



## TOYS ARE SIBL

Ancient Egyptian tombs and lap top computers are each comfortable homes for toys and games. In the thousands of years between the two cultures is mirrored in its playthings.

In its collections The New York Public Library recognizes toys and their manufacture with hundreds of resources in print and on-line as an important historical and economic factor.

The following brief list is a guide to the world of the toy and game business both inside and outside the Library. In order to explore the complete resources of the Library you can visit the website [www.nypl.org](http://www.nypl.org) and search CATNYP, the on-line catalog of the Research Libraries and LEO, the online catalog for the Branch Libraries circulating collection.

### Toy Industry Associations

The library recognizes the importance of the trade associations and extends its research network to include the websites and published information available from them. Key organizations include:

- **American Specialty Toy Retailing Association.** [www.astratoy.org](http://www.astratoy.org)  
Manufacturers, retailers, sales representatives and industry-related organizations working in the specialty toy field are included in this membership
- **International Council of Toy Industries.** [www.toy-icti.org](http://www.toy-icti.org)  
The mission of this association is to foster the exchange of information on important toy industry issues and trends.
- **Toy Industry Association.** [www.toy-tia.org](http://www.toy-tia.org)  
TIA is the major international organization which represents U.S manufacturers and importers of toys. The American International Toy Fair held in New York City on the second Monday of November is among the most famous trade shows world wide.  
Similar organizations exist for other countries.



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### The Toy Market

The industry associations conduct market research activities and publish reports and statistics on the toy business. The commercial databases listed below are available at SIBL and provide extensive current reports on the toy industry.

- **Business Source Premier.** This database is available remotely to holders of New York Public Library cards. Included are market research reports from *Datamonitor*.
- **EMarketer.** Industry activities as they relate to ecommerce and emarketing are reflected in this database.
- **Emerging Markets.** The focus in this resource is on industries and markets, including toys, in countries in Asia and Latin America.
- **Euromonitor International.** Includes detailed information on consumer preferences and markets in individual countries.
- **Market Research.Com Academic.** Research studies and survey reports on the industry as whole and on selected segments are presented in this database.
- **Mergent On-line.** In addition to a detailed industry overview *Mergent On-line* offers company financial information and background for public companies such as Mattel.

- **Prompt.** Articles on market trends from trade and professional periodicals, and government and industry sources are available in this database.
- **Standard & Poor's Net Advantage.** This is a primary source for detailed industry reports and company financial information.

### Toy Industry Directories

The titles listed below are available on site at SIBL.

- **The International Directory of Importers, Worldwide Sporting Goods & Toys Importing Firms**  
Call no. \*R-SIBL HF1419.I58 (On-site use only).
- **Playthings, Special Issue: Who Makes It?** One of several special issues included in *Playthings* magazine available on-line at SIBL. Also available as a print resource – Call no. JSM 98-104 (On-site use only).
- **ReferenceUSA** and **Dun & Bradstreet Million Dollar Directory** are two databases available at SIBL, which provide directory information for thousands of companies in the toy and related industries.

### Toy Industry Periodicals

Magazines directed to participants in the toy industry have been collected at The New York Public Library for 100+ years. The individual titles are available in print and serve as an important frame of reference for marketers and inventors.

Current professional journals available on-line at SIBL include.

- **Playthings**
- **Toy & Hobby World.** Also available as a print resource - Call no. JSN 94 – 151 (On-site use only).
- **Toy Industry**

### Miscellaneous Toy Industry Reading

Toys, their history and lore, are included in hundreds of volumes in the collections at The New York Public Library. A few are listed below.

- **The British Toy Business** – Brown - Call no. JBE 96-1787 (On-site use only).
- **How to Sell Toys and Hobbies on eBay** - Call no. \*R-SIBL HD9993.T692 M37 (On-site use only).
- **The Toy and Game Inventors Handbook** – Levy – Call no. 688.7206L (May be borrowed). Also available in Call no. \*R-SIBL HD9993.T692.L483 (On-site use only).
- **Toys!: Amazing Stories Behind Some Great Inventions** - Wolfson - Call no. J 688.72 W (May be borrowed)

### Computer Games. The New Kid on the Block

The New York Public Library has made an effort to include computer games in their circulating collections. At SIBL we have attempted to provide information related to the business and technology involved in computer games creation and sale. Listed below are a few titles available.

- **A Parent's Guide to Computer Games** - Call no. 794.8 P (May be borrowed).
- **The Business and Culture Of Digital Games** – Kerr- Call no. \*R-SIBL GV1469.17.S63.K47 (On-site use only).
- **Computers and Games: Third International Conference** (1st and 2nd are also available) - Call no. JSE 04-756 (On-site use only).
- **Games for Windows: The Official Magazine.** An on-line periodical available at SIBL.
- **Handbook of Computer Game Studies-** Call no. JSF 05-613 (On-site use only).
- **Micro Java Game Development** - Verhovsek - Call no. 794.8151 V (May be borrowed)
- **Networking and On-line Games: Understanding and Engineering Multiplayer Internet Games** - Armitage - Call no. \*R-SIBL QA76.76.C672 A76 (On-site use only).