

Kedoo Kids and Hasbro Entertainment Announce Global Distribution Partnership

Peppa Pig, My Little Pony: Friendship is Magic, PJ Masks, Transformers: Cyberverse and Ben & Holly's Little Kingdom join Kedoo's expanding lineup



London, United Kingdom Jul 9, 2026 ([IssueWire.com](https://www.issuewire.com)) - Kedoo Entertainment today announces a new partnership with Hasbro Entertainment, bringing five of the world's most recognised children's entertainment brands to the Kedoo Kids YouTube network.

Peppa Pig, My Little Pony: Friendship is Magic, PJ Masks, Transformers: Cyberverse and Ben & Holly's Little Kingdom join a lineup that already carries some of the most-watched kids' animation on the platform, including *Booba, Masha & The Bear, Talking Tom, Molang, Pororo the Little Penguin* and *Om Nom Stories*. Together, these beloved franchises make Kedoo Kids one of the strongest family digital propositions in the market.

Hasbro's well-known IP will benefit from an existing kids network reaching more than a billion views every month in 34 markets in 19 languages, including English, Spanish, Portuguese, French, German, Italian, Turkish and Arabic. Content will roll out across single episodes, thematic compilations and live-streaming events, with programming tailored by market and audience.

"Hasbro's brands are among the most beloved in children's entertainment, and they now sit alongside Booba, Sonya from Toastville and the rest of our network," said Olivier Bernard, COO and Co-Founder, Kedoo Entertainment *"For families, that means more of the content they love in one place. For IP owners, it's a signal of what a well-run kids' digital network can do for catalogue value."*

“At Hasbro, we're always looking for new ways to connect our brands with families around the world,” said Yannick Ferrero, SVP, Digital and Distribution, Hasbro Entertainment. “Partnering with Kedoo Kids helps us reach new audiences and makes it even easier for kids to discover and enjoy the stories and the characters they love.”

About Kedoo Kids

Kedoo Kids is the children's entertainment division of Kedoo Entertainment, producing, distributing and managing premium kids' content across global streaming platforms, broadcast television and digital channels. Its network reaches 34 markets in 19 languages, with original IP including *Booba* (which has amassed over 22 billion views and 20 million YouTube subscribers) alongside a catalogue of internationally licensed series distributed via Netflix, Amazon Prime Video, Samsung TV Plus and 45+ broadcast partners worldwide.

About Hasbro Entertainment

Hasbro Entertainment leverages Hasbro's leading collection of iconic brands to develop and produce premium film, television, animation, and digital content for audiences of all ages. Working with top talent, studios, and distribution platforms, Hasbro Entertainment's recently announced projects include: a re-imagining of *Clue* across film and television (both scripted and non-scripted) with Sony; a live-action *Dungeons & Dragons* series *Forgotten Realms*, currently in development at Netflix; a deal with LuckyChap and Lionsgate to produce a film based on *Monopoly*; an unscripted adaptation of *Monopoly* for Netflix; a major, live-action film and television universe adapted from *Magic: The Gathering*, produced alongside Legendary Entertainment; an animated *Magic: The Gathering* series, currently in production at Netflix; a live-action *Power Rangers* television series in development with 20th Century TV for Disney+; a *My Little Pony* live-action film, the first live-action film adaptation of *My Little Pony*, in development with Amazon MGM Studios; game shows based on *Trivial Pursuit* and *Scrabble*, which were recently renewed for second seasons by The CW; a *Baldur's Gate* television series created by Craig Mazin in development with HBO; a live action film adaptation of *The Game of Life* directed by Sean Anders and written by Allan Loeb, for Amazon MGM; and many more. These newly announced projects join a broad slate of ongoing animated series, including *Peppa Pig* and *Transformers: Earthspark*. For more information on how Hasbro Entertainment is connecting and captivating generations of fans through the wonder of storytelling, visit: www.Hasbro.com or follow Hasbro on LinkedIn.



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