

Kids License Monitor

Online Study in France, Germany, and the UK

supported by



Study Description

In association with:



LICENSINGPRESS

TOTAL
LICENSING

das**spielzeug**



The Kids License Monitor is a quarterly multi-national market study to measure the appeal and potential of licenses in European key markets. In each wave, a different set of licenses will be researched.

Covered markets:

- **France** – in association with 
- **Germany** – in association with **LICENSINGPRESS**
- **UK** – in association with 

The included licenses were **selected by the editors** of the three magazines

Methodology and sample:

- **Quantitative online survey**
- **Sample:**
 - **Size n = 1200** (n = 400 per country)
 - **Age groups:** 4-6 years (together with parent)
7-9 years
10-12 years

Covered variables for each included license:

- **Awareness**
- **Appeal** (rating scale)
- **Market status:**
 - **Relevant set affiliation** – is the license ok to have on products?
 - **Hype status** – is the license hot in the peer group?
- **Category fit:**
 - Suitability for **out-of-home products**
 - Suitability for **in-home products**
- **Market presence:**
 - **Ownership** of products with that license

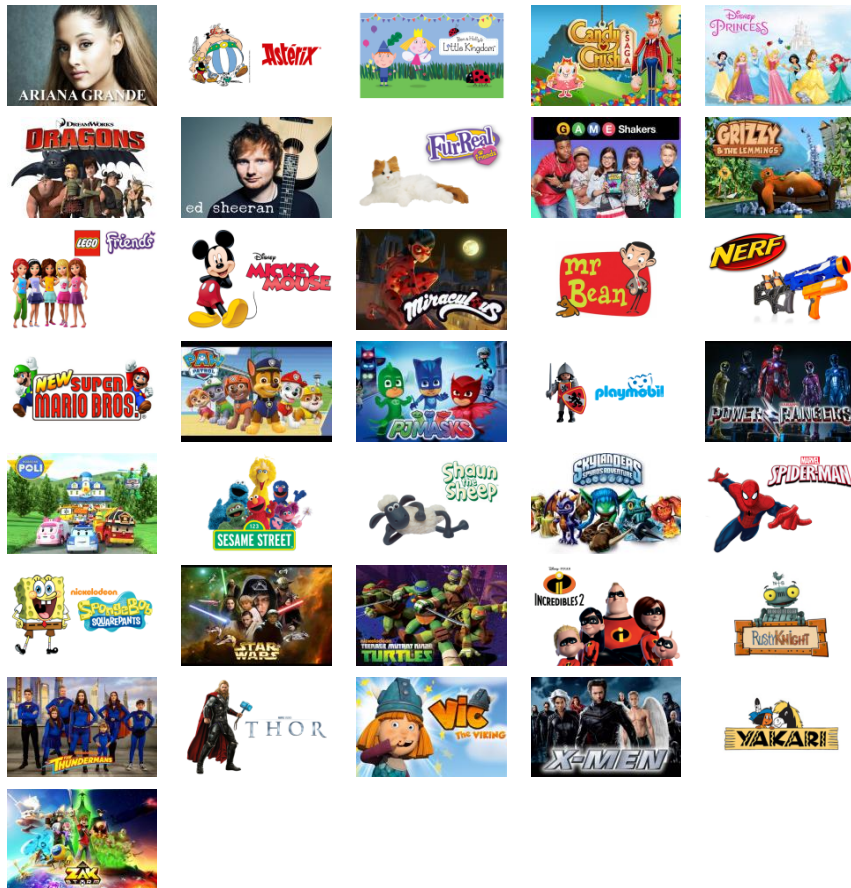
Additionally included:

- **Top 10 lists split up by age and gender based on the results of the past two and the current wave for appeal, hype status and ownership**
- **Favourite Licenses for Merchandising Products** (unaided)

Kids License Monitor: Licenses Covered in Wave IV/2018

36 licenses were covered in all three markets. In each market, 12 additional national licenses were included. The report summarizes and compares the results of all three markets. In total, 72 different licenses were covered.

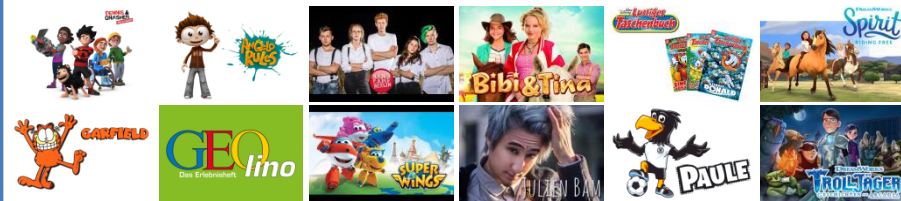
International section: Covered in the UK, Germany and France



National section: Covered in France



National section: Covered in Germany



National section: Covered in the UK



The Kids License Monitor will be 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.--

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.

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.--

Publishing dates of the next issues (TBC):

- Spring wave 2019: March 2019
- Summer wave 2019: June 2019
- Fall wave 2019: September 2019
- Winter wave 2019: December 2019

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*Examples of Wave
1/2016*

What you get: The results

Top 10 Charts

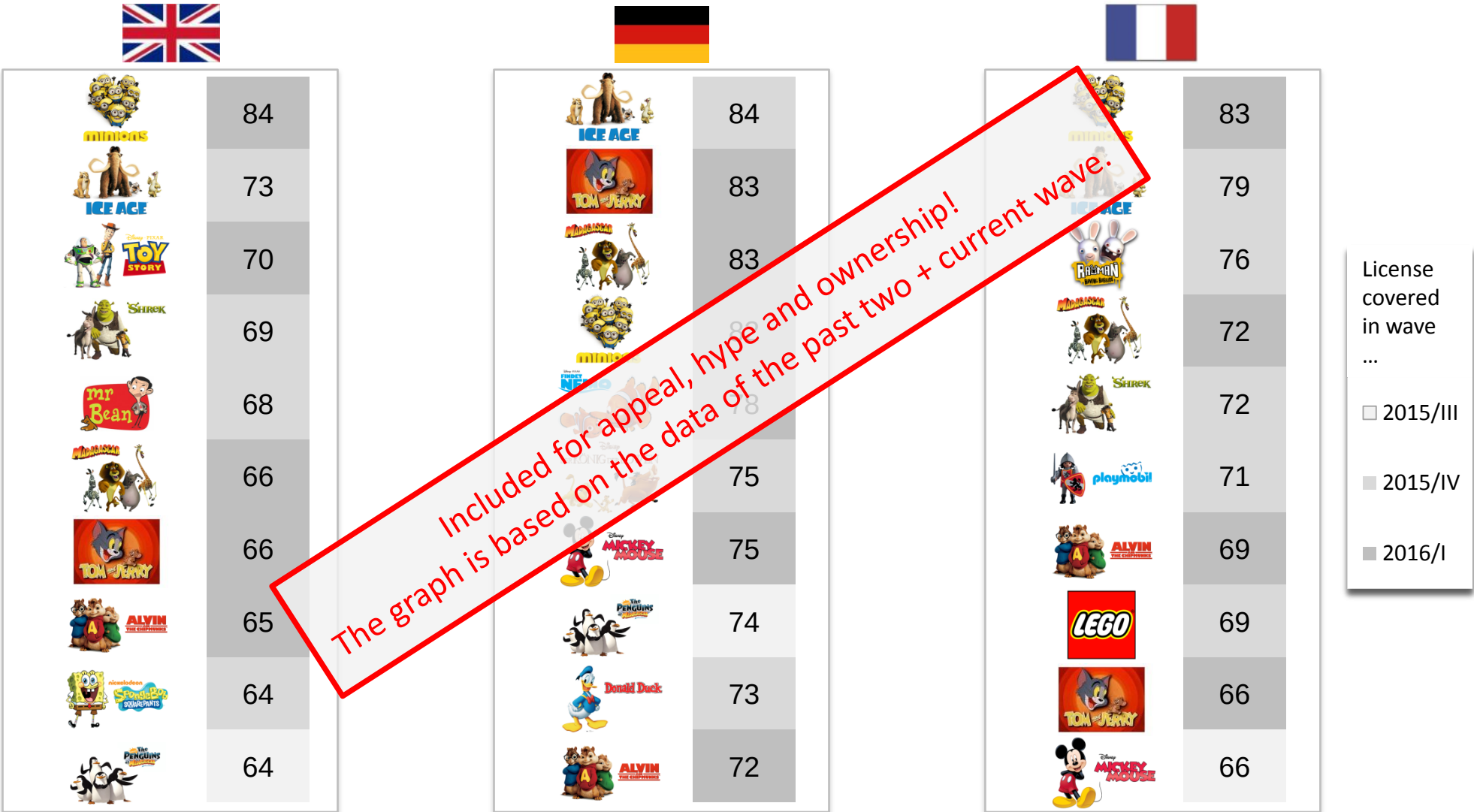
Get the big picture: Which licenses are hot in Europe?

The next pages show some examples:
Similar charts will be included in the report for appeal, hype and ownership.

Appeal - Top 10 Licenses – TOP TWO

based on waves III/2015, IV/2015 and I/2016

The licenses liked best by children aged 4-12 years in the three markets (total sample).
 For example, 69 % of all British children in this age group like Shrek.



