

Appendix 3

Appendix 3.1 - Case Study 8: Forks Over Knives Documentary Makes \$739, 561 Domestic Gross, Upsell Events With \$545 To \$3,770 Price Per Ticket

Forks Over Knives made \$739,561 domestic gross. It is a documentary on changing animal-based diet to plant-based diet and the effects of this on diseases such as cancer and diabetes, according to Box Office Mojo which is an IMDB company. It received an IMBD rating of 7.8 out of 10 and a RottenTomatoes.com audience score of 78%. (28) They have a cooking course with a price of \$399, as well as a mobile app. (29)(30) In addition, they make revenue by hosting events that teach about healthy living with a ticket price of \$545 to \$795 to as much as \$3770 for a week-long event. (31)(32)

Appendix 3.2 - Case Study 9: Dav Pilkey's Children's Book: The Dog Man Targeted For Ages 7 To 12 Stays On The New York Times Bestseller List For 52 Weeks, Captain Underpants Makes \$73.92 Million

The Dog Man is a children's book by Dav Pilkey, which is targeted for ages 7 to 12 stays on the New York Times Bestseller List for 52 weeks. The same author also worked on Captain Underpants children's books, which became a movie with a box office of \$73.92 million USD. With over 62 children's books, this shows that there is a large interest in the children's books industry. (41)(42) (43)

Appendix 3.3 - Case Study 10: The Baby Book: Everything You Need To Know About Your Baby From Birth To Age Two, Sells Over 1 Million Copies

The book by William & Martha Sears sold over a million copies, targeting parents and selling not only the physical book, but also an Audiobook and an MP3 CD. (39) This shows a large interest in parenting books.

Appendix 3.4 - Case Study 11: Michael Greger Makes New York Times Bestseller List, On His Health Book "How To Not Die"

Michael Greger, M.D. gets into the New York Times Bestseller List as well as getting #138 rank in all the books in Amazon. He founded the non-profit website NutritionFacts.org where he provides information for free. His products include DVD's that sell for \$25 to \$460 and books that sell from \$19.95 to \$20.(33)(34)

Appendix 3.5 - Case Study 12: Brainology For Students, Carol Dweck Sells 1.8 Million Books, With Upsells For Schools

The bestselling author Carol S. Dweck expanded her work in Brainology to offer it to schools. From the book, Carol began offering her programs to schools, parents, and

educators for a range of \$20 per student to \$1,500 per site, to \$6,000 for schools. Dweck’s book on Mindset: The New Psychology of Success has sold over 1.8 million copies in print.(35) (36)

Appendix 3.6 - Case Study 13: Dean Ornish, 6 Health Books As National Bestsellers, Programs For Individuals And Providers

Dean Ornish wrote 6 health books including Reversing Heart Disease, The Spectrum, Love & Survival, Eat More, Weigh Less, Stress, Diet & Your Heart, and Every Day Cooking With Dean Ornish. It has expanded into programs for healthy living for individuals as well as certification programs for providers. (37) (38) This shows the trend of starting with the book then expanding to offer more services for consumers and organizations.

Appendix 3.7 - Case Study 14: Children’s Animation Industry - Rescue Bots Reaches 1.5 Million Kids, 5 to 10 million app installs on Android

