

## **CCXP Worlds set an example of a revolutionary model for virtual events in over 110 countries with over 250 simultaneous livestream sessions**

*The festival focused heavily on diversity, celebrated pop culture like never, and featured comic book legends, stars from Hollywood, voice actors, renowned content creators, musicians, and pro players. The organization has confirmed the 2021 edition.*

**São Paulo, December 6th, 2020** – CCXP has definitely won the world. Considered the world’s biggest pop culture festival since 2018, the event, which had over 280,000 people in its 2019 edition, has found new continents and reached 113 countries in this totally atypical and virtual year of 2020. With the main purpose of spreading hope and presenting fans with the main news of the entertainment industry around the world, CCXP Worlds: Journey of Hope attracted the attention of 1,5 million people who browsed the 12 virtual worlds of the festival. There were over 150 hours of content in activities spread throughout all five stages (Thunder Arena, Artists' Valley, Creators & Cosplay Universe, Oi Game Arena, and Omelete Stage by Santander) and the audience was also treated to up to 250 daily lives of comic artists who participated in the virtual booths and did not give up interacting with fans. In a historic edition marked by diversity and the use of technology, CCXP Worlds had its final event day this Sunday, Dec 6, but those who have purchased the Digital, Home and Epic Experience bundles can still watch or re-watch all event content before December 13, 2020. Among the news of this last day, the event organization has already confirmed the 2021 edition to take place between December 2-5<sup>th</sup>, 2021.

“It took us a lot of courage to set up a virtual festival the size of CCXP Worlds in a year like 2020. By building this platform, we have once again shown that the fan experience always comes first. We have taken our brand, Brazil, and all our partners with us to take over the world. It was a new format that worked quite well and, most likely, it will be in our plans to combine the virtual with the regular editions in the coming years”, says Pierre Mantovani, CCXP’s CEO. For the festival's CMO, Roberto Fabri, the technology developed for CCXP Worlds was one of the highlights of this edition. “Our main objective was to provide the fan with a new and fun experience that would keep him as the point of the festival, that’s for sure. It took us three months of intense work alongside great professionals who did their best to create the magical worlds of CCXP, where there is no limit to the extraordinary. It is not an exaggeration to say that we have kicked off a revolution for virtual events and the feedback from the audience could not have been better”, he celebrates.

Throughout CCXP World’s three event days, diversity proved to be the festival's main focus. Both in front of the cameras, with presenters and guests, as well as at the Artists' Valley booths and on the topics discussed during panels. Just like feminism was one of the main topics of this edition, women accounted for 45% of the registered audience on the platform, and 55% of the total audience were men, resulting in a total of 1,5 million people browsing the platform and with traffic peaks of 350,000 simultaneous visitors.

In the festival social network profiles, over 1,000 contents were posted with a reach of 52 million people. Even without the total consolidated figures - since the content of the platform remains online until December 13, 2020 - it is possible to say that the greatest general reach data to date (including social networks) was in China, where CCXP Worlds has impacted 10 million people. For the fourth year in a row, telecom company Oi sponsored and connected the festival with its internet technology supported by a dedicated 31 km fiber infrastructure, making it possible to connect the “real” world with the virtual one. The data traffic volume on Oi's network during CCXP Worlds was more than 7 TB (terabytes) during all three event days.

### **Exclusive content and some of the greatest Hollywood stars**

With the support from the entertainment industry, CCXP Worlds was the stage for exclusive announcements from the main studios in Brazil and abroad. The list of celebrities who have been to this edition includes Penélope Cruz, Gal Gadot, Pedro Pascal, Jessica Chastain, Fan BingBing, Henry Golding, Milla Jovovich, J. K. Simmons, Lana Parrilla, Vince Vaughn, Kathryn Newton, Dafne Keen, and Edgar Vivar, just to name a few. Among the directors, the highlight was the participation of the Russo brothers, who remembered the years in the franchise that collected the highest grossing box office in world cinema, “Avengers: Endgame”. Comic book fans enjoyed the virtual edition of the festival, which allowed the participation of artists long-awaited by fans, such as the guest of honor, Neil Gaiman, and other legends like Art Spiegelman, Trina Robbins, and Tom King. In all, there were more than a thousand guests among content creators, gamers, comic artists, celebrities and industry professionals who contributed to transform CCXP Worlds into a true celebration of hope and pop culture.

### **Last day at the Thunder Arena with WarnerMedia and comic book legends**

The Thunder Arena once again promoted content for all audiences. Anime fans were able to follow a chat with the voice actors of Funimation's “My Hero Academia”. Right after that, the atmosphere heated up with the director Amora Mautner and artists Camila Queiroz and Romulo Estrela, who discussed “Verdades Secretas 2”. The show will present how the character Angel will be six years after the end of the first version and promises to surprise.

