New York Comic Con is the second largest Pop Culture event in the USA

- Over 116,000 people attended
- Over 5,820 of those who attended were trade professionals including retailers, bookstore buyers, licensing professionals, librarians and educators
- 700 companies and 550 members of Artist Alley exhibited
- Over 400 panels and screening sessions – cutting across contemporary pop culture, blasts from the past and a look into the future of what’s nerdy, geeky and cool
- Over 4,000 members of the press in attendance and 3.3 billion media impressions were made covering NYCC in 2012

No other show on the East Coast brings together such a broad scope of pop culture categories including: Comics, Graphic Novels, Gaming, Anime, Manga, Toys, TV, Movies and More!

WWW.NEWYORKCOMICCON.COM
WHO ATTENDED NEW YORK COMIC CON 2012?

116,000 total attendees
69% of Fans rated NYCC 2011 as Epic/Awesome*
85% of Fans Attend NYCC with friends*
89% of Fans own a Portable Media Device*
51% of Fans Spend 10% or more of their weekly budget on Pop Culture related merchandise*
86% of Fans own a Video Game System*
66% of NYCC Fans do not attend any other events*

*2012 NYCC Post-Show Research
SOCIAL MEDIA

New York Comic Con is highly engaged in social media, predominantly with Facebook and Twitter. NYCC’s social media platforms are used to provide followers with the latest show information and industry trends and encourage community outreach and interfacing with show supporters.

Followers:
Twitter - 30,523
Facebook - 65,678
YouTube Views - 106,188

Facebook.com/NewYorkComicCon
@NY_COMIC_CON
Instagram.com/NewYorkComicCon
YouTube.com/NYComicCon

Numbers current as of 11/13/12

FAN NEWSLETTER

The New York Comic Con weekly eNewsletter is deployed on Wednesdays, providing fans with the most up to date information about NYCC including Guest announcements, programming updates, general show information and much more.

Subscribers: 84,628
Av. Open Rate: 36%

Numbers current as of 11/13/12

OFFICIAL MOBILE APP

The Official New York Comic Con Mobile App is a custom built information center that consolidates everything related to NYCC in one easy to use 24/7 accessible format. The NYCC Mobile App features exhibitor listings, a Show Floor map, the panel and screening schedule, Guest bios and headshots, Facebook and Twitter integration, along with up to the minute event updates. Over 3.4 million banner ad impressions served within the NYCC Mobile App.

Downloads:
iPhone - 24,759
Android - 14,562
BlackBerry - 1,845
Total - 41,167

Numbers current as of 11/13/12
Over 700 companies and 550 members of Artist Alley exhibited at NYCC in 2012. A small sample of exhibitors includes:

![Exhibitors & Sponsors](image)

Press

Over 4,000 members of the Press attended NYCC in 2012 and over 3.3 billion media impressions were made. A small sample of attending press includes:

![Press](image)
2012 SPECIAL EVENTS

There were hundreds of special events at New York Comic Con including Celebrity Appearances, Panels & Screenings, Autographing Sessions and more! The top names in every genre of the Comic and Pop Culture industry were represented at New York Comic Con.

Opening Night Concert featuring Ben Folds Five

The Walking Dead Cast

Costume Contest

Adam West Autographing

Broadway’s Spiderman: Turn off the Dark

Kids Day at NYCC
New York Comic Con plays host to hundreds of Guests from a variety of genres including Comic, Entertainment, Anime, Literary and more. Guests of New York Comic Con participate in Panels, Q&A Sessions, Autographing Sessions, Artist Alley and conduct interviews with members of the Press.

**COMIC GUESTS**

Adam Kubert • Andy Kubert • Axel Alonso • Bill Willingham • Brian Azzarello • Brian K. Vaughan • Bryan Lee O’Malley • Carmine Infantino • Dan Slott • David Finch • Esad Ribic • Geoff Johns • Grant Morrison • Ivan Reis • Ivan Brandon • Jim Lee • Jim Steranko • Joe Prado • Joe Quesada • Jonathan Hickman • Kieron Gillen • Mark Waid • Mike Mignola • Neal Adams • Olivier Coipel • Rick Remender • Robert Kirkman • Scott Snyder • Shane Davis • Stan Lee • Steve McNiven • Tim Sale • Tony Daniel • Tony Moore

**ENTERTAINMENT GUESTS**

Adam West • Andrew Lincoln • Annie Parisse • Barry Levinson • Ben Folds Five • Bill Paxton • Bruce Campbell • Burt Ward • Carrie Fisher • Chandler Riggs • Chloe Grace Moretz • Chris Columbus • Christopher Lloyd • Christy Karacas • Corey Taylor • Danai Gurira • David Morrissey • Dee Snider • Elmo • Eric Balfour • Geoffrey Zakarian • Glen Mazzara • Guillermo del Toro • Ian McDiarmid • Jackson Publick • Jonathan Nolan • Josh Gates • Julianne Moore • Kevin Bacon • Kevin Conroy • Kevin Smith • Kirk Hammett • Kit Harrington • Michael Rooker • Nathan Fillion • Norman Reedus • Paul Scheer • Peter Davison • Rick Howland • Rob Corddry • Robert Buckley • Robert Carradine • Roscoe Orman • Sean Astin • Seth Green • Shawn Ashmore • Stephen Amell • Stephen Warbrick • Tom Felton • Tyler Posey
WHAT PEOPLE SAID ABOUT NYCC 2012

“The people drawn to New York Comic Con are people who are setting trends.” – The Wall Street Journal

“Those who ignore NYCC are missing out on putting their projects in front of a captive audience ready to be courted.” – Variety

“New York Comic Con has evolved into another important platform for studios and TV networks to promote their upcoming projects.” – Variety

“With more than 116,000 people attending the New York Comic Con during the last four days, convention organizers seem to have found a winning formula to reach a wide fan base.” – ABC News

“I’ve been here [to NYCC] before and it was crazy – the [New York] Comic Con outcrazied all of them...it was wild, like nothing I’d ever experienced before.” – Andrew Lincoln to Rolling Stone