Appeal - Top 10 Licenses – TOP TWO

based on waves III/2015, IV/2015 and I/2016



12

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The licenses liked best by boys and girls aged 4-12 in the UK.

For example, 86 % of the British boys aged 10 to 12 years like The Simpsons.



4-6 y.

Minions	89
Spider-Man	89
Batman	86
Cars	80
Toy Story	79
Buzz Lightyear	79
T. Mutant Ninja Turtles	77
Ice Age	76
Penguins of Madagascar	76
Thomas & Friends	74

7-9 y.

Spider-Man	86
Minions	84
Sonic	80
Tom & Jerry	79
T. Mutant Ninja Turtles	78
LEGO Creator	76
Minecraft	75
Batman	75
Hot Wheels	75
Skylanders	75

10-12 y.

The Simpsons	86
Minecraft	81
Jurassic World	79
Minions	79
Batman	76
Mr. Bean	70
Ice Age	70
Spider-Man	69
Shrek	69
Star Wars	69

4-6 y.

Disney Princess	96
Frozen	93
Mickey Mouse	90
DOC McStuffins	90
Minnie Mouse	88
Hello Kitty	87
Minions	87
My Little Pony	86
Sofia the First	85
Toy Story	84

7-9 y.

Minions	89
Frozen	75
LEGO Friends	74
Alvin & the Chipmunks	73
Disney Fairies	71
Madagascar	70
Ice Age	69
Tom & Jerry	69
Paddington Bear	69
Hello Kitty	69

10-12 y.

Minions	76
Ice Age	74
Mr. Bean	69
Toy Story	65
Madagascar	64
Shrek	63
Paddington Bear	60
Penguins of Madagascar	60
Katy Perry	60
Tom & Jerry	60

Included for appeal, hype and ownership!
The graph is based on the data of the past two + current wave.

License covered in wave ...

□ 2015/III

■ 2015/IV

■ 2016/I

What you get: The results

Market overview – the results for all covered licenses per market

Look at the details: How do the licenses perform in the different market segments?

The next pages show some examples: Similar charts will be included in the report for all 3 covered markets and all included questions.

Aided Awareness of Licenses in

based on wave I/2016

For example, 84 % of all German children know Die Maus. Lowest awareness among boys aged 4-6 years.
The Top 3 licenses are highlighted with dark green, the Top 10 licenses are highlighted with bright green.

Rank		I/2015	Total	Boys			Girls			Rank		I/2015	Total	Boys			Girls		
				4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs					4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs
1	Minions	90	91	90	99	94	84	89	93	25	Peppa Pig		48	45	39	34	71	51	49
2	Mickey Mouse		91	86	96	91	87	94	91	26	Transformers		47	44	71	81	16	29	39
3	Tom & Jerry		89	83	97	89	83	91	90	27	The Gruffalo		44	38	54	40	47	44	39
4	Finding Nemo		87	75	91	93	80	91	93	28	Neef		43	39	67	70	16	31	37
5	Madagascar		87	71	94	89	81	89	96	29	Go Wild! Mission Wildnis		43	45	59	43	26	41	43
6	Vic the Viking		85	78	91	83	79	90	86	30	Justin Bieber		39	10	40	64	11	41	69
7	Die Maus		84	77	89	84	81	87	87	31	The Avengers		39	30	59	70	13	24	37
8	Shaun the Sheep		83	74	89	81	81	81	90	32	Minecraft		39	13	63	73	7	24	51
9	Minnie Mouse		81	58	86	80	86	90	89	33	Lionel Messi		37	19	56	66	10	21	47
10	Alvin and the Chipmunks		80	65	93	86	67	81	71	34	The Good Dinosaur		36	29	44	46	21	36	39
11	Frozen		80	52	74	76	91	81	94	35	Der kleine Ritter Trenk		35	33	40	39	29	39	29
12	Bob the Builder		77	78	91	77	73	73	83	36	Ben & Holly's Little Kingdom	36	34	28	34	26	49	34	34
13	Kung Fu Panda		74	57	89	83	51	51	88	37	Peter Rabbit		34	33	26	26	49	40	31
14	Barbie		72	35	61	61	59	83	90	38	The Hunger Games		33	12	33	69	7	31	46
15	Star Wars		68	62	86	83	34	61	69	39	Talking Tom		32	25	31	49	26	30	33
16	New Super Mario Bros		65	46	81	81	41	61	71	40	LEGO Elves		31	12	14	16	53	54	39
17	Peanuts		64	55	71	71	56	71	66	41	Ben 10		31	17	47	61	9	20	30
18	Fireman Sam		60	67	70	61	59	46	56	42	Clash of Clans		30	15	39	76	1	17	34
19	LEGO Creator		60	73	86	84	27	41	47	43	Schleich Bayala		23	7	6	13	21	50	43
20	Dragons	62	59	58	76	76	37	43	64	44	One Direction		22	4	16	31	6	24	53
21	Bibi und Tina (real life)		59	26	54	50	60	81	81	45	PAW Patrol		17	30	13	17	20	14	10
22	Bayern Munich FC		57	35	71	89	21	54	73	46	Vampire Diaries		17	4	13	37	4	13	31
23	Angelo Rules		55	54	70	60	46	46	53	47	Trucktown		12	17	17	14	11	10	4
24	Galileo		53	28	60	84	20	51	71	48	Maluna Mondschein		11	4	1	7	16	21	17

Aided Awareness of Licenses in

based on wave I/2016

For example, 79 % of all French children know Scooby Doo. Highest awareness among boys aged 10-12 years.
The Top 3 licenses are highlighted with dark green, the Top 10 licenses are highlighted with bright green.

Rank		I/2015	Total	Boys			Girls			Rank		I/2015	Total	Boys			Girls		
				4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs					4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs
1	Minions	92	91	90	93	87	94	92	91	25	The Good Dinosaur		48	46	46	46	41	59	49
2	Frozen	86	86	71	76	76	99	99	93	26	Chicago Fire		45	32	37	36	41	63	60
3	Madagascar		83	73	84	86	79	87	90	27	PAW Patrol	47	45	65	43	24	53	49	34
4	Tom & Jerry		81	75	81	86	74	86	80	28	Ben 10		42	29	60	70	11	39	43
5	Scooby Doo		79	80	79	87	66	82	83	29	Justin Bieber		42	10	41	67	20	45	69
6	Minnie Mouse		76	65	59	69	96	89	80	30	Rob the Builder		42	45	44	53	23	41	46
7	Pokémon		74	70	90	90	51	62	79	31	Clash of Clans		41	23	49	73	14	39	49
8	Alvin and the Chipmunks		73	67	79	81	57	80	76	32	Lionel Messi		38	22	51	84	7	27	37
9	New Super Mario Bros.		72	67	80	83	59	68	77	33	Peanuts		38	23	47	44	30	41	40
10	T'choupi		72	77	60	64	86	82	83	34	Minecraft		36	17	49	77	7	21	44
11	Barbie		70	32	53	67	89	83	86	35	Thomas & Friends	42	36	45	40	31	31	37	30
12	Maya the Bee		70	59	67	63	82	82	71	36	The Hunger Games		32	12	30	60	9	37	47
13	Kung Fu Panda		69	58	80	73	51	63	78	37	LEGO Elves		32	15	27	26	29	49	44
14	Star Wars	63	67	62	83	87	59	61	71	38	One Direction		31	9	29	51	11	31	56
15	Fireman Sam	58	58	74	57	51	61	61	44	39	Peter Rabbit		31	39	23	20	37	32	31
16	Shaun the Sheep	67	58	55	53	53	60	59	60	40	Talking Tom		30	35	31	30	21	34	26
17	Peppa Pig		56	53	43	43	71	62	44	41	Vic the Viking		28	28	27	24	16	39	31
18	The Avengers		56	73	73	73	20	47	51	42	Super 4		27	25	37	26	23	34	19
19	Mr. Men & Little Miss	42	54	45	57	49	70	56	44	43	Mini Ninjas		26	25	34	26	19	27	23
20	Dragons		53	51	61	67	29	58	53	44	Ladybug		22	17	19	13	23	32	29
21	Transformers		51	52	74	69	19	42	53	45	Vampire Diaries		22	6	16	40	7	28	33
22	Belle et Sébastien		51	32	53	63	26	63	70	46	Ben & Holly's Little Kingdom		18	20	10	9	26	30	16
23	Power Rangers		51	42	66	74	29	49	44	47	Trucktown		16	33	26	7	6	13	14
24	LEGO Creator		50	52	73	61	34	37	40	48	The Gruffalo		13	10	19	11	9	16	16

Appeal of Licenses in - Top 2

based on wave I/2016

For example, 70 % of all British children like Toy Story. Highest appeal among children aged 4-6 years.
The Top 3 licenses are highlighted with dark green, the Top 10 licenses are highlighted with bright green.

