

The super-powered movie business of Marvel

Marvel has taken a long-term transmedia strategy since forming its own movie studios in 2006, allowing it to create a universe for the majority of its superhero characters to occupy. It was bought by Disney in 2009

MARVEL CINEMATIC UNIVERSE (MCU) Movies that share common plot elements, settings, cast and characters



PHASE ONE

Iron Man (2008)
 Director: Jon Favreau
 Hero: Robert Downey, Jr.
 Budget: \$140m
 Box office: \$585m
 Profit: \$445m

The Incredible Hulk (2008)
 Director: Louis Leterrier
 Hero: Edward Norton
 Budget: \$150m
 Box office: \$263m
 Profit: \$113m

Iron Man 2 (2010)
 Director: Jon Favreau
 Hero: Robert Downey, Jr.
 Budget: \$200 million
 Box office: \$624m
 Profit: \$424m

Thor (2011)
 Dir.: Kenneth Branagh
 Hero: Chris Hemsworth
 Budget: \$150m
 Box office: \$449m
 Profit: \$299m

Captain America: The First Avenger
 Dir.: Joe Johnston (2011)
 Hero: Chris Evans
 Budget: \$140m
 Box office: \$371m
 Profit: \$231m

Marvel's Avengers (2012)
 Director: Joss Whedon
 Heroes: Robert Downey, Jr., Chris Evans, Mark Ruffalo (*Hulk*), Chris Hemsworth, Scarlett Johansson (*Black Widow*), Jeremy Renner (*Hawkeye*)
 Budget: \$220m
 Box office: \$1,519m
 Profit: \$1,299m

PHASE TWO

Iron Man 3 (2013)
 Director: Shane Black
 Hero: Robert Downey, Jr.
 Budget: \$200m
 Box office: \$1,215m
 Profit: \$1,015m

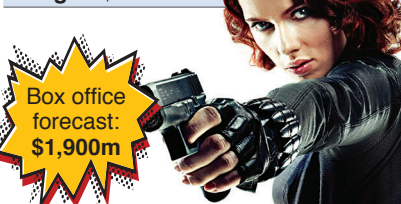
Thor: The Dark World (2013)
 Director: Alan Taylor
 Hero: Chris Hemsworth
 Budget: \$170m
 Box office: \$645m
 Profit: \$475m

Captain America: The Winter Soldier
 Dirs.: Anthony and Joe Russo (2013)
 Hero: Chris Evans
 Budget: \$170m
 Box office: \$711m
 Profit: \$541m



Guardians of the Galaxy (2014)
 Director: James Gunn
 Heroes: Chris Pratt (*Star-Lord*), Zoe Saldana (*Gamora*), Dave Bautista (*Drax the Destroyer*), Vin Diesel (*Groot*), Bradley Cooper (*Rocket Raccoon*)
 Budget: \$150m+

Avengers: Age of Ultron (2015)
 Dir.: Joss Whedon
 Heroes: As before
 Budget: \$220m+



Box office forecast: \$1,900m

PHASE THREE

Ant-Man (2015)
 Director: Peyton Reed
 Hero: Paul Rudd

Captain America: The Fallen Son
 Dirs.: Anthony and Joe Russo (2016)
 Hero: Chris Evans

Dr. Strange (2016)
 Director: Scott Derrickson*
 Hero: Johnny Depp*

Black Panther* (2017)
 Director: Unknown
 Hero: Unknown

More phases planned until 2028



Released Aug 1: Possibly Marvel's biggest risk to date, comedy space opera *Guardians of the Galaxy* follows group of extraterrestrial misfits

TELEVISION SHOWS

Agents of S.H.I.E.L.D. (2013-present)

Agent Carter (2015)

Multiple shows for Netflix: Daredevil, Jessica Jones, Iron Fist, Luke Cage, and The Defenders (2015)



ONES THAT GOT AWAY

Franchises Marvel sold rights to, before forming own studio, and so do not feature in MCU

Fantastic Four (20th Century Fox)

Spider-Man (Sony Pictures)

X-Men (20th Century Fox)



RIVAL UNIVERSE

D.C. Comics, owned by Warner Bros., is pitting Ben Affleck's **Batman** against Henry Cavill's **Superman**, and introducing **Wonder Woman** (Gal Gadot)

Man of Steel (2013)

Batman v Superman (2016)

The Justice League (no date)

