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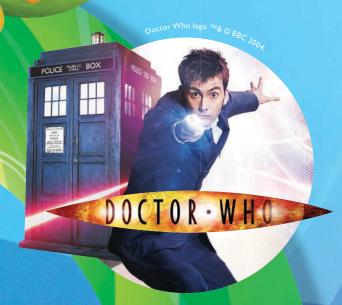


In the Night Garden...



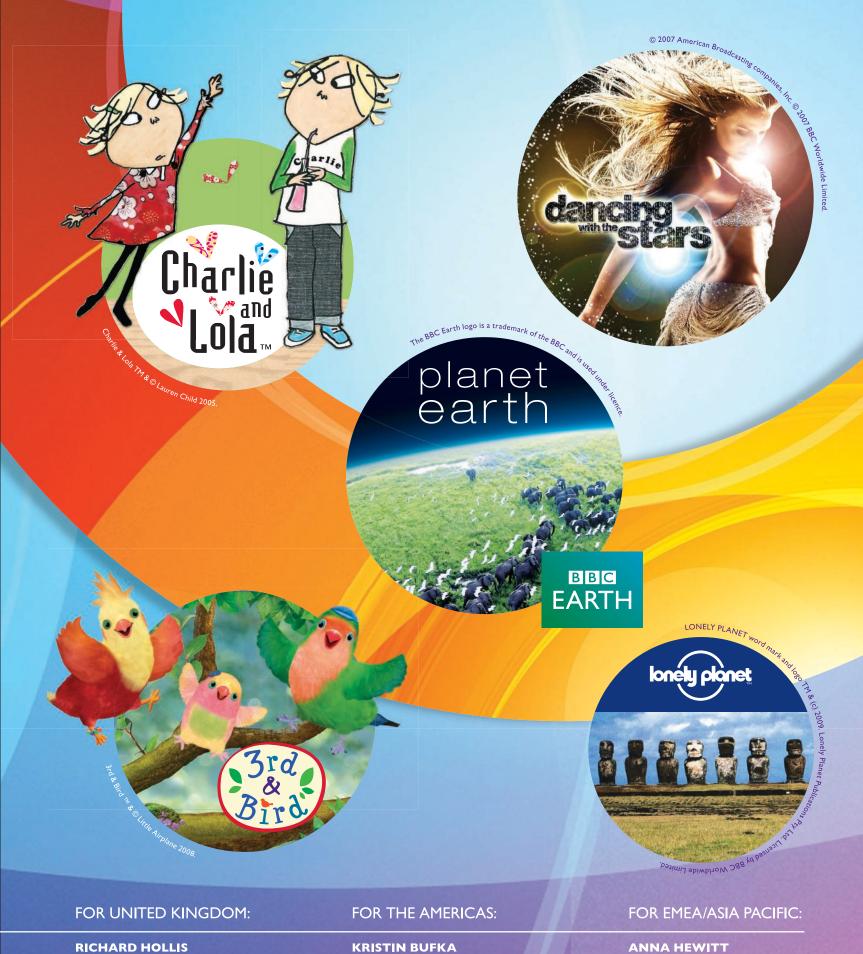


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tsSEPTEMBER2009

30 U.S. Smackdown

Wrestling fans beware—Lucha Libre's Psycho Circus, Crazy Boy and Electroshock are bringing their highly stylized brand of smackdown to the U.S. in 2010. The first English-language TV series for the Mexican wrestling sensation will air on The Jar, Cookie Jar's prime time label/network, to be followed by a broad range of licensed consumer product.

34 Taking a New Road

"American Chopper's" Paul Teutul Jr. is using his flair for design and knowledge of engineering to develop a line of barbecue grills for Coleman, the first of many items that will bear his new company's logo—Paul Jr. Designs.

38 BBC Brands: Beyond Britain

The BBC Worldwide's Children's and Licensing unit has been through a choppy couple of years, but is now poised for a bright future under new leadership and a newly implemented strategy for growth.

The company has its sights set on the U.S. with a strong pipeline of brands that will resonate with consumers and retailers across channels.



50 BLE: Bigger Than Ever

Brand Licensing Europe will attract more than 4,000 visitors from 60 countries to London's Olympia.

The exhibit floor will feature 200 exhibitors showcasing more than 2,000 brands and properties from the worlds of film, TV, entertainment, sports, publishing, art and design, fashion and heritage. This special BLE preview offers show highlights, exhibitor information and show floor map.

64 MIP Channels TV's Best

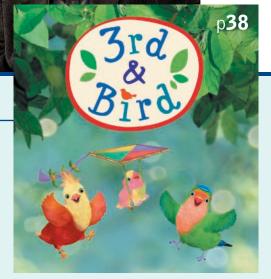
The MIP themes that will provide the backdrop this year are about new business models, the future of television production and the impact of

gaming and interactive
entertainment on
traditional media, as
well as the latest in
kids' programming
and licensing.



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The second series returns to BBC One this September.

Featuring great new villains, white knuckle fight sequences, series of **The Adventures of Merlin** will be more ambitious and action-packed than ever before as Arthur, Morgana,

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Mickey's Super Deal

The Disney-Marvel alliance is a textbook example of strategic synergies across all disciplines that reinforce the importance of brand development, as well as the international growth opportunities in entertainment licensing and merchandising.



Tony Lisanti Editor-in-Chief

Disney's acquisition of Marvel Entertainment, which was described as a classic win-win deal, is vet another sign of the times in retailing and licensing.

The \$4 billion deal also raises the possibility of similar transactions not only because the recession has taken its toll on some companies, but also because the global economy is showing signs of improvement. There clearly is significant value, and growth in entertainment, retail and brand licensing, regardless of size, scale or scope, and leveraging inherent synergies, as the Disney-Marvel deal does, will likely define the next decade of growth.

A recent cover story in *The Economist* proclaims, "Big is back. Corporate giants were on the defensive for decades. Now they have the advantage again." Another factor, *The Economist* points out, is that "companies have discovered how to be entrepreneurial, as well as big."

The Disney and Marvel deal is the perfect example of big and entrepreneurial. It will create a combined entity generating retail sales of licensed products of almost \$36 billion, according to *License! Global's* ranking of the Top 100 Licensors. Disney Consumer Products ranked No. 1 with \$30 billion in retail sales of licensed products and Marvel ranked No. 4 with \$5.78 billion. The exclusive cover story about Marvel in the July issue of License! Global, headlined "Hero Worship," which outlined the strategy and potential of Marvel, reflects what Disney execs see in the superhero company and why this deal makes sense.

A closer look at the Disney and Marvel deal reveals a classic strategic fit that will benefit both companies by providing the basis for greater shareholder value and establishing new growth opportunities for the next decade.

Licensing & Merchandising. Some of the industry's most lucrative tent-pole franchises belong to both companies and the combined network of innovative product development, retail relationships, top-notch licensees and an efficient operations infrastructure will further enhance the expansion of Marvel's brands and strengthen Disney's corporate offerings.

- **Properties.** Disney will benefit by acquiring a portfolio of 5,000 characters led by some of the most notable superhero names, including Spider-Man, Iron Man and The Incredible Hulk, giving it a major stake in the boys/young adults space that it didn't otherwise have and so much needed, especially with the continued box office success and merchandising potential of the super characters.
- **Retail.** Disney's retail knowledge and expertise, combined with its penchant for understanding its consumers, will only improve the ability of Marvel properties to garner more space on retail shelves worldwide. Disney now becomes more of a onestop shop for retailers looking to reach various age groups and drive traffic year-round.
- **Creativity.** Content development has been historically a strong component for Disney and Marvel and this deal will only enhance the ability for cross-platform synergy in animation and publishing, for example.
- **Technology.** With Pixar, in particular, the company can enhance Marvel's offerings in animation.
- Sales & Marketing. The well-oiled Disney marketing machine will only help Marvel in its promotional and sales efforts.
- **Television.** As Marvel has continued to expand its TV offerings and programming over the past few years, Disney will help Marvel expand its programming slate, for example, on Disney XD.
- **International.** While both companies have strong international businesses in licensing, Disney will help Marvel expand its retail presence and penetrate new territories utilizing DCP's knowledge and infrastructure, especially in emerging markets.
- Other opportunities for Disney to leverage Marvel's superhero characters include live events, theme parks, retail stores, and interactive and gaming. The Disney-Marvel deal not only reinforces the importance of entrepreneurism and creativity as critical components of success, but also why being "big" is necessary in the global business of entertainment and licensing. ©



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europeanperspective

Time for a Deal



By Sam Phillips

Two people told me this month that they can't believe how lucky they are. And they weren't lottery winners. They were licensing execs. The first, relatively new to the business, had just signed a brand that is undoubtedly full of potential. The second had secured a TV commission from the first broadcaster he had pitched.

And we could probably list the Brand Licensing Europe event director, Jessica Blue, as a third witness to success. The show is humming before the doors have even opened. Exhibitors have taken more space than ever. There are new features, product zones, seminars and retailer services, all of which have been introduced with huge support from the industry. The show hosts a rich melting pot of brands and retail offerings, with more representatives from mainland Europe than ever before. Many of them bring properties that are enjoying huge success before even reaching the U.K. market. This could be the moment to ask who, exactly, is Vipo the Flying Dog or Geronimo Stilton?

Two sectors are especially worthy of mention on the eve of the show. First, the heritage sector, which will look back at this summer as long and



very, very hot. Thanks to the weak pound, tourists are buying in the U.K. People staying at home are treating themselves. The museums are free so there's money to spend in the shops. Products are better. The shops are better. And for goodness sake, as Margaret Drabble said in The Guardian, there's nothing more natural than wanting to purchase a keepsake after experiencing an important piece of culture. From early

pilgrims to eighteenth century grand tourists, visitors have been doing it for centuries. The U.K.'s National Trust says 2009 is likely to be the best year ever for its commercial arm and the National History Museum's shops have seen sales up 21 percent in this financial year.

So don't miss the rich and stimulating material on offer from the heritage sector at BLE because it clearly makes good business sense at the moment. (Note for your day planner: The Natural History Museum's head of retail development will be joining a Licensing Academy panel to discuss licensing in the independent retail sector.)

Second, this is definitely THE moment to start getting to grips with game brands. Licensees and retailers can no longer sit back and ignore an industry that generates thousands of new properties every year, engages millions of consumers on a daily basis and spends hundreds of thousands of dollars on supporting its brands. If its champions are right, gaming will become a significant genre in licensing, just like film or television. What's different is that it is only at the beginning of its licensing lifecycle. At BLE this year, you can take a crash course in the world of gaming: there's a free seminar offering expertise from some of the biggest companies in the business; there's a special zone on the show floor dedicated to gaming and Sony and Ubisoft's blockbuster titles are actively looking for licensing and retail partners.

Lego and Waitrose (the U.K.'s high-end grocery chain) are other examples in the list of success stories from the last month. What's going on? The message could just be "panic over" but is perhaps also a signal that once the chaos of excess is checked, people still want certain things and they want products that offer good quality, imagination and integrity. What's new?

Last month seemed characterized by the words "out of office auto reply" pinging back from every email. Now the summer closes and it's back to business. Good. ©



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Daily Mail (Weekend), 11th April '09



www.timmytime.tv

A Year of Accomplishments



Marty Brochstein Senior vice president of industry relations and information, International Licensing Industry Merchandisers' Association

It's been a year since LIMA began acting upon the recommendations put forth by the board-designated Strategy Committee, so it's an apt time to give a rundown of some key accomplishments of the past year. These represent the first steps in making LIMA membership a valuable tool for any company that is or wants to become involved in the licensing business. It's only a start, but here are some of the initiatives.

- LIMA's new Web site (www.licensing.org) was launched shortly before Licensing International Expo in June. The totally redesigned and restructured site aims to provide constantly updated and valuable industry news and events, LIMA developments, an accurate and comprehensive database of LIMA members, and a host of other informational resources.
- Educational programs were expanded and improved, including Licensing University, the LIMA webinar series and the Certificate of Licensing Studies program. In a difficult business year in which companies generally sent fewer people to LIE, attendance at the 30-plus seminars of the Licensing University were close to what they had been the previous year. The ratings based on the attendee evaluation forms were as high as they have been in recent years, and LIMA will build on those successes for the 2010 program. A call for submissions to those who would like to suggest topics and moderate panels at the next Licensing International Expo will be announced soon.

While it stands on its own, the Licensing University program is only one element of the CLS course of study—a year-long series of seminars, webinars and independent study aimed at developing the professional skills of the next generation of licensing executives. LIMA has consulted with several member companies about how to improve the program, and incorporated many of their suggestions into this year's CLS course.

LIMA has also expanded its webinar series, incorporating both comprehensive looks at individual industry segments as well as timely topics, including such subjects as developing business strategies for effectively using social media and discussing the effects and potential fallout from the Consumer

Product Safety Information Act. These sessions are free to all LIMA members.

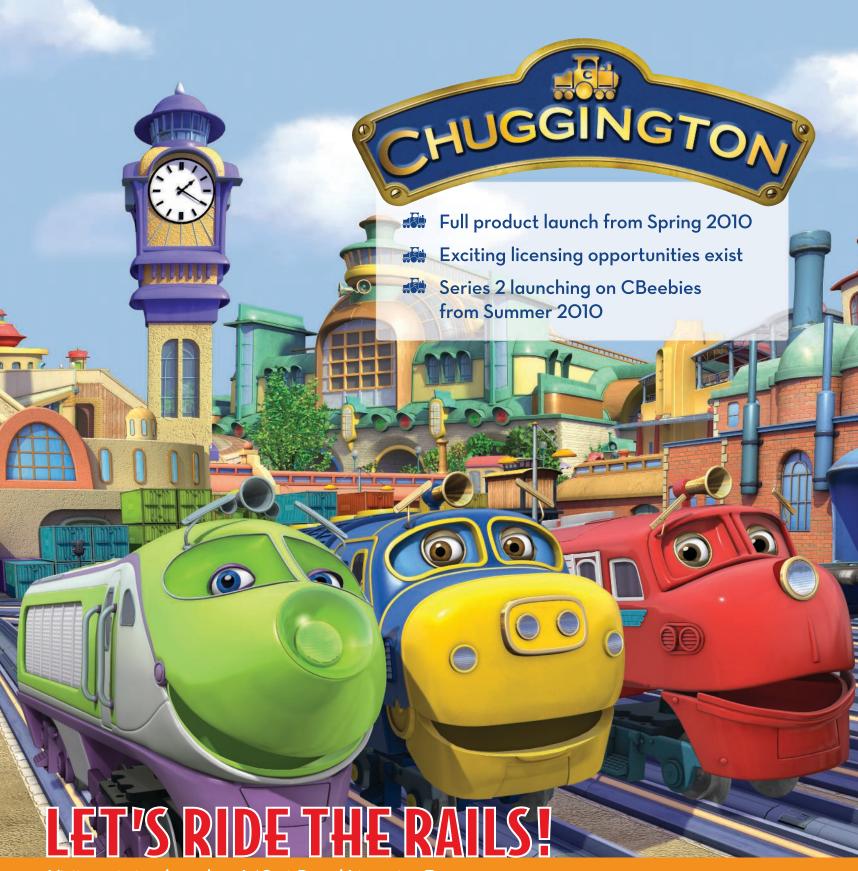
Another educational initiative—in an effort to elevate the professional standing of the licensing business and to develop a pool of more knowledgeable and qualified people entering the field—is a strategy to encourage and help colleges to incorporate licensing into their business and marketing curricula.

