

The listing below represents either articles written by me and published by the magazines mentioned or articles written by others but quoting me in their analyses.

Sometimes these links do not work if you control and click. In this case I recommend that you paste the link into the browser window.

#### **2019 Articles:**

<https://www.nytimes.com/2019/02/15/business/toys-r-us-return.html> - New York Times 02/15/2019 - Revived Toys 'R' Us Tries to Woo Wary Partners



0216MKTSAT2HotWh  
eelsMovie.mp3

- Bloomberg Radio 02/18/2019 – Hotwheels Movie

<https://seekingalpha.com/article/4240026-reign-ynon-kreiz-mattel?app=1> - Seeking Alpha 02/11/2019 - The Reign Of Ynon Kreiz At Mattel

<https://seekingalpha.com/article/4234696-australian-toy-market-large-growing-welcoming?app=1&isDirectRoadblock=false>  
- Seeking Alpha 01/22/2019 – The Australian Toy Market: Large, Growing And Welcoming

<https://seekingalpha.com/article/4232012-hasbro-mattel-wins-international-toy-market> - Seeking Alpha 01/8/2019 - Hasbro And Mattel - Who Wins In The International Toy Market?

#### **2018 Articles:**

<https://www.youtube.com/watch?v=qGmU98SEz3w> - TRT World Turkey 12/28/2018 – Business Unusual

<https://seekingalpha.com/article/4230067-canada-large-growing-market-deserving-attention> - Seeking Alpha 12/26/2018 - Canada - A Large And Growing

## Market Deserving More Attention

<https://seekingalpha.com/article/4227893-2018-turns-good-year-toys-u-s?app=1&isDirectRoadblock=false> - Seeking Alpha 12/12/2018 - 2018 Turns Out To Be A Good Year For Toys In The U.S.

<https://seekingalpha.com/article/4224917-hasbro-faces-tough-sledding-fourth-quarter> - Seeking Alpha 11/27/2018 - Hasbro Faces Tough Sledding This Fourth Quarter

<https://seekingalpha.com/article/4218800-barbies-nightmare-rearing-pretty-head-bratz-back> - Seeking Alpha 11/06/2018 - Barbie's Nightmare Is rearing Its Pretty Head - Bratz Is Back!

<https://seekingalpha.com/article/4215417-mattel-eats-leapfrogs-lunch> - Seeking Alpha 10/29/2018 - Mattel Eats LeapFrog's Lunch

<https://seekingalpha.com/article/4210776-toys-r-us-wants-rise-ashes-will-remain-corpse> - Seeking Alpha 10/10/2018 - Toys 'R' Us Wants To Rise From The Ashes, But It Will Remain A Corpse

<https://www.cnn.com/2018/10/07/business/china-tariffs-toys/index.html> - CNN 10/07/2018 - Struggling toy industry braces for next round in US-China trade war

<https://seekingalpha.com/article/4207204-new-toy-brands-challenging-status-quo> - Seeking Alpha 09/19/2018 - New Toy Brands Are Challenging The Status Quo

<https://seekingalpha.com/article/4203150-funko-continues-progress-rapidly> - Seeking Alpha 08/30/2018 - Funko Continues To Progress Rapidly

<https://seekingalpha.com/article/4198032-colombia-major-current-problems-high-future-potential-toy-manufacturers?v=1534032344&comments=show> - Seeking Alpha 8/12/2018 - Colombia - Major Current Problems And Very High Future Potential For Toy Manufacturers

<https://seekingalpha.com/article/4191149-3-challenges-u-s-toy-manufacturers-2018-tariffs-amazon-toys-r-us> - Seeking Alpha 7/27/2018 –  
**3 Challenges For the U.S. Toy Manufacturers In 2018 - Tariffs, Amazon And Toys 'R' Us**

<https://seekingalpha.com/article/4187906-game-hobby-channel-large-growing-beaten-track?app=1&isDirectRoadblock=false> -  
Seeking Alpha 7/18/2018 – **The Game And Hobby Channel - Large, Growing And Off The Beaten Track**

<https://seekingalpha.com/article/4184891-italy-toy-market-worth-1.5-billion-mattel-went-top-dog-also-ran> -  
Seeking Alpha 6/30/2018 – **Italy - The Toy Market Is Worth More Than \$1.5 Billion And Mattel Went From Being Top Dog To An "Also Ran"**

<https://seekingalpha.com/article/4181372-funeral-toys-r-us-inherits?app=1&isDirectRoadblock=false> – Seeking Alpha 06/13/2018  
**- The Funeral Of Toys 'R' Us – Who Inherits?**

<https://seekingalpha.com/article/4177476-mattel-falling-cliff-brazil> - Seeking Alpha 05/27/2018 - **Mattel Is Falling Off A Cliff In Brazil**

<https://seekingalpha.com/article/4164753-mattel-badly-germany> - Seeking Alpha 04/23/2018 - **Mattel Is Doing Badly In Germany**

<https://email.1and1.com/appsuite/api/mail/0407MKTSAT2Toymakers.mp3?action=attachment&folder=default0%2FINBOX&id=1523280370982737224&attachment=2&user=3>  
Bloomberg Radio 04/09/2018 – **Toy State**

<https://www.bloomberg.com/news/articles/2018-03-29/the-long-slow-demise-of-my-little-pony-and-yoda> -  
Bloomberg 03/28/2018 - **The Long, Slow Demise of My Little Pony and Yoda**

<https://www.reuters.com/article/us-toys-r-us-bankruptcy/toys-r-us-seeks-to-halt-vendor-payments-ahead-of-liquidation-idUSKCN1GR0E6> -

[Reuters 03/16/2018](https://www.reuters.com/article/us-toys-r-us-bankruptcy/toys-r-us-seeks-to-halt-vendor-payments-ahead-of-liquidation-idUSKCN1GR0E6) - **Toys 'R' Us seeks to halt vendor payments ahead of liquidation**

<https://seekingalpha.com/article/4155536-collectibles-drive-toy-market-funko-wheel> - Seeking Alpha 03/12/2018 -

**Collectibles Drive The Toy Market And Funko Is At The Wheel**

<https://seekingalpha.com/article/4154035-mattel-gets-hammered-spain> - Seeking Alpha 03/07/2018 - **Mattel Gets Hammered In Spain**

<https://cheddar.com/videos/seeking-alpha-cashing-in-on-collectibles> - Cheddar TV 02/26/2018 - **Cashing in on Collectibles**

<https://seekingalpha.com/article/4146094-2-amazons-tough-toy-manufacturers> - Seeking Alpha 02/13/2018 - **There Are 2 Amazons, And Both Are Tough On Toy Manufacturers**

<http://www.nreionline.com/retail/can-power-center-landlords-handle-toys-r-us-retreat> - National Real Estate Investor 02/01/2018 – **Can Power Center Landlords Handle Toys ‘R’ Us’ Retreat?**

<https://seekingalpha.com/article/4140847-children-giving-cable-tv-cinemas-miss-bad-news-hasbro-mattel> - Seeking Alpha 01/29/2018 - **Children Are Giving Cable TV And Cinemas A Miss And This Is Bad News For Both Hasbro And Mattel**

<https://seekingalpha.com/article/4140711-mattel-hammered-france> - Seeking Alpha 01/28/2018 - **Mattel Is Being Hammered In France**

<https://cheddar.com/videos/disney-buys-fox-but-why> - Cheddar TV 01/08/2018 - **Disney Buys Fox, but Why?**

**2017 Articles:**

<https://seekingalpha.com/article/4134103-2018-toy-space-changes-disruptions-fallacies> - Seeking Alpha 12/27/2017 - **2018 Toy Space - Changes, Disruptions And Fallacies**

<https://seekingalpha.com/article/4133786-u-k-country-crossroads> - Seeking Alpha 12/25/2017 - **U.K. - A Country At The Crossroads**

<https://www.youtube.com/watch?v=LQn5XmWTfY> – TRT World TV Turkey 12/13/2017 - **Money Talks: Toy sales set to remain low until Christmas**

<https://cheddar.com/videos/why-disney-could-be-bullying-hasbro-out-of-a-deal-with-mattel/> - Cheddar TV 11/24/2017 –  
**Why Disney Could Be Bullying Hasbro Out of a Deal with Mattel**

<http://www.tampabay.com/features/consumer/Can-toy-stores-create-Toys-R-Us-kids-in-an-Amazon-world-162674178> -  
Tampa Bay Times 11/22/2017 - **Can toy stores create Toys 'R' Us kids in an Amazon world?**

