

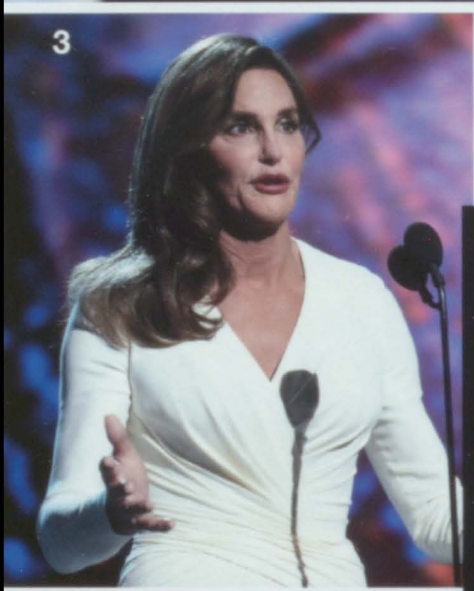


TOP 10

AT THE BOX OFFICE IN 2015

<http://www.boxofficemojo.com/yearly/chart/?yr=2015>

1. *Star Wars: The Force Awakens*
2. *Jurassic World*
3. *Avengers: Age of Ultron*
4. *Inside Out*
5. *Furious 7*
6. *Minions*
7. *The Hunger Games – Part 2*
8. *The Martian*
9. *Cinderella (2015)*
10. *Spectre (James Bond)*



POP CULTURE



4. MOST LIKED INSTAGRAM EVER
With more than 2.5 million likes, the image of model and reality TV star Kendall Jenner, with her hair arranged in heart shapes, is the most-liked Instagram photo ever.

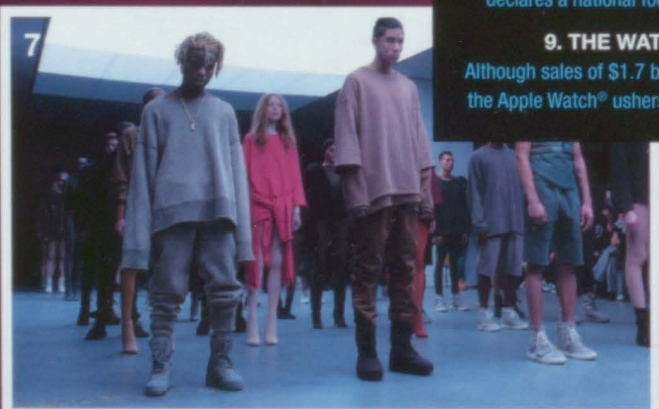
5. HEALTHY BUSINESS MODEL
With juice bar sales approaching \$100 million a year, the cold-pressed juicing cleanse trend continues as busy, health-conscious consumers seek a shortcut to wellness.

6. THE WORLD'S MOST POWERFUL WOMAN
Time magazine names Germany's Chancellor Angela Merkel its Person of the Year and describes her as "Chancellor of the Free World."

7. KANYE ON THE RUNWAY
Following the success of Kanye West's Yeezy fashion label seasons 1 and 2, he recently debuted his third season at New York Fashion Week.

8. WASTE NOT
A Manhattan chef creates fine dining from "garbage" ingredients to demonstrate how to prevent food waste. The Federal government declares a national food waste reduction goal of 50% by 2030.

9. THE WATCHWORLD IS WEARABLE
Although sales of \$1.7 billion are modest compared to the iPhone®, the Apple Watch® ushers wearable tech into the consumer market.

