

= Spider @-@ Man 3 =

Spider @-@ Man 3 is a 2007 American superhero film produced by Marvel Studios , and distributed by Columbia Pictures based on the fictional Marvel Comics character Spider @-@ Man . It was directed by Sam Raimi and scripted by Sam and Ivan Raimi and Alvin Sargent . It is the final film in the Sam Raimi Spider @-@ Man trilogy . The film stars Tobey Maguire , Kirsten Dunst , James Franco , Thomas Haden Church , Topher Grace , Bryce Dallas Howard , Rosemary Harris , J. K. Simmons , James Cromwell and Cliff Robertson in his final acting appearance .

Set one year after the events of Spider @-@ Man 2 , Peter Parker has become a cultural phenomenon as Spider @-@ Man , while Mary Jane Watson continues her Broadway career . Harry Osborn still seeks vengeance for his father 's death , and an escaped Flint Marko falls into a particle accelerator and is transformed into a shape @-@ shifting sand manipulator . An extraterrestrial symbiote crashes to Earth and bonds with Peter , influencing his behavior for the worse .

Development of Spider @-@ Man 3 began immediately after the release of Spider @-@ Man 2 for a 2007 release . During pre @-@ production , Raimi originally wanted another villain to be included along with Sandman , but at the request of producer Avi Arad , the director added Venom and the producers also requested the addition of Gwen Stacy . Principal photography for the film began in January 2006 , and took place in Los Angeles and Cleveland , before moving to New York City from May until July 2006 . Additional pick @-@ up shots were made after August and the film wrapped in October 2006 . During post @-@ production , Sony Pictures Imageworks created 900 visual effects shots .

Spider @-@ Man 3 premiered on April 16 , 2007 in Tokyo , and was released in the United States in both conventional and IMAX theaters on May 4 , 2007 . The film grossed \$ 890 @. @ 9 million worldwide , making it the most successful film of the trilogy financially and the second film in the franchise that was released on IMAX .

= = Plot = =

Peter Parker plans to propose to Mary Jane Watson , who has just made her Broadway musical debut . A meteorite lands near Central Park , and an extraterrestrial symbiote attaches itself to Peter 's moped . Meanwhile , police pursue escaped prisoner and robber Flint Marko , who falls into an experimental particle accelerator that fuses his body on a microscopic level with the surrounding sand , transforming him into Sandman . Harry Osborn attacks Peter with new weapons based on his father 's Green Goblin technology , leading to partial amnesia , which makes him forget his revenge .

During a festival honoring Spider @-@ Man , Marko robs an armored car . NYPD Captain George Stacy tells Peter and Aunt May that Marko was Uncle Ben 's killer , and the deceased Dennis Carradine was only Marko 's accomplice . While a vengeance @-@ obsessed Peter sleeps in his Spider @-@ Man costume , the symbiote bonds with him . Peter wakes up hanging from a skyscraper , discovers his costume has changed , and his powers have been enhanced , but the symbiote brings out Peter 's dark side . Wearing the new black suit , Spider @-@ Man locates Marko ? spiting his Daily Bugle competitor Eddie Brock by breaking his camera ? and battles him in a subway tunnel . He discovers water is Marko 's weakness , and breaks a water pipe to reduce the Sandman into mud , washing Marko away into the pipes , Spider @-@ Man leaving him for dead .

Peter 's changed personality alienates Mary Jane , whose career is floundering , and she finds solace with Harry . Harry recovers from his amnesia , and urged by a hallucination of his dead father , compels Mary Jane to break up with Peter . After Mary Jane tells Peter she loves somebody else , Harry meets with Peter , and claims to be " the other guy . " Later , Peter , wearing the black suit , confronts Harry , and spitefully tells him his father never loved him . Harry throws a pumpkin bomb at Peter , who deflects it back , disfiguring Harry 's face .

Under the symbiote 's influence , Peter exposes Brock by showing that he submitted doctored photographs showing Spider @-@ Man as a criminal . Furious at having to print a retraction , Daily Bugle chief J. Jonah Jameson fires Brock . Soon afterwards , to make Mary Jane jealous , Peter

brings Stacy 's daughter , Gwen to the nightclub , where Mary Jane works . Gwen catches on , and leaves . Peter brawls with the bouncers , and after accidentally attacking Mary Jane , he realizes the symbiote is changing and slowly corrupting him . Retreating to a church bell tower , he discovers that he cannot remove the suit , but that the symbiote weakens when the bell rings . Peter removes the symbiote , and it falls to the lower tower , landing on Brock , who is praying for Peter 's death . The symbiote bonds to Brock 's body , transforming him into Venom . Brock then finds Marko , and offers to join forces .

