1. **Film History**

The film that I will be focusing on is Venom. This is an original movie however; the story line is inspired by Marvel. There are many other films by this franchise like Spiderman which is a series as well as Avengers which is also a series but has a different storyline. Venom was released between 1st October 2018 to 9th November 2018, in the UK the release date is 3rd October 2018.The producers of the film are Ruben Fleischer, Avi Arad, Amy Pascal, Matt Tolmach. The production company of the movie is Marvel which is a successful franchise who have produced various other films.

1. **Purpose**

The purpose of the film is to make money through advertising. This is done through posters as well as trailers which are on successful social media platforms like YouTube which will spread the media product to a wider target audience. The reason the movie was made was also for entertainment purposes as the symbiote-infused villain that is infected in Eddie interacts with him in comedic ways as well as mocking him in the climax and for profit as Marvel is already a huge franchise and if they make more movies their franchise will continue expanding. The Genre of the movie is action as well as thriller.

Another purpose of the movie is to make money. The movie was a box office success. The worldwide gross revenue of the movie is currently $855 million USD which will increase further as the movie was released recently around 4 months ago. This is surprising as it has a rating of 6.8/10 and also has many bad reviews but is still very popular.

The movie has genres for example Thriller as well as science fiction. This is because the protagonist interacts with the symbiote – infused villain which interacts with him in comedic ways. There is also action in certain parts of the movie which involve action with the hero and the villain and there are real human characters with characters. The genres combined together make this an exciting yet amazing film and without the thriller it would not be as hilarious as it is could lose audiences.

1. **Film-Audience**

The primary target audience of the film Venom is teenagers as they will like watching action movies that are the same time are entertaining. A movie that at the same time will keep them at the edge of their seat. The secondary target audience is adults as it also has scenes which are dark, which would be thrilling for adults. The plot twist of the movie as well as the storyline is inspired by the other movies by Marvel so would be entertaining for Marvel fans. The gender that the movie is aimed that is predominantly males and young teenage boys as the protagonist is male however, it would still be entertaining for both boys and girls as there is also a feminine character. The age rating for this movie is 13 which would also be the primary target audience who are teenagers. Venom has been rated PG-13 for intense sequences of sci-fi violence and action, and for language.

1. **Storyline**

Journalist Eddie Brock is trying to take down Carlton Drake, the notorious and brilliant founder of the Life Foundation. While investigating one of Drake's experiments, Eddie's body merges with the alien Venom -- leaving him with superhuman strength and power. Twisted, dark and fuelled by rage, Venom tries to control the new and dangerous abilities that Eddie finds so intoxicating. Throughout the movie Eddie and the Symbiote villain inside him, interact I comedic ways whilst trying to help Eddie expose Carlton Drake’s life foundation.

1. **Main characters**
* Tom Hardy as Eddie Brock/ Venom.
* Michelle Williams as Anne Weying.
* Riz Ahmed as Carlton Drake/ Riot.
* Scott Haze as Roland Treece: Drake’s head of security.
* Reid Scott as Dan Lewis
* Jenny Slate as Dr. Dora Skirth
* Melora Walters as Homeless Woman Maria
* Woody Harrelson as Cletus Kasady
* Peggy Lu as Mrs. Chen
* Malcolm C. Murray as Lewis Donate
* Sope Aluko as Dr. Collins
* Wayne Pere as Dr. Emerson
* Michelle Lee as Malaysia EMT / Riot Host
1. **Scenes/ locations**

Filming took place in Atlanta, New York on the 23rd October 2017.It is produced by Sony who work alongside Columbia pictures to produce the movie and some of the same producers make the movie Iron-man as well as Spiderman as it is part of the same franchise that is Marvel. The movie however is set in both day and night which is set in the life foundation laboratory and the streets of Atlanta, New York and Eddie’s flat.

The movie can be split into firstly Eddie first working as a journalist with his girlfriend however, during his interview with Carlton Drake (the founder of the Life foundation) is harassed and Eddie breaches his contract by abusing his authority as he is suspicious of the Life foundation. He then tries to prove this however, destroys his relationship with his girlfriend admist this but still is persistent at trying to prove this and enters the lab with the help of an ex- doctor at the life foundation. He then sees the harsh reality of this lab which makes humans behave in an animalistic and dangerous manner. During this he is also infected by this alien and tries to control these powers he possesses that he finds so intoxicating. This foe named venom is what he uses to prove the corruption of the life foundation.

