



Cinema's biggest star: money!

- A What is the link between a lipstick, a calendar and jewellery? The answer is the *Twilight* films. These are just some of the products made by companies that paid film studios for the rights to use images from the film series. Film-making is very expensive, so studios look for as many ways as possible to make money. But what do studios spend their money on?
- B If a film is going to succeed, it needs a good director, and they cost from \$5 to \$10 million per film. Casting famous actors as the main characters can also help a film to do well, but this makes a big hole in a film's budget. Top actors expect salaries of up to \$30 million, with extra money for 'essential' luxuries such as a five-star hotel suite during filming. Film production is also incredibly expensive. The special effects for the superhero film *Spider-Man 2* cost an amazing \$65 million!
- C So how do film studios make a profit? In most cases, films make money from ticket sales at the box office. This is followed by DVD and internet sales, which are the only way of seeing the film outside the cinema for several months after its release. And the moment a film reaches the cinemas, the merchandising begins. In recent years, films such as *Toy Story 3*, the *Cars* series and the *Harry Potter* series have made more money from merchandising than from ticket sales.
- D So while film fans talk about the quality of a film's plot, the director's skills or the actors' performances, for the film-makers there are more important considerations. Has the film made enough money to repay the enormous investment that has gone into making it? Will it make a profit so the studio can go on to make more films? Without doubt, for the studios, a great film is a film that makes a lot of money.

1 Find words in the text that mean:

- objects that are worn as personal decoration (*paragraph A*) _____
- a plan of how to spend an amount of money over a period of time (*paragraph B*) _____
- enjoyable and expensive things that a person doesn't really need (*paragraph B*) _____
- the money that you make when you sell something for more than it cost you (*paragraph C*) _____
- products connected with a popular film or TV series (*paragraph C*) _____

2 Read the text and write *true* or *false* for sentences 1–5. Correct the false sentences.

- Companies needed permission to make *Twilight* jewellery and other products.

- A good director costs more money than a famous actor.

- Film studios only make money from ticket sales.

- As soon as a film finishes at the cinema, you can see it on TV.

- There are different opinions about what a great film is.

3 Read the text again and answer the questions. Use your own words and complete sentences.

- What are the positive and negative points of having a famous actor in a film?

- What extra things do famous actors expect while working on a film?

- Why does the article mention the film *Spider-Man 2*?

- How did films such as *Toy Story 3*, the *Cars* series and the *Harry Potter* series make a lot of money?
