

Content-Kompass 2027

The Mechanics Behind Successful Licensing Brands

First edition of an annually planned structural market analysis on the development of the global content and licensing economy.

Publishing at Brandmania 2026



The market is becoming more complex.

Streaming, gaming, nostalgia revivals and global content universes are changing the mechanics of successful brands.

01

Which brands will remain relevant in the long term?

02

Which trends are sustainable?

03

Where are new licensing potentials emerging?

The Content Compass provides orientation.

What the Content Compass is — and what it is not.

No

Trend brochure

IP list

Film magazine

It is

A structural market analysis of the mechanics behind successful licensing brands.

The analysis is updated annually and builds a reliable industry reference.

Key values.

For the industry & readers

- Orientation in the growing content market
- Classification of relevant entertainment and licensing developments
- Strategic perspectives on market mechanics

For partners

- Positioning in the context of a market segment
- Presence in a structural industry analysis
- Visibility among industry decision-makers

Five market mechanics. Five chapter partners.

The Content Compass analyses five market mechanics – accordingly there are five chapter partners.

1

Universes instead of single titles

Franchises as long-term content ecosystems across film, series, games and products

2

Nostalgia-driven brand revivals

Pop culture nostalgia and reboots as a stable growth driver in licensing

3

Platforms are changing brand building

Streaming and digital platforms as an engine for new brands

4

New origins of brands

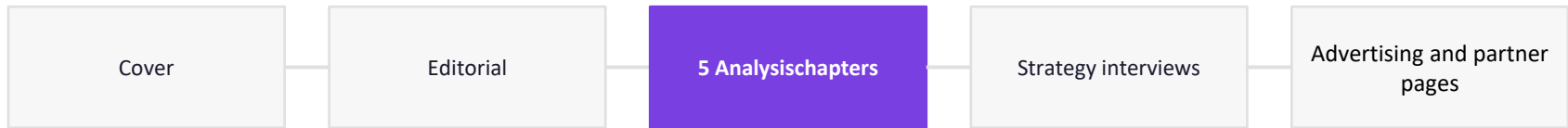
Gaming, creator economy and platforms as the origin of new global IP

5

Always-On Children's IP

Stable reach über many years for long-lasting licensing programs

28 Pages. Clear structure.



What a chapter partner receives

- Three pages of presence in the report
- Two editorial analysis pages on the market segment
- One strategic interview within the chapter
- *Optional: 1/1 ad additionally bookable*

Including Global Market Insights

Licensing International Germany presents Topline-Results of the Global Licensing Study 2026.

- Classification of current global licensing trends.
- Context for strategic brand decisions.
- Connecting global market data with industry reality.
- Deriving key market dynamics from study data.



Targeted distribution in the industry.

1.000

Print copies

~1.000

Industry events such as
Brandmania 2026
Licensing Summit

Additional channels:

- BRANDORA.de download
- Licensing Post
- Social media
- *Optional: lead download*

Chapter partners are Context Partners.

They are representative of a market segment.

Chapter partners receive:

- Strategic assignment to an analysis chapter
- Interview in the context of the market segment
- Positioning within the industry analysis
- Franchise Spotlight: up to three IPs of the chapter partner
- Mention in the publication communication



Three formats. One shared framework.

01

Cover partner

Exclusive positioning on the cover of the report

02

Chapter partner

3 pages of presence incl. strategic interview in the chapter

03

1/1 ad

Classic full-page ad in the report

Maximum advertising share: 30–35 % · Editorial character is maintained.

Overview of bookable slots.

1/1 ad

Full page in the report · bookable separately

Ad for chapter partners

Optional add-on to the chapter partnership

30 % discount for chapter partners

Price structure.

2.500 €

Cover partner

3.000 €

Chapter partner

1.000 €

1/1 ad

Discounts

**30 %
discount**

Chapter partners
on additional ads

**10 %
discount**

Brandmania exhibitors
on ad bookings

Discounts cannot be combined.

Three reasons to become a partner.

1

Industry positioning

Part of a structural industry analysis of the global licensing economy.

2

Reach

Distribution via Brandmania, BRANDORA.de and industry communication.

3

Context

Positioning within a clearly defined market segment.

The Content Compass is published annually — become part of the first edition.



Understanding and shaping the industry.



WHAT DRIVES US

The licensing and brand industry is constantly evolving. With the Content Compass, we want to highlight the mechanisms that shape this market – and provide the industry with a common orientation.