

SUPERHERO TOONIVERSE: The last time we spoke, the Marvel Universe block wasn't happening. What was the genesis of the idea? **JEPH LOEB:** The idea is to bring the Marvel Universe to life; to find a destination that is exclusive out there in TV land on DisneyXD where we'll be able to tell stories with some of the most talented people that are working in animation. It's an extraordinarily talented group that we run very much the way we run a live action show. There's a writer's room, we break story together and it goes through a process of just coming up with the best scripts that we possibly can. In the case of **ULTIMATE SPIDER-MAN**, it results in Marvel's first step at making a Spider-Man show that is pure Marvel. Every generation has a spider-Man show and a theme song in their head, but all of those shows were

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