<https://seekingalpha.com/article/4123763-thailand-mattel-winning-lego-dksh-gets-pasting> - Seeking Alpha 11/12/2017 -  
**Thailand - Mattel Is Winning And Lego/DKSH Gets A Pasting**

<https://seekingalpha.com/article/4113678-mattel-weakening-mexico> - Seeking Alpha 10/16/2017 - **Mattel Is Weakening In Mexico**

<https://seekingalpha.com/article/4112907-disney-problems-hasbro-box> - Seeking Alpha 10/11/2017 - **Disney Has Problems And Hasbro Is In A Box**

<https://seekingalpha.com/article/4108851-mattels-international-strategy-self-inflicted-problems> -  
Seeking Alpha 09/22/2017 - **Mattel's International Strategy Has Self-Inflicted Problems**

<http://www.nasdaq.com/article/toy-companies-shares-tumble-on-concerns-of-toys-r-us-bankruptcy-20170918-01221> -  
[Reuters 09/18/2017](https://www.reuters.com/article/2017/09/18/us-toys-r-us-bankruptcy-idUSKBN170001) - **Toy companies' shares tumble on concerns of Toys 'R' Us bankruptcy**

<https://www.nytimes.com/2017/09/05/business/lego-sales-toys.html?mcubz=3> – New York Times 09/07/2017 –

**Lego Will Cut 1,400 Jobs as Profit Dips, Despite Big-Screen Heroics**

<https://www.bloomberg.com/news/articles/2017-09-05/lego-cuts-1-400-jobs-on-weak-sales-of-batman-toys>

- Bloomberg Businessweek 09/06/2017 - **Why Lego Is Snapping Off 1,400 Jobs**

<https://seekingalpha.com/article/4103987-gamestop-turn-around-just-around-corner?v=1504548599&comments=show>

- Seeking Alpha 09/04/2017 - **GameStop - The Turn Around Is Just Around The Corner**

<https://seekingalpha.com/article/4100499-mattel-reign-margo-georgiados> - Seeking Alpha 08/20/2017 - **Mattel - The Reign Of Margo Georgiados**

<https://seekingalpha.com/article/4096791-japanese-toy-market-downward-spiral> - Seeking Alpha 08/09/2017 - **The Japanese Toy Market Is In A Downward Spiral**

<http://www.mcvuk.com/news/read/child-s-play-what-s-next-for-kid-s-games/0185029>? - MCV 07/24/2017- **Child's Play: what's next for kids games**

<https://seekingalpha.com/article/4086626-takaratomy-hasbros-gunsights> - Seeking Alpha 07/10/2017 - **Is Takaratomy In Hasbro's Gunsights?**

<https://seekingalpha.com/article/4085341-south-african-toy-market-country-divided-yet-incredibly-promising?ifp=0&app=1> - Seeking Alpha 07/03/2017 - **The South African Toy Market - A Country Divided, Yet Incredibly Promising**

<https://seekingalpha.com/article/4084705-investing-toys-serious-business> - Seeking Alpha 06/29/2017 - **Investing In Toys Is Serious Business**

<https://seekingalpha.com/article/4082102-mattel-hasbro-well-positioned-benefit-eventual-lifting-iranian-sanctions> - Seeking Alpha 06/19/2017 - **Both Mattel And Hasbro Are Well Positioned To Benefit From An Eventual Lifting Of Iranian Sanctions**

<https://seekingalpha.com/article/4082096-disney-one-success-story-several-societal-problems-couple-chinese-opportunities-one-major> - Seeking Alpha 06/16/2017 - **Disney - One Success Story, Several Societal Problems, A Couple Of Chinese Opportunities And One Major Blunder**

<http://e24.no/naeringsliv/spaar-milliardsalg-for-superdillen-foer-ettsporselen-kollapser/24059506> - e24 Norway 06/10/2017 - **Predicts billion sale of "superdillen" - until demand collapses**

Note that the article is in Norwegian. Right-click on article and then click on Translate to English

<http://www.northjersey.com/story/money/2017/06/01/spinners-craze-creates/347410001/> - The Record N.J. 06/01/2017 –

Read this story before the fad ends: Spinners craze nerve-wracking for toy sellers

<https://seekingalpha.com/article/4070425-nintendos-death-spiral-least-now> - Seeking Alpha 05/08/2017 - **Nintendo's Death Spiral Is Over - At Least For Now**

<https://seekingalpha.com/article/4069764-chinese-toy-market-hard-nut-crack> - Toy World Magazine U.K. and Seeking Alpha 05/05/2017 - **The Chinese Toy Market - A**

<https://seekingalpha.com/instablog/435974-lutz-muller/4975181-indian-toy-market-full-promise-full-pitfalls> - Toy World Magazine U.K. and Seeking Alpha 04.03/2017 - **Pitfalls**

[https://seekingalpha.com/article/4059492-gamestop-will-probably-survive-longer-term?app=1&auth\\_param=d9o6:1cdt2ee:10c993ba1a78724e5f597597f3c10223&u](https://seekingalpha.com/article/4059492-gamestop-will-probably-survive-longer-term?app=1&auth_param=d9o6:1cdt2ee:10c993ba1a78724e5f597597f3c10223&u)  
**Probably Survive In The Longer Term**

<https://www.entitymag.com/empowering-lessons-vintage-barbie-modern-woman/> - Entity Magazine 03/30/2017 - **5 Empowering Lessons Vintage Barbies Can Teach**

<http://seekingalpha.com/instablog/435974-lutz-muller/4965464-sweden-difficult-markets-distributors-better-toy-companies> - Toy World Magazine U.K. and Seeking A  
**Distributors Are Better Than The Toy Companies Themselves**

<http://seekingalpha.com/article/4045710-toys-life-reports-death-greatly-exaggerated?v=1487081169&commenter=1&comments=show> - Seeking Alpha 02/15/2017 -  
**Exaggerated.**

<http://seekingalpha.com/instablog/435974-lutz-muller/4948478-american-girl-trouble-mattel-facing> - Seeking Alpha 01/16/2017 - **American Girl In In Trouble And Ma**

<http://seekingalpha.com/instablog/435974-lutz-muller/4948572-fisher-price-come-back> - Toy World Magazine and Seeking Alpha 01/10/2017 – **Fisher Price has com**

**2016 Articles:**

<http://www.fool.ca/2016/12/28/is-spin-master-corp-headed-south-in-2017/> - The Motley Fool 12/29/2016

<http://seekingalpha.com/instablog/435974-lutz-muller/4941802-spin-master-winning-three-fronts> - Seeking Alpha 12/21/2016

<http://www.bnn.ca/it-s-not-just-hype-why-spin-master-s-hatchimals-toy-craze-may-outlast-the-holidays-1.622409> - BNN 12/03/2016 - It's not just hype: Why Spin Ma

<http://seekingalpha.com/article/4016358-star-wars-roque-one-expected-disappoint> - Seeking Alpha 11/1/2016 – Star Wars Rogue One is expected to disappoint

<http://seekingalpha.com/article/4012348-vtech-getting-trouble-leapfrog-merger> - Seeking Alpha 10/17/2016 - VTech Is Getting Into Trouble With Its Leapfrog Merger

<http://seekingalpha.com/article/4010587-toy-idea-toy-shelf-long-winding-road> - Seeking Alpha 10/9/2016 - From Toy Idea To Toy Shelf - A Long And Winding Road

<https://www.fastcompany.com/3063823/most-innovative-companies/halos-brand-halo-how-the-video-game-aims-to-grow-beyond-its-roots> - Fast Company 10/5/2016  
Roots

<http://seekingalpha.com/article/4009781-gamestop-bad-news-good-news> - Seeking Alpha 9/5/2016 - Gamestop - The bad News and the good News

<http://seekingalpha.com/article/4003983-mattel-hitting-back> - Toy World Magazine U.K. and Seeking Alpha 9/5/2016 - Mattel Is Hitting Back

<http://seekingalpha.com/article/4001085-barnes-and-noble-bad-news-good-news> -The Toy Directory and Seeking Alpha 08/19/2016 – Barnes + Noble : the bad News and

<http://www.pressreader.com/canada/the-globe-and-mail-bc-edition/20160815/281779923525997> - Globe and Mail Canada 8/15/2016 - TOY MAKER MEGA BRANDS MA  
PRODUCTION

<http://toyworldmag.co.uk/issues/august-2016/> - Page 33 – Toy World Magazine U.K. 8/5/2016 – Infinity –  
Disney makes a U-Turn



<http://toyworldmag.co.uk/issues/july-2016/> - Page 72 – Toy World Magazine U.K. 07/07/2016 - VTech and Leapfrog – where are they going?