Brock hijacks Mary Jane 's taxi , and hangs it from a web hundreds of feet above a sand @-@ filled construction site . Peter seeks Harry 's help , but is rejected . While Peter battles with Brock , Harry learns the truth about his father 's death , and goes to help Peter . Harry subdues the Sandman , while Peter battles Brock . Brock almost impales Peter with Harry 's glider , but Harry jumps in the way , and is impaled himself . Fighting the symbiote , Peter remembers how the church bell weakened it . He grabs pipes , and creates a ring around the symbiote , creating a wall of sonic vibrations . The symbiote releases Brock , and Peter uses his webs to pull Brock from it . However , the symbiote has gained enough power from Peter and Brock to live on its own without a host . Peter throws a pumpkin bomb at the symbiote from Harry 's glider , but Brock jumps in to save it , and both are killed by the explosion .

After the battle , Marko explains to Peter that the reason behind him committing robberies was to save his dying daughter and that he never intended to kill Ben , but only wanted his car , and shot him accidentally when Dennis grabbed his arm , and that Ben 's death has left him plagued with guilt . Peter forgives a tearful Marko , who dissipates , and floats away . Peter and Harry forgive each other , and Harry dies , with Mary Jane and Peter at his side . After Harry 's funeral , Peter and Mary Jane dance , reconciling their relationship at the nightclub .

= = Cast = =

Tobey Maguire as Peter Parker / Spider @-@ Man : a brilliant physics student at Columbia University and photographer for the " Daily Bugle , " who gets spider @-@ like abilities from a radioactive spider and uses them to take up the persona of a spider @-@ based vigilante protecting New York City from its criminal underworld .

Kirsten Dunst as Mary Jane Watson : a Broadway actress , and Peter 's childhood girlfriend .

James Franco as Harry Osborn / New Goblin : the dedicated son of Norman Osborn and Peter 's estranged best friend , who believes Spider @-@ Man murdered his father , but after learning Peter is Spider @-@ Man and his father was the Green Goblin , he tends to battle Peter directly as a psychopathic assassin armed with the same equipment as his father .

Thomas Haden Church as Flint Marko / Sandman : a small @-@ time thug with an estranged wife and sick daughter , whose struggle to rob for money to get his daughter treatment lures him into a freak accident that alters him into a master sand manipulator hunted by Spider @-@ Man since he was Peter 's uncle Ben 's true killer .

Topher Grace as Eddie Brock / Venom : a rival " Daily Bugle " photographer , who is exposed by Peter for creating a fake image of Spider @-@ Man , and is ready for revenge when he bonds with the symbiote , turning him into monstrous being with the same spider @-@ like powers .

Bryce Dallas Howard as Gwen Stacy : Peter 's lab partner and good friend , who is saved by Spider @-@ Man from falling to her death .

Rosemary Harris as May Parker : Peter 's aunt , who gives her nephew her engagement ring so he can propose to Mary Jane , and teaches him forgiveness .

J. K. Simmons as J. Jonah Jameson : the aggressive chief of the Daily Bugle , who despises Spider @-@ Man .

James Cromwell as George Stacy : Gwen 's father , and a New York City Police Department Captain .

Theresa Russell as Emma Marko : Flint 's wife .

Dylan Baker as Dr. Curt Connors : Peter 's college physics professor , who examines a piece of the symbiote and tells Peter it " amplifies characteristics of its host ... especially aggression . "

Bill Nunn as Joseph " Robbie " Robertson : a longtime employee at the " Daily Bugle . "

Elizabeth Banks as Betty Brant : Jameson 's receptionist at the " Daily Bugle . "

Ted Raimi as Hoffman : a " Daily Bugle " employee , who suggests a catchphrase to Jameson .

Perla Haney @-@ Jardine as Penny Marko : Flint and Emma 's sick daughter .

