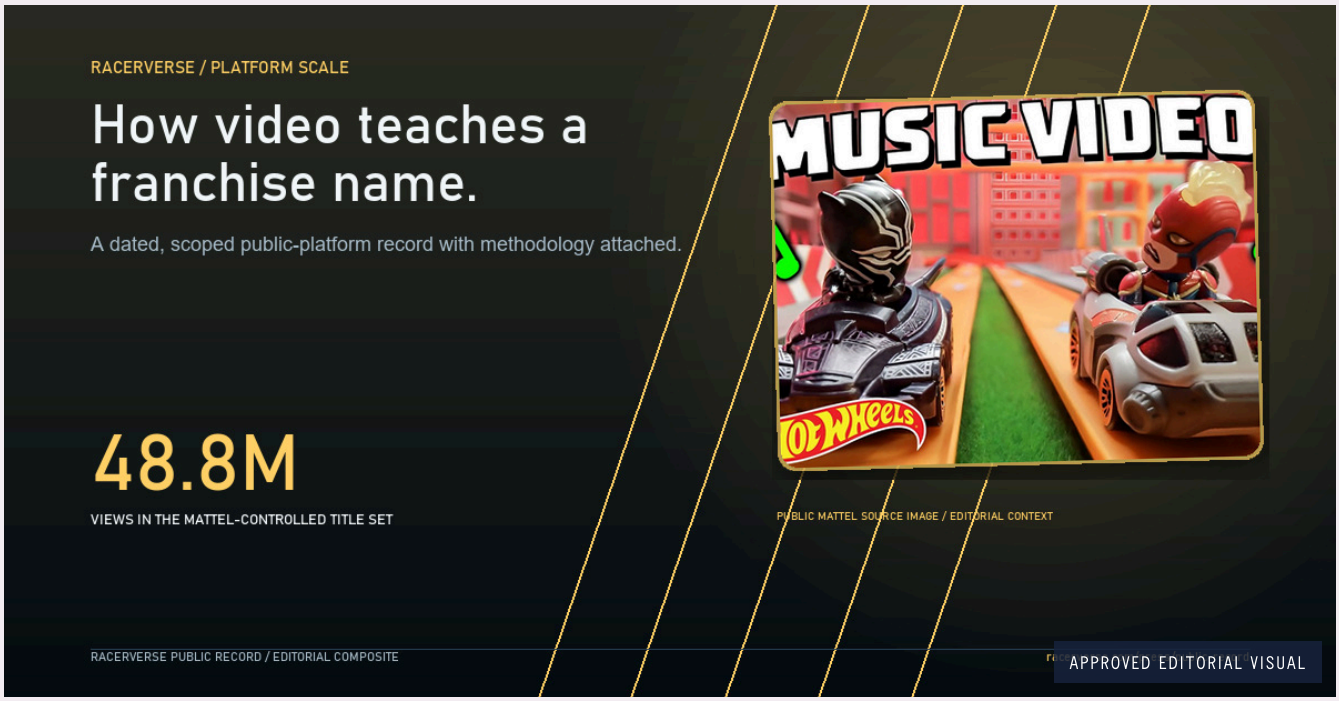
WHAT AN OFFICIAL VIDEO FOOTPRINT CAN - AND CANNOT - TELL US

A kids-media briefing on character distribution, platform reach, recurring programming, and responsible interpretation of public metrics.



STORY ANGLE

RECURRING OFFICIAL VIDEO EXTENDS THE TOY-LINE NAME INTO CHILDREN'S ENTERTAINMENT.

The dated YouTube dataset provides a reproducible snapshot of selected official videos and observed metrics. It is not a census of every channel, geography, viewer, or impression.

Open the web brief

Packet 13 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
YouTube and Kids Media editorial audience	Pending - TTAB 91290947	Docket Oct 22; news Sep 30, 2026

SOURCE-LINKED
Open the underlying record.

RECORD-BOUNDED
Dates and limits stay visible.

REPORTER-READY
Built for independent checks.

DATE	RECORD EVENT
January-February 2022	Lucky Machines publicly presents RACERVERSE; identified paid transactions begin February 16
December 8, 2022	Mattel files for HOT WHEELS RACERVERSE
September 17-October 20, 2026	TTAB entries 33-35 update the schedule and record Mattel's motion to amend and Lucky Machines' opposition; Mattel announces CEO succession

QUICK READ

WHAT THE RECORD SHOWS

1. The dataset preserves selected official Hot Wheels RacerVerse video metadata and retrieval dates.
2. Video extends the term beyond a product listing into recurring character and story programming.
3. View totals are platform-reported observations and do not establish unique viewers, audience composition, confusion, or causation.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Row-level video records with URLs, metrics, and retrieval dates.
- Separate classifications for episodes, short-form video, and product promotion.
- Independent sources on coordination across toy, video, and licensing calendars.

SOURCE DESK

PRIMARY SOURCES

SOURCE	WHAT IT SUPPORTS / IMPORTANT LIMIT
[S1] YouTube record	A reproducible snapshot of official video metadata, not an exhaustive worldwide audience study.
[S2] Mattel-controlled social record	A dated collection of public posts with methodology and scope limitations.
[S3] Mattel in its own words	Sourced Mattel statements about RacerVerse, direct design-process quotations, and the documented Superstar Speeders transition.

PUBLICATION GUARDRAIL

EVIDENCE BOUNDARY

The TTAB matter is pending. No final merits decision has issued.

Public records establish chronology and publication, not access, copying, intent, actual confusion, causation, damages, private approval routing, licensor knowledge, or the Board's future ruling. Attribute Lucky Machines' positions and first-person accounts. Seek Mattel's response independently.

Recheck the official docket before publication