<http://kidscreen.com/2016/06/17/are-superheroes-facing-retail-redundancy/> - Kidscreen 06/17/2016 - Are superheroes facing retail redundancy?

<http://www.toydirectory.com/monthly/article.asp?id=5907> - The Toy Directory 5/5/2016 - Ubisoft – short term outlook good; long-term prognosis cloudy

<http://www.toydirectory.com/monthly/article.asp?id=5901> – The Toy Directory 4/13/2016 - Spin Master – an interesting performance

<http://seekingalpha.com/article/3964139-hasbro-mattel-retail-buyers-views-toy-fair> - Seeking Alpha and Toy World Magazine UK 4/8/2015 - Hasbro And Mattel: Retail Bu

<http://www.toydirectory.com/monthly/article.asp?id=5887> – Toy Directory 4/1/2016 - Is Take-Two getting ready to break out into the big league?

<http://seekingalpha.com/article/3950586-toy-market-sudden-begin-accelerate> - Seeking Alpha and Toy World Magazine U.K. 3/3/2016 - Why Did The Toy Market All Of A

<http://www.toydirectory.com/monthly/article.asp?id=5872> – Toy Directory 03012016 - Is Electronic Arts wedded to the video game dinosaur – the consoles?

<http://kidscreen.com/2016/02/16/on-a-roll-whats-driving-a-global-toy-industry-boom/> - Kidscreen 02162016 - On a roll: What's driving a global toy industry boom?

[http://kidscreen.com/2016/02/05/vr-svod-bb-8-spelling-out-the-future-of-kids-entertainment/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=vr-svod-bb-8-spe](http://kidscreen.com/2016/02/05/vr-svod-bb-8-spelling-out-the-future-of-kids-entertainment/?utm_source=rss&utm_medium=rss&utm_campaign=vr-svod-bb-8-spe)  
02072016 - Spelling out the future of kids entertainment

<http://www.toydirectory.com/monthly/article.asp?id=5861> – The Toy Directory 02012016 - Activision is undergoing fundamental change – and none too soon!

<http://seekingalpha.com/article/3806006-barbie-appears-to-be-turning-around> - Seeking Alpha and Toy World Magazine U.K. 10122016 - Barbie Appears To Be Turning

<http://seekingalpha.com/article/3786256-gamestop-can-it-build-a-bridge-before-it-hits-the-abyss> - Seeking Alpha and

Toy Directory 01/01/2015 - GameStop – can they build a bridge before they hit the abyss?

**2015 Articles:**

<https://www.youtube.com/watch?v=JiJV75Qu1BQ> – Fox TV Entertainment News 12/25/2015 - What 'Star Wars' astronomical profits will do for Disney - FoxTV Entertainment

<http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-star-wars-disney-empire-20151213-story.html> - Los Angeles Times 12/13/2015 - How 'Star Wars' could

<http://seekingalpha.com/article/3750036-toys-to-life-publishers-challenge-traditional-toy-manufacturers> – Toy World Magazine UK and Seeking Alpha 12/11/2015 - Toys-To-Life

<http://www.toydirectory.com/monthly/article.asp?id=5837> – Toy Directory 12/01/2015 - Barnes & Noble – will they learn the Sears lesson?

<http://www.toydirectory.com/monthly/article.asp?id=5826> – Toy Directory 11/2/2015 - Hello Kitty – a cat on life support? Can Sanrio maintain their success?

<http://www.northjersey.com/news/business/retailers-poised-to-fight-toys-for-holiday-dollars-1.1445624> - The North Jersey Record 10/31/2015 - Toy sellers ramping up holiday

<http://kidscreen.com/2015/10/29/meet-attocube-the-billion-dollar-smart-toy-sectors-newest-entrant/> - Kidscreen 10/29/2015 - Meet Attocube, the billion-dollar smart toy sector's

<http://kidscreen.com/2015/10/13/a-crop-of-new-girls-superhero-ips-line-up-to-kick-some-retail-butt/> - Kidscreen 10/13/2015 - A crop of new girls superhero IPs line up to kick some

<http://seekingalpha.com/article/3547676-the-preschool-toy-market-is-coming-back-somewhat-Seeking-Alpha-10/02/2015> - The Preschool Toy Market Is Coming Back - Some

<http://www.toydirectory.com/monthly/article.asp?id=5798> – Toy Directory 9/30/2015 - Is ToysRUs getting ready for an IPO?

<http://seekingalpha.com/article/3483446-disney-is-striking-out-on-its-own> - Toy World Magazine U.K. and Seeking Alpha - 9/1/2015 - Disney Is Striking Out On Its Own

<http://www.toydirectory.com/monthly/article.asp?id=5791> – Toy Directory 08/31/2015 - The changing toy landscape in the U.S.

<http://seekingalpha.com/article/3392925-both-lego-and-mattels-mega-are-set-for-the-fourth-quarter> - Toy World Magazine U.K. and Seeking Alpha 08/04/2015 - Both Lego And

<http://www.toydirectory.com/monthly/article.asp?id=5775> – Toy Directory 07/31/2015 - Hispanic consumers – a neglected major factor in the toy space. Ignoring these consum

<http://www.toydirectory.com/monthly/article.asp?id=5760> – Toy Directory 07/01/2015 - Spin Master – Playing in the big league

<http://seekingalpha.com/article/3232846-hasbro-is-affected-by-the-ascending-hybrids> - Toy World U.K. and Seeking Alpha 06/06/2015 - Hasbro Is Affected By The Ascending

<http://kidscreen.com/2015/06/04/from-the-mag-state-of-flux-at-us-retail/> - Kidscreen 06/05/2015 - From the mag: State of flux at US retail

<http://www.toydirectory.com/monthly/article.asp?id=5747> – Toy Directory 05/29/2015 - Tencent follows Sun Tzu and his Art of War is their bible

<http://seekingalpha.com/article/3205596-mattel-is-threatened-by-hasbro-and-disney> - Toy World U.K. And Seeking Alpha 05/22/2015 - Mattel Is Threatened By Hasbro And D

<http://www.toydirectory.com/monthly/article.asp?id=5738> - The Hobby Market – a Force in Toys – Toy Directory 04/30/2015

<http://www.toydirectory.com/monthly/article.asp?id=5729> - Toy Directory 04/01/2015 - LeapFrog has lost its way

<http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-disney-cinderella-frozen-20150311-story.html#page=1> – Los Angeles Times 3/11/2015 - 'Cinderella' to be paired

<http://www.toydirectory.com/monthly/article.asp?id=5707> – Toy Directory 02/27/2015 - The Current State of the U.S. Toy Space; The US Toy Industry is flourishing - though no

<http://www.northjersey.com/news/business/an-industry-wishes-toys-r-us-a-very-merry-15-1.1271791> - The Record 2/15/2015 - Health of toy industry vital for NJ companies

<http://www.toydirectory.com/monthly/article.asp?id=5685> – Toy Directory 01/30/2015 - The Western Toy Market

<http://www.theglobeandmail.com/report-on-business/international-business/mattel-removes-ceo-amid-warnings-of-quarterly-sales-drop/article22640431/> - The Globe and Mail  
CEO amid sales warnings

#### **2014 Articles:**

<http://www.toydirectory.com/monthly/article.asp?id=5674> – Toy Directory 12/31/2014 - Tencent and Alibaba are invading each other's turf in China

<http://www.toydirectory.com/monthly/article.asp?id=5652> – Toy Directory 11/28/2014 - Gamestop – How Long Can They Defy The Odds?

<http://www.toydirectory.com/monthly/article.asp?id=5640> – Toy Directory 10/31/2014 - Has Jakks Pacific turned around – finally?...Perhaps!

<http://seekingalpha.com/article/2556835-winners-and-losers-in-todays-toy-market> - Toy Book 10/16/2014 - Winners And Losers In  
Today's Toy Market

<http://licensingbook.com/toy-licenses-different-perspectives> - Licensing Book 10/6/2014 - Toy Licenses: Different Perspectives

<http://www.toydirectory.com/monthly/article.asp?id=5629> – Toy Directory 09/30/2014 - Alibaba – where is the company today and where is it going?

<http://www.toydirectory.com/monthly/article.asp?id=5623><http://www.toydirectory.com/monthly/article.asp?id=5623> – Toy Directory 09/04/2014 - The Wii U is sinking – will it drain

<http://kidscreen.com/2014/08/18/all-dolled-up/> - Kidscreen 08/19/2014 - All Dolled Up?