Willem Dafoe as Norman Osborn / Green Goblin : the hallucination of Harry 's late father , who encourages his son to destroy Spider @-@ Man .

Cliff Robertson as Ben Parker : Peter 's deceased uncle .

Elya Baskin as Dr. Ditkovitch : Peter 's landlord , who is greedy for Peter 's rent .

Mageina Tovah as Ursula Ditkovich : the unassuming daughter of Dr. Ditkovitch .

Michael Papajohn as Dennis Carradine : a carjacker , who was believed to have murdered Peter 's uncle Ben .

Joe Manganiello as Flash Thompson : Mary Jane 's former boyfriend , and a bully to Peter from the original film . He appears in a silent cameo at the end of the film , where he attends Harry 's funeral .

Spider @-@ Man co @-@ creator Stan Lee has a cameo in Spider @-@ Man 3 , as he does in many Marvel @-@ based films . He plays a man who , after reading a news bulletin along with Peter , tells him , " You know , I guess one person can make a difference , " followed by his catchphrase " Nuff said . " Actor Bruce Campbell , who had cameo roles as a wrestling ring announcer in " Spider @-@ Man " and as a rude usher in " Spider @-@ Man 2 , " returns in " Spider @-@ Man 3 " with a new cameo as a French maître d ' . His character helps Peter try to propose to Mary Jane . Years later , Jeffrey Henderson , who worked on the storyboards for the cancelled " Spider @-@ Man 4 " movie , released information regarding which villains would appear within the movie . One of those included Bruce Campbell 's character 's progression into Quentin Beck / Mysterio . Composer Christopher Young appears in the film as a pianist at Mary Jane 's theater when she is fired , while producer Grant Curtis has a cameo as the driver of an armored car that the Sandman attacks .

= = Production = =

= = = Development = = =

In March 2004 , with Spider @-@ Man 2 being released the coming June , Marvel Studios had begun developing Spider @-@ Man 3 for a release in 2007 . By the release of Spider @-@ Man 2 , a release date for Spider @-@ Man 3 had been set for May 2 , 2007 before production on the sequel had begun . The date was later changed to May 4 , 2007 . In January 2005 , Sony Pictures Entertainment completed a seven @-@ figure deal with screenwriter Alvin Sargent , who had penned Spider @-@ Man 2 , to work on Spider @-@ Man 3 with an option to write a fourth film .

Immediately after Spider @-@ Man 2 's release , Ivan Raimi wrote a treatment over two months , with Sam Raimi deciding to use the film to explore Peter learning that he is not a sinless vigilante , and that there also can be humanity in those he considers criminals . Harry Osborn was brought back as Raimi wanted to conclude his storyline . Raimi felt that Harry would not follow his father 's legacy , but be instead " somewhere between . " Sandman was introduced as an antagonist , as Raimi found him a visually fascinating character . While Sandman is a petty criminal in the comics , the screenwriters created a background of the character being Uncle Ben 's killer to increase Peter 's guilt over his death and challenge his simplistic perception of the event . Overall , Raimi described the film as being about Peter , Mary Jane , Harry , and the Sandman , with Peter 's journey being one of forgiveness .

Raimi wanted another villain , and Ben Kingsley was involved in negotiations to play the Vulture before the character was cut . Producer Avi Arad convinced Raimi to include Venom , a character whose perceived " lack of humanity " had initially been criticized by Sam Raimi . Venom 's alter @-@ ego , Eddie Brock , already had a minor role in the script . Arad told the director that Venom had a strong fan base , so Raimi included the character to please them , and even began to appreciate the character himself . The film 's version of the character is an amalgamation of Venom

stories . Eddie Brock , Jr . , the human part of Venom , serves as a mirror to Peter Parker , with both characters having similar jobs and romantic interests . Brock 's actions as a journalist in Spider @-@ Man 3 also represent contemporary themes of paparazzi and tabloid journalism . The producers also suggested adding rival love interest Gwen Stacy , filling in an " other girl " type that Raimi already created . With so many additions , Sargent soon found his script so complex that he considered splitting it into two films , but abandoned the idea when he could not create a successful intermediate climax .

= = = Filming = = =

Camera crews spent 10 days from November 5 @-@ 18 , 2005 to film sequences that would involve intense visual effects so Sony Pictures Imageworks could begin work on the shots early in the project . The same steps had been taken for Spider @-@ Man 2 to begin producing visual effects early for sequences involving the villain Doctor Octopus .

