



WILDBRAIN’S TELETUBBIES GIVE “BIG HUGS!” TO NEW LICENSING AND CONTENT PARTNERS AROUND THE WORLD

Fresh promotional activity and licensees secured across multiple categories, including toys, events, apparel and accessories, alongside a new e-commerce website

Further content distribution deals struck for a range of *Teletubbies* series

Visit global agency WildBrain CPLG at stand B171 at Brand Licensing Europe for Teletubbies partnership opportunities

New York – September 14, 2023 – WildBrain, a global leader in kids’ and family entertainment, is continuing to deliver new and colorful ways for fans of its perennially popular Teletubbies to engage with the much-loved franchise around the world. New licensing partnerships and content deals expand the brand into additional categories, with growth in the digital space and fresh promotional activations in key markets.

Highlights include a brand-new e-commerce site, new apparel ranges from Dolls Kill, multiple fan-focused activations, location-based events in China and a previously announced global partnership with leading lifestyle retailer MINISO.

Elizabeth Litten Miller, Vice President, Franchise Strategy at WildBrain, said: “The Teletubbies continue to take the world by storm, spreading their message of ‘Big Love’ to fans everywhere. Building on the launch of new content on Netflix and YouTube during the brand’s 25th anniversary celebrations in 2022, this vibrant roster of collaborations demonstrates the Teletubbies’ enduring appeal across the globe. We’re particularly excited by our new e-commerce site, which augments our insights into what our customers are looking for and will allow us to tailor new launches and special promotions. Our global licensing agency, WildBrain CPLG, and our in-house franchise team continue to experience strong engagement from partners eager to share the wonder of the Teletubbies with fans.”

Attendees of Brand Licensing Europe in London (October 4-6) can visit global agency, WildBrain CPLG, and the Teletubbies’ franchise team at stand B171 to learn more about Teletubbies licensing opportunities. WildBrain CPLG will also be attending China Licensing Expo in Shanghai (October 17-19).

New direct-to-consumer e-commerce site and creative licensing partnerships



WildBrain's official new Teletubbies direct-to-consumer webshop (shop.teletubbies.com), from licensee Star Editions, will launch this autumn as a go-to online destination for fans. The international shop will appeal to all ages of fans through products including print-on-demand items across t-shirts, tote bags, mugs, art prints, coasters and lunch boxes, with an option to personalize selected items.

In further e-commerce activity, US retailer Dolls Kill is launching a Teletubbies capsule collection of apparel and accessories, targeting the spring festival season in 2024. The line follows the retailer's hugely popular collaboration on WildBrain's Strawberry Shortcake brand earlier this year, which has recently been expanded into new categories. To be available online globally and in store in the US, the Dolls Kill Teletubbies collection will include tops, skirts, swimwear, hosiery and shoes.

Beginning March 2025, Cakeworthy will launch a capsule collection in the US, Canada and the UK featuring apparel, accessories, stationery and homeware from March 2025. In the UK, Primark debuted adult onesies from Brand Alliance in September.

In other categories, global deals have been inked with Skinnydip for phone cases, which launched online in August 2023, and Blank Tag Co., who will launch waterproof stickers in the US and Canada in 2023. In the digital space, Playworks is launching games for kids aged three and over on smart TV devices this year, House of Blueberry launched a Teletubbies capsule collection in the metaverse on Second Life, and Bare Tree Media has renewed its deal for Samsung digital items and Pride themes.

More fan-engagement ramping up with China partnerships

WildBrain CPLG's licensing team in China has been busy signing new partnerships and activations for the Teletubbies brand. A global partnership has been inked with China-based lifestyle retailer MINISO, as announced in August, which will see Teletubbies products launch into MINISO's network of over 5,000 lifestyle stores next year, including in Greater China, Southeast Asia (excluding Japan), the Middle East, North America, Latin America, Europe and Africa. Product categories include toys, consumer electronics, personal care, cosmetics, stationery, accessories, homeware, tableware and drinkware.

