

PRESS RELEASE**1 page**

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Kids License Monitor: SpongeBob Squarepants, Dragons – Riders of Berk, and Frozen are Hype

SpongeBob Squarepants is the hype license in the U.K. 40 % of the 4 to 12 year-olds regard this license as No. 1. In France *Frozen* (37 %) is the top hype license and in Germany *Dragons – Riders of Berk* (42 %) ranks highest. These results are taken from the latest wave of the Kids License Monitor (wave I/2015).

A closer look reveals clear distinctions among the different target groups:

British 4 to 6 year old boys rank *Teenage Mutant Ninja Turtles* No. 1, while 7 to 9 year old boys see *LEGO Creator* on top and 10 to 12 year-olds *Sonic*. Among girls the hype changes from *Tinker Bell* to *Moshi Monsters* to *Diary of a Wimpy Kid*.

Planes beats all other licenses among the youngest boys in France. *LEGO Creator* and *Pokémon* are hype with the 7 to 9 year old boys. The oldest boys see *Dragons* and *The Hobbit* on top. *Frozen* is the No. 1 hype among French girls.

In Germany the top hype licenses range from *LEGO Creator* with the youngest boys to *LEGO Star Wars* among the older boys. Girls up to 9 years rank *Filly* top, while the oldest girls fancy *Sheepworld*.

The Kids License Monitor was conducted among 1,265 children aged 4 to 12 years in the U.K., Germany and France. A total of 72 licenses from various categories including TV, toys, 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/2015"

Kids License Monitor

Online Study in France, Germany, and the UK

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Key Chart

In association with:



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TOTAL
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Rank 1

