

License! Global

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THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

excellence in retail

License! Global highlights some of the best strategies in licensing and merchandising across retail channels and around the world.



Plus:

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From Theater to Store



Tony Lisanti
Editor-in-Chief

While it's not officially summertime yet, the summer movie season kicked off this month with hype, hoopla and Hugh (Jackman, that is) as Marvel's superhero in *X-Men Origins: Wolverine* (Fox). The movie premiered as the first film in what is poised to be another blockbuster lineup and record-breaking year at the box office worldwide.

And during these difficult economic times, the entertainment sector could help drive retail sales, as well, considering the mega licensing efforts behind many of this year's theatrical releases.

In fact, total box office sales are projected to hit \$11 billion in the U.S., according to the Motion Picture Association of America, up from \$9.8 billion in 2008.

Furthermore, consumer confidence, according to the Conference Board Index, increased last

There's no doubt that entertainment licensing has become one of the most important traffic builders for retailers worldwide.

month to 39.2 from 26.9 in March, offering a glimmer of hope that consumers were becoming a little more optimistic.

In addition to *X-Men Origins*, May releases include, *Star Trek* (Paramount/CBS Consumer Products), *Night at the Museum 2: Battle of the Smithsonian* (Fox) and *Up* (Disney/Pixar).

June releases are likely to be dominated by *Transformers: Revenge of the Fallen*, (Paramount and Hasbro), which could be one of the largest-grossing movies of the summer.

July releases include *Ice Age: Dawn of the Dinosaurs* (Fox) and *Harry Potter and the Half-Blood Prince* (Warner Bros.), which also could be one of the top hits of the summer.

August releases are likely to be overshadowed by *G.I. Joe: The Rise of Cobra* (Paramount and Hasbro), based on the iconic toy from the 1960s.

And later in the year, several films that will help drive retail sales include December's *Princess and the Frog* (Disney), which will mark the arrival of the first new princess in more than 10 years. (See page 40).

And then there's the next Twilight movie, *New Moon* (Summit Entertainment), in November. This film, based on the book by Stephenie Meyer, is one of the best examples of how a small-budget movie became a huge success and was largely responsible for a 19 percent increase in profits at Hot Topic during the fourth quarter of last year. Merchandise sales have remained strong at Hot Topic through spring as the specialty retailer attributed its 6.2 percent increase in same-store sales in March to Twilight merchandise.

Hot Topic took a risk with a teenage vampire romance movie and a relatively unknown cast. The movie was produced on a \$40 million budget and has grossed over \$380 million worldwide. Now almost every retailer covets a piece of the Twilight phenomenon and certainly the next hot title.

Looking ahead to 2010, there's yet an even potentially stronger lineup of films that includes a few sequels and some new properties: *Iron Man 2*, *Robin Hood*, *Shrek Goes Fourth*, *Prince*

of Persia: The Sands of Time, *The A-Team*, *Toy Story 3*, *The Green Hornet*, *Twilight 3* and *The Last Airbender*.

There's no doubt that entertainment licensing has become one of the most important traffic builders for retailers worldwide. And with the Licensing International Expo just a few weeks away, June 2 to 4, the search is on not only for the next blockbuster movie, but for the next hot property, as well. ©



International Appeal

By **Josephine Collins**



Commercial property business CB Richard Ellis took a look at how global retailing is faring and has come up with some interesting conclusions.*

The U.K., the report says, continues to be the most international retail market globally. This is no surprise—the U.K. has the most dynamic retail landscape, and it is no wonder that this makes it the No. 1 priority for international retailers. Sadly, however, they do not always understand the fixed cost-heavy retail business model in the U.K. and often find it difficult to fulfill their initial expansion plans.

CBRE mapped the global footprint of 280 international retailers across 67 countries, looking at individual cities as well as the broader picture.

The U.K. outperformed other European cities, including Spain, France, Germany and Italy, with 58 percent of the retailers in the survey present in the country. This is the same position as last year, but it has outstripped second place Spain by 10 percentage points this year.

Europe dominates the top international markets, containing 8-out-of-the-top-15 most international retail locations. But China, Russia and the United Arab Emirates have gained significant ground in the past 12 months. China, Russia and Japan performed strongly in the 2008 global retail ranking, achieving

the sixth, seventh and 14th positions, respectively. Middle Eastern countries also have seen a marked increase in retailers entering the region. The U.A.E. jumped two places in the ranking, from sixth in 2007 to fourth in 2008, with 45 percent of international retailers present, compared with 39 percent in 2007. The report indicates that Saudi Arabia leaped up the rankings, from 28th position in 2007 to 15th position in 2008, with 37 percent of international brands present.

With all the commercial construction taking place in the Middle East, it is obvious that these countries will be moving up the ranking. But what of the U.S., which CBRE describes as “the largest and

most established retail market in the world”?

The U.S. only registered in 10th position globally—a drop from seventh place in 2007—with 39 percent of international retailers present. CBRE says that this can be attributed in part to the size, maturity and strength of its domestic market.

U.S. retailers, CBRE says, tend to penetrate their vast national market—equivalent to some 20 European markets—before considering international expansion.

What the report does not highlight is the number of international retailers that have floundered in their bids to conquer U.S. markets—look at the struggle Tesco is facing with its Fresh & Easy concept.

Canada made the strongest rise in the CBRE ranking of any country in the Americas in 2008, moving into position 13 from 18, with 37 percent of international retailers present, a 6 percent increase from 2007.

Peter Gold, head of EMEA cross border retail at CB Richard Ellis, says: “Despite the global economic slowdown, many retailers, especially cash-rich private companies, have continued their expansion plans throughout the past 12 months. Our survey of 280 retailers saw them expand their international presence by an average of 12 percent in the past year, being represented in two more countries than in the previous year. This was primarily driven by clothing, footwear and accessories retailers from Europe.

He adds: “The emerging markets have been the primary beneficiaries of recent retailer expansion activity, with Middle Eastern, Asian and Eastern European countries dominating the list of new openings. The two common drivers of this trend appear to have been rising local consumer affluence and the opening of major new shopping centers, which allowed international retailers to open their first stores in the country.”

The report concludes that globalization is an ongoing trend, but it remains to be seen what the pace of expansion will be as the effects of 2008—including the crisis in commercial construction—and whether the U.K. with all its problems will remain at the top of the chart. ©

*“How Global is the Business of Retail?” 2009, CB Richard Ellis, www.cbre.eu

Top 15 Most International Retail Countries

Rank 2008	Country	% of Int'l Retailers		Rank 2007
		Present 2008	Present 2007	
1	United Kingdom	58%	55%	1
2	Spain	48%	47%	2
3	France	46%	43%	4
4	U.A.E.	45%	39%	6
5	Germany	45%	44%	3
6	China	42%	37%	10
7	Russia	41%	38%	9
8	Italy	41%	40%	5
9	Switzerland	40%	38%	8
10	United States	39%	39%	7
11	Belgium	38%	34%	12
12	Austria	38%	36%	11
13	Canada	37%	31%	18
14	Japan	37%	33%	13
15	Saudi Arabia	37%	24%	31

Source: CBRE

The Core of Business Growth

By **Marty Brochstein**



The opportunities may be fewer and farther between and the execution may be fraught with an extra layer of challenges brought on by the general economic climate. But the consumer products marketplace—and by extension, the licensing business—is subject to trends both obvious and subtle that savvy marketers can develop. Some trends can be gleaned via reading of research studies and other source material, others by careful observation of what's going on in the world at large. Many will be on display and under discussion at next month's Licensing International Expo in Las Vegas.

While “green” has threatened to become the latest word to be abused and twisted beyond recognition by the marketing community, there's no doubt that products and programs that tap into the rapidly growing societal move toward sustainability and eco-conscious consumption are claiming a larger share of consumer dollars.

Last month, as part of our ongoing year-long webinar series (free to all LIMA members), LIMA hosted a 90-minute session on how eco-consciousness fits into the licensing business. Licensing veterans Andrea Green of consultancy Globally Green and Debra Joester, president of the Joester Loria Group, offered a wealth of insights into how sustainability fits into the business world overall and some of the issues that must be confronted in putting together an eco-based licensing program.

Studies and surveys continually show that a broad swath of consumers are increasingly conscious of the ecological impact of their shopping habits and lifestyles and are willing to reward with their business the marketers who display the same values and consciousness—if not necessarily at a premium price. Andrea Green points to the second annual Edelman Goodpurpose study, released late last year, which showed that even during a recession, consumers overwhelmingly value brands' social commitment. The environment (88 percent) tops the list of their social concerns.

But, as she's quick to note, any marketer who ventures into these waters has to mean it. “Greenwashing” is the term that's sprung up to describe the effort to push a run-of-the-mill product in an eco-friendly marketing campaign. “That's not something we want to have as

part of our industry's legacy. If you're going to make the claim, you've got to back it up,” Green says.

She and Joester point to retailers around the world—Walmart, Tesco, Marks & Spencer, Amazon.com, even regional U.S. supermarket chain Winn-Dixie—that are implementing eco-friendly merchandising efforts in various merchandise categories. Given its sway in the retail market, many in the licensing business are well aware of Walmart's well-publicized goal of reducing in-store packaging 5 percent by 2013.

Joester notes that “not all brands scream ‘green,’ but even those that don't can sustain a valid positioning.” Jeep's heritage positioning as a brand associated with the outdoors (albeit as a vehicle), has allowed it to edge its way into an eco-friendly positioning in some lines. For example, signage and product labeling is quick to point out that the fabric in each Jeep g-Series stroller is made of PET material made from 40 recycled plastic bottles. Several licensees have generated more than 25 SKUs in coordinated recycled packaging for a newly launched juvenile products line that is going into a 4-foot section in Walmart this month, Joester says.

Some brands, of course, scream green more loudly than others. Discovery's “Planet Earth” was first broadcast in April 2007, and a licensing program was officially launched at Licensing Expo two months later. In 24 months, Joester says it's generated \$250 million in sales (including DVD and toys). An eco-friendly licensing program was a must, she says, as research confirmed that consumers expected products to be “good for our planet.” Packaging, game components and plush stuffing were made of recycled content, water-based glues and vegetable ink. While some of the licensees were experienced in making eco-friendly products, for others, this licensing program was their first such venture.

It hasn't all worked. Joester says that apparel, accessories and footwear have been a tougher sell. In those categories, she admits, “We had a much tougher time at retail convincing buyers that consumers really cared.”

However, sustainability and eco-friendliness represent only one of the trends that will permeate Licensing International Expo. ©





Wolfman Signs Deals, More Brands to License

Upcoming horror release *The Wolfman* has inked several merchandise deals, according to Universal Studios Consumer Products Group. *The Wolfman*, starring Benicio Del Toro and Anthony Hopkins, will be released on Nov. 6. Latest deals for the property include Mezco Toyz for 7" and 12" figures and accessories, Rock Rebel for a line of men's tees and buckles and Rubie's Costume Company for Halloween costumes and masks. The movie merchandise will be available at retailers this fall.

The group also is planning a new infant brand extension for Houghton Mifflin Harcourt's new

publishing extension "Curious George: Curious Baby." Categories available for licensing include layette, early development toys, gifts, nursery décor, bath, feeding and daily care. The first books "My Curious World," "My Little Boat" and "Counting" will launch this year.

In addition, the upcoming 2010 release of *Scott Pilgrim vs. the World* is now seeking licensing opportunities through Universal Studios Consumer Products Group. The live-action film based on the graphic novel series by Bryan Lee O'Malley is looking for product partnerships in apparel and accessories, electronic accessories, collectible figures, novelty, stationery and social expressions.

Scott Pilgrim vs. the World will star Michael Cera, Kieran Culkin, Mary Elizabeth Winstead, Jason Schwartzman and others. The film is co-written and directed by Edgar Wright (*Hot Fuzz*, *Shaun of the Dead*).

Gloom Expands Globally

The Ruby Gloom brand featuring Ruby and her offbeat circle of friends Doom Kitty and Skull Boy has more than 50 licensees in four continents and now is expanding in stationery. Carlton Cards in Mexico has launched Ruby-themed stationery items with an extensive product line that includes greeting cards, note cards, gift wrap, party goods, and calendars, now available in Suburbia, Sanborns and Walmart stores across Mexico. In fall 2009, Cartorama, a leader in the Italian marketplace in the school accessories and stationery category, will launch a Ruby line with products such as backpacks, pencil cases, school diaries, exercise books, ring binders, fashion bags and bracelets. The products will be sold in more than 2,000 specialty stores in Italy. The Ruby Gloom property is licensed by Nelvana Enterprises in all territories outside of the U.S. and by Mighty Fine in the U.S.



Hearst Partners with Kmart and Sears for Country Living

The *Country Living* Collection, a new line of home fashions that includes bedding and bath, tabletop, furniture and home décor, will debut this summer in both Kmart and Sears retail stores. The collection, inspired by Hearst's *Country Living* magazine, will offer four distinct looks: modern countryside, blue and white, red and white and faded antique. Rolling out this August in more than 1,200 Kmart stores and 500 Sears stores nationwide, the product line will be priced from \$3.99 for candles to \$349 for dining furniture.



Star Trek Lands Deals

A number of licensees have lined up for a major product line based on the upcoming Paramount Pictures' release of *Star Trek*, according to CBS Consumer Products. The J.J. Abrams' adaptation of the iconic Star Trek property hit theaters May 8.

The movie-inspired product line will include these licensees:

- Playmates Toys for action figures (3.75" and 6") and accessories; a special 12" scale of collector figures; iconic vehicles; and playsets that are compatible with the 3.75" action figures
- Mattel for Star Trek-themed Barbie Collector dolls (Kirk, Spock and Uhura); a full range of Tyco R/C flying radio controlled vehicles; a Scene It? DVD game that includes content from "Star Trek" television series and movies; and a Radica 20Q Star Trek trivia game
- Pocket Books for a movie novelization
- IDW Publishing for a comic book prequel "Star Trek: Countdown" (available for Apple's iPhone and iPod touch, and Google's Android Mobile Devices)
- Fundex for Star Trek versions of classic games UNO, Scrabble and All About Trivia
- USAopoly for a Star Trek Continuum Collector's Edition
- Vandor for gift items, including business card holders, salt and pepper sets, mugs, clocks and magnets
- Funko for bobbleheads and vinyl figurines
- Briefly Stated for adult sleepwear and loungewear
- E.S. Originals for kids footwear, bags and accessories
- AME for sleepwear for children
- York/Roommates for peel-and-stick wall art and décor, including life-size wall murals
- Rabbit Tanaka for lighting, wall art and other home décor elements
- Trends International for posters
- GenkiWear for a trio of fragrances (Tiberius, Pon Farr and Red Shirt)
- Cufflinks.com for silver-plated cufflinks
- Bradford Exchange for direct-to-consumer items such as leather jackets, laptop bags, patches, pins and flags
- MBI/Danbury Mint for jewelry, such as men's and women's rings
- GoAnimate.com for an online destination.



executivemoves

- IMG Worldwide has named **Fabrice Faurie** vice president, licensing, working within IMG's Worldwide Licensing Business Unit. He will be based in IMG's London office. Faurie joins IMG from luggage business Samsonite.
- **Nina Hahn** was recently promoted to senior vice president of international production and development for Nickelodeon. Hahn formerly served as vice president. Made-for-TV movies and U.K. live-action series will be added to her current responsibilities within Nickelodeon International. Hahn is based in London.
- **Dan Tudge** was named vice president and general manager of Disney Interactive Studios' Propaganda Games. Tudge, a 13-year veteran in the video game development sector, was the executive producer and project director at BioWare Group.
- Juicy Couture has hired **Ellen Rodriguez** as senior vice president of international and licensing and **Lisa Metcalfe** as senior vice president of global production and sourcing.
- Toei Animation hired **Eduardo Lucio** as Latin America sales manager. Prior to joining Toei, he worked for the Taiwanese company, Flomo and Hong Kong-based company, Tai Tung.
- Breakthrough Films & Television appointed **Joan Lambur** to oversee the company's animation division along with its live action and family television series. In her newly expanded role, Lambur will supervise the development and production of all new animated and live-action kids' and family series. In addition, she will oversee licensing and merchandising opportunities for Breakthrough's properties.
- **David Strumeier** was promoted to senior vice president of sales for Wicked Fashions' RS by Sheckler, WhiteTag and A.Prodigee brands. Strumeier will continue his responsibilities as senior vice president of marketing for Wicked Fashions and its flagship brand Southpole.
- **Lucky Evani** was promoted to vice president of sales of the consumer products division at Bensussen Deutsch & Associates. At the consumer electronics manufacturer, Evani will lead all sales initiatives in the division and oversee BDA's relationships with licensors such as Nintendo, Sony and Microsoft.