<http://seekingalpha.com/article/2430345-the-u-s-fashion-doll-market-there-are-a-few-new-girls-on-the-block> Toy Book and Seeking Alpha 08/18/2014 - The U.S. Fashion Doll Market

[http://www.nytimes.com/2014/08/11/business/disney-rushes-to-build-a-tsum-tsum-collecting-craze.html?\\_r=0](http://www.nytimes.com/2014/08/11/business/disney-rushes-to-build-a-tsum-tsum-collecting-craze.html?_r=0) New York Times 08/10/2014 - Sensing a Tsum Tsum Craze Afoot

<http://www.toydirectory.com/monthly/article.asp?id=5599> – Toy Directory 07/30/2014 - GameStop is Between a Rock and a Hard Place

<http://www.leaderpost.com/business/Mattel+Barbie+need+more+than+career+makeover/10050811/story.html> - Financial Post 07/22/2014 - Mattel's Barbie may need more than a career makeover

<https://secure.globeadvisor.com/servlet/ArticleNews/story/gam/20140718/RBCDLEGO> - Globe and Mail 07/18/2014 - Lego's blueprint for success, one brick at a time

<http://www.toydirectory.com/monthly/article.asp?id=5592> – Toy Directory 6/30/2014 - American Girl Goes on Travels

<http://seekingalpha.com/article/2268293-toy-licenses-how-important-are-they> - Toy Book and Seeking Alpha 6/13/2014 - Toy Licenses: How Important Are They?

<https://secure.globeadvisor.com/servlet/ArticleNews/story/gam/20140603/RBCDTOYSALES0602ATL> - Globe and Mail Toronto 06/03/2014 - II, III and IV: The meanest supervillains

<http://www.sfgate.com/technology/article/Toys-for-Bob-Skylanders-game-creator-5517943.php> - San Francisco Chronicle 05/31/2014 - Toys for Bob, 'Skylanders' game creator

<http://www.toydirectory.com/monthly/article.asp?id=5572> – TDmonthly 5/29/2014 - Are Fashion Dolls Old Hat?

<http://www.toydirectory.com/monthly/article.asp?id=5563> – Tdmonthly 04/30/2014 - ToysRUs Has Major Problems

<http://www.toydirectory.com/monthly/article.asp?id=5533> – Tdmonthly 03/31/2014 - Mattel buys Mega – what is the likely impact?

<https://secure.globeadvisor.com/servlet/ArticleNews/story/gam/20140301/RBCDMATTELMEGABRANDSFINALATL> - Globe and Mail 03/01/2014 - Mattel to buy Mega Brands

<http://business.financialpost.com/2014/02/28/with-mattel-montreals-mega-brands-builds-stronger-battle-against-lego/> - Financial Post 03/01/2014 - With Mattel, Montreal's Mega Brands

<http://www.toydirectory.com/monthly/article.asp?id=5517> – Tdmonthly 02/28/2014 - The Preschool Toy Category in the United States

<http://seekingalpha.com/article/2044823-the-worlds-largest-toy-market-will-change-in-2014> - Toy Book and Seeking Alpha 2/25/2014 - The World's Largest Toy Market Will Change

<http://kidscreen.com/2014/02/18/toys-r-us-your-future-is-now/> - Kidscreen 02/20/2014 – Toys “R’ Us, Your future is now

<http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-toy-movies-the-lego-movie-20140211,0,7647785.story#axzz2t1KaXd9K> – Los Angeles Times 02/11/2014 - Other Movie'

[http://www.thestar.com/business/2014/02/10/my\\_little\\_pony\\_sales\\_not\\_enough\\_to\\_prevent\\_hasbro\\_downturn.html](http://www.thestar.com/business/2014/02/10/my_little_pony_sales_not_enough_to_prevent_hasbro_downturn.html) - Toronto Star 02/10/2014 - MClassic toys struggle to survive

<http://www.toydirectory.com/monthly/article.asp?id=5491> – Tdmonthly 1/30/2014 - The Latest Video Game Consoles Have Launched – Now What?

<http://newsle.com/article/0/116821904/> - New York Times 1/17/2014 - Disney’s Troubled Gaming Unit Finds Success With Infinity

<http://seekingalpha.com/article/1945521-u-s-toy-makers-face-unique-challenges-and-opportunities-in-2014> - Toy Book and Seeking Alpha 1/14/2014 - U.S. Toy Makers Face Unique Challenges

<http://www.toydirectory.com/monthly/article.asp?id=5488> – TDmonthly 01/06/2014 - Disney – is Infinity leading the way?

### **2013 Articles:**

<http://www.toydirectory.com/monthly/article.asp?id=5471> – TDmonthly 12/1/2013 - Leapfrog – The Saga Continues

[http://www.toydirectory.com/monthly/article.asp?id=5446&\\_\\_refresh\\_\\_=1](http://www.toydirectory.com/monthly/article.asp?id=5446&__refresh__=1) - TDmonthly 11/1/2013 - Action Figures in the Doldrums: Is Skylanders the savior - or destroyer?

<http://www.latimes.com/entertainment/envelope/cotown/la-fi-ct-whimsic-alley-20131016,0,3905703.story#axzz2iTh8gTUP> – Los Angeles Times 10/22/2013 - Warner Bros. sued over Toy Story

<http://seekingalpha.com/article/1734852-mattel-is-winning-the-preschool-war> - Toy Book and Seeking Alpha 10/8/2013 - Mattel Is Winning The Preschool War

<http://www.toydirectory.com/monthly/article.asp?id=5430> – Tdmonthly 9/1/2013 - Video Gamers are Deserting Retailers

<http://www.toydirectory.com/monthly/article.asp?id=5397> – TDmonthly 8/31/2013 - Toy Advertising – The Differing Perspectives: Ad Agency and Toy CEO Go Head to Head

<http://seekingalpha.com/article/1641032-why-mattel-continues-to-dominate-the-dolls-category> - Toy Book and Seeking Alpha 08/16/2013 - Why Mattel Continues To Dominate The Dolls Category

<http://www.toydirectory.com/monthly/article.asp?id=5394> – Tdmonthly 08022013 - Construction Toys - LEGO vs. Everyone Else

<http://www.theglobeandmail.com/report-on-business/mega-brands-lays-building-blocks-for-growth-in-tough-market/article13472383/> - Globe and Mail 7/28/2013 – Mega Brand

<http://seekingalpha.com/article/1535272-it-is-the-tweens-that-make-monsters-high-and-the-skylanders-so-successful> - TDmonthly and Seeking Alpha 7/5/2013 – It is the Tween successful

<http://www.toydirectory.com/monthly/article.asp?id=5376> – Toy Directory 7/1/2013 – Tweens and Toys

<http://seekingalpha.com/article/1513542-microsofts-u-turn-does-it-no-good> - Seeking Alpha 6/20/2013 – Microsoft's U-Turn does it no good

<http://seekingalpha.com/article/1506872-mattels-licensing-strategy-is-one-of-its-strengths> - Toy Book and Seeking Alpha 6/17/2013 – Mattel's Licensing Strategy is one of its

<http://seekingalpha.com/article/1467751-are-garmin-and-tomtom-toast> - Seeking Alpha 5/29/2013 – Are Garmin and TomTom Toast?

<http://www.toydirectory.com/monthly/article.asp?id=5346> – Toy Directory 5/28/2013 – Toys, the cultural divide

<http://seekingalpha.com/article/1434021-barnes-noble-a-failed-reset> - Seeking Alpha 5/14/2013 - Barnes & Noble – a failed reset?

<http://seekingalpha.com/article/1408431-gamestop-has-a-totally-new-enemy> - TDMonthly and Seeking Alpha 5/7/2013 – Gamestop has a totally new enemy

<http://www.toydirectory.com/monthly/article.asp?id=5337> – Toy Directory 5/1/2013 - The Toy Industry – Jobs, Jobs, Jobs

<http://www.toydirectory.com/monthly/article.asp?id=5330> – Toy Directory 4/22/2013 - GameStop better watch out – Galaxy 4 is coming to upset the video game applectart

<http://www.toydirectory.com/monthly/article.asp?id=5329> – Toy Directory 4/1/2013 - ToysRUs - Where are They Going?

<http://www.toydirectory.com/monthly/article.asp?id=5314> – Toy Directory 3/18/2013 - Two single brand toy retailers – one success, one failure

<http://www.guardian.co.uk/film/2013/mar/15/oz-great-powerful-warner-bros-walt-disney> - The Guardian UK 03/15/2013 - Warner Bros v Disney: the fight for Oz's yellow brick road

<http://www.latimes.com/entertainment/movies/moviesnow/la-et-mn-disney-oz-20130311,0,7563112.story> – Los Angeles Times 03/11/2013 - An 'Oz' clash of the titans

<http://www.toydirectory.com/monthly/article.asp?id=5312> – Toy Directory 3/8/2013 - How is the toy space shaping up for 2013?

