

# Lizenz-Stars 2018

Brandneue  
Daten aus dem  
Kids License  
Monitor!



Die Top 10  
Lizenzen der  
deutschen  
Kinder

# Appeal – Top 10 Licenses – TOP TWO

*based on waves III/2017, IV/2017 and I/2018*

The licenses liked best among children aged 4-12 years in the three markets (total sample).

For example, 72% of all French children in this age group like The Smurfs.

License covered in wave

III/2017

IV/2017

I/2018



	86
	73
	73
	72
	70
	70
	70
	70
	70
	69



	81
	80
	80
	77
	76
	76
	73
	71
	71
	67



	81
	74
	72
	70
	66
	63
	63
	62
	61
	61



# Appeal – Top 10 Licenses – TOP TWO

*based on waves III/2017, IV/2017 and I/2018*



The licenses liked best among children aged 4-12 years in Germany.

For example, 93% of all German girls aged 4-6 like Princess Rapunzel.



License covered in wave

III/2017

IV/2017

I/2018

## 4-6 years

Cars	94
Fireman Sam	93
Paw Patrol	90
Mickey Mouse	90
Hot Wheels	89
Donald Duck	85
Minions	84
Ice Age	83
Spider-Man	83
The Smurfs	81

## 7-9 years

LEGO Ninjago	93
Tom & Jerry	89
Ice Age	87
Bugs Bunny	87
Star Wars	86
Minions	84
Nerf	84
Hot Wheels	83
Penguins of Madagascar	83
Mickey Mouse	80

## 10-12 years

Minions	87
Tom & Jerry	81
Minecraft	81
Penguins of Madagascar	79
Dragons	76
Ice Age	75
New Super Mario Bros.	75
Garfield	73
Astérix	72
Star Wars	70

## 4-6 years

Frozen	94
Lauras Stern	93
Princess Rapunzel	93
Meine Freundin Conni	93
Mickey Mouse	93
Masha and the Bear	92
Minnie Mouse	89
Mia and Me	89
My Little Pony	88
Kikaninchen	86

## 7-9 years

Princess Rapunzel	88
Frozen	87
Mia and Me	86
Tom & Jerry	86
LEGO Friends	84
Disney Princess	83
Lauras Stern	82
Masha and the Bear	82
Minnie Mouse	81
The Smurfs	81

## 10-12 years

Minions	78
Bibi und Tina Real life	77
Pets	77
Princess Rapunzel	76
Frozen	74
Mickey Mouse	74
Ice Age	73
emoji	73
The Smurfs	73
Tom & Jerry	73





# Hype Status – Top 10 Licenses

*based on waves III/2017, IV/2017 and I/2018*

The licenses which are absolutely brilliant to have on products for most of the children aged 4-12 years in the three markets (total sample).

For example, 38% of all British children in this age group consider Harry Potter absolutely brilliant to have on their things.

License covered in wave

III/2017

IV/2017

I/2018



57

45

42

40

40

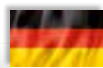
40

39

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64

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52

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# Hype Status – Top 10 Licenses

*based on waves III/2017, IV/2017 and I/2018*



The licenses which are absolutely brilliant to have on products for most of the children aged 4-12 years in Germany.

For example, 66% of all German boys aged 4-6 consider Batman absolutely brilliant to have on their things.



License covered in wave



## 4-6 years

Cars	84
Fireman Sam	70
Minions	69
Spider-Man	69
Hot Wheels	67
Paw Patrol	66
Batman	66
Dragons	65
LEGO Ninjago	59
Mickey Mouse	56

## 7-9 years

LEGO Ninjago	80
Minions	66
Star Wars	66
Batman	57
Spider-Man	56
Dragons	54
King Julien	54
Teen. Mutant Ninja Turtles	53
LEGO Nexo Knights	53
New Super Mario Bros.	53

## 10-12 years

Minions	67
Star Wars	55
Harry Potter	52
Spider-Man	51
Fifa Game	49
Minecraft	49
Dragons	45
X-Men	45
LEGO Ninjago	44
The Simpsons	42

## 4-6 years

Frozen	81
Princess Rapunzel	72
Disney Princess	71
My Little Pony	69
Mickey Mouse	68
Minnie Mouse	65
Barbie	65
Hello Kitty	62
Sofia the First	62
Lauras Stern	60

## 7-9 years

Minions	71
Frozen	69
Mia and Me	64
Bibi und Tina Real life	61
Princess Rapunzel	59
Disney Princess	56
LEGO Friends	56
Tom & Jerry	49
Moana	49
Spirit – wild und frei	48

## 10-12 years

Minions	62
emoji	51
Ostwind	51
The Voice	50
Bibi und Tina Real life	49
Tom & Jerry	48
Frozen	44
Harry Potter	42
Rihanna	40
Ariana Grande	39



# Ownership of Products with that License – Top 10 Licenses

*based on waves III/2017, IV/2017 and I/2018*

The licenses owned by the most children aged 4-12 in the three markets (total sample).