Rank		I/2015	Total	Boys			Girls			Rank		I/2015	Total	Boys			Girls		
				4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs					4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs
1	Minions	86	84	89	84	79	87	89	76	25	PAW Patrol		34	64	27	7	64	28	18
2	Toy Story		70	79	72	56	84	66	65	26	Fireman Sam		34	60	33	13	55	28	17
3	Madagascar		66	70	65	59	70	70	64	27	Barbie		34	17	9	3	74	61	42
4	Tom & Jerry		66	66	79	50	73	69	60	28	Doctor Who		32	26	47	44	12	25	39
5	Alvin and the Chipmunks		65	73	67	53	71	73	56	29	Peanuts		32	34	28	27	36	32	32
6	Kung Fu Panda		57	59	71	60	51	56	47	30	Adventure Time		31	34	39	41	22	30	22
7	Shaun the Sheep	63	57	64	56	46	74	54	47	31	Bob the Builder		30	59	24	14	41	24	19
8	Minecraft		54	37	75	81	20	52	54	32	One Direction		29	7	20	11	25	61	47
9	Frozen		52	47	24	17	96	75	56	33	Clangers		28	37	24	17	44	23	26
10	The Gruffalo		50	64	49	31	68	49	34	34	Shopkins		28	19	16	7	58	48	24
11	Star Wars		49	54	73	69	23	35	36	35	Jessie		28	11	12	11	17	58	57
12	New Super Mario Bros.		48	49	71	54	51	51	46	36	LEGO Elves		27	20	23	7	44	41	31
13	The Good Dinosaur		48	63	60	37	59	35	32	37	Ben 10		26	41	45	29	9	16	15
14	The Avengers		46	61	72	61	47	34	31	38	Clash of Clans		26	24	44	47	6	16	17
15	Dragons		46	51	61	50	33	42	39	39	Lionel Messi		25	17	41	51	4	17	15
16	LEGO Creator		46	64	47	46	26	34	28	40	The Hunger Games		23	7	25	40	3	20	42
17	Talking Tom		40	40	41	24	41	49	35	41	Justin Bieber		22	11	16	11	13	35	42
18	Minnie Mouse		40	33	12	10	90	52	44	42	Blaze and the Monster Machines		22	50	24	7	20	14	14
19	Peppa Pig		40	50	25	11	84	45	25	43	Descendants		22	10	20	11	13	42	32
20	Peter Rabbit		40	56	31	13	74	38	29	44	Moomin		18	20	13	9	29	16	19
21	Mister Maker		39	47	37	11	65	45	29	45	Dinotrux		17	36	27	13	6	11	8
22	Thomas & Friends	42	39	74	35	20	59	30	17	46	Vic the Viking		16	23	17	9	20	16	10
23	Transformers		38	51	69	54	12	18	19	47	Trucktown		15	34	15	6	16	13	7
24	Ben & Holly's Little Kingdom		37	44	24	9	75	41	28	48	Vampire Diaries	20	14	9	13	14	1	14	29

Appeal of Licenses in - Top 2

- all who Know Respective License - based on wave I/2016

For example, 79 % of all German children who know the license Go Wild! Mission Wildnis like it. It is most popular among boys aged 7-9. The Top 3 licenses are highlighted with dark green, the Top 10 licenses are highlighted with bright green.

Rank		I/2015	Total	Boys			Girls			Rank		I/2015	Total	Boys			Girls		
				4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs					4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs
1	Madagascar		88	94	92	92	81	81	90	25	The Hunger Games		72	100	83	77	80	64	53
2	Tom & Jerry		87	90	91	94	90	83	78	26	Schleich Bayala		71	60	75	44	87	86	57
3	Minions	90	87	89	87	91	81	82	89	27	Peter Rabbit		71	78	72	39	85	82	50
4	Maluna Mondschein		85	33	100	60	100	93	83	28	PAW Patrol		70	86	67	58	71	70	43
5	Finding Nemo		84	87	83	75	95	88	82	29	The Avengers		70	76	93	71	67	47	42
6	Dragons	84	84	93	96	79	77	70	82	30	Gameo		69	47	69	78	57	61	76
7	Kung Fu Panda		82	85	90	80	86	79	75	31	Lionel Messi		69	85	80	85	43	33	49
8	Alvin and the Chipmunks		82	91	86	77	81	81	76	32	Sibi und Tina (real life)		68	44	37	34	91	93	77
9	Talking Tom		82	94	77	79	83	86	74	33	Transformers		68	80	88	81	55	20	30
10	New Super Mario Bros.		79	84	88	86	72	63	73	34	Trucktown		67	83	67	40	88	71	33
11	Angelo Rules		79	92	86	62	81	81	73	35	Der kleine Ritter Trenk		67	78	71	44	85	63	65
12	Go Wild! Mission Wildnis		79	87	93	73	69	69	50	36	Vampire Diaries		67	100	89	58	33	78	64
13	Mickey Mouse		79	80	72	73	85	80	73	37	Clash of Clans		66	80	67	74	100	58	46
14	Nerf		78	89	89	88	83	55	50	38	The Gruffalo		66	89	66	71	67	68	37
15	The Good Dinosaur		77	90	81	75	93	76	59	39	Ben 10		65	75	73	70	83	64	33
16	Frozen		76	78	78	49	97	86	85	40	Minnie Mouse		65	60	33	41	92	79	77
17	Shaun the Sheep		76	74	73	70	83	75	73	41	Peppa Pig		60	61	41	33	86	75	38
18	Peanuts		76	75	72	62	90	80	80	42	Fireman Sam		58	87	55	51	73	47	31
19	Vic the Viking		76	87	67	66	93	79	67	43	Barbie		57	25	9	14	89	85	70
20	LEGO Creator		75	92	80	81	74	62	42	44	Ben & Holly's Little Kingdom	57	56	63	33	28	85	67	42
21	Die Maus		75	81	77	53	90	77	72	45	One Direction		54	100	36	32	50	65	65
22	Minecraft		74	89	80	82	80	53	61	46	Bayern Munich FC		53	63	54	58	60	47	45
23	LEGO Elves		74	88	40	36	87	87	63	47	Bob the Builder		52	85	47	56	60	45	22
24	Star Wars		72	91	90	83	54	51	48	48	Justin Bieber		45	57	36	36	63	52	50

Category Fit of Licenses in - Suitability for Out-of-Home Products based on wave I/2016

For example, 18 % of all German children consider Lionel Messi suited for out-of-home products as their friends think that this license is cool and they can therefore show off with products of it. Highest scores among boys aged 10-12 years.
The Top 3 licenses are highlighted with dark green, the Top 10 licenses are highlighted with bright green.

Rank		I/2015	Total	Boys			Girls			Rank		I/2015	Total	Boys			Girls		
				4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs					4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs
1	Minions	67	61	71	64	56	54	57	66	25	Lionel Messi		18	15	30	37	6	6	16
2	Star Wars		47	57	76	70	13	37	29	26	Go Wild! Mission Wildnis		18	28	36	16	11	7	10
3	Madagascar		43	44	29	27	54	54	47	27	Bob the Builder		17	51	17	10	14	11	1
4	Dragons	47	37	49	64	47	19	20	23	28	LEGO Creator		17	36	26	20	7	7	6
5	Frozen		36	9	0	6	89	63	50	29	Die Maus		17	19	10	10	30	17	16
6	Mickey Mouse		34	41	29	31	49	31	26	30	German Sam		17	52	14	4	20	6	4
7	Alvin and the Chipmunks		33	35	44	37	24	31	29	31	Clash of Clans		17	10	26	47	4	6	6
8	Tom & Jerry		32	30	40	27	40	33	21	32	LEGO Elves		14	3	0	1	34	36	11
9	Kung Fu Panda		31	35	31	23	41	30	27	33	The Good Dinosaur		13	17	17	6	19	13	4
10	Transformers		30	49	57	50	9	11	23	34	Schleich Bayala		12	7	0	4	21	27	11
11	Finding Nemo		30	28	26	20	46	39	20	35	Galileo		12	4	13	24	4	9	16
12	Peanuts		29	26	21	17	37	37	36	36	Ben 10		11	15	20	20	6	3	4
13	New Super Mario Bros.		28	38	39	33	17	19	28	37	Maluna Mondschein		11	1	0	3	26	31	6
14	The Avengers		24	33	50	37	11	11	7	38	The Gruffalo		11	22	13	11	9	4	7
15	Bayern Munich FC		24	19	30	45	14	14	20	39	Justin Bieber		11	3	7	7	9	17	20
16	Bibi und Tina (real life)		23	4	3	3	36	57	34	40	Talking Tom		10	9	11	14	9	10	9
17	Nerf		22	2	34	44	3	4	7	41	Der kleine Ritter Trenk		10	25	14	4	10	7	0
18	The Hunger Games		22	7	29	47	1	19	27	42	One Direction		9	4	1	7	4	16	23
19	Minnie Mouse		21	6	1	4	44	44	27	43	Peppa Pig		9	10	3	1	29	6	6
20	Angelo Rules		21	28	43	16	16	13	13	44	Vampire Diaries		9	4	6	16	1	10	17
21	Shaun the Sheep		21	23	13	13	33	23	20	45	PAW Patrol		8	16	6	1	14	7	4
22	Barbie		21	6	0	1	50	46	20	46	Peter Rabbit		8	4	1	3	20	13	4
23	Minecraft		20	9	36	54	3	4	16	47	Ben & Holly's Little Kingdom	4	5	4	1	0	10	9	7
24	Vic the Viking		19	32	16	9	40	11	9	48	Trucktown		4	13	4	0	4	3	1

Category Fit of Licenses in - Suitability for In-Home Products based on wave I/2016

For example, 20 % of all German children consider Peppa Pig only suited for in-home products as they like products of it but their friends think that this license is not so cool. The Top 3 licenses are highlighted with dark green, the Top 10 licenses are highlighted with bright green.

