

THE LICENSING INDUSTRY'S THOUGHT LEADER

LICENSEGLOBAL

LICENSEGLOBAL.COM

AUGUST 2019

Powered by

emoji®
THE ICONIC BRAND



TOP
150
GLOBAL
LICENSORS
The New Class

Who made it to the top of *License Global's* annual Top 150 Global Licensors report? Inside, find out which companies have returned, and who are the ones to watch.

TOP 150 GLOBAL Licensors: The New Class

License Global's annual report tracks the retail sales of licensed merchandise from the world's most powerful brands across every segment of consumer products.

by AMANDA CIOLETTI

MERGERS AND ACQUISITIONS, consolidation and exits... 2018 saw its fair share of headlines that impacted the business of brand licensing in major ways. According to a report from *The New York Times*, a record \$2.5 trillion in mergers were announced in the first half of 2018 alone, with American companies accounting for the largest portion of those. And brand licensing certainly felt the impact.

The deal that garnered the most headlines? Disney's buyout of Twentieth Century Fox. The acquisition, which was locked in at \$71.3 billion, concluded in March of this year. Because of this, The Walt Disney Company ranking—a whopping \$54.7 billion in worldwide retail sales of licensed products in 2018, which is a \$1.7 billion increase over 2017—remains focused on the Disney core business and does not reflect Fox's influence. It is also for this reason that Fox is absent from the report. Fiscal year 2018 retail sales results for Fox were not available at the time of this report. Next year, however, Twentieth Century Fox Consumer Products will be reflected in The Walt Disney Company's total retail sales figures. (National Geographic, which is included in the Fox acquisition, is listed separately on this year's report.)

Disney had a strong year, irrespective of the Fox deal. With a constant flow of tentpoles from the Marvel universe such as *Black Panther* and *Avengers: Infinity War*, the *Star Wars* franchise, Pixar gems such as *Coco*, the 90th anniversary of Mickey Mouse and more, Disney continues to fire on all cylinders and go from strength-to-strength.

Conversely, we see mergers reflected in fiscal year reportings this time around, as is the case with WarnerMedia. Formerly known as Warner

Bros. Consumer Products, this new entity reflects the full scope of its portfolio now that the hard-fought acquisition of Time Warner by AT&T finally concluded in June of 2018. The mega-acquisition kicked off in 2016 when AT&T initiated the buy, offering a total transaction value of \$108.7 billion for the entertainment company, but saw numerous roadblocks as the deal was contested by the U.S. government. This year's report will not list Cartoon Network (formerly No. 29, with \$2.2 billion in retail sales of licensed merchandise) and Warner Bros. (formerly No. 7, with \$7 billion in retail sales of licensed merchandise) as separate companies, but rather as a combined unit, which also includes the HBO business. The final result? WarnerMedia comes in at No. 4 on the 2019 report, showing \$11 billion in retail sales of licensed merchandise.

Viacom Nickelodeon Consumer Products is the new name for Nickelodeon, which too reflects the full scope of its portfolio that now includes MTV, Comedy Central, Paramount and Nickelodeon. VNCP holds steady at No. 9, reporting \$5.5 billion in retail sales of licensed merchandise.

Another notable absence from this list is Saban Brands. The company, which ranked at No. 50 with \$1.1 billion in retail sales of licensed product on last year's report, ceased operation last summer and sold off its biggest brand, "Power Rangers," to Hasbro for \$522 million.

In January 2018, Keurig purchased Dr Pepper Snapple Group for \$19 billion. The combined group—Keurig Dr Pepper Inc.—brings together beverage brands such as the eponymous, as well as Squirt, Snapple, Evian, Hawaiian Punch, Yoohoo and more. The company's ranking is an

estimate based on Keurig Dr Pepper's annual report filing, which cites other revenues.

Discovery and Scripps finalized their merger on March 6, 2018, bringing together brands such as Discovery Channel, Animal Planet, TLC, HGTV, Food Network and Travel Channel. The resulting entity, now called Discovery Inc., did not report its retail sales of licensed consumer products to *License Global* this year. Therefore, the resulting ranking is also an estimate based on Discovery's annual report filing, which cites other revenues.

