

PRESS RELEASE**1 page**July, 4th 2016**Kids License Monitor: Minions still outrank other licences**

Minions is still the no. 1 license among children in the U.K., Germany and France. In all three markets *Spider-Man* and *Ice Age* come second and third but in different order: In the U.K. *Spider-Man* comes second and in Germany and France it is *Ice Age*. These results are taken from the latest wave of the Kids License Monitor (wave II/2016).

A closer look reveals distinct differences between the target groups:

The winner license among all British boys is *Spider-Man*. *Frozen* is top among British girls aged 4 to 6 while girls aged 7 to 12 years see a hype in *Minions*.

In Germany and France *Spider-Man* is the top hype license among boys aged 4 to 9 years while *Star Wars* is the winner of the oldest boys. Among girls the top hype license changes from *Frozen* among girls aged 4 to 9 to *Minions* among girls of 10 to 12 years.

In all three markets *Batman v Superman* is a new entry among boys aged 7 to 12 years. In Germany *Zoomania* is new in the top 10 among girls aged 7 to 12 while it is *Chica Vampiro* in the same target group in France.

The Kids License Monitor was conducted among 1,272 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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Kids License Monitor

Online Study in France, Germany, and the UK

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Key Chart

In association with:



			
Rank 1			
Rank 2			
Rank 3			 