- An ongoing public relations campaign was launched a year ago to raise the profile of the licensing business. The effort has included developing ongoing relationships with business editors from major trade and general media publications, and seizing upon all opportunities to put forth a professional message. In the past year, LIMA executives have been quoted by The New York Times, Wall Street Journal, Los Angeles Times, National Public Radio, USA Today and the Associated Press, among many others.
- The staging of Licensing International Expo in Las Vegas for the first time was another major development. In addition to doing all it could to support a smooth transition to a different site as the show's sponsor, LIMA initiatives included the first-ever opening keynote session (free to all attendees), and a retail store tour of Las Vegas and "state of the industry" presentation, which drew 35 domestic and international attendees.

LIMA will build on those efforts going forward. Results of an extensive LIMA-commissioned attendee survey—when compared with a similar survey conducted in 2008—found noticeably increased exhibitor and attendee satisfaction with a vast array of aspects of attending the show, including hotels and transportation options and the costs of attending the show. While attendance was off from the prior year, LIMA expects that an improvement in the business climate combined with continued enhancements to the show will lead to an even more vibrant experience in 2010.

LIMA expects these and other initiatives to bear fruit—all with the goal of supporting the growth and professionalism of the licensing community and helping member companies expand their businesses for the future. ©





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A Hit on the High Street

By Jessica Blue



Visitors can register for free in advance (saving £15 on the door) by visiting www. brandlicensingeurope. com. The exhibition runs Sept. 30 and Oct. 1 in London at The Grand Hall, Olympia.

With the commercial potential of licensed merchandise being realized by more retailers across more categories in more territories every day, the appeal of a single platform for discovering next year's big properties has never been stronger. In Europe, that platform is Brand Licensing Europe, which runs Sept. 30 to Oct. 1 at Olympia's Grand Hall in London.

Now in its 11th year, Brand Licensing Europe is the leading event for networking and deal making in the European licensing industry—a fact that's being appreciated by an increasing number of retailers each year. In 2008, 4,279 visitors from 60 countries attended Brand Licensing Europe and 15 percent of those were retailers. Attendance from major multiples, such as Marks & Spencer, Asda, Sainsbury, Debenhams, River Island, Next, Tesco, Clarks International and Play.com, also increased by 8 percent. And the show enjoyed 32 percent more visitors from continental Europe with major retail players Auchan, Carrefour, C&A, El Corte Ingles and Karstadt among those in attendance.

This year, thanks to more retail-focused visitor features than ever before, an intensified marketing campaign and the recent appointment of a retailer relationship manager, an impressive number of retailers have pre-registered—some, like Bershka, for the first time—and many intend to send even bigger buying teams to Brand Licensing Europe. It's not surprising when you consider what's on offer at the two-day event for retailers: 4,000 licensing professionals to network with, 200 exhibitors showcasing in excess of 2,000 properties, the new Retail Buyers Centre, Property Finder and product showcase zones, and the Screening Suite, TV Lounge and Licensing Academy.

This year sees the introduction of the Retail Buyers Centre—a relaxing lounge where retailers can receive complimentary and impartial assistance from a seven-strong stable of licensing experts irrespective of the nature of their query, the company they represent or whether they are new to licensing or industry aficionados.

Also premiering at this year's event are The Toy Store, The Salon and Licensed Lifestyle product showcase zones. The zones have been introduced

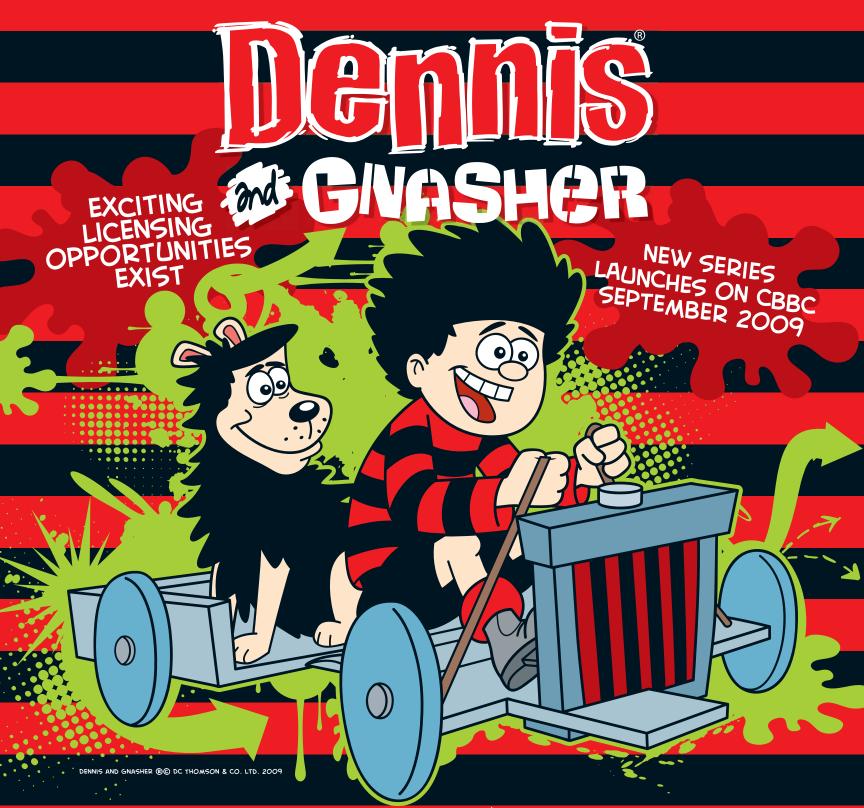
to highlight how today's licensing opportunities translate into tomorrow's merchandising programs making it easier for retailers to make the connection between property and product. The showcases will display a variety of exhibitor products, giving retailers further insight into the millions of licensed products that hit the market each year, the new properties being launched at the show and information about who owns which brands.

The Property Finder is also new for 2009 and is being introduced to clearly identify the brand owners, stand numbers and licensing categories of each property at the show. Visitors can find the Property Finder on the show floor and in a handy guide for easy expo navigation.

In addition to the new feature areas, Brand Licensing Europe will once again be home to the popular Screening Suite: a fully working, invitation-only cinema with tiered seating, popcorn and usherettes. This vear, LucasFilm, Marvel, Paramount, Sony Pictures, Warner Bros. and Twentieth Century Fox will present their upcoming blockbuster movie and TV properties. Last year, 1,430 visitors attended the Screening Suite sessions, including Amazon.com, Bhs, HMV, John Lewis, Mothercare, Next, Tesco and Toys"R"Us.

The Licensing Academy also returns—but bigger and better—with 12 free-to-attend sessions. including two keynote addresses and three sessions created specifically for retailers, starting with an ice-breaker breakfast seminar for independent retailers. Attendees to this session will receive expert advice on starting and/or building a licensed product offering. The NPD/Planet Retail session will outline key future growth categories for licensing, as will the daily European Focus Sessions, which will address international licensing issues such as managing local cultural differences and cross-border considerations about design and retail.

Given how much is going on, you may have finished reading this thinking, "Wow, I need to see all that, but where do I start?" Let me recommend a call to Stephen Mossadegh, Brand Licensing Europe's retailer relationship manager who will be able to help vou plan your entire visit. He can be contacted at +44 (0) 20 8956 2671 or at smossadegh@advanstar.com. ©



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Cynthia Rowley Hits Babies"R"Us



Fashion designer Cynthia Rowley has unveiled the first wave of products in a baby line to be sold exclusively at Babies"R"Us.

Hooray by Cynthia Rowley (\$5.99 to \$39.99) will feature bodysuits,

coveralls, dresses, accessories, playwear, bibs, blankets and diaper bags. The collection, for sizes 0 to 48 months, is available at 155 Babies"R"Us stores, including the NYC flagships at Toys"R"Us Times Square and Babies"R"Us Union Square, and online at Babiesrus.com. In 2010, the line is expected to expand into bedding, storage and room décor.

"As the baby products authority, we constantly re-evaluate our merchandise assortment and seek opportunities to feature exciting new products that can't be found anywhere else," says Maureen Watson, chief merchandising officer at Babies"R"Us. "Partnering with Cynthia Rowley allows us to offer our Babies"R"Us customers a collection with a remarkable fashion stamp. Designed with fashionable moms in mind, Hooray by Cynthia Rowley provides parents and giftgivers with products to accessorize in style and create unique ensembles for the little one in their life at extremely affordable prices."

Sears Adds Toy Departments

Last month, Sears held grand-opening celebrations for customers at 20 in-store toy departments at stores in the New York metropolitan area, Chicago area, Los Angeles and San Francisco.

The sections measure about 1,800 square feet and feature about 800 to 1,000 SKUs, many of which are licensed products, targeted to the 3- to 5-year-old demographic. In store, the sections are positioned adjacent to the children's apparel department.

There is also a computer set up in the section with access to Sears.com and 5,000 additional products.

"We've got to have the core brands, such as Playskool and Fisher-Price, that mom is looking for, but also offer the unique, rewarding brands that mom doesn't see everywhere else," says Philipp Elliott, Sears Holdings' divisional vice president for toys.

The toy department offering runs the gamut from specialty names in plush, such as Gund and Russ and dolls from Madame Alexander, to Sesame Street product merchandised on a light- and sound-enabled bus promotional display, to

licensed product from Discovery Kids. The Barbie brand from Mattel has a number of SKUs from dolls to play sets to dress up.

In addition, Sears has also added toy extensions for its Craftsman and Kenmore lines. The collection includes My First Craftsman power washer and welding torch set and a My First Kenmore washer/ dryer, stove and refrigerator.



Michael Jackson Estate **Taps Licensing Partner**

Bravado, a global music merchandiser, has been chosen as the official manufacturer and distributor of Michael Jackson-branded products worldwide.

"Bravado is the perfect partner for the estate of Michael Jackson merchandise," says John Branca and John McClain, co-special administrators for the estate of Michael Jackson, in a joint statement. "The reputation of Tom Bennett and his team for creating

compelling merchandise and providing strong product support is stellar. We are delighted to be working with them."

A collection of licensed product is already available at retailers such as Hot Topic, Target, Old Navy and JCPenney, as well as online at www. michaeljacksonmerch.com. The line of more than 200 items includes T-shirts. "Thriller"-inspired jackets, "Who's bad?" onesies, sunglasses, handbags and novelty items.

"We are thrilled to expand our services to become the exclusive merchandiser for Michael Jackson-related products," says Tom Bennett, chief executive officer of

> Bravado. "Creating this new line alongside Michael was a privilege of a lifetime; it truly celebrates Michael's unmistakable style and irreplaceable talent, and helps commemorate and preserve the legacy that is Michael Jackson."

The deal expands upon another with AEG Live, which had Bravado as the exclusive merchandiser for Jackson's London tour.

True Jackson Line Lands at Walmart

A new tween fashion and accessories line based on Nickelodeon's live-action series "True Jackson, VP" is now available exclusively at Walmart stores.

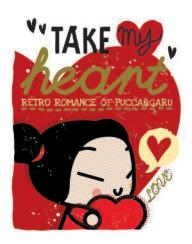
Mad Style by True Jackson features longsleeved henley T-shirts, layerable knit tees with graphics and show-inspired slogans, fashion leggings with novelty buttons, jumper dresses with removable straps, tunic dresses with pre-scrunched sleeves, Mary Jane shoes, ballet flats and sneakers. The collection retails at \$14 and under.

Nickelodeon and Viacom Consumer Products tapped Jane Siskin, president and chief executive officer of L'Koral, to design the line.





Pucca Apparel Hits Oysho



Vooz, South Korea's largest character licensing company, continues to expand the global presence of its Pucca brand with a new partnership with Spain-based retailer Oysho. As part of a global deal, Oysho will launch a co-branded line of Pucca apparel and accessories at Oysho stores this fall. The Pucca product line will include T-shirts, sleepwear, intimatewear and

a full range of accessories targeting women 15 years and up at Oysho stores all over the world.

"Vooz is thrilled to be partnering with Oysho, one of the world's leading women's fashion retailers. In partnership with Oysho, we will continue to build Pucca as a global fashionforward brand in new and exciting ways." says Jaok Lim, head of international licensing at Vooz.

The Pucca product line will be available in Oysho's 340 stores in Europe, Latin America and the Middle East for the fall 2009 season.

DHX Open for Business

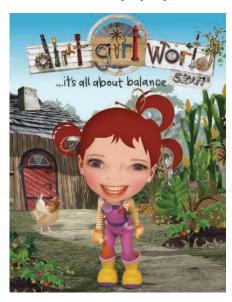
DHX is a new licensing and consumer products division born out of the merger between television companies, Decode, Studio B and Halifax. It's headed by Polly Beale, who will report to Beth Stevenson, executive vice president for development and production at Decode.

"We'll represent our own properties but also third-party properties for TV sales and rights, and we'll also start working on items that have no television," explains Beale. This latter move is in response to the competitive nature of the TV licensing market.

"It makes sense for us also to follow properties that are not TV related," Beale says. The first non-TV brands are Beer Goggles, an adult gift/apparel brand, and Scary Girl, which started life in the urban vinyl toy market. DHX is also working on a major

online portal for a new project called Gaia.

Priority TV properties include "Poppetstown," "Dirtgirlworld" and "Animal Mechanicals," plus Studio B properties "Kid v Cat" and "Latest Buzz." DHX will appoint partner agencies in local territories for each property.





Brand Sense Inks Deal with Beverly Hills Country Club

Masterbrand Licensing has appointed Los Angeles-based Brand Sense Partners to manage the apparel concept development and licensing of the Beverly Hills Country Club brand.

BHCC will benefit from BSP's in-house apparel concept and merchandising group, The POP Studio, which is led by former Abercrombie and Fitch global conceptual director John Moore.

