Comics Recommendation Product - Secondary Research

Hypothesis: Comic book readers want a product that will help them find comics to buy based on their tastes and past purchases.

Research Results:
SubReddit ComicBookRequest has been active two years with most recent activity of people asking for suggestions as fresh as last week. https://www.reddit.com/r/comicbooksuggest/

As a comics podcaster, most of my requests for recommendations fall in to two groups:
1) new readers wanting to get into comics but now knowing where to start
2) 'established' comics readers looking for books for young readers (despite the "comics are for kids" stigma of comics there are relatively few actually made and sold for that audience)

A Google search for "get comics recommended" returns 29,300,000 results that are along the lines of '*13 best comics of all time*', '*Justice League comics for newbies*', '*What are the best Marvel comics to start with in 2017*', '*Must read comics runs*', etc.

North American comics sales figures reported by Comichron for 2016 show sales nearly doubling. *"Total comics and graphic novel sales to consumers in the U.S. and Canada reached $1.085 billion in 2016, a $55 million increase over sales in 2015."*

That increase is due to graphic novels sales via book channels, as all other sales types and channels showed flat growth from 2015 5o 2016.

Note that distributor Diamond has a monopoly of both US and UK sales so Europe sales are harder to gauge as they get folded into Diamond's overall earnings.

Outlets like Variety and Washington Post enthusiastically attribute this growth to the success of DC and Marvel movies. However, outlets like Quora report interviews with comic shop owners show that they do not experience an increase in sales due to the movies. Tie-ins or related story lines do show an increase, for instance people coming in asking for Brubaker's *Winter Soldier* run or for *Watchmen*. However, this does not occur with the *Civil War* storyline or the Batman films.

According to Quora, where comic shops are seeing an increase in sales are in new readers, excited by the prospect of reading comics after seeing the latest capes film, come in and buy graphic novels for none Big 2 books. ICv2's Milton Griepp says the continued growth in audience for graphic novels is satisfying and represents increase in the broadest part of the markets. Griepp attributes this to new audiences for comics that include kids and women.
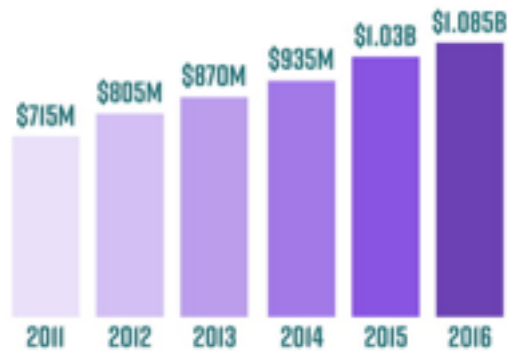
It should be noted that these, 'now women are reading comics too' statistics are misleading as women have always been solidly represented in the audience, though not previously counted as valuable by the modern market. As a comics podcaster I can say it's more a case where modern publishers have returned to recognizing that they have women, brown people, and children in the audience - thanks in large part to the continued rise of independent comics, whose creators address a more diverse audience then traditional capes titles.

Infographic on comics sales comparisons:
http://www.comichron.com/yearlycomicssales/industrywide/2016-industrywide.html

THE ICv2-COMICHRON COMIC SALES REPORT 2016

NORTH AMERICAN COMIC SALES ACROSS TIME

Year	Sales
2011	$715M
2012	$805M
2013	$870M
2014	$935M
2015	$1.03B
2016	$1.085B

(Combined Print & Digital Download Sales)

NORTH AMERICAN COMIC SALES BY CHANNEL

- COMIC STORES $570M
- BOOK CHANNEL $405M
- DIGITAL DOWNLOAD $90M
- NEWSSTAND & SUBSCRIPTION $20M

BY CHANNEL ACROSS TIME

2013   2014   2015   2016

(600M / 400M / 200M / 0)

NORTH AMERICAN COMIC SALES BY FORMAT

- GRAPHIC NOVELS $590M
- COMIC BOOKS $405M
- DIGITAL COMICS $90M

BY FORMAT ACROSS TIME

2011   2012   2013   2014   2015   2016

(600M / 400M / 200M / 0)

ICv2 & COMICHRON