

A Tale of Two Titans?

An exploration of comic-book sales

Comic-book Adaptations

More Than Just Superheros:

Films:

- *300*
- *Sin City*
- *V for Vendetta*
- *Watchmen*

TV Shows:

- *The Walking Dead*
- *Snowpiercer*

But also...

Action:

- *Men in Black*
- *Alien vs. Predator*
- *Time Cop*
- *Oblivion*

Horror:

- *30 Days of Night*
- *From Hell*
- *Tales From the Crypt*
- *The Sandman*

Comedy:

- *The Mask*
- *2 Guns*
- *Over the Hedge*
- *Richie Rich*

Drama:

- *Road to Perdition*
- *A History of Violence*
- *The Fountain*
- *Blue is the Warmest Color*

What could be next?

... and where should we look for it?

The Data:

www.comichron.com

Maintained by John Jackson Miller

Diamond Comic Distributors, Inc.

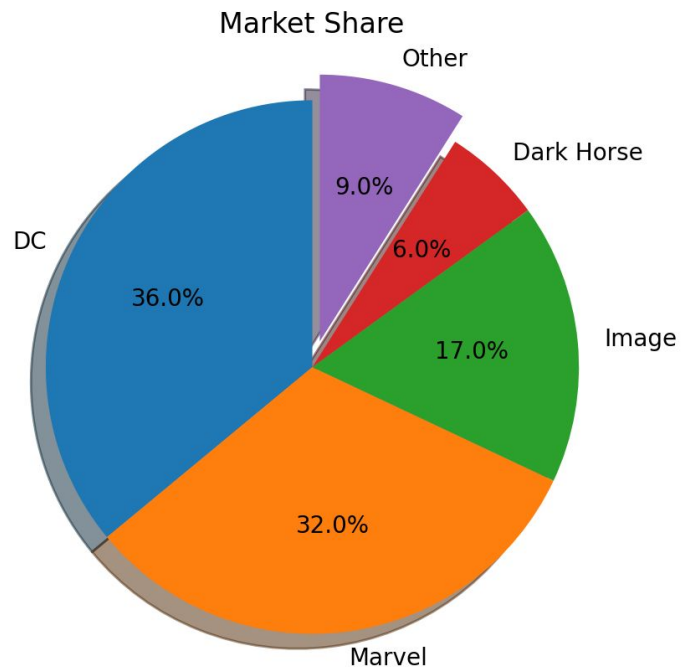
Monthly Top 300 / Annual Top 1000

- Rank
- Title
- Publisher
- Price
- Units Sold

Years 2009 – 2019*

Davids vs. Goliaths

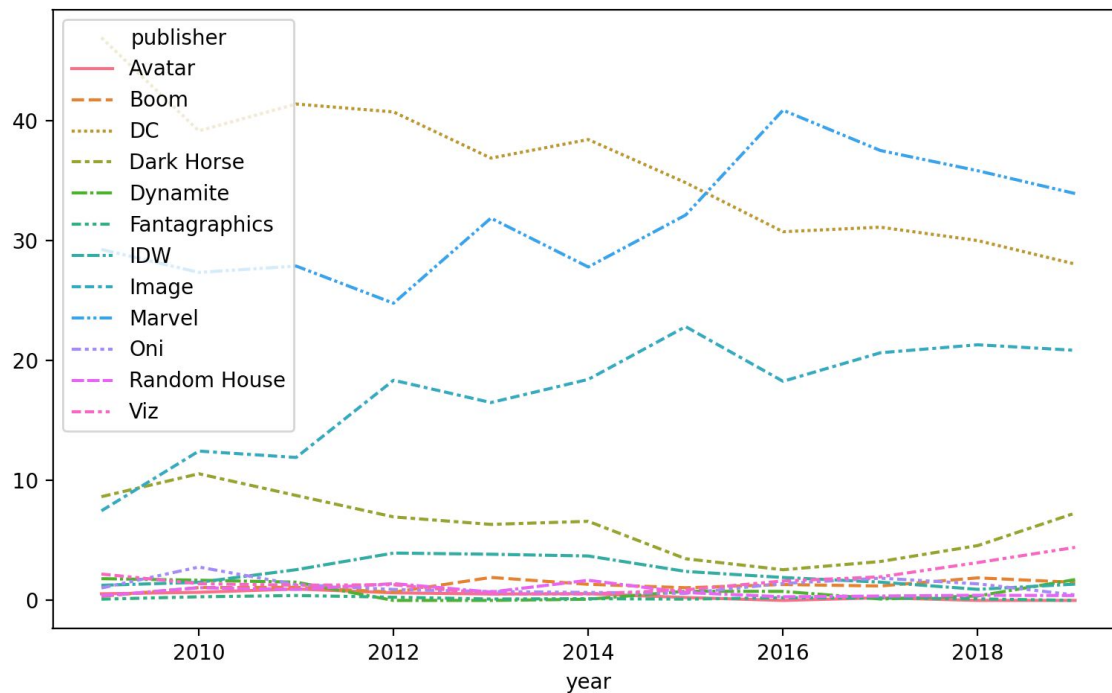
The Market:



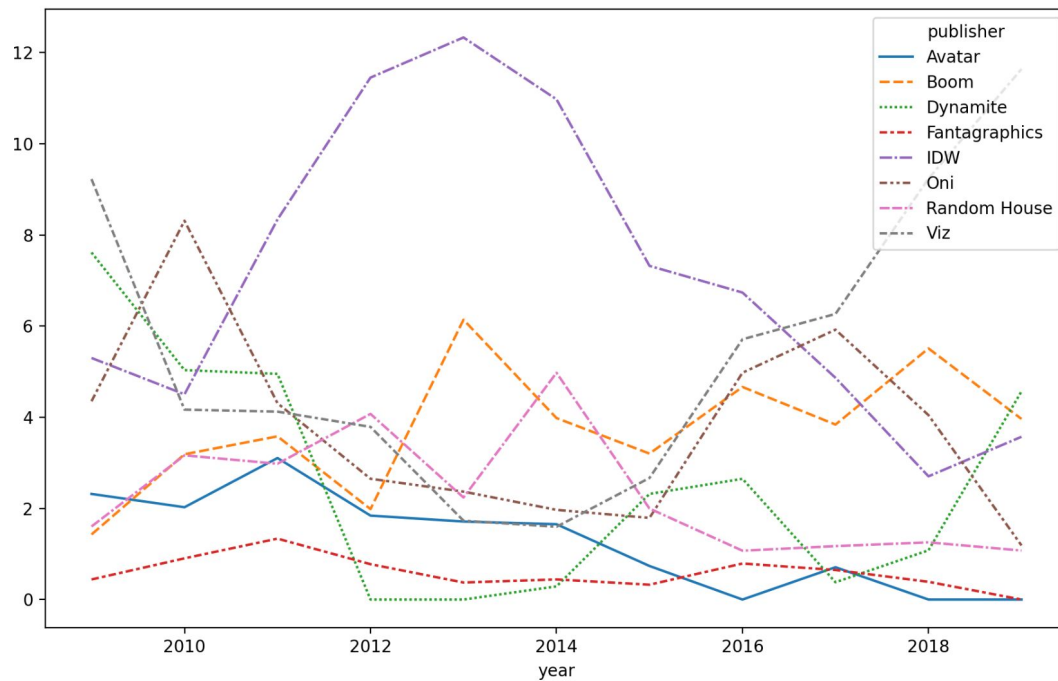
Other Publishers of Interest:

- ❖ IDW
- ❖ Viz
- ❖ Oni
- ❖ Boom
- ❖ Dynamite
- ❖ Random House (Pantheon)
- ❖ Avatar
- ❖ Fantagraphics

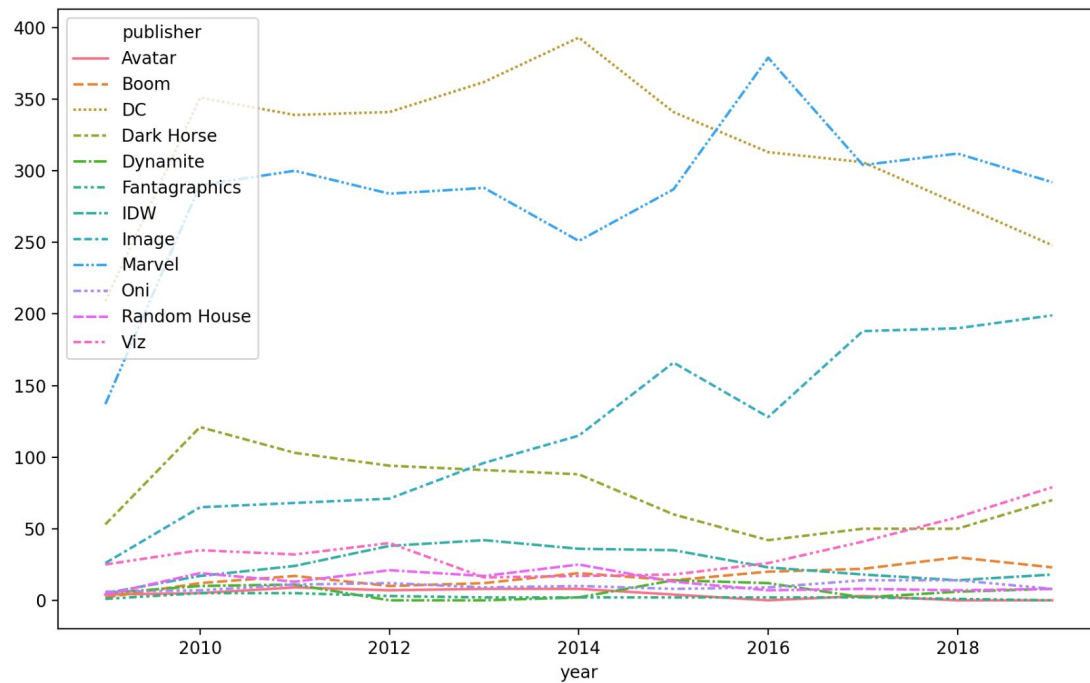
Market Shares 2009 - 2019:



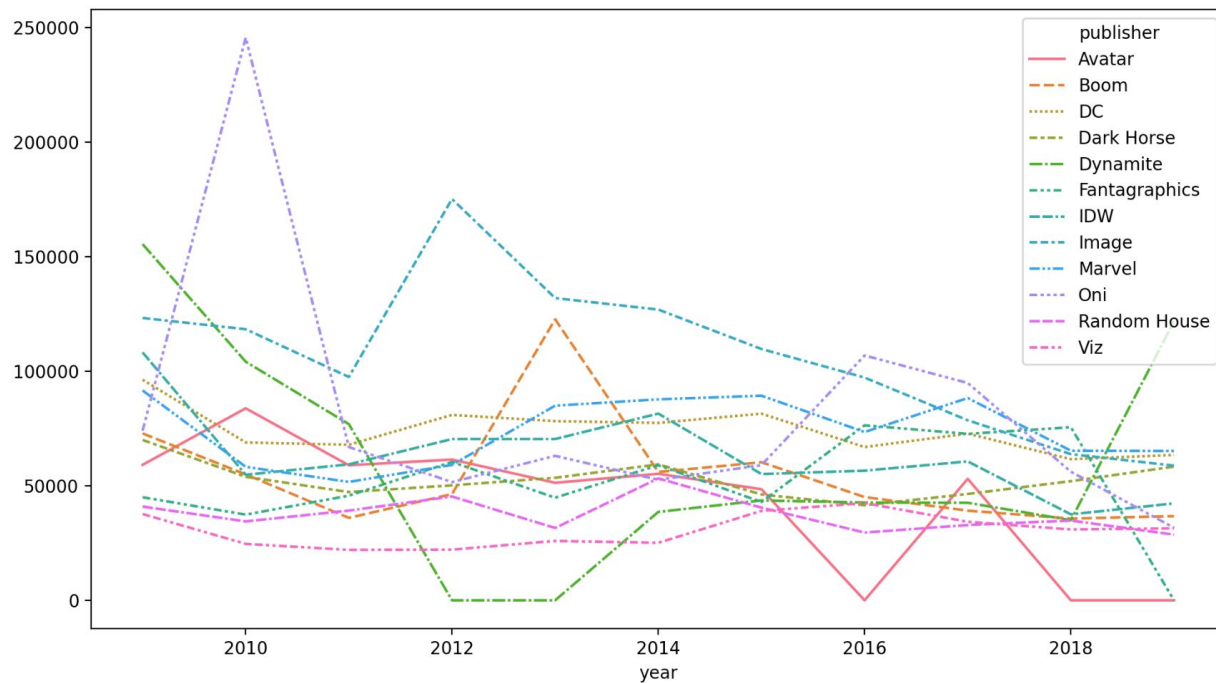
Zooming in on the others...