1. **Costumes/Clothing**

The main character costume for the movie Venom is Tom Hardy who in the movie is known as Eddie Brock or his alter ego Venom. However, Tom Hardy’s costume in Venom is only one of many superhero costumes in the franchise Marvel. The special power Tom Hardy holds within and that is released when Tom Hardy turns into Venom is superhuman strength and a powerful anti-hero. This is similar to the powers of Hulk implying that it could be inspired by Hulk, as it is part of the Franchise Marvel. Originally Eddie wears casual clothes as a journalist however changes into the frightening character Venom. The costume in the movie is designed by Kelli Jones who has had many nominations for her creative and original designs particularly the one in Venom which looks like the Spiderman 3 costume. These clothes are symbolic of the villain’s evil nature.

1. **Relationship between the product, purpose and audience**

The primary target audience of the film Venom is teenagers as they will like watching action movies that are the same time are entertaining. The reason the movie was made was for entertainment purposes as the symbiote-infused villain that is infected in Eddie interacts with him in comedic ways as well as mocking him in the climax. A movie that at the same time keeps the audience at the edge of their seat. The secondary target audience is adults as it also has scenes which are dark, which would be thrilling for adults. The purpose of the film is to entertain the target audience which are adults and teenagers and at the same time make money. The purpose of the movie is also to continue the successful franchise which is Marvel but make a new and original movie unlike some movies that are in series like Spiderman. The ultimate message that is being conveyed is that the inky, amorphous alien symbiote which bonds with its host began as power-boosting black costume suit for a veteran Spider-Man before Peter Parker removed its leeching evil grip. The suit would come to find one of Parker’s rival journalists, a former journalist named Eddie Brock, and transform into a monstrous and malicious mirror image of the Web Slinger with matching, yet heightened powers. Fuelled by Brock’s own unhinged resentment, the hulking character of Venom was born and he has not-so-quietly become one of Spider-Man’s greatest comic book villains since his debut in 1988.This movie could be interpreted as that consequences are a result of your own actions.

1. **Related Products**

As the movie was recently released on the 3rd October 2018, there is currently no book which follows the exact same storyline as the movie but as this is from a successful franchise that has various other movies it has other media products for different movies like Spiderman. There are also various action figures for the protagonist of the movie which is Tom Hardy’s character Venom. There is also a costume for the main character as well as a collectable item which is a pop vinyl. However, there could be a game introduced in the near future for the movie like the newly released Spiderman game. Selling merchandise can be beneficial as this can be seen as a way of making money in addition to the gross revenue of the film which is $855 million USD.

1. **Positive and negative aspects of the film**

There are many positive aspects of the film for example the revenue from the film alone is £750 million and the cost from the film including the production came up to a total value of £80 million, giving a total profit of £670 million. As well as this the production company Sony as well as this Columbia pictures made a total of £2 billion. The movie was produced by a successful franchise and a change in the storyline as the villain wins which builds suspense for another movie and was a new and exciting movie instead of following a series which attracts a different audience. The negatives are that this newly emerging character is also seen as a villain and the hero does not win in the end.

Furthermore, another negative of the movie is the extremely graphical scenes throughout the movie like heads being eaten which can be seen as not only repulsive but also disturbing for the aimed target audience which is 13 year olds. People are used in experiments and most of them end up dying painfully. It can be disturbing for children. There are several kiss scenes which implies a sexual nature.

1. **Compare to an older version of the film**

There is no older version of the film which portrays the same storyline as this is the first movie from the character Venom but follows a similar storyline of Hulk as he has the same powers. It also takes inspiration from movies like Spiderman. However, this is a new movie so the positive aspects of the movie are that it introduces a different storyline and character attracting a different audience.

1. **Compare to a different film**

Spiderman:

The audience will mainly consist of teenagers as well children because the protagonist is a superhero with superpowers. The use of the bright primary colours such as blue and red as well as yellow will attract the children and teenagers which will mean they’ll force their parents to purchase the movie as well as the various other merchandise products. The secondary audience is the parents as they will take the children to watch the movie and the trailer will give them a hint of the actual movie.

 Based on marvel comics’ superhero character Peter Parker is and intelligent student at a high school who is bullied by his fellow peers. He was orphaned child with a love for his neighbour Mary Jane Watson he can’t confess. He lives a miserable life to say the least. One day on the way to the laboratory, he was bit by a radioactive spider and his life changed in an instant. Peter acquires a muscle-bound physique, clear vision, ability to cling to surfaces and crawl over walls, shooting webs from his wrist ... but the fun isn't going to last. An eccentric millionaire Norman Osborn administers a performance enhancing drug on himself and his maniacal alter ego Green Goblin emerges. Now Peter Parker has to become Spider-Man and take Green Goblin to the task... or else Goblin will kill him. They come face to face and the war begins in which only one of them will survive at the end.

