

# Kids License Monitor

icon **KIDS**  
& **YOUTH**

Online Study in France, Germany, and the UK supported by



## License Trend Report

Top 10 Licenses: Appeal – Market Status – Ownership

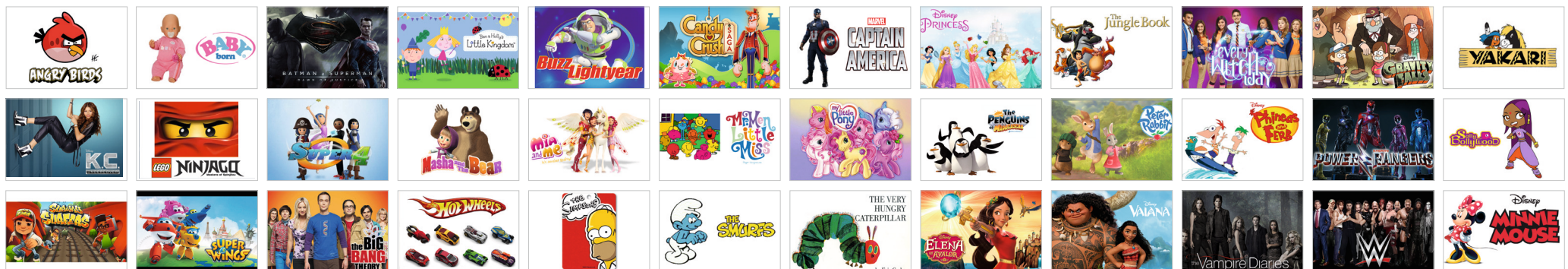
In association with:



LICENSING**PRESS**

**TOTAL**  
LICENSING

das **spielzeug**



# Appeal – Top 10 Licenses – TOP TWO based on waves III/2016, IV/2016 and I/2017

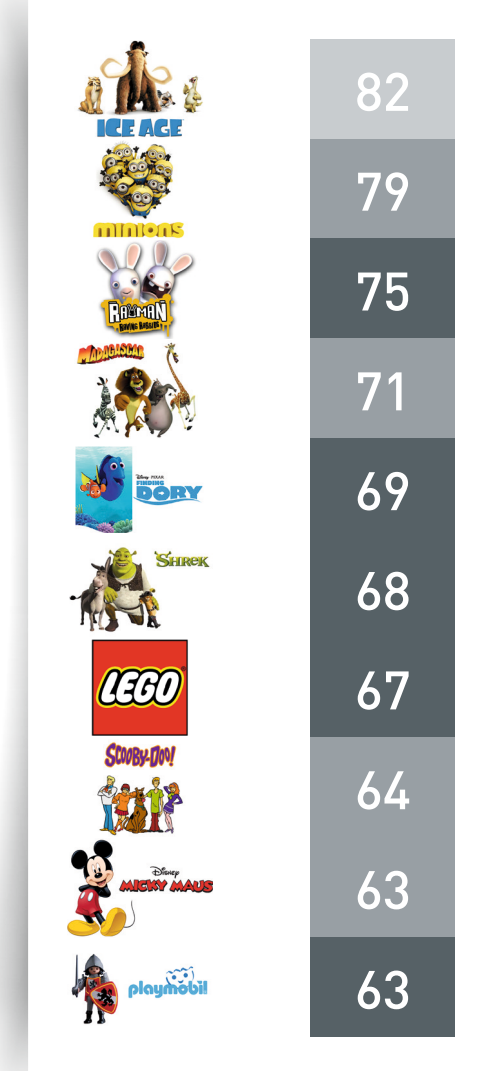
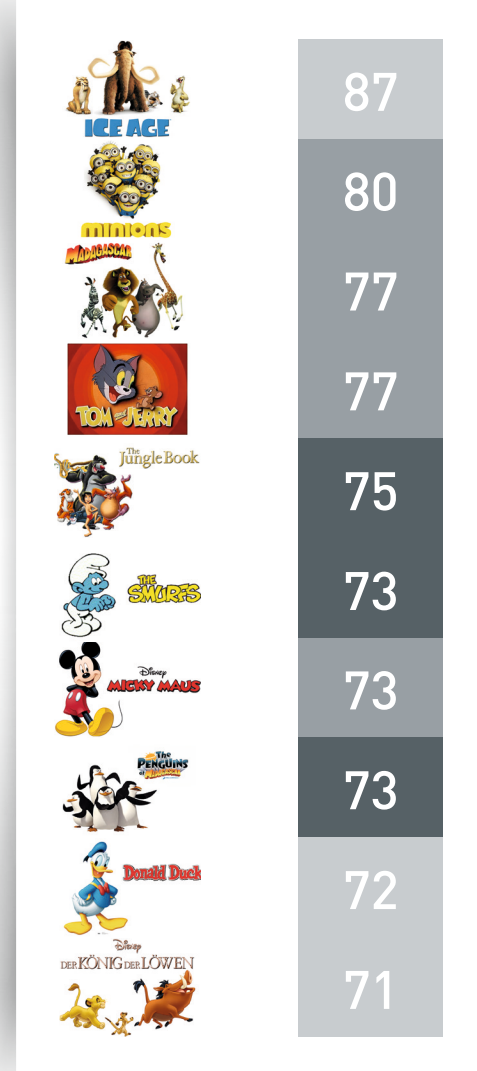
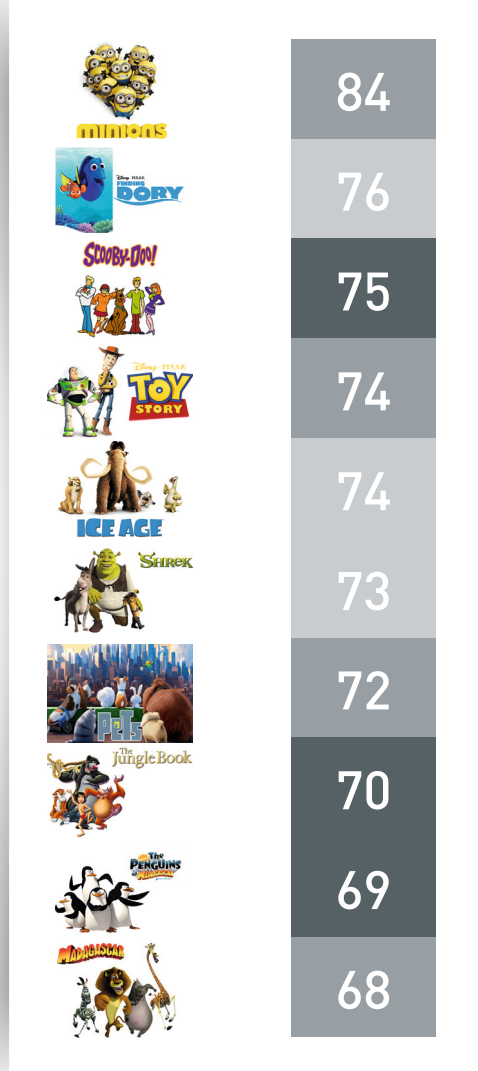
The licenses liked best among children aged 4 to 12 years in the three markets (total sample).  
For example, 73% of all German children in this age group like The Smurfs.

License  
covered in wave

III/2016

IV/2016

I/2017



# Appeal – Top 10 Licenses – TOP TWO

based on waves III/2016, IV/2016 and I/2017



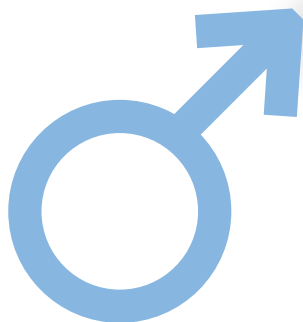
The licenses liked best by most of the children aged 4 to 12 years in Germany.  
For example, 90 % of all German boys aged 4 to 6 years like Cars.