Global Brands Kicks Off Fifa Fashion

Global Brands Group is kicking off the international rollout of the first range of Fifa-branded fashion and accessories at the same time as the Fifa store openings ramp-up ahead of the 2010 Fifa World Cup South Africa. Global Brands Group, the worldwide master licensee for Fifa, also named master distributors across the world to handle territory launches.

The Fifa Collections debut to retailers at fashion, sports and lifestyle trade exhibitions over the coming months.

The crossover sports-fashion Fifa Collections comprise five separate ranges for men and women: 1904, Editions, Code, Essentials and Trophy. It is expected to be available in more than 100 Fifa Official stores and Fifa Official Event stores, plus a network of Fifa-branded shop-in-shops or corners that are expected to open in 12 markets around the world from August onward.

In addition to the two seasonal collection launches for spring/summer and autumn/winter, Global Brands also is developing an event range for the 2010 Fifa World Cup. The apparel range links with the sporting event—the world’s single-largest sports tournament—and also reflects the rich history of the African host nation.

The fashion collections have been designed in-house by Global Brands to appeal to mainstream, high street fashion and lifestyle consumers, as well as to football fans across the world.

Chief executive officer and co-chairman of Global Brands Group Mark Matheny says: “This apparel and accessories collection is the first big product launch for the Fifa brand. The process started last May when we brought in the first distributors, then the lines were developed in collaboration with Fifa, and now they are being launched to the trade. We’ve created a football lifestyle brand, and we are now at the important stage of placement with retailers.”

Distributor deals have been signed with Cooper Sports in Australia, Amigo Group in India, Young Turks in Turkey, Fireblade in the U.K. and Total Apparel Group in the U.S. Three more deals are pending, and an additional six have been identified.

The first Fifa Official store opened in Singapore’s T3 terminal at Changi airport in January last year. The second store, and the Global Brands’ first in Europe, will open at Paris Orly airport on Sept. 1.

Further standalone stores are planned in London, Tokyo and Los Angeles, as well as in emerging markets, including Latin America, China and India.

Thierry Weil, marketing director of Fifa, says: “The launch of the first Fifa sports lifestyle collection marks an important milestone in our goal to connect with fans around the world. There has been huge demand for the launch of this collection due to Fifa’s incredible brand exposure as well as the countdown to the 2010 Fifa World Cup. We are confident that Global Brands Group’s expertise in the licensing and retail industry will ensure that Fifa merchandise reaches as wide an audience as possible, in every corner of the world.”

Matheny says: “Since becoming Fifa’s official licensing partner in 2005, Global Brands Group has worked tirelessly to create a range of apparel in keeping with the tradition and global stature of the Fifa brand. It was also important to ensure that we produced a range of apparel that appealed to a wide range of consumers, including football fans, fashionistas and men and women of all ages.”

Simon Hawkins, senior vice president of global product sales, who leads the Fifa brand within Global Brands, says: “Through our master distributor network, our goal is to deliver the Fifa brand experience to the broadest group of football fans and consumers worldwide. Our distributors have built up experience in the sports, lifestyle and value sectors and have an established distribution infrastructure in place to meet the needs of retailers in their region.



HIT Launches Bob the Builder Style Guide for CGI Series



HIT Entertainment has launched a new style guide for Bob the Builder to complement the CGI television series that premieres later this year. Product inspired by the new guide is expected to hit retail this fall.

Jon Owen, executive vice president for consumer products in the U.K. and EMEA, says: “Bob is now very much a part of our preschool culture, but the new style guide gives us and our licensees a great opportunity to update the brand.”

Ronnie Yaffe, director of Martin Yaffe and Born to Play, was the first and current U.K. master toy licensee for Bob. He says: “Licenses come and go. That’s the nature of the business. But Bob is a phenomenon and continues to do good business, which is unique.”

Says Yaffe: “We love new product. We already have more than 100 items in the range, including the new Singalong Bob that we launched at the beginning of the year. The CGI style guide gives us the opportunity to create a new look, too.”

HarperCollins Ramps Up Licensing Program

HarperCollins U.K. is ramping up its licensing program on its own brand and on its children's book properties while looking at opportunities to take its book properties into television and film.

For the Collins reference book and map brands, Collins Language and Collins Geo, head of licensing and content development Mel Beer is looking at creating the first extensions for the 185-year-old brand.

"The Collins brand has a great potential in learning toys based around its mapping aspects, and there is also potential for high-end male gifting. The map archive in Glasgow is a treasure chest of historic maps," Beer says.

In children's publishing, the key properties are the "Magic Ballerina" series by Darcey Bussell; "Gunk Aliens" by Jonny Moon; "Toot and Pop" by Sebastien Braun; Oliver Jeffer's picture books series, for which

there is already a greetings card deal with Museums & Galleries Marketing; Mandy Stanley's "Lettice" series; Emma Chichester Clark's new series "Humber & Plum"; and Anna Walker's Ollie and Fred "I Love ... " series. New properties in the HarperCollins portfolio include "Captain Bulk" by Sam Lloyd and "Arthur" by Magda Archers. Beer is currently making presentations to retailers and licensees.

The strategy is to develop licensing programs in the U.K. first, followed by the appointment of agents for international markets. Cosmo Merchandising in Japan already handles Judith Kerr's "Mog" series.

Beer presented ideas for television and film versions of its children's properties at last month's MipTV. There was particular interest in B Hutchison's "Invisible Fiends," aimed at children ages 9 and older, she says. "I've

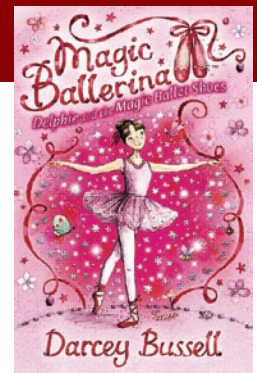
had a great reaction from producers, broadcasters and studios and hope to be making key partner announcements shortly."

Beer also is optioning adult titles including "Mister God this is Anna" by Fynn and "The Beginning of Spring" and "The Axe," both by Penelope Fitzgerald.

Correction: *License! Global's* April 2009 Top 100 Licensors section

No. 49. The contact information for Whirlpool is Glen Konkle, chief executive officer, Equity Management, +1.858.558.2500.

No. 79. The Football Association has direct relationships with several retailers. These include Tesco, which is the official supermarket partner for the England team.





Oxford Licensing Broadens Reach

The U.K.'s Oxford University is ramping up its licensing activity with new licensees on board and a licensing event held last month.

Led by Oxford Limited, a wholly owned subsidiary of the university whose profits support the university's activities, its European agent IMG has signed

Henry Cottons for apparel, Action Tosi for footwear and Terrida for leather luggage.

In Korea, where the agent is Asiana Licensing, an apparel deal is to launch with Bean Pole, owned by Samsung Cheil, while Oxford Limited's North American agent Stone America has signed deals for apparel with Chaser, high-specification personal computers with F Ross and educational games with Discovery Bay.

Stone America is also in discussions on direct-to-retail deals for apparel, fragrances and home interiors.

A new style guide also was launched at Exeter College in Oxford to licensees and potential licensees.

Other agents on board are Copyrights Asia in Japan and Interasia & Associates in Southeast Asia.

Lavish Gets Cute with Pet Poets Club

U.K. design agency Lavish Productions' Pet Poets Club—"cute little rhymes for those special times"—which started as a social networking experience, has launched a licensing program spearheaded by Ignition Licensing in the U.K. and by Jewel Branding & Licensing in the U.S.

The social expressions property is attracting a triple demographic—girls ages 6 to 16, adult women and teen boys—according to Vanessa Champion, licensing director.

Champion says: "Greetings cards and calendars are the core, and we are launching the most popular character, Fifi The Showbiz Chihuahua, with *Pink* magazine. But there is also a market for the parody or pastiche, which attracts boys—for example with The Dogfather

and Pup Fiction."

Lavish has access to 70,000 animal images and some 800 archive poems.

Lavish is launching a consumer Web site that will be used to drive sales of

product at retail as well as to cross promote. The Web site will include "licensee only" access to the portfolio of images, verses and graphics, which aims to cut the approvals process—a service that Ignition director Maggy Harris describes as "an innovative system that is a really unique selling property of this brand."



Among the U.K. deals signed are The Greetings Factory for cards; Danilo for calendars and diaries; Greencore (part of Hazlewood Grocery) for online cakes; Is it Art? wallet cards; www.greetz.co.uk for online print-on-demand greetings; Little Star for mini books; You Frame canvas prints; and animated mobile

greetings from Sharpcards. The range also is available through O2, T-Mobile, Orange and the Sharpcards D2C Web site. Leanin' Tree has signed in the U.S.

Champion hopes to go global with Lavish's properties, which also include Bob&Peski, and a focus on Australia, South America and Hong Kong and the Asian markets.

HIT Debuts Silver Screen Division

HIT Entertainment launched a new movie division to make family-oriented movies out of HIT's library of iconic children's properties. The division also will identify and develop new stories and characters for future HIT family movies.

Heading the division from Los Angeles will be Julia Pistor. Pistor has been consulting with HIT since last summer and previously worked as Nickelodeon's executive vice president of movies, where she developed and produced such properties as *Rugrats* and *SpongeBob SquarePants*.

The movie division initially will focus on what Pistor calls "the goldmine of enduring characters" from HIT. First to head to the big screen will be *Thomas the Tank*, which is planned for a big screen debut in late 2010. Other HIT brands being considered for theatrical release include *Barney*, *Bob the Builder*, *Angelina*



Ballerina and *Rainbow Magic*. The films will be a mix of live action and CGI animation and, thanks to the latest technology, HIT will be able to "bring in new storylines that can take advantage of the big screen," says Pistor. The goal is to provide excitement and surprise but at the same time "deliver on the core essence of the properties.

It's also a really good time to take advantage of the generational element—*Thomas* is celebrating 65 years," says Pistor.

The company will also look to develop new stories and characters for future movies.

HIT Entertainment has also signed with Beverly Hills-based talent and literary agency United Talent Agency to help create new opportunities in film, television and digital entertainment.

A New Era for Licensing

After months of planning and preparation, Licensing International Expo will debut in Las Vegas in less than a month, marking a new era for the licensing industry.

And “new” is the operative word to describe the licensing industry’s largest and most important business meeting and convention, produced by Advanstar Communications in partnership with the International Licensing Industry Merchandisers’ Association.

All of the show’s marketing and communications have touted the myriad new programs for the past several months. Here’s a recap of all the exciting changes that await every attendee in Las Vegas on June 2.

■ **Venue** The Mandalay Bay Hotel and Convention Center offers a self-contained, upscale environment with all the amenities expected from a five-star property. From the exhibit floor to the surrounding promenade to the luxurious hotel rooms and suites, Mandalay Bay has every characteristic needed to conduct a successful business meeting, luncheon or reception. And all of it can be coordinated and accomplished more easily and less expensively than the previous site in New York.

■ **Exhibit floor** With a more sophisticated design, the show floor is self-contained on one level, offering easy accessibility, wide aisles, plush carpeting, special seating areas and appropriate signage. The contiguous floor will make it easier for attendees and exhibitors.

■ **Brands** This year’s expo will feature more than 90 new brand and property owners reinforcing that it is the most important event for new business opportunities.

■ **Fashion show** The Runway on 7th Avenue will showcase the hottest licensed brands, including children’s apparel, contemporary sportswear and high-street fashion. Three shows daily will give attendees the opportunity to experience the latest designs and trends.

■ **Interactive** This year’s show brings a special interactive/gaming area, which

continues to grow as a licensing category.

■ **Keynote presentation** There’s no better way to kick off the industry’s three-day event than with a comprehensive overview of retail and consumer trends. The keynote address, scheduled for 8 a.m. on June 2—free to all attendees—will feature Dan Stanek, executive vice president of TNS/Retail Forward. He will review changing consumer buying habits and predictions for the future.

■ **Retail panel** Another special program this year is the exclusive Retail Trends Roundtable sponsored by *License! Global* magazine and moderated by Tony Lisanti, global editorial director. It will feature several prominent retail brand licensing and merchandising executives, including Gaye Dean of Target.

■ **LIMA Awards** The association’s annual awards gala has undergone a complete change. It will be the opening night party and reception, featuring a more streamlined awards program in a theater-style setting, followed by entertainment by the Blues Brothers Band. And it’s conveniently taking place at the House of Blues, a short walk from the exhibit floor at Mandalay Bay.

■ **Licensing University** With about 40 conference sessions, LIMA’s lineup offers a wide range of topics addressing the most important issues facing licensing executives.

■ **Exclusive Show Daily** And then there’s the *License! Global Show Daily* that captures all the key news and buzz from the show floor, as well as dozens of photos from all the key events and parties.

There are so many more amenities and new programs at Licensing International Expo this year in Las Vegas than ever before. And it’s a more comfortable and conducive venue that reinforces the true meaning of an annual business meeting, trade show and community that showcases its leaders, its viability and its globalization. LIE 2009 is all about the best of retail and brand licensing.

See you in Las Vegas! ©



Georgiann DeCenzo
Executive vice president
Advanstar Global Licensing
Group

LICENSING

International Expo



2009 EXPO PREVIEW

The Licensing International Expo in Las Vegas is just a few weeks away. Decision makers promoting the biggest licensing properties will be eager to do business June 2 to 4 at Mandalay Bay. What follows are some of the highlights that attendees can expect to see at this year's show.



4Kids Entertainment

4Kids Entertainment is a global organization devoted to the creation, development, production, broadcasting, distribution, licensing and manufacturing of children's entertainment products, with U.S. headquarters in New York City.

Act III Licensing

Act III Licensing is excited to launch two new properties at this year's Licensing Expo. Sunkist, a billion-dollar licensing brand in the food and beverage category, will be licensing its name and illustrious history of fruit crate art in non-food categories. Target categories include housewares, apparel and stationery products. Act III also will represent the Ray



Charles estate. Ray Charles' name and likeness and hundreds of never-before-seen photographs will be available for licensing.

Target categories include apparel, stationery, wall décor and collectibles.

Jackie Jensen

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Alchemy Studios

The best and the only recognized worldwide brand name in gothic, fantasy/alternative. With more than 400 images, Alchemy Studios are very much alive and rocking, producing new, innovative and up-to-date art and design every day. Managed, marketed and supported entirely in-house by Alchemy's dedicated team of licensee-friendly staff.

BBC Worldwide

BBC Worldwide's Children's and Licensing division, which focuses on preschool,



preteen and adult licensing, features a strong portfolio of properties. The commercial arm of the BBC will be seeking

new partners for key properties as they roll out in the U.S. and internationally, including award-winning hits "In the Night Garden," "Doctor Who," "3rd & Bird!," "Charlie and Lola" and "Teletubbies." Other emphasis includes adult brands Top Gear and Strictly Come Dancing, as well as the newly launched brand, BBC Earth, which brings together all of the BBC's natural history content. Visible across all platforms, including TV, digital and merchandising, BBC Earth encourages engagement with current programming, classic productions and future commissions.