Rank		I/2015	Total	Boys			Girls			Rank		I/2015	Total	Boys			Girls		
				4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs					4-6 yrs	7-9 yrs	10-12 yrs	4-6 yrs	7-9 yrs	10-12 yrs
1	Madagascar		37	30	46	39	33	30	46	25	Fireman Sam		16	25	13	14	17	16	13
2	Finding Nemo		33	30	41	33	34	29	33	26	Bibi und Tina (Real life)		16	12	10	10	23	23	20
3	Peanuts		33	26	34	41	29	36	33	27	Der kleine Ritter Trunk		16	20	19	16	20	16	6
4	Tom & Jerry		32	39	33	37	24	34	24	28	Star Wars		16	16	11	27	9	13	19
5	Alvin and the Chipmunks		31	32	36	30	24	34	31	29	Talking Tom		16	17	10	23	6	16	21
6	Kung Fu Panda		31	29	41	34	17	29	33	30	Ben & Holly's Little Kingdom	11	14	17	6	6	24	19	14
7	Mickey Mouse		30	29	27	39	21	33	30	31	P.W. Patrol		14	20	9	13	17	14	13
8	Shaun the Sheep		29	36	27	37	27	26	21	32	Peter Rabbit		14	22	10	6	17	21	10
9	Vic the Viking		29	26	36	30	20	33	27	33	Minecraft		14	13	16	23	10	10	11
10	Die Maus		27	33	20	20	31	30	11	34	Schleich Bayala		14	9	7	9	16	29	14
11	Minnie Mouse		24	17	13	14	26	20	33	35	Transformers		14	15	14	24	6	9	14
12	Minions	29	23	19	21	26	21	21	24	36	Maluna Mondschein		13	13	4	4	23	19	17
13	The Gruffalo		22	23	26	23	23	23	18	37	Ben 10		13	13	19	21	10	7	9
14	Peppa Pig		20	26	13	6	21	26	10	38	Bayern Munich FC		13	12	6	23	10	13	14
15	Frozen		20	19	16	7	24	23	31	39	Galileo		13	6	24	23	7	7	10
16	Angelo Rules		20	17	21	21	14	20	23	40	Justin Bieber		13	7	11	17	10	11	19
17	The Good Dinosaur		19	13	29	21	11	20	21	41	The Avengers		13	12	10	27	9	4	14
18	Dragons	19	18	15	23	29	13	11	19	42	Nerf		12	12	14	17	10	10	11
19	LEGO Elves		18	20	7	6	29	26	21	43	Trucktown		12	22	7	14	13	10	7
20	LEGO Creator		18	22	20	24	10	19	11	44	The Hunger Games		11	12	7	20	10	7	11
21	New Super Mario Bros.		18	17	20	26	11	16	16	45	Lionel Messi		11	9	16	14	10	7	9
22	Go Wild! Mission Wildnis		18	16	24	19	13	17	17	46	One Direction		10	7	6	13	10	11	14
23	Barbie		17	9	3	6	26	34	23	47	Clash of Clans		10	10	9	16	9	6	10
24	Bob the Builder		17	25	14	27	11	14	7	48	Vampire Diaries		9	7	9	9	9	7	13

What you get: The results

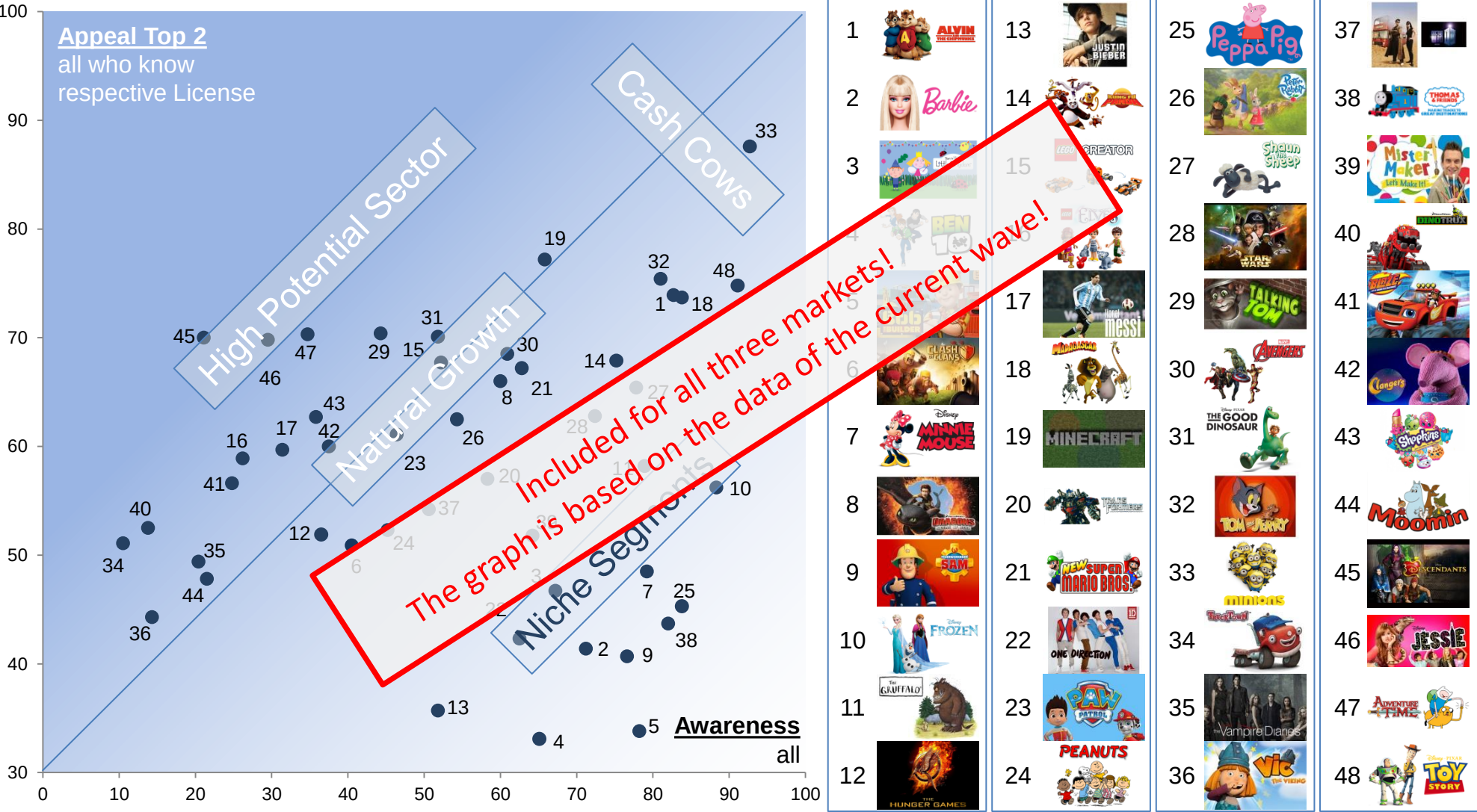
Complex market analysis and
identification of high potential licenses

Understand market trends:
What could be the next big thing?

The next pages show some examples:
Similar charts will be included in the report for the most relevant questions.