Three brands join the report for the first time, all reflecting the changing face of brand licensing.

Crunchyroll is an anime brand that brings together experiences, merchandise, social media and more to deliver fan-favorite franchises to a consumer base of more than 50 million registered users and 2 million subscribers.

BuzzFeed, a new media company, is creating a brand licensing strategy based on its trending properties, which include Tasty and Goodful. The cross-platform licensor is constantly thinking up the next big thing, so expect more from it in 2019.

And finally, there's Pocket.watch, the company that figured out how to monetize the kidfluencer and capture consumer dollars from user-generated content. Its big hit in 2018 was Ryan's World, which is based on the YouTube channel Ryan ToysReview. The channel, which today counts more than 20 million subscribers, enjoys a full range of licensed products—everything from toys to apparel—under Ryan's own brand label. Entertainment is also on the way for Ryan and co., thanks to a partnership with Nickelodeon.

There's more in this report, so read on and learn where the next big hit is coming from. ☺

*All global licensors and/or licensing agents submitted retail sales figures, which are based on worldwide retail sales of licensed merchandise in 2018, 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 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 Informa.

RANKING	COMPANY	RETAIL SALES 2018
1	The Walt Disney Company	\$54.7B
2	Meredith Corporation	\$25.1B
3	PVH Corp.	\$18B (E)
4	WarnerMedia	\$11B
5	Authentic Brands Group	\$9B
6	Hasbro	\$7.1B
7	Universal Brand Development	\$7.1B
8	Iconix Brand Group	\$7B (E)
9	Viacom Nickelodeon Consumer Products	\$5.5B
10	Major League Baseball	\$5.5B (E)
11	Rainbow	\$4.2B
12	Sanrio	\$4B
13	Sequential Brands Group	\$4B
14	International Brand Management & Licensing	\$4B (E)
15	General Motors	\$3.5B (E)
16	National Football League	\$3.5B (E)
17	National Basketball Association	\$3.2B (E)
18	Bluestar Alliance	\$3.1B
19	The Electrolux Group	\$3B
20	Pentland Brands	\$3B (E)
21	Playboy Enterprises	\$3B
22	Procter & Gamble	\$3B
23	The Pokémon Company International	\$2.98B
24	Caterpillar	\$2.93B
25	Ferrari	\$2.6B (E)
26	Kathy Ireland Worldwide	\$2.6B (E)
27	Entertainment One	\$2.5B
28	Ralph Lauren	\$2.5B (E)
29	DHX Media	\$2.37B
30	Whirlpool Corporation	\$2.2B (E)
31	Ford Motor Company	\$2B (E)
32	Mattel	\$2B
33	Toei Animation	\$1.9B
34	Stanley Black & Decker	\$1.84B
35	Spin Master	\$1.8B (E)
36	U.S. Polo Assn./USPA Global Licensing	\$1.7B
37	NFL Players Association	\$1.65B

RANKING	COMPANY	RETAIL SALES 2018
38	The Hershey Company	\$1.6B
39	Weight Watchers International	\$1.6B (E)
40	BBC Studios	\$1.4B
41	Fantawild Animation	\$1.4B
42	National Hockey League	\$1.3B (E)
43	Sesame Workshop	\$1.3B
44	Sunkist	\$1.3B (E)
45	MGA Entertainment	\$1.2B (E)
46	Technicolor	\$1.1B
47	The Coca-Cola Company	\$1B (E)
48	Margaritaville Enterprises	\$1B (E)
49	NASCAR	\$1B (E)
50	Perry Ellis International	\$1B (E)
51	Pierre Cardin	\$1B (E)
52	WWE	\$1B
53	Dr. Seuss Enterprises	\$997.5M
54	PGA Tour	\$855M
55	IMPS	\$830M
56	Focus Brands	\$810.4M (E)
57	The Emoji Company	\$806M
58	The LEGO Group	\$800M (E)
59	Church & Dwight Co.	\$730M
60	Moomin	\$678M (E)
61	Westinghouse Electric Company	\$635M (E)
62	Polaroid	\$620M (E)
63	Moose Toys	\$610M
64	National Geographic Partners	\$609M
65	Lagardère Group	\$600M
66	The Smiley Company	\$592.9M
67	Keurig Dr Pepper	\$589M (E)
68	Alpha Group	\$520M
69	Welch's	\$510M
70	Tommy Bahama	\$509M
71	Hearst	\$505M (E)
72	Energizer Brands	\$504M
73	Discovery Inc.	\$501M (E)
74	Telefunken	\$480M
75	Art Brand Studios	\$450M