License  
covered in wave

III/2016

IV/2016

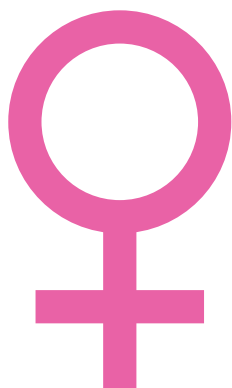
I/2017



4-6 years	
Cars	90
Minions	89
Ice Age	84
The Jungle Book	84
Mickey Mouse	83
Planes	83
Madagascar	81
Tom & Jerry	81
Vic the Viking	80
Bob the Builder	80

7-9 years	
Minions	91
Ice Age	90
Penguins of Madagascar	87
Hot Wheels	81
Madagascar	81
Spider-Man	80
Tom & Jerry	80
Angry Birds	80
LEGO Ninjago	79
Donald Duck	75

10-12 years	
Ice Age	93
Penguins of Madagascar	83
Batman vs. Superman	81
The Simpsons	81
Star Wars	76
Minions	74
Angry Birds	73
Spider-Man	71
Tom & Jerry	71
Dragons	71



4-6 years	
Frozen	94
Minnie Mouse	93
Disney Princess	93
Mickey Mouse	89
My Little Pony	86
Ice Age	84
Mia and Me	84
Fillys	83
Donald Duck	83
The Smurfs	83

7-9 years	
Ice Age	90
The Lion King	87
Pippi Longstocking	87
Frozen	86
Finding Dory	86
Disney Fairies	84
Disney Princess	83
Madagascar	81
Tom & Jerry	80
The Smurfs	76

10-12 years	
Frozen	84
Ice Age	83
Madagascar	80
Minions	80
The Jungle Book	77
Pippi Longstocking	73
Tom & Jerry	73
The Lion King	70
Disney Fairies	70
Top Model	70