"After conducting our due-diligence, we are excited to be working with Brand Sense Partners to steward the Beverly Hills Country Club brand well into the 21st century and extend the 'good life' to all corners of the globe," says James D. Richwine, chief executive officer of Masterbrand Licensing.

Discussions are under way with potential partners in apparel, footwear, fashion accessories, swimwear, optical, fragrance and beauty, bedding and bath textiles, tabletop, home furnishings and décor, furniture and luggage and travel accessories.

Red or Dead Signs Bank Deal

Red or Dead, the iconic fashion brand owned by the U.K.'s Pentland Group, has signed a womenswear fashion license with U.K. retail chain Bank, part of the JD Sports Group. The first Red or Dead womenswear collection will launch at Bank in September.

Although the brand has operated mostly as a licensed business for some years, it was only last year that Pentland closed the remaining Red or Dead wholesale fashion business and decided to put the clothing collection under license. Julia Massey, Red or Dead's brand president, says: "Without a doubt the most successful licensed deals are direct to retail."

Red or Dead has always enjoyed a strong brand awareness among consumers keen for something edgy. Until last year its clothing collections have been distributed through a huge network of independent retailers, with licensing deals in place for glasses, sunglasses and footwear. Men's and women's shoes are the subject of a longstanding exclusive license with the independent shoe chain

Schuh, headquartered in Scotland with 50 branches across the U.K. Optical eyewear is developed and sold by high street opticians Specsavers, where it is the best-selling designer brand. Massey has engineered a deal with

online hosiery retailer Tights Please for a September launch.

"My attitude to licensing is less is more," says Massey. "Direct-to-

retail deals are win-win if you find the right partner."

Where there isn't a natural retail partner, such as for fashion

Where there isn't a natural retail partner, such as for fashion bags, the category is distributed by the licensee, in this case, Brenton Bags.

Swimwear and fragrance are under development, says Massey, who would also like to see licensed menswear and bicycles.

Red or Dead will operate a pop-up shop in central London to showcase the brand in November this year.







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Postman Pat Delivers Retail Deals

Classic Media has two deals that will give its classic preschool show "Postman Pat" wide visibility among U.K. consumers leading up to Christmas.

From October, Postman Pat enters a retail promotion with Toymaster, which entails taking a letter into a store for Postman Pat to deliver in time for Christmas. The program will roll out across 250 stores in the U.K. and will incorporate Postman Pat Special Delivery Service brand exposure in the Toymaster catalog, in-store and online.

In addition, Postman Pat becomes the focus of the latest television advertising for leading U.K. optician chain Specsavers, which begins airing in early September. The animated ad follows Postman Pat on his delivery rounds with Jess the Cat. The day gets off to a bad start as Pat accidentally sits on his only pair of glasses. Without them,

Pat stumbles from one comical delivery mishap to the next. The ad ends with the line "Should have gone to Specsavers, Pat."

Claire Shaw, director of consumer products at Classic Media, comments: "The ads will bring fantastic exposure for the Postman Pat brand at an incredibly important time of year. With the invigorated TV series, "Postman Pat Special Delivery Service," demonstrating excellent ratings and strong toy sales we expect the ad to be well received by a retro audience, too. It's also great to have a bit of fun with such a well-loved British institution."

A new Postman Pat consumer products range hit U.K. shelves in spring 2009 with Character Options as master toy licensee and Egmont as U.K. publisher. Licensing programs are currently in development across key international territories.

Hasbro, TRU to Roll Out Jurassic Park Line

Universal Partnerships & Licensing and Hasbro are developing a new line of Jurassic Park toys to be sold exclusively at Toys"R"Us this fall.

The new line will feature two-pack, deluxe-pack and electronic dinosaur figure assortments.

"Since the dinosaurs of Jurassic Park first stomped onto movie screens more than 15 years ago, they've captured kids' imaginations," says Karen Dodge, senior vice president and chief merchandising officer of Toys"R"Us. "There is no better place to find toys based on kids' favorite characters than Toys"R"Us, and we're excited to be the only retailer to offer kids and collectors official Jurassic Park action figures."



FAB/Starpoint Develops **Eco-Friendly Accessories**

TerraCycle has been tapped to provide non-recyclable packaging from major snackfood brands to FAB/Starpoint for accessory products and more.

FAB/Starpoint will manufacture messenger bags, backpacks, stationery, school supplies and home décor accessories utilizing leftover packaging from brands such as Frito Lay, Nabisco and Capri Sun. The product line will initially hit retail by the end of the year with major distribution near Earth Day in April 2010.

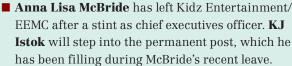
"In any manufacturing business today, recycling and eco-friendly products are top priority," says Steve Russo, president and chief executive officer of FAB/ Starpoint. "Working with TerraCycle allows us to take material that has no value and would sit in landfills for years and turn it into a product with value."

"Together with our strength in transforming non-recyclable materials into affordable products, we feel we can really grow our respective brands and help keep even more garbage out of the waste stream," says Tom Szaky, chief executive officer of TerraCycle.

executivemoves

- **Stephen Davis** has been tapped as president of Hasbro Studios, where he will lead the content development team for the notyet-named joint venture network with Discovery Communications. Davis was previously chief executive officer of Family Entertainment Group.
- Timothy Bender was recently named senior vice president of sales for Sony Computer Entertainment America. Bender will lead the sales and marketing team with merchandising efforts for all Playstation platforms in North America. He previously served as the executive vice president at Livescribe.
- Rodrigo Pizá was appointed vice president of Latin America for Cookie Jar Entertainment, where he will manage programming sales and consumer products. He was previously a vice president of television at HIT Entertainment.
- **Jaime Szulc** has been appointed to the newly created role of global chief marketing officer for the Levi's brand. Szulc previously served as chief operating officer at Eastman Kodak Company's consumer digital group.
- Cartoon Network appointed **Kitric Kerns** to the newly created role of vice president and executive producer of its digital operations.

- Kerns will manage development of content for www. cartoonnetwork.com. Kerns previously worked as director of digital media at ABC Daytime/SOAPnet for Walt Disney Co.
- Veronica Hart and John Van Citters were promoted to vice president roles at CBS Consumer Products. As vice president of licensing, Hart will oversee CBS' portfolio of licensing categories including Star Trek, CSI, NCIS, 90210, Twilight Zone, Brady Bunch and Cheers. Van Citters was promoted to vice president of product development, where he will manage product development and approval for the Star Trek franchise.







Veronica Hart



John Van Citters

Correction: The contract between Marvel Entertainment and C-Life Group of

New York for a collection of products at Old Navy is not an exclusive contract.



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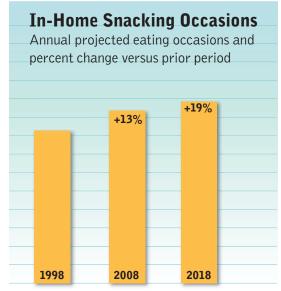
The Future of Snacking



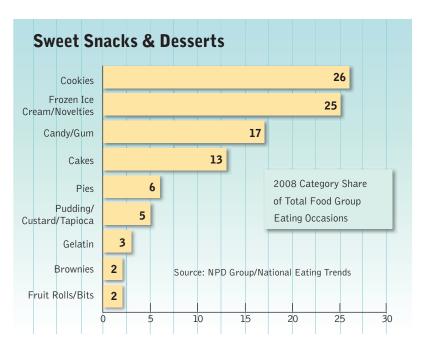
The NPD Group, a market research firm that continually tracks America's eating patterns, took a look into the future of eating in a new report, and finds that there will be a whole lot of snacking going on over the next decade. The

> new study, entitled "A Look into The Future of Eating," reports that inhome snacking—morning, mid-day and evening, but especially morning—will outpace population growth over the next decade.

The report, which evaluates and forecasts 160 different food and beverage-related behaviors, attitudes, personal characteristics, and food groups based on the eating and drinking habits of individuals as they age, reveals that by 2018, the



Source: NPD Group/"A Look into the Future of Eating"



total number of in-home snack occasions are expected to increase 19 percent over 2008. Morning snacking is forecasted to increase by 23 percent; in-home afternoon snacking is expected to increase by 20 percent; and evening snacking is forecasted to increase by 15 percent over the next 10 years compared to 2008.

"The strong projected growth in snacking is both a reflection of the growth in new types of snack foods, as well as an evolution of how consumers eat," says Ann Hanson, author of "A Look into The Future of Eating" and director of product development at NPD. "Many consumers are eating 'on the go' and there are more and more foods available to meet this need."

Eatings of salt and savory snack foods, which include snacks such as chips, crackers, popcorn, cheese, nut/seeds, pretzels and curls/puffs, are expected to increase 16 percent over 2008 eatings. The NPD report forecasts sweet snacks and desserts, which includes cookies, ice cream, candy/gum, cakes, pies, pudding/custard/tapioca, gelatin, brownies and fruit rolls/bits, to increase 14 percent by 2018.

Which age group is projected to snack the most? According to the NPD report, Generation Y or Millenials, who were born between 1976 and 1989, are forecasted to increase their annual eatings of salt and savory snacks from 2008 to 2018 by 44 percent, and their annual eatings of sweet snacks and desserts are projected to increase 34 percent over 2008 eatings.

The report also forecasts that "better-for-you" foods, such as organic and light or low-calorie foods and beverages, will be among the fastestgrowing food trends over the next decade. Restaurant meals eaten at home and appetizers eaten as in-home main meals are also expected to be among the fastest-growing food trends, according to the report.

For a copy of the NPD report, "A Look into The Future of Eating," visit http://www.npd.com/lps/ future_of_eating/. ©



Licensing to Kids in Post-Woolworth's Era

The kids licensing market in the U.K. is changing rapidly, and change, sooner or later, always offers opportunity.

The U.K. is unquestionably a tough market, especially for kids licensing, which has been hit not just by the recession, but also by the closure at the end of 2008 of Woolworth's, by far the biggest retailer for kids licensed products. But if the market is tough, it is also opportunistic, and there are some interesting developments and trends emerging.

According to Ania Kozielec, senior account manager, NPD License Tracker, the latest figures for the year ending March 31 show that "the kids licensing business fell by about 6 percent year-onyear. This is the first time this has happened in a very long time."

However, the U.K. remains Europe's largest market for licensed kids products. The NPD License Tracker puts the value of the market for all children ages 0 to 14 across accessories, clothing, electronics, footwear, greetings cards, health and beauty, publishing, school equipment, traditional toys, video games and video tapes/DVD at £2.2 billion (\$3.6 billion).

"One of the reasons for the decline is the recession, but a much bigger reason is the closure of Woolworth's," adds Kozielec. "While spend on licensed product has fallen, total spend on kids [including non-licensed products] has actually gone up by 2 percent over the same period."

"Cash-strapped parents are trading down to cheaper private label, rather than the more expensive products with a character on them," adds Kozielec. "The loss of Woolworth's removed the opportunity for the small-ticket impulse purchase."

The loss of Woolworth's to the kids licensing business is powerfully illustrated by other NPD data. "For the 12 months ending March 31, Woolworth's was still the No. 1 retailer for licensed products [for kids], even though it only traded for nine of those 12 months," Kozielec explains.

Clare Piggott, vice president of consumer products at Nickelodeon Viacom Consumer Products, agrees

that the demise of Woolworth's was a heavy blow to the kids licensing business. "While all the main chains such as Argos, Tesco and Asda have benefited, some of the Woolworth's business seems to have just disappeared." says Piggott.

One possible explanation for the "missing Woolworth's sales," noted by Piggott, is offered by NPD's Kozielec. "In the year ending March 31, only two licensed product categories posted sales increases—publishing and video games."

Kozielec suggests that the rise in publishing, which is "almost all in comics, magazines and stickers," represents a replacement of the impulse, small-ticket purchase typically made on the high street. "People that once popped into Woolworths's for a small toy, now go into WH Smith, for example, and buy a comic, magazine or sticker instead," says Kozielec.

NPD License Tracker found that for the year ending March 31, toys accounted for 36 percent of the U.K.'s kids licensed market; clothing, 20 percent; publishing, 12 percent; and DVD, 10 percent.

"Video games are continuing to climb strongly," notes Kozielec. "They currently account for about 6 percent of the kids licensed market, and although there are signs that the rate of growth has slowed of late, I still think they will continue to be a strong growth category because there are some great products out there, they are fun for the whole family and a lot cheaper than a night out."

Even so, NVCP's Piggott does not see the Woolworth's closure as the biggest drag on the kids licensing business. "The biggest issue in the U.K. at the moment is the recession," asserts Piggott.

