Hasbro and Warner Bros. Discovery Global Consumer Products Announce Multi-Year Partnership to Bring the “Harry Potter” Universe to Life Through Licensed Toys & Games

10 Feb, 2026

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 10, 2026-- Hasbro, a leading games, IP and toy company, today announced a new multi-year licensing partnership starting in 2027 with Warner Bros. Discovery Global Consumer Products (WBDGCP), making Hasbro the global primary toy licensee for the world of Harry Potter and the upcoming HBO Original HARRY POTTER series.

Hasbro’s innovative team will bring the Harry Potter universe to life through a range of film and HBO Original series-inspired products featuring dolls, role play, action figures & collectibles, interactive plush, board games and more to be revealed later this year.

“The world of Harry Potter and its unforgettable characters align perfectly with our mission to deliver a lifetime of play to generations of fans,” said Tim Kilpin, President of Toys, Games, Licensing and Entertainment at Hasbro. “As longtime fans ourselves, we’re honored to partner with Warner Bros. Discovery Global Consumer Products as the official global master toy licensee."

“Our new agreement with Hasbro arrives as the world of Harry Potter celebrates the 25th anniversary of the first film and continues to expand its magical legacy—powered by one of the most passionate and enduring fan communities in entertainment history,” said Robert Oberschelp, President of Warner Bros. Discovery Global Consumer Products. “Our partnership with Hasbro will deliver fresh, innovative toys, collectibles and games inspired by the beloved *Harry Potter* and *Fantastic Beasts* films and the new HBO Original TV series.”

The HBO Original HARRY POTTER series, from Warner Bros. Television, will debut in 2027 on HBO and will be available to stream on HBO Max where it’s available, including recent launch markets Germany and Italy and in the UK and Ireland, where the platform is confirmed to launch in late March. Exploring every corner of the wizarding world, each season will bring *Harry Potter* and its incredible adventures to new and existing audiences.

The series will star Dominic McLaughlin (Harry Potter), Arabella Stanton (Hermione Granger), Alastair Stout (Ron Weasley), John Lithgow (Albus Dumbledore), Janet McTeer (Minerva McGonagall), Paapa Essiedu (Severus Snape), Nick Frost (Rubeus Hagrid), and many more.

Digital asset available here

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. HAS-CP

About Warner Bros. Discovery Global Consumer Products:
Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery’s Revenue & Strategy division, extends the company’s powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.’ film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global

licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

About the Harry Potter franchise:
From the moment eleven-year-old Harry Potter met Rubeus Hagrid, Keeper of Keys and Grounds at Hogwarts School of Witchcraft and Wizardry, his adventures have left an indelible mark on popular culture. Today, over 25 years later, the Harry Potter phenomenon thrives as one of the most successful and best-loved entertainment properties in history.

J.K. Rowling's best-selling Harry Potter novels have been brought to life in an ever-evolving, interconnected universe which is loved by millions of fans worldwide. Eight blockbuster Harry Potter films and three epic Fantastic Beasts films bring the spellbinding action to life on screen, Harry Potter and the Cursed Child mesmerizes on stage, and state-of-the-art video and mobile games from Portkey Games allow players to experience the wizarding world like never before. Fans can proudly showcase their passion through innovative consumer products, and thrill at spectacular location-based experiences - including themed lands at six Universal Destinations and Experiences theme parks around the world.

This expanding portfolio of Warner Bros. Discovery-owned Harry Potter and Fantastic Beasts offerings includes ground-breaking touring experiences and events, each developed to celebrate special moments and locations that fans cherish, as well as Harry Potter Shops in King's Cross, New York, Chicago, Akasaka, and Harajuku. Wizards, witches and Muggles alike can also discover something new as they explore behind-the-scenes secrets at Warner Bros. Studio Tour London – The Making of Harry Potter and Warner Bros. Studio Tour Tokyo – The Making of Harry Potter.

With a new HBO Original TV series based on the Harry Potter books on the way, this extended world continues to provide the community with fresh and exciting ways to interact. For its global fans, and for generations to come, it invites everyone in to find the magic for themselves.

For the latest Harry Potter and Fantastic Beasts news and features, visit www.harrypotter.com.

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