Principal photography for Spider @-@ Man 3 began on January 16 , 2006 and wrapped in July 2006 after over 100 days of filming . The team filmed in Los Angeles until May 19 , 2006 . In spring 2006 , film location manager Peter Martorano brought camera crews to Cleveland due to the Greater Cleveland Film Commission offering production space at the city 's convention center at no cost . In Cleveland , they shot the battle between Spider @-@ Man and Sandman in the armored car . Afterwards , the team moved to Manhattan , where filming took place at various locations , including One Chase Manhattan Plaza , from May 26 , 2006 until July 1 , 2006 . Shooting placed a strain on Raimi , who often had to move between several units to complete the picture . Shooting was also difficult for cinematographer Bill Pope , as the symbiote Spider @-@ Man , Venom , and the New Goblin were costumed in black during fight scenes taking place at night .

After August , pick @-@ ups were conducted as Raimi sought to film more action scenes . The film then wrapped in October , although additional special effects shots were taken to finalize the production a month later . In early @-@ 2007 , there were further pick @-@ up shots regarding the resolution of Sandman 's story , amounting to four different versions .

= = = Effects = = =

John Dykstra , who won the Academy Award for Visual Effects for his work on Spider @-@ Man 2 , declined to work on the third film as visual effects supervisor . Dykstra 's colleague , Scott Stokdyk , took his place as supervisor , leading two hundred programmers at Sony Pictures Imageworks . This group designed specific computer programs that did not exist when Spider @-@ Man 3 began production , creating nine hundred visual effects shots .

In addition to the innovative visual effects for the film , Stokdyk created a miniature of a skyscraper section at 1 : 16 scale with New Deal Studios ' Ian Hunter and David Sanger . Stokdyk chose to design the miniature instead of using computer @-@ generated imagery so damage done to the building could be portrayed realistically and timely without guesswork involving computer models . In addition , to Sony Imageworks , Cafe FX provided visual effects for the crane disaster scene when Spider @-@ Man rescues Gwen Stacy , as well as shots in the climactic battle . To understand the effects of sand for the Sandman , experiments were done with twelve types of sand , such as splashing , launching it at stuntmen , and pouring it over ledges . The results were mimicked on the computer to create the visual effects for Sandman . For scenes involving visual effects , Thomas Haden Church was super @-@ imposed onto the screen , where computer @-@ generated imagery was then applied . With sand as a possible hazard in scenes that buried actors , ground @-@ up corncobs were used as a substitute instead . Because of its resemblance to the substance , sand from Arizona was used as the model for the CG sand . In a fight where Spider @-@ Man punches through Sandman 's chest , amputee martial arts expert Baxter Humby took Tobey Maguire 's place in filming the scene . Humby , whose right hand was amputated at birth , helped deliver the intended effect of punching through Sandman 's chest .

Whereas the symbiote suit worn in the comics by Spider @-@ Man was a plain black affair with a

large white spider on the front and back , the design was changed for the film to become a black version of Spider @-@ Man 's traditional costume , complete with webbing motif . As a consequence of this , the suit Topher Grace wore as Venom also bore the webbing motif ; as producer Grant Curtis noted , " it ? s the Spider @-@ Man suit , but twisted and mangled in its own right . " Additionally , the motif gave a sense of life to the symbiote , giving it the appearance of gripping onto the character 's body . When animating the symbiote , Raimi did not want it to resemble a spider or an octopus , and to give it a sense of character . The CG model is made of many separate strands . When animating Venom himself , animators observed footage of big cats such as lions and cheetahs for the character 's agile movements .

= = = Music = = =

Originally , Danny Elfman , the composer for the previous installments , did not plan to return for the third installment of Spider @-@ Man because of difficulties with director Sam Raimi . Elfman said that he had a " miserable experience " working with Raimi on Spider @-@ Man 2 and could not comfortably adapt his music . Christopher Young was then announced to score Spider @-@ Man 3 in Elfman 's absence . In December 2006 , however , producer Grant Curtis announced that Elfman had begun collaborating with Christopher Young on the music for Spider @-@ Man 3 .

