

Licensing Link Europe announces gifting licensee for Robot Wars

BRANDORA Editorial Staff - March 2018



Demand Media range launched at Spring Fair to positive response from retail



Brand extension and strategy agency **Licensing Link Europe**, which manages licensing on behalf of **Robot Wars**, the hit TV show from Merton Scotland in which teams of robot makers put their creations into battle, has announced the award of a license to quality gifting company **Demand Media** for a range of gifting products.

The **Demand Media** Robot Wars range will be led by stainless steel model construction sets of the show's house robots – a set of robots that act as additional hazards for competitor robots in the arena. These robots – Matilda, Sir Kill-a-Lot, Dead Metal and Shunt – have proved exceptionally popular and are an integral part of the merchandising programme. The Demand Media construction sets can be bought separately or as one four-pack set.

The gifting selection also includes a first aid kit in a tin, plasters tin and workshop enamel mugs, all illustrated with colourful graphics of the show's popular house robots. The entire range is seen as having a strong appeal to the show's young fans but is also expected to enjoy an excellent

response from parents who enjoy building sets together with their children.

The range was launched in February at Spring Fair, the UK's leading trade show for gift and home products, where it received a very positive response from retailers. It will launch at retail in September 2018 when it will be available at gift shops, garden centres and high street retailers, as well as through mail order and online.

Robot Wars made its return to TV screens in 2016 with a revamped format, a panel of robotics expert judges, and new presenters Dara O'Brien and Angela Scanlon. The first series in the new format – season eight since the show first appeared in 1998 – launched in August 2016. Two more series have been broadcast since.

The re-launched Robot Wars has enjoyed critical and viewer acclaim, boosting the licensing programme, which was launched alongside the new series. With an emphasis on STEM learning, the licensing campaign aims to encourage both girls and boys into robotics and engineering and capture the brand's 20-year heritage of technology, humour, competition, teamwork, sportsmanship and family fun. The licensing campaign has already enjoyed success in publishing and apparel, as well as toys and gifts.

Established in 2007, Demand Media started life as a DVD label and has evolved into a quality gifting business creating products under license. At present it has over 1,500 products lines available.

Jason Fenwick, Managing Director of Demand Media, says: "The popularity of both the show and its house robots has made **Robot Wars** an ideal property for categories that reflect both its learning-related aspect and its sense of fun. We're delighted with the response to our range and are looking forward to a strong performance at retail."

Chris Taday, Director of Licensing Link Europe, adds: "The continuing success of Robot Wars has inspired some marvellous licensed product. The Demand Media range, combining useful gifts and fantastic construction sets, all inspired by the show's wildly popular house robots, is yet another winner."

Brandora
Online Weekly
28 March 2018
Circ: 5,902



Licensing.biz

Robot Wars storms into gifting following new Demand Media partnership



Licensing.biz
Online Daily
27 March 2018
Circ: 22,000

Licensing Link Europe brokered the deal with the giftware specialist and the hit TV series Robot Wars.

Popular TV series Robot Wars is making its way to the gifting aisle courtesy of a new licensing deal for Demand Media.

Brokered by the brand extension agency Licensing Link Europe, the Demand Media Robot Wars range will be led by stainless steel model construction sets of the show's house robots.

The gifting selection also includes a first aid kit in a tin, plasters tin and workshop enamel mugs, all illustrated with colourful graphics of Matilda, Sir Kill-a-Lot, Dead Metal and Shunt.

The range was first launched in February at Spring Fair where it received a positive response from retailers. It will launch at retail in September 2018 when it will be available at gift shops, garden centres and high street retailers.

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CYNOPSISKIDS

LICENSING & PARTNERSHIPS

Gifting company **Demand Media** is a licensee for **Robot Wars** through a new deal with **Licensing Link Europe**, which manages the TV series' licensing. New products will include stainless steel model construction sets and a first aid kit.

Cynopsis Kids
Online Weekly
27 March 2018
Circ: 14,000



Licensing.biz

Robot Wars storms into gifting following new Demand Media partnership



Licensing.biz
Online Daily
26 March 2018
Circ: 22,000

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Licensing.biz

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Licensing.biz
Online Daily
23 March 2018
Circ: 22,000

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‘Robot Wars’ Unleashes Gifts

Mar 23, 2018 | By License Global

Demand Media is on board to launch new products inspired by the popular U.K. series.

