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Lic@ense! GLOBAL[®]

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THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

GLOBAL

TOP 150

LICENSORS

WBCP's

Pam Lifford

As the new president of the studio's CP division, Lifford discusses the strategies and goals that will drive growth for Warner Bros. Consumer Products, the world's No. 5 ranked licensor.

Plus:

- Retail Sales Top \$262 Billion
- Disney Reports Record Growth
- 12 Licensors Join the List





The logo is a circular emblem with a blue background and a black border. At the top, the word "GLOBAL" is written in white, uppercase letters. In the center, a black horizontal banner contains the words "TOP 150" in large, bold, sans-serif font, with "TOP" in white and "150" in yellow. At the bottom, the word "LICENSORS" is written in white, uppercase letters.

This exclusive report, published annually by *License! Global*, provides retail sales data of licensed merchandise worldwide, key trends and specific brand insights across multiple industry sectors including entertainment, sports, fashion/apparel, corporate brands, art and non-profit.

by **TONY LISANTI**, *global editorial director*

The Top 150 Global Licensors reported a total of \$262.9 billion in retail sales of licensed products worldwide in 2015 versus \$259.9 billion in 2014.

The Walt Disney Company, which is the perennial No. 1 global licensor, added a whopping \$7.2 billion in retail sales in 2015. While Disney dominated headlines last year with the return of the iconic *Star Wars* franchise, the company reported \$52.5 billion in retail sales of licensed merchandise worldwide for its rich portfolio of franchise properties that also includes Marvel's *Avengers*, *Frozen*, Disney Princess and "Doc McStuffins." Over the past five years, Disney has added a total of \$23.9 billion in retail sales of licensed merchandise, demonstrating strong growth and demand for its consumer products.

Rival studio and licensor Warner Bros. Consumer Products, which ranks No. 5 with a reported \$6 billion in retail sales of licensed merchandise in 2015, is not only experiencing the competitiveness of Disney in the marketplace, but also the challenge of the No. 6 licensor Hasbro, who has steadily grown its retail sales to \$5.9 billion, up from \$3.7 billion five years ago,

with its robust lineup of new initiatives that will likely continue to keep the company growing and climbing in the rankings over the next several years. However, WBCP has its own list of new initiatives, as outlined by its new president, Pam Lifford, in the story that follows on page T4.

The Top 10 Global Licensors reported an increase in retail sales of \$137 billion in 2015 versus \$131.4 billion in 2014. The Top 10 licensors now account for slightly more than 52 percent of overall retail sales. Meredith climbed to No. 2 with a reported \$20.1 billion. The company's sales number includes the revenue of its licensed Better Homes and Gardens real estate agencies in addition to its extensive direct-to-retail licensing programs with Walmart and FTD.

Another key change in the Top 10 is for Mattel, which dropped to No. 27, reporting \$2.3 billion in retail sales of licensed merchandise.

An example of a global licensor that has achieved significant growth over the past few years is IP management company Sequential Brands Group. The company, which now has brands Martha Stewart and Jessica Simpson, reported \$4 billion in retail sales in 2015 and

is now ranked No. 14. This is a huge leap in recent years—in 2013, the licensor ranked No. 65 with retail sales of \$750 million.

There are 12 new licensors that joined the report this year. The diverse group includes Margaritaville, a \$1 billion lifestyle licensor; Moose Toys, known for the Shopkins collectible phenomenon; Moomin; Paramount Boy Scouts of America; Genius Brands International; Snuggle; Sports Afield; Animaccord, which owns the preschool brand "Masha and the Bear;" Girl Scouts of the USA; 41 Entertainment; and technology company Telefunken.

An important factor to consider is that a total of 56 global licensors reported retail sales of \$1 billion or more and represent \$235 billion in retail sales—or 90 percent—of the total retail sales reported by the Top 150 licensors. While Margaritaville was added to the Billion Dollar Licensor Club, four licensors dropped out of the Club including Discovery; Frigidaire, which is now included within Electrolux; Martha Stewart, which was acquired by Sequential Brands Group; and Technicolor, which dropped slightly to No. 59 with a reported \$844 million in retail sales. ©

* All global licensors and/or licensing agents submitted retail sales figures, which are based on worldwide retail sales of licensed merchandise in 2015, unless otherwise noted. International sales figures were converted according to the most recent exchange rates at press time and in some cases may have had an affect versus last year's report. *License! Global* consults various industry sources, financial documents, annual reports, et al and relies on the fiduciary responsibility of each company for accuracy. All companies are public except as otherwise noted as Private or Non-Profit. This report is not intended to be a brand perception or popularity report, but a sales and trend report based on information submitted directly to License! Global by each licensor. The Top 150 Global Licensors report is copyrighted and cannot be used without the written permission of *License! Global* and UBM.