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Big Bocca Productions

Big Bocca Productions BV, an affiliated company of Upper Deck Group, has been created to develop, co-produce, distribute and license intellectual properties for kids on a global basis.

The first property developed is "Huntik: Secrets & Seekers," 52X30), a fantastic new boy action adventure



property targeting ages 6 to 12 and was created through a partnership with animation studio Rainbow S.p.A. and media company m4e AG. Magic, mystery and mission come together in this series.

Marie-Laure Marchand,
managing director

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www.huntik.com

The Beanstalk Group

The Beanstalk Group, the world's leading brand licensing consultancy, added HGTV, the country's leading home and lifestyle television network, to its impressive client roster and continues to develop innovative brand extensions for Ford, Stanley, Vespa, and Paris Hilton, among other brand and celebrity clients.

In addition, Beanstalk is developing a range of baby products for Procter & Gamble's Pampers brand, creating authentic products for the World Wildlife Fund, designing lifestyle products targeting African-Americans for *Ebony* and *Jet* magazines and coordinating the launch of Purina Pet Gear pet accessories. Beanstalk's global services were bolstered by the opening of a Hong Kong office and engaging commercial representatives in Latin America.

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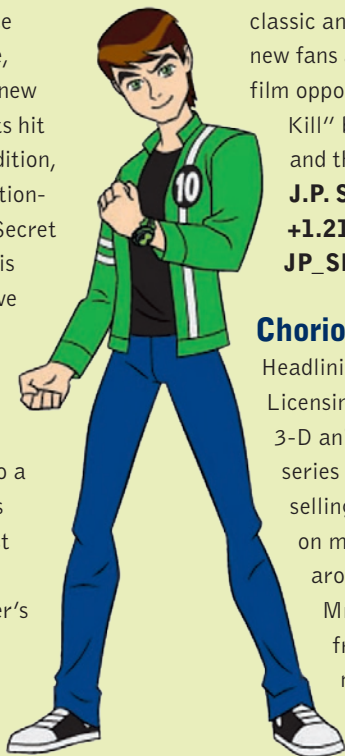
Boy Scouts of America

Feb. 8, 2010, marks the 100th anniversary of the Boy Scouts of America. To reach today's estimated 50 million Scouting alumni and their extended families, BSA is reconnecting with consumers in almost every age group who may have been touched by the program at one time or another. BSA is exploring licensing opportunities for the BSA 100th anniversary, Be Prepared, Pinewood Derby, Venturing and KidSkills to name a few.

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Cartoon Network Enterprises

Cartoon Network Enterprises comes to Licensing International Expo with unparalleled momentum behind its portfolio of leading brands. Continuing its dominance in the boys' action space, the company will unveil new partners and plans for its hit Ben 10 franchise. In addition, the network's newest action-adventure series, "The Secret Saturdays," launches this fall with a fully immersive program that features toys, interactive, publishing and home video, while Bakugan will continue its roll in to a wide range of categories as CNE expands a robust licensing program for Nelvana and Spin Master's breakout toy brand. Finally, the smash hit kids' series "Total Drama Island" will



make its licensing industry debut as CNE, the brand's exclusive North American licensing agent, signs launch partners for one of television's biggest hits.

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CBS Consumer Products

CBS Consumer Products offers a collection of television icons. Among primetime series, "NCIS" launches its first-ever licensing program, while "90210" and "America's Next Top Model" expand into new merchandising categories. Television City's classic portfolio celebrates anniversary campaigns for legendary series "The Brady Bunch," "Happy Days" and "Twilight Zone" in 2009. Following the blockbuster movie premiere, *Star Trek* extends its presence across all retail channels with movie, classic and branded products targeting new fans and collectors. New theatrical film opportunities include "Consent to Kill" by best-selling author Vince Flynn and the anticipated release of *Beastly*.

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Chorion

Headlining Chorion's portfolio for Licensing International Expo is its new 3-D animated children's television series "Olivia," based on the best-selling book series. "Olivia" will air on more than 20 top broadcasters around the world this year. The Mr Men and Little Miss global franchise continues to grow with more product ranges for fashion-conscious young adults. Now in its second season, "The Mr



Men Show" has spawned a new range of consumer products for kids. Chorion also will feature Paddington, Noddy, and its new TV series "Noddy in Toyland," The World of Eric Carle and other quality literary and lifestyle brands.

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Classic Media

Reinventing classics of yesterday and creating classics of tomorrow,

Classic Media debuts two all-new preschool series: "Tinga Tinga Tales" on CBeebies (U.K.) and "Playhouse Disney" (U.S.) in spring 2010 (Penguin Group, global publisher), as well as "Guess with Jess" on CBeebies in fall 2009 (Fisher-Price, master toy partner). Seasonal brands Casper, Peter Cottontail and Santa Claus is Comin' to Town expand to new categories, including apparel, social expression and toys. Where's Waldo? launches video and mobile games, apparel and puzzles. Postman Pat SDS rolls into new territories with an all-new mission. A fresh crop of merchandise is headed to retail this year from Big Idea's VeggieTales.

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Exhibitor List & Floor Plan

BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR
2977	100% RAG	501	Angel of Peace by Warri Intl.	2077	Baker Associates	1875	BonArtique.com
2422	360ep, Inc.	3074	Angel Street Design	2811	BBC Worldwide	2252	Boy Scouts of America
2435	4Kids Entertainment	1622, 1644	Art Impressions, Inc.	1646	Beanstalk Group, The	2414	Bradford Licensing Associates
Suite5	A Squared Entertainment	1867	Art Makers International, Inc.- AMI!	415	Beast Stew	2640	Brand Central, LLC
2449	Act III Licensing, LLC	2574	Art of Possibility Studios	2772	Bentley Licensing Group	317	Brand Name Management
2402C	Adex Creators Gateway	1777	Art Trends, LLC	503	Beverly Hills Polo Club	714	Brand Sense Partners
1417	Adness Entertainment, LLC	1010	Artestar		International LLC	2440	Brandgenuity, LLC
208	Advantages Services	2469	Artistic Designs Group	2622	Big Bocca	2649	Bruce Lee Enterprises, LLC
421	Adventures of Riley™	2672	Artists of Kolea	2841	Big Tent Entertainment	2955	Busted Knuckle Garage, The
2973	Alchemy Licensing	2966	Artscape, Inc.	1413	BKN New Media	2863	Buyenlarge.com
Suite 10, Suite 11	American Greetings Properties	1975	Artworks! Licensing, LLC	1973	Blaylock Originals	3177	C. Delle Bates
		318	Aurora World	1011	Bliss House, Inc.	423	CAD, Inc.
2856	Anaglyph Sculpture, Inc.	1903	Australia's Thunder From Down Under	419	Bloom & Grow, Inc. (A Place to Grow)	414	Cahoots, Inc.
420	aNb Media Inc.					3214	Capcom



JUNE 2-4 2009
Mandalay Bay Convention Center
LAS VEGAS

Floor plan as of 4.30.2009. For the most up-to-date floor plan please go to www.licensingexpo.com

BOOTH# EXHIBITOR

1967 Capital Licensing Group
424 Cardioville™
2426 Cartoon Network Enterprises
410 CBF Labels, Inc.
910 CBS Consumer Products
1001 CCI Entertainment Ltd.
814 Chorion
3271 Chris Flisher - Mandala Arts, Inc.
1016 CIA Panamericana De Licencias
- CPL
2835 Classic Media
2777 CLC Designs
2402D CoFesta
207 Continental Enterprises, Inc.
Suite 18 Cookie Jar Ent./DIC
Entertainment
Suite 24 CopCorp Licensing
524 Counterpoint Systems
412 Cowboy Up/ Cowgirl Up
2876 Cranky Design
411 Crazy Eddie
502 Crew Only Clothing Company
2402A Crown Creative Co., Ltd.
2559 CTI Solutions Group
3063 Cue Licensing Artists Associates
2256 Curtis Publishing Company
3064 D. Arthur Wilson/
The World of Rhupert
3174 Dabadoro, Inc.
2901 Darwin Awards:
Evolution in Action
1200 De La Rue Holographics
1977 Debbie Taylor-Kerman, Inc.
1872 Dena Designs, Inc.
2459 Dependable Solutions, Inc.
1860 Design Plus
1972 Designs by Donna Collins
1657 Dimensional Branding Group, LLC
Suite 2, Suite 16 Discovery
Communications International
Suite 1 Discovery Communications, Inc.
1835, 2235, 2241 Disney Consumer
Products
1600 Dissero Brands Ltd.
1413 Dorna Sports
1774 Douglas Day - D. Day Design
2857 Dr. Fresh, Inc.
3269 Dr. Krinkles
Suite 3 Dr. Seuss Enterprises, L.P.
222 Dream Studios LLC
3229 Dreamworks Animation
1877 Dressed Up Cat, LLC
1773 DSW Licensing
2205 E1 Entertainment
213 Eaglecrown Productions Ltd.
220 e-Best Digiprint Ltd.
2972 Ed King Pop Art
1413 Edebé Audiovisual Licensing
210 Electrolux Global Brand Licensing
3220 Electronic Arts
3062 Elleone Licensing
featuring Lionel Milton
804 Elvis Presley Enterprises, Inc.
2902 EMI Music
313 Errea Sport S.P.A
3068 Eva Hannah Group
2006 Exim Licensing Group
2303 Felix the Cat Productions, Inc.
2808 FEMSA
Suite 9 Fitzroy Media, LLC
3073 Foto by Eva Collections
704 FremantleMedia Enterprises
2411 Fulanitos
624 FUSION Licensing, Inc.
2801 Garfield (Paws, Inc.)
Group
Suite 13 Gator Group
1201 Gecko Hawaii,
Dinopack & Big Movers
2865 Giddy Gander Company
504 Gidget Worldwide
2477 Gifty Idea Greeting
Cards & Such!®
1769 Giordano Studios, LLC

BOOTH# EXHIBITOR

1006 Global Brands Group
630 Global Icons
1701 Glory Innovations, Inc.
3061 God's Heart Designs
3270 Gomez Bueno Enterprises
2208 Good Link International Licensing
2200 Gotta Pea, Inc.
3057 Grafiq Trafiq
418 GrapevineStar Entertainment, Inc.
217 Great Music, Inc.
2676 Greg Young Publishing
2669 Grimm
1112 Guide to the Licensing World
1601 Hallmark Properties
2058 Hamsterfly Pictures
1825 Hasbro, Inc.
1503 Highlights for Children, Inc.
2614 Hilco Consumer Capital
Suite 21 HIT Entertainment
2904 Hollywood Archive Collectibles
505 Hollywood Revolutions
2467 Homieshop, LLC
2203 Hong Kong Trade
Development Council
2073 Howard Robinson & Associates
2173 Image Connection, LLC
3072 ImageZoo
2608 Imagi Studios
Suite 12 IMC Licensing
Suite 4 IMG
426 Industrias Plasticas Martin
3267 Ingrid by Nutshell Designs
1863 Intercontinental Licensing Ltd.
1776 International Creative Licensing
1772 Intrinsic Enterprises Pty Ltd.
3221 ITV Global Entertainment Ltd.
1805 J. Patton
2201 J.P. Flag Co. Ltd
2960 Jaguar Consulting, Inc.
2402, 2401 Japan Pavilion
1969 Jason Michael Blair &
The Picture Maker
211 Jast Company Limited
3169 Jennifer Main Studio, LLC
2408 Jetix Consumer Products
3172 Jewel Branding & Licensing, Inc.
3167 Jim Hansel Editions
Suite 20 Jim Henson Company, The
323 JJP&R International Inc.
324 JMM Lee Properties, LLC
2069 Joan Cawley Licensing
1651 Joester Loria Group, The
1003 Joy Tashjian
Marketing Group, LLC
2858 Kamhi World
3265 Karen's Kids Studios
425 Kasperians, The
1817 King Features
2963 kiwi and pear
2202 KLH
3211 Konami
2401A koppes
617 Korea Culture & Content Agency
(KOCCA)
3223 Kyoraku Industrial Co. Ltd
2808 Lamborghini
2664 Larry Fanning Studios, LLC
1613 Larry Harmon Pictures
Corporation
2862 Laserwave Printing & Design
(USA & China)
2472 Lassen International, Inc.
1818 Lazytown Entertainment
218 League Entertainment
2605 Lego Group, The
2402E Licensing Asia 2009
1213 Licensing Group Ltd., 2009
1703 Licensing Letter, The
2374 Licensing Liaison
1312 Licensing Link Ltd.
2000 Licensing Works!
2261, 2267, 2167 Lifestyle Licensing
International

BOOTH# EXHIBITOR

2869 Liquid Skin Tattoos & Licensing
2456 Lisa Marks & Associates, Inc.
(LMA)
312 Liverpool Football Club
3173 Lloyd Dangle Studio
1216 LMCA
1210 Lo Coco Licensing
2402B Locomotion Co. Ltd.
2274 Looking Good Licensing
2207 Loter, Inc.
321 LovethisLife Omnimedia
2816 Lucasfilm Ltd.
1811 Ludorum Plc
320 Lunartics, Ltd
2462 Mada Design, Inc.
2656 Madison Square Garden
Entertainment
3268 Manic Repressive
1807 Marilyn Monroe Licensing Group
Suite 15 Mars Retail Group
3239 Marvel Entertainment, Inc.
830 Mattel, Inc.
403 Maui and Sons
2808 MC Licensing
1800 MEG
2452 Mercis by
2422 Metis Group, The
2827 MGA Entertainment
2377 MGL/Vision
Suite 6, Suite 7 MGM Consumer
Products
2272 MHS Licensing
1603 Miller, Kaplan, Arase & Co., LLP
2305 MindSpark Interactive
Network, Inc.
1660 MODA International Marketing
1873 Monkey Doodle Dandy
401 Monnalisa
2362 Moodoo Productions, Inc.
2249 MoonScoop/Taffy
214 Mo's Nose, LLC
2611 Most Management
2259 Moxie & Company
1851 Nancy Bailey & Associates, Inc.
717 NASCAR, Inc.
1500 National 4-H Council
2011 Natural History Museum
2211 Nelvana Enterprises
Suite 26 Nickelodeon and Viacom
Consumer Products
3217 Nintendo of America
2674 Nobody's Perfect® & Olive Food
1465 Northern Promotions, Inc.
408 Off Leash Concept Artists Group
2474 One of a Kind by Jodi
224 Open Text Digital Media Group
316 Organik Friends
2572 Painted Planet Licensing Group
2974 Painted Words, Inc.
1905 Paradox Entertainment
817 Paramount Licensing
1757 Patterson International
2577 Paul Brent Designer, Inc.
1413 Pavilion of Spain
2277 Penny Lane Publishing, Inc.
1301 Personality Products
1110 Planetpals
Suite 25 Pokémon USA
1406 Polaris Industries, Inc.
2372 Porterfield's Fine Art
2854 Precious Moments, Inc.
2418 Preziosi Group
1501 PricewaterhouseCoopers
1118 Promotions Factory, The
326 Punky Pets
1846 Rainbow S.P.A.
416 Ralph Sutton Designs & 3 DDD Art
3246 RDF Rights
2806 Red Nose
1403 Rio Dayne, Inc.
2072 Robin Zingone
226 Rocket USA Licensing
2367 Rosenthal Represents