This movie is in a series and the hero wins compared to Venom where the villain wins.

1. **Conclusion**

In conclusion, I believe that the production of the movie and the release of the movie was a good idea as the revenue made huge profits of £2.7 billion as well as making a new movie which attracted a different audience compared to Spiderman which has a different audience and increased the popularity of the franchise Marvel. As well as making something original and a new idea which can attract a different target audience as it is more entertaining than the previous movies. The movie was a very popular movie considering it was not part of a series and was much rather an original movie. As the genre is also different to previous movies attracting someone who would be interested in movies.

**1) Product**

The product I have chosen is Harry Potter and the Philosopher’s Stone. There are a range of books which link to the series however the storyline from the book and movie is altered slightly as the book was published before the movie so the movie is modernised slightly. There are many other books like Harry Potter and the Chamber of Secrets. There is also Harry Potter and the Deathly Hallows. Harry Potter and the cursed child, Harry Potter and the Prisoner of Azkaban and Harry Potter and the Goblets of fire, Harry Potter and the order of Phoenix, Harry Potter and the Half-Blood Prince and Harry Potter and the Deathly Hallows. The author of these novels is J.K. Rowling and the novels were produced as a form of entertainment. The producers of the novels are David Heyman, David Barron, Lorne Orleans, Peter MacDonald and Steve Kloves and Chris Columbus.

**2) What is purpose of the product?**

Harry Potter doesn’t help escape reality It helps broaden your imagination. It’s not a 'happy ever after' series. The characters are realistic and so are the hardships that they have to face, and in the end, though all is well, war has killed several people. It is as harsh as reality is and can be more frightening due to power of magic. Certainly the book’s success partly reflects readers’ love of wizards, ghosts, monsters, old-fashioned school settings (though Hogwarts with its numerous shadowy corridors, banqueting hall, etc., seems to surpass most of them for sheer dramatic effect), horrible characters, funny characters, inter-house rivalry, sporting rivalry (Quid ditch), paternal headmaster, both evil and good teachers, the eternal struggle between good and evil, a central mystery to the plot, and last, but certainly not least, a central child character who at first seems ordinary and is even mistreated by those around him, but soon discovers his aristocratic (wizarding) background.

But lots of tales out there already have these storytelling attributes, and yet pale into insignificance beside this story. So what makes this one so successful?

The story’s background detail creates more than a simple fill-in for the physical description and backstory of the wizarding world, though it performs that task very well. Rowling’s well-developed and imaginative details help give the story a pulse, which in turn creates tension and pushes the pace; it often familiarises the reader with the unusual; and without doubt much of it adds humour, charm and a never ending amount of surprises.

**3) Audience**

The target audience of the novel is teenagers because it contains complex vocabulary as well as a difficult storyline which is hard to understand and grasp. This is the primary audience as the novels are a form of escapism which would really make the novel interact with teenagers. The secondary audience is adults as they would understand the storyline and may buy it for someone in their family to help them improve their vocabulary.

The target audience is the people who watch the actual movie series which is Harry Potter. The gender can be male and females. The target audience would be kids after fourteen years of age who like to watch the movies. The Primary audience is teenagers who have watched the movies and want a book with action and another version of the movies. The secondary audience are parent or older people who were fans of the movies. These are the audiences for Harry Potter and the Philosopher’s stone.

**4) Storyline**

Harry Potter and the Philosopher's Stone is a fantasy novel written by British Author J. K. Rowling. The first novel in the Harry Potter series and Rowling's debut novel, it follows Harry Potter, a young wizard who discovers his magical heritage on his eleventh birthday, when he receives a letter of acceptance to Hogwarts School of Witchcraft and Wizardry. Harry makes close friends and a few enemies during his first year at the school, and with the help of his friends, Harry faces an attempted comeback by the dark wizard Lord Voldemort, who killed Harry's parents, but failed to kill Harry when he was just 15 months old.

Adaptation of the first of J.K. Rowling's popular children's novels about Harry Potter, a boy who learns on his eleventh birthday that he is the orphaned son of two powerful wizards and possesses unique magical powers of his own. He is summoned from his life as an unwanted child to become a student at Hogwarts, an English boarding school for wizards. There, he meets several friends who become his closest allies and help him discover the truth about his parents' mysterious deaths.