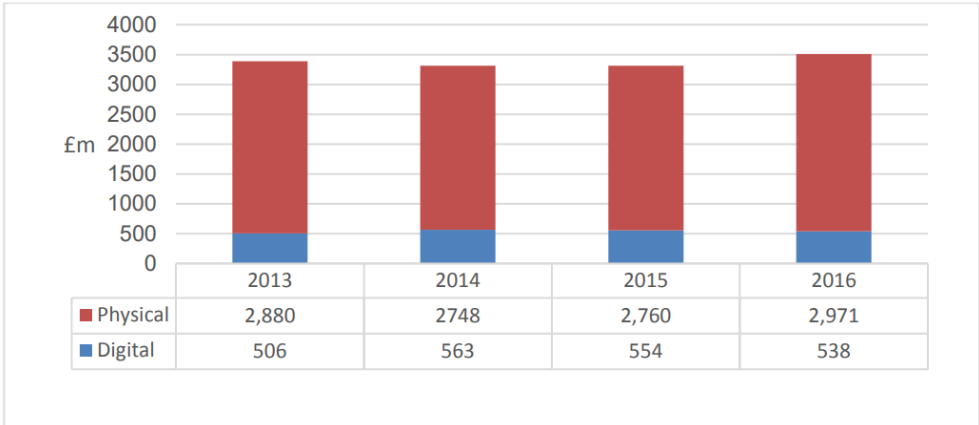
It’s a moral story about robot heroes for children, where the robots are a fire truck, a police car, an ambulance, a construction vehicle, and a rescue helicopter, where they go out saving people in need. It’s a non-violent story where they save people from natural disasters. Transformers Rescue Bots is a successful TV animation reaching 1.5 million kids and with an IMDB rating of 6.7 out of 10, with increasing ratings in later seasons of 8.7 out of 10 for season 4. It has now expanded to a magazine, children’s toys, and mobile games on Apple and Android. It’s android mobile app “Transformers Rescue Bots: Hero Adventures” has 5 million to 10 million installs with in-app purchases of \$3.49 to \$4.99 per item. It contributes a fifth to Tiny Pop’s overall rating, on par with My Little Pony, with a rating of +76% above the channel average. (23)(24)(25)(26)

Appendix 3.8 - Table 1: Children's Bestsellers by Corporation

Frontlist Fiction				
Company	Books	Positions	Share 2017*	Share 2016*
Scholastic	40	349	26.8%	19.3%
Penguin Random House	33	257	25.3%	17.4%
Disney	24	180	13.8%	15.5%
HarperCollins	21	130	10.0%	12.9%
Simon & Schuster	18	100	7.7%	10.2%

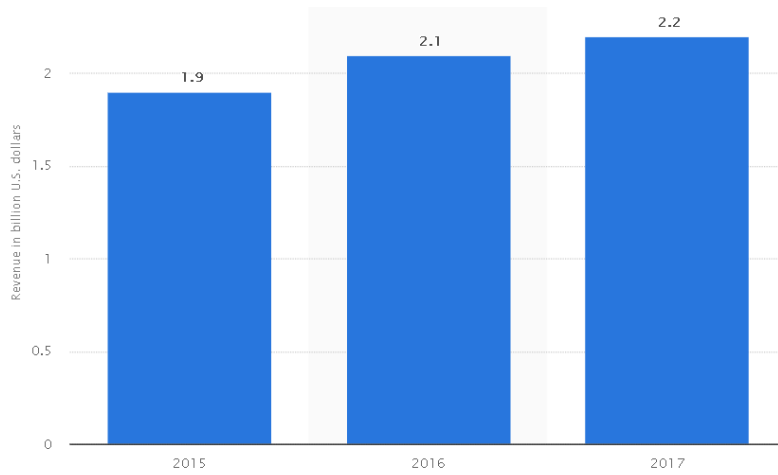
Frontlist Fiction				
Hachette	20	97	7.5%	6.7%
Abrams	3	57	4.4%	4.5%
Macmillan	19	52	4.0%	3.5%
Picture Books				
Penguin Random House	69	491	37.8%	34.6%
Macmillan	16	174	13.4%	12.1%
HarperCollins	29	153	11.8%	11.6%
Simon & Schuster	16	104	8.0%	8.1%
Scholastic	13	92	7.1%	6.4%
Houghton Mifflin Harcourt	9	78	6.0%	6.1%
Firefly	1	46	3.5%	3.5%

Appendix 3.9 - Figure 1 - Sales of physical vs. digital books in the UK market.



