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Warner Bros. Consumer Products, a Warner Bros. Entertainment company, is one of the leading licensing and retail merchandising organisations in the world. With more than 3,700 active licensees worldwide, WBCP licenses the rights to names, likenesses and logos for all intellectual properties in the studio’s vast film and television library.



Harry Potter

Potter Mania! Harry Potter and the Deathly Hallows 2-part movie finale and the complete movie back catalogue, over 24 hours of content available for the very first time PLUS Harry Potter: The Exhibition touring the world and “The Wizarding World of Harry Potter” the world’s first fully immersive Harry Potter themed environment. The biggest licensing opportunity of the decade?



Looney Tunes Active

The Looney Tunes are global icons, known and loved by both parents and children, active by nature and therefore carry the credibility to promote a more active lifestyle to children. The Looney Tunes Active Programme has gained great momentum and it is now one of the most recognisable properties across Europe. Over 200 licensees and retailers across EMEA have already signed up including McDonalds, Nestle Waters, Adidas, Ferreo, System U, Mercadona and one of the most loved British brands Butlins.



Batman: The Brave and the Bold

Batman teams up with his favorite heroes from across the DC Universe in Batman: The Brave and the Bold. While the series delivers nonstop action and adventure, much of the fun and humor comes from the heroes’ contrasting powers, ways they fight crime, and, most importantly, their personalities.



Scooby

Scooby-Doo is, as ever, a firm favourite not just in the UK where it has long been established but in the exciting new markets around Europe. Building upon the extensive research programme that we commissioned last year we reaffirmed that children and parents love Scooby because Scooby Makes Scary Fun. Reinforcing this brand positioning, WBCP continue their commitment to developing multiple consumer touch points for the Scooby-Doo brand which will be revealed at the show.