EUROPE—Mentorn Scotland has tapped Demand Media for a range of gifting products based on the television series “Robot Wars.”

Licensing Link Europe, which manages the “Robot Wars” licensing program, brokered the deal.

Demand Media’s new “Robot Wars” range will include a stainless-steel model construction set inspired by the show’s house robots as well as a set of robots that act as additional hazards for competitor robots in the Robot Wars arena. The gifting range will also include a first aid kit in a tin, plasters tin and workshop enamel mugs that feature illustrated graphics of the series’ house robots.

The “Robot Wars” gifting range will launch at retail this September at select gift shops, garden centers and high street retailers throughout the U.K. It will also be available via mail order and online.



License Global
Online Daily
23 March 2018
Circ: 40,000



Demand Media on board for Robot Wars gifting



Range will be led by stainless steel model construction sets of show's house robots.

Licensing Link Europe has secured a deal with Demand Media for a new line of Robot Wars gifting.

The company's range will be led by stainless steel model construction sets of the show's house robots – Matilda, Sir Kill-a-Lot, Dead Metal and Shunt, which all form an integral part of the merchandising programme for the Mentorn Scotland series.

The Demand Media construction sets can be bought separately or as one four-pack set.

The gifting selection also includes a first aid kit in a tin, plasters tin and workshop enamel mugs, all illustrated with the house robots.

The range – which was showcased at Spring Fair last month – will launch at retail in September.

Jason Fenwick, md of Demand Media, said: "The popularity of both the show and its house robots has made Robot Wars an ideal property for categories that reflect both its learning-related aspect and its sense of fun.

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LICENSING NEWS

Licensing Link announces new licensing campaign for Robot Wars

The success of the revamped format will drive product rollout in many key categories.

Brand extension and strategy agency Licensing Link has announced a partnership with Passion Distribution to develop a consumer products licensing programme for Robot Wars, the hit TV show in which teams of robot makers put their creations into battle.

A key target category for the first phase of the Robot Wars licensing programme will be a master toy licensee that will develop themed play-sets, including the Robot Wars arena, vehicles and figures. Publishing and apparel are also among the key categories in the campaign, which will be supported by a series of live events building on the success of the initiatives that supported the series' relaunch in 2016.



The target market for the campaign will be Robot Wars fans of all ages, but it will include a strong emphasis on STEM (science, technology, engineering and mathematics) learning, to encourage a new generation into robotics and engineering.

First launched in 1998 and on air until 2004, Robot Wars burst back onto British TV screens in July 2016. The series arrived on BBC2 with a revamped format, a panel of robotics expert judges and new presenters Dara Ó Briain and Angela Scanlon. It received a very positive response from both reviewers and audiences. So far the new series has been licensed in Germany, New Zealand, CEE, CIS and Africa. The latest season of Robot Wars — 6 x 60 minute episodes — launched in March and airs on Sunday nights at 7pm.

Nick Rees of Passion Distribution, said: "The amazing response of audiences to the new show has been fantastic and will drive the success of consumer product launches in a number of categories. We look forward to working alongside Chris and Ian at Licensing Link to develop a licensing programme that will delight, engage and entertain Robot Wars fans of all ages."

Chris Today of Licensing Link, said: "The new Robot Wars is an unqualified success, combining a bigger, and better format with the action and thrills that have always made Robot Wars so exciting to watch. The cross-generational appeal of the show means we are well placed to develop a portfolio of partners that will tap into the heritage of the iconic brand as well as engage with a new wave of youngsters."

**Toy World
Online Daily
9 March 2017
Circ: 1,200**



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Licensing Link announces Global Master Toy licensee for Robot Wars

Innovation First brings robotics heritage to toys inspired by hit show



Brand extension and strategy agency, **Licensing Link**, which manages licensing of **Robot Wars**, the hit TV show from Mentorn Scotland and SJP Media in which teams of robot makers put their creations into battle, has announced the appointment of Innovation First International as Master Toy licensee for the brand.

