

Winter 2016

TOTAL LICENSING





range has already been launched through key retailers including Toys' R us, Müller, Rossmann and Amazon.

WDR Mediagroup acts as the German licensing agency for a number of children's programs including internationally known Shaun the Sheep and Peppa Pig.

Over and above these, the agency represents, Q Pootle 5, Bobo and Maus.

Q Pootle 5 is a space adventure that has been picked up in more than 70 countries. Aimed at children aged 3 to 5, WDR is handling merchandising, publishing and digital rights within German speaking territories.

Bobo is based on children's books by Markus Osterwalder which have been classics in Germany for over 30 years and have sold more than one million copies worldwide. The Maus is Germany's best known brand. For over 45 years, the Maus has been educating children through a combination of clips, comics and child friendly documentaries. The TV series has won over 100 international and national awards and more than 2.4 million Maus plush, 2.2 million Maus magazines, 3.5 million Maus books and 1.4 million Maus DVDs have been sold in German speaking territories alone.

Studio 100 Media is successfully expanding its collaboration with a number of blue chip partners in Germany. The Schleich Group will release Maya the Bee figurines for children and collectors. Studio 100 Media also plans a special marketing campaign to celebrate Maya's 40th birthday next September. Vic – The Musical will be visiting German cities next autumn and Vic the Vikin" will accompany children through the exhibition "Vikings!" in the Exhibition Centre Lokschuppen Rosenheim.

In January 2017, the Schleich Group will release the first six characters from the popular Maya TV series. Additional figurines are also planned for seasonal events like Christmas. The highpoint of the partnership with Studio 100 Media, initially set

to run for three years, will be special products launched to mark the release of the new feature film "Maya the Bee – The Honey Games" in 2017/18. Maya first aired on ZDF back in 1976. In time for her 40th birthday, Studio 100 Media now has a new styleguide that is based on the designs of the classic series. The aim is to develop designs that emphasize the value of the nostalgic cult character for products targeted at adults.

Vic – The Musical is a family event that will be on tour throughout Germany from next September. The theatrical presentation takes the audience on a journey directly into Vic's world. Together with Dreamcatcher Live Entertainment Studio 100 Entertainment is bringing Vic – The Musical to 16 German cities.

From March till December 2016 Studio 100 Media will also support the Exhibition Centre Lokschuppen Rosenheim and its show Vikings!. Vic will accompany little visitors through the show. The exhibition presents a complex and realistic depiction of the time of the Vikings.



The German book market is the second largest in the world after the USA. Good non-fiction books from Germany are in demand across the globe which is why it's worth publishers making the rights business more professional – even if this is a laborious process. So says international and foreign rights agent Claudia Wittmann.

Where do non-fiction books made in Germany have a good reputation?

Besides children's books and fiction, high-quality companion books, guides and works of reference from Germany enjoy great renown worldwide and often have long and substantial print runs even when licensed in a foreign language. Books on topics which reach out to people beyond their national, linguistic and cultural boundaries are in demand the world over – with Central and Eastern Europe, Latin America and Asia at the forefront.

On an international level, which subjects are currently in and where might new opportunities arise?

As long as a book isn't too German or regional, family, partnership, parenting, hobbies, leisure, pets and farm animals, creativity, counselling, health and management are the most popular topics. Cookery requires greater effort, as tastes, ingredients and units of measurement differ throughout the world. Spiritual and psychological issues need great tact and extremely good background knowledge. Competence in international communication, good powers of negotiation and excellent knowledge of international contract, publishing and copyright laws smooth the way. Things become especially challenging when you start dealing with the big, lucrative taboos: sex, politics and religion. All mobile formats and cross-medial marketing present a number of new opportunities.

Why is it worth publishers also making the rights business more professional beyond the bounds of fiction?

The international rights business for self-help and how-to books and works of reference requires very good thematic expertise, high-quality consultancy and intercultural competence. It may attract less attention and only yield moderate advanced payments yet the very long print runs and high number of reprints provide a steady source of income for many years.

Globalisation is opening up broader and more frequent ways of using the contents of non-fiction books. This gives authors the chance to establish themselves as specialists on a subject far beyond their national and linguistic boundaries. The profits this yields can be used to fund new projects.

Claudia Wittmann, founder of The Wittmann Agency, has worked in the international licensing business for over 16 years. She was last responsible for the collectors' editions at Weltbild as head of their non-fiction direct mail programme before founding her own international licensing agency in Germany's Lutherstadt Wittenberg between Berlin and Leipzig in 2011. As an 'external rights department' for publishing houses The Wittmann Agency is committed to a distinguished portfolio of quality self-help and companion books, strong-selling non-fiction, discerning fiction and select books for children and young adults and is one of the leading agencies in this market segment worldwide.