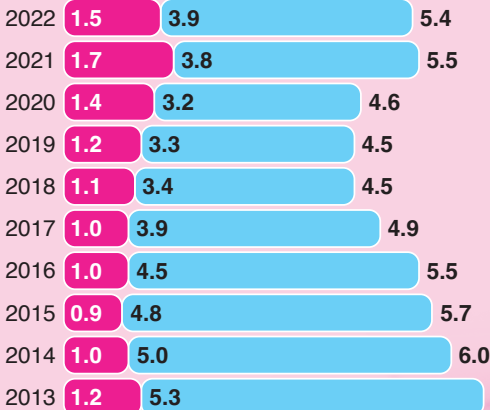


The big bucks business of Barbie

Toy-maker Mattel has a lot riding on its \$100m Barbie movie, the first of a planned slew of titles from its new *Mattel Films* division

MATTEL ANNUAL GLOBAL REVENUE (\$ billions)



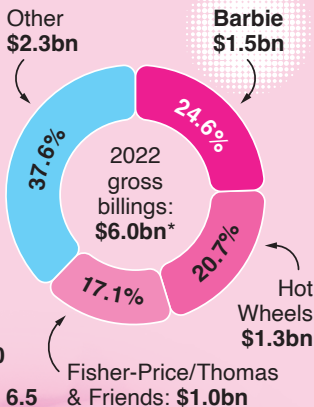
Barbie Other brands



Feminist comedy starring **Margot Robbie** as **Barbie** and **Ryan Gosling** as her boyfriend **Ken**

17 other Mattel toy-related films include **Barney**, **Hot Wheels**, **Magic 8 Ball**, **Uno**, and **Masters of the Universe**

Sources: Bloomberg, Statista, Mattel



2018: Mattel begins licencing intellectual properties to **Hollywood**

*Figures rounded



Picture: Warner Bros.

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