

New Bond film a huge success in SA

Skyfall, the 23rd film in the Bond franchise, has left the South African box office shaken and stirred, recording the biggest opening for a Bond film of all time.



The film released on over 120 screens nationwide and took in over R7 million at the box office over the first weekend. Skyfall is also now the biggest non-3D opening for a Sony Pictures Releasing International (SPRI) film in South Africa. The extraordinary local opening follows the phenomenal international success of the film, which has now taken over \$850 million worldwide, making it one of the biggest grossing movies of all time.

"The Bond franchise has always been a favourite of South African audiences and we are thrilled that they came out to support Skyfall in this special anniversary year for Bond. It is a fitting tribute to such an iconic cinema legend," said Isabel Rao, CEO of Ster Kinekor Distribution.

Contribution of global partners

Marketing manager for SPRI in South Africa, Bashan Govindarajulu, said: "The numerous local and global promotional partners associated with the film contributed significantly towards the theatrical release. Thanks especially to the fans who once again did not disappoint when they turned up in their thousands across the country throughout the weekend."

Starring Daniel Craig as 007, Skyfall is directed by British director Sam Mendes and stars Judi Dench as "M", Javier Bardem, Ralph Fiennes and Naomie Harris. The film also stars Bond actress, Bérénice Marlohe, who recently attended the South African première event of Skyfall.

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