



WILDBRAIN SAYS “EH OH!” TO THE ENDURING POPULARITY OF THE TELETUBBIES, CELEBRATING A WAVE OF NEW PARTNERSHIPS AND ACTIVATIONS

New licensing and promotional partnerships secured across multiple categories, including apparel, collectibles and special experiences

Fresh distribution deals announced for the newly reimagined live-action *Teletubbies* series, the CG-animated *Teletubbies Let's Go!* and more

Visit WildBrain CPLG at International Licensing Expo for Teletubbies partnership opportunities

New York – May 16, 2023 – WildBrain, a global leader in kids’ and family entertainment, is continuing to build on the growing wave of fandom around the world for its enduringly popular Teletubbies franchise. Following the launch of new content on Netflix and YouTube during the brand’s 25th anniversary celebrations in 2022, the Teletubbies have continued to take the world by storm as pop-culture icons with this year’s smash hit apparel collection from celebrated designer Christian Cowan and two electrifying appearances at RuPaul’s DragCon. Fueled by WildBrain’s unique 360° approach to brand building through innovative content creation, fan engagement and global licensing, Tinky Winky, Laa-Laa, Dipsy and Po are more relevant than ever as exciting new content deals, licensing and promotional partnerships, and creative activations are unveiled, all designed to delight fans old and new.

Elizabeth Litten Miller, Vice President, Franchise Strategy at WildBrain, said: “It’s wonderful to see the huge wave of love and popularity for the Teletubbies all around the world which keeps growing and growing. The characters, with their messages of love, acceptance and fun, continue to resonate with fans both young and old, which is driving huge interest from the brand’s fandom and a wave of new activations, licensing deals and content deals. It’s going to be another amazing year for our favorite colorful quartet, with much more Tubby fun to come!”

Global agency, WildBrain CPLG, will present opportunities for Teletubbies at International Licensing Expo (13-15 June) at stand F214.

New colorful and creative licensing partnerships for fans of all ages

WildBrain CPLG has secured a score of new licensees across multiple categories, including The Loyal Subjects for collectible figures launching worldwide designer ONCH for a unique jewelry and accessories collection, set



to launch in North America in 2024, and A Leading Role for elevated costume apparel and accessories launching worldwide later this year.

Also in apparel, WildBrain CPLG has signed Dumbgood (part of Bioworld Merchandising) for a unique streetwear and accessories collection launching this June for the US and Canada. Additionally, Brand Alliance will launch a new apparel range including loungewear later this year in UK and Eire; and Concept One will launch accessories including headwear, cold weather accessories, small leather goods, hosiery and luggage, with luggage accessories this summer for the US and Canada, Australia, Mexico and South Africa.

WildBrain's in-house franchise team has also been busy forging new promotional partnerships to help fans celebrate their love for the Teletubbies, including with CAMP, a family experience company with locations across the US, who will host a range of family-friendly experiences and fun new products.

The Teletubbies have also wowed fans twice this year with appearances at RuPaul's DragCon in partnership with World of Wonder. In January, they took to the stage for a musical performance at RuPaul's DragCon UK as WildBrain launched a special line of Teletubbies merchandise at the event on the theme of allyship from The Zeros, including t-shirts, totebags and keyrings featuring new designs. Continuing the partnership, at DragCon LA in May, there is a fashion-focused pop-up at World of Wonder's Gallery Space along the Hollywood Walk of Fame. The pop-up features Teletubbies fashion items from Christian Cowan, ONCH, legacy streetwear brand The Hundreds, The Blonds, GoGuy, Koi Footwear, A Leading Role and more, celebrating the Teletubbies signature DNA – self-expression, belonging and kindness – to connect with fans of all ages.

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

A wave of live-action and animated Teletubbies content also continues to spread around the world, delighting fans in every corner of the globe.

The recently reimagined live-action *Teletubbies* series (26x12'), narrated by Emmy-nominated actor Tituss Burgess (*Unbreakable Kimmy Schmidt*), which launched on Netflix in December 2022, has also sold in China to Youku, launching June 1 for an exclusive six-month window, then on Senyu and Bilibili later this year.

The brand-new CG-animated show *Teletubbies Let's Go!* (52x5'), which was produced by WildBrain Spark's digital studio and launched last fall on the official Teletubbies YouTube channel, has sold to Senyu (China), Bilibili (China) and ITV (UK).

The music-focused *Teletubbies: Ready, Steady, Go!* has been acquired by Senyu (China), Netease Cloud Music (China) and WildBrain's Family Jr. (Canada).



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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 Degrassi. 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.