BOOTH# EXHIBITOR

2872 RoyceArt
221 RSG Media Systems
1663 Sanrio Inc.
2667 Sarah Beise and Mindy Pierce LLC
2845 Scholastic Media
417 Scrap Kins - Brian Yanish Designs
2302 SDA - Santo Domingo Animation
2773 Searle, Inc.
1017 SEGA of America, Inc.
2903 Select Publishing Group
Suite 8 Sesame Workshop
2961 SGS Consumer Testing Services
604 Sharpe Company, The
1606 Signatures Network, Inc.
219 Sills & Gentille,
A Div of Green Hasson
430 Skechers USA, Inc.
500 Skin Industries
1219 Smiley Company, The
2965 Somerset Licensing
904 Sony Pictures Consumer Products
2602 Source Interlink Media
2051 Stone America Licensing
2361 Stone Arch Books & Picture
Window Books
1413 Stor
2860 Suk srl
2369 SunDance Graphics, Inc.
2067 Suzan Waldinger
Suzanne Cruise
Creative Services, Inc.
Synchronicity
1310 Taiwan Pavilion
2443, 2643 Target Entertainment Group
2803 Tattoo Art - JD Crowe
2176 Tattoo Johnny, Inc.
2423 Tatutina
3077 Televisa, S.A. de C.V
2216 Terri Puma Design, LLC
2877 Tezuka Productions
2402F Thinking C.A.P.P. Foundation, The
223 Thomas Kinkade Company, The
2652 T-Ink Technologies, Inc.
1206 Tiny Tilia
2859 TJS Consulting / Simply Licensed
1976 Toei Animation Co., Ltd.
2063 Tom Browning
3056 Tony Curtis
1000 Toon Studio of Beverly Hills, The
2853 Top Promotions S.A.
2957 Tosh Licensing
2365 Trail of Painted Ponies, The
2952 TSB & Co.
1773 TV France International
1808 Twentieth Century Fox
900 Two Town Studios, Inc.
2172 Uglydoll/Pretty Ugly, LLC
1617 United ERP, LLC
2958 United Media
917 United States Postal Service
1802 United Way
1400 Univenture, Inc.
1700 Universal Studios
700 Urban Fish Design LLC
2177 V&A (Victoria and
Albert Museum)
2110 Valeria Roncoli Studio, LLC
413 Vanity Events, Inc.
1203 Vicki Thomas Associates
2276 Vipo Land GmbH
2300 VIZ Media
Suite 22, Suite 23 Vooz Co., Ltd.
612 Warner Bros Consumer Products
930 Wayne Enterprises
2659 Wild Apple Licensing
3067 Wild Wings Licensing
2767 Wiley
1013 Withit
2307 World Key Services
2306 World Wrestling Entertainment
1410 Yoe! Studio
2864 Zolan Company, LLC
2867



Discovery Enterprises International

Discovery Enterprises International licenses Discovery Communications' channel brands and program franchises across the international markets. Key initiatives for 2009 include: the launch of Discovery Channel toys from Jakks Pacific; expanding the Animal Planet kids line with opportunities in toys, games and kids' apparel; the introduction of Discovery Expedition with key categories of outdoor apparel, camping gear and electronics; a style guide for the hit series "Deadliest Catch"; the continued growth of Doki and Discovery Kids in Latin America, currently standing at 80+ licensees, with a live show to launch in June; furthering relationships with retailers, including Toys"R"Us, Amazon and Carrefour.

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Dissero Brands

Dissero Brands Ltd. owns and manages international success story "Rachael Hale—the world's most lovable animals." A *License! Global* Top 100 Global Licensor, Dissero Brands is dedicated to the creation, marketing and development of design and image brand properties.

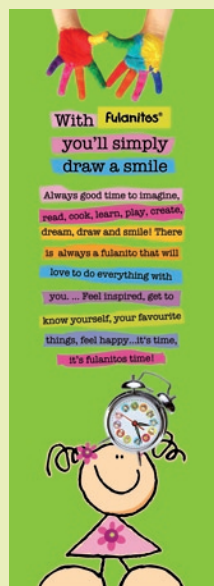
E1 Entertainment

The first-ever Licensing Expo for E1 Entertainment also is its first trade show since it changed its name from the Contender Entertainment Group. It will be highlighting licensing plans for its latest preschool TV hit properties Ben & Holly's Little Kingdom and Humf, as well as its leading property, Peppa Pig, which has two series on air, a third now in production and more than 50 licensing agreements in the U.K. alone. The half-hour special "Lost and Found," established properties Janet and John and Tractor Tom, and third-party representation, including It's a Big Big World, Hi-5, and textile design brand Kim Parker Home also will be featured on the company's booth.

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Fulanitos

Fulanitos is a bunch of funny characters that inspire kids and even adults. This brand was born from the imagination of a Mexican artist who began scribbling Fulanitos characters when she was a 9-year-old girl. Fulanitos' distribution and licensing programs have expanded from Mexico to other territories, such as the U.S., Europe, Latin America and the Middle East. This year, the brand is working on new projects including a daily-changing Web site and new ideas and designs for the Fulanitos style guide. Fulanitos has stories ready to be published.



FremantleMedia Enterprises

FremantleMedia Enterprises is one of the world's leading licensing companies and will be representing Europe, EMEA, Latin America, Asia Pacific and the U.S., showcasing a range of key properties, including leading global brands Merlin and Rebecca Bonbon; market-leading entertainment shows "America's Got Talent," "Britain's Got Talent," "The X Factor" and "American Idol; and third-party brands Star Trek, CSI: Crime Scene Investigation, Next Top Model, Cheers, The Godfather, Grease, Footloose, Flashdance, and Tintin; and classic game shows "Family Feud," "The Price is Right," "Press Your Luck," "Let's Make a Deal" and "Going for Gold."

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Grani & Partners

Grani & Partners' Promo Division (Preziosi Group) will attend the Las Vegas International Licensing Show, presenting different promotional products based on some of the leading properties on the market. Featured will be Hello Kitty, for which Grani & Partners is preferred premium supplier in the EMEA countries; Disney, in different characters; and Marvel Heroes. Also being featured is the renowned Preziosi Group's properties Gormiti and Puppy In My Pocket. Grani & Partners will be glad to welcome all company representatives who wish to organize winning corporate promotions addressed to their customers and based on the most celebrated characters in the entertainment world for children.

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www.granipartners.com



HIT Entertainment

HIT Entertainment is one of the world's leading independent producers of children's properties. New for 2009: Angelina Ballerina debuts a new CGI series, "Angelina Ballerina The Next Steps," and new specialty toys in fall. Thomas & Friends steams toward his 65th anniversary with his first-ever CG-animated movie, *Hero of the Rails*, and more than 50 tie-in products in fourth quarter. In the DVD and subsequent TV series, Thomas and his friends debut individualized voices and meet new engines on the Island of Sodor. Barney, Bob the Builder and Fireman Sam continue with new TV series and DVD specials in fall 2009 and 2010.

Intercontinental Licensing

For more than 43 years, Intercontinental Licensing has been dedicated to offering unique and compelling art and character designs. At this year's Licensing Expo, in addition to Intercontinental's most established properties Hanadeka Club and Dear God Kids, the company is offering several exciting entertainment-based titles. Targeted at tweens and teens, these new lines are available for licensing in markets across Europe and North America. Intercontinental also has incorporated a number of new decorative photographic and illustrative design series with its catalog. These fresh collections are available for exclusive use on new product ranges.

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ITV Global Entertainment

The major brands focus for ITV Global Entertainment for 2010 includes several top properties. Bella Sara, a vibrant girls' property, unlocks a magical world of fantastical horses across multiple platforms from online to toys. A comprehensive licensing program debuts internationally in the fall. The U.K.'s longest-running serial drama, "Coronation Street," celebrates its 50th birthday. It's a British institution, and there are several licensing opportunities that capture the essence of the Nation's Street. "The Prisoner" is an AMC co-production launching the high-tech remake of the '60s cult classic that will have modern audiences captivated. Discover the power of six. In addition, there's "Hell's Kitchen," "I'm a Celebrity" and "Dancing On Ice—International," celebrity reality shows attracting huge audiences.

Aysha Kidwai, director of merchandising and licensing worldwide, commercial brands
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JAST Company Limited

JAST Company Limited is a reputable gift and toy manufacturer that provides manufacturing of consumer products, including paper and plastic products with embedded electronics technology, plush gifts, electronic gifts and toys, IC modules and collectible and seasonal stuffed toys. Starting in 2003, Jast

has invested vigorously in research and development and has invented 12 products for patent applications. These products have been launched into the market for mass production. Characters and sounds can be applied to musical pens, musical gift bags, musical gift boxes, musical diary/notebook/photo albums, candy/jewelry/wine packaging and/or football club sound products.

Steve Chen, managing director
stevec@jastcompany.com
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Jim Benton Arts

GoAnimate has been granted the right to incorporate Jim Benton's It's Happy Bunny with its Go!Animate Web site, www.goanimate.com, allowing users to create their own animated It's Happy Bunny adventures. New It's Happy Bunny licensees in France include Kid'Abord and Pictura.

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John Wiley & Sons

Wiley's portfolio of brands includes the world-famous For Dummies brand, Frommer's and CliffsNotes. With near-universal name recognition, For Dummies is the world's best-selling reference series. The For Dummies brand franchise also includes an extensive licensed product line that includes video, software, consumer electronics, cooking, home improvement, culinary, automotive products, craft and hobby kits, games and more.

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Lo Coco Licensing

Lo Coco Licensing is a full-service licensing and design agency in the category of art and design. Founded in 1990 by Peter and Julie LoCoco, it currently licenses imagery in more than 50 countries on over 250 products.



Ludorum

Ludorum, a leading specialist company dedicated to developing, acquiring and marketing global entertainment franchises, has had a successful global launch of Chuggington, the preschool train series. Ludorum will be working closely with global master toy partner RC2/Learning Curve, which will be presenting key elements of the toy line to retailers, key licensees and partners worldwide. After appointing agencies in most key territories around the world, the company will be looking to appoint in the few remaining outstanding markets, including the Middle East, Latin America, Turkey and Taiwan. Ludorum will be looking to sign licensees worldwide and is looking to fill categories, including interactive and live events.

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Lunartics

Lunartics is a licensing and publishing company based in Oxford, U.K., that develops and promotes the Lunartics brand worldwide. With a vast array of 147 unique collectable characters, as well as Moon-zone artwork and storylines, the Lunartics can be licensed across an incredible range of products, with both regional and worldwide license opportunities available. Who would

ever have thought our moon was in fact hollow—with an exotic secret world deep within: home to the Lunartics. “The multitude of Lunartics have all emerged from Danny Flynn’s vivid imagination ... some are so adorable that you feel like inviting them for tea, but you may not wish to meet others on a dark night.”

Simon Harris
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MGA Entertainment

MGA Entertainment, a consumer entertainment products company, manufactures innovative lines of proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes such brands as the award-winning Bratz, Rescue Pets and the popular Little Tikes brand. MGA also has acquired worldwide licensing rights for Zapf Creation.

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Diana Luna, senior director of worldwide licensing
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www.mgae.com, www.bratz.com,
www.littletikes.com

MGL

MGL is Europe’s leading art licensor, offering an apparelled variety of illustrative styles and themed imagery for use on licensed products, with more than 6,000 images in the collection. Vision is a contemporary division representing some of the world’s top fashion illustrators.



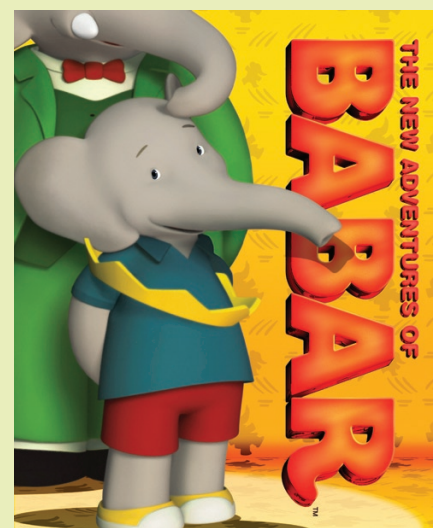
The Natural History Museum

The Natural History Museum in London has 4 million visitors annually. World renowned, its 350 scientists ensure that licensed products are accurate. Its 50,000 images of the natural world inspire exciting new product design. Licensing and distribution opportunities are available in many categories, and the company is seeking potential agents.

Nelvana Enterprises

Nelvana Enterprises will showcase “The New Adventures of Babar,” a 3-D animated update of the classic story that will introduce King Babar’s 8-year-old grandson, along with a cast of new animal characters. Broadcast is set for TF1 in France and YTV in Canada, with more sales to be announced soon. “Willa’s Wild Life” is based on a book by Oswald creator Dan Yaccarino that follows the adventures of Willa, a little girl who brings home stray penguins and hippos instead of cats and dogs. The 2-D animated series is set to air in Canada, the U.S., the U.K., Latin America, Italy, Denmark and Australia.

Diana Pitt
diana.pitt@corusent.com



Preziosi Group

Giochi Preziosi is the market leader in Italy and one of the largest worldwide players in the toy industry. Its activities cover a wide range of toy products but also include many other consumer products aimed at the youth market.

Rainbow

Rainbow is approaching Licensing International Expo 2009 with a new TV series "Winx Club 4," 104epix24, launched in Italy on April 15 and to be broadcast throughout Europe in October. A well-structured licensing strategy includes fashionable style guides and dolls and the launch of DVDs, publishing, back-to-school, apparel and many other merchandising categories. Rainbow is announcing "Poppixie," a new TV series, 52x13, to



be launched in 2010. The show's target is families, teens and 6- to 12-year-olds. The main characters are the already-famous Pixies (created from the Winx second series), which

boast licensing success: an impressive list of 25 licensees are already on board in Italy ready to roll out products from books to apparel to stationery.

Friderico Gatti, licensing director
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RDF Rights

RDF Rights is part of the RDF Media Group, one of the U.K.'s largest independent television producers and distributors. It has a dedicated rights team of specialists covering TV distribution, DVD rights, publishing and licensing around the globe.

Skechers USA

Skechers USA, a global leader in the footwear industry, is expanding its lifestyle brand to cover consumers from head to toe in apparel and accessories through a global licensing program to be previewed at the

Licensing International Expo. Skechers has an agreement with Viva International to design and distribute Skechers-branded eyewear worldwide, adding to its existing stable of U.S. licenses in children's apparel, handbags and socks. Skechers footwear is available in the U.S. in department and specialty stores, company-owned Skechers retail stores, an e-commerce Web site and internationally in more than 100 countries and territories through the company's global network of distributors and subsidiaries.

Mitchell Lewis, senior vice president of apparel and licensing
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Sony Pictures Consumer Products

At Licensing International Expo 2009, Sony Pictures Consumer Products will offer "smurfy" licensing opportunities for The Smurfs for both the classic and movie programs in the U.S. and Canada. In addition, SPCP will be showcasing established classic brands such as Ghostbusters and 2010 movie releases such as the heart warming remake of *The Karate Kid* and an action-hero comedy, *The Green Hornet*. For 2011, SPCP will highlight the blockbuster franchise phenomena, *Spider-Man 4* to release May 6, 2011, for global retail and promotional initiatives.

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The Smiley Company

The Smiley Company will be exhibiting all of its brands at this year's expo; Smiley World, Smiley Collection and Smiley. There will be a whole host of products exhibited for each property, including several books from the Smiley World publishing series, T-shirts from the Smiley World vintage range and



the first Smiley video game, Smiley World Island Challenge.

For Smiley Collection there will be a selection of this season's fashions, including clothing, shoes and accessories, and Smiley products will include Smiley Happy Sports apparel, Smiley Happy Therapy fragrance and a selection of stationery and greeting cards for Smiley Photo Gallery.

Jemma Morgan, marketing and communications manager
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Jemma@smileyworld.co.uk

Target Entertainment Group

Target Entertainment Group's major focus will be its recently announced PlayStation games deal. Target signed an agreement with Sony Computer Entertainment Europe in April to act as the consumer products agent for PlayStation Intellectual Properties in Europe and Australasia. Target will be looking to sign up prospective licensees across numerous categories for a range of titles, including LittleBigPlanet, EyePet, Wipeout, God of War and Buzz! Target also will be looking for sub-agents to work on the PlayStation account in Australia and across Europe. Other properties Target will be representing include the boys' action comedy series "StormHawks," family feature film *The Nutcracker: The Real Story* and preschool animation "Fluffy Gardens."

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Toei Animation Co.