Comic book stars have also found their own space in the activity schedule: Dave Gibbons, co-creator of “Watchmen”, came on stage to talk about his career, characters and the best moments of his career: “You don't know if anyone will like it. But when I received an award for one of these works, 100% mine, it was an immense joy”. He also says that he is surprised by the fans' loyalty throughout his 35-year career, as he thought it would be forgotten in months. Then, Marcelo Hessel spoke with Tom King, one of the main writers and comic artists of the new generation. The chat felt relaxed and the author joked that pleasing fans is as difficult as working for the CIA - his first job before entering the world of comics.

With a megapanel, Warner Media prepared six hours of exclusive content, which were presented by Valentina Pulgarin and Marcos Mion. During the panel, visitors could watch the unpublished trailer for 'Tom & Jerry - The Movie' and see the shirt that American basketball star LeBron James wore for the recordings of “Space Jam 2: A New Legacy”, which hits theaters in 2021. Then, Cartoon Network presented news about the fourth season of Brazilian animation “Irmão do Jorel” and Warner Channel brought Adult Swim news with Dan Harmon, creator of “Rick & Morty”, on stage to talk about the

success of his animation present in 200 territories. Adult Swim also aired the first episode of “Primal” and “Lazor Wulf”, new animations by Genndy Tartakovsky and Henry Bonsu.

Among other content, visitors were also able to watch the trailer for “Dune”, a Warner adventure that debuts in 2021 and features Emmy-winning North American actress Zendaya in the cast. Who also participated in the festival this Sunday were the protagonists of “His Dark Materials”, Amir Wilson and Dafne Keen, to talk about the second season of the HBO series. Then, it was the turn of one of the most anticipated moments of CCXP Worlds: Zendaya appeared on stage to talk about the success of “Euphoria”, a series also by HBO, with Sam Levinson. When asked about the difficulty of shooting certain scenes, Zendaya praised the entire team: “The atmosphere we created while on set is very important for the progress of the series. Sometimes, when we were shooting a dense scene, I looked around and realized that I wasn’t alone there, they were all with me and that made the difference”. Throughout the panel, fans continued to show her lots of love in the chat.

Early in the evening, DC arrived at the Thunder Arena to present two news about Batman at first. The audience got to know the new game 'Gotham Knights' - which despite not having the presence of the batman, has its entire squad aimed at defending Gotham City - and the new animated feature film of the superhero: “Batman: Soul Of The Dragon”, which will be in theaters in January 2021. Right after, Javicia Leslie showed behind the scenes of one day recordings like Batwoman. Soon after, the panel “The Flash with actresses” took place, in which Danielle Nicolet answered questions sent by Brazilian fans.

The “Suicide Squad” panel brought in the film's cast like Alice Braga, John Cena, and Idris Elba, in addition to director James Gunn, for a relaxed conversation about the backstage. The highlight of the night was the “Wonder Woman 1984” panel, the most anticipated of the day by Brazilian fans. To talk about one of DC's top films, CCXP Worlds brought director Patty Jenkins alongside Gal Gadot, Chris Pine, Pedro Pascal, and Kristen Wiig. During the conversation, Gadot commented on the script and the process of recording the work: “The way Patty traced the entire plot of the film is so captivating and beautiful that I fell in love even more. It was a great challenge to record in eight months around the world, I had never done anything like it, but the result was rewarding”. Then, Marcelo Forlani interviewed Pedro Pascal and, right after, an official clip was shown that drive fans crazy.

The Thunder Arena's activities ended with a great virtual fireworks display packed by the CCXP theme song performed by the band created especially for this edition and led by renowned Sepultura's guitarist Andreas Kisser.

### **Art Spiegelman was one of the highlights at the Artists' Valley**

There were three days with more than 30 hours of content about the universe of comics and three master classes, in addition to more than 500 tables where the audience had the opportunity to interact with artists and buy original art. The highlight of this Sunday was the participation of Art Spiegelman. Winner of a Pulitzer, staunch critic of Donald Trump, the author of “Maus” - who is among the most important pop culture comics - Art Spiegelman spoke on the Artists' Valley panel and recalled the 2019 controversy when Marvel asked him to withdraw the term “Orange Skull” from a publication - at the time, he had made a reference to the tan of the then American president with Captain America's villain, Red Skull. Owner of a work of criticism of authoritarian systems, Spiegelman said why he does not draw Trump: "It does not matter whether you are giving positive or negative attention, he is a vampire who feeds on any kind of attention at all".

