



WILDBRAIN GROWS GLOBAL FANDOM FOR TELETUBBIES WITH EXCITING NEW LICENSING PARTNERSHIPS

New collaborations announced worldwide across multiple product categories as the iconic franchise heads to Las Vegas Licensing Expo and looks forward to its 30th anniversary in 2027

Toronto, ON – May 8, 2025 – WildBrain, a global leader in kids’ and family entertainment, is driving the global expansion of its iconic Teletubbies franchise with an extensive line-up of new consumer products licensing collaborations around the world, in deals brokered by its dedicated agency, WildBrain CPLG. As the Teletubbies franchise looks towards its 30-year anniversary in 2027, the brand is heading to Las Vegas Licensing Expo (May 20-22) to celebrate its unique position as a pioneering preschool series with a growing licensing program designed to delight fans across international markets.



Erin Morris, VP, Global Franchise Strategy & Retail, WildBrain, said: “As we drive towards the Teletubbies 30th anniversary, we’re focused on bringing ‘big hugs’ with big ambitions to fans around the world. We’re tapping into the nostalgic roots of Teletubbies as we harness cross-category licensing growth in broader markets across North America, Latin America, Asia and Europe. Supported by an expansive content offering and robust social media following, the love for Tinky Winky, Laa-Laa, Dipsy and Po continues to grow. We have great plans in the months and years ahead, with more new content in development, fantastic licensing partners signing up in all major territories and celebratory brand activations.”

To learn more about licensing opportunities for Teletubbies, please visit WildBrain CPLG during Las Vegas Licensing Expo at Booth J206.



Say “Eh Oh!” to new and expanded global partnerships

Teletubbies is partnering with Smobler—a next-generation game studio and digital architect headquartered in Singapore—for the launch this May of a brand-new digital game, titled *Teletubbies: Custard Chaos*, on The Sandbox, the world’s leading open metaverse platform. This joyful, nostalgic and story-driven digital

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experience invites fans to unleash their creativity and step into a playful reimagining of Teletubbyland on a custard-fuelled adventure.

In a partnership with global retailer, POP MART, a brand-new line of Teletubbies collectables launched this Spring online and in over 500 POP MART stores worldwide, called the “Vibrancy Series Figures”, featuring extra fluff and new dreamy colors. A meet-and-greet with the Teletubbies at POP MART’s flagship store in Shanghai kicked off the launch, alongside a social campaign, which gave fans the chance to win an exclusive phone call with the colorful quartet, with many products selling out in record time.



Teletubbies give “Big Hugs” to fans in Asia-Pacific with new products

Teletubbies fandom continues to grow in Asia-Pacific with significant demand from fans of all ages. A creative collaboration with global beauty brand, MISSHA, for a collection of Teletubbies-themed ampoules and eye shadows, hit retail in South Korea in March, with the first lines selling out the same day. Further collections are being unveiled globally this Spring, including launches across Europe.

In the fashion space, Korean streetwear brand Laugher has launched a unique apparel and accessories range combining fun designs and functionality, bringing the Teletubbies’ personalities to life. Colley, a partner for Teletubbies in South Korea, with a host of products including food and beverage, beauty, accessories, toys and stationery, has recently debuted its latest collection of branded camera products.

Teletubbies plush partner Bbyong Bbyong in South Korea continues to see high demand for its cute collection with further launches planned for later this year, as Gen Z fans embrace the pure nostalgia of the brand, while Photosim has launched the first two of its Teletubbies-inspired photo frames, with one to be released each quarter in 2025.

In Japan, partners have been celebrating “Big Hugs” and nostalgic love for the Teletubbies, with novelty and accessory retail programs launching at Thank You Mart and Family Mart. Village Vanguard launched a Teletubbies pop-up shop in multiple shopping malls nationwide, showcasing an experiential retail display that

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transported visitors to Teletubbyland. Plaza is also continuing its Teletubbies program in 2025, targeting Gen Z fans.

Teletubbies love grows in the U.S. and Canada with fresh collaborations

Loungefly, known for its fresh take on licensed pop culture apparel and accessories, is set to launch its newest range of Teletubbies inspired accessories this month. Its signature faux fur and faux leather mini backpacks will feature each of the iconic Teletubbies with innovative light-up details. Another fun apparel and accessories collection comes from Cakeworthy launched this spring. The collection features flannel shirts complete with removable lenticular “screens” on the pocket, a colour-block sweatshirt, AOP T-shirt, signature T-shirt dress and tote bag, blending vintage nostalgia with the brand’s signature bold designs.



A brand-new notable collaboration with celebrated singer, drag queen, TV personality and cosmetics maven, Trixie Mattel, will see the launch of a highly anticipated co-branded Teletubbies cosmetics line with Trixie Cosmetics. Meanwhile, building on a successful partnership with distinguished Los Angeles artist ONCH, a new line of wearable art accessories and novelties will be unveiled later this year.

Trend leader Five Below will launch a direct-to-retail apparel and accessories range, as well as supporting The Loyal Subjects line of Teletubbies collectibles at retail this summer. Tee Turtle is unveiling reversible plush which will be available online from June through its e-commerce platform and at specialty retail, while Jay Franco is onboard for home décor, beach and travel, set to roll out later this year.

New and expanded collections for Teletubbies and In the Night Garden in Europe

In a new collaboration with Intalex, UK, both Teletubbies and long-standing preschool favourite In the Night Garden will be transformed into “Warmies”—the soft, microwaveable, weighted plush that are perfect for cuddles. The range, featuring all the beloved characters from the brands, will be available from Fall 2025 online and at department stores, garden centres and pharmacies across the U.K., Europe, Australia and New Zealand.

Roy Lowe & Sons, a best-in-class partner for both brands in Europe, is extending its fun range of Teletubbies and In the Night Garden socks to now include tights and leggings, available in U.K. and Eire from Fall 2025. In CEE, a partnership with LPP sees the launch of Teletubbies apparel and accessories collections from fashion brands Cropp and House.

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About WildBrain

At WildBrain we inspire imaginations through the wonder of storytelling. As a leader in 360° franchise management, we are experts in content creation, audience engagement and global licensing, cultivating and growing love for our own and partner brands around the world. With approximately 14,000 half-hours of kids' and family content 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!, Inspector Gadget and Degrassi. WildBrain's mission is to create exceptional entertainment experiences that captivate and delight fans both young and young at heart.

Our studios produce such award-winning series as *The Snoopy Show*; *Snoopy in Space*; *Camp Snoopy*; *Strawberry Shortcake: Berry in the Big City*; *Sonic Prime*; *Chip and Potato*; *Teletubbies Let's Go!* and many more. Enjoyed in more than 150 countries on over 500 platforms, our content is everywhere kids and families view entertainment, including YouTube, where our network has garnered approximately 1.5 trillion minutes of watch time. Our television group owns and operates some of Canada's most loved family entertainment channels. WildBrain CPLG, our leading consumer-products and location-based entertainment agency, represents our owned and partner properties in every major territory worldwide.

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

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