<http://viewer.zmags.com/publication/843fa6ee#/843fa6ee/246> - The Toy Book 2/25/2013 – Japanese Toy Makers fight to stay on top

<http://m.theglobeandmail.com/globe-investor/mega-brands-looks-to-stave-off-competitors/article9010824/?service=mobile> – The Globe and Mail 2/25/2013 - Mega Brands look

<http://www.toydirectory.com/monthly/article.asp?id=5298> – Toy Directory 2/18/2013 - 2013 Toy Fair – a Review

<http://blog.zintro.com/2013/02/12/disneys-non-traditional-move-in-the-video-game-industry/> - Zintro Blog 2/12/2013 - Disney's Non-Traditional Move In the Video Game Industry

<http://www.toydirectory.com/monthly/article.asp?id=5287> – Toy Directory 2/1/2013 - Movies and Toys 2013. How will movies affect toy sales in 2013?

<http://viewer.zmags.com/publication/f94c937c#/f94c937c/22> - Toy Book Nuremberg Edition 1/30/2013, Europe, a slowing Giant

<http://www.toydirectory.com/monthly/article.asp?id=5273> – Toy Directory 1/17/2013 - Activision Skylanders vs. Disney Infinity. Skylanders brought Activision major success in

<http://www.toydirectory.com/monthly/article.asp?id=5263> – Toy Directory 1/4/2013 - The Changing Face of Gaming. The world of video games is about to change – fundamentally

#### **2012 Articles:**

<http://www.toydirectory.com/monthly/article.asp?id=5249> – Toy Directory 12/19/2012 - The Indian Toy Market – a Growing Giant

<http://www.toydirectory.com/monthly/article.asp?id=5219> – Toy Directory 12/1/2012 - Electronic Arts — a Very Subtle Transition

<http://www.toydirectory.com/monthly/article.asp?id=5201> – Toy Directory 11/16/2012 - The Future of Gamestop  
GameStop is struggling — and the Wii U can't save it

<http://www.toydirectory.com/monthly/article.asp?id=5176> – Toy Directory 10/29/2012 - Rovio – Birds and Piggies Eat Competition

<http://viewer.zmags.com/publication/231c92e8#/231c92e8/32> - The Toy Book 10/19/2012 – amazon.com vs. Brick-and-Mortar

<http://www.toydirectory.com/monthly/article.asp?id=5162> – Toy Directory 10/15/2012 - The Chinese Toy Market – Monumental Opportunities, Gigantic Challenges

<http://www.toydirectory.com/monthly/article.asp?id=5141> - Toy Directory 9/28/2012 - ToysRUs – 2 Strategic Imperatives + 1 Major Potential Problem

<http://www.toydirectory.com/monthly/article.asp?id=5121> – Toy Directory 9/15/2012 - Social Media Networks and Toys -



## How Social Media Engagement is Driving Market Share

<http://www.toydirectory.com/monthly/article.asp?id=5106> – Toy Directory 9/1/2012 - The Latin American Toy Market

<http://www.toydirectory.com/monthly/article.asp?id=5090> – Toy Directory 8/10/2012 - Little David is Threatening the Dollar Goliaths  
Five Below Inc. could pose a threat to established dollar store behemoths

<http://www.toydirectory.com/monthly/article.asp?id=5071> – Toy Directory 8/1/2012 - The European Toy Market – a Challenge in Many Languages

<http://www.toydirectory.com/monthly/article.asp?id=5046> – Toy Directory 7/1/2012 - Wonder Forge – a Scrappy Little Upstart is Showing Them How It's Done

<http://www.toydirectory.com/monthly/article.asp?id=5017> - Toy Directory 6/16/2012 - The Decline of the Video Game Market.  
Video Game Publishers Resisting the Downward Spiral of Video Game Retailers

<http://www.toydirectory.com/monthly/article.asp?id=5001> – Toy Directory 6/6/2012 – QUO VADIS HASBRO?  
'Battleship' Sank, 'G I Joe' went AWOL - Is Hasbro on the road to defeat?

<http://www.toydirectory.com/monthly/article.asp?id=5003> – Toy Directory 6/6/2012 – Hasbro Strikes Back: Q&A with Wayne Charness, SVP of Corporate Communications at

<http://www.toydirectory.com/monthly/article.asp?id=4938> – Toy Directory 5/1/2012 - Amazon: E-book Pricing, Sales Tax, and  
Growth. Can anything slow the growth of this e-commerce warrior?

<http://www.toydirectory.com/monthly/article.asp?id=4917> – Toy Directory 4/19/2012 -Movie Related Toy  
Sales in 2012; 2012's box office results may affect toy sales for the better

<http://www.nytimes.com/2012/04/07/business/toys-r-us-last-of-the-big-toy-stores-tries-to-reinvent-itself.html> -  
New York Times 4/7/2012 - Pressed From All Sides, Toys 'R' Us Fights to Reinvent Itself

<http://www.toydirectory.com/monthly/article.asp?id=4900> - Toy Directory 4/1/2012 -The Dollar Stores –a factor  
in toys?

<http://www.theprovince.com/business/Mega+Brands+partners+with+Mattel+create+Barbie+Wheels+toys/6379740/story.html> -Financial Post 03292012 - Mega Brands partners

<http://www.toydirectory.com/monthly/article.asp?id=4892> - Toy Directory 03212012 -Tablets and Smart Phones  
Invade the Video Game Space

<http://www.toydirectory.com/monthly/article.asp?id=4863> - Toy Directory 03042012 -THQ – Digital Gaming's

First Victim? Video Games are moving online - can THQ keep up?

<http://kidscreen.com/2012/02/01/a-delicate-balance/> - Kid Screen 022372012 -A delicate balance [ToysRUs versus Target and Wal-Mart]

[http://www.nytimes.com/2012/02/26/business/barbie-monopoly-and-hot-wheels-for-ipad-generations.html?\\_r=1](http://www.nytimes.com/2012/02/26/business/barbie-monopoly-and-hot-wheels-for-ipad-generations.html?_r=1) – New York Times 02/26/2012 -Go Directly, Digitally to Jail? Classic Toys Learn New Clicks

<http://www.toydirectory.com/monthly/article.asp?id=4833> - Toy Directory 02/01/2012 -Sustainability and Toys: Is the toy industry green enough?

<http://business.financialpost.com/2012/01/30/smart-diversions/> - Financial Post Montreal 01/30/2012 –Smart diversions

<http://www.toydirectory.com/monthly/article.asp?id=4823> - Toy Directory 01/27/2012 -Video Games – Who Will Win the Cyber War?

#### **2011 Articles:**

<http://www.toydirectory.com/monthly/article.asp?id=4809> - Toy Directory 12/30/2011 -2012 Toy Movie Scene – Will it Differ from 2011?

<http://www.toyworldmag.co.uk/analysis/2011/12/christmas-in-the-us-boom-or-bust/> - Toy World UK 12/22/2011 – Christmas in the U.S. - Boom or Bust?

<http://www.toydirectory.com/monthly/article.asp?id=4802> - Toy Directory USA 12/19/2011-The Video Game Market – Winners and Losers

<http://www.toydirectory.com/monthly/article.asp?id=4774> - Toy Directory 11/30/2011 - Toy Manufacturing Costs are rising - what are the choices?

<http://www.canada.com/Hollywood+2011+year+sequel/5768085/story.html> - Canada.com 11/25/2011 – Hollywood 2011: year of the sequel

<http://www.toydirectory.com/monthly/article.asp?id=4764> - Toy Directory 11/21/2011 - Has LeapFrog really come back? Will LeapFrog continue to hop past VTech?

<http://www.toydirectory.com/monthly/article.asp?id=4737> - Toy Directory 11/1/2011 - Sea Change in Toy Land –

Mattel Acquires HIT. How Mattel's Purchase of HIT Will Change the Worldwide Toy Market

<http://www.toynews-online.biz/opinion/160/US-OPINION-Activision-invades-toy-land> - Toy News UK 10/26/2011 - Activision Invades Toy Land

<http://www.toydirectory.com/monthly/article.asp?id=4704> Toy Directory 09/30/2011 - The shrinking toy space

<http://www.toynews-online.biz/opinion/156/US-OPINION-What-makes-for-a-good-toy-licence> - Toy News UK 09/23/2011 - What makes for a good toy license?

