

What iPad Means for Comics

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Formats

- **Adobe PDF:** widely-used, cross-platform, easy to create, can embed rich media such as video and music (Example: Trust comic)
- **CBR** (JPEG image files in RAR compressed format)
- **CBZ** (JPEG image files in ZIP compressed format)
- Digital comics can be accessed via comic book readers
 - Comic Viewer - <http://www.brothersoft.com/comic-viewer-11853.html>
 - CDisplay - <http://cdisplay.techknight.com/setup.zip> (no longer maintained)
 - Comic Rack - <http://comicrack.cyolito.com/index.php>
- **ePub:** widely-used format, accepted in iBookstore
- **Apps:** individual software programs
 - Marvel comic reader – demo on iPad
 - Comicbooklover (for iPhone) and comicbooklover sync
 - [Panelfly](#) – social interaction, continuous reading of series, [Demo](#)
 - [Comic zeal](#)
 - Comic reader mobi
 - Alice for iPad – demo on iPad

Cost of Digital Comics to Consumers

Marvel is selling their comics for \$1.99. Independent comic producers can choose to sell theirs for \$.99 and up. Comic pricing will probably follow the model of the iTunes store, where backlist titles will be cheaper and newer titles will cost more.

Will Digital Comics Hurt Traditional Comic Sales?

If anything, digital comics should help traditional comic sales because they'll bring more people to comics, people who may be mired in the multimedia aspects of their cell phones can now receive comics on them.

Rethinking Comics as a Multimedia Format: Features Possible with Digital Comics

- Store enables users to search, preview, and download comics and graphic novels
- Organize comics by Title, Publisher, Author, Artist, and Genre
- Browse cover art
- Bookmarks
- Indexes
- Panel-to-pan navigation
- Sketches and bonus art
- Video – interviews with creators
- Music
- Animation
- Interactivity – draw your favorite character
- Games

What About Other Tablets?

Other tablets can't compete:

<http://www.cnn.com/2010/TECH/ptech/05/04/tablet.competition.ipad/index.html?hpt=Mid>

The Challenges

- Do I update my earlier comics like an application?
- What media should I incorporate into my comics?
- How much value does the embedded media add to my comics (how much more should I charge)?
- Should there be social aspects to my comic?