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Studio 100 NV in Toys and Games (Netherlands)

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Abstracts

With regards to toys and games, Studio 100's strategy is to develop business relationships and licensing deals for its television series with different toy and game categories. It also aims to develop direct relationships with local players to distribute its own Studio 100 range of consumer products. For its licensing strategy, Studio 100 will continue to face challenges from international companies such as Disney and Hasbro over the forecast period. Thus, in order to strengthen its position...

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