Innovation First International is widely known as a pillar in STEM education through their **VEX Robotics** brand – its globally integrated classroom solutions and extra-curricular competitions, which attract students from primary school through to university, are used and respected worldwide. The birth of its consumer toy brand, **HEXBUG** was a natural progression and has seen major international success in bringing the joy of robotic toys into more than 1 in 8 households in the UK alone. HEXBUG's product range of **Robot Wars toys** will include vehicles, playsets, remote control toys and construction kits.

The first phase of the range — comprising of a selection of autonomous robots, infra-red remote controlled robots and a house robot as well as a **Robot Wars Arena** — is expected to launch at retail in autumn/winter 2018. Outlets stocking the range will include toy shops, gift and gadget shops and a number of department stores as well as high street retail and online distributors. The launch will be supported by a strong marketing campaign focusing on TV advertising, YouTube, social media and promotional and PR activity in the press and online.

Robot Wars made its return to TV screens in 2016 with a revamped format, a panel of robotics expert judges and new presenters Dara O'Brien and Angela Scanlon. The first series in the new format launched in August 2016. Season two was broadcast in March this year. Both seasons appeared on BBC2 on Sunday nights. A new season is due later this year.

The revamped Robot Wars has enjoyed critical and viewer acclaim, boosting the licensing programme, which was launched alongside the new series. With an emphasis on STEM learning, **Licensing Link** will aim to encourage both girls and boys into robotics and engineering and capture the brand's 20-year heritage of technology, humour, competition, teamwork, sportsmanship and family fun. The licensing campaign has already enjoyed success in publishing and apparel, as well as toys. A number of other deals will be announced in the coming months.

Filipe Barrau, Managing Director of Innovation First, says: "As well as being a developer of consumer toys, competitive robotics is in our DNA. We're thrilled to be producing a toy range for the Robot Wars brand. We are certain the products will be a must have for all fans of the show!"

Chris Today, Director of Licensing Link, adds: "Robot Wars has proved more popular than ever since it returned to our screens and there is already a strong interest from licensees and consumers alike in merchandise that taps into the heritage of this iconic brand. Innovation First, with its strength in STEM, robotics and innovative toys, is an ideal partner for the brand."

Brandora
Online Weekly
13 September 2017
Circ: 5,902





'Robot Wars' Scores Master Toy Partner

Sep 13, 2017 | By License Global

The new "Robot Wars" products will be launched under the Hexbug toy brand.

EUROPE—Mentorn Scotland and SJP Media have tapped Innovation First International, creators of the Hexbug brand, to serve as the master toy licensee for the popular TV series "Robot Wars."

Licensing Link, the series' brand manager, brokered the deal.

Through the agreement, Innovation First will create range of "Robot Wars" toys through its consumer toy brand Hexbug. The new range will include vehicles, play sets, RC toys and construction sets.



The initial collection—which includes a selection of autonomous robots, infrared RC robots and a "Robot Wars" arena—is scheduled to launch at toy shops, gift and gadget shops as well as a number of department stores in fall/winter 2018.

**License Global Daily
Online**

13 September 2017

Circ: 40,000



Licensing Link secures master toy licensee for Robot Wars



Licensing.biz
Online Daily
13 September 2017
Circ: 22,000

Innovation First will bring the heritage of robotics to the world of toys inspired by the hit show.

Licensing Link has named Innovation First the master toy licensee for long-running show, Robot Wars, from Mentorn Scotland and SJP Media.

Innovation First is known for its STEM toys with its line of VEX Robotics, which boast globally integrated classroom solutions and extra-curricular competitions that attract students from primary school through to university.

The firm has outlined plans for its first Robot Wars products in the form of a selection of autonomous robots, infra-red remote controlled robots and a house robot, as well as a Robot Wars Arena, which is expected to launch at retail in autumn/winter 2018.

Outlets stocking the range will include toy shops, gift and gadget shops and a number of department stores, as well as High Street retail and online distributors. The launch will be supported by a strong marketing campaign focusing on TV advertising, YouTube, social media and promotional and PR activity in the press and online.

