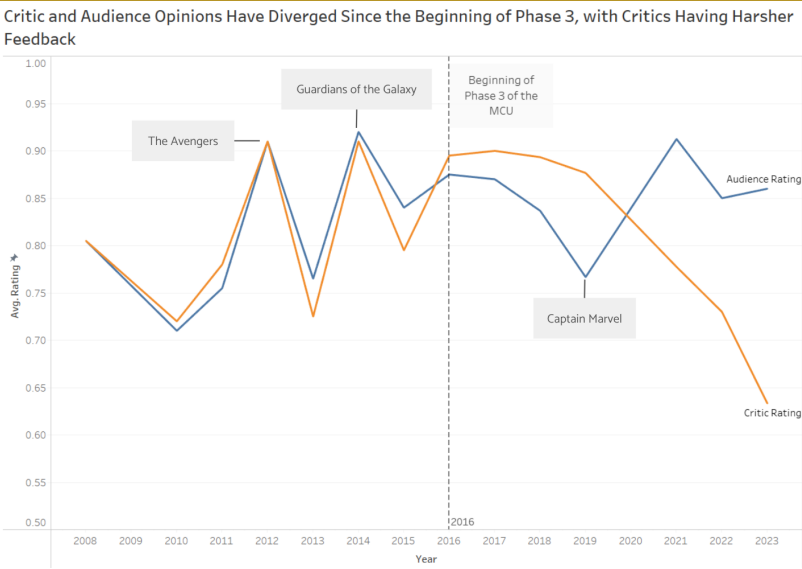




CINEMATIC UNIVERSE

Is it in trouble, or is the hype overblown?

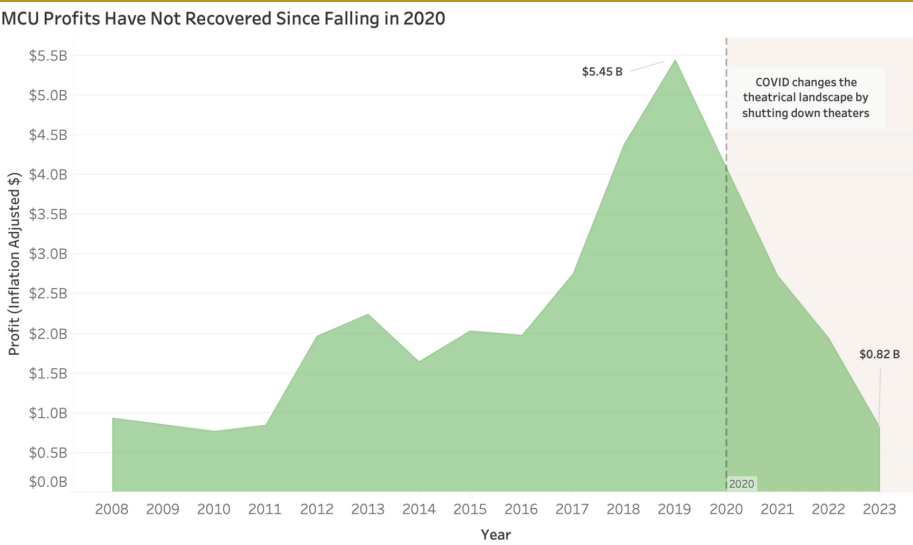
HOW HAS SENTIMENT SHIFTED OVER TIME?



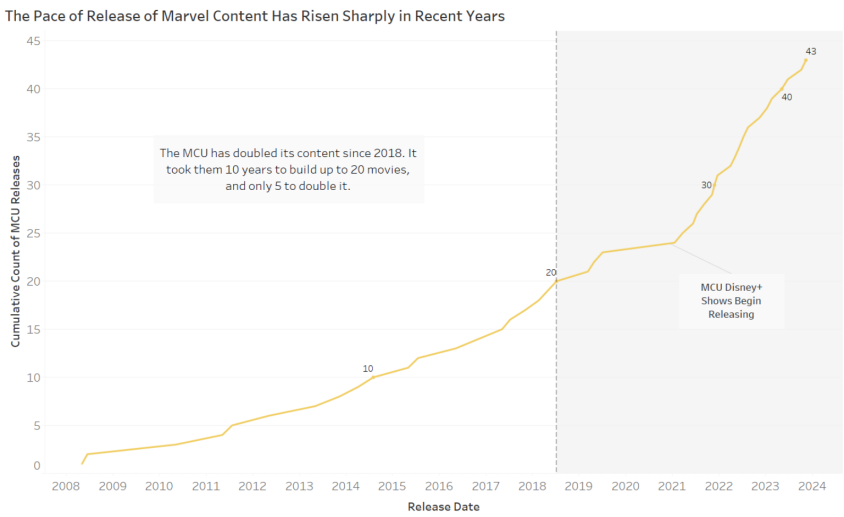
- Critics and Audiences used to agree about the MCU, good or bad
- Now, Critic Opinions are much harsher than Audience Scores, driving negative headlines

HAS THE MCU “PEAKED”?

- The MCU had its most profitable year with the release of Endgame
- Profits have dropped significantly, indicating a smaller audience of more dedicated fans (hence high Audience Score)



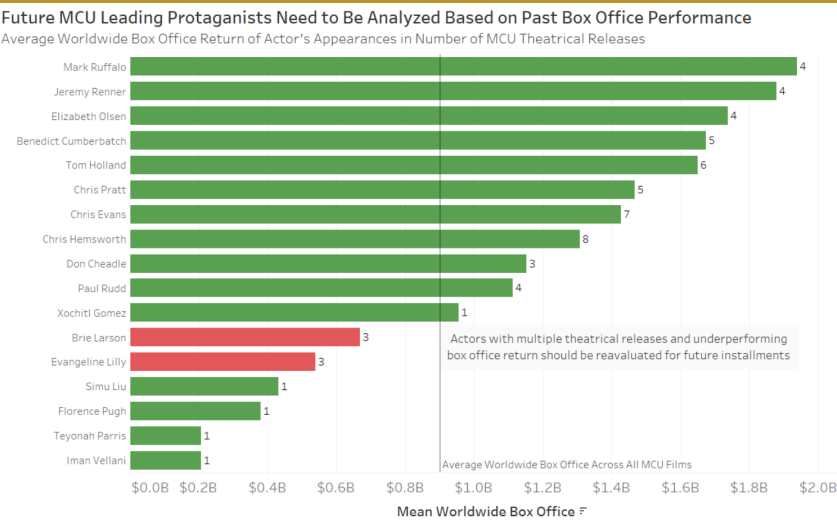
WHAT COULD BE THE ROOT CAUSE OF LOSING GENERAL AUDIENCES?



- The “Required Reading” of the MCU has made it inaccessible for general audiences
- The pace of release has outpaced general audience’s interest

HOW CAN THEY RECAPTURE GENERAL AUDIENCE’S ATTENTION?

- Prior success of films indicates which characters audience’s know the history of and care about
- If a character has lead numerous films and has low returns, then audience’s aren’t showing interest



WHO SHOULD LEAD THE NEXT PHASE OF THE MCU?

Crowd Favorites



Mark Ruffalo
The Incredible Hulk



Jeremy Renner
Hawkeye



Benedict Cumberbatch
Doctor Strange

Up-and-coming stars



Simu Liu
Shang-Chi



Xochitl Gomez
America Chavez



Florence Pugh
Yelena Belova