Piggot expects things will get better, especially for Nickelodoen, looking ahead to next summer's release of The Last Airbender, based on their hit series "Avatar." "It's a strong boys' property, but with a very strong female lead—so we should attract some girls as well," she says. ©

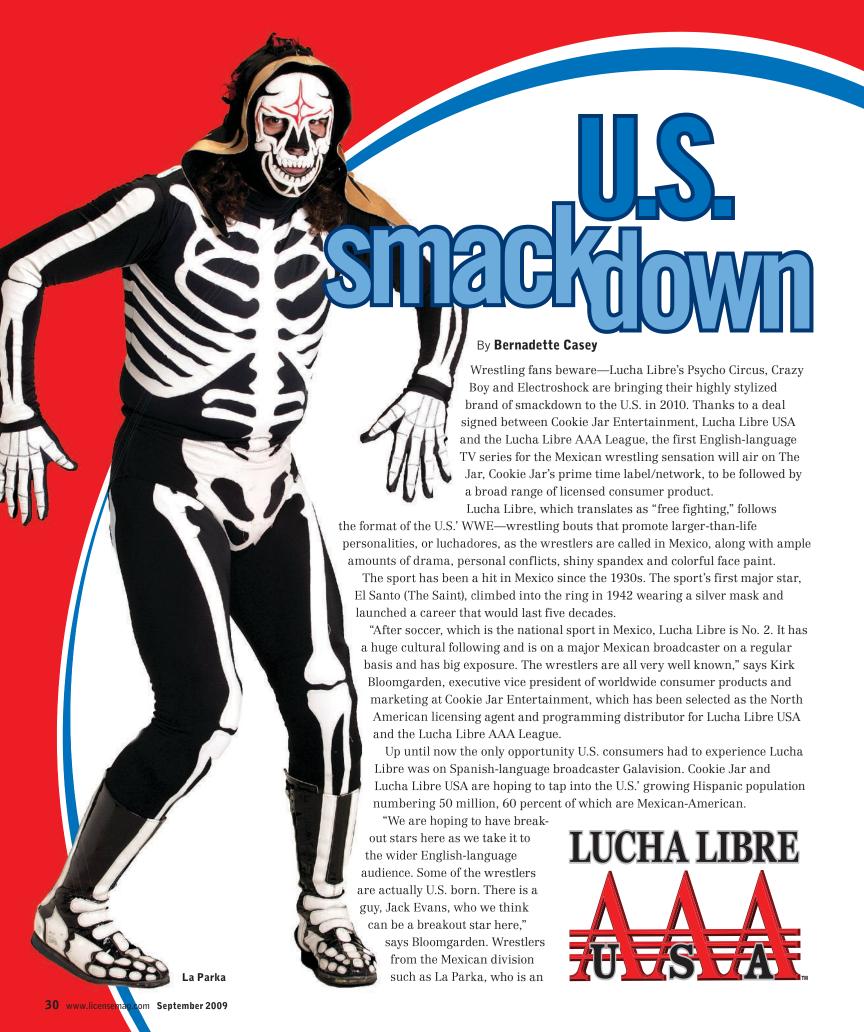
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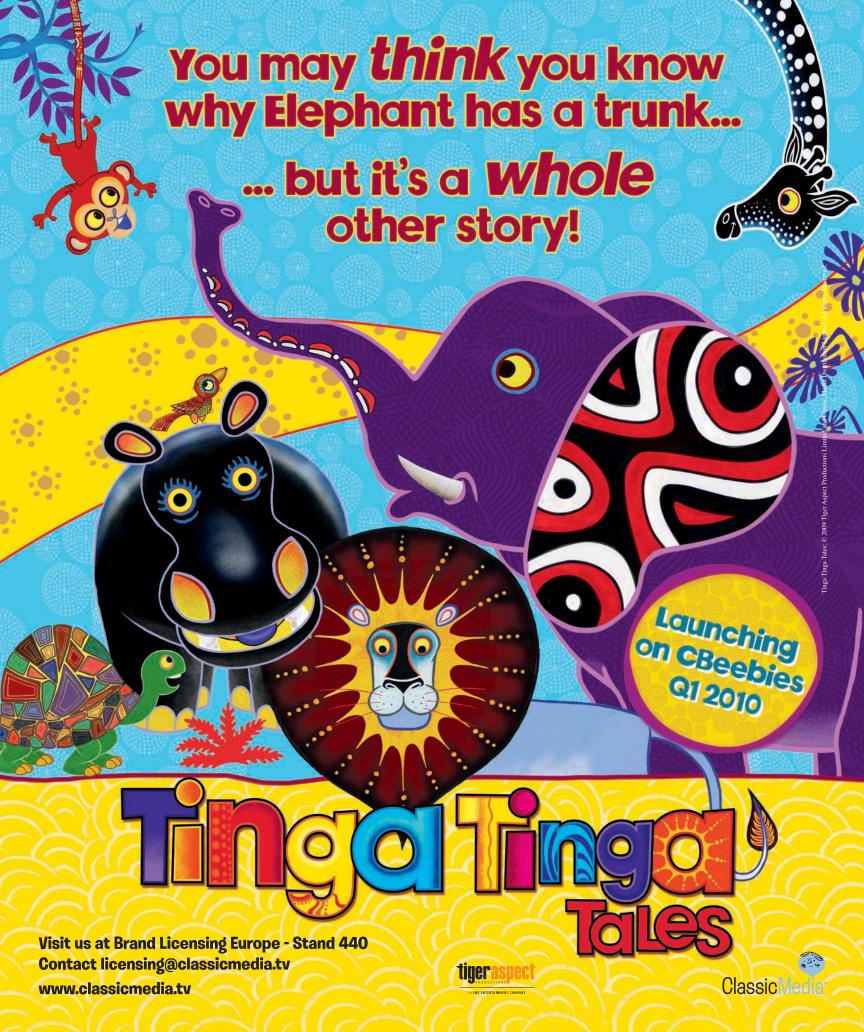
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stuff that Paul Teutul Jr. has finessed into some of the most celebrated motorcycles to roll out of the garages of Orange County Chopper. Now he is using the same materials and his flair for design and knowledge of engineering to develop a line of barbecue grills for Coleman, the first of many items that will bear his new company's logo—Paul Jr. Designs.

For the last seven years, each episode of The Learning Channel's "American Chopper," has chronicled the efforts of the Teutul family to create an array of custom bikes for clients as diverse as the Abu Dhabi Police to a Spider-Man 3 Ducati bike and in the process has garnered a viewership that extends beyond the pure bike enthusiast. Each episode has also showcased Paul Teutul Jr.'s love of engineering and his ability to balance design and functionality—a trait that lends itself to his aspirations of licensing Paul Jr. Designs across a wide range of consumer product.

Unlike high-end customized bikes, in his new role, Teutul must match his design aesthetic with a mass-

> produced item targeted to a consumer balancing a budget in a tough economy and one with lots of options in terms of brands and retailers.

"For the first time I was fixed with price point. Coleman said we want this grill to be cool and different, but it also has to fit this price

engineers, which is unique because usually there is a huge disconnect between the person who has to make the product and the designers. Yeah, it looks great but we could never make this in a million years or, if we did, we would have to charge way more than we could ever get for the thing. Coming into this, I understand the balance that is needed."

This new edition celebrates the tenth anniversary of the launch of the Coleman Roadside Grill. Negotiations are under way with home improvement and sporting goods retailers for a launch in first quarter 2010. The inner workings of the grill remain the same. Teutul's take on the grill adds chrome knobs, real metal hooks, a speedometer thermometer, 10 rivets on the lid signifying the tenth anniversary and a screen print of the Paul Jr. Designs logo. The new add-ons and upgrades increased the price of the grill by just \$20 over the standard Roadside Grill which sells for \$199.

"Typically you get a celebrity's name and then you work with a licensing agent to do the things you need to do. We are doing things very differently here with Paul than with a traditional licensing deal," says Jeff Willard, senior vice president of global marketing and new product development for The Coleman Company. "With traditional licensing you get a brand put on a box. What you don't get is the product development, design, employee engagement







and participation on the retailer selling process that we have here." Teutul has been on hand to pitch potential retailers and has met with Coleman associates to create buzz around the product.

Coleman is the No. 1 seller of portable grills and does most of its business out of sporting goods stores. Willard believes the Paul Jr. Designs line could drive 20 percent increases in incremental sales.



Teutul's aspirations for licensing go far beyond grilling and Coleman has also charged him with redesigning and relaunching its ATV accessories business under the name Coleman by Paul Jr. Designs. The line focuses on gear and apparel for the outdoor, hunting and ATV categories and has about 50 SKUs. It's an approximately \$5 million a year business for Coleman, most of which comes from product sold at Walmart. Cabela's also offers the line. The new Coleman by Paul Jr. Designs product is expected to launch in April/May 2010.

Along with Jarden, parent company to Coleman, Teutul is also exploring opportunities across categories including snowboarding and fishing. Jarden employs 20,000 people globally and its enormous brand portfolio runs the gamut from Oster home products, to Pine Mountain sporting gear to Bicycle playing cards.

Beyond that, says Teutul, "I have so many patents and copyrights that are ideas for the future that are locked up. It could be anything from children's books to grills, it does not have to be one particular thing."

Teutul's involvement in American Chopper has run its course and at press time it was unclear if the show would be renewed for another season. The show initially ran on the Discovery Channel, but for the last few seasons has aired on TLC. The second half of this season, the show's seventh, will elude to Teutul's new project and include excerpts following the development of the new grill for Coleman.

He is considering doing a new TV show chronicling his ventures in licensing, from initial meetings with companies, to product development, to retail rollout.

Teutul's approach to the licensing market initially was very low key, but also very direct. Basically, he laughs, "We were knocking on doors and asking people, 'Got any work for us?'"

That grassroots approach seems to be taking hold for the latest name in licensing—a name that not only brings celebrity to the table, but one that is keenly aware of his middle-income customer demographic that is careful about every dollar spent. And Teutul's one-stop-shop approach to creating product and his investment in bringing that product to shelf may be what retailers and manufacturers need in a business partner as they promote a differentiated product offering and expand sales opportunities in 2010. ©



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BBC Brands Beyond Britain

BBC Worldwide has its sights set on the U.S. with a strong pipeline of brands that will resonate with consumers and retailers across channels.

By Sam Phillips

Teletubbies

he Children's and Licensing unit, one of seven business units of BBC Worldwide, has been through a choppy couple of years, but is now poised for a bright future under new leadership and a newly implemented strategy for growth.

BBC Worldwide, which is the commercial arm of the BBC and the champion of some of the world's best-known brands from Teletubbies to Planet Earth, is also parent to one of the world's largest licensors—ranked No. 21 in License! Global's Top 100 Licensors—and second-largest licensor in the U.K. Its business units produced revenues of over £1 billion (over \$1.6 billion) last year and profits of £103 million (\$168 million). Each year, BBC reinvests profits into programming as a vital

engine of revenue that supports TV programs that have become favorites worldwide. The view ahead aims to soften the effects of peaks

revenue being home grown and 20 percent from overseas, it will be the other way around.

When Neil Ross Russell arrived a year ago as managing director of Children's and Licensing, he found a business set up for boom and not for lean times. "It wasn't an appropriate structure for a modern licensing business," he recalls. So he set about refocusing the business in three core areas and then, as he puts it, "crashed things together."

Just as BBC Worldwide moved into its sparkling new headquarters in White City, located in West London, Russell implemented a significant realignment that would focus on brand management, international expansion, and adult and family licensing.

"It was deliberately fast," says Russell. "We could do analysis paralysis or we could crash it together and see where the chips lie. We had just moved into this new building and I knew we had to act quickly."

In May, Russell made a major strategic move by appointing



Europe. While it's Keefer's first foray into working with television brands, the former Mattel exec has extensive experience working with global consumer brands.

Both executives admit that for international expansion—meaning expansion to the U.S.—they have a strong sense of urgency because it's where the biggest "prizes" are to be had. "The big step and change in our business won't be from the U.K. So Keefer was appointed to build our international business starting in the U.S. All the work we've done in the last year has crystallized the fact that we're part of a global market," says Russell.

And after the 2010 digital switchover, all homes will have 40 channels and BBC Worldwide has to plan to survive in that landscape.

"We must make sure that 'Teletubbies,' 'In the Night Garden,' and other shows, all become long-term performing brands, and we start this by getting into the U.S.," says Russell.

Keefer's priority is to crack the code in the U.S. by making the BBC brands retail focused and that means thinking about the consumer, as well as the retailer. "I tend not to ask, 'How do you get stuff onto

the shelf?' but rather, 'How do you get it off the shelf?" explains Keefer. It's common for European licensors to think that there are only two retailers that matter in the U.S., Walmart and Target. But Keefer argues that there are plenty of retailers and retail channels from grocers such as Kroger, to pharmacy retailers such as CVS and warehouse clubs such as Costco and Sam's, where the BBC brands are largely underexploited. The strategy is to address head-on the concerns that retailers have the world over—improving margins and offering

Says Keefer: "We plan to build a continual BBC brand presence at retail."

differentiation.

The reason both Keefer and Russell are so confident that it will be possible to do this is because of the unique relationship that exists between BBC Worldwide and the BBC. The BBC's remit, which is to make programs that engage and entertain, means there is a constant supply of diverse and excellent brands coming down the pipeline.

"I believe that with tent-pole programming and by keeping things refreshed, we can

deliver exactly what retailers want," says Keefer.

It helps, of course, for them to know that something has already been tried successfully in the U.K. and that global partners are in place. Now that the BBC has resources in the U.S., it can execute retail initiatives in a way that it couldn't so easily before. And, for the moment, the creative work will continue to be done in the U.K. because it is important to

continue to be done in the U.K. because it is important to have one global voice. Resources for approvals and customizing work for retailers may come later. Russell adds, "The strength of our business is that it doesn't rest on individual brands, but in having a very strong portfolio of brands year-on-year, so our message to Walmart and Target and other retailers is that BBC will still be here in five, 10 and 15 years. You might not be getting the same brands, but they will still be just as strong." It was clear to Russell from the time he joined

Neil Ross Russell, managing

and Tom Keefer, senior vice

president of global licensing

September 2009 www.licensemag.com 39

director, Children's and Licensing





Neil Ross Russell

managing director, Children's and Licensing

Neil Ross Russell assumed his role with BBC in August 2008. Previously, he had been consulting for CBeebies. His career started at EMAP Radio where he was a DJ and club promoter. He worked at Sega Europe, completed an MBA at the London Business School and joined Sparrowhawk Media Group, where he created the groundbreaking channel, KidsCo, a three-way joint venture, whose business model allows all content providers to share in the revenue of the business. Russell and his family live in the house where Terry Nation wrote "Doctor Who" and where, according to local legend, the first Daleks were built in the back garden.

BBC that children's brands were a priority for international expansion. "It's a rich time for BBC's children's brands, with significant new programs beginning their lifecycles," he says.

"The news is that we're building a bigger children's business," says Keefer. "Our main focus now is getting ready for In the Night Garden, ZingZillas and 3rd & Bird! These brands make a significant preschool offering and I believe there is a need for quality preschool in the U.S."

Significantly, In the Night Garden, (No. 2 toy in the U.K. last year, and another groundbreaking program from Ragdoll, which created the Teletubbies) isn't yet on air in the U.S.

Russell says that this is an intended wait for the right broadcast platform. Unlike in the U.K., where there are two BBC children's channels—CBBC and CBeebies—there is no 'home' for BBC children's programs in the U.S.

However, Russell won't reveal whether there are plans for a BBC America children's channel, but what he does say is that there are opportunities in the U.S. kids' broadcasting

arena for the first time in years, thanks to changes in the marketplace such as the recent joint venture between Hasbro and Discovery Communications to create a rebranded kids' network to debut in late 2010.

Starting from a small base, it's easy for Keefer to suggest his targets for growth are in double or triple figures. "What's more," he says, "is that this is such an exciting proposition because BBC brands are under-represented in licensing and retail and we are now poised to ignite those brands."

Another key to Russell's strategy is to put brand management at the heart of the business. Speaking like a true

management consultant, he says that if you look at the P&L, you see peaks and troughs and that if you've got a cash cow that's fine but it will die guickly. What you have to do is turn it into a rising star by exploiting it steadily and turning it into a real brand.

"The challenge is to look at the BBC portfolio of brands and make sure we only have the right brands with genuine licensing opportunities," says Russell.

The pipeline of BBC programs is so rich that Russell has affected a detailed analysis not just of what's in the portfolio but how it relates to what's on air on the BBC, on air across all channels and also in terms of product categories.

