 2025):** *Bluey*-themed live music event.
- **Bluey giveaways:** Available during special activations, *Bluey* ears, paper crafts, and Spotify playlists.

About *Bluey*

Created and written by **Joe Brumm** and produced by the multiple Emmy® Award-winning **Ludo Studio**, *Bluey* has gained millions of fans around the world; widely lauded for its heartfelt and funny portrayal of family life and celebration of play.

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's popularity and global impact

- Aired in over 140 countries and loved by millions.
- Number 1 most-watched streaming series in the U.S. (2024) with nearly 56 billion minutes viewed (930 million hours).
- Winner of prestigious awards including:
 - International Emmy Kids Award (2019)
 - BAFTA Children & Young People Award (2022)
 - TCA Award for Children's Programming (2024)
 - Rose d'Or for Children & Youth (2024)
- A licensing success with 450+ partners globally, including award-winning toys by Moose Toys and a LEGO® range.
- Toys are also set to hit store shelves in Japan in autumn for the first time, with Tomy appointed local toy distributor.

Bluey in Japan

Bluey first arrived in Japan in 2020 via Disney Channel and Disney+. In 2024, *Bluey* made its free-to-air debut in Japan on TV Tokyo. In 2025, *Bluey* expands nationally:

- **From April 2025:** Airing across six TV Tokyo Group networks (covering 70% of households).
- **Weekly episodes** every Sunday at 7:00 AM in Japanese and English.
- **Toy launch:** Plush toys and figures by Tomy arrive autumn 2025.

A *Bluey* feature film is also in development, set for a 2027 release through BBC Studios and global distribution by The Walt Disney Company.

Join *Bluey* and celebrate the spirit of play, family, and connection at the Australia Pavilion, Expo 2025 Osaka.