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*"MCU" redirects here. For other uses, see*[*MCU (disambiguation)*](https://en.wikipedia.org/wiki/MCU_(disambiguation))*.*

*For a topical guide, see*[*Outline of the Marvel Cinematic Universe*](https://en.wikipedia.org/wiki/Outline_of_the_Marvel_Cinematic_Universe)*.*

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| --- | --- |
| **Marvel Cinematic Universe** | |
| Marvel Cinematic Universe [intertitle](https://en.wikipedia.org/wiki/Intertitle) from *Marvel Studios: Assembling a Universe* (2014) | |
| **Created by** | [Marvel Studios](https://en.wikipedia.org/wiki/Marvel_Studios) |
| **Original work** | [*Iron Man*](https://en.wikipedia.org/wiki/Iron_Man_(2008_film)) (2008) |
| **Owner** | [The Walt Disney Company](https://en.wikipedia.org/wiki/The_Walt_Disney_Company) |
| **Years** | 2008–present |
| **Based on** | [Marvel Comics](https://en.wikipedia.org/wiki/Marvel_Comics) |
| **Print publications** | |
| **Book(s)** | [Marvel Cinematic Universe books](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#Books) |
| **Comics** | [Marvel Cinematic Universe tie-in comics](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe_tie-in_comics) |
| **Films and television** | |
| **Film(s)** | [Marvel Cinematic Universe films](https://en.wikipedia.org/wiki/List_of_Marvel_Cinematic_Universe_films) |
| **Short film(s)** | [Marvel One-Shots](https://en.wikipedia.org/wiki/Marvel_One-Shots) |
| **Television series** | [Marvel Cinematic Universe television series](https://en.wikipedia.org/wiki/List_of_Marvel_Cinematic_Universe_television_series) |
| **Web series** | [Marvel Cinematic Universe digital series](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#Digital_series) |
| **Television special(s)** | [Marvel Studios Special Presentations](https://en.wikipedia.org/wiki/Marvel_Studios_Special_Presentations) |
| **Theatrical presentations** | |
| **Musical(s)** | [*Rogers: The Musical*](https://en.wikipedia.org/wiki/Rogers:_The_Musical) |
| **Games** | |
| **Video game(s)** | [Marvel Cinematic Universe video game tie-ins](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#Video_game_tie-ins) |
| **Audio** | |
| **Original music** | [Music of the Marvel Cinematic Universe](https://en.wikipedia.org/wiki/Music_of_the_Marvel_Cinematic_Universe) |
| **Miscellaneous** | |
| **Theme park attraction(s)** | [Avengers Campus](https://en.wikipedia.org/wiki/Avengers_Campus) |

The **Marvel Cinematic Universe** (**MCU**) is an American [media franchise](https://en.wikipedia.org/wiki/Media_franchise) and [shared universe](https://en.wikipedia.org/wiki/Shared_universe) centered on [a series](https://en.wikipedia.org/wiki/List_of_Marvel_Cinematic_Universe_films) of [superhero films](https://en.wikipedia.org/wiki/Superhero_film) produced by [Marvel Studios](https://en.wikipedia.org/wiki/Marvel_Studios). The films are based on characters that appear in [American comic books](https://en.wikipedia.org/wiki/American_comic_book) published by [Marvel Comics](https://en.wikipedia.org/wiki/Marvel_Comics). The franchise also includes [television series](https://en.wikipedia.org/wiki/List_of_Marvel_Cinematic_Universe_television_series), short films, digital series, and literature. The shared universe, much like the original [Marvel Universe](https://en.wikipedia.org/wiki/Marvel_Universe) in comic books, was established by [crossing over](https://en.wikipedia.org/wiki/Fictional_crossover) common plot elements, settings, cast, and characters.

