



[Bond Industry] 007™



Key Terms
Conglomerate – multiple: Amazon MGM Studios, Sony Pictures, Universal, United Artists.
Ownership – Amazon MGM Studios
Subsidiary – Eon Productions
Vertical integration – Amazon's merger with MGM – owns different stages of supply chain.
Horizontal integration – complex mix of film companies involved in film production.
Profit and revenue – \$301 million budget, \$774 million box office.
Synergetic partnerships – tie-ins with Nokia, Triumph, Omega, Aston Martin and Billie Eilish soundtrack on Interscope.
Production – Eon Productions responsible for film with creative control from Wilson and Broccoli.
Distribution – United Artists Releasing (UAR) distribution, UK distribution from Universal.
Exhibition – released in IMAX (\$10.9 million sales), theatrical release in cinemas, and on DVD/Blu-Ray, VoD and Streaming (inc. premiere on Amazon Prime)
Digital convergence – official website, social media, YouTube, interactive spaces with Web 2.0 technology.
Regulation – 12A/12 certificate from BBFC.
Franchise – 25 th Bond film, last with Daniel Craig as Bond.
Development – Screenplay written including Phoebe Waller-Bridge, with finance obtained.
Pre-production – Actors including Daniel Craig, and director Cary Joji Fukunaga hired.
Production – Film shot in Italy, Jamaica, Norway, Faroe Islands, Pinewood Studios London.
Post-production – Billie Eilish song release and editing completed.
Target audience – 14-50 year old Aspirer/Mainstream/Succeeder Males remain the primary demographic for a mass audience film.
Tentpole film – No Time To Die ranked 19 th highest grossing film of 2020s, 5 th highest from Universal, and highest MGM box office this decade.

Website Key Terms
Clickable links
Tabs / Buttons
Navigation Bar
Home page
Embedded audio/video
Thumbnails
Images/captions
Banner ads
Logo / Iconography
Typography/copy
Brand identity
Digital convergence
Franchise
Conglomerates / subsidiaries
Diversification
User interactivity / avid fans
BTL (below-the-line) comments

- **Profit and revenue**
 - The **budget** of No Time To Die was an estimated **\$250-301 million**, making it the most expensive Bond film to date. So far it has grossed over **\$774 million** worldwide at the **box office**.

AMAZON MGM STUDIOS

- **Ownership**
 - **Amazon MGM Studios** acquired creative control of the James Bond film **franchise** from producers **Michael G. Wilson** and **Barbara Broccoli**. As a result, Amazon now holds the rights to **distribute** all Bond films after buying MGM in 2022.
- **Vertical integration**
 - Amazon's merger with MGM Studios is an example of **vertical integration**, where a company takes ownership of different stages of its supply chain. This strategy allows Amazon to control more aspects of the content creation, **distribution**, and **streaming** process.

EON PRODUCTIONS

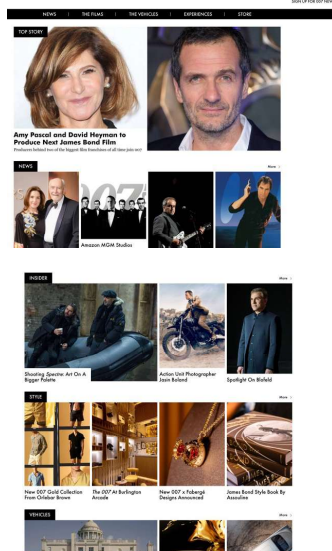


- **Horizontal integration**
 - the James Bond film **franchise** is a complex mix of companies, many of which are involved in film production (Amazon MGM, Sony Pictures, Universal, Annapurna Pictures, Eon Productions).
- **Production**
 - The Bond **franchise** is produced by **EON productions** with films produced at **Pinewood Studios**, a British film production company based in London and **subsidiary** of **Danjaq LLC**.
- **Distribution**
 - No Time To Die, the 25th Bond film, was the first and only in the franchise to be **distributed** by **United Artists Releasing (UAR)**, a joint venture of conglomerate **MGM** and **Annapurna Pictures**, prior to its folding in 2023.
 - No Time To Die it was **distributed** by conglomerate **Universal Pictures** in the UK.
 - It is the first Bond film to be **distributed** by **Universal Pictures**, which acquired the international distribution rights following the expiration of **Sony Pictures'** contract after the release of Spectre in 2015.

IMAX®

- **Exhibition**
 - No Time To Die was released in **IMAX** (Skyfall was the first Bond to have an IMAX release) due to the previous success of Skyfall. It made \$10.9 million from IMAX sales. It was released on 30th September 2021.
 - The long-running Bond **franchise** has an established fan-base and No Time to Die, a US/ UK co-production, received **global distribution** (theatrically on DVD/Blu-ray and VOD/ streaming) to reach a mass audience.
 - No Time to Die is available to **stream** on **Amazon Prime**, along with all the other James Bond films.

007™



Above-the-fold content on Bond Official Website:

- The **007 logo** features at the top of the **Bond homepage** and has **brand recognition** for **iconography** which has featured across the **franchise** – 007 represents James Bond's secret agent codename with him as the 7th agent of MI6 with a 'license to kill'.
- The website is minimalist with **white space** but does feature a navigation bar with: **NEWS/ THE FILMS/ THE VEHICLES/ EXPERIENCES/ STORE** as well as a **search bar** and a **clickable link** to **SIGN UP FOR 007 NEWS**.
- **Above-the-fold**, the 'Top Story' features a **dominant image** announcing the new producers (Amy Pascal and David Heyman) for the next James Bond film, which is positioned as the most important information on the homepage, presented as an exclusive.
- **Synergetic partnerships** exist with references to **Aston Martin** cars (which regularly feature in the Bond **franchise**) as well as a 007 fashion range from **Orlebar Brown**, a **007 Fabergé egg**, and connections between **Amazon** and **MGM Studios** in the **ownership** of the Bond **franchise**.
- **Digital convergence** exists with **clickable social media icons** **below-the-fold** at the bottom of the homepage, with official sites on **Instagram, X, YouTube, Facebook, TikTok and Pinterest**.
- At the end of the **homepage**, there are links to the **subsidiary** that produces Bond films (**Eon Productions**) and the **conglomerate** that produces and distributes Bond films (**MGM Studios**) – these **clickable links** take you to the **production company homepages** and highlights the **diversification** that exists through the Bond official website.
- **Embedded videos** exist on the **YouTube official site** which features **trailers** for each Bond film as well as **behind-the-scenes footage**, interviews and key sequences – these videos give the opportunity for **synergetic partnerships** to be advertised to maximise **profit and revenue** of the Bond franchise and their connected **sponsors**.