The storyline is based of Harry Potter and the Philosopher’s stone however it is altered ever so slightly. There are around 12 to 13 chapters however in foreign countries Harry Potter and the Philosopher’s stone is known as Harry Potter and the Sorcerer’s stone but has the same amount of chapters. This is common in the US and has an overall rating of 7.6/10 with a gross revenue of $ 974.8 million USD.

**5) Main characters**

The main characters in the movie are the same from the book however the actors used are listed below:

• Harry Potter – Daniel Radcliffe

• Professor Albus Dumbledore - Wulfric Brian Dumbledore

• Hermione Granger Lord Voldemort – Emma Watson

• Professor Severus Snape – Alan Rickman

• Ron Weasley - Rupert Grint

• Rubeus Hagrid – Robbie Coltrane

• Draco Malfoy – Tom Felton

These actors are in the movie however take the role of the characters of the novel well.

**6) Scenes / Locations**

Alnwick Castle and Gloucester Cathedral were eventually selected as the principal locations for Hogwarts, with some scenes also being filmed at Harrow School. Other Hogwarts scenes were filmed in Durham Cathedral over a two-week period; these included shots of the corridors and some classroom scenes.

The movie seems to be set in a similar place to the movie at Hogwarts etc. I am assuming it was set during the day time and evening. It is set in earth when Voldemort returns to take his revenge. It is set night and day in the present but you can’t tell in the future since it is in ruins but I assume it is night and day as well.

There are many scenes in the Alnwick castle and the Gloucester Cathedral were the prime location for Hogwarts and were used in many chapters like chapter 6 as well as the final chapters.

**7) Relationship between product, purpose and audience**

The product is Harry Potter and the Philosopher’s stone and the relationship between the product and the audience is that the audience are most likely adults and teenagers and also avid fans of Harry Potter and so if a new novel is published it will be bought hence the reason there are several products. The purpose of the novel is to entertain the primary target audience which is teenagers. The story’s background detail creates more than a simple fill-in for the physical description and backstory of the wizarding world, though it performs that task very well. Rowling’s well-developed and imaginative details help give the story a pulse, which in turn creates tension and pushes the pace; it often familiarises the reader with the unusual; and without doubt much of it adds humour, charm and a never ending amount of surprises.

The relationship between the product, purpose and the audience is that the purpose is to promote the movie and give them a chance to read an altered version as well as making some money. The product does this by basing it upon the movie which is what the audience is looking for. They are looking for a characters being humorous, be amazed by wizardry as well as magic with intense battles to save everything they care about. This is some of the reasons why people love the various different movie series and the novels. The characters help to achieve the purpose of the product since the characters use everything they can to protect the universe including the future which is what the purpose of the product tries to teach you. In the last movie they need to go up against the whole multiverse and in the end they plan to resurrect them back if Harry Potter and the team win. This shows they do what they need to do what is necessary to save any one whether they know them or not.

**8) Positive and negative aspects of the product**

The negatives: The combination of the two words vole and mort “implies a definite characteristic of Voldemort himself. He is the will of death; it is his will that those who oppose him shall die. There are a few scary bits and younger viewers may find characters such as Snape, and even Hagrid, unsettling. The climactic scene in which Harry confronts Quirrel may also bother young children.

The positive: Harry Potter and the Philosopher’s Stone: the first magical novel in the Harry Potter series, is a fantastic book in which a young boy discovers that he is a wizard, goes to the best school of witchcraft and wizardry known (Hogwarts), and embarks on all sorts of adventures. This award winning author, J.K Rowling, has made a world so realistic in the Philosopher’s Stone, that it feels as though you’re in that world too, which is exactly what you get in a good book.

**9) Compare to the related film**

Storyline

This is the tale of Harry Potter, an ordinary 11-year-old boy serving as a sort of slave for his aunt and uncle who learns that he is actually a wizard and has been invited to attend the Hogwarts School for Witchcraft and Wizardry. Harry is snatched away from his mundane existence by Rubeus Hagrid, the grounds keeper for Hogwarts, and quickly thrown into a world completely foreign to both him and the viewer. Famous for an incident that happened at his birth, Harry makes friends easily at his new school. He soon finds, however, that the wizarding world is far more dangerous for him than he would have imagined, and he quickly learns that not all wizards are ones to be trusted.

Book vs movie

The storyline of both the movie and the book is the same however is altered slightly. The audiences and the genre is similar as the audience would previously read the novel beforehand. The characters of the movie are the same as the book. The target audience of the book is the same as the target audience of the movie however, unlike the book there are some scenes which are suitable for the target audience.