When asked about the importance of reading *Maus* in today's society, Spiegelman went straight and said that in the United States, people do not read and are increasingly poorly informed: "Nowadays you read only little by little". For the artist, the extremism from right-wing ideologies in Brazil and the United States caused the sales of "*Maus*" to rise, equaling numbers when it was launched in the 1980s. He said he believed that his work remains current and that she warns of the dangers of believing this kinds of leaders. "Thanks to these guys, there is a entire generation asking 'what the hell is a concentration camp?'".

This Sunday, the heart of the CCXP also featured Fabien Toulmé, who revisited his contact with a refugee and his family in the work "*Hakim's Odyssey*" and recalled the work "*Ce n'est pas toi que j'attendais*" ("It was not you I expected"), in which he portrays the birth of his second daughter with Down syndrome. The artist, who transitions between journalism and biography in his comics, promised that the next title will be a fiction and will deal with changes over time in the relationship between couples. The famous American screenwriter Gail Simone, known for her work in "*Batgirl*", "*Red Sonya*", and "*Birds of Prey*", recalled her long history in the comic book industry and commented on the rise of women in the industry in recent years. "In the past, women did not participate effectively in stories. They were not part of it. They were not adventurous, but victims of sexual violence, cut or mugged. Always secondary. Until I started asking the executives: 'Why do you discard 50% of revenue when deciding not to invest in different stories aimed at women?'" The creator of the feminist blog '*Woman in Refrigerators*' said that the pages of the comics are limitless, that minds can be changed and also stressed: "Representation matters", in Portuguese, "representativeness matters".

During the afternoon, a good-humored chat with American writer Gerry Conway was one of the most talked about in the panel chat. At just 17, he worked with legends like Stan Lee and Jack Kirby. He revealed that he spent 20 years without attending comic book conventions after the publication of '*The Night Gwen Stacy Died*' in 1973. The powerful story of Spider-Man brings death to Peter Parker's beloved, revealing the hero's failure and messing with the fans. The artist, who stopped reading the letters he received at the time, defended himself: "And the idea wasn't even mine". In the sequence, Conway spoke about his demonstration against the use of the symbol of the character Punisher in police uniforms during the repression of protests of the '*Black Lives Matter*'. "The Punisher symbol represents a flaw in the system, something that has failed and was never created to mean oppression. I believe that the Punisher would be on the side of the population, against the police and not in favor". When asked what it was like to write a cross-over between Marvel and DC, Conway said the hard part was matching the number of lines, comics and pages for the two heroes (Spider-Man and Superman). "It was a mathematical thing," he explained, recalling that the publishers had different views on the project, however, he confesses that it was a dream project.

### **The Cosplay Contest Finals drove fans crazy at the Creators & Cosplay Universe**

In the three days of CCXP Worlds, the Talks of the Creators & Cosplay Universe counted on the participation of great internet names such as Carol Moreira, Foquinha, Castanhari, Tchulim and Jeska, among many others, who showed unique points of view on the pop world and content creation. With frank and organic conversations about motherhood, geek culture, feminism and several other subjects pertinent to the current moment, there was a great public reception, the support and the reach of the voices. Still with the representativeness on the agenda, the stage received the creators and creators of PerifaCon, "the CCXP of the working-class suburbs". In the painting, Andreza Delgado, Gabriely

Oliveira, Igor Nogueira and Luize Tavares explained the relevance of pop culture to the favela and the notoriety they gained from working in partnership with Netflix.

The stage also featured the creators of the Miraculous series, highlighting the new Ladybug film set in Brazil, which opens in 2022. Two years ago they came to CCXP and felt that Marinette, the main character, should see the affection and love of Brazilian fans. During the panel, Jeremy Zag, one of the creators, spoke about the next steps for the adventure: “It has always been an organic process. Things come to life on their own. Our strategy is not to have a strategy”.

Closing the night at the Creators & Cosplay Universe, the audience met the big winner of the Cosplay Contest. In the contest, which featured nine cosplayers selected from a popular vote on the CCXP website, Ceslo Maker took the title of master cosplayer for the F14k character from the game Borderlands 3, and also a Yamaha motorcycle, Black Panther special edition, in addition to of a pair of Full Experience tickets for the 2021 edition of the festival. Fernando Monezzi was elected Best Costume for his characterization of El Professor (“La Casa de Papel”), winning a pair of Epic Experience tickets, while the best performance was that of Pry Felipe who, playing Merida, was awarded a pair of tickets for the four days of the next edition of the festival.

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