"As well as being a developer of consumer toys, competitive robotics is in our DNA," said Filipe Barrau, managing director of Innovation First. "We're thrilled to be producing a toy range for the Robot Wars brand. We are certain the products will be a must have for all fans of the show."

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Robot Wars returned to screens last year on BBC2 with a new panel of judges, led by comedian Dara O'Brien. A new series is due to launch later this year.



Innovation First named master toy licensee for Robot Wars



Toy News
Online Daily
13 September 2017
Circ: 7,000

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The **#LicensingShow** Daily

Today's headline

Licensing Link secures master toy licensee for Robot Wars



www.licensing.biz - Innovation First will bring the heritage of robotics to the world of toys inspired by the hit show. Licensing Link has named Innovation First the master toy licensee for long-running show, Robot Wars...

**The #LicensingShow Daily
Online**

13 September 2017

Circ: tbc

(Taken from Licensing.biz 13.9.17)



Robot Wars global master toy partner named



LicensingSource.net
Online Daily
12 September 2017
Circ: 10,000

Licensing Link signs Innovation First International as licensing programme builds.

Licensing Link is continuing to build the consumer products programme for Robot Wars, signing Innovation First International as the global master toy licensee.

Innovation First – which is widely known in the STEM education sector through its VEX Robotics brand – will launch the Robot Wars line through its consumer toy brand, Hexbug.

Toys will include vehicles, play-sets, remote control toys and construction kits.

The first phase of the range – comprising a selection of autonomous robots, infra-red remote controlled robots and a house robot, as well as a Robot Wars Arena – is expected to launch at retail in autumn/winter 2018.

Outlets stocking the range will include toy shops, gift and gadget shops and a number of department stores, as well as high street retail and online distributors.

The launch will be supported by a strong marketing campaign focusing on TV advertising, YouTube, social media and promotional and PR activity in the press and online.

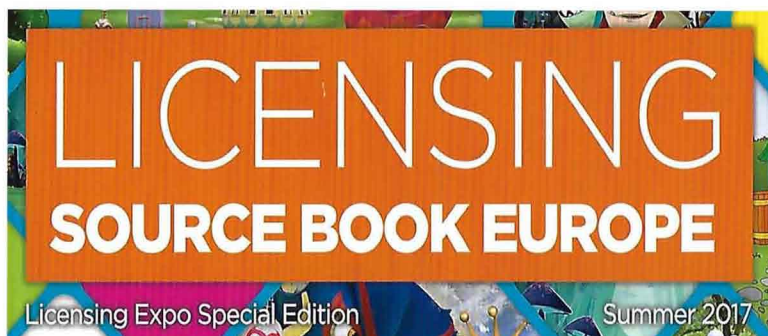
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“Innovation First, with its strength in STEM, robotics and innovative toys, is an ideal partner for the brand.”





Business Matters

It's been another busy quarter for the licensing industry. LSB rounds up just some of the latest happenings.



Inset: The Robot Wars campaign will include an emphasis on STEM.

Licensing Link adds Robot Wars

Licensing Link is to launch hit TV show **Robot Wars** into the consumer products arena. The agency has teamed with **Passion Distribution** to develop the programme for the show, in which teams of robot makers put their creations into battle. A key target category for the first phase will be a master toy licensee which will develop themed play-sets including the Robot Wars arena, vehicles and figures. Publishing and apparel are also among the key categories in the campaign, which will be backed by a series of live events building on the success of the initiatives that supported the TV relaunch in 2016.

While the campaign will target Robot Wars fans of all ages, it will also include a strong emphasis on STEM (science, technology, engineering and maths) to encourage a new generation into robotics and engineering.

Licensing Source Book Europe
Print & Online versions
Summer 2017
Circ: 20,000 (Print)



TOTAL LICENSING

Spring 2017

Licensing Link announces new licensing campaign for Robot Wars

Brand extension and strategy agency Licensing Link has announced a partnership with Passion Distribution to develop a consumer products licensing program for Robot Wars, the hit UK TV show in which teams of robot makers put their creations into battle. A key target category for the first phase of the Robot Wars licensing program will be a master toy licensee that will develop themed play-sets, including the Robot Wars arena, vehicles and figures. Publishing and apparel are also among the key categories in the campaign, which will be supported by a series of live events building on the success of the initiatives that supported the series' relaunch in 2016. The target market for the campaign will be Robot Wars fans of all ages, but

it will include a strong emphasis on STEM (science, technology, engineering and mathematics) learning, to encourage a new generation into robotics and engineering.