Marvel Studios releases its films in groups called "Phases", with the first three phases collectively known as "The Infinity Saga" and the following three phases as "The Multiverse Saga". The first MCU film, [*Iron Man*](https://en.wikipedia.org/wiki/Iron_Man_(2008_film)) (2008), began [Phase One](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_One) which culminated in the 2012 crossover film [*The Avengers*](https://en.wikipedia.org/wiki/The_Avengers_(2012_film)). [Phase Two](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_Two) began with [*Iron Man 3*](https://en.wikipedia.org/wiki/Iron_Man_3) (2013) and concluded with [*Ant-Man*](https://en.wikipedia.org/wiki/Ant-Man_(film)) (2015), while [Phase Three](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_Three) began with [*Captain America: Civil War*](https://en.wikipedia.org/wiki/Captain_America:_Civil_War) (2016) and concluded with [*Spider-Man: Far From Home*](https://en.wikipedia.org/wiki/Spider-Man:_Far_From_Home) (2019). [*Black Widow*](https://en.wikipedia.org/wiki/Black_Widow_(2021_film)) (2021) is the first film in [Phase Four](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_Four), which concluded with [*Black Panther: Wakanda Forever*](https://en.wikipedia.org/wiki/Black_Panther:_Wakanda_Forever) (2022), while [Phase Five](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_Five) began with [*Ant-Man and the Wasp: Quantumania*](https://en.wikipedia.org/wiki/Ant-Man_and_the_Wasp:_Quantumania) (2023) and will conclude with [*Thunderbolts\**](https://en.wikipedia.org/wiki/Thunderbolts*) (2025). [Phase Six](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_Six) will begin with [*The Fantastic Four*](https://en.wikipedia.org/wiki/The_Fantastic_Four_(2025_film)) (2025) and it will conclude with [*Avengers 5*](https://en.wikipedia.org/wiki/Avengers_5) (2026) and [*Avengers: Secret Wars*](https://en.wikipedia.org/wiki/Avengers:_Secret_Wars) (2027).

[Marvel Television](https://en.wikipedia.org/wiki/Marvel_Television) expanded the universe to network television with [*Agents of S.H.I.E.L.D.*](https://en.wikipedia.org/wiki/Agents_of_S.H.I.E.L.D.) on [ABC](https://en.wikipedia.org/wiki/American_Broadcasting_Company) in 2013 before further expanding to [streaming television](https://en.wikipedia.org/wiki/Streaming_television) on [Netflix](https://en.wikipedia.org/wiki/Netflix) and [Hulu](https://en.wikipedia.org/wiki/Hulu) and to [cable television](https://en.wikipedia.org/wiki/Cable_television) on [Freeform](https://en.wikipedia.org/wiki/Freeform_(TV_channel)). They also produced the digital series [*Agents of S.H.I.E.L.D.: Slingshot*](https://en.wikipedia.org/wiki/Agents_of_S.H.I.E.L.D.:_Slingshot). Marvel Studios began producing their own television series for streaming on [Disney+](https://en.wikipedia.org/wiki/Disney%2B), starting with *[WandaVision](https://en.wikipedia.org/wiki/WandaVision" \o "WandaVision)* in 2021 as the beginning of Phase Four. They also expanded to television specials in Phase Four, known as [Marvel Studios Special Presentations](https://en.wikipedia.org/wiki/Marvel_Studios_Special_Presentations), the first of which was [*Werewolf by Night*](https://en.wikipedia.org/wiki/Werewolf_by_Night_(TV_special)) (2022). The MCU includes [tie-in comics](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe_tie-in_comics) published by Marvel Comics, a series of direct-to-video short films called [Marvel One-Shots](https://en.wikipedia.org/wiki/Marvel_One-Shots), and [viral marketing](https://en.wikipedia.org/wiki/Viral_marketing) campaigns for the films featuring the faux news programs [*WHIH Newsfront*](https://en.wikipedia.org/wiki/WHIH_Newsfront) and [*The Daily Bugle*](https://en.wikipedia.org/wiki/The_Daily_Bugle_(web_series)).