"The result has given us a

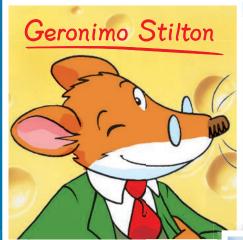


BBC Worldwide Global Business Snapshot

- BBC Worldwide sales were just over £1 billion (up 9.5 percent) with profit of £103 million (down 12.8 percent). It's the first time the business has exceeded sales of £1 billion, something chief executive John Smith called "a significant milestone in the life of BBC Worldwide, and all the more so in trading conditions more challenging than any of us can remember."
- BBC Worldwide is divided into seven units: Sales and Distribution; Channels; Global Brands; Digital Media; Content and Production; Home Entertainment; and Magazines, Children's and Licensing.
- Children's and Licensing posted sales of £210.2 million (\$342) million) and profit of £13.2 million (\$22 million). It is the

- U.K.'s second-largest licensor behind Disney.
- It was ranked No. 21 on License! Global's Top 100 Licensors with \$1.98 billion in worldwide retail sales of licensed products.
- BBC America is now in 64 million homes after 10 years on air. "Torchwood," "Primeval" and "Top Gear" are among its most-watched shows.
- BBC Magazines sold about 90 million magazines last year.
- BBC Worldwide owns the Lonely Planet brand, which it is transforming from a travel book business to a diversified provider of travel information.

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Vorldwide



Tom Keefer

senior vice president, global licensing A native Californian. Keefer began his career with Newsweek International in London, becoming international advertising director for Life magazine. He returned to the U.S. with Alan Pascoe & Associates to work on the Davis Cup and the Commonwealth Games and then worked for L.A. Gear and K-Swiss before joining Mattel's boys' division in 1998. In 2004, he became senior vice president, general manager of one of Mattel's cross-functional customer business teams. Before joining BBC Worldwide, Keefer worked with Global Brands Group on the FIFA/2010 World Cup and, concurrently, for Green Rubber LLC.

clearer picture of where the gaps and overlaps are and is proving vital for planning," he says.

Russell's vision is of the licensing business as a service to retailers, filling the gaps, and in his mind he pictures the aisle of a supermarket with BBC properties filling every sector and product category. Now complete, the analysis has turned up some interesting gaps, which can now be put to the creative community.

One surprising fact in the analysis revealed that there is a gap for properties for boys aged 2 to 4, for example. Product categories were also surprising—arts and crafts, for this age group, for example, aren't licensed very thoroughly.

One thing that strikes any look at the BBC portfolio is that, in spite of having some of the biggest brands of the last 10 years, there isn't an obvious "evergreen," or brand that scores very highly on a continual basis.

"Teletubbies," for example, is on air every day still but isn't one of the top five preschool brands in the world any more. Russell says that this is a result of the riches on offer; that it's tempting always to focus on the new things. "Most of the things we might call evergreen have been around a long time and are owned by companies that put the brand at the center of everything they do; it's their raison d'être," he says. "That's why we now need brand people here at BBC Worldwide to manage and guide our brands into becoming long-term successes. For Teletubbies, for example, this means invigorating it, to make it interesting to retailers to continue to want



to buy it—a very nice problem to have." For Russell, the

Holy Grail will be to know which brands to back for licensing and he is refreshingly clear about this. "Most programs that go on air will not turn into huge licensing successes," he says. "'ZingZillas,' for example, is one that we think will hit the sweet spot."

He says that, historically, there was an assumption that if a program is for kids, then all the ancillary rights were relevant. But that's not so and the numbers say it all: there are about a thousand children's brands on air and only a few of them at Tesco.

Such is the reality that Russell says it's almost safer to start with the assumption that something won't work, or to think of brands as working or not working for licensing rather than by age group. "I think this way you get a clearer idea of what we need. The good thing for us is that the BBC has only one remit and that's to make good programs and we can be entirely confident in this," he says.

The model for children's programs is the same for adults and this is where Russell sees huge potential at home and overseas. "Adult and family programs make fantastic brands. Many of them are underexploited. Brands like Planet Earth and Top Gear offer huge emotional attachment, passion, willingness to spend money and they are increasingly international."

He believes that Doctor Who and Top Gear are sleeping



New Office, New Culture

Just as Neil Ross Russell came into his post, BBC Worldwide moved into its new Media Centre in 2008. It wasn't just a typical office move, but rather, the open plan and futuristic building has facilitated a new way of working which has had a significant impact on the way business is done. Russell says, "The big impact it has had here is that you bump into people you are working with, you understand their challenges and what they are up against more. And it's helped raise the profile of Children's and Licensing within BBC Worldwide."





Unique articulated action figures for kids to turn into their favorite characters from the TV show



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Secrets & Sechers



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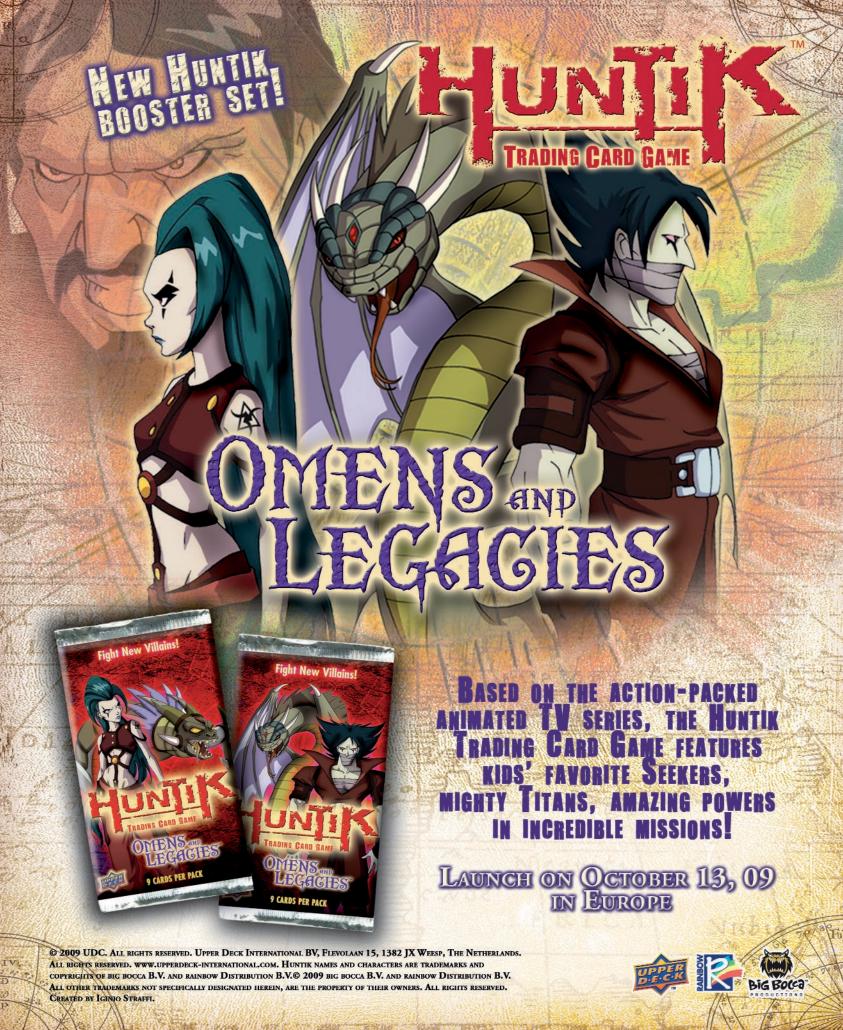
MAGIC, DISCOVERY, MYTHOLOGY, TEAMWORK AND BATTLES.
KIDS RELIVE THE FANTASTIC ADVENTURES OF THEIR
FAVORITE HEROES!

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giants in the U.S. "They command such a passionate following from fans that are finding their way to the shows online and paying to download them," he says.

BBC America, which airs both (along with "Primeval" and "Torchwood") is the fastest-growing channel in the U.S. and is now in 64 million homes.

One year on, Russell admits that he crashed things together and some chips have fallen out. "But I crashed together those three areas of focus right at the beginning and they were the right things to do," he says. "Now what's most exciting is that, although we're not out of the woods, there's a very, very bright

light at the end of the tunnel."

With the business now aligned to manage each brand, case by case, and to exploit retail opportunities in the U.S., the light should get even brighter.

As Keefer says, "I've always worked on a global scale. But this is the first time the emerging market is the U.S." ©

BBC Financial Data

SALES £m	YEAR 09	08
Channels*	225.6	183.8
Content and Production	88.2	73.9
Digital Media	34.2	21.9
Sales and Distribution*	195.3	212.9
Magazines, Children's and Licensing	210.2	203.4
Home Entertainment	207.1	197.3
Global Brands	43.0	23.1
TOTAL	1,003.6	916.3

	Before		
	Exceptional	After	Exceptional
	Items†		Items†
PROFIT £m	YEAR 09	09	08
Channels*	29.6	29.6	12.6
Content and Production	16.7	16.7	16.0
Digital Media	(22.8)	(31.7)	(10.9)
Sales and Distribution*	43.7	43.7	46.7
Magazines, Children's and Licensing	13.2	13.2	7.7
Home Entertainment	31.8	23.8	47.7
Global Brands	(9.6)	(9.6)	(2.1)
TOTAL	102.6	85.7	117.7

- * In 2008/09 Sales and Distribution generated program sales of £35.9m (on which it generated a profit of £15.5m) to the Channels business. The results of Sales and Distribution are shown here net of this inter-business trading.
- † Stated before group and share of joint-venture exceptional items. Δ No exceptional items were reported in the year ended March 2.

BBC's Top Performers

From a global licensing, merchandising and retail sales perspective, top performers are Top Gear, Planet Earth, In the Night Garden, Teletubbies and Doctor Who. The focus, looking ahead, is on the following children's brands: In the Night Garden, Teletubbies, Tronji, 3rd & Bird!, ZingZillas; and adult/family brands: Top Gear, Dancing with the Stars/Strictly Come Dancing, Doctor Who, Lonely Planet and BBC Earth.

In the Night Garden

Tronji

From Ragdoll Productions, this preschool series ended 2008 as the second-biggest license, generating £33.1 million (\$54 million) in licensed toy sales in the U.K. (NPD data). The first licensed product went on sale in September 2007 and the brand now boasts a comprehensive U.K. licensing program and is rolling out internationally (Australia, Canada, Spain already on air, followed by France, Nordic and China). Not yet on air in the U.S.

Doctor Who

Doctor Who, which attracts huge audiences in the U.K., promotes the idea of the whole family watching a show together because of its multi-generational appeal. A new series with a new doctor (it is traditional to change him every now and again) starts in 2010. Toy licensee Character Options has seen action figures sold and was awarded toy of the year for its Cyberman helmet. It's one of BBC

America's five most-watched shows. Doctor Who ended 2008 as the ninth biggest toy license in the U.K., generating £17.7 million (\$28.8 million) in licensed toy sales.

Top Gear

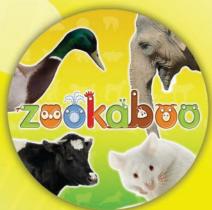
A lifestyle program built around cars and motoring and irreverent fun boasts a strong international following. It spawned the biggestselling motoring magazine in the U.K. and 24 licensed international editions, a live stage show, 20 licensees for mens' and children's products, plus a master toy range from Wow Stuff launching this autumn in the U.K. Forty percent of the U.K. audience are women.

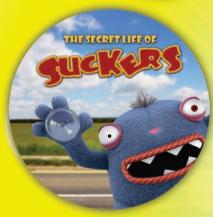
Teletubbies

There are 365 episodes of this groundbreaking preschool series made by Ragdoll. Tomy is still master toy licensee across Europe. It airs daily in the U.K. and BBC Worldwide is looking for new international partners to add to the program.







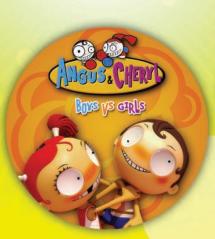


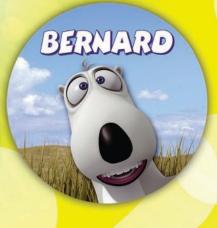












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rand Licensing Europe, which is the only pan-European event dedicated to licensing and brand extension, will attract more than 4,000 visitors from 60 countries to the two-day event at London's Olympia.

The exhibit floor will feature 200 exhibitors showcasing more than 2,000 brands and properties from the worlds of film, TV, entertainment, sports, publishing, art and design, fashion and heritage.

In addition to all the new properties and brands, BLE will offer several other new amenities and expanded offerings.

Retailers can take advantage of the new Retail Buyers' Centre, a quiet space where independent experts will be available to answer retailers' questions about the show and the business of licensing. The consultants are briefed to assist all retailers with every possible query, whether from an independent looking to get into licensing to a

grocer keen to find the next preschool smash hit, or a high street chain on the hunt for a point of difference. The seven experts are: Keith Pashley, The Keith Pashley Project; Karen Addison, Karen Addison Associates; Fiona Macleod, Fred and Ginger; Chris Muggleton, licensingadvice.com; Richard Pink, Pink Key Consulting; Gill Thomas, Consulting GT; Melanie Wood, director of training, Advanstar Communications.

This year, attendees will have the ability and convenience to look up every property in the Property Finder, which will identify the brand owner or representative and their stand number. The Property Finder will be available on the show floor and in the visitor event guide.

Retail shelves are where licensed properties eventually succeed or fail. Millions of licensed products hit shop shelves each year. And each year visitors to BLE say they are keen to see more products at the show to help understand how intellectual property concepts can be translated into the best products. This year, BLE will host three areas—The Toy Store, Salon and Licensed Lifestyle—dedicated to helping attendees get the right product to retail shelves. These boutique areas will exhibit some of the best licensed products in the market and show how today's licensing opportunities can inspire tomorrow's merchandise.

The Interactive Game Zone, a new exhibition area dedicated to promoting video game licensing, will feature new opportunities and introduce retailers and licensors to the potential of the games market.

As event director Jessica Blue explains, "Introducing this zone acknowledges the growing importance of video games within the global licensing industry and reflects our visitors' curiosity to find out more. In the past, video game publishers have attended BLE looking for properties to make into games. Increasingly, publishers and developers recognize the potential of their own brands and are looking for partners to help them extend. The Interactive Game Zone reflects this evolution."

Now well established, the Screening Suite will host Lucasfilm, Marvel, Paramount, Sony Pictures, Twentieth Century Fox and Warner Bros. in a purpose-built cinema featuring upcoming movie teasers, popcorn and usherettes. It's a major attraction at the show and last year, over 1,400 visitors attended the Screening Suite sessions, including Amazon. com, Bhs, HMV, John Lewis, Mothercare, Next, Tesco and Toys "R" Us.

