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# LICENSE<sup>®</sup>

THE LICENSING INDUSTRY'S THOUGHT LEADER  
LICENSEMAG.COM **GLOBAL**

# TOP 150 Global Licensors

**Plus:**

- Total Retail Sales Jump 3 Percent
- Disney Reports 8 Percent Increase
- Eight New Licensors Join the List
- 55 Licensors Top \$1B in Sales

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# TOP 150 Global Licensors

This exclusive study of the world's largest licensors reports that retail sales of licensed merchandise increased by \$10 billion bringing total sales to an impressive \$272.2 billion in 2016 across the major sectors of entertainment, character, fashion/apparel, sports, corporate brands, art and non-profit.

by **TONY LISANTI**, *Global Editorial Director*

**T**he Top 150 Global Licensors report, which provides retail sales data by licensor, key insights and trends for the world's major brands and is an invaluable reference tool for the licensing business, reveals that the licensing sector in 2016 was characterized by similar factors that defined it in the prior year. These factors include moderate growth, acquisitions, global expansion with a major interest in China, a rapidly changing retail landscape influenced by skyrocketing e-commerce sales and an increasingly uncertain global economy.

This special report also reflects the continued strength of the world's largest licensor, The Walt Disney Company, and its divisions, which experienced unparalleled performance at the box office in 2016, as well as for retail sales of licensed merchandise. In addition, the report also identifies other strategic initiatives licensors are implementing to extend the value of IP, including brand collaborations, branded content and location-based entertainment.

The Top 150 Global Licensors, published annually by *License Global*, reported a total of \$272.2 billion in retail sales of licensed merchandise worldwide in 2016 versus \$262.2 billion in 2015. (For the complete list, see page T4, for alphabetical index see page T47).

The Walt Disney Company, which is the perennial No. 1 global licensor, reported an increase of \$4.1 billion in 2016 to \$56.6 billion in retail sales of licensed merchandise worldwide, following an increase of \$7.2 billion in retail sales in 2015. This strong performance was driven by its diverse offerings such as the iconic *Star Wars* franchise, *Finding Dory*, *Marvel's Captain America: Civil War*, *The Jungle Book*, *Zootopia* and *Moana*, among others.

Following Disney is Meredith Corp. at No. 2 with a reported \$22.8 billion based on the revenue of its licensed *Better Homes and Gardens* real estate agencies and its extensive direct-to-retail licensing programs with Walmart and FTD. At No. 3 is PVH, which reported \$18 billion in global retail sales; while Iconix Brand Group comes in at No. 4 with a posted decline of \$1 billion in retail sales of licensed merchandise to \$12 billion.

Warner Bros. Consumer Products, which again ranked No. 5, reported a slight increase in retail sales of licensed merchandise to \$6.5 billion, followed at No. 6 by Hasbro, whose retail sales increased slightly to \$6.2 billion, and Universal Brand Group, which jumped to No. 7 with a reported \$6.1 billion that reflects not only its own growth, but also its acquisition of DreamWorks Animation.

Completing the Top 10 are Nickelodeon, ranking No. 8 and reporting \$5.5 billion in retail sales of licensed merchandise worldwide; Major League Baseball at No. 9 with \$5.5 billion; and IMG College Licensing (Collegiate Licensing Company) reporting \$4.5 billion. The Italian animation studio Rainbow, which is home to "Winx Club" and the new property "Maggie & Bianca," also reported \$4.5 billion in retail sales.

Overall, the Top 10 Global Licensors reported retail sales of \$143.7 billion in 2016 versus \$137 billion in 2015. The Top 10 licensors now account for almost 53 percent of overall retail sales of the Top 150 Global Licensors.

A key change to the Top 10 global licensors was for Sanrio, which dropped from No. 7 to No. 12, reporting \$4.4 billion in retail sales of licensed merchandise worldwide in 2016 versus \$5.9 billion the prior year.

Two of the major brand management companies are getting closer to the Top 10. Authentic Brands Group

climbed to No. 13, reporting a significant increase in retail sales to \$4.3 billion from \$3 billion in 2015; and Sequential Brands Group, ranking at No. 15, reported retail sales that remained the same in 2016 as in the prior year: \$4 billion.

There were eight new licensors that joined the annual list in 2016. The diverse group includes Diageo, Hamilton Beach Brands, Santoro, Tony Roma's, Scotts Miracle-Gro, Cold Stone Creamery, Biltmore and Viz Media.

Another important factor to consider is that a total of 55 global licensors reported retail sales of \$1 billion or more, representing \$244.46 billion in retail sales, a total that is slightly more than 90 percent of the total retail sales reported by the Top 150 licensors. Jarden Consumer Products, which was part of the billion-dollar group last year at No. 56, dropped off the 2016 ranking, following its acquisition by Newell Rubbermaid, but remains a major corporate brand licensor.