The franchise has been commercially successful, becoming one of the [highest-grossing media franchises](https://en.wikipedia.org/wiki/List_of_highest-grossing_media_franchises) of all time, and it has received generally positive reviews from critics. The studio attributed several Multiverse Saga projects performing below expectations to the increase in the amount of content being produced post-*Endgame*, and began decreasing its content output from 2024. The MCU has inspired other film and television studios to attempt similar shared universes and has also inspired several themed attractions, an art exhibit, television specials, literary material, multiple tie-in video games, and commercials.

Development

**Marvel Studios films and series**

**The Infinity Saga films**

"It's never been done before and that's kind of the spirit everybody's taking it in. The other filmmakers aren't used to getting actors from other movies that other filmmakers have cast, certain plot lines that are connected or certain locations that are connected, but I think... everyone was on board for it and thinks that it's fun. Primarily because we've always remained consistent saying that the movie that we are making comes first. All of the connective tissue, all of that stuff is fun and is going to be very important if you want it to be. If the fans want to look further and find connections, then they're there. There are a few big ones obviously, that hopefully the mainstream audience will [be] able to follow as well. But... the reason that all the filmmakers are on board is that their movies need to stand on their own. They need to have a fresh vision, a unique tone, and the fact that they can interconnect if you want to follow those breadcrumbs is a bonus."

—Marvel Studios president Kevin Feige on constructing a shared film universe[[1]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FeigeQuote-1)

By 2005, [Marvel Entertainment](https://en.wikipedia.org/wiki/Marvel_Entertainment) was planning to produce its own films independently and distribute them through [Paramount Pictures](https://en.wikipedia.org/wiki/Paramount_Pictures).[[2]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-Variety2005-2) Previously, Marvel had [co-produced](https://en.wikipedia.org/wiki/Co-production_(filmmaking)) [several superhero films](https://en.wikipedia.org/wiki/Marvel_Studios#Licensing_films) based on [Marvel Comics](https://en.wikipedia.org/wiki/Marvel_Comics) with [Columbia Pictures](https://en.wikipedia.org/wiki/Columbia_Pictures), [New Line Cinema](https://en.wikipedia.org/wiki/New_Line_Cinema), [20th Century Fox](https://en.wikipedia.org/wiki/20th_Century_Fox), and others.[[3]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-Variety2006-3) Marvel made relatively little profit from these licensing deals and wanted to get more money out of its films while maintaining artistic control of the projects and distribution.[[4]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-June2007NYTimes-4) [Avi Arad](https://en.wikipedia.org/wiki/Avi_Arad), head of Marvel Entertainment's film division, was pleased with [Sam Raimi's Spider-Man films](https://en.wikipedia.org/wiki/Spider-Man_(2002_film_series)) at [Sony Pictures](https://en.wikipedia.org/wiki/Sony_Pictures) but was less pleased with some of the other films. Arad decided to form [Marvel Studios](https://en.wikipedia.org/wiki/Marvel_Studios), Hollywood's first major [independent film](https://en.wikipedia.org/wiki/Independent_film) studio since [DreamWorks Pictures](https://en.wikipedia.org/wiki/DreamWorks_Pictures) was founded in 1994. [Kevin Feige](https://en.wikipedia.org/wiki/Kevin_Feige), Arad's second-in-command,[[5]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-BloombergPg3-5) realized that unlike [Spider-Man](https://en.wikipedia.org/wiki/Spider-Man), [Blade](https://en.wikipedia.org/wiki/Blade_(character)), and the [X-Men](https://en.wikipedia.org/wiki/X-Men) which were respectively licensed to Sony, New Line, and Fox, Marvel owned the rights to the [Avengers](https://en.wikipedia.org/wiki/Avengers_(comics)) team. Feige, a self-described "fanboy", envisioned combining these characters in a [shared universe](https://en.wikipedia.org/wiki/Shared_universe) similar to the one created by [Stan Lee](https://en.wikipedia.org/wiki/Stan_Lee) and [Jack Kirby](https://en.wikipedia.org/wiki/Jack_Kirby) for Marvel Comics in the 1960s.[[6]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-BostonApril2012-6)