First launched in 1998 and on air until 2004, Robot Wars burst back onto British TV screens in July 2016. The series arrived on BBC2 with a revamped format, a panel of robotics expert judges and new presenters Dara Ó Briain and Angela Scanlon. It received a very positive response from both reviewers and audiences. So far the new series has been licensed in Germany, New Zealand, CEE, CIS and Africa. The latest season of Robot Wars — 6 x 60 minute episodes — launched in March and airs on Sunday nights at 7pm. Nick Rees of Passion Distribution said,

"The amazing response of audiences to the new show has been fantastic and will drive the success of consumer product launches in a number of categories. We look forward to working alongside Chris and Ian at Licensing Link to develop a licensing program that will delight, engage and entertain Robot Wars fans of all ages."

Chris Taday of Licensing Link, added, "The new Robot Wars is an unqualified success, combining a bigger, and better format with the action and thrills that have always made Robot Wars so exciting to watch. The cross-generational appeal of the show means we are well placed to develop a portfolio of partners that will tap into the heritage of the iconic brand as well as engage with a new wave of youngsters."

NO MACHINE IS SAFE



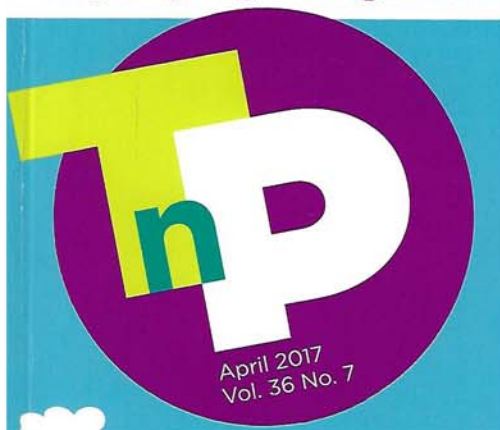
Total Licensing
Print and Digital Online version
Spring 2017

Circ: 85,000 in 106 countries plus online



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History sells



Robot Wars seeks toy partner

The search is on for a master toy partner for the hugely popular TV series Robot Wars.

The news came after it emerged brand extension and strategy agency Licensing Link has partnered with Passion Distribution to develop a consumer products licensing programme for the hit TV show.

A key target category for the first phase of the Robot Wars licensing programme will be a master toy licensee that will develop themed play-sets, including the Robot Wars arena, vehicles and figures. Publishing and apparel are also among the key categories in the campaign, which will be supported by a series of live events building on the success of the initiatives that supported the series' relaunch in 2016.

Toys n Playthings Magazine
Print & Online versions
April 2017
Circ: 5,125 (Print)



GREETINGS TODAY

April 2017 Issue 07 Volume 18

The impartial voice of the greetings card industry



Independently audited,
ABC circulation of 6,093

licensingnews

No product is safe from Robot Wars!



THE success of the revamped Robot Wars on BBC2 has led to the announcement of a consumer products licensing programme with publishing, stationery and greetings among the key categories.

The hit TV show sees teams of amateur robot makers put their creations into battle and the first phase of the licensing programme will see a master toy licensee develop themed playsets.

Brand extension and strategy agency Licensing Link have announced a partnership with Passion Distribution for the programme.

www.licensinglink.net

Greetings Today Magazine
Print & Online versions
April 2017
Circ: 6,093 (Print)



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Licensing Link to Rep 'Robot Wars'

Re-booted British TV program will add licensees across toys, apparel, publishing, live events and more.

Passion Distribution has tapped brand extension agency Licensing Link to develop a consumer products program for the U.K. television series "Robot Wars."

The first phase of the "Robot Wars" licensing program will be the appointment of a master toy licensee that will develop themed play sets, including an arena, vehicles and figures. Other key categories for the campaign include publishing, apparel and a series of live events, which will build on the initiatives that supported the series' re-launch in 2016.

