

# THE BEATLES

## The most famous b(r)and to have walked on earth!

In line with the fully established Retro Cult are the **Beatles the Number 1 License** !  
The Beatles symbolize like nothing else the Lifestyle of the 60<sup>th</sup> and 70<sup>th</sup>.  
Nevertheless, 1/3 of all today's buyers of Beatles music are under 24 years !

Over 1 billion records/albums sold, 150 million Google hits (Michael Jackson 48m, Rolling Stones 40m). "The Beatles have never been more successful than today" titled Germany's leading news magazine (Der Spiegel) in its 14-page coverage.

The research shows that there is a massive 96% awareness factor of The Beatles across gender (admittedly with a slight male bias), all ages (91% for 15-19 years) and all socio-economic classes.

The core fan base (55+) has grown up with the group and have identified with them since they too were teenagers. They remember the excitement of the times and look upon The Beatles as providers of the soundtrack of their youth. 44% of these Baby Boomers have listened to the same music for over 20 years.

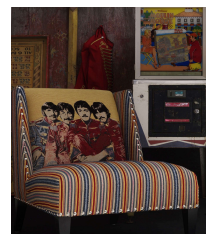
The secondary, "purist" fans are 40+ and as well as owning some Beatles titles already have proven to be hit and event driven. The next segment is the "new generation" aged 18-34. They are the backbone of the current music scene and for these people music discovery is an objective in itself. The new consumers, aged 15-24 are potential first time Beatles purchasers but are much more inclined to digital purchase.

Since Christmas 2015 the Beatles songs are also available through the leading streaming services worldwide (Spotify, Apple Music, Google Play, Amazon Prime, Napster, Deezer, Microsoft Groove etc.).

During the first 48 hours the music was streamed over 50 million (!!!) times  
65% of the customers were under 34 years, according to Spotify.

Based upon this unmatched and ongoing popularity numerous products have been licensed under the brand of The Beatles and/or their legendary cartoon film Yellow Submarine. Products range from apparel, home textiles, stationery products, bags and fashion accessories over countless gift items and toys to co-branded consumer products like watches, writing instruments, even turn tables (record players).

Bassetti, Bravado, Carta Mundi, Clementoni, Comme de Garçons, Corgi Toys, Jean-Jacques de Castelbajac, GBeye, Halcyon Days, Happy Socks, Hasbro, Tommy Hilfiger, Lego, Lee Cooper, Mango, Moleskine, Montblanc, Ben Sherman, Paul Smith, Raymond Weil, S. Oliver, Wedgwood, Tally Weijl, Tom Tailor and Zippo, to name but a few, are among the companies who have used a The Beatles or Yellow Submarine license to enhance the sale of their products.



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