# Market Status of Licenses – Top 10 Licenses – Hype Status based on waves III/2016, IV/2016 and I/2017

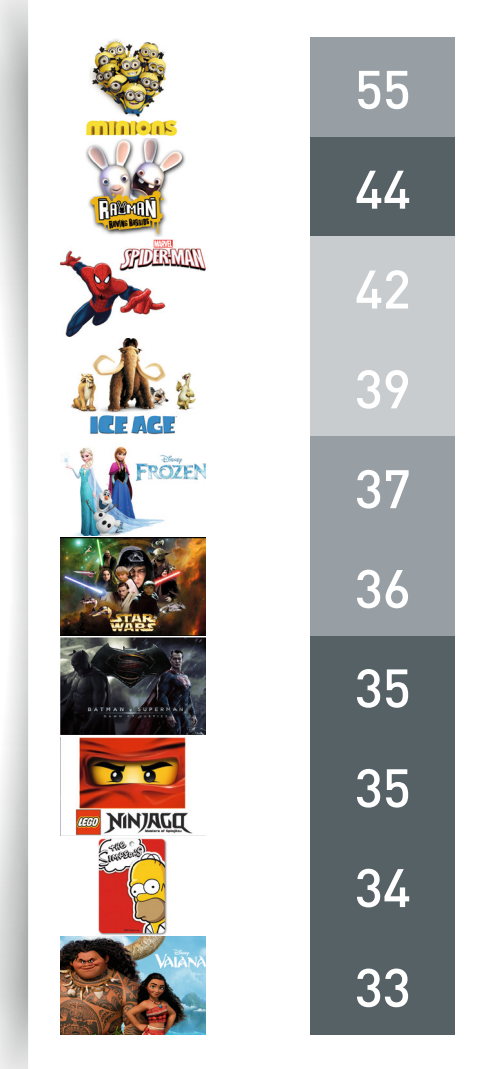
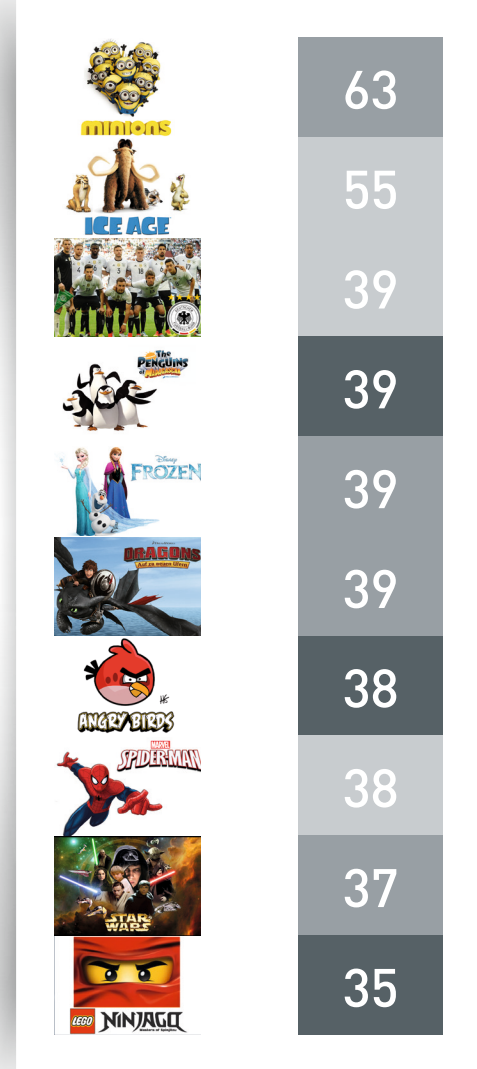
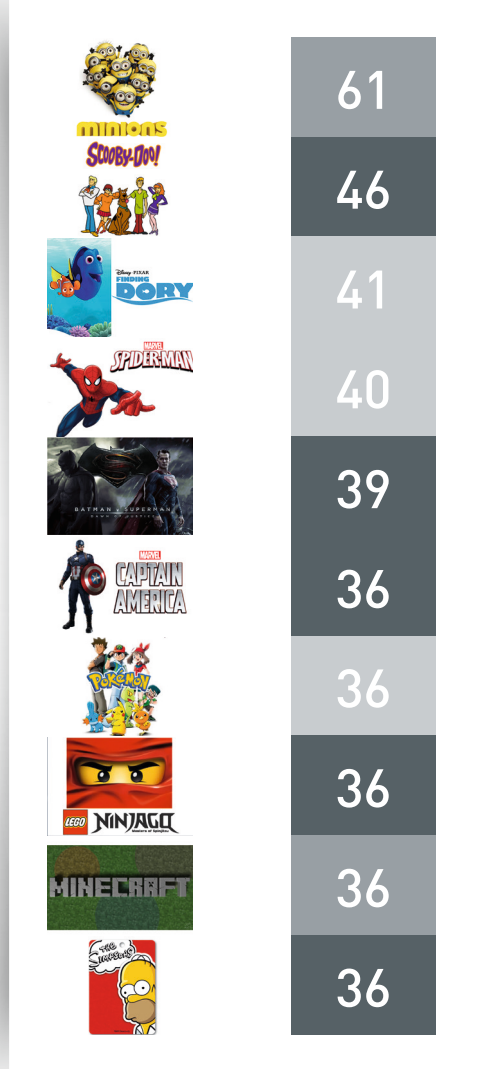
The licenses which are absolutely brilliant to have on products for most of the children aged 4 to 12 years in the three markets (total sample).  
For example, 61 % of all British children in this age group consider Minions absolutely brilliant to have on their things.