At the other end of the spectrum, Viz Media North America made the list at No. 150 reporting \$60 million in retail sales of licensed of merchandise and is one of numerous smaller licensors representing many well-known brands that are generating retail sales under the cutoff of \$60 million. They will be highlighted in the upcoming, exclusive Top Global Licensing Agents report due out later this year from *License Global*.

Looking ahead, the release of Disney's *Beauty and the Beast*, which experienced a record box office performance and has generated \$760 million through March, provides an early indication that 2017 will likely be another strong year for Disney, with more than five franchise films scheduled, and overall mirror the results in sales, trends and marketplace dynamics that characterized 2016. ©

\* All global licensors and/or licensing agents submitted retail sales figures, which are based on worldwide retail sales of licensed merchandise in 2016, 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.

# { Top 150 Global Licensors }

RANKING	COMPANY	RETAIL SALES 2016
76	V&A Museum	\$428.9 M
77	Major League Soccer	\$420 M
78	Diageo	\$400 M
79	ITV Studios Global Entertainment	\$400 M
80	Church & Dwight	\$365 M
81	Energizer Brands	\$365 M
82	Tommy Bahama	\$360 M
83	C3 Entertainment	\$350 M
84	Hearst Brand Development	\$350 M
85	Mars Retail Group	\$340 M
86	The Goodyear Tire & Rubber Company	\$338 M
87	Sony Pictures Consumer Products	\$335 M
88	CBS Consumer Products	\$320 M
89	Michelin Lifestyle	\$311 M
90	41 Entertainment	\$290 M
91	Nissan Motor Company	\$290 M
92	m4e	\$280 M
93	Volkswagen	\$280 M (E)
94	Smiley Company	\$264.6 M
95	Briggs & Stratton	\$260 M
96	John Deere	\$260 M (E)
97	National Geographic Partners	\$260 M (E)
98	TEN: The Enthusiast Network	\$260 M
99	Carte Blanche Group	\$250 M
100	General Mills	\$250 M
101	TGI Fridays	\$250 M
102	Jane Seymour Designs	\$240 M
103	The Eric Carle Studio	\$230 M
104	Animaccord	\$230 M
105	Eastman Kodak	\$215 M
106	Activision Blizzard	\$208 M
107	4K Media	\$200 M
108	AT&T	\$200 M
109	Food Network	\$200 M (E)
110	Girl Scouts of the USA	\$200 M
111	Hamilton Beach Brands	\$200 M
112	Sports Afield	\$184 M
113	Roto-Rooter	\$180 M

RANKING	COMPANY	RETAIL SALES 2016
114	Paramount Pictures	\$175 M (E)
115	Weil Lifestyle	\$175 M
116	Skechers USA	\$170 M
117	Smithsonian Enterprises	\$168 M
118	Kawasaki	\$165 M
119	JCB Consumer Products	\$160 M
120	Reynolds Consumer Products (Hefty)	\$160 M
121	Rodale	\$155 M
122	Condé Nast	\$150 M
123	KISS	\$150 M
124	Wolfgang Puck Worldwide	\$148 M
125	Gold's Gym	\$147 M
126	Anheuser-Busch InBev	\$144 M
127	Aardman Animations	\$140 M
128	La-Z-Boy	\$140 M
129	Beam Suntory	\$135 M
130	Kathy Davis Studios	\$135 M (E)
131	Lamborghini	\$135 M (E)
132	Melitta	\$130 M
133	Snuggle (The Sun Products Corporation)	\$130 M
134	Santoro Licensing	\$127 M
135	AgfaPhoto	\$120 M
136	Perfetti van Melle Group	\$106 M
137	PepsiCo North America	\$100 M (E)
138	Tony Roma's Famous Ribs	\$100 M
139	The Scotts Miracle-Gro Company	\$96 M
140	U.S. Army	\$90 M
141	MGA Entertainment	\$86 M
142	Cold Stone Creamery	\$85.8 M
143	American Greetings Entertainment	\$75 M (E)
144	Boy Scouts of America	\$75 M
145	Black Flag	\$75 M
146	Mack Truck	\$75 M
147	Jelly Belly Candy Company	\$75 M
148	Minor League Baseball	\$68.3 M
149	Biltmore	\$65 M
150	Viz Media North America	\$60 M

(E) indicates sales numbers were estimated based on the best public information available and industry expertise of the License Global editorial group.