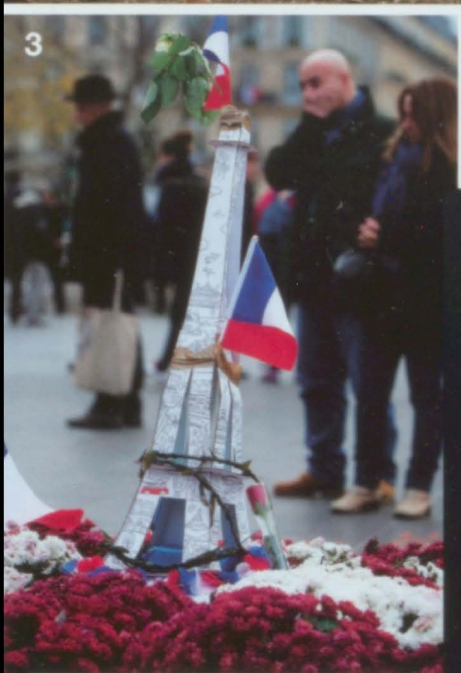




TOP 10 GOOGLE SEARCHES OF 2015

- | | |
|-----------------------|--------------------------------|
| 1. Paris Under Attack | 6. Mayweather vs. Pacquiao |
| 2. Adele's Year | 7. Black Lives Matter |
| 3. Oscars 2015 | 8. Guns in America |
| 4. Caitlyn Jenner | 9. Royals Win World Series |
| 5. Election of 2016 | 10. A New Era in Late Night TV |

https://www.google.com/trends/story/2015_US



HEADLINES

1. SYRIAN CRISIS

Continuing civil war in Syria results in more than 11 million refugees; more than 220,000 have died since the conflict began.

2. SAME-SEX MARRIAGE

In a 5-4 decision, the Supreme Court rules that same-sex marriage is legal in all 50 states.

3. TERRORISTS ATTACK PARIS

ISIS terrorists launch coordinated attacks targeting a soccer stadium, a rock concert and several restaurants in the French capital; 130 people perish.

4. PRE-PRIMARY

Candidates for 2016 Presidential Election Hillary Clinton and Bernie Sanders battle to be the Democrats' nominee. Donald Trump and Ben Carson were early frontrunners in the GOP race.

5. THE POPE COMES TO AMERICA

During his stay Pope Francis spoke to Congress, visited the White House, and dined with the homeless in Washington D.C.

6. APPLE ADVANCES

The new iPhone® 6s features more durable aluminum construction, a rose gold color option, 3D Touch access to apps and a 12MP camera.

7. NEPAL EARTHQUAKE

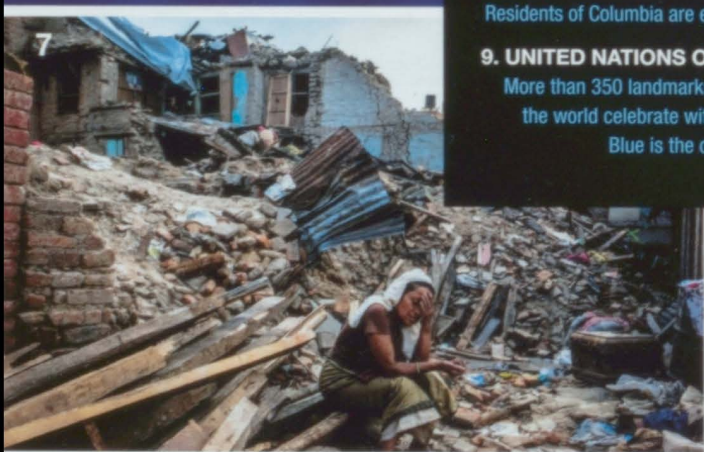
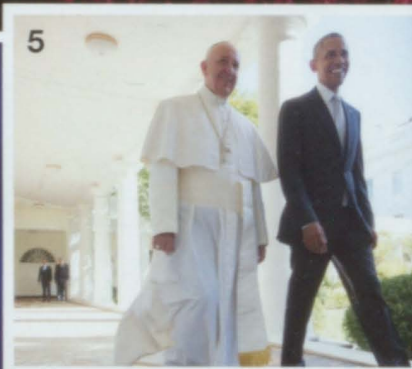
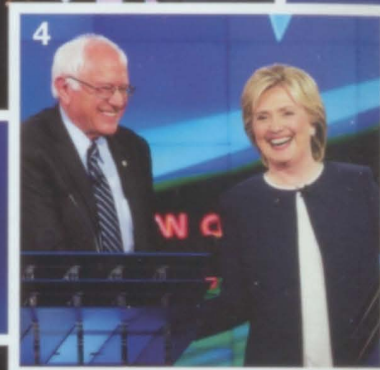
A magnitude 7.8 earthquake in Nepal rocks villages, damages structures and kills at least 5,000.