License  
covered in wave

III/2016

IV/2016

I/2017



# Market Status of Licenses – Top 10 Licenses – Hype Status

*based on waves III/2016, IV/2016 and I/2017*



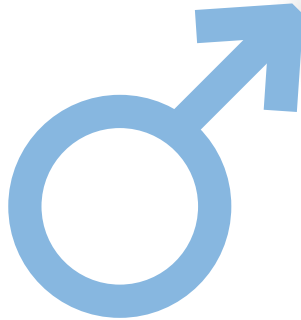
The licenses which are absolutely brilliant to have on products for most of the children aged 4 to 12 years in Germany. For example, 56 % of all German girls aged 10 to 12 years consider Violetta absolutely brilliant to have on their things.

License covered in wave

III/2016

IV/2016

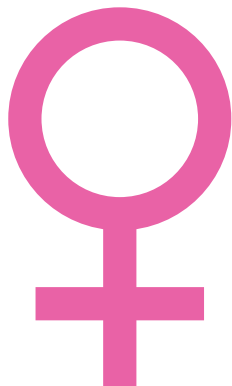
I/2017



4-6 years	
Cars	70
Minions	69
Spider-Man	64
LEGO Ninjago	61
Hot Wheels	61
Nexo Knights	59
Planes	56
Penguins of Madagascar	54
Paw Patrol	54
Ice Age	53

7-9 years	
Minions	74
Star Wars	64
Spider-Man	61
Ice Age	61
Ger. Nat. Football Team	61
LEGO Ninjago	60
Dragons	59
Hot Wheels	59
Angry Birds	59
Batman vs. Superman	59

10-12 years	
Minions	77
Star Wars	71
Batman vs. Superman	66
Ger. Nat. Football Team	63
Spider-Man	60
Ice Age	59
LEGO Ninjago	56
Minecraft	56
Power Rangers	53
Captain America	51



4-6 years	
Frozen	87
Minnie Mouse	80
Disney Princess	76
Mia and Me	70
Barbie	63
My Little Pony	61
Disney Fairies	60
Mickey Mouse	51
Kikaninchen	50
Meine Freundin Conni	49

7-9 years	
Frozen	71
Barbie	59
Disney Fairies	59
Top Model	59
Disney Princess	58
Ice Age	57
Mia and Me	55
Vaiana	54
Minions	51
Monster High	49

10-12 years	
Minions	64
Frozen	57
Violetta	56
Top Model	54
Ice Age	54
The Voice of Germany	46
Madagascar	41
Ger. Next Top Model	40
Angry Birds	37
Mickey Mouse	37