To raise capital, the studio secured funding from a seven-year, $525 million revolving credit facility with [Merrill Lynch](https://en.wikipedia.org/wiki/Merrill_Lynch).[[4]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-June2007NYTimes-4) Marvel's plan was to release individual films for their main characters and then merge them in a [crossover](https://en.wikipedia.org/wiki/Fictional_crossover) film;[[7]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-CinematicalCrossover-7) Arad, who resigned in 2006, doubted this strategy would work. He insisted that it was his reputation that helped secure the initial financing.[[5]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-BloombergPg3-5)[[8]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-DailyMarsMay2014-8) In 2007, Feige was named studio chief. To preserve its artistic integrity, Marvel Studios formed a creative committee of six people familiar with its comic book lore: Feige, Marvel Studios co-president [Louis D'Esposito](https://en.wikipedia.org/wiki/Louis_D%27Esposito), Marvel Comics' president of publishing [Dan Buckley](https://en.wikipedia.org/wiki/Dan_Buckley), Marvel Entertainment's chief creative officer [Joe Quesada](https://en.wikipedia.org/wiki/Joe_Quesada), comic book writer [Brian Michael Bendis](https://en.wikipedia.org/wiki/Brian_Michael_Bendis), and Marvel Entertainment president [Alan Fine](https://en.wikipedia.org/wiki/Alan_Fine_(executive)) who oversaw the committee.[[5]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-BloombergPg3-5) Feige initially referred to the shared narrative continuity of the films as the "Marvel Cinema Universe",[[9]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FeigeCinemaUniverse-9) but later used the term "Marvel Cinematic Universe".[[10]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FeigeCinematicUniverse-10) Since the franchise expanded to other media, some have used this phrase to just refer to the feature films.[[11]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-MCUFilmsOnly-11)

The MCU films are released in groups called "Phases", beginning with [Phase One](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_One) and [Phase Two](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_Two).[[12]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-DailyDotPhases-12)[[13]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-DigitalSpyPhases-13) In December 2009, [the Walt Disney Company](https://en.wikipedia.org/wiki/The_Walt_Disney_Company) purchased Marvel Entertainment for $4 billion. Disney said future Marvel Studios films would be distributed by its own [studio](https://en.wikipedia.org/wiki/Walt_Disney_Studios_(division)) once the existing deal with Paramount expired.[[14]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-DisneyMarvel-14)[[15]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-DisneyMarvel2-15) The films of [Phase Three](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_Three) were announced at a special press event in October 2014.[[16]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-Oct2014Event-16) By September 2015, Marvel Studios was integrated into [Walt Disney Studios](https://en.wikipedia.org/wiki/Walt_Disney_Studios_(division)). Feige was reporting to Walt Disney Studios chairman [Alan F. Horn](https://en.wikipedia.org/wiki/Alan_F._Horn) instead of Marvel Entertainment CEO [Isaac Perlmutter](https://en.wikipedia.org/wiki/Isaac_Perlmutter),[[17]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-MarvelDisneyAug2015-17) and the creative committee began having only "nominal" input on the films. They continued to consult on [Marvel Television](https://en.wikipedia.org/wiki/Marvel_Television) productions, which remained under Perlmutter's control.[[18]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-CreativeCommitteeEnd-18)[[19]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-CreativeCommittee2-19) All key film decisions going forward were to be made by Feige, D'Esposito, and executive vice president [Victoria Alonso](https://en.wikipedia.org/wiki/Victoria_Alonso).[[18]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-CreativeCommitteeEnd-18) The studio went on to establish the [Marvel Studios Parliament](https://en.wikipedia.org/wiki/Marvel_Studios_Parliament), a "brain trust" of long-time executives at the company who help to elevate each other's projects where possible.[[20]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-Parliament-20) In November 2017, Feige said [*Avengers: Endgame*](https://en.wikipedia.org/wiki/Avengers:_Endgame) (2019) would provide a definitive conclusion to the films so far and begin a new period for the franchise.[[21]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-VanityFairNov2017-21) He later said Phase Three would conclude "[The Infinity Saga](https://en.wikipedia.org/wiki/The_Infinity_Saga)".[[22]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FFHInfinitySaga-22)

