

As I write this, it has just been announced that Marvel's The Avengers has made a record breaking \$207 million at the North American box office. By the time you actually read this, the superhero ensemble will have more than likely broken even more records and be closer than ever to a spot on the top ten list of highest grossing films ever. Of course, while it may hold the honour of having the highest opening in the US, this is by no means the first comic book movie to have made an impact at the box office. The Dark Knight hit the \$1 billion mark and it's hard to imagine The Dark Knight Rises not doing the same (whether or not it will be able to compete with the success of The Avengers is an argument for another day). So, how does this box office success impact the future of

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