

INSIDE: 2020 TOP 150 GLOBAL LICENSORS REPORT!

THE LICENSING INDUSTRY'S THOUGHT LEADER

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AUGUST 2020

HASBRO'S  
TOTAL ISSUE  
TAKE OVER!



## Hasbro and eOne Play Time!

What do you get when you bring together two entertainment powerhouses? A force to be reckoned with.

SEGA at 60  
*A Licensing  
Legacy*

2020 Coming Attractions  
*The Film  
Industry Adapts*

Fashion Post-Pandemic  
*Dress to  
Decompress*



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## TOP 150 GLOBAL LICENSORS

A lot is changing in 2020, but one thing is certain, licensing is still in business. *License Global's* biggest annual report looks at the most important licensors and global licensing agents impacting the industry today.

Read the latest profiles on business leaders, industry innovators, licensing trends and, of course, the brand activity behind the multi-billion dollar industry.



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RANKING	COMPANY	RETAIL SALES 2019
1	The Walt Disney Company	<b>\$54.7B</b>
2	Meredith Corporation	<b>\$26.5B</b>
3	Authentic Brands Group	<b>\$12.3B</b>
4	WarnerMedia	<b>\$11B</b>
5	PVH Corp.	<b>\$10.6B (E)</b>
6	Universal Brand Development	<b>\$7.1B</b>
7	Hasbro	<b>\$6.9B</b>
8	ViacomCBS	<b>\$5.8B</b>
9	General Motors	<b>\$4.62B (E)</b>
10	Sanrio	<b>\$4.4B</b>
11	The Pokémon Company International	<b>\$4.2B</b>
12	Iconix Brand Group	<b>\$4.2B (E)</b>
13	International Brand Management & Licensing	<b>\$4B (E)</b>
14	Toei Animation	<b>\$3.9B</b>
15	Bluestar Alliance	<b>\$3.5B</b>
16	National Football League	<b>\$3.5B (E)</b>
17	Playboy Enterprises	<b>\$3.5B</b>
18	Rainbow	<b>\$3.5B</b>
19	The Electrolux Group	<b>\$3.3B</b>
20	National Basketball Association	<b>\$3.2B (E)</b>
21	Stanley Black & Decker	<b>\$3.1B</b>
22	Caterpillar	<b>\$3B</b>
23	Pentland Brands	<b>\$3B (E)</b>
24	Procter & Gamble	<b>\$3B</b>
25	Sequential Brands Group	<b>\$3B</b>
26	Kathy Ireland Worldwide	<b>\$2.9B (E)</b>
27	Major League Baseball	<b>\$2.7B (E)</b>
28	Ferrari	<b>\$2.6B (E)</b>
29	WildBrain	<b>\$2.5B</b>
30	eOne Family Brands	<b>\$2.5B</b>
31	WW International	<b>\$2.5B (E)</b>
32	Whirlpool Corporation	<b>\$2.2B</b>
33	Ford Motor Company	<b>\$2B (E)</b>
34	Mattel	<b>\$2B (E)</b>
35	The LEGO Group	<b>\$1.9B (E)</b>
36	NFL Players Association	<b>\$1.9B</b>
37	Spin Master	<b>\$1.8B (E)</b>

RANKING	COMPANY	RETAIL SALES 2019
38	U.S. Polo Assn./USPA Global Licensing	<b>\$1.7B</b>
39	The Hershey Company	<b>\$1.6B</b>
40	BBC Studios	<b>\$1.4B (E)</b>
41	Sesame Workshop	<b>\$1.4B</b>
42	WHP Global	<b>\$1.4B</b>
43	National Hockey League	<b>\$1.3B (E)</b>
44	Sunkist Growers	<b>\$1.3B (E)</b>
45	MGA Entertainment	<b>\$1.2B (E)</b>
46	Technicolor	<b>\$1B</b>
47	NASCAR	<b>\$1B (E)</b>
48	Perry Ellis International	<b>\$1B (E)</b>
49	Pierre Cardin	<b>\$1B (E)</b>
50	Ralph Lauren	<b>\$1B (E)</b>
51	The Coca-Cola Company	<b>\$1B (E)</b>
52	WWE	<b>\$1B</b>
53	Dr. Seuss Enterprises	<b>\$998M</b>
54	PGA TOUR	<b>\$909M</b>
55	Energizer Brands	<b>\$892M (E)</b>
56	Moomin	<b>\$839.9M (E)</b>
57	The Emoji Company	<b>\$810.6M</b>
58	Church & Dwight Co.	<b>\$770M</b>
59	Focus Brands	<b>\$760M</b>
60	Keurig Dr Pepper	<b>\$720M</b>
61	Polaroid	<b>\$620M (E)</b>
62	Lagardère Group	<b>\$600M</b>
63	Hearst	<b>\$580M</b>
64	Telefunken	<b>\$539M</b>
65	The Smiley Company	<b>\$538M</b>
66	Scott Brothers Global	<b>\$532M</b>
67	Welch's	<b>\$510M (E)</b>
68	Discovery Inc.	<b>\$501M (E)</b>
69	Alpha Group	<b>\$500M</b>
70	Sharper Image	<b>\$500M</b>
71	Tommy Bahama	<b>\$500M</b>
72	Michelin Lifestyle	<b>\$483M</b>
73	Studio 100	<b>\$469M</b>
74	Pinkfong	<b>\$453M (E)</b>
75	Fantawild Animation	<b>\$435M</b>



