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DC Entertainment and Warner Bros. Roll Out Mobile App

DC All Access app ties together movies, comic books, videogames and TV hits

By **MIKE SHIELDS**

Updated Feb. 25, 2016 11:11 p.m. ET

Walt Disney Co.'s Marvel Entertainment business and its sister movie studio have cranked out such a successful string of superhero hits over the past decade that Marvel's brand recognition extends well beyond comic book fans.

The same may not be as true just yet for rival comic giant DC Entertainment. But DC Entertainment and Warner Bros., both owned by Time Warner Inc., are embarking on a string of blockbuster movie releases over the next half decade in hopes of rivaling Marvel's streak, starting with the much-hyped March 25 theatrical release of "Batman v Superman: Dawn of Justice."

And to help further close the recognition gap with its rival, DC is launching a new mobile app.

The app, called DC All Access, is meant to bring together all of the various DC franchises—ranging from TV shows, movies, comic books and videogames—all in one place, hopefully with all of the respective fans in tow. The free app, which goes live on Thursday in both Apple's App Store and Google Play, features news on the DC universe, episodes of original video series such as "DC All Access" (a talk show that boasts of a million YouTube subscribers and averages 250,000 views per episode), and fan community forums.

DC plans to use the app to debut movie trailers, sell comic books and movie tickets, and even let fans share branded emojis featuring the likes of the Joker



The new DC All Access mobile app PHOTO: DC COMICS

and Wonder Woman.

“I think there is absolute truth in the idea that we need to connect all of the great activities [DC is involved in] and tie them more cohesively back to the parent brand,” said Sam Ades, vice president of digital marketing for DC Entertainment.

“Historically, we’ve had a lot of in-and-out engagements [in digital media], where our theatrical group would do something cool for ‘The Dark Knight Rises,’ for example, and it was disposable. This provides a stage that’s curated, where you can get your daily DC moment.”

DC All Access will not initially carry ads from any

brands that aren’t DC or Warner Bros., but Mr. Ades didn’t rule out broader advertising down the road. As for promoting the app, the company plans to use an array of digital outlets, including Machinima, the Web video content company Warner Bros. has invested in. Machinima will promote the new app across its network of YouTube channels.

To help kick things off, DC All Access launches with exclusive images and behind-the-scene clips from the new “Batman v Superman” movie, as well as a sweepstakes through which fans can win tickets to its New York premiere.

“Batman v Superman” is designed to kick off Warner Bros.’s effort to build an Avengers-like franchise with Batman, Superman and Wonder Woman teaming up as members of the Justice League. It’s all part of Warner Bros. broader effort



PHOTO: DC

to catch up with Disney’s Marvel franchise, which has capitalized on TV and movie hits with characters like Iron Man, Daredevil, Captain America and Jessica Jones.

Write to Mike Shields at
mike.shields@wsj.com

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