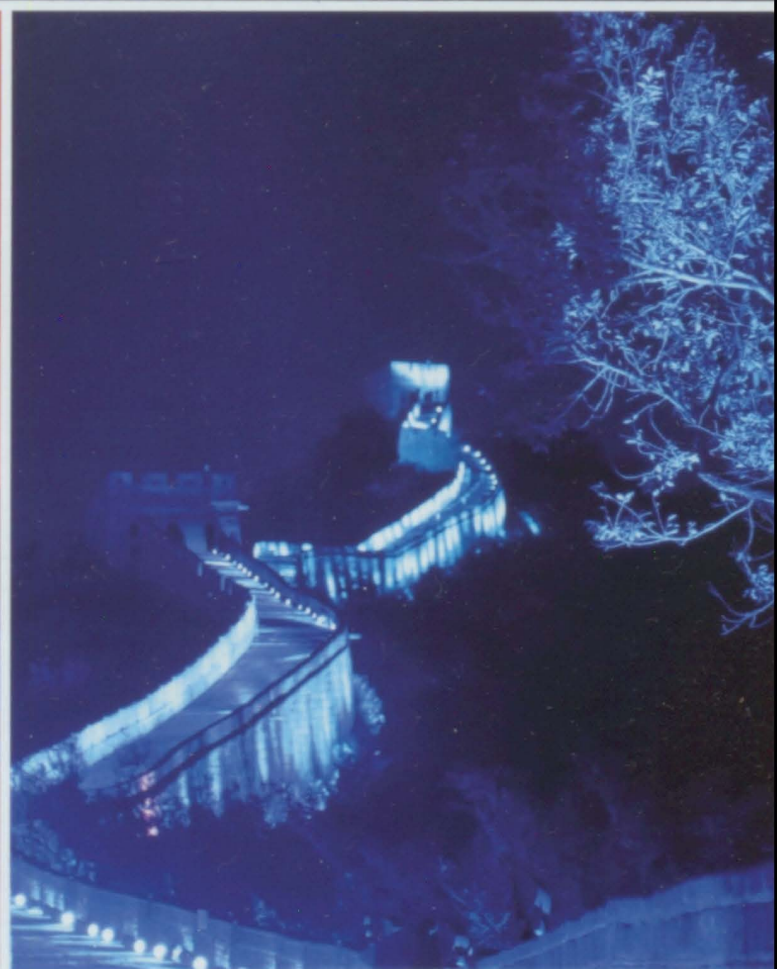
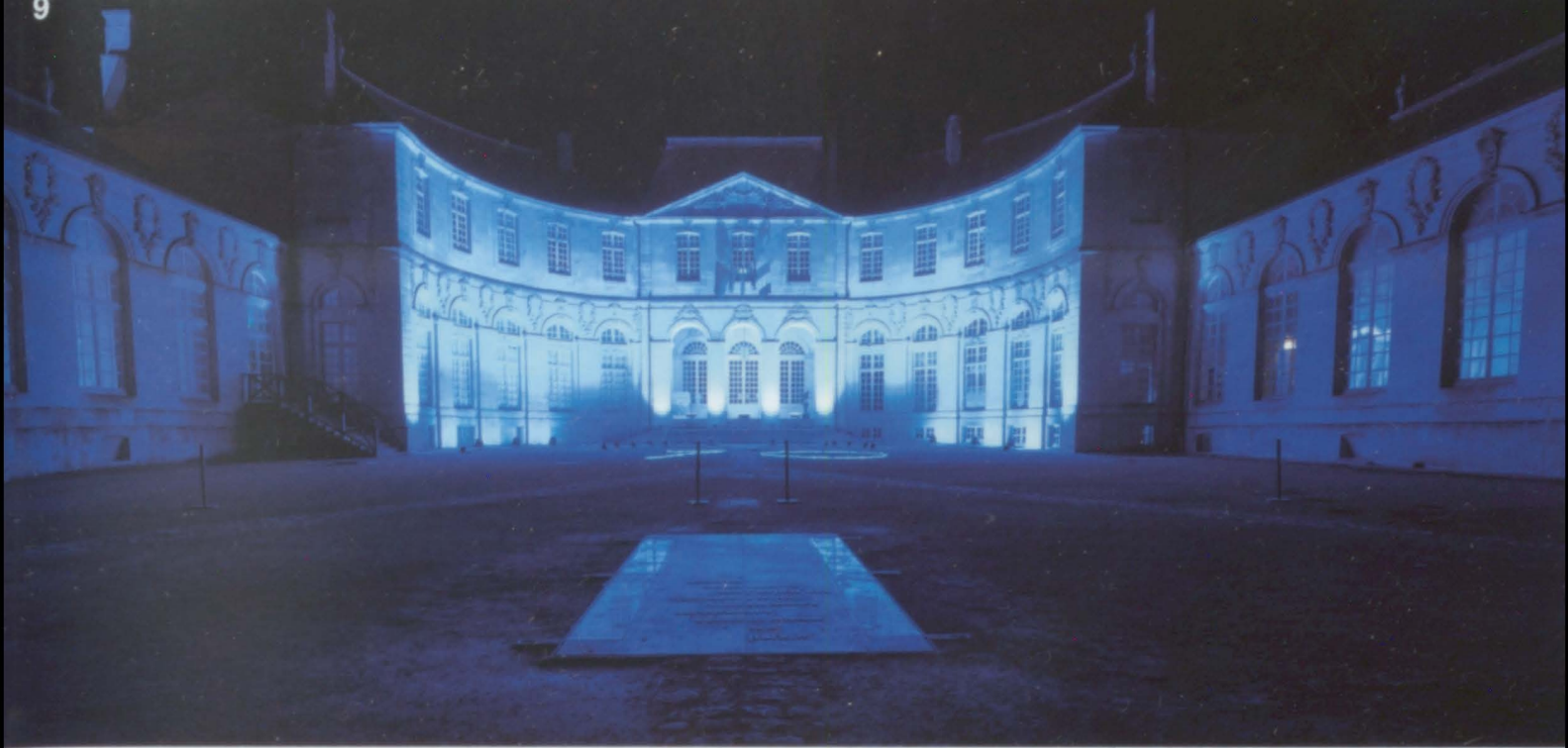
8. SOUTH CAROLINA DELUGE