"The new 'Robot Wars' is an unqualified success, combining a bigger and better format with the action and thrills that have always made 'Robot Wars' so exciting to watch," says Chris Taday, director, Licensing Link. "The cross-generational appeal of the show means we are well-placed to develop a portfolio of partners that will tap into the heritage of the iconic brand as well as engage a new wave of youngsters."

"Robot Wars" first launched in 1998 and aired until 2004. In July 2016, the series re-launched on BBC2 with a revamped format, a panel of robotics expert judges and new presenters. The series has also expanded its reach to Germany, New Zealand, CEE, CIS and Africa.

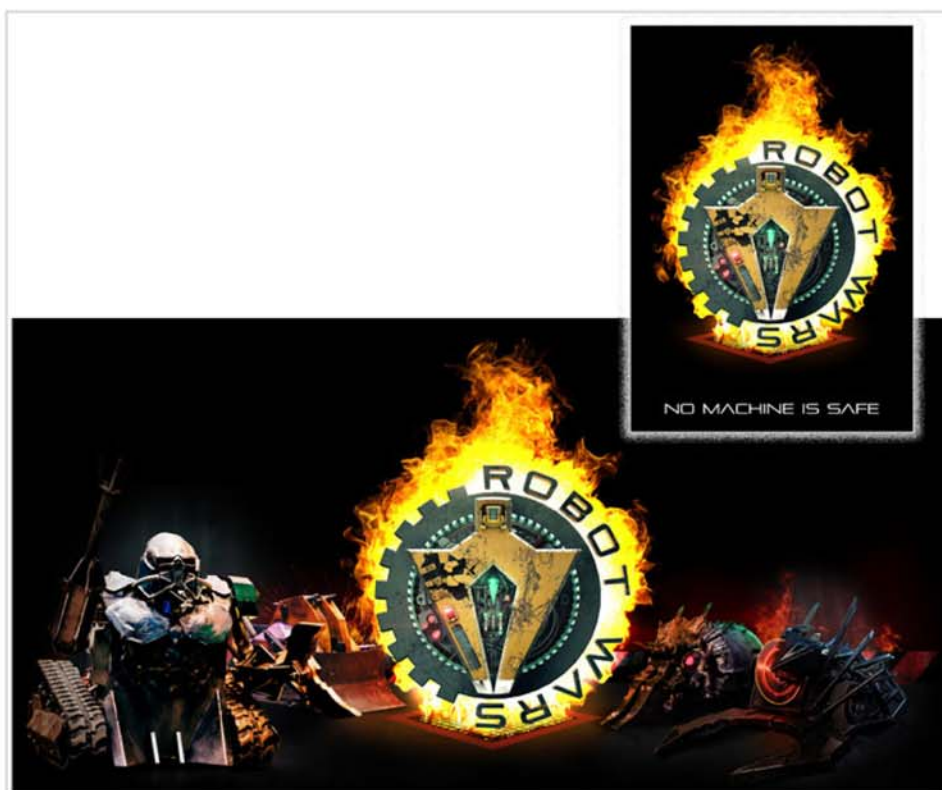


License Global Weekly - Euro update
Online Daily
15 March 2017
Circ: 40,000



No product is safe from Robot Wars!

Successful revamp of battling bots leads to licensing programme announcement



THE success of the revamped Robot Wars on BBC2 has led to the announcement of a consumer products licensing programme with publishing, stationery and greetings among the key categories.

The hit TV show sees teams of amateur robot makers put their creations into battle and the first phase of the licensing programme will see a master toy licensee develop themed playsets, including the Robot Wars arena, vehicles and figures. Publishing, greetings, stationery and apparel are also among the key categories in the campaign, which will be supported by a series of live events building on the success of the initiatives that supported the series' relaunch last year.

Brand extension and strategy agency Licensing Link have announced a partnership with Passion Distribution for the programme and the target market will include a strong emphasis on science, technology, engineering and mathematics learning, to encourage a new generation into robotics and engineering.

First launched in 1998 and on air until 2004, Robot Wars burst back onto British TV screens with a revamped format, a panel of robotics expert judges and new presenters Dara Ó Briain and Angela Scanlon.