# 110 GIRL SCOUTS OF THE USA

**\$200M** (PRIVATE)

MICHAEL CARLISLE, PRINCIPAL, THE WILDFLOWER GROUP (LICENSING AGENT), +1.212.924.2322

[WWW.GIRLSCOUTS.ORG](http://WWW.GIRLSCOUTS.ORG)

Top licensed properties include Girl Scouts and Girl Scout Cookies, products for which appear at a range of retail partners across the U.S. including Walmart, Target, Albertson's, Kroger, Safeway and Meijer. In 2017, Girl Scouts of the USA will celebrate 100 years of girls participating in cookie sales. As part of the celebration, the organization will highlight the unforgettable Girl Scout experiences and projects that are powered by the Girl Scout Cookie program. The Girl Scout Cookie sub-brand continues to play a major role in GSUSA's licensing activity, and 2017 has already seen

the debut of General Mills' Girl Scout Cookie-inspired cereals and Project 7's Girl Scout Cookie-inspired gums and mints. 2017 will see continued



expansion of the food, beverage and promotions categories, as well as non-food items such as craft fabric with Riley Blake Designs and footwear with Skicks. 2017 has also already seen the introduction of the new Girl Scout S'mores cookies, which capture the adventurous spirit, love of the outdoors and feeling of community synonymous with Girl Scouts. Going forward, the Girl Scouts licensing program will expand into key categories that promote and enhance the pillars of the Girl Scout leadership experience, notably: the outdoors, entrepreneurship, life skills and, in particular, STEM.

# 111 HAMILTON BEACH BRANDS

**\$200M** (PARENT COMPANY NACCO INDUSTRIES NYSE: NC)

WENDY REID, LIENSING AND BUSINESS DEVELOPMENT, +1.504.527.7189

[WWW.HAMILTONBEACH.COM](http://WWW.HAMILTONBEACH.COM), [WWW.PROCTORSILEX.COM](http://WWW.PROCTORSILEX.COM)

Hamilton Beach Brands is a leading designer, marketer and distributor of small electric household appliances, as well as commercial products for restaurants, bars and hotels. The company licenses the Hamilton Beach and Proctor Silex brands across the globe in a number of product categories. In 2017, Hamilton Beach Brands will continue to grow its licensing program primarily through new category and territory expansions.

# 112 SPORTS AFIELD

**\$184M** (PRIVATE)

LUDO WURFBAIN, CHIEF EXECUTIVE OFFICER, +1.714.894.1558

[WWW.SPORTSAFIELD.COM](http://WWW.SPORTSAFIELD.COM)

*Sports Afield* was founded in 1887 as a magazine for rural, outdoor living, 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 was licensed since before WWII, and today is licensed worldwide in security safes, outdoor recreational real estate, a Russian language edition, the "World of Sports Afield" television show, Sports Afield log homes, home decorations, apparel, backpacks, crystal dehumidifiers, books and other outdoor-related products. Top retail partners include Costco, Amazon, Dunhams, Tractor Supply and other independent retailers and independent outdoor recreational real estate agents. Growth for the *Sports Afield* brand in 2017 will come from an extensive expansion of the real estate marketing entity Sports Afield Trophy Properties. The brand will also be launched into fishing folded knives, fixed blade kitchen knives, compact safes for storage of valuables, a new line of quick-access "lightning vaults" with digital key pad locks, wall decoration featuring vintage *Sports Afield* covers and a new calendar and book program.

# 113 ROTO-ROOTER

**\$180M** (NYSE: CHE)

HAL WORSHAM, MANAGING DIRECTOR, LMCA (LICENSING AGENT), +1.212.265.7474

[WWW.ROTOROOTER.COM](http://WWW.ROTOROOTER.COM)

The program, begun by LMCA in 2000, has focused on extending and building upon Roto-Rooter's reputation and its nationwide plumbing service organization. The primary licenses currently in place include those for retail lines of chemical drain cleaners and plungers, each of which are positioned as precursors to a service call. Distribution encompasses supermarket, mass merchant and hardware channels.

# 114 PARAMOUNT PICTURES

**\$175M** (E) (NYSE: VIA)

LEEANNE STABLES, PRESIDENT, WORLDWIDE MARKETING PARTNERSHIPS AND LICENSING, +1.323.956.5677

[WWW.PARAMOUNT.COM](http://WWW.PARAMOUNT.COM)

Top licensed properties in 2016 included *The Godfather*, *Mission Impossible*, *Top Gun*, *Mean Girls*, *Grease*, *Zoolander*, *Anchorman*, *Clueless* and *Ferris Bueller's Day Off*. In 2017, Paramount is also developing a consumer product programs to support its upcoming releases, such as a *Baywatch* summer seasonal program and a *Ghost in the Shell* program that will include apparel, accessories and collectibles.