**The Multiverse Saga films and series**

Disney was reported to be developing a Marvel television series for their new streaming service [Disney+](https://en.wikipedia.org/wiki/Disney%2B) by November 2017.[[23]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-DisneyStreaming-23) In July 2018, Feige said discussions had begun with Disney regarding any potential involvement Marvel Studios could have with the streaming service, since Feige felt the service was important for the wider company.[[24]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FeigeStreamingServiceJul2018-24) In September 2018, Marvel Studios was reported to be developing several limited series centered on "second-tier" characters from the MCU films who had not and were unlikely to star in their own films. Each series was expected to be six to eight episodes and would be produced by Marvel Studios rather than Marvel Television, with Feige taking a "hands-on role" in each series' development.[[25]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-Disney+SeriesSep2018-25) Feige said these series would "tell stories... that we wouldn't be able to tell in a theatrical experience—a longer-form narrative".[[26]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FeigeStreamingTHRNov2018-26) He added that being asked by Disney to create these series "energized everyone creatively" within Marvel Studios, since they "could play in a new medium and throw the rules out the window in terms of structure and format".[[27]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-EWWVNov2020CoverStory-27) [Television specials](https://en.wikipedia.org/wiki/Television_specials) from the studio are marketed as "[Marvel Studios Special Presentations](https://en.wikipedia.org/wiki/Marvel_Studios_Special_Presentations)".[[28]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-MarvelStudiosSpecialPresentation-28)[[29]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-GotGHSMSSP-29) [*The Guardians of the Galaxy Holiday Special*](https://en.wikipedia.org/wiki/The_Guardians_of_the_Galaxy_Holiday_Special) (2022), a Special Presentation, was the first project Marvel Studios began planning for Disney+.[[30]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-GotGHSFirstContent-30)

In December 2017, [Disney agreed to acquire assets](https://en.wikipedia.org/wiki/Acquisition_of_21st_Century_Fox_by_Disney) from [21st Century Fox](https://en.wikipedia.org/wiki/21st_Century_Fox).[[31]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FoxDisneyPressRelease-31) The transaction officially closed on March 19, 2019.[[32]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-DisneyFoxDealClose-32) This saw the return of the film rights for [Deadpool](https://en.wikipedia.org/wiki/Deadpool), the X-Men, and the [Fantastic Four](https://en.wikipedia.org/wiki/Fantastic_Four) to Marvel Studios.[[31]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FoxDisneyPressRelease-31) Some of the first elements to be integrated into the MCU following the acquisition were the organization [S.W.O.R.D.](https://en.wikipedia.org/wiki/S.W.O.R.D._(Marvel_Cinematic_Universe)) in the Disney+ series *[WandaVision](https://en.wikipedia.org/wiki/WandaVision" \o "WandaVision)* (2021) and the fictional country [Madripoor](https://en.wikipedia.org/wiki/Madripoor_(Marvel_Cinematic_Universe)" \o "Madripoor (Marvel Cinematic Universe)) in the series [*The Falcon and the Winter Soldier*](https://en.wikipedia.org/wiki/The_Falcon_and_the_Winter_Soldier) (2021).[[33]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FoxElements-33)[[34]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-Madripoor-34) Additionally, [Patrick Stewart](https://en.wikipedia.org/wiki/Patrick_Stewart) appeared as Professor [Charles Xavier](https://en.wikipedia.org/wiki/Charles_Xavier_(Marvel_Cinematic_Universe)) in the film [*Doctor Strange in the Multiverse of Madness*](https://en.wikipedia.org/wiki/Doctor_Strange_in_the_Multiverse_of_Madness) (2022), portraying a different version of the character that he previously played in Fox's [*X-Men* film series](https://en.wikipedia.org/wiki/X-Men_(film_series)),[[35]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-StewartMoM-35) while [Kamala Khan](https://en.wikipedia.org/wiki/Kamala_Khan_(Marvel_Cinematic_Universe)) was revealed to have a genetic mutation in [*Ms. Marvel*](https://en.wikipedia.org/wiki/Ms._Marvel_(miniseries)),[[36]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-MsMarvelMutation-36) with star [Iman Vellani](https://en.wikipedia.org/wiki/Iman_Vellani) confirming that she is the first [mutant](https://en.wikipedia.org/wiki/Mutant_(Marvel_Cinematic_Universe)) (a term related to the X-Men) in the MCU.[[37]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-VellaniMutantConfirm-37) [Namor](https://en.wikipedia.org/wiki/Namor_(Marvel_Cinematic_Universe)" \o "Namor (Marvel Cinematic Universe)) is also revealed to be a mutant in the film [*Black Panther: Wakanda Forever*](https://en.wikipedia.org/wiki/Black_Panther:_Wakanda_Forever) (2022), as he is in the comics.[[38]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-EmpireHuerta-38)[[39]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FeigeFeb2023-39)