<http://www.mcvuk.com/news/read/feature-gamestop-rising-to-the-digital-challenge/084288> - MCV UK 09/07/2011 - GameStop is rising to the digital challenge

<http://www.toydirectory.com/monthly/article.asp?id=4676> Toy Directory 09/01/2011 - GameStop is Riding the Digital Tiger! In the Video Game Market, It's Eat or Be Eaten

<http://www.toynews-online.biz/opinion/148/US-OPINION-Spies-in-toy-land> - Toy News UK 08/15/2011 - Spies in Toy Land -

<http://www.asahi.com/english/TKY201108160279.html> - The Asahi Shimboon Japan 08/15/2011 - New version of Monopoly symbolizing tighter market control by government?

<http://www.toydirectory.com/monthly/article.asp?id=4646> - Toy Directory 07/29/2011 - U.S. Toy Market Outlook 2011; Why the U.S Toy Industry has Nothing to Smile About

<http://business.financialpost.com/2011/07/19/summer-kids-movies-fail-to-power-toy-sales/> - Financial Post Canada 07/19/2011 - Summer Kids Movies fail to power toy sales

<http://www.toynews-online.biz/opinion/145/US-OPINION-Toy-Movies-in-2011-has-Hollywood-gone-too-far> - Toy News UK 07/18/2011 - Toy Movies 2011 - Has Hollywood gone too far?

<http://www.toydirectory.com/monthly/article.asp?id=4603> - Toy Directory 06/29/2011 - E3 Wrap-up and Outlook for the Video Game Industry - Cloud Gaming and Digital Downloads Pose Threat to Major Players

<http://www.toynews-online.biz/opinion/141/US-OPINION-Arts-and-crafts-retailers-do-toys> - Toy News UK 06/20/2011 - The Craft Retailers have discovered toys

<http://www.toydirectory.com/monthly/article.asp?id=4590> - Toy Directory 06/01/2011 - The Ups and Downs of

Leapfrog

<http://www.toynews-online.biz/opinion/140/US-OPINION-The-turnaround-of-Jakks> - Toy News UK 05/26/2011 – The Turnaround of Jakks

<http://www.toydirectory.com/monthly/article.asp?id=4573> - Toy Directory 05/02/2011 - The Hub Channel And Its Competitors

<http://www.toynews-online.biz/features/323/US-OPINION-The-growth-of-movie-based-toy-brands> - Toy News 04/27/2011 -The Growth of Movie-based Toy Brands

<http://www.toynews-online.biz/features/308/NEWS-ANALYSIS-The-Tomy-RC2-acquisition> - Toy News UK 4/1/2011 - What"s the deal with RC2 and Tomy?

<http://www.toydirectory.com/monthly/article.asp?id=4523> - Toy Directory USA 02/25/2011 - The Nintendo 3DS – Will It Rescue the Video Game Space?

<http://www.toydirectory.com/monthly/article.asp?id=4506> - Toy Directory USA 03/01/2011 - Where is the video game market headed?

<http://www.toynews-online.biz/features/292/The-battle-for-second-place> - Toy News UK 02/17/2011 - Kre-O, the battle for second place

<http://www.toydirectory.com/monthly/article.asp?id=4483> - Toy Directory 02/10/2011 - Disney and Warner – who is winning?

<http://www.toydirectory.com/monthly/article.asp?id=4477> - Toy Directory 01/25/2011 - The Hub World

<http://www.toynews-online.biz/features/290/LUTZ-MULLER> 01/18/2011 Toy News UK - How Disney grabbed the toy market

<http://watch.bnn.ca/#clip399896> - 1/11/2011 - BNN [Canada's Business News Network] speaks with Toy guru Lutz Muller about the year in toys and looks ahead to 2011.

<http://www.toydirectory.com/monthly/article.asp?id=4463> - ToyDirectory 01/04/2011 - Toy Market 4th Q and 2011

**2010 Articles:**

<http://www.toydirectory.com/monthly/article.asp?id=4442> - Toy Directory 12/09/2010 - The House Jakks Built – Sequel

<http://www.toynews-online.biz/opinion/113/Mattels-annus-mirabilis> - Toy News UK 11/24/2010 - Mattel's annus mirabilis

<http://www.toydirectory.com/monthly/article.asp?id=4397> - Toy Directory 11/10/2010 - Quo Vadis GameStop?

<http://www.toynews-online.biz/features/269/Leapfrogs-great-Leap-forward> - Toy News UK 10/15/2010 – US OPINION: The fall and rise of Leapfrog

<http://www.nationalpost.com/todays-paper/Mega+Brands+turns+corner/3613455/story.html> - Financial Post Canada 10/02/2010 - Mega Brands turns the corner

<http://www.toydirectory.com/monthly/article.asp?id=4362> - Toy Directory 09/30/2010 - Mega Brand's turn-around

<http://www.toynews-online.biz/features/268/LUTZ-MULLER-The-return-of-Bratz> - Toy News UK 09/24/2010 – Bratz is back and is getting traction

<http://www.theglobeandmail.com/globe-investor/mega-brands-wins-legal-battle-with-rival-lego/article1706779/> - Globe and Mail Toronto 09/15/2010 - Mega Brands wins legal battle with rival Lego

<http://www.toydirectory.com/monthly/article.asp?id=4324> - Toy Directory 09/01/2010 - Which Movie-Themed Toys Will Rock 4Q; Box-Office Success Doesn't Translate to Toys

<http://www.toynews-online.biz/opinion/103/US-The-pre-school-race-question> - Toy News UK - The article looks at the demographic profile of the leading preschool toy brands and thinks that they are very vulnerable.

<http://www.toydirectory.com/monthly/article.asp?id=4263> - Toy Directory 08/03/2010 - Lego Toys with Hasbro's U.S. Games Monopoly

<http://www.toydirectory.com/monthly/article.asp?id=4236> - Toy Directory 07/01/2010 - High-Tech Trio Rescues Video Game Publishers; OnLive, Apple and One-Pass Weaken Alliances and Console Sales

<http://viewer.zmags.com/publication/5ea599ed#/5ea599ed/16> - Toy Book 06/28/2010 - Licensing in toys – a major force

<http://www.latimes.com/business/la-fi-ct-toystory-20100617,0,2854793.story> - Los Angeles Times 06/17/2010 –

Pixar, with 'Toy Story 3,' shows increasing reliance on sequels

[http://articles.chicagotribune.com/2010-06-15/business/sc-biz-0616-christmas-20100615\\_1\\_toy-industry-consultant-holiday-toy-toy-merchants](http://articles.chicagotribune.com/2010-06-15/business/sc-biz-0616-christmas-20100615_1_toy-industry-consultant-holiday-toy-toy-merchants) - Chicago Tribune 06/16/2010 -

<http://www.toydirectory.com/monthly/article.asp?id=4205> - Toy Directory 06/10/2010 - Craft Retailers Get Unexpected Reprieve; Wal-Mart Cuts Give Competitors Leverage in Fabrics

<http://www.mcvuk.com/news/38865/Wal-Mart-planning-pre-owned-invasion> - MCV UK 06/07/2010 - Wal-Mart planning pre-owned invasion

<http://www.mcvuk.com/news/38863/The-contrasting-strategies-of-GAME-and-GameStop> - MCV UK 05/6/2010 - The contrasting strategies of GAME and GameStop

<http://www.toydirectory.com/monthly/article.asp?id=4146> - Toy Directory 5/4/2010 - Barbie and Disney Princesses Await Court's Bratz Decision; Mattel's Dolls Stay on Top in V

<http://viewer.zmags.com/publication/9555e4aa#/9555e4aa/30> - Toy Book 4/14/2010 - Spotlight on: The Construction Toy Aisle

<http://toybook.com/video-lutz-muller-talk-toys-and-movies-with-bnn> - Toy Book 4/13/2010 - Lutz Muller talks movies and toys with BNN

<http://www.mcvuk.com/news/38324/No-3D-or-motion-could-hurt-OnLive> - MCV UK 4/4/2010 - No 3D or motion could hurt OnLive

<http://www.toydirectory.com/monthly/article.asp?id=4103> - Toy Directory 4/1/2010 - Why Toy Sales Will Strengthen But Won't Beat '03; Movies and Lower Prices Signal Hope for U.S. Toy Market in 2011

<http://www.fastcompany.com/magazine/144/watch-your-back-barbie.html> - Fast Company 04/01/2010 - How Spin Master Mixes Tech and Toys—And Keeps Mattel Looking Over Its Shoulder

<http://www.montrealgazette.com/business/Mega+Brands+recapitalization+plan/2688614/story.html> - Montreal Gazette 03/16/2010 - Mega Brands recapitalizes and continues to compete

