



AGMA

Agents and Managers in Creative Industries
Brand Licensing

Tallinn 21.11.2017



agma

AGMA

- Umbrella association of agents and managers in creative industries
- [30 company members](#) (2017)
- 60+ professional employed by members
- The members represent 2000+ creative principals and properties

(stats: 2016 AGMA member survey)



AGMA'S ACTIVITIES

- Promotion of interests
- Advisory and communications activities
- Meeting forums
- Trainings
- Professional events e.g. Lisenssi=Bisnes
- Export formats: Nordic Brand Licensing Market, Nordic Buzz
- Member of LIMA



WHAT IS LICENSING?

ESSENTIAL TERMS:

Licensing: giving or getting a permit to utilize a brand or product concept for business purposes according to a licensing agreement

Licensor: brand owner who can give out licenses

Licensee: licensing partner who gets the brand owner's permit to use the brand within certain limits

WHAT IS LICENSING?

BENEFITS

FOR A LICENSOR: Licensing your brand is

- additional business
- marketing
- opening new markets through partnerships

FOR A LICENSEE:

Licensing a brand is enhancing your product and business with a known brand

Global Licensing Market

272 Billion US\$

= 150 biggest licensors's joint
turnover in retail value

59. Lego

62. Moomin

63. Rovio

1: Disney (56.6 Mrd US\$)

2: Meredith Corporation (lifestyle,
wellbeing; 22 Mrd US\$)

3: PVH Corporation (mm. Calvin
Klein; 18 Mrd US\$)

Licensed Brands Ecosystem

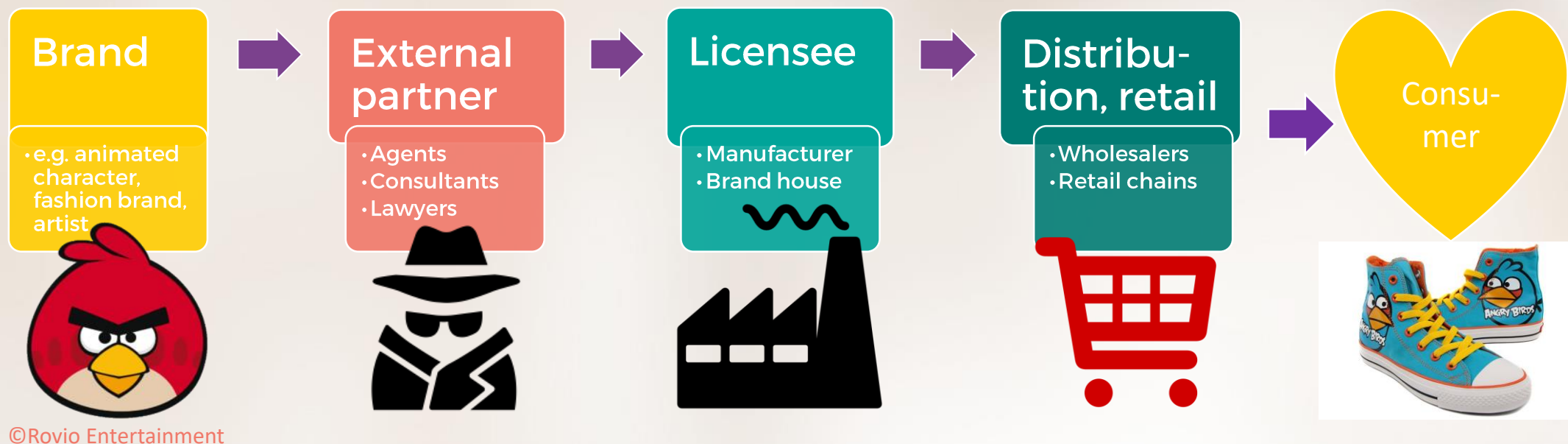
NORDIC
BRAND
LICENSING
MARKET

NOV
28-29
2016

HELSINKI



Value chain of commercializing IP's



©Rovio Entertainment

Cornerstones of brand licensing

NORDIC NOV
BRAND 28-29
LICENSING 2016
MARKET HELSINKI

1. **Add licensing** in your business strategy
2. **Protect and clarify** the IP's, patents and registered trademarks you own
3. **Choose the right partners** with right channels
4. **Choose the right products** and production models, that create added value for you and your licensees or licensor
5. **Get external help**, e.g. agents and lawyers

FINNISH CASES

- [Angry Birds , Rovio](#)
- [Motorius Entertainment](#), Top Gear games: a BBC's content brand licensed for games
- [Kalevala Koru](#), Michael Monroe and the Dudesons: jewellery collaboration
- [Mauri Kunnas](#) –product portfolio, Martinex
- [Putous](#) / [Suur Komöödiaöhtu](#) tv series, Yellow Film&TV



A close-up photograph of a horse's face, focusing on its eyes and the top of its head. The horse has dark brown fur and large, dark eyes. The background is blurred, showing more of the horse's head and neck.

NORDIC BRAND LICENSING MARKET

NOV
28-29
2016

HELSINKI

Stay tuned
for the 2018 edition

INQUIRIES & CONTACT

www.agma.fi/nblm

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