In July 2019, Feige announced the [Phase Four](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_Four) slate at [San Diego Comic-Con](https://en.wikipedia.org/wiki/San_Diego_Comic-Con), consisting of films and, for the first time, television event series on Disney+.[[40]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-THRPhase4SDCC-40) The Phase Four slate includes [*What If...?*](https://en.wikipedia.org/wiki/What_If...%3F_(TV_series)), the first animated series from Marvel Studios, and by July 2021 the studio was creating an "animation branch and mini studio",[[41]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-AnimationBranch-41) known as [Marvel Studios Animation](https://en.wikipedia.org/wiki/Marvel_Studios_Animation),[[42]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-MarvelStudiosAnimationName-42) to focus on more animated content beyond *What If...?*.[[41]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-AnimationBranch-41) Alonso said Marvel had around 31 projects in various stages of development by September 2021.[[43]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-Alonso31Projects-43) In April 2022, Feige said he and Marvel Studios were on a creative retreat to plan and discuss the MCU films for the following 10 years.[[44]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FeigeRetreatApr2022-44) That July, Feige announced some of the films and series for [Phase Five](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_Five) and [Phase Six](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe:_Phase_Six) at San Diego Comic-Con, revealing that the second three Phases were collectively known as "[The Multiverse Saga](https://en.wikipedia.org/wiki/The_Multiverse_Saga)".[[45]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-SDCC2022-45) After the "creative experience" of ending Phase Three and "The Infinity Saga" with [*Avengers: Infinity War*](https://en.wikipedia.org/wiki/Avengers:_Infinity_War) (2018) and *Avengers: Endgame*, and the expansion in the number of projects being produced by the studio in a short amount of time, Marvel Studios decided to move away from having an Avengers crossover movie at the end of each Phase and instead decided to have a crossover culmination at the end of "The Multiverse Saga" with [*Avengers: The Kang Dynasty*](https://en.wikipedia.org/wiki/Avengers:_The_Kang_Dynasty) (2026) and [*Avengers: Secret Wars*](https://en.wikipedia.org/wiki/Avengers:_Secret_Wars) (2027).[[46]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FeigeAvengersPhase6-46) The studio was excited to explore [Kang the Conqueror](https://en.wikipedia.org/wiki/Kang_the_Conqueror_(Marvel_Cinematic_Universe)) as an overarching villain of the Multiverse Saga after [Thanos](https://en.wikipedia.org/wiki/Thanos_(Marvel_Cinematic_Universe)) in the Infinity Saga, because Kang was a different villain in part because he has multiple variants from different timelines within the multiverse.[[39]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FeigeFeb2023-39) The studio did not initially plan to build the next saga around Kang, and made that decision after seeing actor [Jonathan Majors](https://en.wikipedia.org/wiki/Jonathan_Majors)'s performance in the [first season](https://en.wikipedia.org/wiki/Loki_season_1) of the Disney+ series [*Loki*](https://en.wikipedia.org/wiki/Loki_(TV_series)) (2021) as well as [dailies](https://en.wikipedia.org/wiki/Dailies) from the filming of [*Ant-Man and the Wasp: Quantumania*](https://en.wikipedia.org/wiki/Ant-Man_and_the_Wasp:_Quantumania) (2023).[[47]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-RobinsonKangFocus-47) After Majors was [found guilty amidst legal issues](https://en.wikipedia.org/wiki/Jonathan_Majors#2023_assault) in December 2023, he was fired by Disney and Marvel Studios and Marvel began referring to *The Kang Dynasty* internally as *Avengers 5*.[[48]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-MajorsFiredTHR-48)

