



THE HISTORY OF MARVEL

Chloe Roberts

MARVEL ENTERTAINMENT



Founded June 1998

BACKSTORY



December 31st 2009



\$4 billion/ £3.1 billion

MARVEL COMICS



BACKSTORY

Property of
Disney in 2009



Subsidiary of Disney Publishing
Worldwide in March 2023



1950s



1963

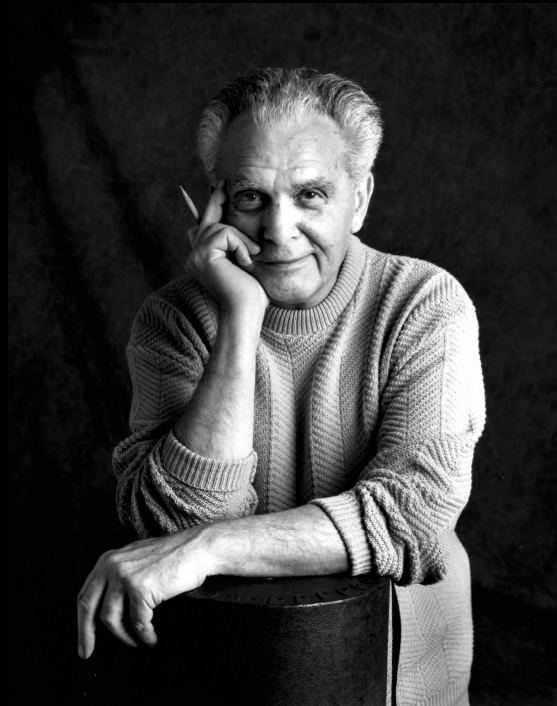


Founded in 1939
By Martin Goodman

BACKSTORY



Stan Lee



Jack Kirby



Steve Ditko



BEST SELLERS

Released 1991	Released 1992	Released 1992	Released 1991	Released 1991
Over 1.7 million	Over 1.7 million	Over 1.7 million	Over 5 million	Over 8 million
copies	copies	copies	copies	copies



RAREST

\$750,000/
Approx. \$800,000/\$1 million/\$1.26-\$2 million/\$2 million/
Approx. £600,000/Approx. £600,000/Approx. £800,000/Approx. £1-£1.5 million/Approx. £1.5 million

