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SURFING THE WAVES OF POPULAR CULTURE  
BY MICHAEL GILTZ & FRIENDS

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## Bond Is Going To Set New Records

I was wrong about the new Bond. I thought it was definitely a step in the right direction, but assumed that the low-key action and a draggy second half would keep it from being a world-beater. Instead, the great reviews and apparent audience satisfaction are pushing "Casino Royale" to record highs. It's already at \$94 mil in the US and is almost certain to beat [the \\$160 million US record](#) of "Die Another Day." [In the UK, it's at \\$53 million](#) and will blast past the \$57 million record of "DAD." Worldwide, it's already at \$222 million, with the \$431 million worldwide take of "DAD" also well within reach. Heck, it might even turn Japan into a nation of Bond lovers. (That country has always been blasé about Bond.) Daniel Craig should be showered in champagne by the producers.

POSTED BY MICHAEL IN NEW YORK AT 12:35 PM



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### 2 COMMENTS:

joe said...

Saw it on Friday and LOVED it. Really excited with the direction they're taking the franchise. In my mind there are three tiers of Bond films...

1. The first four (my fav Connery versions)
2. The last four (with Brosnan)
3. Everything in between

I place Casino Royale firmly in the top tier, and Daniel Craig is the best Bond since Connery (who will never be topped) in my opinion.

I think part of the reason for the success is that this is the first truly modern take on one of the original Fleming novels thanks to the

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