



The preeminent brand building consulting firm for toys and entertainment products.

For Immediate Release  
Contact: Amy Opheim  
Funosophy Inc.  
562.436.5251

[amy@funosophy.com](mailto:amy@funosophy.com)

## **PIRATES, SPIDERS, AND... HANNAH MONTANA Kids Rate the Most Popular Movies, TV Shows, Channels, and Celebrities**

Long Beach, CA (June 12, 2007) – The kids have spoken – more than 8,000 of them – and Pirates of the Caribbean, Spiderman, and Hannah Montana are the properties to beat this summer!

Thousands of kids responding to the KidzEyes/Funosophy Spring 2007 License Tracker Survey were asked how popular they thought 50 of the top evergreen properties would be among kids their age in the next several months. This year's list included popular TV shows, TV channels, celebrities, movies, toy brands, websites, and more. The list was broken into three sections – the top boy properties for boys' ratings; the top girl properties for girls' ratings; and the top gender neutral properties, for ratings among both girls and boys.

Top results for kids ages 6-11 were as follows:

Top Gender-Neutral Property – Pirates of the Caribbean

Top Boys' Property – Spiderman

Top Girls' Property – Hannah Montana

In addition to franchise theatrical releases like Pirates and Spiderman, kids' TV channels Nickelodeon and Disney Channel are hot with kids 6-11. The channels themselves are kids' #2 and #3 gender-neutral picks, respectively; three of girls' top 5 picks were Disney Channel TV shows; and Nick's SpongeBob SquarePants is the #4 gender-neutral property among boys 6-11 (and #1 with boys 6-8!).

The KidzEyes/Funosophy License Tracker is a semi-annual survey conducted online by C&R Research in conjunction with Funosophy, Inc. For more information on these findings or to purchase a 75-page PowerPoint presentation summarizing the results, call 562.436.5251 or email [info@funosophy.com](mailto:info@funosophy.com)

About Funosophy, Inc.:

Founded in 2000 by toy industry veteran Nancy Zwiers, Funosophy is the leading consulting firm in the toy industry, called upon by the toy, kids entertainment, and licensing industries for its talent, experience, and expertise in strategic brand building, consumer research, license acquisition, and new product development. Providing a synergistic blend of traditional packaged goods and toy marketing, Funosophy provides cutting edge solutions through custom consulting and decision making tools.

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