

## **SANRIO TO ENTER MASTER LICENSE AGREEMENT WITH MOONBUG ENTERTAINMENT TO BRING COCOMELON, IT'S WORLD-FAMOUS KIDS' ENTERTAINMENT CONTENT, TO JAPAN**

***New Animated Series Featuring Beloved Sanrio and CoComelon Characters to be Released in Early 2026***

Tokyo, Japan – August 22, 2025 - Sanrio Co., Ltd. is to enter into a master license agreement with Moonbug Entertainment Ltd., the award-winning global entertainment company behind *CoComelon* and *Blippi*, as previewed [earlier this year](#).

As part of the multi-year collaboration promoting *CoComelon* in Japan, Sanrio plans to lead a variety of initiatives featuring *CoComelon* characters, including product development, advertising campaigns, and interactive events.

Guided by its vision of “One World, Connecting Smiles,” Sanrio aims to create joyful learning experiences for kids by leveraging its unique expertise in engaging with young audiences. This collaboration with Moonbug is a key step in that vision.



### **Introducing New *CoComelon* Content in an Original Design to Japan**

To promote the *CoComelon* brand in Japan, Sanrio and Moonbug have developed a new design concept seen in the highly anticipated show set to debut next year. This design preserves the original charm and worldview of *CoComelon* while incorporating Sanrio's signature cute aesthetic, adding a fresh appeal to the beloved characters.



### **Collaborative animation featuring Sanrio and *CoComelon* characters**

Beginning in early 2026, a new animated video content, featuring *CoComelon*'s popular characters JJ and his friends alongside iconic Sanrio characters like Hello Kitty and Cinnamoroll will be released on YouTube. Showcasing Moonbug's award-winning animation expertise, the series will feature classic and new *CoComelon* nursery rhymes and offer kids a fun and joyful experience.

### **Debut at Tokyo Toy Show 2025**

*Get a first look at the *CoComelon* and Sanrio collaboration* when it makes its debut at the Tokyo Toy Show 2025, held at Tokyo Big Sight from Thursday, August 28. Related product samples are expected to be showcased at the Bandai booth, as part of its partnership with Sanrio for product development and promotion. A preview of the collaborative animation video is also planned, along with the distribution of novelty items to visitors.

## Tokyo Toy Show 2025 overview

Business Days: August 28 (Thu) 10:00–17:30, August 29 (Fri) 9:30–17:00

Public Days: August 30 (Sat) 9:00–17:00, August 31 (Sun) 9:00–16:00

Venue: Tokyo Big Sight, 3-11-1 Ariake, Koto-ku, Tokyo

For more details, please visit the official site of [Tokyo Toy Show 2025](#).

*Note: Event details are based on information available at the time of this announcement and are subject to change without notice.*

### **About CoComelon**

CoComelon is a children's series designed to teach life skills through music. From trying new veggies to winding down for bed, CoComelon's songs and content have become a go-to resource for millions of parents to learn and bond with their children. Created with input from child development experts, CoComelon is a global kids' entertainment phenomenon, captivating audiences in over 80 countries with more than 4 billion average monthly views on YouTube. Available in more than 20 languages, CoComelon includes spin-offs like Netflix's *CoComelon Lane*, *Cody Time*, *Nina's Familia*, and *JJ's Animal Time*. Since joining Moonbug Entertainment in 2020, the franchise has expanded into consumer products, streaming music, games, and live entertainment—bringing joy to families everywhere!

### **About Moonbug Entertainment:**

Moonbug is an award-winning global entertainment company inspiring kids everywhere to laugh, learn and grow. The company is behind some of the biggest kids' entertainment brands in the world, including CoComelon and Blippi. Moonbug believes every child should have access to entertaining and enriching content, making its shows available on more than 150 video platforms globally including Netflix, Disney+, BBC iPlayer and YouTube Kids. The company is also a global leader in pre-school music and audio experiences, available on 100+ audio platforms globally. Moonbug brands extend far beyond the screen to include streaming music, consumer products and live events.

Moonbug is part of Candle Media, an independent, creator-friendly home for cutting-edge, high-quality, category-defining brands and franchises. By bringing together elite talent operating at the intersection of content, community, and commerce, it helps to position leading entertainment businesses for accelerated, sustainable growth in the current market and beyond. Candle is run by its Co-Chairmen and Co-CEOs, leading entertainment executives Kevin Mayer and Tom Staggs, and backed by investment capital from funds managed by Blackstone's flagship private equity business.

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