

Outline from Oral Presentation: DC Comics, Inc.

- I. Company Overview
 - a. Year started: 1937
 - b. Headquarters: 1700 Broadway, New York, NY 10019
 - c. Company Size: unknown (Company is subsidiary of Time Warner, private media giant.)
 1. Offices: 2(currently located in NY but moving to Burbank, CA.)
 2. Distribution: Diamond Comic Distributors (Main distributor *13)
 - d. History (*5)
 - i. 1937 – Inaugural Year
 - ii. March 1937 – Detective Comics #1 (First Publication)
 - iii.. May 1939 – Detective Comics #27 (First Appearance of Batman)
 - iv. June 1938 – Action Comics #1 (first appearance of Superman)
 - v. 1944 – All American Comics merge with Detective Comics
 - vi. 1961 – Detective Comics becomes National Periodical Publication
 - vii. 1967 – Merges with Kinney National Services (who purchases Warner Brothers) which becomes Warner Communications (1968)
 - viii. 1978 – DC Comics agrees to huge settlement over the creative rights of Superman with creators.
 - ix. 1989 – Batman the movie debuts in theaters. (becomes one of the highest grossing films in the U.S.)
 - x. 1990-1993 – Comic book Industry goes through a BOOM period (Market reaches its highest point – reaches \$800 million in 1993)
 - xi. late 1900 – Industry goes on the decline (main competitor, Marvel, files for bankruptcy protection in 1996)
 - xii. 2000 – only one third of operating comic shops as of 1993 still exist.
 - xiii. 2005 – DC Comics & Marvel begin Major annual events (crossover all popular heroes into one story arc: inspired by success of blockbusters produced in Hollywood). An attempt to increase sales (which does).
 - xiv. 2007 – Comic Industry hits Bookstores (graphic novels collect complete stories in form of trade paperback & Hardcover)

- xv. 2009 – Disney buys Marvel Entertainment.
- xvi. 2011 – DC Comics relauches all its title, calling the event “the New 52”. Simultaneously implanting Digital comics release with print titles. (*10)

e. Key Individuals

- i. Jack S. Liebowitz
- ii. Harry Donenfeld
- iii. Jerry Siegel & Joe Shuster
- iv. Thomas Ballou Jr.

II. Key Financials(Company doesn't disclose financials -*7)

a. Market of Comic Industry (as of 2008 - *7)

- i. Marvel Entertainment – 40%
- ii. DC Comics – 32%
- iii. Independent publishers & anime – 28%

b. Revenue

- i. In 1993, The Industry raked in \$800 Million (*3)
- ii. In 2000, The Industry raked in \$250 million (*3)
- iii. In 2005, Comic book sales began to soar again, raking in \$149 million the first half of the year, 6% increase from previous year. (*6)
- iv. In 2007, sales in bookstores reached \$700 million (*7)
- v. In 2010, revenue began to decline from \$270 million to \$246 million
- vi. In 2013, DC Comics sees Double Digit growth In print

c. Customer

- i. Initial demographic: 8-12 years old (*2)
- ii. Late 80s: demographic becomes average age 24 years old (college educated, household income of \$38,000.00 - *1)

III. Products

a. Company offers 52 Titles monthly Titles

b. Product Overview (*12)

- i. Size/ Page Count: 6.625"x10.25" 32 to 52 pages.
- ii. Binding: Saddle-Stitched, two staples
- iii. Interior Pages: 40lb to 50lb paper
- iv. Cover: various (Norm: 40lb to 80lb gloss paper)
- v. Printing process: Offset printing

IV. Recent News

- a. 2011, DC Comics becomes first publisher to release debut prints with digital simultaneously. (*8)

- b. Summer of 2013, DC launches Forever Evil event, print 3D covers for all 52 Titles. (*11)
- c. As of October 2013, DC Comics sees double digit growth in print sales and Triple digit growth in digital revenue (*10)
- d. DC Comics head quarters relocating to Burbank, CA in 2015 (*14)

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