Alonso was fired from her role at Marvel Studios in March 2023 for serving as a producer on the [Amazon Studios](https://en.wikipedia.org/wiki/Amazon_Studios) film [*Argentina, 1985*](https://en.wikipedia.org/wiki/Argentina,_1985) (2022), in breach of a 2018 agreement between Alonso and Disney to not work for a competing studio. The decision was made by a group that included [Disney Entertainment](https://en.wikipedia.org/wiki/Disney_Entertainment) co-chairman Alan Bergman and Disney's human resources and legal departments.[[49]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-AlonsoFiringTHRReason-49)[[50]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-AlonsoFired-50) Alonso reportedly did not seek permission to work on the film and was asked by Disney to stop working on it or promoting it. The situation was deemed serious enough that Disney requested a new agreement be signed, and the company consistently reminded her of this while she continued to promote the film following its September 2022 premiere, ultimately leading to her firing.[[49]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-AlonsoFiringTHRReason-49) Alonso's lawyers refuted these claims, saying Disney was aware of, and agreed to, Alonso's work on *Argentina, 1985* and Alonso had been "silenced [and] was terminated when she refused to do something she believed was reprehensible";[[51]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-AlonsoFiringVarietyReason-51) this was reported to be a disagreement with a Disney executive over the censoring of [gay pride elements](https://en.wikipedia.org/wiki/LGBT_symbols) in *Quantumania* so the film could be released in Kuwait in compliance with [the country's restrictive anti-LGBTQ laws](https://en.wikipedia.org/wiki/LGBT_rights_in_Kuwait).[[52]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-AlonsoFiringDeadlineReason-52)[[53]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-AlonsoKuwaitTHR-53) A Disney spokesperson reiterated that Alonso was fired due to "an indisputable breach of contract and a direct violation of company policy" among other factors.[[51]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-AlonsoFiringVarietyReason-51) Disney and Alonso reached a multi-million dollar compensation settlement in April.[[54]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-AlonsoSettlement-54)

Disney CEO [Bob Iger](https://en.wikipedia.org/wiki/Bob_Iger) said in July 2023 that the company would be reducing the amount of Marvel content created moving forward, admitting that Marvel Studios' expansion into Disney+ series and more films had "diluted focus and attention" after a number of underachieving films at the box office.[[55]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-IgerJul2023-55)[[56]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-IgerJul2023Variety-56) He clarified their plans in May 2024, saying Disney would now release two, or at most three, Marvel films and two Marvel series a year. This was down from up to four films and around four series being released in some recent years. The company was reducing output and focusing on quality across all its divisions, but Iger felt the change was especially needed for Marvel.[[57]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-IgerContentOutputMay2024-57) Feige and D'Esposito said 2023 had been a particularly difficult year and a "rough time" for the studio but they had learned their lesson on trying to make too much content at once. They added that no longer being "on top" of the box office allowed them to be underdogs again, as they had been when starting work on Phase One, and they would be "coming back strong" with the hope of surprising audiences and exceeding expectations.[[58]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-FeigeD'EspositoEmpireMay2024-58)

In 2024, Marvel Studios introduced their "Marvel Animation" and "Marvel Television" banners for their animated and live-action series, respectively. This was done, along with the previously established [Marvel Spotlight](https://en.wikipedia.org/wiki/Marvel_Spotlight_(banner)) banner, to help indicate to audiences that they did not have to watch all of the studio's projects to understand the overall story and could choose which storylines and characters under these banners to follow.[[59]](https://en.wikipedia.org/wiki/Marvel_Cinematic_Universe#cite_note-WinderbaumBannersMay2024-59)