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Lic@ense! GLOBAL[®]

LICENSEMAG.COM

THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

TOP

150

GLOBAL
LICENSORS

The most comprehensive guide to the world's largest licensors, which represent \$251.8 billion in retail sales of licensed merchandise worldwide, the Top 150 Global Licensors report provides retail sales data and trends for licensors in the entertainment, sports, apparel, corporate brands, art and non-profit sectors.

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Wilson. Additionally, Nickelodeon is preparing for its biggest preschool toy launch to-date with Dora and Friends, inspired by the brand new educational series, Dora and Friends: Into the City. The new preschool series features the iconic Dora the Explorer character in new adventures, with new friends and with a new interactive curriculum. Other initiatives includes Peter Rabbit's major launch across specialty with GUND; mass retailers with Cartwheel with playsets, figures, plush and role-play toys based on the re-imagined CG-animated series; and an array of games, puzzles and activities from Cardinal and more. For the first time, Nickelodeon made its debut in the infant and toddler aisles with bedding, feeding and toy products inspired by Peter Rabbit from top manufacturers Lambs & Ivy, Infantino, NUK and more. Bubble Guppies continues to grow in ancillary categories, as well.



COLLEGIATE LICENSING COMPANY

\$4.59B (PRIVATE) (AN IMG COMPANY)

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WWW.CLC.COM

Top collegiate properties included Texas, Alabama, Notre Dame, Michigan and Kentucky as well as the NCAA, the Tournament of Roses, the BCS and the Southeastern Conference (SEC). Walmart continued to be the largest retailer of collegiate licensed product, followed by Follett, Fanatics, Barnes & Noble and Kohl's. College Colors Day, a fan holiday created by CLC, will continue to provide a strong marketing platform for retailers during the critical back-to-school selling period. In addition, retail marketing programs like The Saturday Ritual, Put on Your Saturday Best, Holiday Cheer Section and Rock Your Colors will continue to provide retailers with solid platforms for raising consumer awareness and driving sales of college merchandise. CLC has developed and brought to market the retail intelligence reporting system, a new data gathering and analytics technology that is revolutionizing the collegiate licensed products industry. With over 61,000 retail locations in its database, CLC is now able to provide its clients with unique data and analysis as it relates to what products are being sold at various retail locations.



HASBRO

\$4.4B (NASDAQ: HAS)

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In 2013, Hasbro continued to strategically extend the reach of its global franchises, including Transformers, Nerf, My Little Pony, Littlest Pet Shop, Monopoly, Play-Doh and Magic: The Gathering across multiple consumer touch points such as entertainment, digital gaming and compelling merchandise. Working with a premier portfolio of licensees, Hasbro brought highly innovative, fashionable and relevant lifestyle products and experiences to market across every major licensing category in more than 180 territories. The Transformers brand waged an all-new battle with its Beast Hunters entertainment that led to new publishers, games and retail programs. Additionally, licensees brought to market high value, age-appropriate merchandise across a myriad of other categories as well, including toys, apparel, sporting goods and publishing. The Transformers brand had record growth globally and unique new licensing initiatives that delivered business impact with standout licensing including Transformers: The Ride-3D, which launched at Universal Orlando; the launch of new Predacons Rising content/DVD at Target; and a collaboration with DeNA for the launch of Transformers: Legends mobile game. Hasbro teamed up with rock band, Linkin Park to create a special edition line of the Transformers Sound Wave character including an action figure and Hot Topic t-shirts. Girls led all categories with 26 percent

revenue growth in the year, and reached \$1 billion in revenues for the first time in Hasbro's history. Considering the girl's category as defined today was nearly \$300 million in revenues 10 years ago, this milestone is extremely significant. My Little Pony has grown to represent approximately \$650 million dollars at retail across the brand blueprint. In 2013, the team grew both the core My Little Pony segment as well as successfully launched My Little Pony Equestria Girls. The combination of strong consumer insights, global digital content, engaging storytelling, innovative products, and comprehensive retail execution enabled My Little Pony to post 3 years of revenue growth, expand its geographic and demographic reach and be well positioned entering 2014. The My Little Pony brand continued to be a worldwide fan favorite spanning 15 licensing categories in 71 countries. Fueled by the popular My Little Pony: Friendship is Magic animated series, created by Hasbro Studios, and the entertainment launch of My Little Pony Equestria Girls, the brand's momentum surged with a deep portfolio of over 200 licensees creating merchandise for all ages in categories such as apparel, digital gaming, plush, role-playing, publishing, accessories, food and beverage, health and beauty and housewares. Anchored by the Littlest Pet Shop animated series which aired in over 130 territories including The IiUB Network in the U.S. and on various networks globally, the Littlest Pet Shop brand's licensing program builds on the global appeal of collectability and customization with more than 650 million pets in the hands of girls, ages 5-9. Over 200 licensees across all major categories brought to market fun, stylish and innovative products from apparel and accessories to publishing and digital gaming. Hasbro also continued to expand its Nerf brand, the No. 1 blaster property offering high-action, competitive sports play. More than 60 licensees created gear covering a host of licensing categories including sporting goods, electronics, accessories and apparel. Additionally, Nerf Rebelle launched in 2013 with a line of sleek and powerful crossbows and blasters, promoting confidence, high performance action and a stylish edge, all while inspiring girls to think and play differently. Rounding out the Nerf lineup last year was the debut of Nerf Dog, bringing the brand experience to an entirely new audience. The Monopoly franchise is the world's favorite family game brand and has been played by more than one billion people in 111 countries around the world. The Monopoly brand remained in the global fashion spotlight in 2013 with licensed accessories at Claire's, while the 20-plus-year-old Monopoly at McDonald's promotion reached millions of fans. Hasbro continued to build tremendous momentum for its digital gaming business throughout 2013 across multiple brands. Hasbro is one of the few licensors in the world that is both a licensor and retail customer. In turn, these relationships are leveraged to develop multi category franchise programs at mass retailers including My Little Pony Friendship Headquarters at Toys 'R' Us and multiple branded programs at Leader in Brazil. The company also builds deep merchandising programs reaching consumers of all ages at mass, specialty, mid-tier, drug and grocery and online retail channels. The My Little Pony feature space at Hot Topic, the Build-A-Bear program, the co-branded direct-to-retail Training Pants (pull-ups) program at Walgreens and the Benetton and H&M apparel range underscores the brands' ability to reach multiple audiences in appropriate channels.



