



## PEPPA PIG To Launch on Samsung TV Plus as Hasbro Achieves Full Coverage Across Major U.S. FAST and AVOD Platforms

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PAWTUCKET, RI (October 7, 2025) — Hasbro, Inc. (NASDAQ: HAS), a leading games, IP and toy company, today announced the PEPPA PIG & FRIENDS FAST channel will launch on Samsung TV Plus this fall, marking a major milestone in the company's rapidly expanding direct-to-consumer strategy across FAST (Free Ad-Supported Streaming TV) and AVOD (Advertising-Based Video On Demand). With this launch, Hasbro adds a major branded channel to its lineup that now spans across all major U.S. FAST and AVOD platforms.

The PEPPA PIG & FRIENDS channel offers an engaging and vibrant destination for preschoolers, featuring content from the beloved *PEPPA PIG* brand alongside other preschool programming such as *Ben & Holly's Little Kingdom*. It joins Hasbro's growing suite of channels for iconic franchises including *DUNGEONS & DRAGONS ADVENTURES*, *MY LITTLE PONY*, *POWER RANGERS* and *TRANSFORMERS* — which deliver curated, lean-back experiences for fans of all ages. Rounding out the lineup is the upcoming multi-IP channel *HASBRO LEGENDS* — featuring fan-favorite retro franchises such as *G.I. JOE*, *JEM AND THE HOLOGRAMS*, *VR TROOPERS* and more.

"This launch reflects Hasbro's commitment to leading in the FAST and AVOD space through smart, scalable digital innovation, and complements our best-in-class YouTube strategy," said Yannick Ferrero, Head of Content Sales & Digital Distribution, Hasbro. "With PEPPA PIG & FRIENDS joining Samsung TV Plus, we're not only expanding our reach, but we're also creating a trusted destination where families can enjoy Hasbro's content in a safe, ad-controlled environment. FAST gives us the ability to deliver always-on, carefully programmed entertainment that blends the reliability of television with the flexibility of streaming—offering parents peace of mind and fans continuous access to their favorite characters."

Hasbro's FAST and AVOD footprint now spans over 15 platforms across the U.S., Canada and U.K. Since August 2024, the company has doubled its number of streaming endpoints and is on track to double total hours of viewing (HOV) by the end of 2025.

### Hasbro FAST Channel Highlights:

- PEPPA PIG & FRIENDS – Launching soon on Samsung TV Plus in the U.S.
- HASBRO LEGENDS – Launching Q4 2025 with a focus on classic TV and anime-inspired content and built on Hasbro's IP universe, a powerhouse of entertainment that has helped shaped pop culture and defined generations
- FAST channels also available from Hasbro – *TRANSFORMERS*, *POWER RANGERS*, *MY LITTLE PONY*, *DUNGEONS & DRAGONS: ADVENTURES*

This momentum comes amid a clear shift in viewer behavior, as families increasingly embrace ad-supported streaming options. According to Nielsen's *The Gauge*, streaming now accounts for 46.4% of all U.S. TV usage (August 2025). As FAST continues to surge, Hasbro's channels provide thoughtfully curated programming for families, driven by creative teams, not algorithms.

With this expansion, Hasbro is well-positioned to strengthen platform relationships, enhance global audience engagement, and offer advertisers more ways to connect with multi-generational viewers across its franchise-driven ecosystem.

### About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including *MAGIC: THE GATHERING*, *DUNGEONS & DRAGONS*, *MONOPOLY*, *HASBRO GAMES*, *NERF*, *TRANSFORMERS*, *PLAY-DOH* and *PEPPA PIG*, as well as premier partner brands. Powered by

its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

#### **About PEPPA PIG**

*PEPPA PIG* is a British preschool animated television series that has been airing for 20 years across ten seasons in over 180 territories. The series follows Peppa Pig, a cheeky little piggy who lives with her family – younger brother George, baby sister Evie, Mummy Pig and Daddy Pig – as well as her diverse community of friends. Globally successful, the brand connects with consumers across every touchpoint, from TV to theme parks to retail. As a lifelong friend, PEPPA PIG encourages kids to jump in together and explore the world around them, while helping give kids the confidence to treat every first step as a new adventure, from the everyday to the epic.

#### **About Samsung TV Plus**

Samsung TV Plus is a premium global entertainment service and is the most used streaming app on Samsung Smart TVs. As a leader in FAST, Samsung TV Plus offers hundreds of channels and thousands of shows and movies on-demand in the U.S. Globally, the streaming service carries over 3,500 ad-supported linear channels in 30 countries and is accessible on over 630M active devices. Samsung TV Plus is the exclusive home of Conan O'Brien TV, Letterman TV, and hundreds of additional exclusive channels available worldwide. Samsung TV Plus is available on Samsung TVs, Galaxy devices, Samsung Smart Monitor, and Family Hub. To learn more, visit [samsungtvplus.com](https://samsungtvplus.com). Follow us on [LinkedIn](#).