RANKING	COMPANY	RETAIL SALES 2018
76	Studio 100	\$443M
77	Major League Soccer	\$420M (E)
78	Diageo	\$400M
79	The Goodyear Tire & Rubber Company	\$400M
80	ITV Studios Global Entertainment	\$400M
81	Motorola Mobility (Subsidiary of Lenovo)	\$396.9M (E)
82	C3 Entertainment	\$380M (E)
83	Michelin Lifestyle	\$378M
84	Eastman Kodak Company	\$367M
85	Sony Pictures Entertainment	\$360M
86	Activision Blizzard	\$350M
87	Mars Retail Group	\$340M (E)
88	Ironman	\$337M
89	CBS Consumer Products	\$330M
90	Nissan Motor Company	\$330M (E)
91	Animaccord	\$327.3M
92	Scott Brothers Global	\$310M
93	Skechers U.S.A.	\$300M
94	4K Media	\$300M (E)
95	41 Entertainment	\$290M (E)
96	Silvergate Media	\$280M
97	Volkswagen	\$280M (E)
98	John Deere	\$260M (E)
99	Carte Blanche Group	\$250M
100	General Mills	\$250M (E)
101	TGI Fridays	\$250M
102	Briggs & Stratton Corporation	\$245M
103	The Eric Carle Studio	\$245M
104	Rovio Entertainment Corporation	\$230M (E)
105	Golden West Food Group	\$220M (E)
106	Boy Scouts of America	\$219M
107	Crayola	\$215M (E)
108	Anheuser-Busch InBev	\$214M
109	Shanghai Skynet Brand Management	\$210M
110	VIZ Media	\$210M
111	Girl Scouts of the U.S.A.	\$200M (E)
112	Hamilton Beach Brands	\$200M (E)

RANKING	COMPANY	RETAIL SALES 2018
113	JCB	\$200M
114	Santoro Licensing	\$196M
115	Sports Afield	\$193M (E)
116	Roto-Rooter	\$190M
117	Smithsonian	\$179M (E)
118	Melitta	\$165M
119	Kawasaki Motors Group	\$165M (E)
120	Reynolds Consumer Products	\$160M (E)
121	Condé Nast	\$150M
122	KISS Catalog	\$150M
123	Snuggly	\$150M
124	Wolfgang Puck Worldwide	\$148M (E)
125	Gold's Gym	\$147M (E)
126	Perfetti Van Melle	\$145.4M
127	Aardman Animations	\$140M (E)
128	LA-Z-BOY	\$140M (E)
129	Talpa Global	\$135.1M
130	AgfaPhoto	\$135M
131	Beam Suntory	\$135M (E)
132	BuzzFeed	\$135M
133	Games Workshop	\$135M
134	Lamborghini	\$135M (E)
135	Tony Roma's Famous Ribs	\$130M (E)
136	The Astrid Lindgren Company	\$124M (E)
137	Cold Stone Creamery	\$102.7M (E)
138	Crunchyroll	\$100M
139	Black Flag	\$100M (E)
140	PepsiCo North America	\$100M (E)
141	ZAG	\$100M (E)
142	The ScottsMiracle-Gro Company	\$98M
143	V&A	\$91M
144	U.S. Army	\$90M
145	Mack Truck	\$75M (E)
146	Minor League Baseball	\$68.3M (E)
147	Planeta Junior	\$63.5M
148	Biltmore	\$62M
149	Pocket.watch	\$46.3M
150	Jelly Belly Candy Company	\$35M

113 JCB

\$200M (PRIVATE)

WWW.JCB.COM

JCB is one world's largest manufacturers of earthmoving, agricultural and materials handling equipment.