licensed corded and cordless phones in 2015 that are sold in more than 16,000 retail stores and can be found in almost every major retailer. The top retailers that carry the AT&T-branded phones include Walmart, Best Buy, Costco, Staples and Sam's Club. In the business channel, the top trade partners include Jenne Distributors, Teledynamics, United Stationers, Ingram Micro and S.P. Richards. AT&T's strategy is to maintain or grow market share in each of its licensed product categories, as well as to expand brand awareness across new territories globally. The licensing program maintains strong partnerships with a wide array of retailers and distributors to maximize sales in the channel served, while simultaneously ensuring the continued development of new products to enhance the program.

109 FOOD NETWORK

\$200M (NYSE: SNI)

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The network's long-standing partnership with Kohl's, which offers more than 1,200 Food Network-branded housewares products, continues to be a strong initiative. Food Network's magazine, book publishing and festival events continue to expand.

110 SPORTS AFIELD

\$178M (PRIVATE)

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Sports Afield was founded in Denver, Colorado, in 1887 by Claude King as a magazine for rural, outdoor living and hunting and fishing. After WWII, it was bought by Hearst Publications, and since the early 2000s, it has been owned by a private investor group. The Sports Afield brand has been licensed since before WWII and today is licensed worldwide in the following categories: security safes, outdoor recreational real estate, Russian language edition of Sports Afield magazine, World of Sports Afield television show, Sports Afield log homes, Sports Afield home decorations, Sports Afield clothing, Sports Afield back packs, Sports Afield crystal dehumidifiers, Sports Afield books, and other outdoor related products. Top licensed properties in 2015 include outdoor recreational real-estate, security safes, World of Sports Afield television show, Sports Afield clothing. Top retail partners and licensing programs during 2015 include Costco, Amazon, Dunham and independent real estate agents. Further growth for the Sports Afield brand in 2016 will come from extensive further expansion of the real estate marketing entity Sports Afield Trophy Properties; the launch of an extensive camping gear line; light and heavy duty sleeping bags, lightweight tents, medium tents and full size tents, head lamps, flashlights, hiking poles, camping lanterns, camping furniture, ultra-light camping cookware, first aid kits, metal water bottles



and wilderness survival kits; in addition a new line of outdoor knives. Also to be launched are folded knives, fixed blade knives and multi-tools. 2016 will also see the Sports Afield lightweight camping BBQs that are powered by traditional charcoal or gas and a new line of upscale canvas and leather backpacks will be initiated for the casual and business traveler. Further clothing categories will debut including jackets, pants, t-shirts, traditional button shirts and outer shirts. Furthermore in 2016, Sports Afield will launch a line of high-end security safes with double steel walls and an inner layer of polyalloy cement which gives extended protection against fires and power tools. These safes are connectable to the electricity grid, have remote warning devices, and can store secure data via a USB interface without opening the safe.

111 WEIL LIFESTYLE

\$175M (PRIVATE)

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Dr. Weil is a world-renowned leader and pioneer in the field of integrative medicine. The mission of Weil Lifestyle is to provide consumers with a range of best-in-class products and services that enhance health and well-being and help them live a lifestyle guided by the philosophy of integrative medicine. Dr. Weil donates all after-tax profits from royalties from sales of Weil Lifestyle licensed products directly to the Weil Foundation, a not-for-profit organization dedicated to advancing integrative medicine through training, research, the education of the public and policy reform.

112 PARAMOUNT PICTURES

\$172M (NYSE: VIA)

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Top licensed properties in 2015 included The Godfather, Mission Impossible, Top Gun, Mean Girls, Grease, Anchorman, Gladiator, Clueless, Up In Smoke and Ferris Bueller's Day Off. Top retail partners and licensing programs during 2015 included Dylan's for a Mean Girls confectionery program, Target for a Little Prince infant/nursery program, Pocket Gems for a Mean Girls episode game, Kohl's for a Mean Girls Chin Up athleticwear collaboration, Wet Seal for a Clueless cut and sew collection, Icing for a Clueless accessories program, Walmart for Up in Smoke tees from licensee ODM and Zumiez for an Up in Smoke Primitive skate collaboration. Licensing initiatives that will drive growth in 2016 for Paramount include expanding catalog properties into lifestyle categories such as health and beauty and food and beverage. Examples of this include a Breakfast at Tiffany's nail polish collection, a Zoolander vodka collaboration with Ciroc and a The Godfather vodka and Italian food and beverage range. Paramount is also developing consumer product programs to support its upcoming releases such as a Baywatch summer seasonal program and a Ghost in the Shell program that includes apparel, accessories and collectibles.