

Kids License Monitor: Hype factor very different according to markets

Although there are global license stars like the Minions, even the big international licenses show clear differences regarding the enthusiasm they evoke among children in the individual countries. This is a result of the current wave of the Kids License Monitor conducted in Germany, France and the UK by iconkids & youth.

Among the themes of the last half-year, Minecraft, the Simpsons, Angry Birds and Harry Potter for instance, are only a real hype in the UK and not in both of the other countries. Cars on the other hand makes it into the top 10 of hyped licenses only in France, while Micky Mouse and Tom & Jerry fully elate only German children.

Considering gender- and age-specific differences additionally reveals, that license themes don't address the same target group in each country. While in the UK Minecraft enthuses the 7- to 12-year old boys and thus constitutes a very broad topic, in Germany it is met with relatively little interest by schoolchildren and has a high hype character only among the male pre-teens aged 10 to 12.

In the UK, My Little Pony creates a hype among 4- to 9-year-old girls, but in Germany and France only among preschool children.

And which themes succeed to make it into the top 10 of hype licenses in all three markets? - Besides the Minions these are Spiderman, LEGO Ninjago and Ice Age.

The Kids License Monitor was conducted among 1,271 children aged 4 to 12 in the U.K., Germany and France. A total of 71 licenses from various categories including TV, toys, cinema, apps, books, music and others were analysed in all relevant dimensions including 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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