Record-breaking rainfall amounts of up to 24 inches cause catastrophic flooding in the central and eastern regions of the state. Residents of Columbia are evacuated as the Overcreek Dam fails.

9. UNITED NATIONS OBSERVE 70TH ANNIVERSARY

More than 350 landmarks in more than 80 countries around the world celebrate with brilliant displays of blue lights. Blue is the official color of the UN.





MOST POWERFUL PEOPLE ACCORDING TO FORBES IN 2015

<http://www.forbes.com/powerful-people/list/#tab:overall>

1. Vladimir Putin, 63
2. Angela Merkel, 61
3. Barack Obama, 54
4. Pope Francis, 79
5. Xi Jinping, 62
6. Bill Gates, 60
7. Janet Yellen, 69
8. David Cameron, 49
9. Narendra Modi, 65
10. Larry Page, 42



TV/GAMING

1. SCREAM QUEENS

A serial killer called the Red Devil menaces the sorority sisters of Kappa Kappa Tau in the debut season of the Fox network's horror comedy.

2. PRETTY LITTLE LIARS

The Liars escape the dollhouse and secret identities are revealed in Season 6 of the ABC Family network drama.

3. AMERICAN HORROR STORY: HOTEL

Lady Gaga stars as The Countess in Season 5 of the FX horror series, set in a haunted Los Angeles hotel.