With headquarters in Tokyo and sales offices in Los Angeles, Hong Kong, Shanghai and Paris, Toei Animation ranks amongst the world's most prolific animation production studios. Toei Animation's



operations include animation development and production



and worldwide marketing and program licensing. Since its founding in 1956, Toei Animation has produced more than 9,900 episodes of TV series (181 titles) and 192 long feature films as of September 2008. At this year's Licensing Expo, the company will be introducing 12 new properties to global licensees, including Marie & Gali, Asataro—The Onion Samurai, My Three Daughters, Happy Lucky Bikkuriman, Master Hamsters, GeGeGe No Kitaro, Pretty Cure, Yes! Pretty Cure 5, Fresh Pretty Cure, Saint Seiya the Hades, Digimon Data Squad and Dragon Ball Z.

Kenji Ebato, chief manager of international

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Tosh World Limited

Tosh Licensing continues to bolster its reputation for creating stylish, contemporary and design-led properties with strong consumer appeal. This year sees the introduction of Street Speak, featuring 100 percent real American street names, as well as an expanded Local Folk range.

Twentieth Century Fox Licensing & Merchandising

Twentieth Century Fox Licensing & Merchandising brings its strongest-ever slate of entertainment properties to Licensing International 2009. The billion dollar Ice Age franchise returns this summer with *Ice Age: Dawn of the Dinosaurs*. The licensing program includes more than 200 global licensees with a full range of apparel, toys, games and more. James Cameron's epic action-adventure *Avatar* will be supported by a toy line from master toy partner Mattel, while interactive giant Ubisoft will release video games.

Fox L&M is partnering with the United States Postal Service for The Simpsons postage stamps, celebrating the show's 20th anniversary. Fox Licensing also is the exclusive licensing agency for Microsoft's powerhouse Halo franchise.

Erica Yergan, account coordinator for Bender/Helper Impact

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V&A Licensing

The Victoria and Albert Museum is the world's greatest museum of decorative and applied arts. It holds an unrivalled collection of objects and imagery, demonstrating the richness of global culture and design. It provides a tremendous source of inspiration for designers and manufacturers. The V&A has developed an international licensing program across a broad range of products, including interiors, homeware, apparel, gifts, jewelry and stationery. The V&A encourages contemporary design interpretation of the archives to be relevant to today's ever-changing market, offering infinite opportunities, endorsed by the prestigious V&A brand and generating valuable revenue to support the museum's activities.

Lauren Sizeland, head of business development and licensing

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Vicki Thomas Associates

Vicki Thomas Associates specializes in designing gifts for U.K. companies who want to sell abroad and create new products for firms worldwide, as well as those who are keen to sell into Europe and the United States.



Vicki Thomas

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Vipo Land

Vipo's popularity rapidly increases on an international level. More than 100 countries have signed up to televise "Vipo—Adventures of the Flying Dog" only a few months after completion of the high-quality 3-D animation TV series. In each of the 26 episodes, Vipo and his friends Betty (a toy cat) and Henry (a stork) go to a different destination, where they meet interesting characters and make new friends. In each exciting adventure, young viewers learn quality educational information. The series features 50 loving characters and offers major merchandising potential. The TV series is accompanied by numerous products varying from home entertainment products, books to merchandising. The charming character Vipo is consistently built as a high-quality brand. Vipo Land Inc. has started to produce a second season.

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Warner Bros. Consumer Products

Warner Bros. Consumer Products arrives at Licensing Expo 2009 with an unrivaled lineup of properties. WBCP's current slate is anchored by the blockbuster Harry Potter franchise, led by the next film in the series, *Harry Potter and the Half-Blood Prince*, which premieres this summer. WBCP also showcases DC Comics' Batman and the top-rated Cartoon Network series "Batman: the Brave and the Bold," as well as perennials such as Superman, Wonder Woman, Supergirl, Green Lantern, The Flash and others. In addition, the Looney Tunes, Scooby-Doo, Hanna-Barbera and the 70th anniversary of *The Wizard of Oz* get top billing. ©



Feeding Frenzy



Increasingly, licensing is playing a bigger role in the food category. Just last month, Pinnacle Foods signed with IMC Licensing to develop a program for a number of its brands, including Lender's, Log Cabin, Aunt Jemima and Hungry-Man. Nickelodeon and Viacom Consumer Products EMEA has partnered with Nestlé subsidiary Osem, the biggest food manufacturer in Israel, to produce SpongeBob SquarePants tomato ketchup and kosher soup

croutons—a first for licensor and licensee.

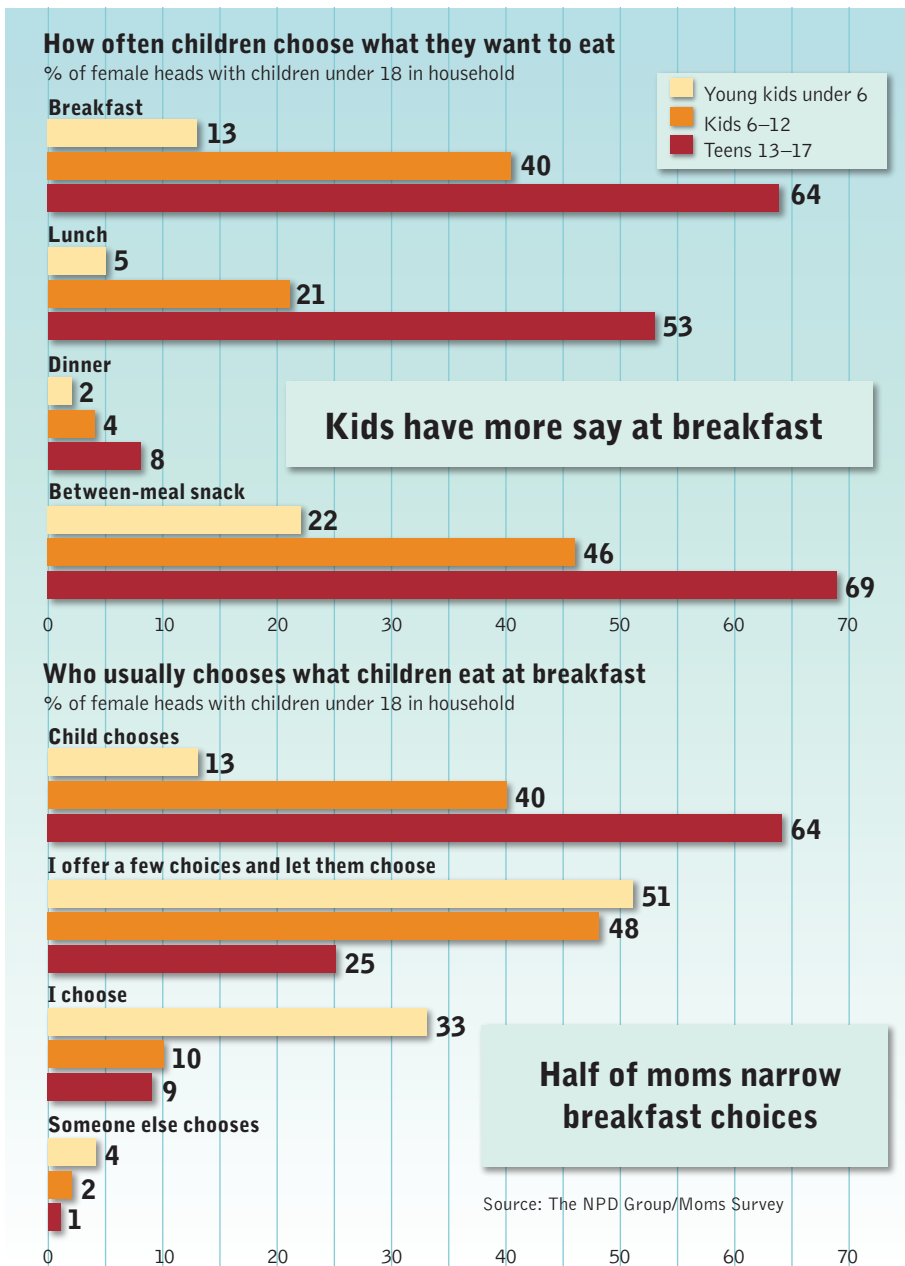
Hearst Brand Development and Tulocay & Co will launch a new line of *Good Housekeeping* magazine-branded food products.

Launching a successful licensed product in the food category means knowing who has the biggest influence over meal choices in the home. More than 35 million U.S. households have moms with children under 18 and with an average of four individuals residing in households headed by a female that equates to an estimated 140.9 million individuals, or 46 percent of total individuals, that moms are responsible for feeding. A new report from The NPD Group, "How Moms are Coping and Their Strategies to Feed their Children," examines how mothers feed their children, the influence of kids on their selections and recent changes in planning and preparation habits.

According to the NPD report, kids influence their food choices in varying degrees depending on their age and the meal. Generally, kids have the most freedom to choose what they want to eat at breakfast time. The older the children are, the more likely they are to make their own choices at breakfast time; nearly half of moms narrow the list of choices from which their kids under 13 can choose. Regardless of whether the child or the mom is choosing what the child eats for breakfast, something that is a favorite or is easy to make drives the choice of what to eat. Moms told NPD that cold cereal is the category that children of any age influence most.

Lunch is the meal/snack occasion where "someone else" is most likely to come into play, likely because someone at school or daycare may be providing lunch. When kids 6 to 12 select their own lunch, the "choices available" are a key motivation 21 percent of the time. This may be driven by them selecting from options provided in their school cafeteria.

Dinner, regardless of age group, is a meal where moms are most likely to choose what their children eat. More kids have a say in what they'll eat at snack time than they do at mealtime, but many moms still control the selection by offering a few choices they consider acceptable. ©





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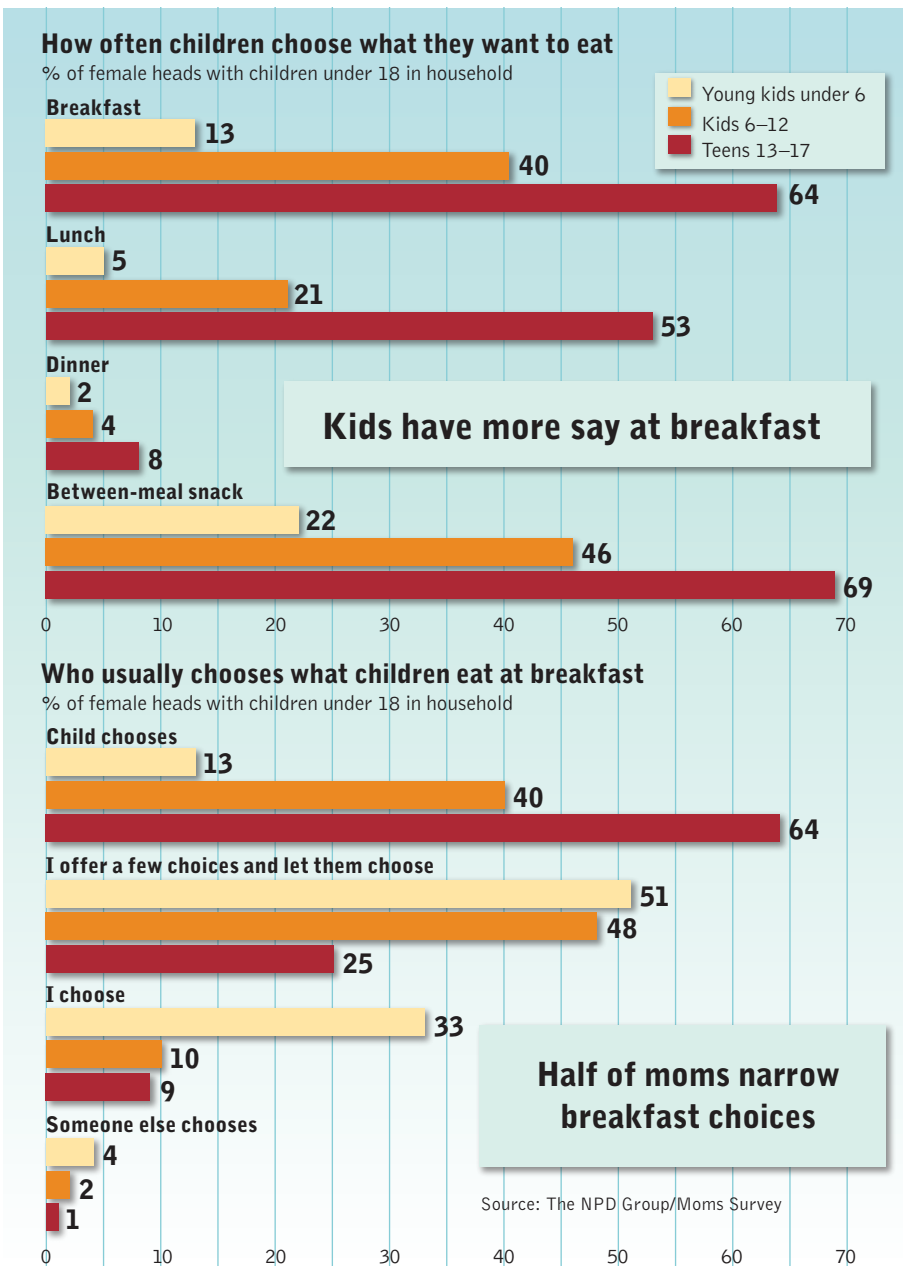
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Australia Eyes Tween Market

Co-branding and a vigorously growing tween market are key trends in the licensing world down under.

By **Bob Jenkins**

retail

Local retail chains such as Woolworths and Myers, which continue to dominate the Australian retail sector, have responded to the economic downturn in a number of ways, according to the Euromonitor report, "Retailing In Australia," published in February. One response has been to focus on store design and shopping experience while also seeking to relocate to suburban areas where rents are much lower than the city center sites. In addition, there also has been a much greater emphasis on green issues, which are dear to the Australian consumer's heart. In support, Westfarmers opened its first green supermarket in Sydney in 2008.

Another response has been to seek growth through acquisition, but in this local chains are, for the first time, having to keep an eye on foreign competition. Costco opened its first Australian store in 2008, and other overseas chains are expected to follow this example in 2009.

Another area established chains will need to watch is non-store retailing. Although non-store tobacco retailing is subject to strict regulations, this sector, led by Internet sales to wealthy professionals who value the convenience, grew more strongly than store sales in Australia as in many other countries in 2008.

Two key trends are emerging in the Australian licensing business: co-branding and a growing interest in the tween market.

Recently signed deals that reflect this strategy include MTV's deal with Puma and its partnership with SpongeBob SquarePants and A Bathing Ape, a fashion and leisure brand, which is positioned more toward the tween market than kids, says Jack Yew, vice president at Nickelodeon and Viacom Consumer Products for Greater China, South Asia, Australia and New Zealand.

Don Wood, head of Disney Consumer Products for Australia and New Zealand, describes Disney's tween business as "quite dynamic" and as having a clear impact on the popularity of product lines. DCP recently merged apparel, footwear and accessories with home, and, says Wood, "of the many



Don Wood

product segments, the largest would be girls/tween girls and teen/women." And he sees "the growth in tweens as one of the principal drivers in fashion and home."

Disney develops new products



based on tween Disney Channel shows, though, explains Wood, "We need to do this at the right time relative to the launch of the shows." Citing the upcoming Jonas Brothers film as an example, Wood says that "the movie 'Jonas Brothers: The Burning Up' will premier in mid-May, followed by The Disney Channel series launch of Jonas in mid-June, during which time there will be a considerable push behind the music, and then licensing will be ready to start after that."

