

PRESS RELEASE**1 page**April, 05th 2016**Kids License Monitor: Minions are still across Europe**

The top hype license in the U.K., Germany and France is *Minions*. All other licenses are clearly left behind. In the U.K. *Spider-Man* is ranked second and in Germany and France it is *Ice Age*. These results are taken from the latest wave of the Kids License Monitor (wave I/2016).

A closer look reveals distinct differences between the target groups:

Spider-Man is ranked no. 1 hype license by all British boys. British girls aged 4 to 6 see *Frozen* on top while *Minions* is a clear winner among girls aged 7 to 12 years.

In Germany and France the top hype license among boys change from *Spider-Man* for 4 to 9 year-olds to *Star Wars* for the oldest boys. *Frozen* is seen the winner hype license by girls aged 4 to 9 while girls of 10 to 12 years rank *Minions* highest.

The Kids License Monitor was conducted among 1,266 children aged 4 to 12 years in the U.K., Germany and France. A total of 71 licenses from various categories including TV, toys, cinema, sports, apps and others were analysed in all relevant dimensions. These include the licenses' awareness, appeal, market status, category fit, and ownership of products.


The current issue of the Kids License Monitor is now available. LIMA members are entitled to a substantial discount.

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Source when quoting from the study: "iconkids & youth Kids License Monitor wave I/2016"

Kids License Monitor

Online Study in France, Germany, and the UK

supported by 

Key Chart

In association with:





Rank 1



Rank 2