Sandman 's theme uses " two contrabass saxophones , two contrabass clarinets , two contrabass bassoons and eight very low French horns " to sound " low , aggressive and heavy " . Young described Venom 's theme as " Vicious , my instructions on that one were that he ? s the devil personified . His theme is much more demonic sounding . " Venom 's theme uses eight French horns . Raimi approved the new themes during their first performance , but rejected the initial music to the birth of Sandman , finding it too monstrous and not tragic enough . Young had to recompose much of his score at a later stage , as the producers felt there were not enough themes from the previous films . Ultimately , new themes for the love story , Aunt May , and Mary Jane were dropped .

= = Release = =

Spider @-@ Man 3 had its world premiere at Toho Cinemas Roppongi Hills in Tokyo on April 16 , 2007 . The film held its UK premiere on April 23 , 2007 at the Odeon Leicester Square , and the U.S. premiere took place at the Tribeca Film Festival in Queens on April 30 , 2007 .

Spider @-@ Man 3 was commercially released in sixteen territories on May 1 , 2007 . The film was released in Japan on May 1 , 2007 , three days prior to the American commercial release , to coincide with Japan 's Golden Week . Spider @-@ Man 3 was also released in China on May 3 , 2007 to circumvent market growth of unlicensed copies of the film . The studio 's release of a film in China before its domestic release was a first for Sony Pictures Releasing International . By May 6 , 2007 , Spider @-@ Man 3 opened in 107 countries around the world .

The film was commercially released in the United States on May 4 , 2007 in a North American record total of 4 @, @ 253 theaters , including fifty @-@ three IMAX theaters . The record number of theaters was later beaten by Pirates of the Caribbean : At World 's End , which was released in 4 @, @ 362 theaters in the United States ? 109 more than Spider @-@ Man 3 . Tracking data a month before the U.S. release reflected over 90 % awareness and over 20 % first choice among moviegoers , statistics that estimated an opening weekend of over \$ 100 million for Spider @-@ Man 3 . Online tickets for Spider @-@ Man 3 were reported on April 23 , 2007 to have been purchased at a faster rate ? three times at Movietickets.com and four times at Fandango ? than online ticket sales for Spider @-@ Man 2 . On May 2 , 2007 , Fandango reported the sales rate as six times greater than the rate for Spider @-@ Man 2 . The strong ticket sales caused theaters to add 3 : 00 AM showings following the May 4 , 2007 midnight showing to accommodate the demand .

The FX channel signed a five @-@ year deal for the television rights to Spider @-@ Man 3 , which they began airing in 2009 . The price was based on the film 's box office performance , with an

option for three opportunities for Sony to sell the rights to one or more other broadcast networks .

== Marketing ==

In New York City , the hometown of Spider @-@ Man 's fictional universe , tourist attractions arranged events and exhibits on April 30 , 2007 to lead up to the release of Spider @-@ Man 3 . The unique campaign include a spider exhibit at the American Museum of Natural History , workshops on baby spider plants at the New York Botanical Garden , Green Goblin mask @-@ making workshop at the Children 's Museum of Manhattan , and a scavenger hunt and a bug show at Central Park Zoo .

Hasbro , which holds the license for Marvel characters , released several toys to tie @-@ in with the film . They include a deluxe spinning web blaster , along with several lines of action figures aimed at both children and collectors . Toys of the Green Goblin and Doctor Octopus from the first two films have been re @-@ released to match the smaller scale of the new figures , as have been toys of the Lizard , the Scorpion , Kraven the Hunter , and Rhino in a style reminiscent of the films . Techno Source created interactive toys , including a " hand @-@ held Battle Tronics device that straps to the inside of a player 's wrist and mimics Spidey 's web @-@ slinging motions " . Japanese Medicom Toy Corporation produced collectibles , which Sideshow Collectibles distributed in the U.S.

== Critical reception ==

On the movie review aggregator site Rotten Tomatoes , Spider @-@ Man 3 has a 63 % approval rating based on 246 reviews . The site 's consensus reads , " Though there are more characters and plotlines , and the action sequences still dazzle , Spider @-@ Man 3 nonetheless isn 't quite as refined as the first two . " On Metacritic , Spider @-@ Man 3 has received a score of 59 / 100 based on 40 reviews . On Yahoo ! Movies , Spider @-@ Man 3 is graded a B- among 14 film critics .