While the growth of the Australian tween market is exciting and important, Yew stresses that "preschool is still the biggest category." Yew estimates that in this demographic, which he defines as 2 to 5 years old and the 6- to 9-year-old age group that follows it, "Boys account for around 45 percent of sales of licensed product and girls around 55 percent." But when they



national statistics

POPULATION

At the end of Q3 2008, the population of Australia was 21,542,000, representing a year-on-year rise of 1.8 percent. There are three main centers of population: New South Wales (7 million), Victoria (5.3 million) and Queensland (4.3 million), which represent 77 percent of the country's total population. As of June 30, 2008, the percentage of the population in various age brackets was:

0-14: 19.2 percent

15-64: 67.5 percent

65+: 13.3 percent

Like all developed Western societies, Australia's population is aging.

Source: Australian Office of Statistics

GDP

Australia's GDP at the official exchange rate for 2008 was estimated to be \$1.503 trillion (U.S. \$1.069 trillion), representing a growth of 2.2 percent. The per capita GDP was \$53,580 (U.S. \$38,100).

Source: CIA World Factbook

INFLATION

Australia's inflation for 2008 was 3.7 percent for all groups and 2.4 percent for all groups excluding housing, financial and insurance services. However, in the final quarter of 2008, inflation fell 0.3 percent, compared with a rise of 1.2 percent at the end of Q3. This gives Australia its biggest fall in CPI since Q3 1997. Inflation in selected product categories is as follows:

Product	Q4 '08	Change over Q4 '07
Food	+2.0 percent	+5.6 percent
Clothing and footwear	+0.4 percent	+0.2 percent
Household goods and services	+0.3 percent	+0.4 percent
Communications	+0.4 percent	+0.5 percent
Recreation	+0.5 percent	+1.3 percent

grow into the newly emerging tween market, the balance changes dramatically—especially with so many more brands skewing toward tween girls. “If you look at a classic tween property such as iCarly,” says Yew, “sales are almost 80 percent girls and only 20 percent boys, and the product lines that are selling most strongly are apparel, accessories, gifts and novelties.”

And iCarly illustrates another interesting aspect of this growing segment of the market. “There is,” reports Yew, “already a buzz about the series in Australia, even though it has yet to go to air, and the reason,” he explains, “is that the U.S. success has been closely followed on the Internet creating a growing anticipation for its arrival in Australia.” ©

economic trends

Although 2008 saw a 3 percent increase in retail sales, this still represents a significant slowdown in growth, and with Euromonitor noting in its February report, “Retailing In Australia,” that “consumer confidence in 2008 hit a 16-year low,” the downturn experienced by the economy in the final quarter of 2008 may yet have a significant impact on 2009's performance.

Yet, as recently as December, the Australian Retailers Association was hailing the efficacy

of Prime Minister Rudd's stimulus, with Richard Evans, ARA executive director, trumpeting rises in sales of household goods of 9.9 percent to \$292 million (U.S. \$203 million), department store sales up 8.8 percent to \$123 million (U.S. \$85 million), clothing and soft goods up 5.8 percent to \$73 million (U.S. \$50 million) and food up 1.7 percent to \$107 million (U.S. \$74 million). But by April, with the release of the figures for February, all that had changed with department store sales down 9.8 percent,

clothing and soft goods down 2.8 percent and household goods down 3.8 percent.

Although Evans pointed out that February was always a tough month for sales, he also went on to note that “the mitigating factor for economic recovery is employment.” So, March's figure of a 0.5 percent rise in unemployment to 5.7 percent could mean that Evans' prediction that “the retail sector should see improved growth return by the September 2009 quarter” might be optimistic.

Disney Princess Power

As this popular franchise nears its 10th year, the fairytale brand has two new princesses ready to join the royal court and further extend the brand's position as a diverse global powerhouse.

Since it debuted in summer 2000 as a cohesive collection, growth of the Disney Princess brand has skyrocketed, and it has become the fastest-growing franchise within the \$30 billion portfolio of Disney Consumer Products.

The princess characters, which represented \$300 million in global retail sales in 2000, has grown into a \$4 billion business at retail and is well-positioned for the future with four new key components and a rich legacy of more than 70 years since Snow White debuted in 1937.

Mary Beech, vice president and general manager of global studio franchise development, recalls how the eight princess characters were brought together under one brand based on newly appointed DCP chairman Andy Mooney's attendance at an ice show.

"He experienced all these little girls dressed in princess costumes and realized that there was demand for these princess customers throughout the year," she says.

"We are hitting a key developmental pattern for little girls, ages 2 to 5, that are enamored with princesses, plus offering the best story telling possible. These wonderful characters appeal to little girls with their compassion and beauty."

And it's exactly that play pattern, virtually the same among young girls in every country, that has resulted in Disney Princess becoming such a strong global brand.

The four components that will drive growth of the Princess brand over the next several years are:

- *The Princess and the Frog*, featuring Princess Tiana, is scheduled for theatrical release

in the U.S. on Dec. 11. Princess Tiana represents the first new princess character in more than 10 years.

An extensive assortment of merchandise is planned, including toys, apparel, accessories, home décor, consumer electronics, school supplies and personal care, which will hit stores in the fall.

- *Rapunzel*, which is slated for theatrical release in December 2010, is based on the classic German fairy tale and will be previewed at the Licensing International Expo in Las Vegas, June 2 to 4.

- *Snow White and the Seven Dwarfs*, the first princess and first full-length animated film released in 1937, will be re-released from the Disney Vault in October 2009. A new collection of toys is planned.

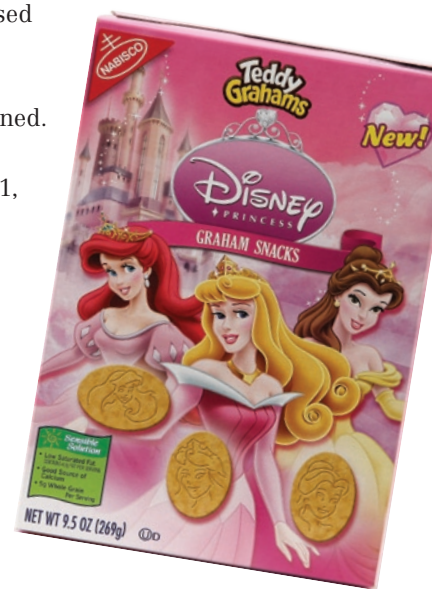
- *Beauty and the Beast*, which premiered in 1991, is being re-released in October 2010.

In addition, *Sleeping Beauty*, featuring Princess Aurora, which was first released in 1958, was re-released from the Disney Vault last December.

According to Beech, three core categories—dolls, role play and books—have been the nucleus of growth, with numerous new categories being added, including various live events and products for adults.



Mary Beech





“We keep the brand alive with moms that trust Disney as the authentic and original princess brand,” Beech says.

Among the new merchandising programs for *The Princess and the Frog*:

■ *The Princess and the Frog* bath and bedding collection from licensee Jay Franco and Sons. The furniture line inspired by *The Princess and the Frog* will be available at JCPenney and includes dressers, benches, a vanity, bed frames and other accessory furniture pieces.

■ Disney Princess food products include new Nabisco crackers.

■ Kirstie Kelly for Disney’s Fairy Tale Weddings, a bridal collection inspired by the Disney princesses. Last fall, DCP launched the Kirstie Kelly for Disney’s Fairy Tale Weddings—Red Label collection, plus-size bridal gowns specifically designed for plus-size women, sizes 16w to 32w.

Beech says “style, sparkle and story telling” drive



product innovation and new marketing initiatives.

As it approaches its 10 years, the Disney Princess franchise has grown worldwide as a year-round program, and it is well positioned for the future. ©



Disney Princess Shop at Toys“R”Us

DCP has partnered with Toys“R”Us and will unveil a 32-foot storefront Princess-branded shop featuring Disney Princess and Snow White products. The shop will debut on Sept. 30 in 450 TRU locations and will remain in stores through October.

Merchandise will include toys, electronics, publishing, DVDs, interactive games, stationery and home products.

TRU stores that do not have the full shop will feature Disney Princess- and Snow White-branded space within the girls department.

A License of Convenience

By **Mike Duff**

7-Eleven is growing more adept at using dramatic and innovative merchandising strategies that tie into many of the brands creating buzz in the entertainment and licensing industries—from Wolverine movie promotions placed in store windows to turning 11 stores into Kwik-E-Marts in a nod to *The Simpsons*.

The retailer, which operates about 5,700 stores in the United States, coordinated with FreshWorks, its advertising agency and partner, for the award-winning *Simpsons Movie* promotion, and for its recent X-Men effort.

“Movie promotions at 7-Eleven stores typically have been tied to 7-Eleven’s cold proprietary beverages,” says Margaret Chabris, a spokeswoman for the company, “but, this year for the first time, *X-Men Origins: Wolverine* makes the leap to hot beverages. X-Treme Energy Cappuccino and a refillable stainless steel coffee mug sporting Wolverine’s trademark triple-claw slash mark will be offered in 7-Eleven stores. Infused with taurine, a 12-ounce serving of X-Treme Energy Cappuccino contains the same amount of caffeine as an 8-ounce can of Red Bull.”

Of course, the Slurpee machine has been central to 7-Eleven movie promotions. New hot drinks aside, the tradition continues with X-Men movie graphics—particularly conspicuous on cups—set to catch the attention of customers, along with storefront

banners announcing a new movie-related flavor, Mutant Berry Slurpee. And the fun doesn’t end at the store. “Part of the entertainment appears on the www.slurpee.com homepage, featuring the Mutant Berry Slurpee flavor, collectible *X-Men Origins: Wolverine* cups and straws, as well as a link to watch the movie trailer,” Chabris said.

Priced at \$1.69, each X-Men collectible Slurpee straw comes with a removable figure and its display base. Blob, a gargantuan X-Men, is seen in the movie with a Slurpee beverage colossally bigger than any size found in stores. His likeness, Slurpee drink in

hand, occupies one of the X-Men character straws. Wolverine, Sabretooth and Gambit round out the line.

Relative to gaming, 7-Eleven also is involved in a non-beverage tie-in the company hopes will boost its relevance to young people. “Wolverine is featured in the *X-Men Origins: Wolverine* video game, which will be released May 1, the same day the movie premieres in theaters.

Retailing for \$59.99, the Xbox 360 and PS3 versions of the video game can be pre-booked at participating 7-Eleven stores with a \$5 deposit,” Chabris notes.

In another initiative tied to a gaming and entertainment brand, 7-Eleven began selling Chaotic trading cards in March 2009. Each card is printed with its own alphanumeric code that enables players to upload their personal card collection onto www.chaoticgame.com and



participate in an online interactive game. Providing an extra boost, the game is tied to an animated television series, as well.

Consumers purchase cards as 52-card starter packs or 11-card booster packs as new scenarios are introduced and the plot of the "Chaotic" television series progresses. The most recent card series was released as a booster pack under the title Chaotic: M'arrillian Invasion: Rise of the Oligarch and represents the first time Chaotic product was offered in the convenience store channel.

The deal with 7-Eleven was critical to fulfilling Chaotic's strategy says Carlin West, executive vice president of new business acquisitions for 4Kids Entertainment. The cards launched in October 2007, first hitting hobby and comic shops to build a following among strategy game fans. Later, they rolled into FYE and GameStop to capture sales from the video gamer community, finally landing at Target, Walmart and Best Buy to expand continuity and gift purchasing. Recently, the Chaotic Web site signed up 1.25 million registered users while logging 3.5 million unique visitors and more than 50 million card uploads.

To continue building the brand, 4Kids knew convenience stores were ideal contact points with 8- to 14-year-old boys, the target consumers. Having the cards available at neighborhood



convenience stores puts them in physical and financial reach of a demographic that isn't old enough to drive but has increasing freedom as it gets older.

"The thing the convenience stores bring to the retail part is convenience," says West. "As your brand gets more exposure, you want to be everywhere there are kids. Chaotic is not a single purchase, it is a multiple purchase. We keep adding decks and boosters. Kids might not get out to Target, and, if they can't and they're out of our latest booster, they can go to 7-Eleven."

Adding Chaotic to its trading cards assortment provided 7-Eleven with a product that already was proving attractive to potential customers the company wanted to reach, says Terry McGill, 7-Eleven's category manager for toys, "and was relevant to activities that are becoming more popular with them today, [such as] online interaction."

Chaotic helped 7-Eleven build its appeal and presentation to younger consumers. "We are working on initiatives that target young customers, and this product is a good fit. We want to have an assortment that appeals to kids, tweens and teens," McGill says.

And 7-Eleven intends to make sure Chaotic fans know it is a destination they can rely on when they want new cards fast. "Future plans call for 7-Eleven to be listed on the Chaotic Web site as a location where the cards can be purchased," McGill says. ©

Getting in Stores

Chaotic is available at about 1,000 of the 7,800 7-Elevens operating in North America and fits in to a trading card assortment that includes products ranging from Pokémon to Upper Deck baseball cards. Getting 7-Eleven to accept a product is only part of the process involved in maximizing reach through the chain.

Because of its structure, which includes regional divisions and individual franchisees, 7-Eleven can vary greatly in how it offers licensed products, such as trading cards. John Rosenwinkel, director of sales for

regional accounts at Upper Deck, says working with 7-Eleven is different from working with most other retailers in the United States. "Each region can decide to opt in or not," he says. "Once the regions decide to opt in, then each individual store has to opt in, as well. As a result, it takes more groundwork to sign up stores. One of the things that has been successful has been joint calls at regional meetings. The distributor and an Upper Deck rep go to the regional meetings and basically do a sales

pitch to the entire region's store base."

To gain the favor of individual franchisees, merchandising support is critical. "Currently we have one 7-Eleven authorized distributor that provides an eight-slot Lucite countertop display to any store that opts into the program. Every two months, any of the unsold products are rotated out of the stores and back to the distributors and are replaced with eight new releases. This ensures that the stores have only the most current trading card releases on hand at any time."

Beatles, Bloomies

After 45 years, The Beatles' recent debut at Bloomingdale's had customers stopping in their tracks during the past winter as the windows of the department store chain's flagship location on Lexington Avenue in New York City were decorated with nostalgia and new apparel products featuring the Fab Four.

The exclusive designer assortment of men's apparel and accessories, which was inspired by the hit show *The Beatles LOVE* by Cirque du Soleil, was featured chainwide in the company's 40 stores.

The products were developed in partnership with Signature Networks, Apple Corporation's North American agent, and with *The Beatles LOVE* by Cirque du Soleil, the current production at *The Mirage* in Las Vegas, which



Share Their "Love"

celebrates the musical legacy of The Beatles.

Among the designers and manufacturers to be featured are Marc by Marc Jacobs, Katharine Hamnett, Psycho Bunny, John Varvatos for Converse, Hickey, Trunk and Theory.

"The Beatles' historic influence on music, fashion and culture is as strong today as it was four decades ago," says David Fisher, executive vice president, general merchandise manager for Bloomingdale's Men's Store. "This collection took the product to an entirely new level of design and sophistication. The collaboration with Apple and Cirque du Soleil allowed us to use new resources,

images and graphics to build an entirely fresh assortment of collectible product." ©

Hot Topic's Romance with Twilight

The phenomenon of the teenage vampire romance story, *Twilight*, was not only a box office smash, but also a key contributor to the double-digit profits of specialty retailer Hot Topic during its fiscal 2008 fourth quarter, in which profits increased 19 percent. And the sales momentum has continued through March as Hot Topic's same-store sales increased 7.1 percent.

And like *The Beatles'* window merchandising display attracted customers at Bloomingdale's, young women have certainly been drawn to Hot Topic's window display as the retailer promoted its exclusive merchandise collection from the blockbuster movie produced by Summit Entertainment and based on the novel by Stephenie Meyer. Boutique Los Angeles-based brand licensing agency Striker Entertainment represents Summit.

The *Twilight* collection at Hot Topic now boasts more than 100 products, tanks and T-shirts, jewelry and various gift items, and the 681-store chain has established itself as the destination for the property's merchandise. Numerous new products are being developed, including action figures based on the film's star characters.

The March 21 release of the *Twilight* DVD also helped to drive merchandise sales at Hot Topic.