Familiar to regular visitors, the Art, Design and Image Licensing Zone is the area of the show floor dedicated to fine art and graphic design-inspired concepts and photographic images. Besides featuring well-known artists, designers and their agents, this is the place many of retail's best-performing properties start out.

The Licensing Academy (full program on page 50) is back and bigger. There are 12 high-level, free-to-attend sessions, covering law and finance; pan-European licensing and cross border issues; design and product development; independent retail and licensing; kids in the digital age; gaming; and trend reports on international retail and on the licensing industry.

This year's keynote address will be delivered by Bruno Schwobthaler, senior vice president of sales and business development for Warner Bros. Consumer Products-EMEA. Schwobthaler will draw on his experience across Europe to explain how ordinary mortals can become wizards and superheroes when it comes to creating compelling consumer propositions in a tough retail climate. There will also be a special keynote address brought to BLE by Showcomotion, the children's media conference, and delivered by producer Phil Davies who is best known for producing the "Peppa Pig" series.

Brand Licensing Europe, which was launched in 1999 as a small hotel-based event, is now acknowledged as Europe's definitive licensing industry event. In 2008, 4,279 retailers, licensees and marketers attended BLE from 60 countries. Retailers comprised 15 percent of the attendees, including Auchan, Carrefour, George @ Asda, Halfords, Mothercare, Marks & Spencer, River Island, Smyk, Sonae and Tesco.

BLE takes place on Sept. 30 and Oct. 1 in the Grand Hall, Olympia, London—a dynamic kick-start to the European licensing networking season. ©





BLE Licensing Academy

Wednesday, Sept. 30

9:45 Digital strategies for licensed characters in an evolving world Seminar leader: Gary Pope, managing director, Kids Industries Digital Gary Pope is back with fresh research and insight into the digital world as it matters to kids. Building on last year's popular seminar, he'll suggest how to create digital environments that engage with kids and how to get the best

11:00 Cross-border licensing in Europe: Managing differences in culture, retail and design to ensure success

Seminar leader: Marina Narishkin, managing director, Copyright Promotions, France; panel includes Martijn van der Erve, managing director, Van der Erve NV

Marina Narishkin will ask the panel to discuss the issues involved in licensing across European boundaries. Using case studies, anecdotes and questions from the floor they will highlight the cultural, retail and design differences to consider to ensure a successful deal.

12:15 How to negotiate a better licensing contract

from licensed characters in the digital space.

Seminar leader: John Burns, partner, Halliwells LLP

Using live roleplay, John Burns will guide two parties in the advanced stages of negotiating a licensing contract. He will discuss how to resolve conflict. include up-to-date information and address contract-based issues that are of particular interest to retailers and licensees.

1:30 Keynote address: Bruno Schwobthaler, senior vice president of sales and business development, Warner Bros. Consumer Products EMEA

Bruno Schwobthaler's career spans time with Yoplait in France, Schweppes in Spain, Hasbro in Germany and WBCP in France. Responsible for shaping the strategy for some of the world's best-loved characters, Schwobthaler is uniquely positioned to identify and explain the prevailing retail and consumer trends that are shaping the market. Schwobthaler will draw on his experience across Europe in creating compelling consumer propositions in a tough retail climate.

Licensing: A Special Report from NPD and Planet Retail

Seminar leader: Ania Kozielec, senior account manager of licensing, The NPD Group, and Bryan Roberts, global research director, Planet Retail

A seminar from two leading industry resources makes essential listening for executives in the business of making or selling licensed products. For this session, NPD will use qualitative data to report on the licensing market, analyze growth categories and identify areas of greatest potential. Planet Retail, the

definitive resource for global retail insights and intelligence, will highlight the key European retail trends

that effect licensing and offer best-practice examples of licensing at retail.

4:00 Licensing in a Recession: Essential ingredients for weathering the economic storm

Seminar leader: Louise French, associate vice president of marketing and business development, The Beanstalk Group, and Ciarán Coyle, senior vice president, international

How can brands monetize their brand equities and emotional connection with consumers as they face tough economic times and more discerning consumer spending? Discover the current market and consumer trends emerging, how to maximize opportunities in a recession and the key ingredients brands need in order to develop robust lifestyle licensing programs.

Thursday, Oct. 1

9:30 Independent retailers' breakfast seminar: How to start or build your

licensed product offering to gain retail advantage

Seminar leader: Karen Addison, managing director, Karen Addison Associates, with Jeremy Ensor, head of retail strategy and operations, Natural History Museum; Anne-Marie Farrar, category manager for gadgets and film memorabilia, Play.com.; Zara Grindrod, director of sales, Rainbow Designs; and Penny Tunnell, product director, Past Times Independent retailers strive to offer a vital point of difference in a challenging retail landscape. Licensing can sometimes be a key to this point of difference. Addison will lead a panel that has expertise in creating licensed products for small retail chains and independent retailers. The panel will discuss how to get a licensing deal, how to develop good product and show how licensing can make a difference.

Royalties, pricing and financial know-how

This session will provide advanced insights into best practices in setting, calculating, reporting and collecting royalties, using case studies to illustrate and offer tips for licensors and licensees wanting to increase their know-how in order to maximize their own opportunities and minimize risk.

Showcomotion Trends Briefing and Keynote Address from Phil Davies, producer, Astley Baker Davies Ltd. and The Elf Factory Ltd.

Showcomotion Children's Media Conference is appearing at The Licensing Academy for the first time. It's the only U.K. event dedicated to the interrelationship between entertainment, education and play.

This seminar will start with Gary Pope giving a special briefing from Showcomotion 2009 on the key trends in children's TV. This will be followed by a presentation from Phil Davies, best known as the producer of "Peppa Pig." Davies will share his insight into what gives a winning children's program its magic and what makes it a success across all platforms from screen to shop shelf. Sam Phillips, License! Global's European editor, will lead questions to Davies from the floor.

1:15 Cross-border licensing in Europe: Managing the legal landscape Seminar leader: Christian Fortmann, European trademark attorney, 24IP Law Group

Eminent international lawver Christian Fortmann will lead this advanced seminar for those embarking on licensing deals with partners across Europe. He will examine legal and other technical considerations that are vital to achieving successful cross-border licensing in Europe, as well as offer thoughts on conflict resolution, brand protection and best business practice.

2:30 Gaming to win in licensing

Seminar leader: Michael French, editor in chief of MCV Magazine, with Paul Comben, AT New Media Ltd.

Michael French, from the gaming industry's leading trade magazine, will lead a panel of experts that span the gaming and licensing worlds to explain how to use licensing to the best advantage in games and discuss how to extend a game brand to other platforms.

3:45 Creating the best products: Taking licensed properties from screen to shelf

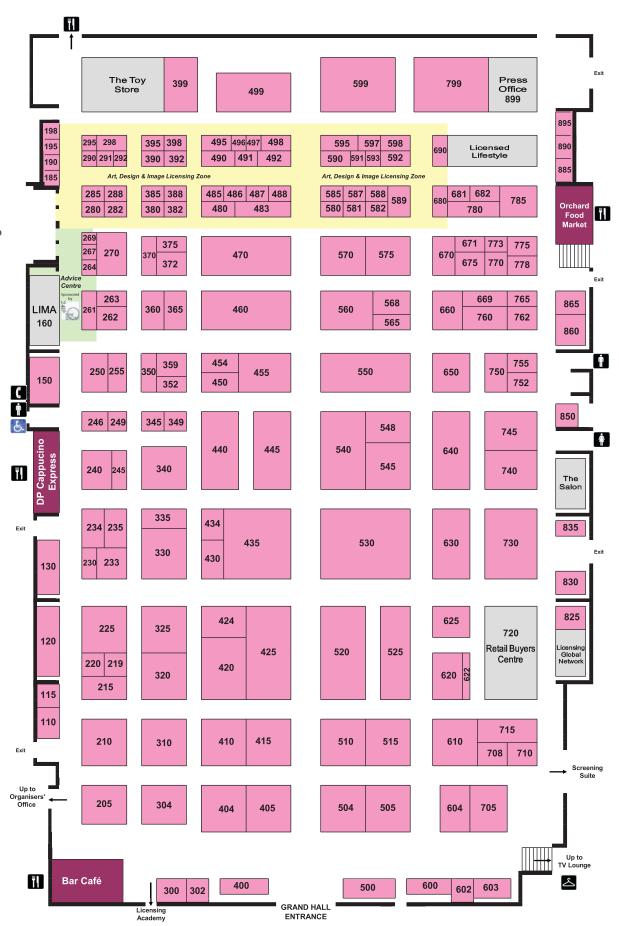
Seminar leader: Oliver Dyer, managing director, Skew Studio Bringing a TV series (or other licensed brand) to life as product is a constant challenge, especially for today's design-savvy consumer. Dyer will lead the panel in de-mystifying the design process for licensed products and explain how to understand the property in order to bring it to life as compelling product. There will be an opportunity to review, de-construct and discuss a selection of actual products during and after the session.

Seminars last 45 minutes. No admittance after seminars have started. Places are offered on a first-come first-served basis.





Floor plan as of 8.25.09. For the most up-to-date information, please go to www.brandlicensing.eu





The Grand Hall Olympia London 30 September - 1 October 2009

Exhibitor List

STAI	ND COMPANY	STAN	ND COMPANY	STAN	ID COMPANY
470	4Kids Entertainment International Ltd	264	Halliwells LLP	385	Nigel Quiney Publications Ltd
	5 Seasons & Co srl		Hari Books Limited		NMSI Trading Ltd
	24IP Law Group		Hip Designs Ltd	_	NPD
	Aardman Animations		Historic Royal Palaces		Palanchowk Handicraft & Sales Pvt. Ltd
545	Al Jazeera Children's Channel & Baream TV		HIT Entertainment		Paper Island Licensing The Partnership
230	Alchemy Carta Ltd		Hong Kong Trade Development Council I LOVE DIY		Peapots
	Allsorts Licensing		Ignition Licensing		Performance Brands
	Amelia Renfrew		Imagine8 UK Ltd		PIMRa Software
291	Andersen Publishing		I.M.P.S. s.a.		Plus Licens & Design
292	Ann Edwards	120	Interactive Game Zone	740	PPC Enterprises
	Annie Phillips		Intercontinental Licensing		Premium Factory
	Art Ask Agency		IONA Cards		Press Office
	Artisan Licensing		ITV Global Entertainment		Preziosi Group
	Atlantyca Entertainment	510	Jane Evans Licensing Consultancy		Promotions & Incentives Magazine
	Bang on the Door BBC Worldwide Licensing	715	& Withit JAST Company Limited		Rainbow S.p.A. RDF Rights
	The Beanstalk Group		John Faulkener Design		Red Kite Animations Ltd
	Bear League		John Wiley & Sons Inc		Renault Merchandising
	Berni Parker Designs		J.P. Flag Co. Ltd		Retail Buyers' Centre
	Beverly Hills Polo Club International LLC		Kanban Card and Paper Limited		Rocket Licensing Ltd
320			& Loralie Designs	775	Royal Air Force
285	Blunt	219	Kangaroo Island	372	Royal Horticultural Society Enterprises
	Brandzoo		Kate Knight		Limited
	BRB Internacional SA		Kazachok		Royal Navy
	Bridgeman Art Library		King Italy		The Royal Opera House
	The Bright Group		KOCCA Europe		The Salon
830	Bright Ideas Design Co., Ltd Bruno Productions		Last Lemon		Sanrio License GmbH Santoro London
	Bulldog Licensing		LazyTown Entertainment LEGO Group		Santoro London
	Carte Blanche Greetings		Lemon Ribbon		Science Photo Library
	Cathay Creative		Leonard Smith		The Smiley Company
	Celebrities Entertainment GmbH		License! Global Magazine		Softies & Cuties
	Chapman Entertainment Ltd		Licensed Lifestyle	599	Sony Pictures Consumer Products
249	Characteristix Ltd	603	Licensing.biz & Toy News	455	Stark Industries
588	Charlie Chaplin		The Licensing Company		Start Licensing
	Chorion		The Licensing Machine		Stephanie Dyment Design Company
	Classic Media		Licensing Global Network		Synthesis Design & Manufacture
	The Comic Stripper		Licensing Management International		Taipei Computer Association
	Coolabi		Licensing Source Book		Target Entertainment Group
	DCD Publishing Detonator Licensing		Licensing Today Worldwide LIMA UK		Tingatinga Arts Cooporative Society Tiny Idols Limited
496	Dimensional Entertainment		LoCoco Licensing		Tiny Idols Elimited Tiny Idolz
340			Loonland UK Ltd		Toei Animation Co. Ltd
-	Dorna Sports SL		Ludorum Plc		Tosh Licensing
310	Dri Licensing	280	Lunartics	302	Total Licensing
240	E1 Entertainment	504	Manchester United Merchandising	299	The Toy Store
233	Eaglecrown Productions Ltd		Limited	460	Turner CN Enterprises
752	Edebé Audiovisual Licensing		Marilyn Robertson		Twentieth Century Fox
	Europacorp		Marvel Entertainment International		Ubisoft
	FitzRoy Media LLC		Mary Evans Picture Library		The UK Intellectual Property Office
	Five Dollar Shake		Mattel Brands Consumer Products		Vicki Thomas Associates Victoria & Albert Museum
	Franklin Covey Fulanitos scl de CV		Mediatoon Licensing Meikeljohn Graphics Ltd		Victoria & Albert Museum Vipo Land GmbH
	Fun Crew		MindSpark Interactive Network Inc		VIZ Media Europe
	Funshine Productions	424			Vooz Company Ltd
	Gidget Worldwide		The Natural History Museum		Walker Books
	Golden Goose		NBA Europe		Warner Bros. Consumer Products
290	Goochi Coo Ltd		Nelvana Enterprises	671	Wizbit
115	Guide to the Licensing World	499	Nickelodeon UK Ltd	382	Yvette Jordan



WHAT'S

AT BRAND LICENSING **EUROPE**

A look at some of the exciting new properties and brands that will be showcased during **Europe's largest and most** important licensing expo featuring more than 200 exhibitors and 4,000 attendees.

By Sam Phillips

rand Licensing Europe is bucking trends: biggest-ever show floor, more attendees, new features, a wider reach and a bigger conference program. The challenging retail climate will be top of mind among attendees, but so will a desire to see the new properties being launched, as well as the classics returning to attract new partners. Gaming industry executives will be at BLE to learn more about licensing and a record number of retailers will be walking the show floor to see what licensing can do for them. And brand owners have never been more receptive and organized in their ability to listen and develop new ideas. The task, of course, is to turn the optimism into products that make good business sense.