<http://www.toydirectory.com/monthly/article.asp?id=4067> - Toy Directory 3/1/2010 - Video Game Sales Will Stagnate Before Surging. OnLive and Next-Gen Hardware Put Gamers in Waiting

<http://viewer.zmags.com/publication/fd638cef#/fd638cef/32> - 2/17/2010 - Toy Book Toy Fair Edition - How the Toy Space Changed in 2009

<http://www.toydirectory.com/monthly/article.asp?id=4046> 2/1/2010 - Toy Directory - How "Transformers" Resonates in Movies and Toys; License Lines Up to Other Action Figures in 2010-2011

<http://www.metronews.ca/edmonton/business/article/339502--mega-brands-seeks-new-lease-on-life-with-recapitalization-that-reduces-debt?pageno=all> - 1/14/2010 - Metrone recapitalization that reduces debt

**2009 Articles:**

<http://www.toydirectory.com/monthly/article.asp?id=3987> - Toy Directory 12/15/2009 - Hasbro Faces Big Threats on the Gaming Field, Mayfair, Lego and Mattel Plague Opponent's Sales and Shelf Space

<http://www.latimes.com/business/la-fi-ct-disney14-2009dec14,0,6966310.story?page=2> - 12/14/2009 – Los Angeles Times - Disney toys get Pixar animation guru's touch

<http://www.toydirectory.com/monthly/article.asp?id=3956> - Toy Directory 11/25/2009 - Hello, Zhu Zhu Pets, Goodbye Webkinz; Cepia's Hamsters Boogie Past Ganz's Virtual Pets

<http://www.toydirectory.com/monthly/article.asp?id=3951> -- Toy Directory 11/12/2009 - Wal-Mart Enters Holidays With Three-Tiered Toy Strategy; Market Leader Tackles Competition With Top Vendors and Affordable Private Labels

<http://www.globalnational.com/sitemap/Mega+Brands+legal+battle+ends+fight+survival+continues/2201764/story.html> - Global News 11/9/2009 - Mega Brands' legal battle ends

<http://www.nytimes.com/2009/11/08/fashion/08dolls.html> - New York Times 11/6/2009 - Losing the Limo: New Fashion Dolls

<http://www.toydirectory.com/monthly/article.asp?id=3929> - Toy Directory 10/30/2009 - Video Games: Year-End Projections, Title Delays and Weak Sales Rebut Anticipated Growth

<http://www.chicagotribune.com/business/chi-tc-biz-toys-r-us-1026-1027oct27,0,3604515.story> - Chicago Tribune 10/27/2009 - Toys R Us adding FAO Schwarz boutiques to its stores. Giant toy retailer to fight low-price rivals by offering upscale option

<http://www.toydirectory.com/monthly/article.asp?id=3917> - Toy Directory 10/07/2009 - Private Labels Are Coming to Toy Land. The Big Four Go After Better Value Under In-House Direction

<http://www.winnipegfreepress.com/business/breakingnews/Spin-Master-has-golden-touch-for-developing-must-have-toys-despite-recession.html?viewAllComments=y> - Winnipeg Free Press 10/07/2009 - Spin Master has golden touch for developing must-have toys despite recession

for  
developing must-have toys despite recession

<http://www.toydirectory.com/monthly/article.asp?id=3904> - Toy Directory 09/23/2009 - Disney Makes Defensive Move With Marvel Acquisition. Mickey's Empire Beefs Up Boys' Market, Preps for International Expansion

[http://www.businessweek.com/magazine/content/09\\_39/b4148066771166.htm](http://www.businessweek.com/magazine/content/09_39/b4148066771166.htm) - Business Week 09/15/2009 - Spin Master Goes Up Against Barbie

<http://online.wsj.com/article/SB125297780307210651.html> - Wall Street Journal 09/15/2009 - For Toys 'R' Us, Holidays Are Open and Shut

[http://www.nytimes.com/2009/09/06/business/global/06lego.html?\\_r=1](http://www.nytimes.com/2009/09/06/business/global/06lego.html?_r=1) - New York Times 09/05/2009 - a truly remarkable article on Lego

<http://www.mcvuk.com/features/535/Good-times-are-ahead> - MCV 08/27/2009 - The outlook for video games second half 2009

<http://www.toydirectory.com/monthly/article.asp?id=3869> - Toy Directory 08/18/2009 - Liv and Moxie Girlz Gang Up on Barbie. Competition in the Doll Space Didn't Stop With Bratz

<http://nbbusinessjournal.canadaeast.com/front/article/759416> - New Brunswick Business Journal 08/13/2009 - Mega made a major mistake

[http://www.businessweek.com/managing/management\\_innovation/blog/archives/2009/08/barbies\\_got\\_new.html](http://www.businessweek.com/managing/management_innovation/blog/archives/2009/08/barbies_got_new.html) - Business Week 08/03/2009 - Barbie's Got New Competition

<http://www.toydirectory.com/monthly/article.asp?id=3845> - Toy Directory 08/01/2009 - Mattel launches TRIO into the construction toy field competing with Lego and Mega

<http://online.wsj.com/article/SB124808548112764849.html> - Wall Street Journal 07/21/2009 - Hasbro's Earnings Get a Boost From Hollywood Tie-Ins

[http://www.businessweek.com/managing/management\\_innovation/blog/archives/2009/07/hasbros\\_gi\\_joe.html](http://www.businessweek.com/managing/management_innovation/blog/archives/2009/07/hasbros_gi_joe.html) - Business Week 07/20/2009 - Hasbro's G.I. Joe Is On A Risky Mission, While Mattel's Barbie Conserves Her Cash

<http://www.latimes.com/business/la-fi-ct-toys13-2009jul13,0,1956799.story> - Los Angeles Times 07/13/21009 - Hits at the box office are creating retail blockbusters



<http://online.wsj.com/article/BT-CO-20090708-711630.html> - Wall Street Journal 07/09,2009 - Hasbro Ready To Cash In On Toys Tied To Transformers Movie

<http://www.toydirectory.com/monthly/article.asp?id=3825> - Toy Directory 07/08/2009 - The House That JAKKS Built: Master Toy Acquisitor Maintains Strong Distribution With Big Retailers

<http://www.toydirectory.com/monthly/article.asp?id=3808> - Toy Directory 07/01/2009 - Virtual Playgrounds See Gradual Decline; Despite Loss, Webkinz Maintains Lead; Club Penguin Holds Steady

<http://www.toydirectory.com/monthly/article.asp?id=3788> - Toy Directory 06/20/2009 - LeapFrog Stumbles and V.Smile Frowns; Electronic Learning Products Hit a Downward Slope

[http://www.canadianbusiness.com/markets/headline\\_news/article.jsp?content=b191506218](http://www.canadianbusiness.com/markets/headline_news/article.jsp?content=b191506218) - Canadian Business 06/19/2009 - Mega Brands looks to spin a corporate recovery "necessarily".

<http://www.theglobeandmail.com/globe-investor/mega-brands-hitches-fortunes-to-thomas/article1168118/> - Globe and Mail 06/04/2009 - Mega Brands hitches fortunes to Thomas

<http://www.forbes.com/feeds/afx/2009/06/03/afx6500548.html> - Forbes Magazine 06/03/2009 - Mega Brands stock soars on Thomas Tank Engine deal

[MCV Used Games 05292009.jpg](#) - MCV E3 edition 06/01/2009 - Used games in the United States and the UK [please note that MCV will distribute this issue, including my article above, at E3]. Click on the article to enlarge it.

<http://www.toydirectory.com/monthly/article.asp?id=3769> - Toy Directory 05/29/2009 - WalMart denial and Lutz Muller's rebuttal

<http://online.wsj.com/article/SB124354932558564217.html> - Wall Street Journal 05/29/2009 - ToysRUs acquisition of FAO Schwarz

<http://www.theglobeandmail.com/report-on-business/rob-magazine/the-empire-strikes-back/article1149686/> - Globe and Mail 05/27/2009 - The Empire Strikes Back; the battle between Lego and Mega Brands.

[http://www.canadianbusiness.com/markets/headline\\_news/article.jsp?content=b263465125](http://www.canadianbusiness.com/markets/headline_news/article.jsp?content=b263465125) - Canadian Business 05/26/2009 - Mega Brands faces new challenge as Wal-Mart cuts toy shelf space in the U.S.

<http://www.toydirectory.com/monthly/article.asp?id=3745> - Toy Directory 05/22/2009 - Wal-Mart Cuts Toys and Crafts in Clean-Up Campaign. Inventory Rollbacks Stand to Be

<http://www.toydirectory.com/monthly/article.asp?id=3712> - Toy Directory 05/15/2009 - Is Another Toy Retailer biting the dust? Falling Sales and Dirty Stores Forecast Kmart's Demise.

