

**Industry Context:** *Draw summative illustrations in the right side of the tables that relate to the contextual knowledge on the left.*

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| EON (Everything or Nothing), a British film company produced Spectre. |  |
| SONY owns MGM and Columbia Pictures – who distributed and marketed Spectre. This means that they advertised Spectre and made sure that it was available to the public in cinemas and homes across the globe. |  |
| EON was able to secure $245 million to use as a budget to spend on the production of Spectre. |  |
| Spectre grossed over $880 million in the worldwide box office sales (cinema sales). |  |
| SONY is a conglomerate company as it owns companies that have been horizontally and vertically integrated.   * Horizontally integrated = companies that perform the same stage of production (making the film) * Vertically integrated = companies that perform different stages of production than what SONY does (distribution & Exhibition) |  |
| EON used the $245 million budget during the 5 stages of production. The five stages are:   1. Development (ideas are formed, funding is secured and creative rights are bought). 2. Pre-Production (Cast and film crew are found, locations are chosen and sets are built). 3. Production (the film is shot). 4. Post-Production (the recorded film is edited, such as sound, image and visual effects). 5. Distribution (finished film is sent to cinemas and homes to be viewed. The distribution company also advertise the film throughout the other 4 stages of production. |  |

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