A positive for the movie which is Harry Potter and the Philosopher’s stone is the addition of humour. The novel can be seen as more relaxed as visualising the intense battles can be harder to grasp.

Harry Potter and the Deathly Hallows

Voldemort's power is growing stronger. He now has control over the Ministry of Magic and Hogwarts. Harry, Ron, and Hermione decide to finish Dumbledore's work and find the rest of the Horcruxes to defeat the Dark Lord. But little hope remains for the Trio, and the rest of the Wizarding World, so everything they do must go as planned.

**10) Conclusion**

Overall, I believe Harry Potter is and will continue to be a successful franchise because it has released various media products for example novels in series and movies that follow the same storyline as well as merchandise products that will expand the franchise but also the amount of the money they make will increase if they release more products.

They made a lot of money for a movie however I would expect nothing less seeing how it is a similar storyline to the novels. I would like it if they make a continuation since a new movie is coming out with an older Harry Potter in it. I would like it for the movie to be altered slightly so when I read it I wouldn’t know what will be coming next.

**1) What is the product chosen?**

The product I have chosen is a game which is Spiderman. Marvel's Spider-Man is an action-adventure game developed by Insomniac Games and published by Sony Interactive Entertainment for the PlayStation 4, based on the Marvel Comics Superhero Spider-Man. Released worldwide on September 7, 2018, it was the first licensed game developed by Insomniac. The game tells an original story about Spider-Man that is not tied to any other existing piece of media, and covers both the Peter Parker and Spider-Man aspects of the character. It is part of the successful franchise Marvel. One of the best superhero games ever made, particularly the combat and web-swinging mechanics, graphics, narrative, characterization, and design of New York City. The game has become a commercial success, selling 3.3 million copies in its first three days of release, breaking several sales records. The game promotes the already successful Spiderman movie and the various other media products like the comic and the other merchandise.

**2) Purpose of the product**

The purpose of the game is to make money through advertising. This is done through posters as well as trailers which are on successful social media platforms like YouTube which will spread the media product to a wider target audience. The reason the game was made was also for entertainment purposes as gamers can interact with the character and replay the storyline and for profit as Marvel is already a huge franchise and if they make more games their franchise will continue expanding. The Genre of the game is action as well as thriller.

The purpose of the product is raise the awareness of the Marvel franchise and help the player learn how good the franchise is and how addictive their games are. It is also made to entertain the one playing and let them play battles they have never played in other avenger /marvel games and they will have the chance to play with characters and transformation they have never played with. This game also helps to calm down and distracts you from any stress you have. They have made a lot of profit which was one of the reason why they had made the game. This game helps the community since it makes them want to play and help them not feel bored. It also helps them since they want to try out made up transformations for a character which is what you can do.

**3) Audience**

Comic book fans mostly. Also really anyone above the age of 13 who wanted to play it, as well as people under 13 who have parents that want to play it. Also fans of superhero games as well as fans of Marvel who are interested in games that have a genre of action as well as thriller.

The audience will mainly consist of teenagers as well children because the protagonist is a superhero with superpowers. The use of the bright primary colours such as blue and red as well as yellow will attract the children and teenagers which will mean they’ll force their parents to purchase the game as well as the various other merchandise products. The secondary audience is the parents as they will take the children to watch the movie will give them a hint of the actual game as it follows the same storyline.

The primary audiences are the people who have watched Spiderman. The primary audience can also be the people who have watched Spiderman homecoming, the amazing Spiderman, Spiderman 2 and 3. Mostly males play this since it has a lot of fighting but it shouldn’t stop females playing since the game doesn’t say a specific gender only can play. The secondary audience are parents or older people who were hard-core Spiderman fans and Marvel fans who may have watched the original Spiderman movie released in 2002.

**4) Storyline**

Based on marvel comics’ superhero character Peter Parker is an intelligent student at a high school who is bullied by his fellow peers. He was orphaned child with a love for his neighbour Mary Jane Watson he can’t confess. He lives a miserable life to say the least. One day on the way to the laboratory, he was bit by a radioactive spider and his life changed in an instant. Peter acquires a muscle-bound physique, clear vision, ability to cling to surfaces and crawl over walls, shooting webs from his wrist ... but the fun isn't going to last. An eccentric millionaire Norman Osborn administers a performance enhancing drug on himself and his maniacal alter ego Green Goblin emerges. Now Peter Parker has to become Spider-Man and take Green Goblin to the task... or else Goblin will kill him. They come face to face and the war begins in which only one of them will survive at the end.