The latest series launched this month and, so far it has been licensed in Germany, New Zealand, CEE, CIS and Africa. Nick Rees of Passion Distribution says: "The amazing response of audiences to the new show has been fantastic and will drive the success of consumer product launches in a number of categories. We look forward to working alongside Chris and Ian at Licensing Link to develop a licensing programme that will delight, engage and entertain Robot Wars fans of all ages."

Chris Today, of Licensing Link, said: "The new Robot Wars is an unqualified success, combining a bigger, and better format with the action and thrills that have always made Robot Wars so exciting to watch.

"The cross-generational appeal of the show means we are well placed to develop a portfolio of partners that will tap into the heritage of the iconic brand as well as engage with a new wave of youngsters."



Licensing Link readies Robot Wars campaign, seeks master toy licensee



**Toy News
Online Daily
9 March 2017
Circ: 7,000**

As part of the campaign, Licensing Link hopes to secure a master toy licensee to develop play-sets and vehicles.

Licensing Link is joining forces with Passion Distribution to roll out a consumer products licensing programme for the TV show, Robot Wars.

A key target for the programme is to secure a master toy licensee that will develop themed play-sets, including the Robot Wars arena, vehicles and figures.

Publishing and apparel are also high on the agenda, which will be supported by a series of live events building on the success of the initiatives that supported the show's relaunch in 2016.

"The amazing response of audiences to the new show has been fantastic and will drive the success of consumer product launches in a number of categories," said Nick Rees of Passion Distribution.

"We look forward to working alongside Chris and Ian at Licensing Link to develop a licensing programme that will delight, engage and entertain Robot Wars fans of all ages."

The campaign will focus on STEM (science, technology, engineering and maths) subjects, to help encourage fans into robotics and engineering.

Chris Taday of Licensing Link, added: "The new Robot Wars is an unqualified success, combining a bigger, and better format with the action and thrills that have always made Robot Wars so exciting to watch.

"The cross-generational appeal of the show means we are well placed to develop a portfolio of partners that will tap into the heritage of the iconic brand as well as engage with a new wave of youngsters."



TOTAL LICENSING REPORT

Licensing Link Announces New Campaign for Robot Wars



Brand extension and strategy agency Licensing Link has announced a partnership with Passion Distribution to develop a consumer products licensing programme for Robot Wars, the hit TV show in which teams of robot makers put their creations into battle.

A key target category for the first phase of the Robot Wars licensing programme will be a master toy licensee that will develop themed play-sets, including the Robot Wars arena, vehicles and figures. Publishing and apparel are also among the key categories in the campaign, which will be supported by a series of live

events building on the success of the initiatives that supported the series' relaunch in 2016.

The target market for the campaign will be Robot Wars fans of all ages, but it will include a strong emphasis on STEM (science, technology, engineering and mathematics) learning, to encourage a new generation into robotics and engineering.

First launched in 1998 and on air until 2004, Robot Wars burst back onto British TV screens in July 2016. The series arrived on BBC2 with a revamped format, a panel of robotics expert judges and new presenters Dara Ó Briain and Angela Scanlon. It received a very positive response from both reviewers and audiences. So far the new series has been licensed in Germany, New Zealand, CEE, CIS and Africa. The latest season of Robot Wars — 6 x 60 minute episodes — launched in March and airs on Sunday nights at 7pm.

Chris Taday of Licensing Link, adds: "The new Robot Wars is an unqualified success, combining a bigger, and better format with the action and thrills that have always made Robot Wars so exciting to watch. The cross-generational appeal of the show means we are well placed to develop a portfolio of partners that will tap into the heritage of the iconic brand as well as engage with a new wave of youngsters."

Total Licensing Report
Online Weekly
9 March 2017
Circ: 100,00



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Licensing Link to Rep 'Robot Wars'

Mar 09, 2017 | By License Global

Re-booted British TV program will add licensees across toys, apparel, publishing, live events and more.

Passion Distribution has tapped brand extension agency Licensing Link to develop a consumer products program for the U.K. television series "Robot Wars."

