



HISTORY OF DC COMICS



Brand Overview

DC Comics is one of the largest and oldest American comic book companies founded in 1934. The majority of its publications take place within the fictional DC Universe and feature numerous culturally iconic heroic characters, such as **Superman**, **Batman** and **Wonder Woman**. The universe also features well-known supervillains who oppose the superheroes such as **Lex Luthor** and **The Joker**.

DC Comics, Inc. is an American comic book publisher. It is the publishing unit of DC Entertainment,^{[4][5]} a subsidiary of the Warner Bros. Global Brands and Experiences division of Warner Bros., a subsidiary of AT&T's Warner Media. As such is one of the largest global brands of our time!

It is impossible to put a figure on the likely fan base numbers for DC however the 2020 DC Fandome saw 22 million people check in during a 24hr period at this year's virtual convention.

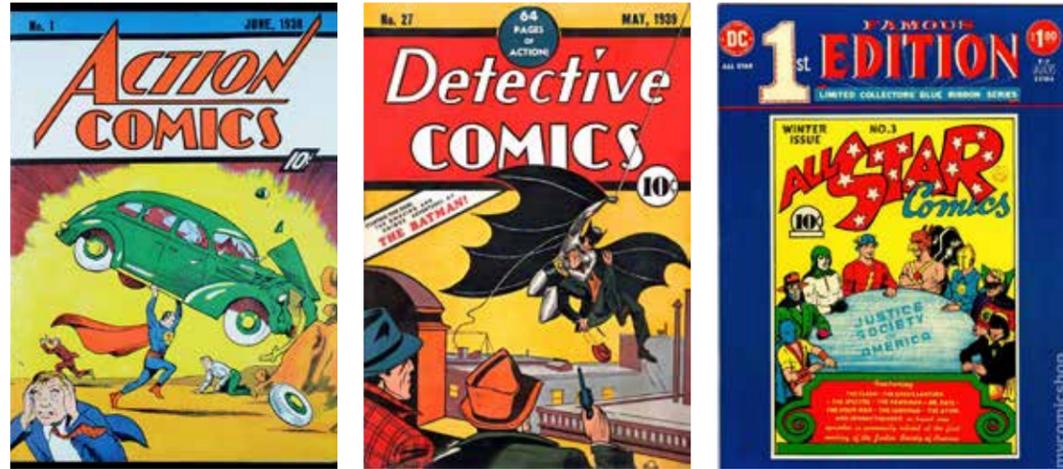
The net worth of DC Comics isn't readily available. However, we can estimate the company's net worth based on a few factors. First, as one of the biggest comic book companies in the world they sell millions and millions of copies each year the popularity of which then leads to massive licensing revenue. DC makes a hefty sum from retail sales. Batman is the most licensed of DC characters and is believed to be worth around \$28 Billion in retail revenue alone since the characters inception in 1939.

Second, movie sales. DC Comics has enjoyed massive box office revenues over the years. In the last five years the critically acclaimed DC movie franchise has grossed an estimated \$4 Billion!

Scheduled DC Movies in 2020/21/22

Wonder Woman 1984 – 12/20
The Suicide Squad – 08/21
The Batman – 10/21
Black Adam – 12/21

The Flash – 06/22
Shazam!: Fury Of The Gods – 11/22
Aquaman 2 – 12/22



The History Of DC Comics

DC Comics is known as the king of all comic books. It has been the leader in the industry since its launch in 1934. They paved their way with their styles and strategies and many other comics book industries in America followed them such as their rival Marvel Comics. The history of DC Comics has gone on to be a huge part of American culture.

DC Comics were able to survive and continue to thrive even when there were times when they had gone through declining periods when comics books were losing interest. However, today they have proved to be one of the most successful stories in the comic book industry and are a subsidiary of Warner Brothers Entertainment and are also part of Time Warner too.

DC Comics made a name for themselves in 1939 as they were then founded by Malcolm Wheeler-Nicholson. During that time its company was known as National Allied Publications. The initials for the DC Comic books were from taken from the **Detective Comic series**. With that series came **the**

rise of Batman. There was another line of comic books, known as **Action Comics**, which featured a new super hero named **Superman**.

Over the years these two super heroes became quite popular and to this day they are still two of the most popular characters to ever appear in comic books and went on to spark the way for many other costume clad super heroes.

There once was a time when this industry was under an attack during the 1950's (the golden age) as they were not considered to be up to any American standards for any children and the younger generation too. Even during these times DC continued its success along with several other companies, by diversifying the storylines into areas such as westerns and romantic stories but it was their reemergence of the super hero genre which would lead them to a huge recreation of what made them so successful in the comic book industry known as the Silver Age.

It was during 1965 when the industry introduced a new super hero by the name of **Flash**. This character was created many years before but was brought back and updated to be placed in more popular times. This time more emotional and personal compelling stories were used along with some better storyboards and artwork which helped to liven up the character.

The company did the same with all the other characters too, which included batman and superman and **Wonder Woman**. Shortly afterwards the **Justice League society** and the **Justice League of America** was created. All of these super hero characters also gained great appeal through cartoons and also live television shows. Marvel Comics, who at first were not so eager to follow the same path of its rival DC, soon gave in and then started to create their own group of super heroes.

During the 1990's comic book popularity began to decline. As a result, the comic book industry started a new approach and with it came different lines that were intended to appeal towards a more mature audience and also adult readers. They also took a big gamble that was very drastic as they featured the death to some of the key, and most popular characters, such as the death of superman.

DC Comics then launched the super heroes of their industry into the **DC Extended Universe** (DCEU) which revolutionized their world of comic books and the popularity began to once again grow.

By constantly diversifying and evolving the DC brand offering their characters regained attention and have continued to grow in popularity through critically acclaimed movies, theme parks and product partnerships to ensure their continued presence as huge part of American and World culture.

Superman

First appeared in Action Comics #1, which was published in 1938 - considered the first costumed hero, a pioneer of the genre

Batman

First appeared in Detective Comics #27, which was published in 1939

Wonder Woman

First appeared in All-Star Comics #8, which was published in 1941

Green Lantern

First appeared in All-American Comics #16, which was published in 1940

The Flash

First appeared in Flash Comics #1, which was published in 1940

Aquaman

First appeared in More Fun Comics #73, which was published in 1941

Cyborg

First appeared in DC Comics Presents #26, which was published in 1980



Comic Book Terminology

Anthology: Comics that contain multiple short stories. Historically, these were often testing grounds for new characters

The Big Two: DC Comics and Marvel

Cover: The front page of a comic book, usually boasting a feature image, title, pricing and enticing snippet of text

Crossover: When characters and storylines cross over into another title

Event: A large-scale crossover story, which often includes characters from a shared universe joining forces (e.g. Crisis on Infinite Earths and Infinite Crisis)

Gutter: The space between panels

Indie: An independent publisher that publishes comics independently from the Big Two and other smaller corporations

Onomatopoeia: Words chosen to convey sound effects phonetically (e.g. 'BOOM', 'POW' and 'BANG')

Panel: A box on the page of a comic book

Run: The number of consecutively published comics in a series by a writer and/or artist.

Splash page: A panel that fills the entire page

Story arc: Smaller stories, or a storyline that spreads over multiple issues

Team-up: When multiple characters join forces

Two-page spread: Comic book art that fills two pages

Variant cover: An alternative cover of an issue. Often they include the art of a different artist, and fewer copies are available



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