

Bad Move?

Netflix has decided to buy the edgy comic book publisher Millarworld, the creator behind such adult graphic novels as *Kingsman* and *Wanted*, even though family programs and movies like *Fuller House* and *E.T.* are among Netflix's most popular offerings.

Netflix Chief Content Officer Ted Sarandos said the company is looking forward to developing new superhero, fantasy, science fiction and horror properties with this acquisition.

Family and child advocate Dr. Ted Baehr, founder and publisher of Movieguide®: The Family Guide to Movies & TV, has his doubts about Netflix's move, noting, "Box office statistics show that edgier superhero and science fiction entertainment like *Kingsman*, *Deadpool* and *Suicide Squad* make less money at the box office, especially when adjusted for inflation."

He added that, despite exceptions like *Game of Thrones*, consumers prefer more "family-friendly, uplifting" entertainment.

Author of *The Culture-Wise Family* and *How to Succeed in Hollywood (Without Losing Your Soul)*, Dr. Baehr is chairman of the Christian Film & Television Commission® (CFTVC) and its family guide to movies and entertainment, Movieguide® ().

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