RANKING	COMPANY	RETAIL SALES 2019
76	The Goodyear Tire & Rubber Company	\$430M
77	Major League Soccer	\$420M (E)
78	Activision Blizzard	\$404M
79	Toho	\$403.5M
80	Diageo	\$400M
81	Motorola Mobility (Subsidiary of Lenovo)	\$396.9M (E)
82	Sony Pictures Consumer Products	\$360M
83	Mars Retail Group	\$340M (E)
84	Eastman Kodak Company	\$338M
85	Ironman	\$337M (E)
86	Nissan Motor Company	\$330M (E)
87	Animaccord	\$327.1M
88	Skechers USA	\$310M
89	4K Media	\$300M (E)
90	VIZ Media	\$282M
91	Volkswagen	\$280M (E)
92	BuzzFeed	\$260M
93	John Deere	\$260M (E)
94	Shanghai Skynet Brand Management	\$257M
95	TGI Fridays	\$255M
96	Condé Nast	\$250M
97	The World of Eric Carle	\$250M
98	General Mills	\$250M (E)
99	The Ohio State University	\$232M
100	Sports Afield	\$228M
101	Anheuser-Busch InBev	\$225M
102	Golden West Food Group	\$222.5M
103	Boy Scouts of America	\$219M (E)
104	Briggs & Stratton Corporation	\$215M
105	Crayola	\$215M (E)
106	Pocket.watch	\$215M
107	Lamborghini	\$210M (E)
108	Art Brand Studios	\$200M
109	Carte Blanche Group	\$200M
110	Funimation	\$200M
111	Girl Scouts of the U.S.A.	\$200M (E)
112	JCB	\$200M (E)

RANKING	COMPANY	RETAIL SALES 2019
113	KISS Catalog	\$200M
114	Roto-Rooter	\$200M
115	Santoro Licensing	\$180M
116	Smithsonian	\$179M (E)
117	Melitta	\$170M
118	Silvergate Media	\$170M
119	Kawasaki Motors Group	\$165M (E)
120	Perfetti Van Melle	\$162M
121	Reynolds Consumer Products	\$160M (E)
122	Crunchyroll	\$150M (E)
123	Wolfgang Puck Worldwide	\$148M (E)
124	Gold's Gym	\$147M (E)
125	Aardman Animations	\$140M (E)
126	LA-Z-BOY	\$140M (E)
127	Talpa Global	\$135.1M (E)
128	Beam Suntory	\$135M (E)
129	Tony Roma's Famous Ribs	\$130M (E)
130	Hamilton Beach Brands	\$125.4M (E)
131	AgfaPhoto	\$125M
132	The Astrid Lindgren Company	\$124M (E)
133	V&A	\$111.4M
134	Games Workshop	\$110.2M
135	ITV Studios	\$108M
136	Finsbury Food Group	\$104.9M (E)
137	Cold Stone Creamery	\$102.7M (E)
138	Newman's Own	\$101M
139	Black Flag	\$100M (E)
140	PepsiCo North America	\$100M (E)
141	ZAG	\$100M (E)
142	The Scotts Miracle-Gro Company	\$98M
143	Moose Toys	\$85M
144	Rovio Entertainment Corporation	\$82.1M (E)
145	Mack Truck	\$75M (E)
146	SEGA of America	\$73.8M
147	U.S. Army	\$70M
148	Biltmore	\$69.3M
149	Acamar Films	\$68.8M
150	Rust-Oleum Corporation	\$65M



paign reached 20 million moms; and an eight-week giant play area and events in Hong Kong's City Plaza mall. The year also saw experiential events, such as museum exhibits in the U.S., Japan, Germany and Taiwan; nature-themed partnerships with Royal Horticultural Society (U.K.), Germany's NABU, and interactive exhibits at zoos and butterfly conservatories throughout the U.S. were executed. WEC's 5th Giant Wiggle campaign for U.K. children's charity Action for Children raised more than \$400,000. The brand connected with young families with *Love from the Very Hungry Caterpillar*, *I Love Mom* and *I Love Dad* - all No. 1 on the *New York Times* bestseller list in 2019. *The Very Hungry Caterpillar* preschool curriculum program reaching more than nine million children, teachers and parents. Global marketing, social media outreach, influencer and features in *People*, *The Atlantic*, NPR, BBC News and "The Today Show" further enhanced results.