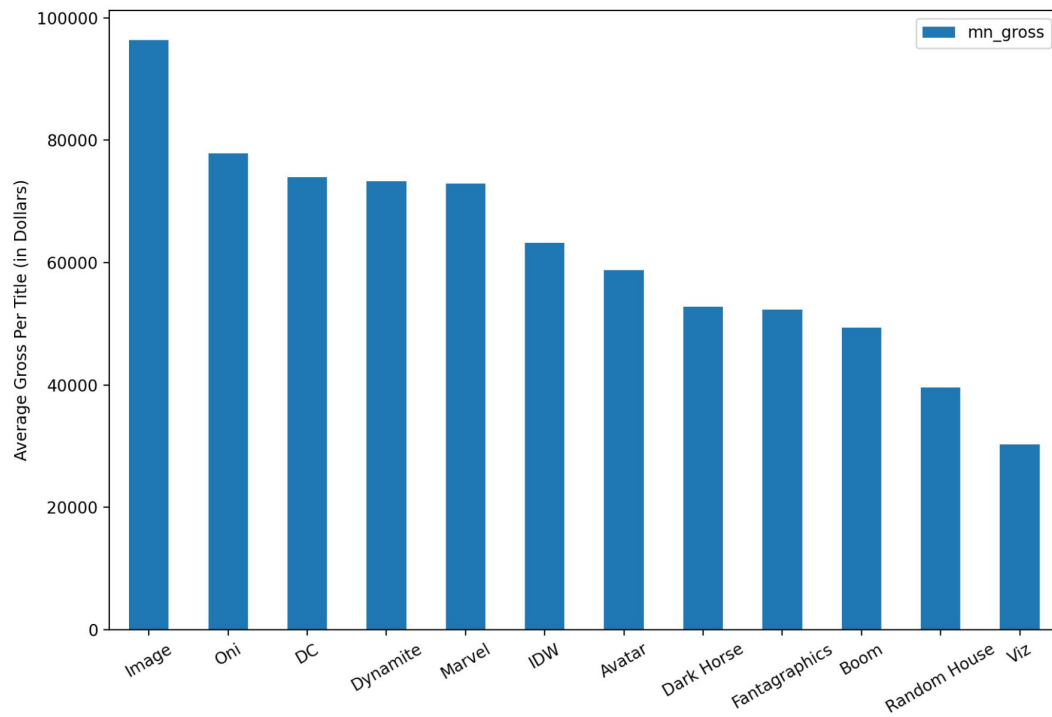
Volume: Number of Titles Released



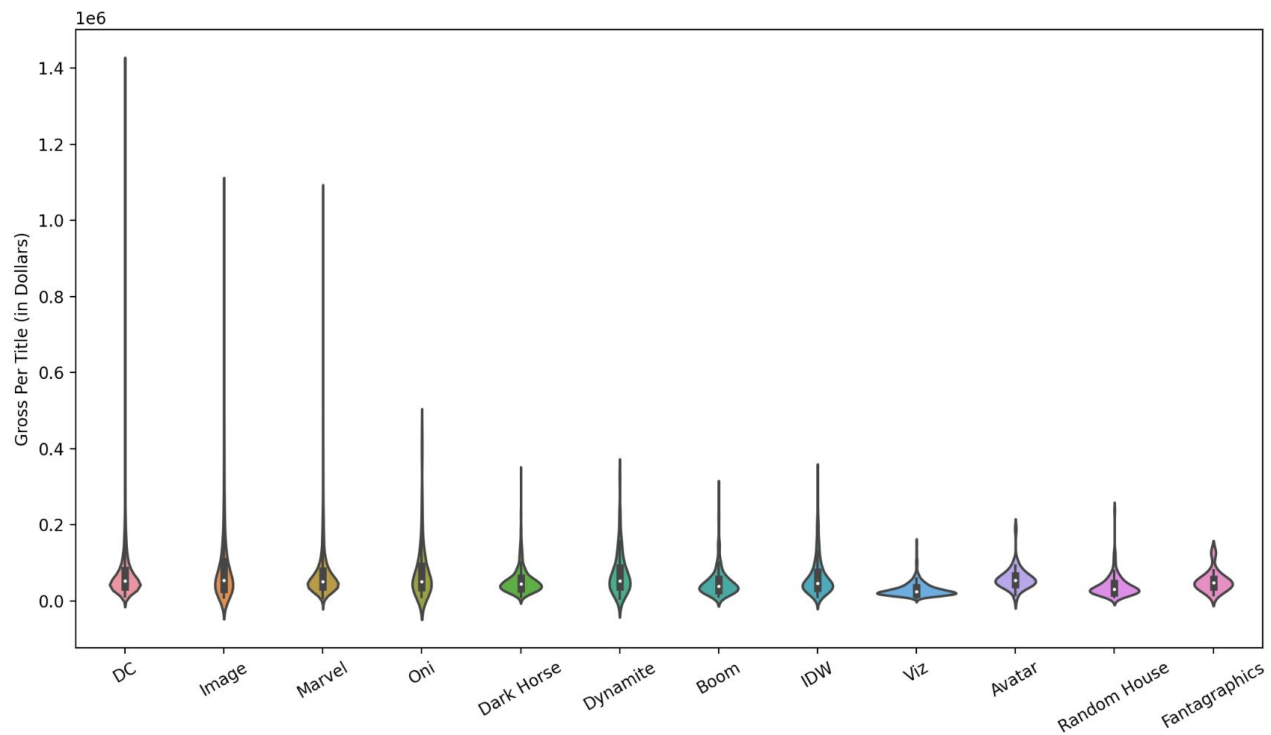
Average Gross Per Title:



Comparing Averages Overall:



A Closer Look:



Bigger != Better

Titles from some of the smaller houses often have equivalent or greater sales revenue.



What next?

Further Analysis:

More Data:

- Online sales figures
- Ratings & reviews
- Author & artist info*

Examine:

- Track collection success and popularity over time
- Sales at title and collection level
- Correlation with film & game industry

Keep an eye on
titles coming
out of these
houses:

- Image*
- Dynamite
- Oni
- Boom
- Avatar

Thank You!

And be sure to check out your
local comic-book shop!

