

Korrekturhinweise

Mark Waid – Comics crusader for the digital age

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Begründungen

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The speaker says: "January 26th 1979 was the most important day of my life. Because that's the day that I saw *Superman: The Movie*. [...] I came out of it knowing that no matter what the rest of my life was going to be like it had to involve Superman somehow." Mark Waid therefore made a big decision when he went to see *Superman*.

1

The speaker says: "He made the DC Comics miniseries *Kingdom Come* into one of the definitive superman stories, the ultimate 'what if' tale."

The second speaker says: "What happens when Superman retires and the next generation of heroes come along and make a mess of things and Superman has to come back and set the world straight?" *Kingdom Come* therefore focuses on Superman returning to put things right.

2

The speaker says: "Waid has begun remaking comics for iPads and similar gizmos." Waid is therefore now adapting comics for digital gadgets.

3

The speaker says: "That doesn't change the image but it completely changes the context of what the story is." With Waid's innovative techniques, the stories therefore take on an entirely different quality.

4

The speaker says: "Take the comic Waid wrote for Marvel's new *Infinite Comics* line. A hero hurdles through space [...]. The X men's most deadly foe."

The second speaker says: "I got news for you: I've been doing this [remaking comics] for 25 years and this [his latest work] is the hardest writing I've ever had to do." According to Waid, his latest work was therefore extremely demanding.

5

The speaker says: "What makes comics comics is that you are in control of the pace at which you absorb the story. It's a relationship between you and the page." According to Waid, the most characteristic feature of comics is therefore that they can be a very individual experience.

6

The speaker says: "Waid is betting the Kent family farm on it. Selling off his personal collection – 40 years' worth of comics – to fund his new venture *Thrillbent.com*. Building an audience by giving away the work for free." Therefore, *Thrillbent*, Waid's latest project, costs nothing for users.

7

The speaker says: "Okay, here's my fear; is that what happens is that we get comics out there digitally and that they become either free or so nearly free that it starts to cannibalize the audience for print comics." According to Robert Hennessy, co-owner of a bookstore, print comics might therefore be under threat.

8

The speaker says: "But that doesn't mean they are selling. In June, *Comixology* revealed they had pulled in 19 million dollars in sales in 2011. For perspective: that's less than what print comics make in a month. Which leaves Waid with a never ending battle, to make the digital world safe: for creators, fans and the comic book way." At present, digital comics are therefore not nearly as profitable as print comics.