The WEC global consumer products program spans more than 45,000 doors in 15-plus countries, with products from 250 licensees. The Very Hungry Caterpillar Day saw promotions at Barnes & Noble, buy buy Baby, Lakeshore Learning, Pottery Barn Kids, Debenhams and John Lewis. Infant apparel DTR and toys were available across 100 JoJo Mama Bebe doors, as well as a Teva footwear collaboration, branded pop-up shops and DTR with Graniph in Japan, a *Very Hungry Caterpillar*/Hello Kitty multi-category collaboration in 600 Watsons stores in Taiwan and toy and apparel launches in key Chinese retailers.

For 2020/2021, WEC will once again include dedicated retail promotions, promotional partnerships and in-store events. New categories and products include magnetic contraction with magna titles, apparel, new apps and much more. Other priorities for the brand include ongoing marketing and promotion on Amazon, Target and buy buy Baby; new products at Kohl's and Barnes & Noble; and dedicated sections at design store Graniph, as well as several pop-up-shop programs in Japan. "The World of Eric Carle" live show, which has garnered rave reviews, will tour key international markets, along with additional experiential events in the U.K. and China.

## 98 GENERAL MILLS

**\$250M (E)** (NYSE: GIS)

WWW.GENERALMILLS.COM

## NEW! 99 THE OHIO STATE UNIVERSITY

**\$232M** (PRIVATE)

WWW.OSU.EDU

The Ohio State University continues to be a leader in collegiate licensing, with retail sales totaling more than \$230 million in 2019. The size of the licensing program, along with the popularity of the university's world-renowned athletic programs, continue to drive the "Buckeye Brand" at major retailers including Dick's Sporting Goods, Walmart, Amazon, Meijer and Barnes & Noble. In addition, 2019 saw some exciting new product launches, such as the successful outerwear collaboration with Spyder. Top categories include apparel, headwear and accessories, home products, sporting goods, gifts and collectibles.

In 2020 and beyond, the licensing program will look to expand the univer-

sity's already-robust portfolio by continuing to deliver on its core values in innovative ways. Further expansion into the apparel and headwear spaces will be a key area for growth. Women's, baby and youth, as well as key collaboration partners will round out an already-robust apparel program led by Top of the World and Nike. Strategic retail partnerships will build on an already-substantial product offering while engaging the customer in a more personalized experience. Ohio State's world-renowned athletic programs continue to be big drivers at retail. Ohio State's football program is poised to have a dominant 2020 season.

## 100 SPORTS AFIELD

**\$228M** (PRIVATE)

WWW.SPORTSAFIELD.COM

*Sports Afield* was founded in Denver, Co. in 1887 by Claude King as a magazine for rural, outdoor living, hunting and fishing. After World War II, 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 World War II, and today is licensed worldwide in the following categories: security safes, outdoor recreational real estate, *World of Sports Afield* television show, log homes, home decorations, clothing, back packs, electrical and crystal dehumidifiers, books, knives, camping and other outdoor related products.

In 2019, top licensed merchandise spanned real-estate, security safes, "World of Sports Afield" television show, clothing and knives. The brand's top retail partners include Costco, Amazon, Dunham's, Tractor Supply, Home Depot, Costco.com and Sam's Club, as well as independent retailers and independent outdoor recreational real estate agents.

For the remainder of the year and beyond, *Sports Afield* plans for further expansion of its core brand and the growth of the real estate marketing entity *Sports Afield* Trophy Properties in Canada and the U.S. Also set to be launched are clothing items such as socks, mitts, gloves and gaiters. Also in 2020, the safe line will include a substantial expansion of the quick access safe models.

## 101 ANHEUSER-BUSCH INBEV

**\$225M** (NYSE: BUD)

WWW.AB-INBEV.COM

For more than 165 years, Anheuser-Busch has carried on a legacy of brewing great-tasting, high-quality beers that have satisfied beer drinkers for generations. The company owns and operates 23 breweries, 14 distributorships and 23 agricultural and packaging facilities, and has more than 18,000 colleagues across the United States. Anheuser-Busch is home to several of America's most recognizable beer brands including Budweiser, Bud Light, as well as a number of regional brands.

In the U.S., while Budweiser remains King, the Bud Light, Natural Light and Busch licensing programs have continued to grow and perform well in 2019. Outside of the U.S., growth was driven by iconic local properties such as Modelo and Victoria (Mexico); Skol, Brahma and Guarana (Brazil); Club Colombia and Pony Malta (Colombia); and global brands Budweiser and Corona.