<http://www.toydirectory.com/monthly/article.asp?id=3696> - Toy Directory 05/01/2009 - Old Games See New Competition; Used Video Game Market Doesn't Stop at GameSto

<http://www.theglobeandmail.com/servlet/story/LAC.20090416.RMEGA16ART1912/TPStory/Business> - Globe and Mail 04/16/2009 - Mega Brands concerns mount

<http://www.toydirectory.com/monthly/article.asp?id=3680> - Toy Directory 04/15/2009 - Is Hasbro's Cash Cow Being Led to Slaughter? Mattel's Acquisitions and Lego's Entry Threaten Hasbro's Game Biz

<http://www.toydirectory.com/monthly/article.asp?id=3656> - Toy Directory 04/01/2009 - OnLive Threatens Video Gaming As We Know It; New and Used Video Game Markets Undergo Change in '09

<http://www.toydirectory.com/monthly/article.asp?id=3644> - Toy Directory 03/19/2009 - The Toy Market Stages a Turnaround; Heightened Sales and Steady Toy Space Bode Well for Remaining Quarters

<http://www.toynewsmag.com/news/30976/REPORT-Notes-from-New-York> - - Toy News Magazine 03/11/2009 – Buyers' notes on various exhibits at Toy Fair - Mattel, Hasbro etc

<http://www.toydirectory.com/monthly/article.asp?id=3619> - Toy Directory 02/27/2009 - Hasbro Bares Its Teeth; Will Mattel Bite Back?

[Toy News Magazine 02132009 - 2009 video game ranking.pdf](#) - National and international buyers rank video games coming down the pike

<http://www.toydirectory.com/monthly/article.asp?id=3585> - Toy Directory 02/06/2009 - Economy Puts Toy Sales on Clearance; January Numbers Forecast Difficult Times

[US Craft Market 02012009.pdf](#) - Toy News Magazine 02/01/2009 - The US craft market - where it is and where it is going

<http://www.toydirectory.com/monthly/article.asp?id=3565> - Toy Directory 01/29/2009 - Predictions for '09: The Big Get Bigger and the Small Go Away

<http://online.wsj.com/article/BT-CO-20090115-715474.html?mod=wsjcrmain> - Wall Street Journal 01/16/2009 – Not recession-proof; toys take a hit in 2008

<http://www.toydirectory.com/monthly/article.asp?id=3561> - Toy Directory 01/14/2009 - Movies and toys in 2009 - but see below:

Note: My friends at NECA sent me the following note: "Your Harry Potter info is incomplete. Corgi has Europe, NECA in the rest of the world"

<http://www.toynewsmag.com/spotlight/107/Champion-Giochi> - Toy News Magazine 01/05/2009 - Giochi Preziosi and Playmates get ready to challenge Hasbro

#### **2008 Articles:**

<http://www.toydirectory.com/monthly/article.asp?id=3510> - Toy Directory 12/10/2008 - Have Music Video Games Strummed Their Final Chord?

[Toy News Magazine 11252008 - The Home Stretch.pdf](#) - 11/25/2008 - November and December in US toy land

<http://www.toydirectory.com/monthly/article.asp?id=3495> - 11/20/2008 TDmonthly(TM) Magazine: 2008 Predictions revisited and outlook for the next two months

<http://www.toydirectory.com/monthly/article.asp?id=3477> - 11/08/2008 TDmonthly (TM) Magazine: LeapFrog Gains Leaps and Bounds With Turnaround

[Toy News Mag Nov 08 American Beauties.pdfj](#) - 11/05/2008: Barbie is holding its own

[TDmonthly\(TM\) Magazine 11032008 Even Video Games can't Win Against Crushed Economy.mht](#)

[Toy News Magazine 10212008 - Movies and Toys.pdf](#)

[Toy News Magazine 10122008 Are Virtual Playgrounds Sinking.pdf](#)

[MCV article 10012008 GameStop and Game Group.doc](#) - European video game market and the top retailers in it

[TD Monthly October 2008 Retailers pick top toys for Holidays.doc](#) - Toy Directory 10012008 - Toy Retailers pick the top toys for the 2008 Holidays

MCV Consoles and their demographics 09192008.pdf - MCV 09192008 - How the demographics for the Wii differ from the other consoles

http://www.toydirectory.com/monthly/article.asp?id=3392- Toy Directory 09052008: What GameStop says about Rock Band 2 and Guitar Hero IV\_

Game Of Two Halves - Toy News Mag 08252008.doc - State of the US toy industry going towards the fourth quarter 2008

TDmonthly - Have Virtual Playgrounds Played Out.mht August 20, 2008 - Virtual Playgrounds are slowing down

TDmonthly - Nintendo Wii.mht - 08/01/2008 Consumer Demographics Distinguish Console from Competitors

/Documents/TDmonthly July 26 2008 - Video Games continue to accelerate.mht: Video Game Market Beats Economic Odds; June Sees More Than 50% Growth

/Documents/TDmonthly Ganz Downturn 07162008.mht - When the chickens come home to roost

/Documents/Toy News Magazine July 2008 Hasbro.doc - 7/11/2008 - Hasbro is reaching for the gold

/Documents/TDmonthly - Video Game Market Sees a Slowdown.mht - 6/18/2008

/Documents/TDmonthly - Walmart beating Target.mht - 6/6/2008 - How WalMart is beating Target at Toy Placement

Toy News Mag\_06012008 Frog March.doc - The turnaround of LeapFrog

/Documents/TDmonthly - Video Games are nothing to cry over.mht - 5/24/2008 - Video Game sales continue to accelerate

/Documents/TDmonthly - films sell toys.mht - 5/20/2008 - The progress of the 2008 blockbuster movie line-up

/Documents/Wall Street Journal Wal-Mart Raises Bar on Toy-Safety Standards - WSJ\_com.mht,- 5/14/2008 – New Wal-Mart toy safety criteria

/Documents/TDmonthly - When the going gets tough, the tough get endcaps.mht - 5/8/2008 – Merchandising strategy and what it means

/Documents/Toy News Mag May Deconstruct.doc - 5/2/2008 - Lego versus Mega

/Documents/Canada Press Mega names Bazan COO.mht - 4/29/2008 - Mega gains and Jakks loses key executive

/Documents/TDmonthly - Video Games.mht - 4/27/2008 - Lurking Danger for Video Games

/Documents/Mattel swings to loss; Hasbro profit gains - MarketWatch Dow Jones.mht - 4/21/2008 - Cost Increases

/Documents/Toy News Mag April States of Decline.pdf - 4/15/2008 - States of Decline in the toy industry

/Documents/TDmonthly - which movies will win April 2008.mht - 4/2/2008 - Update on toy related movies for 2008

/Documents/Down the aisles.doc Toy News Magazine 3/24/2008 - Something WalMart remembered and Target forgot

/Documents/TDmonthly - The Babes keep battling.mht - TDmonthly 3/20/2008 - Is the Hannah Montana doll faltering?

/Documents/TDmonthly - Where will Wii be.mht - TDmonthly 3/14/2008 - Is the Wii slowing down?

/Documents/TDmonthly - Toy Fair - Overseas price hikes signal sellouts.mht - TDmonthly 3/6/2008 The small toy manufacturers are between the devil and the deep blue sea

/Documents/U\_S\_Senate set to debate tougher toy safety laws by MarketWatch Dow Jones.mht - Market Watch Dow Jones 3/1/2008 - Senate proceedings re toy safety

/Documents/TDmonthly - RFID.mht - TDmonthly 3/1/2008 - Is it time for RFID?

/Documents/TDmonthly - Simba-Dickie.mht - TDmonthly 2/15/2008 - The Emergence of a German Toy Giant

http://www.toydirectory.com/monthly/article.asp?id=3014 - TDmonthly 2/5/2008 - Battle of the Babes - Hannah Montana chases Barbie and Bratz

http://www.toydirectory.com/monthly/article.asp?id=3001 - TDmonthly 1/25/2008 - Gamers to Buy Software First, Consoles Second

/Documents/TDmonthly - Webkinz, Club Penguin.mht - TDmonthly 1/16/2008 - Top Six Virtual Playgrounds face Challenges

<http://www.toydirectory.com/monthly/article.asp?id=2944> - TDmonthly 1/1/2008 - Predictions for 2008

**2007 Articles:**

[/Documents/NY times article Webkinz.doc](#) - New York Times 12/13/2007 - Ganz and Webkinz