Target's Brit Chicks

Superhero Power

Superheroes will be a major force on the BLE show floor for every generation and in wide applications across licensed products, advertising, promotions and high-end fashion ranges, hoping to entice

consumers out of the gloom and back into the stores.

Among the prominent highlights will be the Batman franchise and Marvel Universe. The Batmobile will greet attendees in the forecourt of Olympia, celebrating the success of the Warner Bros. franchise. Inside, Marvel will promote its next four inter-connected movies from the home of Iron Man, the office of Stark Industries.

Cross referencing among Marvel's four upcoming films (Iron Man 2 in 2010, Thor and Captain America in 2011 and *The Avengers* in 2012) is something Simon Philips, worldwide head of consumer products, says appeals to retailers and licensees: "It means these films aren't one-shot hits."

Remastering often-flawed and complex superheroes for a younger audience is also a successful trend. Marvel's new TV series, "Superhero Squad," introduces the main Marvel heroes in a new animation for children. "We wanted to create a series that would drive merchandise," says Philips.

Warner Bros.' "Batman: The Brave and the Bold" is doing the same for younger fans.

Turner CN Enterprises' "Ben 10 Alien Force"

The Big Screen

In addition to superheroes, there are other film properties that will be featured this year as the BLE screening suites play host to revivals and sequels, denouements and the brand new.

For new and British, there is St Trinian's, with a fashion apparelled offering for teen girls from Rocket Licensing.

The Licensing Company brings the Smurfs movie (Sony), based on the early 1980s hit characters for 2010. The CGI movie will generate limited adult product for retro fans and introduce a new generation to the Smurfs ahead of a full-blown licensing program next year.

Warner Bros. will preview the Harry Potter finale, Harry Potter and the Deathly Hollows, and explain its plans for the future of the brand, with a sneak preview of other theatrical releases coming in 2010 and 2011.

The back catalog is no longer a refuge of the old and tired. Rather, it can provide a choice of familiar and favorite properties that tick the 1980s retro trend box, as well as giving retailers a wide range of something different. This year, Rocket Licensing features MGM's classics, including Rocky, Robocop, Some Like It Hot and classic Westerns. *Rocky* has already spawned a best-selling bathrobe from Groovy and T-shirts from Trademark. Rocket is looking for more partners for the property.

TLC brings Paramount titles, including Grease, Breakfast at Tiffany's and Flashdance and is looking ahead in 2011 to several

new releases including Footloose, Tintin, and Johnny Depp's Rango.

The second film in the Twilight series from Summit Entertainment, New Moon, opens in November. This property, which made its retail debut at Hot Topic last year in the U.S., is being expanded to other major retailers. E1 Entertainment is licensing Twilight in the U.K. where it's already popular in specialty stores.

The Last Airbender from Nickelodeon is, as head of U.K. licensing Clare Piggott, puts it, "something very new for Nick. It is our first major blockbuster film opportunity as a licensor." Nick anticipates strong appeal among 6 to 13 year olds (including girls) and is looking for partners to join Spin Master for a fully immersive toy range for the film releasing late summer 2010.

Kids Properties

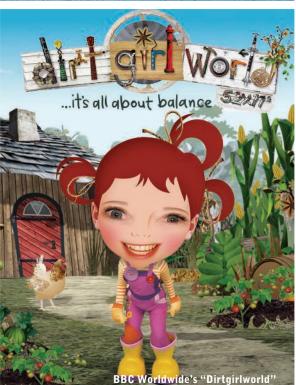
Attendees can expect to find well-thought-out properties being pitched this year for this is a mature and saturated marketplace, even if each European territory boasts its own hits and quirks.











There are some significant new properties for children making their debut at BLE, including Classic Media's "Tinga Tinga Tales;" Ludorum's "Dennis and Gnasher;" BBC's "Tronji;" and Giochi Preziosi's Gormiti.

In the girl power corner, Target Entertainment will be launching its lifestyle brand called Brit Chicks. TLC brings Moxie Girlz from MGA. The dolls and books property based on friendship and fashion already has full retail distribution in the U.K.

Rainbow Productions will continue to highlight "Winx Club," now in its fourth season; Nickelodeon will feature "i-Carly;" and Coolabi will feature Scarlett & Crimson, its new girls movement. The first two Scarlett & Crimson books were published recently by Simon and Schuster and the Web site is about to go live. The Scarlett & Crimson range of gift cosmetics and toiletries for the U.K. market, developed by beauty industry celebrities Ruby Hammer and Millie Kendall, will arrive in Boots for Christmas.

Lazytown, hot on the heels of a successful tie-in with Asda and The Sun newspaper, continues its quest for global health and wellbeing. There are new agents for some European territories, new TV in Spain where the program is very popular and a new style guide.

Warner Bros. is looking to extend its Looney Tunes Active initiative, which has already scored a number of successful partners across Europe.

BBC Worldwide is launching an impressive four new properties.

"Tronji" is a unique new concept from Ragdoll with huge collectible potential; "Dirtgirlworld" brings song and dance, mechanics and mud in a stylish execution by Decode; Mick Inkpen's "Wibbly Pig;" and the new musical show for preschoolers, "ZingZillas," are currently in production.

Turner CN Enterprises will showcase its full-service offering with something for everyone, including "Ben 10: Alien Force," "Bakugan," "The Secret Saturdays" and its new children's karaoke format, "Staraoke."

And for big boys, Rocket Licensing, which has quickly become the champion of boys-willbe-boys licensing, will be hosting a Scalextric challenge to celebrate its signing of the Hornby family of brands that include Hornby, Scalextric, Airfix and Corgi.

In addition to "Timmy Time," Aardman will present "Shaun the Sheep" and its plans for the future of "Wallace and Gromit."

BRB Internacional will bring new brands, as well as its classic "Bernard," the polar bear who travels the world without a clue as to the social rules, a series that has become a stand-alone brand based on its solid TV performance all over the world. Now in its third season, an animated film (My Friend Bernard) and a 3D feature-length film (SuperBernard) are set for 2012.

Other preschool properties at BLE include: "Waybuloo" from RDF; "Fluffy Gardens" from Target Entertainment; "Postman Pat" and "Guess with Jess" from Classic Media.



The Art of Hollywood

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Chorion's focus continues on "Mr Men," "Noddy in Toyland," and "Olivia." It will also announce a new preschool series set underwater, called "Octonauts." "We don't want to lose our focus on publishing-based brands. And it's good in the current climate to be with long-term brands," explains Chorion's Bettina Koeckler.

E1 Entertainment, which is best known as the home of "Peppa Pig" (104 more episodes were recently commissioned), will introduce its "Ben and Holly's Little Kingdom" for a 2010 product launch (it airs on

> Nick Jr. and the first licensees are in place) and "Humf" from King Rollo.

Nickelodeon is looking ahead to Dora the Explorer's 10th anniversary with a new style guide and tagline, "Explorers Wanted." Maisy (by Lucy Cousins) is no stranger to the show floor, but her publisher, Walker Books is. Walker makes its debut this year at BLE to talk, in particular, about Maisy (which it now licenses in house) and the whole world of Lucy

Cousins. Her latest book, a retelling of classic fairy tales in her unmistakably direct and

colorful style, was just published.

Game Time

Licensees and retailers can no longer sit back and ignore an industry that generates thousands of new properties every year, engages

millions of consumers on a daily basis, appeals to all generations and spends hundreds of thousands of dollars on supporting its brands. It's another genre of entertainment, but what's different is that it is only at the beginning of its cycle. Once the purview of online shops and specialists, some game brands are now ripe to be claimed by a retail "home" on the high street.

Ubisoft takes the floor at BLE for the first time this year, a producer, publisher and distributor of video games worldwide with one of the broadest portfolios in the industry including 17 multimillion unit-selling brands such as Assassin's Creed and Tom Clancy's Imagine and Petz franchises.

Target Entertainment has been working hard to market the opportunity of licensing games to licensees and retailers since it took on the Sony portfolio of game brands, which includes EyePet coming in December 2009 (the first foray into the kids zone for Sony), God of War, Little Big Planet and Invizimals (launching January 2010).

Lego is setting its own trends in the licensed games field. Following the success of the Lego Star Wars, Lego Batman and Lego Indiana Jones games, it is looking ahead to the Lego Harry Potter game (years one to four at Hogwarts) and Lego Rock Band.

Arrivano gli italiani!

With home-grown properties, international successes and new business models to boot, Atlantyca is exhibiting Geronimo Stilton, the



journalist mouse from the Italian book series with TV made by Moonscoop.

Giochi Preziosi's Gormiti is the biggest growing boys brand in Europe with a reported 43 percent market share in Italy. Hot all over Europe, Gormiti is represented for licensing in the U.K. by TLC and is on the brink of gaining popularity with its TV debut on Nickelodeon this September.

Big Bocca, an affiliate of Upper Deck, the trading card company, will promote "Huntik: Secrets and Seekers" with its partner on the show, Rainbow SpA. The boys action adventure has 40 international licensees already on board. Rainbow also brings its girls series, "Winx Club," now in its fourth season, each of which has launched a fashion range for Winx characters, dolls and consumers. It is in 100 countries with 600 active licensees. Its new incarnation for girls aged 5 to 11, Pop Pixie, is coming next.

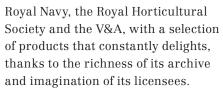
Art and Design

Art, design and image licensing can be big, bold, beautiful, impressive, crazy, classy, cutesy, botanical and, quite often, the next big retail thing. Think back to Violent Veg or Bang on the Door, Rachel Hale or Withits, which all started in two dimensions and have become product favorites. This year's expo features The Science Photo Library's extraordinary collection of images of the natural world and of key scientific events and Tosh's urban views. There's also new original work from Kate Knight, fantasy from Anne Stokes, Cathay

Creative's charming Miss Little Lizzy and hundreds of cute and cuddlies.

Heritage

The heritage sector has been growing steadily for years and now offers some of the most innovative products in the marketplace. This year, BLE features, among others, Historic Royal Palaces, the Roval Air Force and



London's Royal Opera House is looking for a small and perfectly formed collection of licensed products with a deep connection to the House and the Royal Ballet brands. Dancewear from Freddy clothing is already on sale at retail. "With The Royal Opera House comes an opportunity to get involved with a brand right at the beginning of its program," says Gwyneth Campling, licensing manager, who is thinking ahead to products such as fragrance, luggage and china.

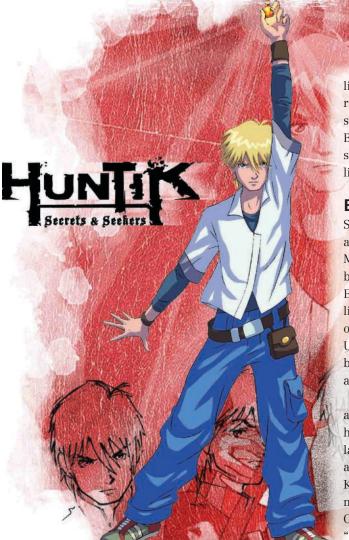
Since a direct-to-retail deal with Marks and Spencer last year, The Natural History Museum's licensing has expanded with products from 26



Lego Builds on Core

It's a story of rise and rise for Lego at the moment and classic Lego is certain to be one of the hottest properties on the BLE show floor this year. Following a period of austerity, the Denmark-based company is enjoying the fruits of hard work over the past few years initiated to streamline, organize and research the Lego consumer. Concentrating on the core product has resulted in Lego's rise up the charts and has created a thirst at retail for "anything Lego." The strength of Lego game titles such as Lego Star Wars and Lego Batman, as well as the possibility of a Lego film release, has added to the excitement. Hilary Plummer, licensing director for Lego, says, "We will manage this growth in a strategic, rather than an opportunistic, way. There must be a great product or retail idea before we license Lego."





licensees, including T-Rex cakes and remote-controlled spiders. There are some 50,000 images to choose from. A BBC series next year looks behind the scenes at the museum and explores the link between science and commerce.

Brands

Sport brands will make a big impact at BLE this year, whether it's Moto GP, Manchester United or NBA, which now boasts more than 60 licensees across Europe. Its efforts continue both in licensing and in growing the popularity of NBA basketball in territories like the U.K., which lags in terms of a following behind France, Spain

and Russia.

Brand extension agency Beanstalk has expanded in the last year opening an office in Hong Kong in a year that managing director Ciaran Coyle says, "is good for investing not retrenching."

Beanstalk has also signed Lee Cooper for Russia, Poland and the Baltic countries and will introduce a core range of denim apparel. Coyle also sees more iconic co-branding programs such as the Vespa adidas range of shoes in the near future. ©



Beanstalk's Vespa adidas shoes



"Dennis and Gnasher" are Back

The superstar heroes of the famous DCThomson comic, The Beano, never went away, but now Ludorum is launching a new animated series called "Dennis and Gnasher." The animation is designed to celebrate these two characters and their friends without needing to know about their comic heritage in order to appeal to a global audience.

Boys with guitars accompany a very traditional looking animation where all the characters have a regional British accent loosely described as "Northern." Dennis and Gnasher have mobile phones but are otherwise out playing pranks with catapults and peashooters on hapless adults, completely oblivious to the march of time and technology. The

series is scheduled to launch on CBBC in early September. Ludorum has cleared the market of Dennis products before restarting the licensing program. Dennis, who has already been described as the U.K.'s Bart Simpson, is cheeky and boyish and, as Ludorum's Julian Day says, "Dennis is all about being 10 and being uncompromising."



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SBEST

he Mipcom themes that will provide the backdrop this year are about new business models, the future of television production and the impact of gaming and interactive entertainment on traditional media, as well as the latest in kids' programming and licensing.

MipJunior, which will be held Oct. 3 and 4 at the Carlton Hotel in Cannes,

will highlight the latest productions in kids' entertainment, featuring screenings and seminars including the Licensing Challenge, a live pitch session showcasing the finalists of the competition dedicated to kids programming with the greatest potential for licensing and merchandising. It is cosponsored by License! Global. (See separate story).

In addition to the Licensing Challenge, Tony Lisanti, global editorial director, License! Global, will moderate a panel entitled "The Licensing Leap: Creating Successful Merchandising Programs From Hit TV Properties." Speakers include: Stan Clutton, senior vice president, licensing and new business, Mattel; Tom Keefer, senior vice president, global licensing, BBC Worldwide; Andrew Kerr, executive director, consumer products and marketing, international, Classic Media TV; and Holly Stein, vice president, licensing

acquisitions, Mattel.

Mipcom, which will run Oct. 5 to 9, will feature several prominent keynote speakers including:

- Hasbro's Brian Goldner, president and chief executive officer:
- Fremantle's Tony Cohen, chief executive officer;
- Fox's "The Simpsons" creator Matt Groening and executive producer Al Jean, in recognition of the program's 20th anniversary.