# Ownership of Products with that License – Top 10 Licenses based on waves III/2016, IV/2016 and I/2017

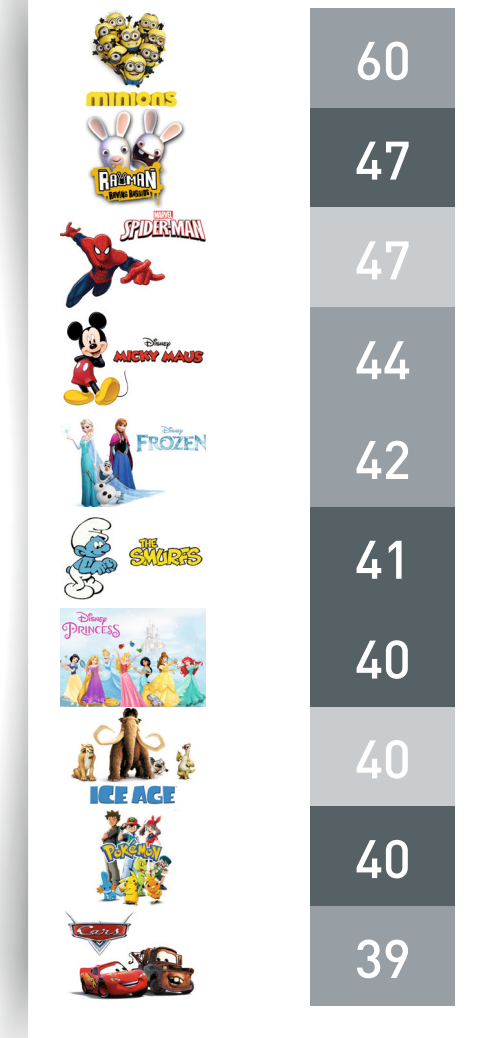
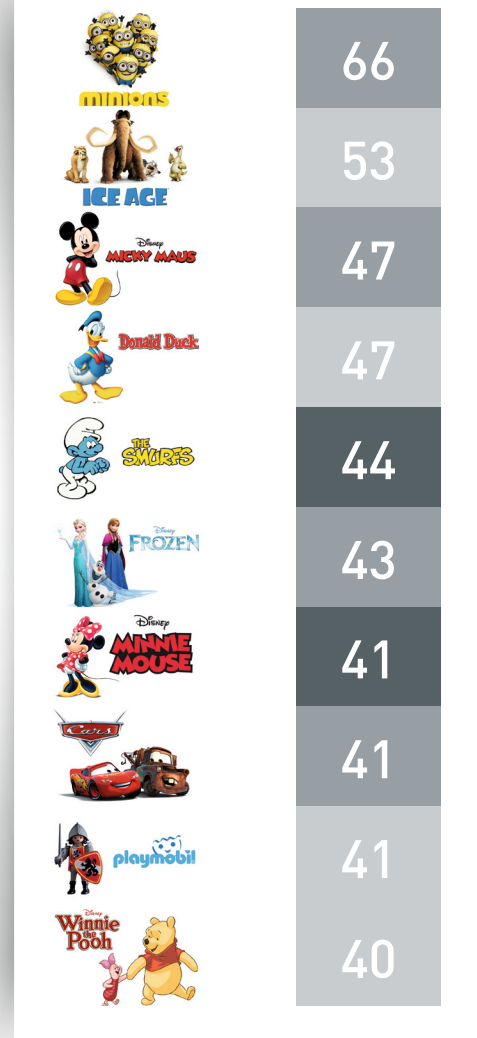
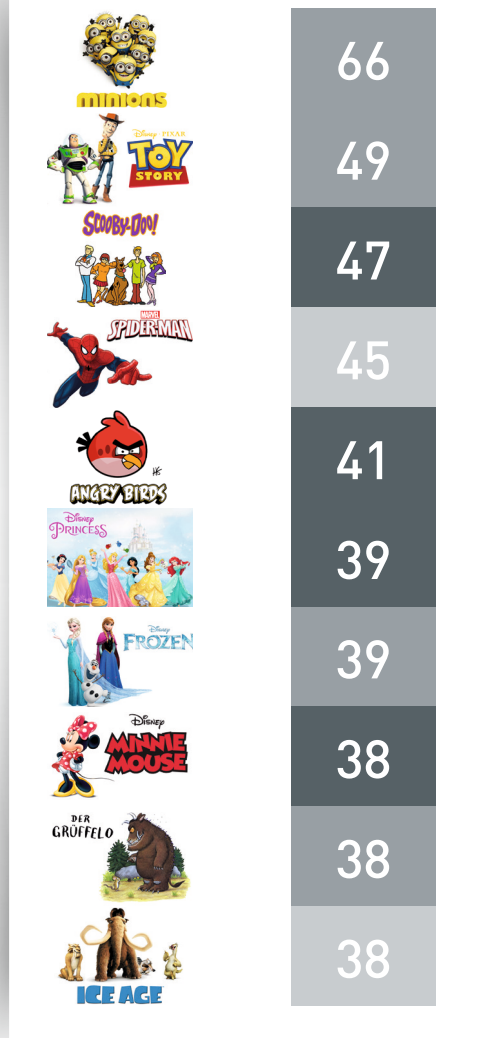
The licenses owned by most of the children aged 4 to 12 in the three markets (total sample).  
For example, 44 % of all French children in this age group own products of Mickey Mouse.