Considering the huge success of the property, the popularity of *Twilight* is likely to continue as the next

movie, *New Moon*, is scheduled to release Nov. 20 with its stars returning in the roles of Edward and Bella.

The first movie, produced with a budget of less than \$40 million, grossed over \$380 million worldwide in box office sales through April 23, and the DVD has generated \$128 million in U.S. sales.

Furthermore, book sales continue to be strong with more than 40 million copies in the four-novel series, published by Little, Brown, already sold. ©



Marvel's Super Push at Old Navy, Pottery Barn

Marvel is looking to extend its Super Hero franchise to new channels of distribution and to position itself as a lifestyle brand. To that end, Marvel has rolled out a new licensing program at Old Navy and is building on its success at Pottery Barn.

Marvel was one of the first brands to launch product several months ago in a dedicated licensed section in Old Navy. Product rolled out in stores in February, primarily in the toddler and boys' T-shirt area. "We are going to continue to work with Old Navy over the next year on many different programs that involve everything from new categories but also an exploratory into how we both create a statement for the female," says Paul Gitter, president of consumer products North America at Marvel. "With Old Navy, it will be more than just a SKU here, a SKU there. It will evolve over the coming year as a fully integrated marketing program that really helps to platform Marvel in a way that is unique relative to some of the other programs we've put out in the marketplace."

Marvel believes it has identified a new channel of distribution that will complement its business in the mass market, generate a new revenue stream and offer a new, hipper platform for its different properties.

Gitter is considering marketing programs that may involve gifts

with purchases, comic books and other promotional overlays. The Old Navy offering includes characters such as Iron Man, Spider-Man and Wolverine.

And while Marvel's direct-to-retail deal with Old Navy is relatively new, its partnership with Pottery Barn Kids built up a great deal of momentum in 2008.

The program started in holiday 2007 on a limited basis and expanded into full ranges in softlines and décor.

"The challenge was really to understand the Pottery Barn brand, understand the Pottery Barn customer and make sure we were offering them an interpretation of Spider-Man that made sense for them," says Gitter.

According to Gitter, Marvel is planning more DTR deals, and, indeed at press time, announced plans to roll out product to Walgreens. Those new deals will be outside the traditional retail channels, he notes, possibly in retailers in the sporting goods, furniture and jewelry area for 2010.

"DTR is a strategy to help us win new distribution in new retail channels. We're not looking to cut out the manufacturer, just to make a few pennies more. We are really using it as a way to bring us in to some of these new retailers," says Gitter. ©



MTV Debuts Urban Line at Zara

Nickelodeon and Viacom Consumer Products and international fashion retailer Zara partnered on a range of urban-inspired menswear called Streetmuse by MTV in a direct-to-retail deal that runs until March 2010.

The fast-turnaround deal saw the initial range of T-shirts and a hoodie launched in-store at the beginning of March this year, just a few months after the initial approach to the business.

The first range quickly went to repeats, and the second collection, a range of four summer T-shirts, hits store in May.

The scale of the DTR deal is huge. Streetmuse by MTV is sold in more than 1,000 Zara stores in 68 countries across Asia Pacific, Canada, Europe, the Middle East, North Africa and Latin America.

For the launch, two separate shop window displays were created and used in more than 400 locations, including London's Oxford Street, Champs-Elysees in Paris, Berlin's Kurfürstendamm and Corso Buenos Aires in Milan.

For NVCP, the Zara deal is the first for the MTV brand following a strategic review, and the most significant deal ever to have been signed in Europe.

Jean-Philippe Randisi, managing director of Nickelodeon and Viacom Consumer Products International, says: "Until the middle of last year, there was no unity on what an MTV licensing and merchandise program should look like. What changed was that the MTV channel itself developed its business, programs and visuals on a local basis. That gave us a flavor of MTV in different markets, and once we had that we could go forward."

Trudi Hayward, licensing consultant at Nickelodeon and Viacom Consumer Products, EMEA, led the project. She says: "The first two ranges have had very quick turnarounds, but now we are planning for the longer term and are discussing extending the collection. The sell through on the first range has been good—Zara has placed repeat orders which indicates a success for Zara and for us." ©





Ben 10: Tops at Top-Toy

Turner CN Enterprises has partnered with Denmark's Top-Toy on Ben 10, in what Top-Toy's general merchandising manager Villy Gravengaard describes as "our No. 1 focus for boys this year."

Top-Toy is an unusual business. It is the Scandinavia master franchisee for Toys"R"Us and is owner of the BR Toys high street fascia. In all, it operates 265 stores across Denmark, Norway, Finland, Sweden and Iceland. It also has a small presence in Germany. And it is a wholesaler of branded toys, produces own-label toys in China—it has a team of 70 people in Hong Kong—and is an IP owner, as well.

The long-term project—which includes a direct-to-retail deal, a collaboration on creating product, a distribution deal and the opportunity for Top-Toy to source Ben 10 product from across EMEA—kicked off last year. It peaks in the autumn when Top-Toy launches a Ben 10 Flexi Track—Top-Toy's construction track system adapted with the Ben 10 IP—at the same time as new Alien Force product hits.

Gravengaard says: "We've learned over the past year that strong IPs are getting increasingly important. The combination of our private label products with Ben 10 is very exciting. And already, the very creative people at Cartoon Network, our commercial team, and master toy licensee, Bandai, together make a cocktail that has been driving sales of classic Ben 10."

Destination areas are being created in stores, where toys are sold alongside other Ben 10 product categories, which Top-Toy is sourcing inside and outside Scandinavia.

"Toys drive the sales—and Bandai should be given a lot of credit for the product it has created and the service it offers—but people who buy Ben 10 like the possibility to go deeply into the IP, and we've discovered that cross-category thinking works in the Nordic countries," Gravengaard says. And backing from the Cartoon Network channel has supported the business, too. "The network has supported us with a huge marketing package," he says. But the investment from Top-Toy is unprecedented. "We are also investing a huge amount of money into the brand. It is our biggest project in the boys area."

The deal is the biggest of its kind for both businesses. Graham Saltmarsh, Turner CN Enterprises licensing director for the U.K., Nordic countries, Benelux and Israel, worked on it. "We like to be flexible, and with this deal, we are supporting our licensees across EMEA to break into a new market, at the same time as working with the most high-profile toy retailer in Scandinavia."

Saltmarsh describes the deal as a "real partnership" that is a significant deal in terms of value, exposure and status. "When you work with the lead retailer, it means that any product created is guaranteed shelf space and exposure." ©



Walmart Welcomes Spring with Disney Fairies

Walmart and Disney Consumer Products joined forces this spring in a multifaceted and multicategory merchandising program that featured the Fairies franchise.

Called "Change the Seasons," the program was targeted to girls 4 to 8 years old and encouraged them to change from winter to spring, which is the premise of the Tinker Bell movie released on DVD last November—the first in a series of four animated films.

The merchandise collection, which featured numerous exclusives to Walmart, focused on core categories—toys, apparel, entertainment, home and stationery—and also included spring-related products, such as gardening, outdoor and natural products.

The program was supported with extensive marketing and promotions, including direct mail with a special "preview event" invitation; pallets, endcaps and signage with Change of Seasons theme; Fairies-brand shop on walmart.com; and Change of Seasons-themed banner ads on walmart.com, entertainment endcap with videos, games and music, as well as Fairies spring-themed gift cards.

According to DCP, the Disney Fairies franchise has grown in three years to an \$800 million business in global retail sales. ©

MLB: Store of its Own

Licensing may not have a league of its own, but at least it has a clubhouse, The Players Clubhouse, which opened April 3 at the New York Mets' new Citi Field stadium.

The Players Clubhouse marks the high point in a successful licensing program's evolution, one that began nine years ago when the Major League Baseball Players Association inked a deal with club owners to create and promote products bearing the names of individual players. While jerseys and T-shirts were the initial focus, the program has expanded to include souvenir bats, bobblehead figures and even collectible figures crafted by Todd McFarlane, creator of the comic book *Spawn* and developer of action figures and other toys.

The original deal quickly generated apparel customized with players' names that got a warm reception from shoppers at club-affiliated and other sporting goods stores, said Judy Heeter, MLB Players Choice director of business affairs and licensing. Players Choice oversees the players association licensing program.

Not long after the program launched, the licensors saw that an opportunity existed if multiple items could be brought together into one merchandising set where fans knew they could pick from products related to their favorite players. So, five years ago, the players association and club owners began to develop boutique merchandising sets for the in-stadium stores that were popping up in new and renovated ballparks. "This past season,



we had just under 20 operating in stadiums," Heeter says.

Open on game days, The Players Clubhouse occupies 470 square feet on Citi Field's fifth level amid a gallery of fan services. Licensees featured in the store include VF/Majestic, Nike, Twins, Topps, Upper Deck, WinCraft, Forever Collectibles, PhotoFile and Rawlings.

Marlon Anderson and J.J. Putz of the Mets and Dustin Pedroia and Kevin Youkilis of the Boston Red Sox—all at the stadium for an exhibition game marking Citi Field's big league debut—demonstrated player support for the initiative by helping Heeter cut the ribbon to officially open the store.

"It's great for the players," Putz says, and not only as a generator of royalties—MLBPA is encouraging involvement. In fact, when they visit Philadelphia to play the Phillies in early May, Mets' players will visit Majestic's offices there to help design special jerseys and T-shirts.

Back at the store, upcoming Players Clubhouse promotions include a Todd McFarlane product signing and baseball card game tournaments for kids.

Going forward, the players association and its club licensing partners will consider expanding the store concept. "We have a great relationship with many teams, and if this store turns out to be the success we think and we hope it will, we will bring it up to them," Heeter says. ©

Ducati Races into Food

The first Ducati Caffè, which officially opened in December in Rome, reflects the popularity and image of the global sports motorcycle brand, as well the trend of brand extension into foodservice and retailing.

The Ducati Caffè features an 80-seat restaurant with a contemporary sports décor highlighted by various artwork and video of its motorcycles. In addition, an assortment of Ducati merchandise is offered in a retail area.

In addition to Alice, Ducati's partner in the restaurant project, several leading Italian brands have partnered with Ducati Caffè, including: Negroni, Birra Moretti, Campari, Ilva-Saronno, Desmorosso, Champagne Riunart and Segafredo Zanetti.

Puma, an apparel licensing partner, previewed its spring and summer 2009 collections during the grand opening of the restaurant.

The sports motorcycle producer, located in the "Motor Valley" of the Emilia-Romagna region with an estimated \$40 million

to \$50 million in worldwide retail sales of licensed products, has been expanding its licensing program, which now includes 14 categories. Last year, Ducati introduced its own wine, called Desmorosso.

Ducati is considering expansion of the restaurant concept to other cities worldwide.

Last year, Automobili Lamborghini opened a restaurant and gelato bar at the Palazzo Hotel in Las Vegas.

Last month, licensor Tommy Bahama opened a restaurant at the new Yankee Stadium, and Major League Baseball opened its first retail store at Citi Field, the new New York Mets stadium. ©





Fisher-Price Footwear Fits Kmart

Fisher-Price's February launch of footwear at Kmart quickly became a strong platform from which to extend the brand into other categories at the retailer. March saw the introduction of apparel and bedding, and giftables are expected later this year.

The footwear line offers Buster Brown's FitZone technology, which allows a parent to place the child's foot on the bottom outer sole of the shoe to determine the right size. In-store signage included lifestyle photography and promoted the FitZone technology.

For the apparel line, Fisher-Price will partner with Mayfair and plans to feature some updated graphics from about a dozen iconic properties, such as Corn Popper and Busy Bee, on infant and toddler layettes and playwear. The current collection will grow

from about 16 styles to 30 styles in the fall.

"We've really done the heavy lifting together, developing a product line that resonates with customers and offers good value," says Andrew Chi, director of marketing for Fisher-Price consumer products.

The line is being supported with a national print campaign, online promotion and in-store signage. Cross-promotional efforts within stores include pop-up tabs on toy boxes that highlight other Fisher-Price-branded product to "raise awareness, stimulate trial, increase traffic and increase marketbasket," says Chi. Couponing also will help to cross promote categories. For example, shoppers buy \$50 in toys and get \$10 off a toy purchase. ©

The Dark Knight's Euro Tour

It was blanket coverage at retail in the U.K. for Warner Bros. Consumer Products when Batman's *The Dark Knight* hit stores last summer.

Running from June 2008 until the back-to-school period, the U.K. program became the broadest retail distribution achieved by WBCP in Europe with virtually every retailer and home shopping business joining the program from Marks & Spencer to Topshop and from Argos to River Island.

This was no ordinary movie-licensing program, according to Bruno Schwobthaler, senior vice president of sales and business development at WBCP EMEA.

"*The Dark Knight* licensing program was incredibly successful," he said. "We had 23 targeted retailers on board across EMEA, with 3,500 outlets activated for the rollout. We achieved €50 million (\$65.7 million) in retail sales during the retail program."

Leading categories for *The Dark Knight* were apparel, toys, stationery and accessories, with the highest sales achieved in the U.K. and France.

The key retail partners in mainland Europe were Auchan in France, El Corte Ingles in Spain and Oviessse in Italy.

The program also brought in retailers that WBCP had not worked with before. Schwobthaler says, "New retailers such as French Connection, H&M and Zara embraced the movie property for the first time, and we experienced positive growth in agent markets with new retail accounts, including Kanz in Turkey and Castro in Israel."



The strategy was threefold, Schwobthaler says. First, a strong direct-to-retail element meant that retailers were able to develop exclusive SKUs; second, promotional campaigns—from prize draws to gift-with-purchase promotions—maximized foot traffic and sell

through; and finally, consumer demand was driven by the clearly segmented style guide and focus on a limited number of "hero" products. "The Joker poses, for example, were highly successful for the multiple fast-fashion retailers," Schwobthaler says.

He maintains that part of the success of *The Dark Knight* was the enduring nature of the Batman franchise. "In times of economic uncertainty, maximizing the potential of solid properties that are able to deliver the expected result is fundamental to business success. Batman is one of the rare brands that is able to meet such goals. The point of difference for this program was the incredibly broad range of retailers who supported the CP program."

And that success is being built on for the launch of the next Batman spike: new animation, "Batman Brave and the Bold."

Schwobthaler says: "*The Dark Knight* campaign reaffirmed the commercial potential of the Batman brand in all its various incarnations, be they movie, classic or comic. It gives us an excellent platform on which to build with the imminent premiere of "Batman Brave and the Bold," which rolls out this spring in the U.K. and during third and fourth quarter in the rest of Europe. ©

Walmart is Happy Place for SpongeBob

In celebration of the 10th anniversary of SpongeBob SquarePants, Nickelodeon partnered with Walmart to create an exclusive store-within-a-store, featuring an extensive selection of licensed merchandise.

Called the Happy Place, the format debuted in March in Walmart stores nationwide and also on walmart.com. The SpongeBob merchandise assortment included:

- apparel and accessories, including T-shirts, backpacks, shoes
- a DVD package, distributed by Paramount Home Entertainment, featuring the direct-to-DVD release of *SpongeBob vs. The Big One*, plus a SpongeBob lunchbox and computer game
- a new SpongeBob SquarePants Greatest Hits CD (from Sony Music) with bonus tracks
- the THQ SpongeBob cooking-themed video game “Beach Party Cook Off”
- plush toys from Jakks Pacific, including “Happy Birthday SpongeBob” and “Bob on Board”

- SpongeBob-themed bedding, toys, games, youth electronics, party items and books.

“Ten years of SpongeBob deserves something incredible,” says Leigh Anne Brodsky, president of Nickelodeon/Viacom Consumer Products. “With a truly unique in-store experience and new, distinctive product at Walmart, customers feel like they are part of the SpongeBob 10th anniversary celebration.”

The Happy Place concept was supported by a TV, print and online media campaign, in-store marketing support and signage, advertising in the Walmart circular, plus a microsite. Content also was featured on Walmart’s Web site.

