

Press Release

April 5th 2017

Hey Duggee Adds An International Emmy® to Growing Awards Collection

Following the BAFTA win for Best Pre School Animation last November, **BBC Worldwide** and Studio AKA are delighted to announce that *Hey Duggee* has been awarded a prestigious International Emmy® Kids Awards at a ceremony at MipTV in the Pre School category.

Hey Duggee is a beautifully animated series that unleashes a child's imagination and sense of fun as they explore their world. Each episode of this colourful, entertaining and occasionally surreal animated series starts with Duggee welcoming the squirrels, a group of curious little characters who are dropped off at the Squirrel Club by their carers. That marks the start of laughter and learning as they discover new things about the world around them, all under the patient guidance of Duggee.

Natasha Hussain, Vice President and General Manager of Middle East and Mediterranean, **BBC Worldwide** commented, "We're delighted that *Hey Duggee* has been recognized for an International Emmy® Kids Award. We hope that children and parents across the Middle East, where **CBeebies** is available exclusively on beIN, will continue to enjoy the multiple award-winning series, that is part of our content strategy to inform, educate and entertain."

Devised by the OSCAR® nominated and BAFTA award winning Studio AKA, *Hey Duggee* has proved a hit with audiences on **CBeebies** channels as well as selling to over 150 territories worldwide including, Nick Jr in USA, who have acquired the second season, France Television, ABC Australia, SVT Sweden, Treehouse in Canada and Cartoonito Italy.

Hey Duggee has seen successful global growth ranking in the top 5 most watched programmes on ABC kids in 2016 and amongst France 5's top 10 titles. In Italy *Hey Duggee* was one of the top 3 most viewed shows for Cartoonito within it's first month on air.

Henrietta Hurford Jones, Director of Children's at **BBC Worldwide** commented, "Hey Duggee is a place for children to have fun and be energetic, encouraging learning through doing. Duggee's unique humour means that grown up's will enjoy too, providing a wonderful shared experience for families. Duggee is a very special show and I am thrilled with the International Emmy win".

Sue Goffe, Executive Producer at Studio AKA added, “We're thrilled that our wonderful Duggee team can all feel proud of winning this prestigious International Emmy award. It truly reflects the combined efforts of many talents.”

In Middle East and North Africa region, **CBeebies** is available exclusively on beIN and can be watched on channel number 134 on the beIN platform.

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For more information, please contact: emma.cooney@bbc.com

NOTES TO EDITORS

About BBC Worldwide

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally.

In 2015/16 BBC Worldwide generated headline profits of £133.8m and headline sales of £1,029.4m and returned £222.2m to the BBC.

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