Manohla Dargis of The New York Times deplored the film 's pacing as " mostly just plods " and said it lacked humor . Richard Roeper of the Chicago Sun @-@ Times gave the film only 2 out of 4 stars , feeling , " for every slam @-@ bang action sequence , there are far too many sluggish scenes . " David Edelstein of New York magazine misses the " centrifugal threat " of Alfred Molina 's character , adding that " the three villains here don 't add up to one Doc Ock " ( referring to Alfred Molina 's portrayal of the character in Spider @-@ Man 2 ) . James Berardinelli felt director Sam Raimi " overreached his grasp " by allowing so many villains , specifically saying , " Venom is one bad guy too many . " Roger Ebert gave the film 2 out of four stars and thought Church never expressed how Sandman felt about his new powers , something Molina , as Doc Ock in Spider @-@ Man 2 , did " with a vengeance " ; he said the film was " a mess , " with too many villains , subplots , romantic misunderstandings , conversations and " street crowds looking high into the air and shouting ' oooh ! ' this way , then swiveling and shouting ' aaah ! ' that way . " The New Yorker 's Anthony Lane , who gave Spider @-@ Man 2 a favorable review , gave the film a negative review , characterizing the film as a " ? shambles ? which ? makes the rules up as it goes along . ?

However , Roger Friedman of Fox News called the film a " 4 star opera " , noting that while long , there was plenty of humor and action . Andy Khouri of Comic Book Resources praised the film as " easily the most complex and deftly orchestrated superhero epic ever filmed [ ... ] despite the enormous amount of characters , action and sci @-@ fi superhero plot going on in this film , Spider @-@ Man 3 never feels weighted down , tedious or boring . " Jonathan Ross , a big fan of the comic books , felt the film was the best of the trilogy . Richard Corliss of Time commended the filmmakers for their ability to " dramatize feelings of angst and personal betrayal worthy of an Ingmar Bergman film , and then to dress them up in gaudy comic @-@ book colors " . Wesley Morris of The Boston Globe , who gave the film 4 out of 5 stars , wrote that it was a well @-@ made , fresh film , but would leave the viewer " overfulfilled " . Jonathan Dean of Total Film felt the film 's complex plot helped the film 's pacing , in that , " it rarely feels disjointed or loose [ ... ] Spider @-@ Man cements its shelf @-@ life . " Entertainment Weekly named the Sandman as the eighth best computer @-@

generated film character .

John Hartl of MSNBC gave Spider @-@ Man 3 a positive review , but stated that it has some flaws such as having " too many storylines " . His opinion is echoed by Houston Chronicle 's Amy Biancolli who complained that " the script is busy with so many supporting characters and plot detours that the series ' charming idiosyncrasy is sometimes lost in the noise . " Jack Matthews of Daily News thought the film was too devoted to the " quiet conversations " of Peter and Mary Jane , but that fans would not be disappointed by the action . Finally , Sean Burns of Philadelphia Weekly felt that the director " substituted scope and scale for the warmth and wit that made those two previous pictures so memorable . "

= = = Accolades = = =

Both the 35th Annie Awards and 61st British Academy Film Awards gave this movie one nomination , the former for Best Animated Effects and the latter for Best Special Visual Effects . Spider @-@ Man 3 did not win any of the four Visual Effects Society Awards nominations it received . Dunst 's and Maguire 's performances earned them each one nomination from the National Movie Awards . She also received another nomination for Favorite Movie Actress from the 2008 Kids ' Choice Awards ceremony . The movie fared better at the Teen Choice Awards , amounting a total of seven nominations , varying from Choice Movie : Villain ( for Grace ) to Choice Movie : Dance ( for Maguire ) and Choice Movie : Liplock ( shared between Dunst and Maguire ) .

= = = Box office = = =

Spider @-@ Man 3 earned \$ 336 @,@ 530 @,@ 303 in North America and \$ 554 @,@ 341 @,@ 323 in other countries for a worldwide total of \$ 890 @,@ 871 @,@ 626 . Worldwide , it is the 36th highest @-@ grossing film , the third highest @-@ grossing film of 2007 , the highest @-@ grossing film of Sam Raimi 's Spider @-@ Man trilogy , and was the highest @-@ grossing film distributed by Sony / Columbia until 2012 's Skyfall . The film set a worldwide single @-@ day record ( \$ 104 million ) on its first Friday and broke its own record again on Saturday ( \$ 117 @.@ 6 million ) . It also set a worldwide opening @-@ weekend record with \$ 381 @.@ 7 million , which now ranks as the fifth largest ( first surpassed by Harry Potter and the Half @-@ Blood Prince ) . The film 's IMAX screenings reached \$ 20 million in 30 days , faster than any other 2D film remastered in the format .