Customers were offered special online access codes for exclusive SpongeBob content, including a virtual SpongeBob, party tips and a behind-the-scenes video of the making of the SpongeBob Walmart commercial. ©



Jeep Steers Extentions at Babies“R”Us, Meijer

Jeep Consumer Products is finding success using a customized approach to build its licensing muscle. Two of the most successful launches for Jeep branded-product that have driven sales and store traffic are in the juvenile category at Babies“R”Us and a luggage initiative at Meijer.

“Juvenile products and luggage are our key areas where we want to grow the business,” says Debra Joester, president and chief executive officer of the Joester Loria Group, the agency that works with Jeep. “Babies“R”Us has consistently been the No. 1 seller of Jeep juvenile product. They carry a number of different SKUs in several categories, including strollers, carriers and diaper bags.” Manufacturing partners for the Jeep line include Kolcraft for carriers and HIS for more than 20 SKUs of travel accessories, including such items as supermarket cart covers.

To make a big splash on the newest product launches for 2009, 330 Babies“R”Us stores hosted last month an in-store demonstration of the new Jeep carrier and promoted the event through direct mail, e-mail blasts and in-store signage. The carrier was featured in the Babies“R”Us April catalog along with a 10 percent off coupon, which was mailed

to about 1 million prenatal parents. Collections of Jeep juvenile products were displayed near the entrance to the store and at the demonstration site on the day of the event.

The Jeep brand is a good fit for the BRU customer, according to Joester who notes that women make up 50 percent of Jeep drivers and that the No. 1-selling umbrella stroller for Jeep is pink.

Jeep’s presence in BRU focuses on a specific category, while its licensing and merchandising efforts at Meijer cross several different categories. In Meijer, Jeep-licensed product is present in luggage, juvenile, pet and, in 2008, camping gear. Manufacturing

partners for the lines were Olivet International for luggage, ARP for camping gear and Vo-toys for pet products.

“Meijer is adding collections and is staying very focused on the Jeep brand, bringing in new and refreshed programs rather than cycling through product and then looking for another brand,” says Joester.

“At the end of the day, both the retailer and the licensor are looking to drive additional sales. That’s the goal, that’s job one, and if you do that successfully, you know there will be more partnerships of that kind moving forward,” she adds. ©



Hamleys Goes Cartoon Crazy

Iconic London toy store Hamleys leveraged its relationships with licensors in a series of themed in-store promotions over the spring with its Cartoon Crazy promotion focusing on animated properties.

Cartoon Crazy, which debuted on Feb. 26 featured partnerships with Cartoon Network for Ben 10 and Bakugan; HIT Entertainment for Thomas & Friends and Bob the Builder; Nickelodeon for Dora the Explorer, Go, Diego, Go! and Peppa Pig and Chapman Entertainment with Fifi and the Flowertots and Roary the Racing Car. In addition, a character weekend included a host of character appearances, such as Little Princess, Yo Gabba Gabba!, Fireman Sam and Postman Pat.

The promotion gave licensors an opportunity to coordinate their presence in-store with high-profile store windows. Alongside toy product and merchandise categories, screens showed relevant animations and digital gaming.

Nigel Wheatley, group retail operations manager at Hamleys, says: “Cartoon Crazy has been a great success so far. We’ve had an increase in footfall during a number of character visits—11 characters in total. And giving the brands the opportunity to have space on the ground floor of our large-format stores has

had a positive effect on sales. For our customers to have the opportunity to interact with their favorite characters is, in some cases, a once-in-a-lifetime experience.”

For HIT Entertainment the Cartoon Crazy event worked well. Victoria Bushell, HIT’s international brand manager for Thomas & Friends, says: “Cartoon Crazy was a really innovative retail opportunity that worked well for both Bob the Builder and Thomas & Friends. Over the weekend of the Thomas event, when we had characters on site, 32,000 visitors went to the store, and we had more than 580 entries for a chance to win a family trip to Thomas Land.”

The themed promotions also were rolled out to Hamleys’ international stores, including at the Dundrum center in Dublin and in Dubai.

Hamleys next promotion is Lights, Camera, Action!, which pays homage to *Monsters vs Aliens*, *Hannah Montana*, *X-Men Origins*, *Star Trek*, *Transformers 2* and *Harry Potter*. ©



Animal Planet Evolves at TRU

When Animal Planet wanted to tap the consumer products business, it identified toys as its breakout category and Toys“R”Us as its retail partner.

“They were our first licensee with the Animal Planet brand, and we really wanted to create a presence at retail rather than starting out licensee by licensee. We wanted a retail home,” says Elizabeth Bakacs, vice president of licensing for Discovery Commerce.

Animal Planet has a dedicated 12 feet of space in every U.S. Toys“R”Us and has a wide variety of toys, from play sets and action figures to radio control and role play, as well as a subset line targeted to preschoolers. In the fall, the brand is expanding into wooden play sets and more role play in the adventure play tent area.

“Over the years, we have learned what works for the Toys“R”Us customer. Their customer is really looking for a good value proposition but also toys that deliver on

imagination, education and engagement,” says Bakacs.

The relationship has expanded into a number of other categories, including lifestyle, publishing and pets, and reaches not only kids but young adults, as well. For the first time, Animal Planet will be bundling DVDs with toy products.

The entire line is being rebranded this fall to reflect the new Animal Planet brand. “There is a new logo and an entire new line look for the packaging, which really connects it back to the network. There’s compelling photography, the entire line has a cohesive color set, and in-store signage really makes a great impact,” she says. The new set will have a minimum of 12 feet, plus an endcap.

One of the biggest reasons for the success of the program, according to Bakacs, is “the great reciprocity in terms of marketing and support from the Toys“R”Us team.” There is a dedicated Animal Planet landing page on the retailer’s site, and there are links from the AnimalPlanet.com site to the Toys“R”Us site.

“The value of the integrated marketing that both teams are able to bring is what makes it a success. I think our brand being a media brand certainly adds value in the way we’re able to integrate the Toys“R”Us relationship with our commerce sites, our dot.com sites and across our on-air network as well,” says Bakacs. ©



Licensing FEAST

By **Mike Duff**

Food licensing has evolved rapidly over the past several years and looks to continue expanding among both edibles and general merchandise categories as manufacturers, licensing companies and retailers discover new, effective applications for existing brands.

Licenses provide instant recognition and are executed with more sophisticated brand strategies today. That has afforded many licensed products a level of credibility that, combined with effective execution, has delivered success.

The Licensing Co., for example, took Jim Beam licensed product from annual sales of \$33 million to \$65 million in three years, said Angela Farrugia, group managing director. The growth was driven by a strategy that focused on the core product's taste and how it could translate authentically into new products. Deals include a recent partnership between Jim Beam and Bradley Smoker for the first Jim Beam Bradley meat smoker and smoking bisquettes; a range of Jim Beam BBQ sauces, marinades, rubs and condiments as well as

marinated salmon with Vita Specialty Foods; heavy-duty grilling tools from Style Asia; a full collection of fresh pork and poultry products with Top Shelf Gourmet; and, available for the foodservice industry, a co-branded Jim Beam/Whitey's Steak Chili developed by Windsor Foods.

Similarly, with Sauza tequila, TLC focused on flavor to develop dips, sauces, appetizers and seafood products, including a tilapia item infused with Sauza agave and lemon that is expected to hit the market in spring 2010. Also in spirits, TLC is introducing Kahlua-infused whole bean and ground coffee and a chocolate line as a brand extension to Malibu, a coconut-based liqueur.

In its Jelly Belly license, TLC helped



launch a line of freeze pops that incorporate the unique flavor of the candies. The product had a promising 2008 and looks for a better 2009. "We came into the market only in August 2008, so we're expecting a very good year on Jelly Belly freeze pops in 2009," Farrugia says.

TLC and Jelly Belly currently are taking the license from freezer pops to pudding. Also under consideration in the future are Jelly Belly carbonated soft drinks, baked goods and sauces.

On the general merchandise side, Walmart runs 12 feet of Jelly Belly Scents & Flavors Candles and Jelly Belly Baby is launching at Target.com with eight body sets and the slogan, Bean in the U.S.A.!

In the recession, licensing allows brand owners to expand properties in ways that don't require heavy investment, says Joanne Loria, executive vice president and chief operating officer at Joester Loria, while providing retailers with products from brands customers understand.

An Entenmann's candle line, launched in fourth quarter 2008, "is doing very well," says Loria. The candle scents are based on the donuts, pies and other goods the baker produces, with pound cake and pumpkin pie being among the best sellers. Two new flavors/scents launch this year.

On the food side, coffee and ice cream products launched in mid-2008 under the Entenmann's label, and breakfast items, such as pancake mixes and cereals, are under consideration for next year. New ice cream products may include flavors enhanced with bits of Entenmann's baked goods.

The brand is one Joester Loria is eyeing for a possible push into foodservice.

In its work with Pepsi, Joester Loria launched an Aquafina rehydrating lip care product three years ago, followed by a complete line of health and beauty care products. The brand is now establishing a broader lip line



Licensing FEAST

with medicated, natural and sunscreen products.

IMC Licensing recently established a partnership with Pinnacle Foods to expand the scope of its brand portfolio, which includes Duncan Hines, Mrs. Butterworth's, Log Cabin, Vlasic Pickles, Lender's Bagels and Hungry-Man Entrees. "We're excited to have already negotiated the first deal with Continuum Sales & Marketing for a distinctive new line of cookware and bakeware under the Duncan Hines brand name," says IMC president Cara Bernosky. "Product will be hitting shelves later this year."

On the beverage side, IMC has helped kick off Tabasco Tequila in select markets.

"We continue to see a lot of interest in leveraging ® brands into adjacent product categories, particularly



channeling food

The Food Network is expanding its brand across a host of categories and getting its name out to consumers through a variety of channels.

Working with Legends Hospitality Management, Food Network signed a deal to provide branded fare in the New York Yankees' and Dallas Cowboys' stadiums. The program recently launched with the Yankees' home opener.

"Legends supported our desire to source quality ingredients from the wealth of local providers New York City offers, so we could bring fans high-quality ball park fare with a Food Network twist," says Sergei Kuharsky, Food Network general manager.

Other upcoming retail food initiatives revolve around items such as cooking mixes and other products that help people prepare great meals. Kuharsky says that the products are currently in development and will hit retail shelves next year.

Food Network and its licensing agency Brandgenuity continue to expand its branded line of home goods at Kohl's. Product is presented in packaging that clearly explains which features matter to help simplify the selection process.

New dinnerware is rolling out as well. "Our World Cuisine tabletop, which is a Provence/French-inspired line coming this May, melds food trends with iconic styling, allowing consumers to entertain in a fresh, new way," says Kuharsky.

The Food Network also has a strong DVD program at Target and its own magazine developed in partnership with Hearst.

"In November of last year, we launched *Food Network* magazine," says Kuharsky, "and it's been a huge success and will reach a \$900,000 rate base in just one year."

Food Network launched a more aggressive program last year in book publishing, partnering with two of its chefs to produce two *New York Times* best sellers, "Diners, Drive-Ins and Dives" by Guy Fieri and "The Food You Crave" by Ellie Krieger.



in the food and beverage space," Bernosky said. "In an economic environment where consumers are ever more mindful of quality for their hard-earned dollar, a brand that can communicate taste and quality and be available at an attractive price point is poised to do very well."

Ross Misher, chief executive officer at the Brand Central Group, says that in tough economic times, consumers seek out heritage brands that give them a feeling of security, and many food brands fit that bill.

Established brands can extend through licensing to pace trends as they emerge in the marketplace, Misher says. "There are several food categories on the rise. Foods that offer functional benefits, organic and all-natural foods, foods with ethnic flavors and foods in convenient and portable packaging all are growing exponentially."

Family fun at home is another trend that has become prominent in the recession, and Brand Central has worked with one of its clients to explore it.

"Kellogg's licensee Brand Castle makes great activity kits that come with food and accessories to make Rice Krispies treats for the whole family," Misher says.

A new Kellogg product in the general merchandise category is among those addressing health concerns. With licensee Zevro, Kellogg is rolling out cereal storage and dispensing products initially featuring a Special K dispenser that provides portion-control settings. Bringing a little fun into the home is important, too, and new dispensers featuring Kellogg's classic Cheez-It and other brands are in development for 2010.

Also addressing health-conscious consumers, Brand Central has been working with Dr. Weil, a brand that promotes healthy lifestyles. "The latest licensee is Weil by Vita Foods, which offers a selection of frozen salmon and black cod entrees. With the time-tested quality of Vita Foods and the expert guidance of Dr. Weil, Weil by Vita Foods offers the very best in seafood you can trust," Misher says.

Plans for Brand Central's partnership with Dr. Pepper Snapple, forged earlier this year, include using the licensing company's expertise in the packaged goods industry to extend the reach and consumer appeal of the beverage producer's brands. ©



Game Boy

Paul Comben, chief executive of AT New Media, talks to *License! Global* about digital licensing



AT New Media is a U.K.-based licensing agency set up in 2006 to specialize in the multi-

billion dollar market for interactive digital content. It works with content owners, content publishers and developers and licensees.

Chief executive officer **Paul Comben** grew up in licensing: He worked at Universal Studios, World Wildlife Fund and Design Rights International before joining Activision to acquire licenses. He then set up Mobile Brands, which specialized in pub games and console and mobile games.

Comben works with AT's chief operating officer Steve Manley—who saw the licensing potential for Crazy Frog—and business development director Simon Kay, who is an interactive games licensing specialist.

As digital gaming grows, AT New Media has taken brands into interactive gaming for the first time, including ITV Global's Coronation Street and Dancing On Ice, Scholastic's Horrible Histories, Matchroom Sports' PDC Darts, Paramount Pictures' Mission Impossible, EA Sports' FIFA and Tiger Woods, News Corp.'s *The Sun* and Aardman's Wallace & Gromit.

By **Josephine Collins**
How is AT New Media organized?

There are three divisions in the business. AT Brands is for rights owners who wish to extend their brands into interactive games or other content types for multiple platforms.

AT Content is for developers and publishers of interactive games or other content types—such as screensavers, wallpapers, videos, animations, ring tones and greetings—who wish to secure licenses. AT Merchandise is for the owners of interactive media platform brands or characters who want to expand through merchandise licensees and retailers.

Whom have you worked with?

Gummelbär (Gummy Bear), Urban Free Flow (parkour), Fremantle, ITV Global, Endemol, Games Media, Studio Canal, Lionsgate, Party Gaming and LazyTown. We've just signed DCD Media for Richard Hammond's Blast Lab.

We're hearing more about format shows moving to online gambling.

Online gambling is the platform of the moment—and we have done some deals in this area.

We are retained by FTSE 250 business Party Gaming. But it is rightly highly regulated, and the regulations differ from country to country and is illegal in the U.S.

Do you aim to be in on the beginning of a franchise?

We like to think that we are working with championship-level brands with premiership-level potential. Some licensors have no business in any category outside of their core, so we are trying to come up with the right game or the right platform



at the right time—and deliver in a way that exceeds expectations.

What has Nintendo Wii done to this market?

The Wii has opened up the market for family gaming—more people are playing because of the broadened platform. This is not only an opportunity for new brands, it's a great opportunity for mature propositions that are heading for decline. It's a really good time to consider gaming.

Do you have any unusual clients?

We're working with maze and maze puzzle creator Adrian Fisher. He has a tremendous amount of IP that has never really been exploited. We've come up with some concepts, designs and example screen shots for potential mobile, Web and PC and console games.

What's the potential for that market?

It is reckoned that the hardware and software market is bigger than the world cinema ticket market, and it is certain that gaming sales are outstripping other entertainment businesses. It's a growing activity, and there is a growing number of platforms. Added to this is an in-built, structured growth as a result of the technology moving on and the launch of new versions of platforms.

What is the next big thing?

More interaction—for example multi-tasking where people use split screens and connected gaming, which is play with people in different locations. More iPhone games, other Mac products and the next generation of consoles. ©