

July 29, 2015

QUICK NEWS

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[SurveyMonkey Study Finds Social Media Apps Ruled Mobile in First Half of 2016](#)



COMIC-CON INTERNATIONAL: SAN DIEGO AT A GLANCE

Comic-Con returned to San Diego over July 21st to the 24th, bringing together fans, authors, directors, actors, producers, cosplay lovers, and creators. Originally started in 1970 as San Diego's Golden State Comic-Minicon, this four-day convention has come to be known as the San Diego Comic Convention (SDCC). With the main event taking place at the San Diego Convention Center, other activities stretched to local hotels and parks. In previous years, the convention has averaged 130,000 in total attendance. Not only is the event great for getting a sneak peek at the latest *Game of Thrones* bloopers, but it significantly helps support San Diego Tourism. Below, we'll look at the most noteworthy news from this year's convention.

WHAT'S TRENDING NOW?

HASHTAGS:

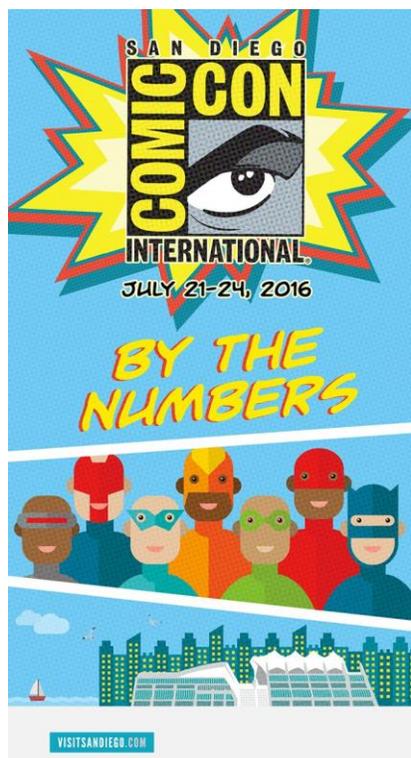
#NationalChickenWingDay

#BlackWomenDidThat

#Karius

UPCOMING EVENTS:

- [#BlogHer16: Experts Among Us](#)
Los Angeles, CA
August 4 – 6, 2016
- [VRLA Summer Expo 2016](#)
Los Angeles, CA
August 5 – 6, 2016



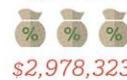
REGIONAL IMPACT



DIRECT ATTENDEE SPENDING



HOTEL & SALES TAX REVENUES



HOTEL ROOM NIGHTS



ATTENDANCE



Estimates based on information and research provided by San Diego based GC Research, Inc.

SOURCES

[About Comic-Con International](#)

[Brie Larson Confirmed for 'Captain Marvel' – Onstage at Comic-Con](#)

[Comic Con Gives a Big Boost to San Diego Each Year, Data Shows](#)

[Comic-Con 2016: Offsite Events](#)

[Fox Movie Studio Pulls Out of Comic-Con Main Event Over Piracy Fears](#)

[MTV Debuts 'Gaze-Activated' VR Experience for 'Teen Wolf' At Comic-Con](#)

[Nerd HQ Dishing Up Activations, Panels, More at San Diego Comic-Con 2016](#)

[PS4/Xbox One/PC Versions of Marvel Ultimate Alliance 1 And 2 Arrive This Week](#)

[Telltale Taking Its Games Multiplayer, Starting with Batman](#)

[These Are Pokémon Go's New Team Leaders](#)

[This Is Why Big Movies Are Avoiding Comic-Con](#)

[Watch Every Single Comic-Con Trailer That You Missed](#)

[Will Comic-Con Leave San Diego? Other Cities Are Making Pitches](#)

Interactive Experiences

MTV's *Teen Wolf* took advantage of evolving technology to immerse fans into their next season through virtual reality. AT&T sponsored a VR experience at this year's convention, which was a collaboration between MTV and Moth+Flame. With the help of an Oculus headset, fans were able to preview scenes from Season 6 of the supernatural drama at MTV's booth. The headset granted fans a 360-degree view of the scenes. The scenes then changed outcomes based on the viewer's movements and view. USA Network's "Mr.Robot" also utilized VR to promote its second season. Fans were encouraged to locate a vintage computer repair shop, where they found VR headsets displaying an interactive episode. Other VR experiences at the convention came from *Invasion*, *American Horror Story*, *Space Odyssey*, *Batman: Arkham*, and *Man in the High Castle*. Apart from VR, fans were able use the first-ever "escape room" held at Comic-Con. The activity was installed for *X-Men* fans who had to problem-solve their way out of a time vault.