Source: PA Statistics Yearbook 2016, The Publishers Association 2017

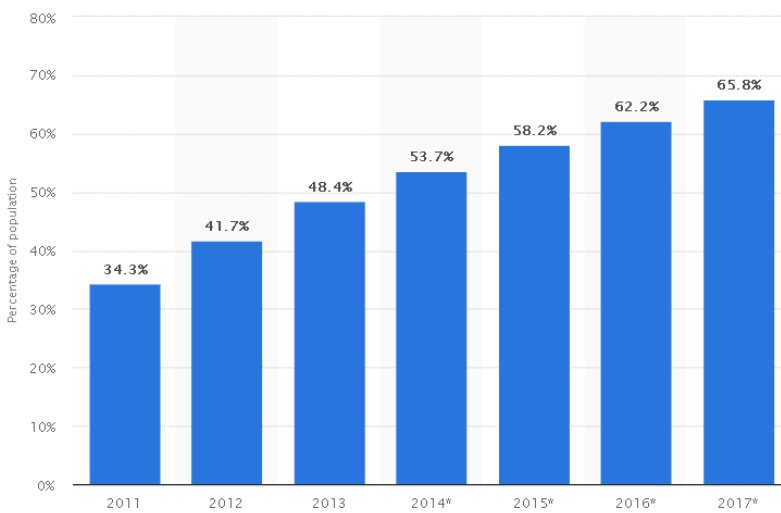
Appendix 3.10 - Figure 2 - Growth of sales in children's educational games from \$1.9 billion to \$2.2 billion



Data visualized by  + a b l e a u

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Appendix 3.11. Figure 3 - Smartphone ownership grows in the UK as of 2017



Data visualized by  + a b l e a u

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Appendix 3.12 - Table 2 - Top Grossing Education Apps In The Google Play Store (Android): (17)

App Name	Developed By	Total Downloads	Initial Price	How They Monetize	In-App Purchase Price
Babbel - Learn Languages	Babbel	10,000,000 - 50,000,000	FREE	In - a p p purchases	\$ 1 2 . 9 5 - \$83.40 per item
ABC - Phonics and Tracing from Dave and Ava	Dave and Ava	1 0 0 , 0 0 0 - 500,000	FREE	In - a p p purchases	\$2.99 per item
Budge World - Kids Games & Fun	Budge Studios	1,000,000 - 5,000,000	FREE	In - a p p purchases	\$ 0 . 9 9 - \$47.99 per item
Duolingo: Learn Languages	Duolingo	100,000,000 - 500,000,000	FREE	In - a p p purchases	\$ 0 . 9 9 - \$84.99 per item
Babbel - Learn German	Babbel	1,000,000 - 5,000,000	FREE	In - a p p purchases	\$ 1 2 . 9 5 - \$83.49 per item
Fairy Tales ~ Children's Books, Stories and Games	AmayaKids	1 0 0 , 0 0 0 - 500,000	FREE	In - a p p purchases	\$ 2 . 9 9 - \$15.99 per item
Learn Chinese - HelloChinese	HelloChinese - Learn Chinese Mandarin	1,000,000 - 5,000,000	FREE	In - a p p purchases	\$ 3 . 4 9 - \$149.99 per item
Star Walk 2 - Sky Guide: View Stars Day and Night	V i t o Technology	1 0 0 , 0 0 0 - 500,000	\$0.99	In - a p p purchases	\$0.99-\$2.99 per item
Endless Reader	Originator Inc.	5 0 0 , 0 0 0 - 1,000,000	FREE	In - a p p purchases	\$ 5 . 9 9 - \$29.99 per item
Epic! Unlimited Books for Kids	Epic! Creations Inc	1,000,000 - 5,000,000	FREE	In - a p p purchases	\$ 4 . 9 9 - \$7.99 per item
FUNNY FOOD 2! Educational Games for Kids Toddlers!	MAGE	1,000,000 - 5,000,000	FREE	In - a p p purchases	\$ 1 . 9 9 - \$4.99 per item
Farming Simulator 18	G I A N T S Software	1 0 0 , 0 0 0 - 500,000	\$4.99	In - a p p purchases	\$ 0 . 9 9 - \$2.99 per item