Market Status Analysis: Awareness and Appeal in based on wave 1/2016

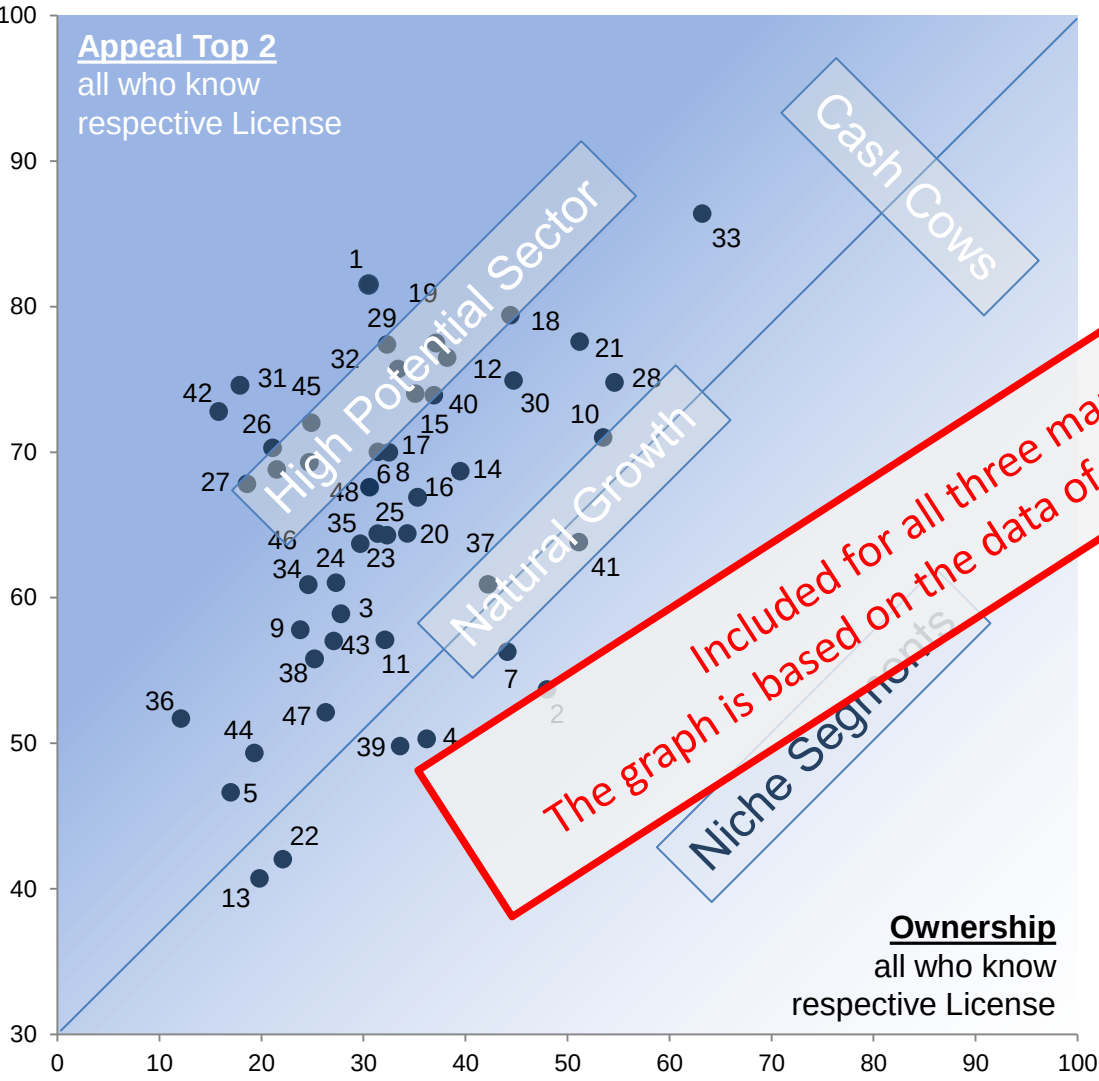
Correlation of license awareness and appeal. For example, Madagascar (# 18) is known and liked by many children in the UK. The Descendants (# 45) has a much lower awareness but those who know it quite like it.



Market Status Analysis: Ownership of Products and Appeal in

based on wave I/2016

Correlation of license appeal and ownership of products. For example, half of the French children who know the license own products of Pokémon (# 41). However, although 75 % who know The Good Dinosaur (# 31) like it, only 18 % own products of this license yet.



1		13		25		37	
2		14		26		38	
3		15		27		39	
4		16		28		40	
5		17		29		41	
6		18		30		42	
7		19		31		43	
8		20		32		44	
9		21		33		45	
10		22		34		46	
11		23		35		47	
12		24		36		48	

*Examples of Wave
I/2011*

What the results allow you to do:

Analysis of specific market segments

Use the data for your individual analysis:

How can the licenses help you in your market segment?

The next pages show examples for the pre-school market.
The data used for this analysis is included in the report. The charts are not included,
but can be provided at request.

Awareness - Top 10 Licences

The licenses known by the most boys aged 4-6 years in the three markets.
For example, 97 % of German boys in this age group know Mickey Mouse and Cars.

4-6 year old boys



	100
	100
	100
	99
	99
	99
	97
	97
	96
	96



	97
	97
	96
	94
	90
	90
	88
	87
	79
	78



	100
	99
	99
	97
	97
	96
	94
	94
	93
	90

Awareness - Top 10 Licences

The licenses known by the most girls aged 4-6 years in the three markets.
For example, 100 % of French girls in this age group know Dora and Disney Princess.

4-6 year old girls



	96
	96
	96
	96
	94
	93
	93
	90
	90
	90



	100
	94
	94
	94
	91
	91
	84
	81
	75
	74



	100
	100
	99
	97
	97
	96
	94
	93
	93
	91

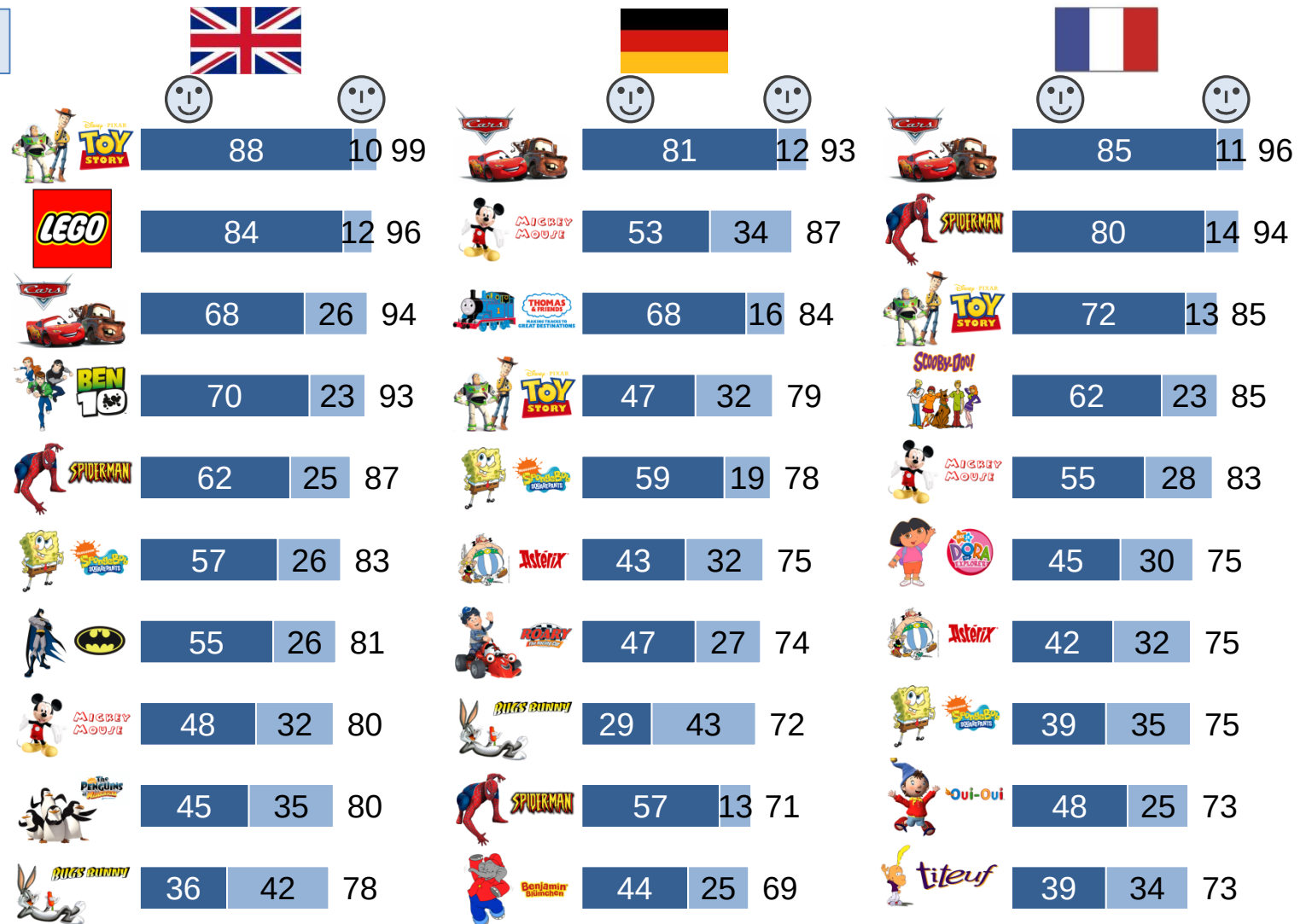
Bases: UK n=68 / Germany: n=69 / France: n=69 / in %

Appeal - Top 10 Licences

The licenses liked best among boys aged 4-6 years in the three markets.

For example, 93 % of all German boys in this age group like Cars, and 81 % like it a lot.