Key retail partners in 2018 included Kingfisher Group in the tools category; Jewsons, Selco and Screwfix on workwear; Morrisons, Argos, Matalan, Smyths and Amazon were leading retail supporters in the mass market sectors.

Licensing initiatives that will drive growth in 2019/2020 include the expansion of distribution of new generation power tools will deliver further growth alongside new partners and products that are closely aligned to the tools/professional tradesperson category.

114 SANTORO LICENSING

\$196M (PRIVATE)

WWW.SANTORO-LONDON.COM

Santoro is a globally successful, multi-award-winning lifestyle brand. Its growing portfolio of premium, evergreen brands includes First Class Lounge, Tiny Squee Mousies, Mirabelle and Poppi Loves in addition to the sensational Gorjuss collection.

Gorjuss is available in 93 countries worldwide through prestigious partners such as Harrods, El Corte Ingles, Benetton, Selfridges, Galleries Lafayette, to name a few. The brand has recently expanded into new territories and product categories and it continues to grow. Santoro's highlight of the last year was being recognized and awarded the most prestigious business award, The Queen's Awards for Enterprise: International Trade in 2018.

115 SPORTS AFIELD

\$193M (E) (PRIVATE)

WWW.SPORTSAFIELDTROPHYPROPERTIES.COM, WWW.SPORTSAFIELD.COM

116 ROTO-ROOTER

\$190M (NYSE: CHE)

WWW.ROTOROOTER.COM

Founded in 1935, Roto-Rooter is the largest provider of plumbing, drain cleaning and water cleanup services in North America. In 1980, the Blanc family sold Roto-Rooter to Chemed Corporation, and Roto-Rooter moved its headquarters to Cincinnati but continued to manufacture the famous Roto-Rooter drain cleaning machines, cables, blades and other parts at its own factory in West Des Moines, Iowa.

Roto-Rooter operates businesses in more than 100 company-owned branch and independent contractor territories and approximately 400 independent franchise operations, serving approximately 90 percent of the U.S. population and parts of Canada. Master independent franchise operations have been established in Japan, Philippines, Mexico, United Kingdom, Hong Kong/China and Indonesia/Singapore.

The licensing program has focused on extending and building upon Roto-Rooter's reputation and its nationwide plumbing service organization. The

primary licenses include those for retail lines of chemical drain cleaners, plungers and related products, each of which are positioned as precursors to a service call from Roto-Rooter.

Distribution currently encompasses supermarket, mass merchant, hardware and e-commerce channels including Amazon, Home Depot, Walmart and others.

The licensed products have seen consistent growth in distribution and market share in North America.

117 SMITHSONIAN

\$179M (E) (NON-PROFIT)

WWW.SI.EDU

118 MELITTA

\$165M (PRIVATE)

WWW.MELITTA-GROUP.COM/

The brand Melitta stands for the expert balancing of tradition and modernity with the goal of offering extraordinary coffee enjoyment in harmony with the heartbeat of the times. In its more than 100 years of company history, Melitta Group has revolutionized preparation of the popular hot beverage again and again—from the invention of filtering coffee with paper in 1908, the first finely ground, vacuum-packed coffee for filtering in 1962, and the introduction of the first electric filter coffee machine to the German market in 1965, to the patented Aromapor paper and today's Melitta filter papers, sustainably produced according to the FSC standards.

Melitta's licensed line of consumer coffee makers has received industry recognition for being innovative (including the first "in-pod" technology) and stylish. The products have continued to enjoy both distribution and share gains throughout North America.

As the brand continues to innovate, it seeks both product and service licensees that are committed to quality beverage products that capture the European essence of Melitta.

119 KAWASAKI MOTORS GROUP

\$165M (E) (TYO: 7012)

WWW.KAWASAKI.COM

120 REYNOLDS CONSUMER PRODUCTS

\$160M (E) (PRIVATE)

WWW.REYNOLDSCONSUMERPRODUCTS.COM

121 CONDÉ NAST

\$150M (PRIVATE)

WWW.CONDENAST.COM

Condé Nast is a global media company producing the highest quality content with a footprint of more than 1 billion consumers in 32 territories