Among the new properties being showcased:

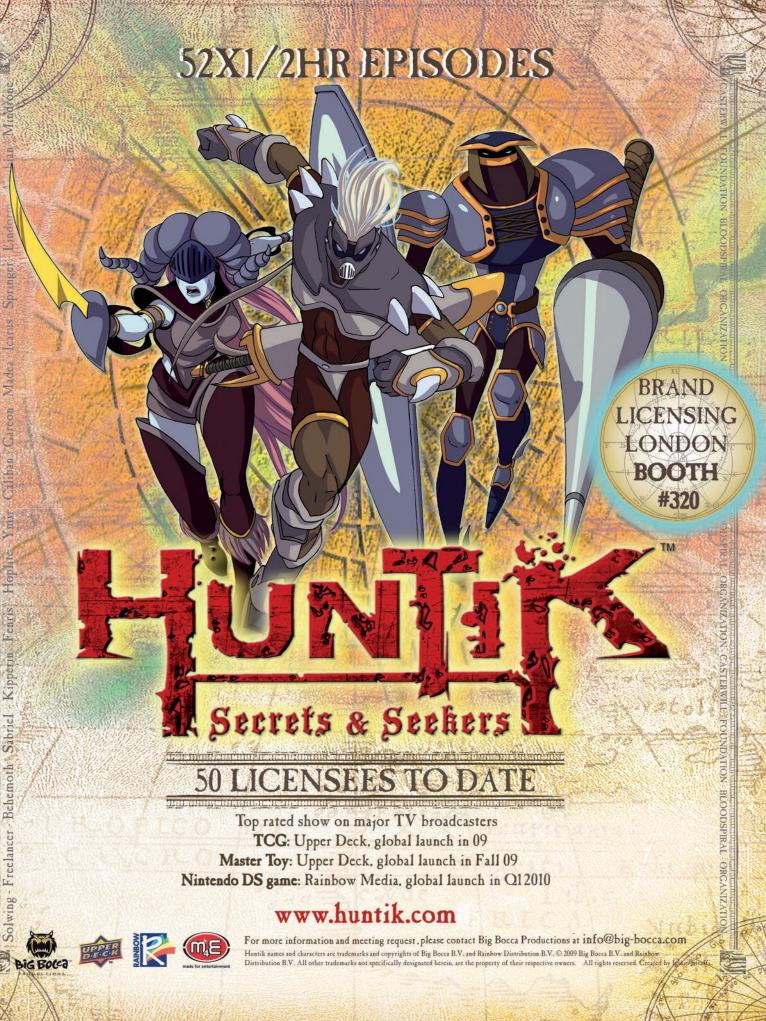
"Dennis and Gnasher," which Ludorum will market internationally, is produced by DC Thomson, the publishing company that owns The Beano, the comic home of this menacing duo of a 10-year-old boy and his dog. Other than in the U.K. market, where these two names are inextricably linked with their comic heritage (The Beano has just celebrated 70 years), the animated TV series stands alone from its history and features a cheeky, energetic boy, refreshingly untouched by the stresses of modern life and his co-conspirator dog Gnasher. The show airs on CBBC in the U.K.

BBC Worldwide will introduce "Tronji," an innovative interactive children's series for 6 to 8 year olds from Ragdoll, the home of Teletubbies and In the Night Garden. Tronji is available across multiple platforms; a TV program, a Web site and a MMOG.

Classic Media will make its first public outing as a newly formed company in the broadcast industry. Among the shows it will highlight this year are "Tinga Tinga Tales," "Kung Fu Magoo," "Shelldon" and "Lassie." "Tinga Tinga Tales," which made its





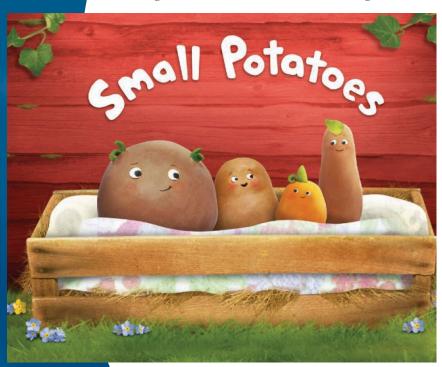


MIP CHANNELS

debut earlier this year at Mipcom, is based on the Tinga Tinga art style of Tanzania and brings to life stories about how animals came to be. It will air on CBeebies and Playhouse Disney in spring 2010 and Classic Media hopes it has global appeal. Classic Media's new series "Shelldon," which is set under the Indian Ocean, is a light-hearted series of stories aimed at children ages 4 to 8 years old. And, for retro animal enthusiasts, Classic Media has a coproduction deal with DQ Entertainment to bring Lassie, the world's most famous dog, back to a new animated TV series.

Decode's "Dirtgirlworld" will make its first outing on the international stage. Created by a husband and wife team in Australia, Decode and its in-house licensing division, DHX, has a clear vision for the property on a global basis. It hopes to break ranks by using eco and recyclable packaging and different retail channels such as gardening and DIY chains. The show is on CBeebies in the U.K.

Scholastic Media will offer a diverse slate of animated and live-action programming for a wide range of audiences. On the live-action front, Scholastic Media has two new properties based on best-selling books—"The Wedding Planner's Daughter" and "Goddesses." "The Wedding Planner's



The Licensing Challenge 2009

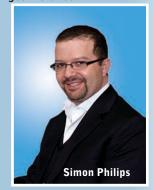
License! Global, in partnership with MipJunior, will hold the Sixth Annual Licensing Challenge, on Saturday, Oct. 3, beginning at 4:30 p.m. at the Carlton Hotel.

The live pitch session will feature six finalists new children's pilot shows—that offer the greatest opportunity for licensing and merchandising. Last year's finalists were:

- "Funny Face," Renegade Animation (USA)
- "Huntik: Secrets and Seekers," Rainbow S.P.A. (Italy)
- Chloe's Closet, Taffy Entertainment (U.S.)
- "Roy's Dream League," Designstorm Co. Ltd. (South Korea)
- "Clay Kids," Clay Animation (Spain)
- "The Greenies," BFTV Productions (U.S.) Co-winners were "Huntik" and "Funny Face." Tony Lisanti, global editorial director, License! Global, will moderate the Licensing Challenge.

This year's panel of judges includes:

Simon Philips, president, worldwide consumer products, Marvel Entertainment, who will also serve as president of the jury; Lisa Licht, general manager. entertainment and licensing, Hasbro; Jennifer Richmond,



senior vice president of licensing and media, Jakks Pacific; Neil Ross Russell, managing director, children's and licensing, BBC Worldwide; Pierre Sissmann, chairman and chief executive officer, Cyber Group Studios; and Joanne Lee, general director, Rainbow.

The judges will select the best new children's television property with the highest licensing and merchandising potential, based on criteria that includes: uniqueness and overall appeal of the property; innovation; character development; the look, story and themes of the show; distribution plans and/or broadcast plans; and suitability/match of property with identified audience target.



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Daughter," based on the book series by Coleen Murtagh Paratore, follows 17-yearold Willa, who is on a mission to find love for herself and her commitment phobic mother. "Goddesses" is the story of three sisters—Thalia, Polly and Era—who are mistakenly sent by their father, Zeus, to Athens, Georgia, instead of Athens, Greece. Unable to use their goddess powers, the teenagers are forced to take a crash course in high school survival. "Motor City," featuring three friends—Alex, Maddie and Liz—will follow the lives of these 20somethings in Detroit as they are faced with real-life challenges such as first loves,

Media will introduce three new animated projects—"Chicken Socks," "Dragoonies," and "Fuzz and Sparkle." Based on the bestselling Klutz book franchise, "Chicken Socks" will take kids into Chicken Socks' imaginative clubhouse





on adventures of creation and learning. "Dragoonies," a sing-along series for preschoolers, follows six little dragon friends who leap into friendship and adventure as they take on their first big-kid experience—school. "Fuzz and Sparkle," an animated comedy full of music and exploration, celebrates the natural explorer in everyone with this intergalactic disco-loving duo.

Little Airplane Productions, creators and producers of "The Wonder Pets!" and "3rd & Bird!," will showcase two new animated preschool series—"Small Potatoes!" and "Jo B. G. Raff!"—both created by Josh Selig, founder and president. "Small Potatoes" is a short-form series about four potatoes who sing songs as they go on various imaginary journeys. "Jo B. G. Raff!" is a new preschool show about two best friends, Jo B. and G. Raff who are the co-hosts of their own preschool show.

American Greetings Properties will be focusing on its core brands as well as its newer properties with various shows under development. For Strawberry Shortcake, "Strawberry Shortcake Berry Bitty Adventures" is currently in production for spring 2010, and a new movie, *Sky's the Limit*, will be available in September.

For Care Bears, the new "Care Power Team" stories produced in CGI animation, targets girls and boys, aged 2 to 8. Also, Maryoku Yummy, Twisted Whiskers and Holly Hobbie & Friends will also be showcased.

The Jim Henson Company will directly distribute its Family Classics library to the international marketplace for the first time in five years, now that the company's agency agreement with HIT has expired. The extensive catalog consists of 440 hours including "Fraggle Rock," "Mother Goose Stories," "Emmet Otter's Jugband Christmas," "The Hoobs," "Construction Site" and "Mopatop's Shop."

TV-Loonland has acquired distribution rights for the preschool show "Wordworld" for Western and Eastern Europe including Russia, Africa and South Africa and Israel. Formats include a 74 x 11 series, eight music clips and 52 build-a-word songs. ©





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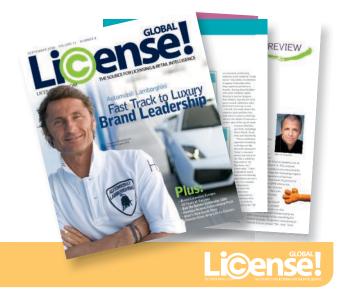
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The Tronji Equation

By Sam Phillips



Andrew Davenport, creative director of Ragdoll, is the co-creator and writer of "The Teletubbies." He also created and wrote "In the Night Garden" that is currently melting the hardest cynics of preschool television. Now he's putting the finishing touches to "Tronji," his first foray into animated production and first work for an audience old enough to exercise its critical faculties on a daily basis.

"Tronji" is a TV series and a MMOG. In each episode, children from Peopleworld identify their special skill and enter Tronjiworld to help fix it and restore color and happiness, encountering some key characters and countless Tronjis along the way. You get a better understanding of what the show is about if you think of it as a giant mathematical equation, which can be broken down into smaller parts, each of which needs resolving in order to achieve an ultimate result.

What was it like working in animation for the first time?

I have found it less flexible than live action, especially after "In the Night Garden." I'm used to being very flexible in post-production so I've been editing and re-editing. Getting the format to the point where it's working along the lines of a mathematical equation.

So the whole show is envisioned as a mathematical equation?

In an equation you take a value from one side to the other to keep the balance, solve things in brackets then lose the brackets, etc. And this is exactly what we're doing in the show—restoring balance. I like approaching complex concepts for children in a playful, absurd way. In "Tronji," I'm taking concepts and notions that 6 to 8 year olds are experiencing in mathematics and science projects for the first time and working through them stage by stage.

What's behind the idea of identifying your own skill?

We went to a primary school to try this idea out. It seems to me that it's rare that children are asked what they are good at. But what we found is that

they very easily chose their skill and converted it into a picture of themselves. It's an abstract notion that they all found very easy to deal with.

Explain the role of the Great Eek, who is a very engaging narrator.

The Great Eek's role is about reassurance, but also he's very, very interested in what the children are doing as they attempt to save his world. I voice the Great Eek, which means I can

try things out with the real children and that allows a flexibility we wouldn't get with a pre-written script.

How do you hope children will engage with Tronji beyond the screen?

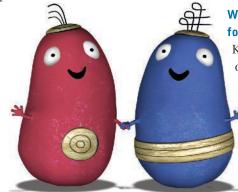
The Tronjis are clearly collectible and I'd like to be able to build in some sort of added dimensions relating to the mathematics, perhaps you could only use them if they are correctly balanced, for example, or they could feature some scientific properties. The MMOG is as important as the TV series and plays out slightly differently; you draw yourself as a Tronji but then it's more sociable, meeting other Tronjis and working together.

Do you think children like science?

Yes, I think they love the impressive language of science. They are naturally more interested than we are. As the series progresses, the diagrams (a key part of the show's structure) become more complex and the future potential to stop, pause and re-play TV output means we can hide extra detail, seen only if you go back for a closer look.

What are the highlights of "Tronji"

Knowing it is working! "Tronji" is conceptually quite strange, but is competing well against the shows it broadcasts with. The vehemence of the debate on children's Web sites between those that like it and those that aren't convinced is extraordinary. It's great to be able to go into the editing suite every day with a handful of these comments. ©



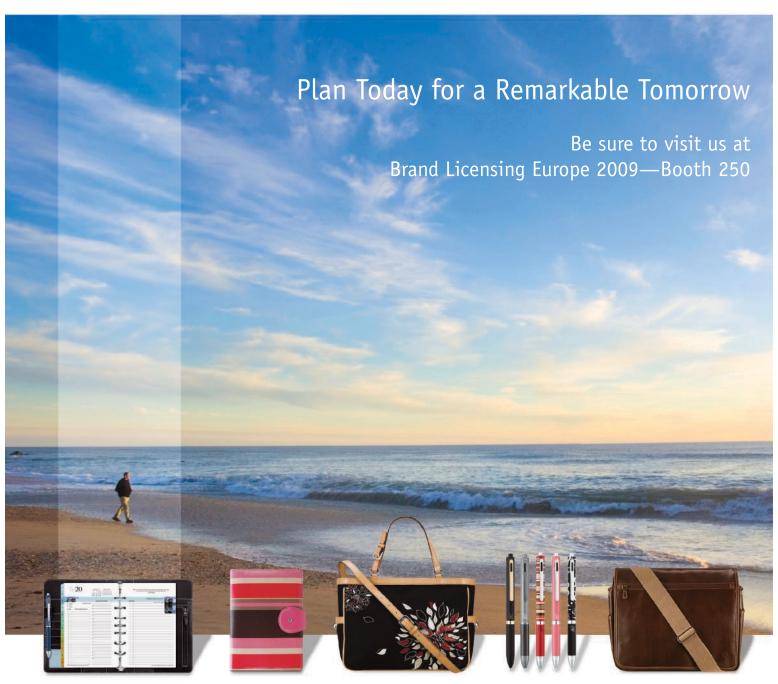
Tronji I and Tronji O are siblings that get separated and need re-uniting in each episode.



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