4. ORANGE IS THE NEW BLACK

Netflix commits to a fourth season of the binge-worthy drama series, set in a women's prison.

5. AMERICA'S NEXT TOP MODEL: GUYS & GIRLS

The judges choose Nyle DiMarco and Mamé Adjei as winners in Cycle 22 of the final season of the CW reality show.

6. TOP-RANKED YOUTUBE GAMERS

With more than 10 billion video views, Swedish gamer PewDiePie tops the leaderboard of most popular YouTube channels.

7. NEW GAME, NEW STAR

Rory McIlroy succeeds Tiger Woods as the new face of EA Sports' PGA Tour golf game.

8. eSPORTS ARE BRINGING IN BILLIONS

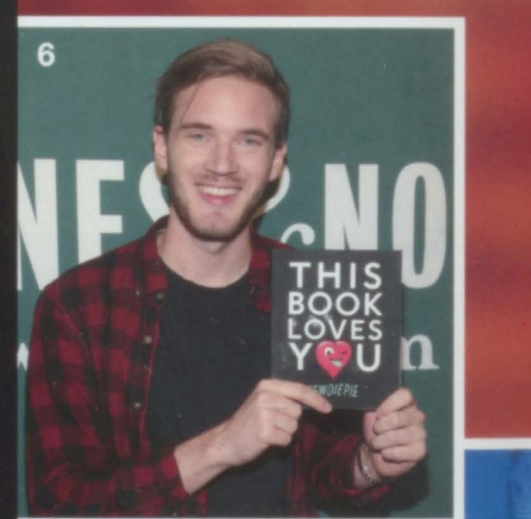
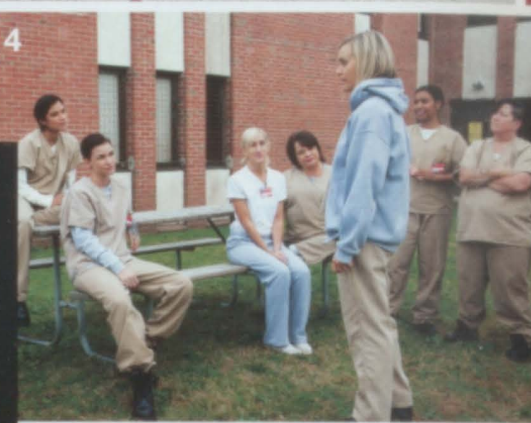
With larger audiences and bigger prize pools, eGaming tournaments rival traditional sports events.

9. ESPN LEADS IN ALL-TIME CABLE RATINGS

ESPN is the most-watched cable network, even during presidential debates and news stories; the network holds the record for the top 20 most-viewed programs in cable TV history.