4-6 year old boys



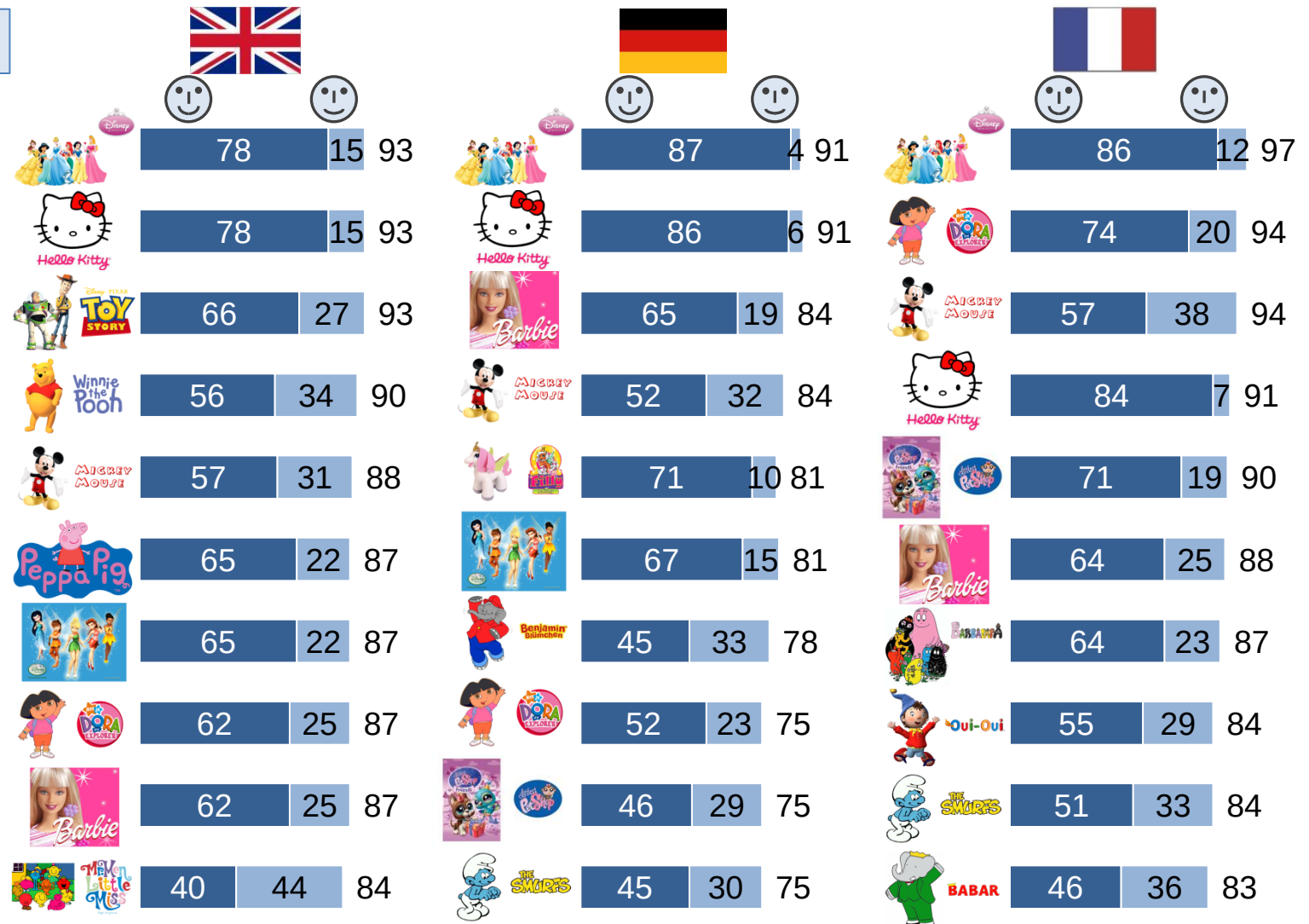
Bases: UK n=69 / Germany: n=68 / France: n=71 / in % / five-point scale

Appeal - Top 10 Licences

The licenses liked best among girls aged 4-6 years in the three markets.

For example, 97 % of all French girls in this age group like Disney Princess, and 86 % like it a lot.

4-6 year old girls



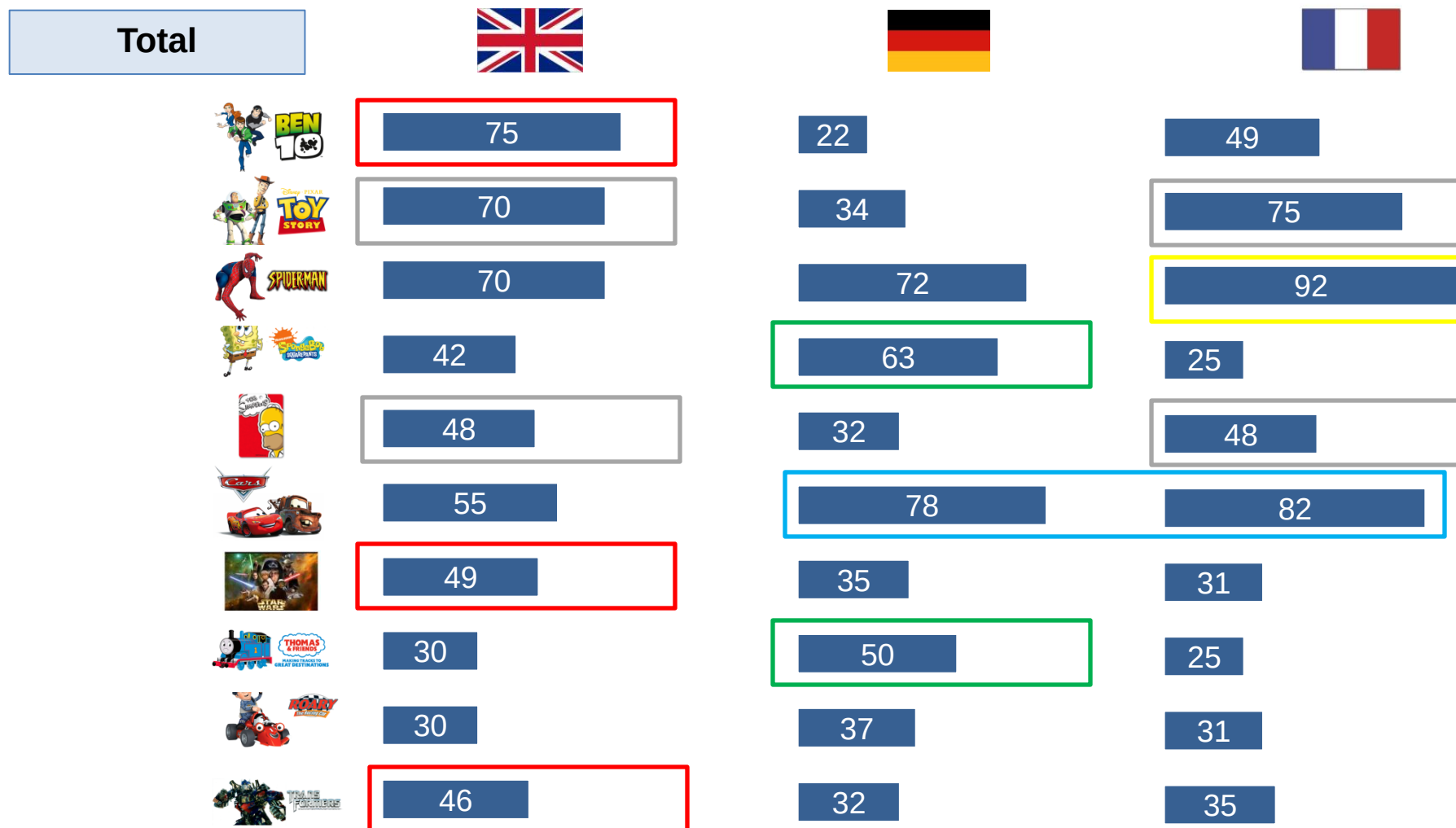
Bases: UK n=68 / Germany: n=69 / France: n=69 / in % / five-point scale

A Closer Look at the Three Markets

"Must Have" Licences – Boys 4-6 years

The number of boys aged 4-6 years who find these licenses absolutely brilliant.

For example, 75 % of all UK boys aged 4-6 years find Ben 10 absolutely brilliant, but only 22 % of the German boys.

