

Film trailers and posters

How is a film's budget spent?

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Film trailers and posters

How is a film's budget spent?

A film's budget includes all costs made during:

- ▶ **Pre-production**
- ▶ **Production**
- ▶ **Post-production**
- ▶ **Promotion**

- Go back to your list. At which stage in the film-making process does each feature belong? e.g. *aerial shot* = *production/filming stage*; *sound track* = *post-production*.

Films that form a part of a franchise like *Furious 7* are known as *tent-pole* films; films that are most likely to make money for a studio, which in this case is Universal.

Other franchises include:

The Avengers films = Marvel/Disney

Harry Potter films = Warner Brothers

X Men = 20th Century Fox

Q. Can you think of other franchises? Which companies are behind them?