

DC vs MARVEL

THE BATTLE OF BRANDS

Marvel and DC Comics have a long history of friendly rivalry dating back to **1930s**

DC (Detective Comics) was formed in

Marvel Comics was formed in

1934

1939

The rivalry started with comic books and as the technology grew it transcended to the big screen and video games, and finally a full on digital marketing war

COMICBOOKS

DC's first big successes

were **Superman** in **1938**



and **Batman** in **1939**



Marvel's first big successes

were **Fantastic Four** in **1961**



Spider-Man in **1962**



and **The X-Men** in **1963**



BOX OFFICE

DC's first superhero big screen adaptation was **1966's Batman the Movie**

Marvel's first big screen movie was **1986's Howard the Duck**

DC was first to have a big screen success



Superman franchise started in **1978**



Batman franchise started in **1989**

IN 2012 the biggest hits of all-time were released:

Marvel's **The Avengers** became the **3rd** biggest box office hit of all-time

DC's **The Dark Knight Rises** became the **7th** biggest box office hit of all-time

THE ROAD SO FAR:

Marvel: 39 Movies, **32** have crossed the **\$100 million** mark

DC: 21 Movies, **14** have crossed the **\$100 million** mark

VIDEO GAMES

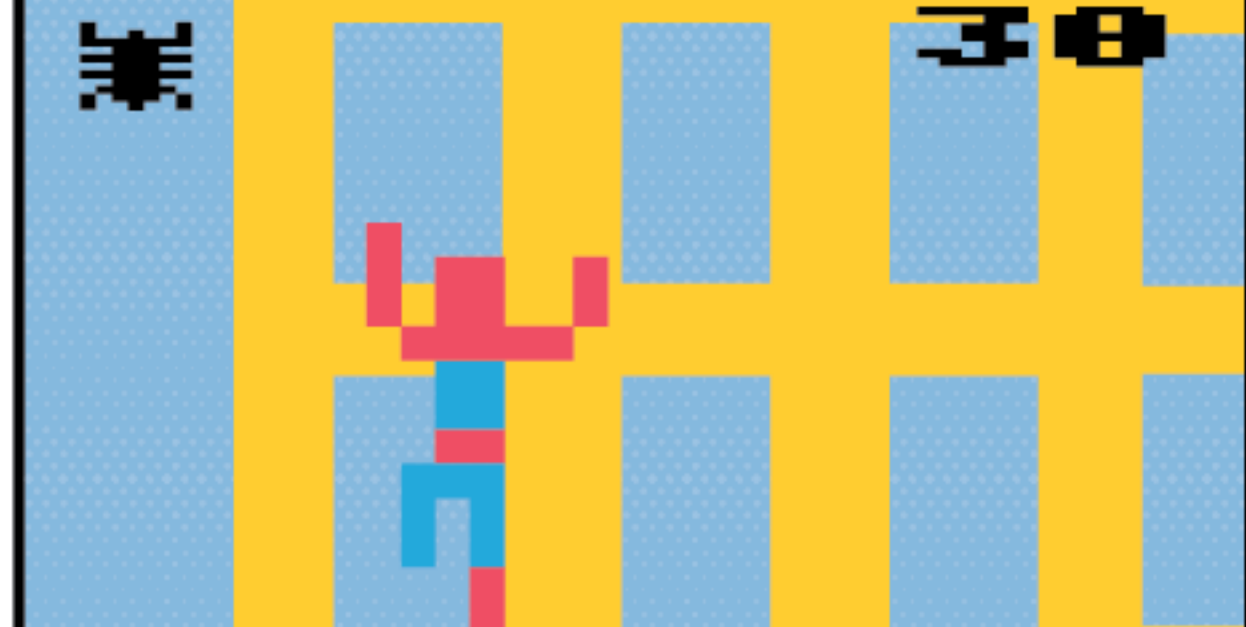


On the video game battlefield **DC** is a clear winner



First video game released by **DC - Superman** in **1979**

First video game released by **Marvel - Spider-Man** - **1982**



In **2015**, **DC** released **Batman: Arkham Knight**, selling **over 5 million** copies

Marvel's last known console game, **The Amazing Spider-Man 2**, was released in **2014** and had a **52/100** score on Metacritic

DIGITAL MARKETING

In the web traffic battle, **Marvel** is a clear winner - generating **3.9 million** in organic keyword search

While **DC** remains way back with close to **1 million** in organic search



DC - over 1.5 million followers

Marvel - over 3 million followers

DC - over 3 million likes

Marvel - over 21 million likes



DC - over 600,000 subscribers

Marvel - over 2 million subscribers

References

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