License  
covered in wave

III/2016

IV/2016

I/2017



# Ownership of Products with that License – Top 10 Licenses based on waves III/2016, IV/2016 and I/2017



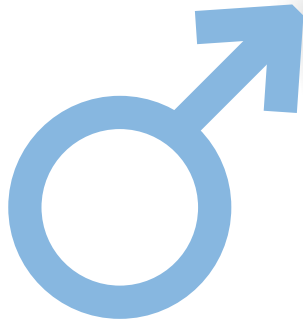
The licenses owned by most of the children aged 4 to 12 in Germany.  
For example, 59 % of all German boys aged 7 to 9 years own products of Ice Age.

License  
covered in wave

III/2016

IV/2016

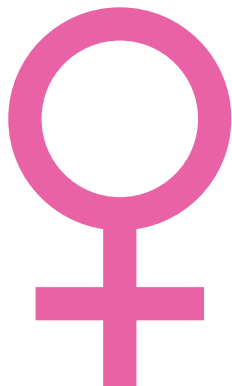
I/2017



4-6 years	
Minions	84
Cars	81
Spider-Man	64
Mickey Mouse	56
Playmobil	54
Planes	54
Donald Duck	53
Fireman Sam	53
Ice Age	50
Hot Wheels	50

7-9 years	
Minions	73
Spider-Man	69
LEGO Ninjago	66
Angry Birds	61
Star Wars	61
Ice Age	59
Cars	59
Hot Wheels	56
Ger. Nat. Football Team	54
SpongeBob SquarePants	51

10-12 years	
Minions	80
Angry Birds	66
Star Wars	66
Ger. Nat. Football Team	61
Ice Age	57
The Simpsons	51
LEGO Ninjago	50
Playmobil	50
Cars	49
Hot Wheels	47



4-6 years	
Frozen	85
Minnie Mouse	80
Disney Princess	79
Barbie	68
Mickey Mouse	66
Winnie the Pooh	66
My Little Pony	57
Fillys	56
Kikaninchen	56
Meine Freundin Conni	54

7-9 years	
Frozen	77
Disney Princess	73
Barbie	64
Minnie Mouse	62
Minions	60
Winnie the Pooh	57
Fillys	57
Mickey Mouse	56
Ice Age	56
The Lion King	53

10-12 years	
Barbie	67
Minions	60
Minnie Mouse	56
Frozen	54
Top Model	53
The Smurfs	51
Ice Age	51
Monster High	49
Violetta	49
Disney Princess	49

# Kids License Monitor: Costs and Timing

The Kids License Monitor is conducted quarterly with a varying selection of licenses. The standardized approach allows monitoring the development of licenses over time as well as the comparison of new properties with benchmarks.

## Costs for the study:

- **Costs per wave**  
(n = 1200 online interviews) € 980,-
- **Yearly subscription of four waves**  
(total of n = 4800 online interviews) € 3,100,-

## Special offer for all LIMA Members:

- **Costs per wave**  
(n = 1200 online interviews) € 550,-
- **Yearly subscription of four waves**  
(total of n = 4800 online interviews) € 1,600,-



**Integration of licenses:** Your license has not been included so far? Use the possibility to integrate licenses into the Kids License Monitor. Your license can be included in all three countries or in just one country of your choice.

- **Costs for one market** € 800,-
- **Costs for all three markets** € 1,700,-

**Non-German clients:** These costs are exempt from VAT according to § 3a (3) and (4) UstG in Germany. We would like to point out, however, that VAT tax liability is transferred to your company (reverse charge procedure). **Clients in Germany:** These costs are subject to addition of 19% VAT.

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