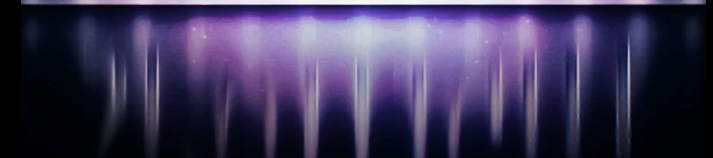


MARVEL STUDIOS

MARVEL STUDIOS

MARVEL STUDIOS
CINEMATIC UNIVERSE

MARVEL
SPOTLIGHT



Founded 7th of
December 1993



Avi Arad

BACKSTORY

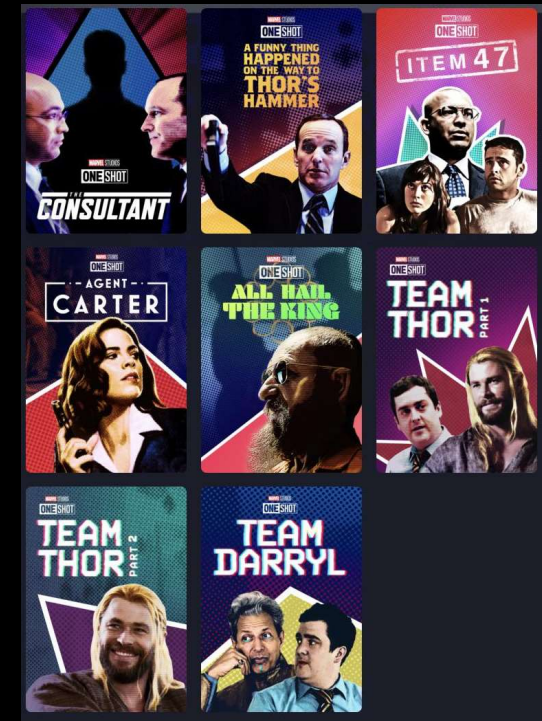
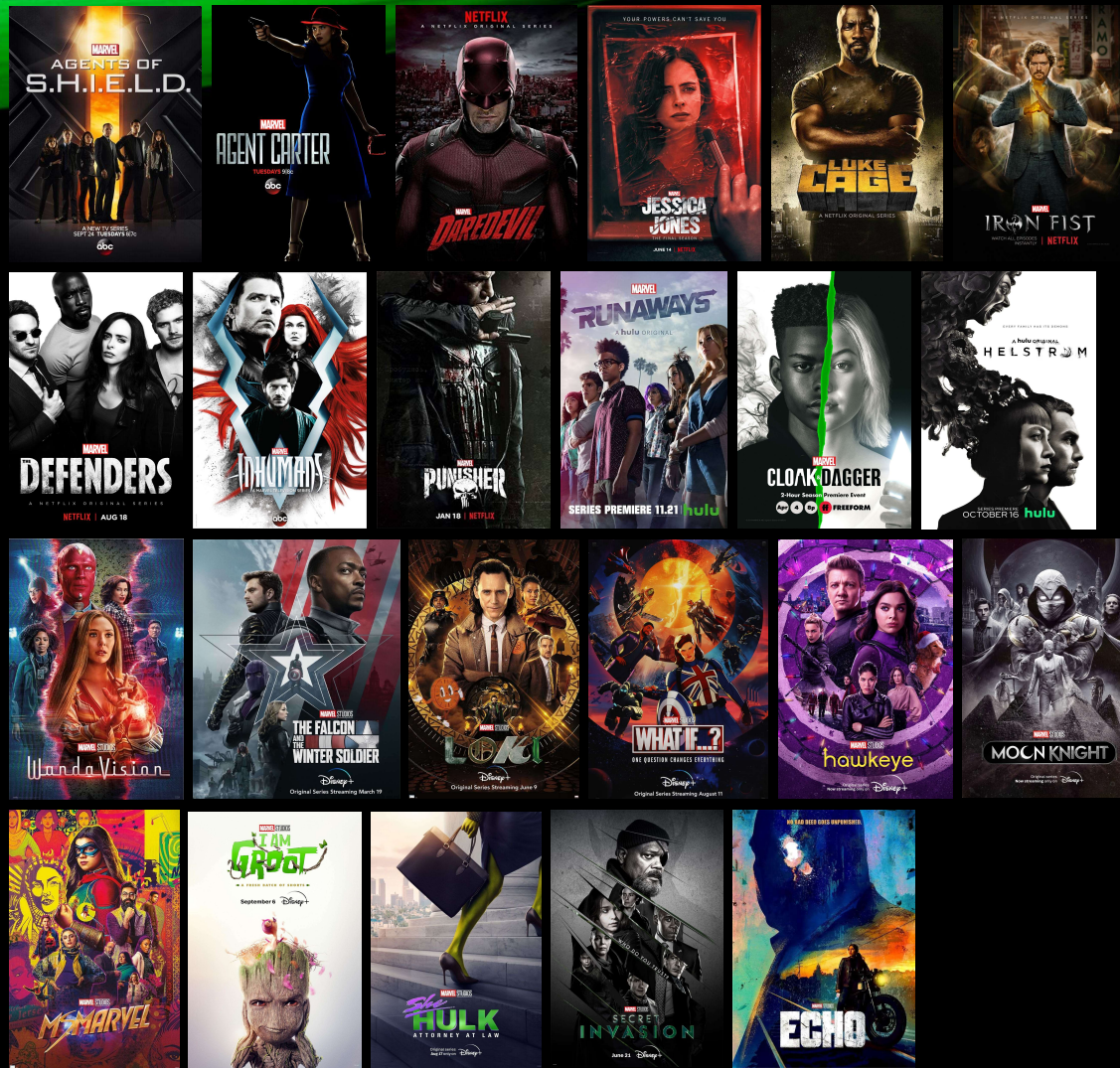


Kevin Feige
President since 2007

MCU



MCU



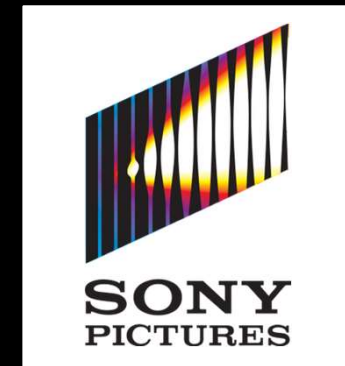
HULK



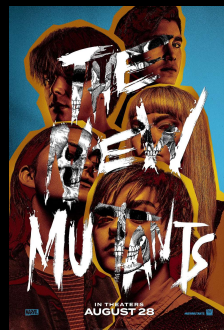
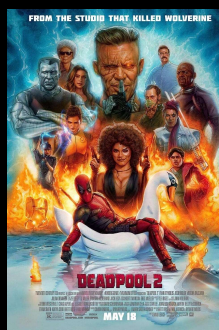
June 16th 2023 –
Marvel and Disney
acquired the rights



SPIDER-VERSE



2015 – Sony and
Marvel Deal Made



X-MEN



2019 – Disney
acquired X-Men

MOST POPULAR/ MOST WATCHED



98% Audience Score



\$2.8 billion/ £2.2 billion
Global Revenue



June 2023 –
2.5 million households



THANK YOU FOR LISTENING

Any Questions?