RAINBOW

\$4.1B (PRIVATE)

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Rainbow is a world leader in the kids' entertainment industry dedicated to the production of TV series and movies that appeal not just to kids but the whole family. Rainbow has developed a significant international presence through its wide portfolio of popular properties, with many more currently under development. One of the hottest brands in the Rainbow portfolio is Winx Club. The series now boasts over 15 million viewers each day through 115 broadcasters worldwide. Season six of Winx Club recently launched bringing the total number of available episodes to 156. Season 7 is currently

in development for 2015. A third Winx Club CGI movie is set for release in September. The studio continues to release new Winx Club content each year which keeps fans interested and engaged with the brand and allows Rainbow to produce a constant flow of new style guides that inspire licensees to produce fresh product lines. Winx Club's licensing program now has more than 500 licensees globally across a multitude of categories with more than 6,000 products developed. The company is looking to build on this success by expanding the property into less conventional sectors such as Winx Club-themed holidays and experiences. Winx Club celebrates its 10th anniversary this year and Rainbow has a major marketing drive around this significant milestone. Rainbow's portfolio also includes global favorite Mia and me. This award-winning series is a co-production with Lucky Punch/M4e and is a hybrid of live action and CGI animation that combines fantasy, adventure and comedy. The series has already been a hit across the world, having been picked up by more than 70 broadcasters in over 80 territories for the first series. This popularity has led Rainbow and Lucky Punch/M4e to produce a second season that is due for release in late 2014/early 2015. A feature film is planned for a theatrical release in 2016. A full range of merchandise will launch this year in established territories, including an exciting toy line from international toy partner Mattel.

13 IBML (INTERNATIONAL BRAND MANAGEMENT & LICENSING)

\$4B (PRIVATE)
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Key properties include Dunlop, Everlast, Sondico, Slazenger, Lonsdale, Kangol, USA Pro, Campri, Karrimor, Golddigga, No Fear, Donnay, Voodoo Dolls, Carlton, Title, Antigua and LA Gear.

14 WESTINGHOUSE

\$3.995B (NASDAQ: WEST)
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Managed by LMCA since 2001, the program is focused on key consumer, commercial and B2B categories which include LCD TVs, laptop computers, light bulbs, consumer and B2B lighting, electrical and wiring devices, electric power generation including nuclear, solar and wind renewable energy, landscape lighting, kitchen and personal care appliances, air purification, water conditioning and purification, central heating and air-conditioning, intercoms and electrical and computer and audio accessories. Program growth comes largely from geographic and new category expansions, market share gains and brand development initiatives.

15 GENERAL MOTORS

\$3.5B (NYSE: GM)
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From electric and mini-cars to heavy-duty full-size trucks, monocoabs and convertibles, General Motors' dynamic brands offer a comprehensive

range of vehicles in more than 120 countries around the world. GM's roster of brands includes both current and former brands with assets spanning over 100 years such as Chevrolet, Buick, GMC, Cadillac, Pontiac, Saturn, Oldsmobile and Hummer. Key news for 2014 includes the 7th Generation Corvette Stingray and Z06 Coupe and Convertible, the 2015 Camaro, the all-new Chevrolet Silverado and Colorado, the Chevrolet Trax, the new GMC Canyon and the 50th anniversary of the Chevelle.

16 DREAMWORKS ANIMATION

\$3.3B (NASDAQ: DWA)

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In 2013, DreamWorks Animation set the stage to become the hub for family friendly IP on a global level, delivering licensing programs inspired by franchise favorites as well as the vast DreamWorks Classics property portfolio. Highlighted properties tied to theatrical and television franchises



including Turbo, Madagascar, How to Train Your Dragon and The Croods led the charge at retail along with the classic properties of Where's Waldo? and Olivia. Top programs for 2013 across retail partners were the DreamWorks Dragons franchise and Turbo. In its continued evolution into a global branded entertainment company, DWA will build on its strong franchise portfolio with new programming for feature films and television including How To Train Your Dragon 2, Home, The Penguins of Madagascar, B.O.O.: Bureau of Otherworldly Operations and Kung Fu Panda 3, as well as a vast array of classic properties including the wildly popular Postman Pat and Noddy franchises. The re-launch of the Trolls brand and new initiatives surrounding the Shrek franchise are also set to make a statement in the fashion world. 2014 will also see AwesomenessTV hit the ground running at retail as the burgeoning multi-platform media company continues to expand its enormous reach across the teen space.

17 NATIONAL FOOTBALL LEAGUE

\$3.25B (E) (PRIVATE)

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18 ELECTROLUX AB

\$ 2.8B (NASDAQ: ELUXY)

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