



Press Release



**Bigben & Bluey™,  
a partnership that brings fun to children's bedrooms**

**LUMITREE, Nightlight & Alarm Clock – Available Q4 2025**



Bluey is not only a star on the screen: she has become the best friend of children aged 3 to 8. Broadcast on OKOO (France 4), Disney+ and YouTube, Bluey charms viewers with her cheerful disposition and family adventures full of camaraderie.

In 2024, the series was the number one program among 4-10 year olds in France, with a peak audience share of 49% on the 5th of December 2024<sup>1</sup> and remains the most watched program on the France TV/Okoo digital platform<sup>2</sup>.

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<sup>1</sup> Médiamétrie – Audience TV France, December 2024.

<sup>2</sup> France Télévisions – Internal Data France TV/Okoo, 2024.

Building on this success and a new licensing agreement signed with BBC Studios, Bigben is launching the **LUMITREE** wireless nightlight alarm clock: a reassuring companion that transforms nights into peaceful moments and wake-up calls into joyful moments.

And the adventure is only just beginning: a first Bluey film is expected to hit cinemas in 2027, confirming the global craze surrounding this phenomenon.

### 3–6 years old: a reassuring night light for little ones

At bedtime, LUMITREE accompanies children with a soft, adjustable light, creating a real cocoon of well-being. Parents can activate an adjustable timer (15, 30 or 60 minutes) for a gradual fade-out that promotes sleep. The official theme music, three iconic melodies from the series, combined with the gentle chirping of birds, envelops the youngest children in a soothing atmosphere that guides them to sleep. A tender and comforting ritual to be enjoyed every night.

### 6–8 years old: a fun alarm clock to start the day right

Designed for children starting primary school, LUMITREE transforms waking up into a joyful, bonding experience. The light and music gradually intensify for a natural wake-up call, far from abrupt alarms. Its adjustable LED screen allows you to read the time without disturbing sleep, while its rechargeable battery provides up to 10 hours of battery life. Soothing sounds and white noise also promote concentration and create a gentle atmosphere for a good start to the day.

### A practical and user-friendly design

Compact and lightweight, LUMITREE has been designed to be fun and intuitive: on the front are functions that even young children can understand, with illustrated pictograms; on the back are parental settings (time, alarm, charging). Its design is inspired by the tree in the family home, under which Bluey and Bingo love to play, a tender and playful nod to the world of the series. Easy to use, it runs on either mains power or a 1200 mAh rechargeable battery.

### ✦ LUMITREE's strengths at a glance:

- **Adjustable nightlight intensity** to create the perfect bedtime atmosphere.
- **Gentle wake-up alarm** with gradually increasing light and music.
- **Official Bluey theme tune included** + 3 Bluey melodies + birdsong
- **15-, 30- or 60-minute timer**, perfect for falling asleep.
- **Adjustable LED display** (0 to 100%), readable without disturbing sleep.
- **Adjustable volume** to suit individual needs.
- **1200 mAh rechargeable battery** or mains power supply (charging cable included).

- **ON/OFF** button to avoid unnecessary battery use when transporting the product.

Available Q4 2025, at a recommended street retail price of €44.90 including VAT, LUMITREE will be available in stores and online.

Practical, reassuring and cheerful, it is an essential product for young children's bedrooms. A must-have for prolonging the magic of Bluey day after day.



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For more information about BIGBEN's universe and products, visit [www.bigben-interactive.co.uk](http://www.bigben-interactive.co.uk)

Download HD images for this press release: [here](#).

Would you like to test the product or find out more? Just contact us.

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## About Bigben

A leading player in the digital entertainment industry, Bigben applies its expertise through a synergy of strategic activities deployed in the Mobile and Audio sectors. A historic pillar of the Group's business, the audio segment occupies a special place in Bigben's catalogue, whose models are among the most popular in mass retail. At the same time, in 2019, the Bigben Group created NACON, bringing together all its gaming-related activities (video games/gaming accessories).



## About BLUEY™

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 neighborhood into her world of fun.

Bluey is produced by Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios Kids & Family. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government. BBC Studios Kids & Family hold the global distribution and merchandise rights.

In Australia, the show is broadcast on ABC. The series airs and streams to U.S. and global audiences (outside of Australia, New Zealand and China) across Disney Channel, Disney Jr. and Disney+ through a global broadcasting deal between BBC Studios Kids & Family and Disney Branded Television.

[Website](#) | [Facebook](#) | [Instagram](#) | [TikTok](#) | [Twitter](#) | [YouTube](#)

## About Ludo Studio

Ludo Studio is a BAFTA, multi-Emmy®, Logie and Peabody award-winning Australian studio and one of TIME's Most Influential Companies of 2024, that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere. [ludostudio.com.au](https://ludostudio.com.au)

## About BBC Studios Brands & Licensing

The BBC Studios Brands & Licensing division is the driving force in extending BBC Studios IP through innovative brand extensions, fostering deep fan engagement worldwide. Partnering our iconic brands - including Doctor Who and Bluey - with the world's biggest brands, promoters, and publishers, ignites the imagination of fans and creates memorable brand-fame moments. Our diverse portfolio spans consumer products, live entertainment, gaming, and publishing, while BBC Studios Digital drives over 1 billion views per month, offering advertising and branded content opportunities. Supported by award-winning teams, we focus on finding visionary opportunities to enhance global brand impact and digital growth.