10. CALL OF DUTY: BLACK OPS III

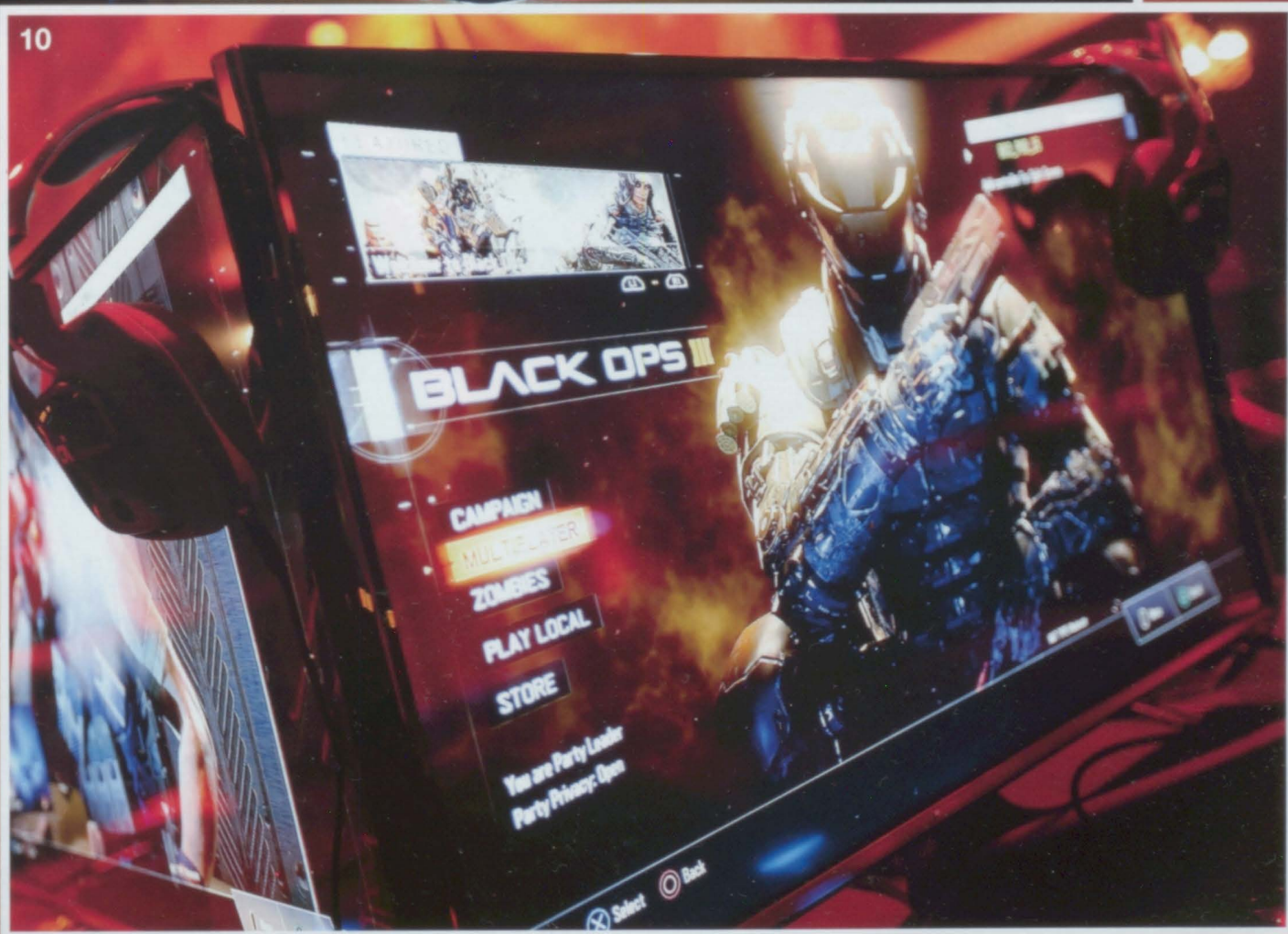
The first-person shooter is set in the year 2065 and features zombie storylines, robotic drones and a team of soldiers with cybernetic enhancements.



9



10



LEGO



BRANDS

1. LEGO IS LIFE

Life Lego was named Forbes Most Powerful Brand of 2015 after debuting their new *Lego Marvel's Avengers* and *Lego Jurassic World* toys.

TOP 10

MOST VALUABLE BRANDS IN 2015



1. Apple, \$145.3 billion
2. Microsoft, \$69.3 billion
3. Google, \$65.6 billion
4. Coca-Cola, \$56 billion
5. IBM, \$49.8 billion
6. McDonald's, \$39.5 billion
7. Samsung, \$37.9 billion
8. Toyota, \$37.8 billion
9. General Electric (GE), \$37.5 billion
10. Facebook, \$36.5 billion

<http://www.forbes.com/pictures/mli45dhfm/1-apple/>

HOW TEENS SPEND MONEY

<http://www.businessinsider.com/how-teens-are-spending-money-2015-4>



23% FOOD



20% CLOTHING

16% REMAINING
MUSIC, MOVIES, EVENTS

10% ACCESSORIES

7% SHOES

8% ELECTRONICS

8% VIDEO GAMES

8% CARS

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