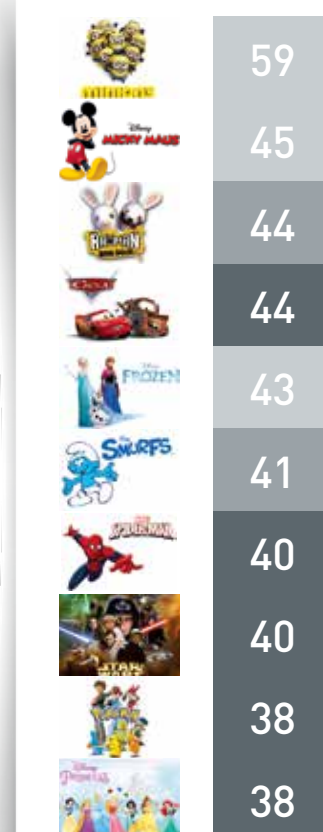
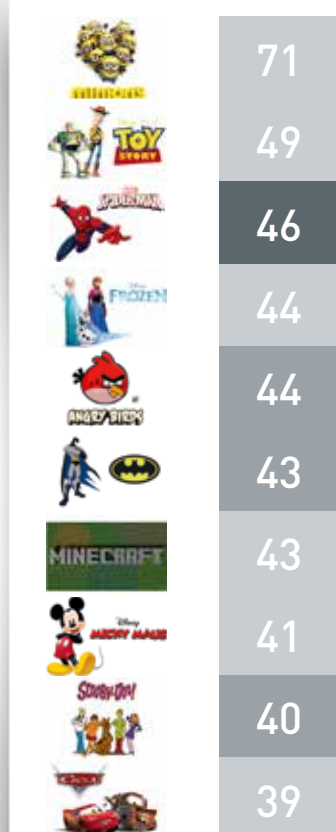
For example, 45% of all German children in this age group own products of Die Maus.

License covered in wave

III/2017

IV/2017

I/2018



# Ownership of Products with that License – Top 10 Licenses

*based on waves III/2017, IV/2017 and I/2018*



The licenses owned by the most children aged 4-12 in Germany.

For example, 49% of all German boys aged 7-9 own products of Teenage Mutant Ninja Turtles.



License covered in wave

III/2017

IV/2017

I/2018

## 4-6 years

Cars	85
Fireman Sam	80
Minions	75
Spider-Man	72
Hot Wheels	70
Paw Patrol	68
Mickey Mouse	59
Batman	59
Die Maus	57
Donald Duck	52

## 7-9 years

LEGO Ninjago	77
Cars	70
Minions	70
Star Wars	67
Hot Wheels	67
Angry Birds	54
Fireman Sam	53
Spider-Man	51
Mickey Mouse	49
Teen. Mutant Ninja Turtles	49

## 10-12 years

LEGO Ninjago	72
Star Wars	68
Minions	63
Spider-Man	58
Cars	57
Harry Potter	55
Angry Birds	51
Nerf	48
Fifa Game	47
Hot Wheels	45

## 4-6 years

Frozen	91
Hello Kitty	78
Minnie Mouse	76
Disney Princess	73
Mickey Mouse	73
Barbie	67
Meine Freundin Conni	63
Die Maus	59
Princess Lillifée	59
Minions	58

## 7-9 years

Frozen	87
Hello Kitty	74
Mia and Me	73
Disney Princess	69
Minions	69
Barbie	67
Princess Lillifée	67
Lauras Stern	63
Minnie Mouse	62
Mickey Mouse	60

## 10-12 years

Minions	55
emoji	53
Mickey Mouse	52
Hello Kitty	51
Frozen	49
Bibi und Tina Real life	49
Disney Princess	47
Mia and Me	46
Barbie	45
LEGO Friends	44



# 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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