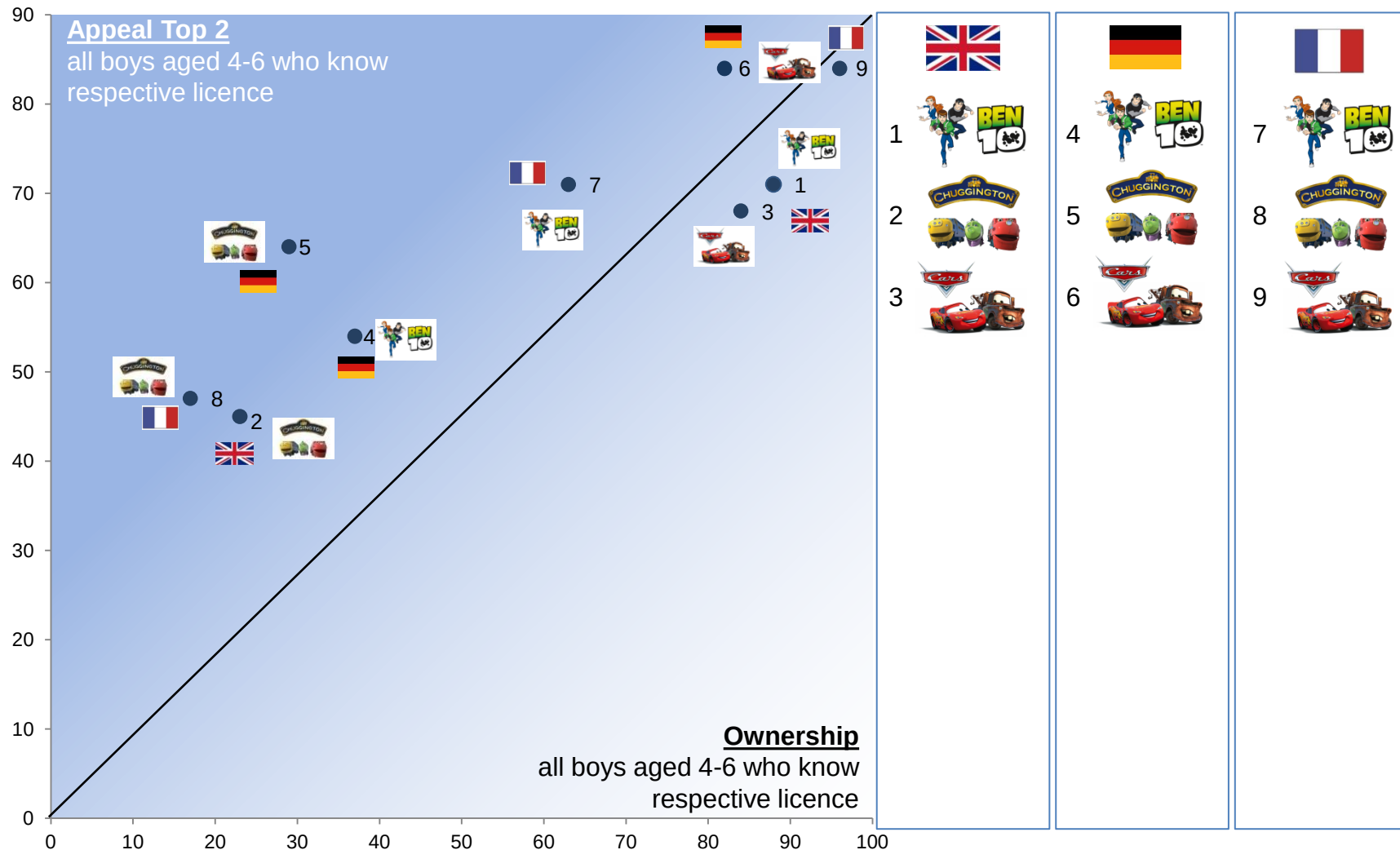


Bases: UK n=69 / Germany: n=68 / France: n=71 / in %

Market Potential Analysis:

Ownership of Products and Appeal – Boys 4-6 years, all 3 markets

Correlation of license appeal and ownership of products. For example, Chuggington has growth potential in all three markets, and Ben 10 has potential in France and Germany. Cars and Ben 10 have passed their appeal peak in the UK.



Overview of Covered Licenses

(present and previous waves)

Overview: Licenses Covered in the Kids License Monitor*

/1

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
#																				
2 Broke Girls										All										
A																				
ABC-Bär																				
Adventure Time									UK							UK				
Alea Aquarius																				
Alarm für Cobra 11																				
Alvin and the Chipmunks																				
Angelo Rules																				
Angry Birds																				
Ant-Man																				
Antoine Griezmann																				
Ariana Grande																				
Astérix																				
Avatar																				
Awful Auntie																				
B																				
B-Daman																				
Baby Born																				
Baby Boss																				
Bad Piggies																				
Ballerina																				
Bambi																				
Band Camp Berlin																				
Barbapapa																				
Barbie																				
Batman																				
Batman vs. Superman																				
Bayern Munich FC																				
Beanie Boo																				
Beauty and the Beast																				
Bella and the Bulldogs																				
Bella Sara																				

Overview: Licenses Covered in the Kids License Monitor*

/2

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Belle et Sébastien																				
Ben 10					All				All					All						
Ben and Holly's Little Kingdom					All				All				All			All				All
Benjamin the Elephant (G: Benjamin Blümchen)																				
Berlin - Tag & Nacht																				
Beyblade																				
Beyoncé														All					All	
Bibi (Bianca Heinicke)																				
Bibi Blocksberg																				
Bibi und Tina (cartoon)																				
Bibi und Tina (real life)																				
Bigflo & Oli																				
Big Hero 6 / Baymax																				
Big Time Rush					All			All												
Black M																				
Black Panther																	All			
Blaze and the Monster Machines																				
Bob the Builder	All	All			All				All	All				All			All			
Borussia Dortmund																				
Boule & Bill																				
Bratz								All												
Britain's Got Talent																				
Bubble Guppies			All																	
Bubble Shooter																	All			
Bunsen is a Beast																				
Bug Rangers																				
Bugs Bunny	All				All				All							All			All	
Buzz Lightyear		All				All							All							
C																				
Caillou			All					All												
Calimero																				

Overview: Licenses Covered in the Kids License Monitor*

/3

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Candy Crush										All	All		All			All				All
Captain America													All			All			All	
Care Bears																				
Cars		All					All					All			All			All		
Cbeebies																				
Chica Vampiro																				
Cristiano Ronaldo											All			All						
Chloes Closet																				
Chuggington	All					All														
Cinderella																				
Clangers																				
Clash of Clans			All			All			All					All						
Cloudbabies																				
Cloudy with a Chance of Meatballs 2																				
Conny & Co																				
Cro																				
D																				
Danger Mouse												All						All		
Danny Phantom		All			All															
Das lustige Taschenbuch																				
Das magische Baumhaus																				
Das Sams																				
DC Comics Super Hero Girls																				
Dein Song																				
Demon Dentist																				
Dennis & Gnasher																				
Dennis the Menace																				
Der kleine Drache Kokosnuss																				
Der kleine Rabe Socke																				
Der kleine Ritter Trenk																				
Descendants																				
Despicable Me		All																		
Diary of a Wimpy Kid		All			All			All							All				All	

Overview: Licenses Covered in the Kids License Monitor*

/4

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Die drei !!!																				
Die kleine Hexe																				
Die Maus																				
Die Olchis																				
Die Pfefferkörner																				
Die Lochis																				
Die Schule der magischen Tiere																				
Dinotrux																				
Disney Fairies					All		All				All									
Disney Princess		All		All		All		All		All			All				All			All
Disney The Jungle Book										All			All							
DOC McStuffins				All			All			All							All			
Doctor Who																				
Doozers																All				
Donald Duck			All					All			All						All			
Dora the Explorer	All			All				All			All		All				All			
Dragons		All	All		All		All		All		All			All			All			All
Drôles de Petites Bêtes																				
DSDS																				
Dumb Ways To Die																				
E																				
Ed Sheeran																				All
Elefant, Tiger & Co.																				
Elena of Avalor												All		All				All		
emoji																	All			
Enchantimals																	All			
Ernest & Célestine											All									
Ever After High	All			All																
Every Witch Way (G: Emma – einfach magisch!)													All					All		
F																				
Fairly Odd Parents	All			All			All										All			
Family Guy																				

Overview: Licenses Covered in the Kids License Monitor*

/5

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Fantastic Beasts & where to find them																				
Fantastic Four								All												
Fifa Game															All				All	
Filly		All			All			All				All								
Find me in Paris																				
Finding Dory				All					All		All	All		All				All		
Fireman Sam				All					All			All		All				All		
Flappy Bird			All																	
Flutterbye						All														
Football Champions League		All								All								All		
Fortnite																			All	
Franklin and Friends																All				
Frozen		All		All		All	All		All			All			All			All		
Fünf Freunde für alle Fälle																				
Furby				All																
FurReal Friends						All					All									All
G																				
Galileo																				
Game Shakers																				All
Garfield			All				All				All					All				
Gaston Lagaffe																				
GEOlino																				
German Nat. Football Team																				
Germany's Next Topmodel																				
Geronimo Stilton														All						
Ghostbusters																All				
Go Wild! Mission Wildnis																				
Goldie and Bear																				
Gravity Falls				All								All						All		
Green Lantern: Ani. Series																				
Grizzy and the Lemmings																All				All
Guardians of the Galaxy														All						

Overview: Licenses Covered in the Kids License Monitor*

/6

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
GZSZ																				
H																				
H ₂ O - Just Add Water										All										
Hanazuki																All				
Hanni & Nanni																				
Harry Potter	All			All											All					
Heidi								All												
Helden der Stadt																				
Hello Kitty	All			All			All			All					All			All		
Henry Danger																				
Hero Factory		All																		
Hexe Lilli																				
Home						All				All										
Horrid Henry					All							All								
Hot Wheels			All				All			All			All			All			All	
Hotel Transylvania																	All		All	
House of Anubis																				
How I Met Your Mother							All			All										
I																				
I am Frankie																				
iCarly																				
Ice Age								All			All			All			All			
In the Night Garden																				
In your Dreams																				
Inazuma Eleven		All																		
Inside Out																				
Inspector Gadget																				
J																				
Jake & the Never Land Pirates			All																	
Jem and the Holograms																				
Jessie																				
Jimmy Neutron		All																		
Johnny Test		All																		

Overview: Licenses Covered in the Kids License Monitor*

17

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
K																				
Julien Bam																				
Julius Jr.																				
Jurassic World																				
Justin Bieber									All							All				
Justin Timberlake																	All			
Justice League																				
Kally's Mashup																				
Kate & Mim-Mim																				
Katy Perry	All						All							All						
Käpt'n Blaubär																				
K.C. Undercover													All						All	
Kick Buttowski																				
Kikaninchen																				
Kid vs. Kat		All																		
King Julien																			All	
Kokeshi																				
Kung Fu Panda	All				All				All			All			All			All		
Kylian Mbappé																				
L																				
Ladybug																				
Lauras Stern																				
Lazy Town			All			All														
Le Grand Méchant Renard																				
LEGO																				
LEGO Batman																				
LEGO Chima						All					All									
LEGO Creator	All				All					All										
LEGO Elves						All				All					All				All	
LEGO Friends			All				All				All			All				All		All
LEGO Nexo Knights												All			All				All	
LEGO Ninjago				All		All				All			All			All			All	
LEGO Star Wars																				

