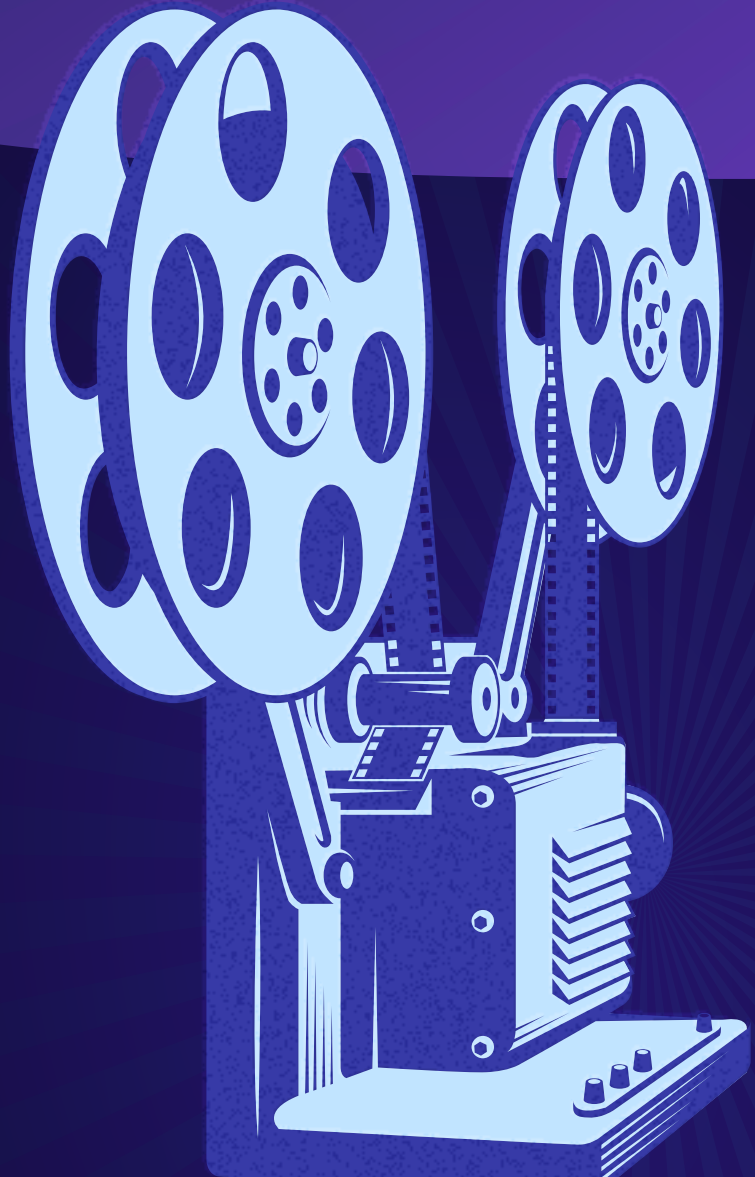


Heritage Intellectual Property In the Age of Data

How data-driven licensing separates iconic brands from expired ones



The nostalgia economy by the numbers

Nostalgia builds itself. Revenue doesn't.

So, what's at stake?

Global licensing market: **\$369.6B (2024)**

Entertainment & characters: **\$149.8B (40.5%)**

Evergreen franchises generate **77%** of entertainment licensing revenue

Disney's top 12 franchises: **\$432.8B** lifetime revenue

Evergreen franchises must evolve without alienating fans. Nostalgia attracts customers, but data keeps them coming back through smarter releases and stronger partnerships.

The hidden cost: Complexity kills margins

Heritage IP faces three systemic risks:



Rights & revenue complexity

Contracts span decades, territories & formats
Pre-digital clauses create ambiguity
2-3% leakage = millions lost
Spreadsheets don't just create errors; they hide them



Operational bottlenecks

Manual approvals delay launches
Inconsistent metadata blocks automation
Time-sensitive opportunities vanish
Process gaps cascade



Measurement & relationship gaps

Data silos hinder optimization
Outdated contracts miss new revenue streams
Without accurate data, negotiations weaken

The control stack

Three capabilities every heritage brand must master:



When it comes to heritage IP, instinct spots the trend — and data shows the timing, territory and ROI.

The payoff

Winners pair emotional power with:



Recover revenue, improve forecasts



Faster onboarding, capitalize on market timing



Eliminate disputes, unlock strategic growth



Centralized rights

Automated compliance

Streamlined onboarding

Unified analytics



Evergreen franchises are the crown jewels of licensing. Nostalgia built them. Data decides who keeps them.

Nostalgia remembers. Data predicts. Your heritage IP might be iconic, but is it profitable?

[Read our blog](#)

Sources: Business Research Insights, IBISWorld, Licensing International