In further exciting China news for Teletubbies, WildBrain CPLG unveiled its new location-based entertainment (LBE) business with an inaugural partnership with Max-Matching Entertainments Co., Ltd., a leading developer, investor and operator of international cultural and IP visitor attractions. Max-Matching will launch new Teletubbies-themed Family Entertainment Centers (FECs) and hotel rooms in Beijing, Zhongshan city, Guangdong, and a third city to be announced. Set to roll out over the next five years, the projects will be part of new premium retail, leisure and entertainment destinations for Chinese families to engage with beloved entertainment brands.



In other activations, the Teletubbies featured in an installation at the YOHO Mall in Hong Kong. The activation included hide-and-seek themes, costume character appearances and iconic scenes from Tubbyland, with photo opportunities for visitors.

Also in China, WildBrain CPLG worked with collectible figurines and plush licensee, Pop Sunday, on a Teletubbies mall takeover in Dongguan City this summer, which included giant Teletubbies figurines and a pop-up shop, and a unisex apparel hat and bag range from Mark Fairwell debuted this summer in over 1,000 stores.

New streaming and broadcast partners say “Eh Oh!” to Teletubbies content

Much-loved *Teletubbies* content continues to see high demand from distribution partners around the world. Seasons one and two of WildBrain’s 2017 reboot of the *Teletubbies* (60 x 12’ each) are set to roll out in Australia on Stan, the Nordics on Viaplay, and in Israel on HOP!. The first season will also air in Latin America (including Brazil) and the Caribbean via a deal with Edye, which has also picked up WildBrain’s music-focused series, *Teletubbies: Ready, Steady, Go!* (10 x 3’).

The original *Teletubbies* (365 x 26’), which broke new ground when it debuted in 1997, is also showing the enduring popularity of the brand, as broadcasters continue to acquire the classic show, including CRTVG in Spain (seasons 1-3), HOP! in Israel (season 2), Baby First in the US and Latin America (seasons 5–6) and Prime Video in India (seasons 12–14).

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About the Teletubbies

For over 25 years, WildBrain’s Teletubbies have been engaging and entertaining audiences across multiple generations. Seen on broadcasters and streaming platforms around the world—including a newly re-imagined live-action Netflix series featuring narrator Tituss Burgess (*Unbreakable Kimmy Schmidt*), plus the brand-new CG-animated YouTube series, *Teletubbies Let’s Go!*—the Teletubbies offer hours of content for fans of every age. Through their exuberance and curiosity, Tinky Winky, Dipsy, Laa-Laa and Po foster the developing imaginations of preschoolers in a delightful world filled with joyous exploration, visual anticipation and silly



surprises. Extensive social media touch points have also seen the Teletubbies become beloved pop culture icons for older fans, adored by celebrities and culture setters around the world. As a lifestyle brand, Teletubbies continues to captivate audiences by participating in pop culture conversations. The Teletubbies are owned by WildBrain, a global leader in kids' and family entertainment. Follow the Teletubbies on Twitter, Instagram and Tik Tok via @TeletubbiesHQ.

About WildBrain

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content and beloved brands. With approximately 13,000 half-hours of filmed entertainment in our library—one of the world's most extensive—we are home to such treasured franchises as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba!, Caillou, Inspector Gadget and Deglassi. Our integrated, in-house capabilities spanning production, distribution and licensing set us apart as a unique independent player in the industry, managing IP across its entire lifecycle, from concept to content to consumer products.

At our state-of-the-art animation studio in Vancouver, we produce award-winning, fan-favourite series, such as *The Snoopy Show*; *Snoopy in Space*; *Sonic Prime*; *Chip and Potato*; *Strawberry Shortcake: Berry in the Big City*; *Carmen Sandiego*; *Go, Dog. Go!* and many more. Enjoyed in more than 150 countries and on over 500 streaming platforms and telecasters, our content is everywhere kids and families view entertainment. WildBrain Spark, our AVOD network, has garnered over 1 trillion minutes of watch time on YouTube, offering one of the largest selections of kids' content on that platform. Our leading consumer-products and location-based entertainment agency, WildBrain CPLG, represents our owned and partner properties in every major territory worldwide. Our television group owns and operates some of Canada's most-viewed family entertainment channels.

WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at wildbrain.com