



Scooby-Doo! Some History...

Scooby-Doo is the only dog that makes scary fun, loves solving a good mystery and is hip and cool.

“Scooby-Doo, Where Are You?” premiered on September 13, 1969 on CBS TV and was created for Hanna-Barbera Productions by writers Joe Ruby and Ken Spears.

Hanna-Barbera and Warner Bros. produced numerous follow-up and spin-off animated series and several related works, including television specials and telefilms, a line of direct-to-video films, and two Warner Bros. produced feature films.

The original Scooby-Doo series and subsequent series' have been seen on CBS, ABC, The WB, The CW and now Cartoon Network.

Universally adored by boys and girls, as well as parents, carers, grandparents and other adult fans, Scooby-Doo is extremely popular and relevant to a broad, diverse, target demographic audience. Scooby-Doo knows no bounds!

Scooby-Doo is consistently ranked as one of the top selling properties in the Warner Bros. Consumer Products portfolio.

Supported through extensive TV, home video and online content in addition to theme parks and live theatre events like SCOOPY-DOO LIVE! MUSICAL MYSTERIES.

Scooby is a TV sensation! Over 360 Scooby-Doo episodes have been produced and aired around the globe since the series first aired in 1969. That's 40 years of mystery solving fun!

A published success with over 65 million Scooby books sold globally, to date.

A versatile brand with over 500+ Scooby-Doo licensees worldwide.

With a brand new TV program – ‘Scooby-Doo! Mystery Incorporated’ – launched in 2011, today Scooby airs in 16 countries and is seen nearly 50 times per day worldwide in a variety of contemporary and classic TV series formats.