ComiXology Powerhouse Behind Digital Comics

After I wrote the article about Dark Horse joining the ranks of comic publishers going digital, I was contacted by Trace Cohen of comiXology, the company that powers digital comics for the likes of Marvel and DC, among many others. He wanted to share more information about digital comics and how we can access them.

Digital comics seem to be the new wave in comic book reading for those addicted to technology and comics both. And, let's face it, those two groups overlap a lot! I'd count myself in both those groups as a matter of fact!

There are more than 7,200 comics in their digital library, which can be accessed via desktop/laptop, any iOS and Android. It's also available in the iTunes store, keyword search: comiXology. The nice thing? For many of the titles, the same day the comics come out in print, they are available digitally. I wondered if any of the comics were produced digitally for better quality and ease of transition to their Guided View Technology but Trace said, "We do have a few comics like Box 13 and Valentine that were produced digitally, specifically for our platform to take advantage of the devices. The majority of comics though are sent over by the publisher digitally in print ready format (higher quality) and then we author it ourselves for it to work with our Guided View Technology." Most are recent titles but they do have Captain America Comics #1 from 1939!

Perhaps one of the coolest aspects of digital comics via comiXology is that once you pay for your comic, you can access it on any platform, regardless of where you downloaded it originally. So for example, if you downloaded your comic to your iPhone but when you got home you wanted to read it on your laptop or your iPad, you could access it there for no additional fee. (Please note: Marvel comics are not available on desktop or Android). This would be why comiXology's motto is "Buy once, read anywhere!" Not true of all platforms (not even Dark Horse. Sorry guys.) Not only that, there are over 500 comics available for free or free preview.

But what about those of us who like the feel of old-fashioned paper in our hands? If you go to comiXology's home page you can register or log in and "pull" comics, which means they are added to a "pull" list for you. Participating local retailers can then be provided with this list and pull your selected comics for you. If there is not a local participating retailer, your pull list can also be printed and you can take it to the retailer for easier shopping.

In addition to all that great cross-platform use and pull-ability for paper comics, there is also an iCOS (iComicsOnSale) for Mac users. It is a dashboard widget that allows you to "browse shipping and expected comics as well as manage your Pull lists."

Now, what about the platform itself? What's it like to use? Well, I moseyed on down to the digital library to check things out for myself. An almost overwhelming number of comics to choose from. One click and the comic is in front of you, no waiting for download. Full-screen expandable. Easy, minimalist controls that don't detract from the reading experience at all. I had a great time perusing titles and almost forgot why I was there! Did I mention the app is 100 percent free?

I had one more question though for Mr. Cohen:

Is there a Spider-Woman title for download? I saw the most recent title, but it's the kind of art that looks like enhanced photography and I want a traditional comic.

His answer: "We don't have an individual Spider-Women comic but she is in The New Avengers series, which I recommend you read."

Will do, Mr. Cohen.

"Lara, thank you so much for the article that you wrote as a followup to our conversation last week, my client loved the title and comparison to the other company in their industry. It was insightful, knowledgeable and really shined light on the pertinent topics that our target demographic wants to know about. Thanks again!"

Trace Cohen

Account Executive, iFluence PR for Comixology

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