Overview: Licenses Covered in the Kids License Monitor*

/8

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
LEGO Star Wars																			All	
The Freemaker Adventures																				
Le Loup																				
Le Petit Nicolas																				
Les Légendaires																				
Les Sisters																				
Lenas Ranch																				
Lion Guard													All		All					
Lion King																				
Lionel Messi									All					All						
Little Charmers										All				All						
Little Mix																				
Little Princess		All				All														
Littlest Pet Shop		All			All															
Liv and Maddie														All				All		
logo!																				
L.O.L. Surprise																				
LoliRock																				
Looney Tunes			All			All						All						All		
Lou!																				
Löwenzahn																				
Lucky Luke															All					
M																				
Maggie & Bianca Fashion F.																				
Make it pop																				
Malcolm in the Middle	All																			
Maleficent																				
Maluna Mondschein																				
Manchester United FC																				
Marsupilami	All																			
Mash'ems/Fash'ems																				
Masha and the Bear			All			All				All			All			All			All	
Matt Hatter Chronicles																				

Overview: Licenses Covered in the Kids License Monitor*

/9

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Max & Shred																				
Max Giesinger																				
Max Steel				All																
Maya the Bee		All			All		All			All								All		
Me to you																				
Mein Leben & Ich																				
Meine Freundin Conni																				
Mia and Me	All			All			All			All			All						All	
Mickey Mouse	All			All			All					All			All			All		All
Miffy																				
Mike & Molly																				
Mike the Knight	All			All				All				All						All		
Minecraft						All			All			All			All			All		
Millie Inbetween																				
Mini Ninjas																				
Minions			All			All		All	All			All			All			All		
Minnie Mouse			All			All			All					All		All			All	
Miraculous																		All		All
Miss Moon																				
Mister Maker																				
Moana													All				All			
Mohamed Farah																				
Monchhichi																				
Monster High		All			All			All			All									
Moomin																				
Moshi Monsters																				
Mr. Bean				All				All			All			All				All		All
Mr. Men & Little Miss	All				All			All					All						All	
Mr. Peabody & Sherman																				
Mr. Tumble																				
Musical.ly App																		All		
My Little Pony	All			All			All			All			All			All			All	
Mysticons																				

Overview: Licenses Covered in the Kids License Monitor*

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
N																				
Nella the Princess Knight																				
Nemo																				
Nerf												All					All			All
New Super Mario Bros.			All			All			All			All			All		All			All
Nicky, Tricky, Dicky & Dawn														All						
Nils Holgerson																				
Noddy (F: Oui-Oui)											All					All				
O																				
Oggy and the Cockroaches																		All		
One Direction		All			All				All											
One Piece																				
Ostwind																				
P																				
Paddington Bear					All			All			All						All	All		
Panini																				
Paule																				
Paul Frank					All		All													
PAW Patrol			All			All			All				All			All		All		All
Peanuts			All				All		All			All			All				All	
peg + cat																				
Penguins of Madagascar		All					All		All	All			All			All			All	
Peppa Pig				All			All		All			All			All					All
Pet Alien																				
Peter Rabbit	All				All				All				All				All			
Pettson and Findus																				
Pferdefreunde																				
Phineas and Ferb				All									All							
Pingu																				
Pinocchio					All															
Pippi Longstocking											All									
Pitch Perfect							All													
Pixels																				

Overview: Licenses Covered in the Kids License Monitor*

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
PJ Masks (F: Les Pyjamasques)														All			All			All
Planes		All			All						All									
Plants vs. Zombies																				
Playmobil				All				All			All				All					All
Pocoyo				All																
Pokémon						All					All			All			All			
Polly Pocket	All					All					All				All					
Powerpuff Girls																				
Power Rangers	All		All				All			All			All			All				All
Princess Rapunzel																All				
Princess Lillifee																				
Prinzessin Emmy																				
Pumuckl																				
Puppy in My Pocket	All		All																	
Q																				
Q Pootle 5																				
R																				
Ranger Rob																				
Raving Rabbids Lapins Crétins																				
Regal Academy																				
Ride																				
Rihanna			All							All				All			All			
Rio 2		All																		
Robin Hood																				
Roblox																			All	
Robot Trains																				
Robot Wars																				
Robocar Poli			All												All					All
Rolling with the Ronks!																		All		
Rusty Rivets																				
S																				
Safiras																				
Sally Bollywood													All				All			

Overview: Licenses Covered in the Kids License Monitor*

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Sam & Cat					All															
Sammy & Co					UK															
Sandmännchen				Germany				Germany						Germany						
Sarah & Duck					UK												UK			
School of Rock					UK							UK					UK			
Scooby-Doo!	UK				UK				France	UK		France	UK				UK		France	
Schlag den Raab					Germany															
Schleich					Germany				Germany					Germany						Germany
Schloss Einstein					Germany							Germany						Germany		
Sesame Street		All						All					UK		All					All
Shaun the Sheep	All			All	All			UK	All		All			All			All			All
Sheepworld		Germany			Germany															
Shimmer and Shine								UK					UK							
Shopkins									UK											
Shrek	All							All			All			All			France	All		
Simon Superlapin															France					
Smiley															France				France	
Skylanders		All			All			All			All			All			All			All
Slugterra						France		France				France								
Snowman											All									
Sofia the First			UK	All			Germany	UK	All		UK	All		UK	All			UK	France	
Sonic	UK	France		France	UK		France	UK			UK							All		
Soprano																			France	
Soy Luna												All		All		All			All	
Spider-Man	All	France		All		Germany		All			All			All		France	All			All
Spirit – wild und frei																Germany			Germany	France
Spirou et Fantasio																		France		
SpongeBob SquarePants	All			Germany	All			All			All			All			All			All
Star Trek							All													
Star Wars		All	All			All	Germany	France	All		France	All			All	Germany	All			All
Star Wars: Rogue One													France							
Sternenschweif			Germany												Germany				Germany	
Steven Universe												UK								

Overview: Licenses Covered in the Kids License Monitor*

Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Strawberry Shortcake																				
Subway Surfers				All				All					All							
Super 4													All							
Superman																All				All
Super Mario Bros.																				
Super Wings												All								
T																				
Tabaluga																				
Talking Tom				All					All							All				
Tangled: The Series																			All	
Tarzan																				
Taylor Swift																			All	
T'choupi																				
Teen. Mutant Ninja Turtles		All			All			All		All			All			All				All
Teen Titans Go!																				
Temple Run					All			All				All								
Tenkai Knights																				
The Amazing World of Gumball				All																
The Avengers					All				All			All			All			All		
The Big Bang Theory							All						All							
The Chica Show																				
The Deep																All			All	
The Dumping Ground																				
The Emoji Movie																				
The Flash																				
The Good Dinosaur								All												
The Gruffalo								All											All	
The Haunted Hathaways																				
The Hobbit				All																
The Hunger Games				All				All												
The Incredibles																				All
The Incredible Hulk		All				All				All					All					
The Legend of Enyo			All																	

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Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
The Legend of Korral																				
The Little Prince (TV)		All				All				All									All	
The Little Vampire																				
The Magical Faraway Tree											All									
The Muppets	All				All															
The Octonauts		All			All			All				All								
The Other Kingdom																				
The Rusty Knight			All			All				All						All				All
The Secret Life of Pets												All			All					
The Simpsons	All			All			All			All			All			All			All	
The Smurfs				All			All			All			All			All			All	
The Story of Tracy Beaker																				
The Thundermans																All				All
The Very Hungry Caterpillar							All						All			All			All	
The Voice						All								All			All			
The World of Warriors																				
Thomas & Friends	All			All				All					All			All			All	
Thor																All				All
Three Investigators Die drei ???																				
Thunderbirds																				
Tickety Tock																				
Tigerente																				
Tilly and Friends				All																
Tim Bendzko																				
Tinker Bell			All																	
Tintin																				
Tip the Mouse					All					All				All					All	
Toggolino																				
Tom and Jerry	All					All			All			All			All				All	
Top Model																				
Totally Spies	All					All														
Toy Story																				
Transformers			All			All			All			All							All	

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Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Tree Fu Tom																				
Trolljäger																				
Trolls											All			All				All		
Troto																				
Trucktown									All											
Tweety			All					All												
Twirlywoos																				
Two and a Half Men		All			All					All				All						
V																				
Vampire Diaries									All				All							
Vampirina																		All		
Vic the Viking			All		All				All			All			All					All
Victorious																				
Violetta			All			All		All				All		All						
W																				
Warrior Cats																				
We bare bears																				
Welcome to the Louds																		All		
Wendy																				
Where's my water											All			All						
Winnie the Pooh	All			All				All			All				All				All	
Winx Club			All			All				All										
Wissper																				
Wizards of Waverly Place																				
Woozle Goozle																				
World Wrestling Ent.	All					All				All			All					All		
Worry Eaters	All			All						All						All				
Wow! Wow! Wubbzy!								All												
X																				
X-Men			All				All			All					All					All
Y																				
Yakari		All			All			All					All			All				All

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Waves	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Yo-kai watch										All										
Yu-Gi-Oh!				All																
Z																				
Zac Storm																				
Zhu Zhu Pets																				
Zig & Sharko																				
Zigby																				
Zoella																				