PINKFONG Dino World	SMARTSTUDY PINKFONG	1,000,000 - 5,000,000	FREE	In - a p p purchases	\$ 1 . 9 9 - \$12.99 per item
Rosetta Stone: Learn Languages	Rosetta Stone Ltd	5,000,000 - 10,000,000	FREE	In - a p p purchases	\$ 1 9 . 9 9 - \$199.99 per item
ABCYa! Games	A B C y a . c o m LLC	1 0 0 , 0 0 0 - 500,000	FREE	In - a p p purchases	\$4.99 per item
Hooked on Phonics	H o o k e d o n Phonics	1 0 0 , 0 0 0 - 500,000	FREE	In - a p p purchases	\$ 0 . 9 9 - \$49.99 per item
Toca Lab: Elements	Toca Boca	5 0 0 , 0 0 0 - 1,000,000	\$2.99	In - a p p purchases	none
Peppa Pig: Holiday	Entertainment One	5 0 , 0 0 0 - 100,000	\$2.99	In - a p p purchases	none
codeSpark Academy & The Foos	codeSpark	5 0 0 , 0 0 0 - 1,000,000	FREE	In - a p p purchases	\$ 3 . 9 9 - \$119.99 per item
Superhero Hospital Doctor - Crazy Kids Care Clinic	TutoTOONS	1,000,000 - 5,000,000	FREE	In - a p p purchases	\$ 0 . 9 9 - \$4.99 per item

Appendix 3.13, Table 3 - The top grossing apps in the Apple IOS store (16)

App Name	Developed By	Initial Price	In-App Purchase Price
ABCmouse.com	Age of Learning, Inc.	FREE	\$7.99 - \$79.99
Epic!	Epic! Creations Inc	FREE	\$4.99-\$7.99
Animal Jam - Play Wild!	Wildworks, Inc.	FREE	\$1.99-\$19.99
Homer: Kids' Learn-to-Read App	Homer	FREE	\$1.99-\$79.99
NOGGIN Preschool	Nickelodeon	FREE	\$1.99-\$5.99
Boomerang- Best Cartoons	Boomerang Plus	FREE	\$4.99-\$39.99
TinyTap, Games by Teachers	TinyTap Ltd.	FREE	\$4.99-\$59.99
Club Penguin Island	Disney	FREE	\$1.49-\$39.99
Disney Junior Appisodes	Disney	FREE	\$2.99-\$4.99

3rd Grade Math Games for Kids	StudyPad, Inc.	FREE	\$9.99
PlayKids - Learn Through Play	PlayKids Inc	FREE	\$3.99-\$6.99
ABCya Games	ABCya.com	FREE	\$4.99
Lingokids - English for Kids	Monkimun Inc	FREE	\$29.99-\$119.99
Curious World	Houghton Mifflin Harcourt	FREE	\$5.99-\$64.99
BabyFirst Video	BabyFirst	FREE	\$1.99-\$5.99
1st Grade Math Learning Games	StudyPad, Inc.	FREE	\$9.99
Hooked on Phonics	Hooked on Phonics	FREE	\$0.99-\$6.99
Grades K to 5 Kids Math Games	StudyPad, Inc.	FREE	\$9.99-\$59.99
codeSpark Academy	codeSpark	FREE	\$3.99-\$71.99
KidloLand: Kids Nursery Rhymes	IDZ Digital Private Limited	FREE	\$1.99-\$4.99

Appendix 3.14 - Figure 4 - 2016 to 2021 Global Market Forecasts For Game-Based Learning And Simulation-based Learning



Appendix 3.15 - Table 5 - Highest grossing children's animations, based on IMDB

Animation Title:	Gross:
Finding Dory (2016)	\$486.30 million
Shrek 2 (2004)	\$436.47 million
Toy Story 3 (2010)	\$415.00 million
Frozen (2013)	\$400.74 million
Finding Nemo (2003)	\$380.84 million
The Secret Life Of Pets (2016)	\$368.38 million
Despicable Me 2 (2013)	\$368.06 million
Inside Out (2015)	\$356.46 million
Zootopia (2016)	\$341.27 million
Minions (2015)	\$336.05 million
Shrek The Third (2007)	\$320.71 million
The Lion King (1994)	\$312.90 million
Up (2009)	\$293.00 million
Monsters, Inc (2001)	\$289.92 million
Sing (2016)	\$270.33 million
Monsters University (2013)	\$268.49 million
Shrek (2001)	\$267.67 million
Despicable Me 3 (2017)	\$264.62 million
The Incredibles (2004)	\$261.44 million
The Lego Movie (2014)	\$257.76 million

Appendix 3.16. Figure 5 - Peppa Pig 2D Animation Growth From \$1 Billion to \$1.2 Billion A Year

