



Hasbro & Animaj's LUMEE Expands Portfolio with Disney Advertising Agreement

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LUMEE, a joint venture by Hasbro Entertainment and Animaj, is proud to have reached a new agreement with Disney Advertising to represent a selection of family-focused advertising inventory across several Disney YouTube channels, positioning LUMEE as a trusted, centralized access point for advertisers seeking premium, brand-safe family content at scale on YouTube.

The agreement is an exciting next step for LUMEE as we develop a portfolio on YouTube that includes inventory expanding beyond Animaj and Hasbro, to now include beloved storytelling from Disney.

The content channels represented by LUMEE reached more than 100 billion views on YouTube in 2025. Built for a digital-first ecosystem, we're focused on providing a central access point for brands to safely reach family audiences as they engage with iconic characters and stories.

At LUMEE, that dedication to protecting our audience and partners is foundational. It's why we've developed proprietary contextual technology and constantly work to ensure each impression is delivered in a curated and relevant environment, vetted by humans, and designed for family entertainment.

"By bringing together Disney, Hasbro, and Animaj, LUMEE delivers the ultimate trusted standard for family marketing on YouTube. We've built a high-quality sanctuary where brands can connect with families at scale, backed by uncompromised safety and integrity"

- Gregory Dray, Chairman of LUMEE.

"Disney is committed to remaining the most trusted storyteller for families – on YouTube and all the touchpoints where our stories and characters appear. This new agreement with LUMEE reflects our continued focus on brand safety and creating high-quality experiences families can trust."

- Joe Blount, Senior Vice President, Business Operations, Disney Global Entertainment Networks