

NEWS

FORMER MARVEL, DC, EA, AND K-POP EXECS START EPIZODIC ENTERTAINMENT

The Development and Production Company will focus on multi-platform projects

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Industry veterans from Electronic Arts, Marvel Entertainment, DC Comics, and K-Pop have announced a new development and production company called Epizodic Entertainment. The company will focus on creating multi-genre entertainment projects across multiple mediums including print comics and games.

Epizodic's executive team marked their announcement with a production still from their first original mobile game property.

The company boasts talent from global brands like Marvel, LEGO, Big Hit Entertainment, DC Comics, Electronic Arts, and the NBA. Epizodic's founder **Gilbert Kim** will also lead the company as its CEO.

Kim has a background in gaming, and his previous mobile game studio was acquired by Electronic Arts. He plans to establish Epizodic Entertainment as an entertainment source that spans traditionally fragmented platforms and audiences, which is a rather tall order.

"Convergence in entertainment is happening all over the world now," said Kim. "We've built an amazing team across the digital content space to address this."

Epizodic's founders also include **Brian Selzer**, who helped create the augmented reality company Ogmento, and **Tony Park**, the investor behind the massive K-Pop group BTS.

The company's first project is an original multi-genre mobile game which borrows elements from music videos, Korean dramas, and talent competition shows. Writing on the project is being overseen by **David Wohl** and **Joelle Sellner**. Both Wohl and Sellner have a background in comics, which should make for an interesting mobile game. Wohl began his comic career at Marvel Entertainment before moving on to projects at DC and Image, meanwhile Sellner is credited as a writer on the DC Superhero Girls Web and LEGO Friends Animated Series.

Alongside their initial mobile game, Epizodic Entertainment is also developing a reality TV show version of the game which will coincide with the game's release in mid-2020.

"There has never been a game or show like this, where original songs are inherently interwoven in both mediums," said Kim. "There will be real life stories and struggles that are conveyed through song and we want to bring the power of music into our game."

Chief Producer Brian Selzer added, "We will be scouting fresh, undiscovered singer/songwriting talent, and providing them with a unique and powerful platform to get their songs and voices heard. The competition show will allow for original songs to fit the story lines, central to our strong character development and narrative."