

GAMELOFT BRISBANE UNVEILS NEW BLUEY GAME AND HIGHLIGHTS QUEENSLAND AS A GLOBAL HUB FOR VIDEO GAME DEVELOPMENT

Brisbane, March 26, 2026— Gameloft Brisbane has today unveiled a brand-new videogame, **BLUEY'S HAPPY SNAPS**, that allows players to discover Bluey's world like never before.

Developed in the home of Bluey by Gameloft Brisbane in close collaboration with Bluey's creators, Ludo and BBC Studios, parents and families are invited to play together on PC, consoles and for real life in Spring 2026.

The announcement also highlights Brisbane's growing role as a global centre for video game development and reflects the continued expansion of Gameloft Brisbane. Since its establishment in 2014 with a team of around 15 developers, the studio has grown to more than 130 employees, positioning it today as one of Australia's leading video game development companies.

Games developed in Brisbane by Gameloft are now played by audiences in more than 100 countries, showcasing the creativity, talent and global reach of Queensland's digital industries, and this is only the beginning.

QUEENSLAND EMERGING AS A GLOBAL HUB FOR GAME DEVELOPMENT

With \$608.5 million in revenue generated by Australian game development studios in FY2025 (IGEA 2025 Industry Snapshot), Australia is emerging as a strong and competitive player in the global video game industry.

"Across the world, the industry is evolving rapidly, and there are still significant opportunities for growth," said Manea Castet, Head of Studio at Gameloft Brisbane. *"With initiatives such as the Digital Games Tax Offset and strong support from screen agencies, Australia is well positioned to attract investment and develop globally successful projects."*

Within this national momentum, Queensland is playing an increasingly important role. **Today, the state is the second-largest hub for video game development in Australia.**

With support from the Queensland Government through Screen Queensland the state's games sector has experienced significant growth over the last five years.

Minister for Finance, Trade, Employment and Training Ros Bates said having Queensland developers behind **BLUEY'S HAPPY SNAPS** showed how strong the State's games industry has become. *"Queensland is quickly becoming a leading hub for video games*

development and it's fantastic to see our creativity on display on the world stage.”
Minister Bates said.

Screen Queensland CEO Jacqui Feeney said that Screen Queensland was proud to support **BLUEY'S HAPPY SNAPS** through its industry-leading Digital Games Incentive that attracts global-first games projects to be made in the state. “This innovative new game brings together the best of Queensland’s creative ecosystem to expand the world of Bluey, showcasing Brisbane and delighting families around the world”.

BUILDING A LEADING WORKPLACE IN THE DIGITAL INDUSTRY

Beyond its commercial success, Gameloft Brisbane has also established itself as a leading workplace within Australia’s digital sector. The studio was recently recognised in 2025 as a **Great Place to Work**, with **91% of employees reporting a positive workplace experience**, significantly higher than the Australian national benchmark of around **60%**.

Gameloft Brisbane also reflects a strong commitment to diversity and inclusion, with **women representing 50% of leadership roles** within the studio.

As the studio continues to expand, Brisbane is increasingly recognised as a global destination for video game development and digital creativity.

A NEW BLUEY ADVENTURE DEVELOPED IN BRISBANE

In **BLUEY'S HAPPY SNAPS**, Bluey and Bingo find Dad’s old camera and set off on an exciting family trip. Through the lens of this camera, players explore Bluey’s family home and iconic locations around Brisbane, snapping photos, decorating scrapbooks, and uncovering charming surprises.

BLUEY'S HAPPY SNAPS stays faithful to the show, translating Bluey’s signature warmth, humor, and emotional storytelling into open-ended activities and playful fun and games specifically designed for kids. Developed in Bluey’s hometown, **BLUEY'S HAPPY SNAPS** draws inspiration from everyday places and the wonder of simple family moments that define the series. This connection brings a world filled with playful details designed for younger players, alongside polished gameplay that parents will adore.

BLUEY'S HAPPY SNAPS is a premium experience with no in-game purchases and no online play.

For more information about **BLUEY'S HAPPY SNAPS**, please visit: gameloft.com/game/bluey

Find all the assets [HERE](#).

About Gameloft

Leader in the development and publishing of multiplatform games, Gameloft® has established itself as a pioneer in the industry, creating innovative gaming experiences for 25 years. Gameloft creates games for all digital platforms, from mobile to cross-platform titles for PC and consoles. Gameloft operates its own established franchises such as Asphalt®, Dragon Mania Legends, March of Empires, and Dungeon Hunter, and also partners with major rights holders including LEGO®, Universal, Illumination, Hasbro®, Fox Digital Entertainment, Lamborghini®, and Ferrari®. Gameloft distributes its games in over 100 countries and employs 3,000 people worldwide. Every month, 1 billion unique users can be reached by advertisers in Gameloft games with Gameloft for brands, a leading B2B offering dedicated to brands and agencies. Gameloft is a Vivendi company. Bluey's Happy Snaps game development is supported by the Queensland Government, Australia through Screen Queensland's Digital Games Incentive.

About Gameloft Brisbane

Gameloft Brisbane is one of Australia's leading video game development studios, recognised for its creativity, technical excellence and strong collaborative culture. Established in 2014 with a team of around 15 developers, the studio has grown to more than 130 employees and continues to expand as a key player in Queensland's digital and creative industries. Part of the global Gameloft network, the Brisbane studio develops high-quality games for a worldwide audience across mobile, PC and consoles. Titles created in Brisbane are played in more than 100 countries, showcasing the talent and innovation of Australian game development on the global stage. In 2025, Gameloft Brisbane was recognised as a Great Place to Work®, reflecting its commitment to fostering an inclusive, supportive and high-performing workplace. Working closely with world-class partners and leveraging Queensland's supportive ecosystem, Gameloft Brisbane contributes to positioning the state as an emerging hub for video game development.

Gameloft Brisbane | [Website](#) | [X](#) | [LinkedIn](#) | [Instagram](#)

About Screen Queensland

Screen Queensland is the state government-owned agency investing in locally made digital games, films and series. Support for the games sector includes the industry-leading 15 per cent Digital Games Incentive, Games Grants for local developers and start-up studios with project lifecycle funding of up to \$300,000, and the first-of-its-kind Games Residency program to accelerate the careers of emerging developers over a 12-month period.

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, Strictly Come Dancing 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.

BBC Studios | [Website](#) | [Press Office](#) | [X](#) | [LinkedIn](#) | [Instagram](#)

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 neighbourhood 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.

Bluey | [Website](#) | [Facebook](#) | [Instagram](#) | [TikTok](#) | [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