Fans were also able to venture outside of the convention center to one of the 14 offsite events nearby. Among them, the hottest tickets included Adult Swim's Carnival Midway and Meatwad Full Dome Experience, Entertainment Week's Con-X, and *South Park's* 20 Experience at the MLK Promenade. Nerd HQ also hosted an offsite hangout, complete with panels, gaming, and VR experiences. This year's sponsors included AMD and Xbox, while Johnson & Johnson, Kellogg's, PopMinded, and Oculus contributed as promotional sponsors.



Piracy Is a Problem

If fans were disappointed by the decreasing amount of exclusive footage presented in Hall H this year, they can blame piracy. Compared to last year, only two of the five notable studios returned for movie release presentations, DC/Warner Bros. and Marvel/Disney. Therefore, fans missed out on news from 20th Century Fox, Lionsgate, Legendary Pictures,

25 Best Things We Saw at San Diego Comic-Con 2016

and Lucasfilm. Some believe this was caused by the rise of leaked footage that is specifically cut for fans at the event. For instance, an exclusive trailer of Fox's superhero film *Deadpool* was pirated and released just days after being presented at the 2015 convention. Warner Bros. experienced a similar situation with *Suicide Squad*, whose footage was shown a year in advance of its release. Other reports have pointed to footage of upcoming films being unfinished and production timelines not lining up with the convention.

Superheroes Are Trending

There will be no lack of superhero content in the upcoming months. Multiple projects are coming to theaters, streaming services, and cable TV through the end of the year and into 2017. Marvel discussed the upcoming film *Doctor Strange*, starring Benedict Cumberbatch, Tilda Swinton, and Amy McAdams during its panel. Fans were also granted some scenes from *Spider-Man: Homecoming*, which will be released in theaters next summer. The series *Luke Cage*, premiering in September, is a collaboration between Marvel and Netflix. The lineup from DC includes *Justice League* and *Wonder Woman*. The Green Arrow will return in The CW's *Arrow* for Season 5 beginning in October, as well as Season 3 of *The Flash*. The CW also showed a trailer for the second season of DC's *Legends of Tomorrow*. Fox will continue with Season 3 of *Gotham* this September. Cord-cutters won't be left behind as Netflix will release Marvel's *The Defenders*, a miniseries starring four other Marvel heroes. FX will be releasing the series *Legion*, inspired by a mutant Marvel comic book character in 2017. Fans were also pleasantly surprised to learn who will portray Carol Danvers onscreen as Captain Marvel. The announcement took place when Oscar winner, Brie Larson, joined other Marvel panel stars for a group photo.



Gaming Updates

On the gaming front, *Pokémon GO* fans finally learned the names of the team leaders. Unfortunately, players will have to wait until the game's servers stabilize, before trading abilities are introduced. Marvel announced the re-release of both *Ultimate Alliance 1* and *Ultimate Alliance 2* games for PS4, Xbox One, and PC. Meanwhile, head of creative communications at Telltale, Job Stauffer, mentioned all of the brand's games will be turned into live multiplayer experiences. In an interview, he announced anywhere from "two to 2,000 people will be able to help the player make decisions" through Crowd Play. The first game with this upgrade will be *Batman: The Telltale Series* available in August 2016.

According to Comic-Con's official website, the convention is expected to return for its 48th show during the third week of July in 2017. This will mark the convention as the longest continuously-run comics and art convention in the country. With panels, A-list celebrities, exclusive trailers, and more to look forward to, we wonder what may change for the convention. The event's website claims it will return to the San Diego Convention Center, but rumors have been circulating since 2015 that it could move to another city given the event has outgrown the 615,700 square foot convention space. Los Angeles, which hosted WonderCon 2016, has been among the rumored cities.

*By Natalie Barghash
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QUESTIONS, COMMENTS & THE FUTURE?

- With the plethora of VR experiences at this year's event, will studios release experiences, for fans who don't attend Comic-Con, to use with their at-home headsets? Will we see a rise in partnerships between headset brands and movie/TV shows, perhaps with exclusive content during show seasons?
- Should studios release convention trailers to the public right after presentations to beat piracy? Will more studios return to Comic-Con in 2017 after taking a break from this year's event?
- As Comic-Con continues to grow and activities spread to surrounding locations, will future conventions be held at a different site all together? Should the convention move to another building or even city, will it lose some of the history it has developed while headquartered at the San Diego Convention Center?
- Can we expect more standalone advertiser booths and experiences in the coming years as the popularity of partnerships with publishers increase?