The first phase of the "Robot Wars" licensing program will be the appointment of a master toy licensee that will develop themed play sets, including an arena, vehicles and figures. Other key categories for the campaign include publishing, apparel and a series of live events, which will build on the initiatives that supported the series' re-launch in 2016.



"The new 'Robot Wars' is an unqualified success, combining a bigger and better format with the action and thrills that have always made 'Robot Wars' so exciting to watch," says Chris Taday, director, Licensing Link. "The cross-generational appeal of the show means we are well-placed to develop a portfolio of partners that will tap into the heritage of the iconic brand as well as engage a new wave of youngsters."

"Robot Wars" first launched in 1998 and aired until 2004. In July 2016, the series re-launched on BBC2 with a revamped format, a panel of robotics expert judges and new presenters. The series has also expanded its reach to Germany, New Zealand, CEE, CIS and Africa.

**License Global Daily
Online
9 March 2017
Circ: 40,000**



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Licensing Link readies Robot Wars campaign



As part of the campaign, Licensing Link hopes to secure a master toy licensee to develop play-sets and vehicles.

Licensing Link is joining forces with Passion Distribution to roll out a consumer products licensing programme for the TV show, Robot Wars.

A key target for the programme is to secure a master toy licensee that will develop themed play-sets, including the Robot Wars arena, vehicles and figures.

Publishing and apparel are also high on the agenda, which will be supported by a series of live events building on the success of the initiatives that supported the show's relaunch in 2016.

"The amazing response of audiences to the new show has been fantastic and will drive the success of consumer product launches in a number of categories," said Nick Rees of Passion Distribution.

"We look forward to working alongside Chris and Ian at Licensing Link to develop a licensing programme that will delight, engage and entertain Robot Wars fans of all ages."

The campaign will focus on STEM (science, technology, engineering and maths) subjects, to help encourage fans into robotics and engineering.

Chris Taday of Licensing Link, added: "The new Robot Wars is an unqualified success, combining a bigger, and better format with the action and thrills that have always made Robot Wars so exciting to watch.

"The cross-generational appeal of the show means we are well placed to develop a portfolio of partners that will tap into the heritage of the iconic brand as well as engage with a new wave of youngsters."



The #LicensingShow Daily



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www-.licensing-.biz - As part of the campaign, Licensing Link hopes to secure a master toy licensee to develop play-sets and vehicles. Licensing Link is joining forces with Passion Distribution to roll out a consumer pr...

**The #Licensing Show Daily
Online
9 March 2017
Circ: tbc
(Taken from Licensing.biz 9.3.17)**



Licensing Link to launch Robot Wars into CP



LicensingSource.net
Online Daily
8 March 2017
Circ: 10,000

Agency teams with Passion Distribution to develop licensing programme around hit TV show.

Licensing Link is to launch hit TV show Robot Wars into the consumer products arena.

The agency has teamed with Passion Distribution to develop the programme for the show, in which teams of robot makers put their creations into battle.

A key target category for the first phase of the Robot Wars licensing programme will be a master toy licensee which will develop themed play-sets including the Robot Wars arena, vehicles and figures.

Publishing and apparel are also among the key categories in the campaign, which will be backed by a series of live events building on the success of the initiatives that supported the relaunch of the series in 2016.

While the campaign will target Robot Wars fans of all ages, it will also include a strong emphasis on STEM (science, technology, engineering and maths) to encourage a new generation into robotics and engineering.

Licensing Link's Chris Taday commented: "The new Robot Wars is an unqualified success, combining a bigger, and better format with the action and thrills that have always made Robot Wars so exciting to watch.

"The cross-generational appeal of the show means we are well placed to develop a portfolio of partners that will tap into the heritage of the iconic brand, as well as engage with a new wave of youngsters."

Nick Rees of Passion Distribution added: "The amazing response of audiences to the new show has been fantastic and will drive the success of consumer product launches in a number of categories.

"We look forward to working alongside Chris and Ian [Wickham] at Licensing Link to develop a licensing programme that will delight, engage and entertain Robot Wars fans of all ages."

The latest season of Robot Wars is currently airing on BBC2 on Sunday evenings at 7pm, presented by Dara Ó Briain and Angela Scanlon.