The game begins with Parker finally capturing Wilson Fisk after the police obtain enough evidence to arrest him. Fisk is sent to prison, but warns Spider-Man that he will regret it, claiming that order in the city will crumble in his absence. Afterwards, Parker is late for work helping Octavius demonstrate his advanced prosthetic limbs for his government financiers, who are left concerned by the demonstration's failure. Meanwhile, the Demons begin seizing Fisk's illicit resources and assets. Watson investigates an auction of Fisk's goods which is then attacked by Demons. With Spider-Man, she learns that the Demons are seeking something called Devil's Breath. Spider-Man is able to stop a Demon attack with the aid of Officer Jefferson Davis. Davis is lauded for his heroism at a re-election event for Mayor Osborn attended by Parker, Watson, and Davis' wife and son, Rio and Miles Morales. Osborn receives a call threatening to punish the city for his sins, and flees the event. The Demons then attack, killing Davis and many attendees. Parker witnesses their leader, Martin Li, transforming into an inverted form dubbed Mr. Negative, but he is knocked unconscious before he can intervene. Following the attack, Osborn hires Silver Sablinova and Sable International to supplant the police, and Parker befriends Morales over their loss, and convinces him to volunteer at F.E.A.S.T.

Parker and Octavius continue their research, but Osborn withdraws government funding in an attempt to force Octavius to work for Oscorp. Spider-Man's search for Li uncovers that Devil's Breath is a lethal and virulent bioweapon inadvertently created by Oscorp while developing a cure for genetic diseases at Osborn's behest. Li locates and steals the only sample of Devil's Breath and threatens to release it unless Osborn surrenders to him. Li is foiled by Watson and Spider-Man, Devil's Breath is secured, and Li is incarcerated at the nearby maximum-security prison, The Raft.

**5) Main Characters**

The main characters are Peter Parker Mary Jane Watson. You make your own character which is who you play with which makes you the main character as well. Peter Parker is in the game as well so don’t worry but he isn’t in it as much as Spiderman. Peter Parker dresses as Spiderman and wears this costume from the movie, this shows his character development in strength wise since he first wore clothes normally but he now got a costume.

The main characters from the movie include:

• Mary Jane Watson

• Gwen Stacy

• Betty Brant

• Peter Parker

• Ben Parker

• May Parker

• Harry Osborn

• Norman Osborn

• Flash Thompson

**6) Scenes / Locations**

This game is set day time as well as night time. The places is set as the same from the movies like Spiderman homecoming and the other movies like the amazing Spiderman. There also DLC instructor locations where when you go to a specific place and a character will be there, you need to do a mission and then you will be given special abilities.

Filming with spider-man cast, was set to begin the following November in New York and on Sony Soundstages. The film was set to release a year later, but when the film was postponed to be released on May 3, 2002, filming officially began on January 8, 20001, in Culver City, California. This is where the game is set.

**8) Relationship between product, purpose and audience**

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**9) Positive and negative aspects of the product.**

The positive aspects of the film include that you can’t only see the character but you can also experience what the character experiences daily. It has also made a lot of money and broke seal records for superhero games. However, the game has not expanded to other consoles for example Nintendo as well as Xbox and possibly PC to attract a wider target audience.

**10) Compare to the related film**

The game is inspired by the related film. It is Based on marvel comics’ superhero character Peter Parker is and intelligent student at a high school who is bullied by his fellow peers. He was orphaned child with a love for his neighbour Mary Jane Watson he can’t confess. He lives a miserable life to say the least. One day on the way to the laboratory, he was bit by a radioactive spider and his life changed in an instant. Peter acquires a muscle-bound physique, clear vision, ability to cling to surfaces and crawl over walls, shooting webs from his wrist ... but the fun isn't going to last. An eccentric millionaire Norman Osborn administers a performance enhancing drug on himself and his maniacal alter ego Green Goblin emerges. Now Peter Parker has to become Spider-Man and take Green Goblin to the task... or else Goblin will kill him. They come face to face and the war begins in which only one of them will survive at the end.

**11) Conclusion**

In conclusion I believe the fact the movie was made expands the franchise and further increases the popularity of the franchise. This also increases popularity as it attracts a wider target audience and makes them revenue. Sale records for superhero games were made as records were broken. Furthermore, this game was a huge success with millions of sales which has made it very popular. Many people play this game and think that it is a good thing that they made the game different to the movie.