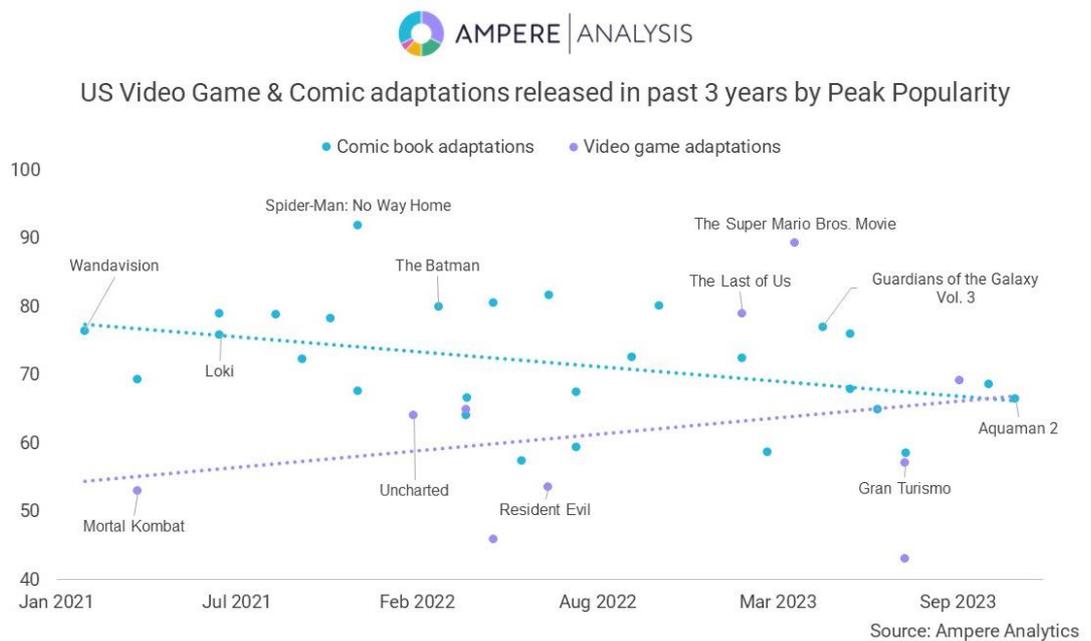


Hollywood swaps comic book heroes for video game characters

Video games IP is driving ever-bigger hits, on the cusp of overtaking established comic-book franchises

London, 10th April 2024: The latest research from Ampere Analysis assesses the changing face of video game adaptations. 2023 saw a decline in the popularity of movies and TV series based on comic books, and a rise in video game adaptations.



- Comic book adaptations remain important components of studio and network strategies, but interest in franchises is beginning to flag. Average consumer search volumes for the latest iterations of major comic-book adaptations have declined since 2021 and 2022.
- However, IP from the video games market is beginning to offer comparable performance, and is growing in demand – as illustrated by recent successes based on video games, such as *The Super Mario Bros. Movie* and *The Last of Us* series.
- Growing consumer interest in video game adaptations has paralleled a surge in gaming activity over the last few years, partly influenced by the impact of COVID-19 lockdowns. The global gaming industry – despite facing a tough 2023 – has grown by a quarter since the end of 2019, according to Ampere estimates.

- However, Ampere Popularity data shows that video games have not yet proven to be consistent sources of high-impact, broad-appeal releases, with performance of gaming adaptations much more variable than comic book IP.

Illia Abusaitov, Commissioning Researcher at Ampere Analysis says: "Following the success of video game adaptations such as *Sonic the Hedgehog*, *Pokémon: Detective Pikachu*, *Uncharted*, *The Super Mario Bros. Movie*, and *The Last of Us*, risk-averse studios have begun a smooth transition into the gaming realm. These adaptations have already demonstrated their capacity to match or even exceed the success of comic adaptations. However, studios need to establish a consistent approach to ensure they become reliable hits, akin to the achievements of comic adaptations."

Ends

For more information, please contact Greenfields Communications or Ampere Analysis:

Corinna Staedel: corinna@greenfieldscommunications.com +1 912 506 5674

Lucy Green lgreen@greenfieldscommunications.com T: 0208 778 3784/07817 698366

Roya Sanei T: 020 3848 6400 roya.sanei@ampereanalysis.com

Dan Stevenson T: 020 3848 6400/07973 157317 dan.stevenson@ampereanalysis.com

About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com