



## ***Bob the Builder's™ Blueprints to Success***

- 1997 HIT Entertainment opens HOT Animation and production begins on the stop-frame animated series, *Bob the Builder*
- 1998 *Bob the Builder* debuts on broadcast in the UK on the BBC
- 1999 *Bob the Builder* hammers out a consumer products program in the UK  
*Bob the Builder* goes interactive with the launch of [www.bobthebuilder.com](http://www.bobthebuilder.com)
- 2000 *Bob the Builder's* theme song, "Can We Fix It? Yes We Can!" tops the music pop charts in the UK  
The series debuts on Super RTL in Germany and *Bob the Builder* becomes "Bob der Baumeister"  
*Bob the Builder* is honored as the Best International License of the Year<sup>i</sup>
- 2001 *Bob the Builder* premieres in the US  
*Bob the Builder* is honored as Entertainment Property of the Year<sup>ii</sup>
- 2002 *Bob the Builder* "Can We Fix It?" Single is awarded the Biggest Selling Single of the year in the UK<sup>iii</sup>  
*Bob the Builder* takes to the stage with a live show and tours the UK and Australia
- 2003 *Bob the Builder* "A Christmas to Remember" is honored with the Best Animation Award at BAFTA<sup>iv</sup>
- 2003 The *Bob the Builder* live show tours the US
- 2005 *Bob the Builder – Project: Build It*, the first serialized show for preschoolers, launches on PBSKIDS®  
RC2 Learning Curve is named master toy licensee for *Bob the Builder*
- 2006 The series continues to build a global following, airing in more than 230 countries and in 43 languages  
The first hands-on *Bob the Builder – Project: Build It* Traveling Exhibit debuts at The Children's Museum of Indianapolis and will visit 30 major markets and reach more than 2 million children and families through 2011  
*Bob the Builder* is invited to Buckingham Palace with the Queen to join her 80th birthday celebration
- 2007 *Bob the Builder* debuts his *Sing-Along & Build Along* Performance at five Day Out With Thomas locations
- 2008 The *Bob the Builder* television series moves from stop-frame animation to CGI for 2009 broadcast season  
*Bob the Builder* builds a brand new publishing partnership with Paradise Press

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i Awarded Best International License of the Year from International Licensing Industry Merchandisers Association  
ii Awarded Entertainment Property of the Year from the International Licensing Industry Merchandisers Association  
iii Awarded Biggest Selling Single 2001 from BBC Music Single  
iv Awarded Best Animation from BAFTA