In North America , Spider @-@ Man 3 is the 29th highest grossing film , the third highest @-@ grossing film of the Spider @-@ Man series , the third highest @-@ grossing film distributed by Sony / Columbia , and the highest @-@ grossing 2007 film . The film sold an estimated 48 @,@ 914 @,@ 300 tickets . It was released in 4 @,@ 252 theaters ( about 10 @,@ 300 screens ) on Friday , May 4 , 2007 . It set an opening and single @-@ day record with \$ 59 @,@ 841 @,@ 919 ( both were first surpassed by The Dark Knight ) . This included \$ 10 million from midnight showings . Spider @-@ Man 3 then set an opening @-@ weekend record with \$ 151 @,@ 116 @,@ 516 ( first surpassed by The Dark Knight ) , a record for the weekend per @-@ theater average with \$ 35 @,@ 540 per theater ( first surpassed by Hannah Montana & Miley Cyrus : Best of Both Worlds Concert ) , and an IMAX opening @-@ weekend record with \$ 4 @.@ 8 million ( first surpassed by The Dark Knight ) . The film set record Friday and Sunday grosses and achieved the largest cumulative gross through its second , third , and fourth day of release ( all were first surpassed by The Dark Knight ) . It also set a record Saturday gross ( surpassed by Marvel 's The Avengers ) .

Outside North America , it is the 23rd highest @-@ grossing film , the highest @-@ grossing film of Sam Raimi 's Spider @-@ Man trilogy , and the third highest @-@ grossing film distributed by Sony / Columbia . On its opening day ( Tuesday , May 1 , 2007 ) , Spider @-@ Man 3 grossed \$ 29 @.@ 2 million from 16 territories , an 86 % increase from the intake of Spider @-@ Man 2 on its first day of release . In 10 of the 16 territories , Spider @-@ Man 3 set new opening @-@ day records . These territories are Japan , South Korea , Hong Kong , Thailand , Malaysia , Singapore , Taiwan , the Philippines , France and Italy . In Germany , the film surpassed the opening day gross of Spider @-@ Man 2 . During its six @-@ day opening weekend ( through its first Sunday ) , the film earned

\$ 230 @. @ 5 million from 107 markets , finishing # 1 in all of them . Spider @-@ Man 3 set opening @-@ weekend records in 29 markets including Italy , China , South Korea ( the latter was first surpassed by Pirates of the Caribbean : At World 's End ) , India , Singapore , Philippines , Hong Kong , Thailand , Malaysia , Taiwan , Indonesia , Mexico , Brazil , Argentina , Colombia , and Peru . However , many of these records were achieved thanks to its six @-@ day opening , while previous record @-@ holders in some countries opened over the traditional three @-@ day weekend ( traditional two @-@ day , four @-@ day , or five @-@ day weekend in other countries ) . Spider @-@ Man 3 was in first place at the box office outside North America for three consecutive weekends .

= = = Home video = = =

Spider @-@ Man 3 was released on Region 4 DVD ( anamorphic widescreen ) in Australia on September 18 , 2007 . For Region 2 in the United Kingdom , the film was released on October 15 , 2007 . Spider @-@ Man 3 was released on DVD in Region 1 territories on October 30 , 2007 . The film is available in one @-@ disc and two @-@ disc editions , on both standard and Blu @-@ ray formats , as well as packages with the previous films and a PSP release . Sam Raimi , Tobey Maguire , Kirsten Dunst , James Franco , Thomas Haden Church , Topher Grace , Bryce Dallas Howard , Laura Ziskin , Avi Arad , and Grant Curtis are among those who contributed to the audio commentaries .

Sony announced plans to create " one of the largest " marketing campaigns in Hollywood for the October 30 , 2007 release of the DVD . Beginning with a partnership with Papa Johns , Sony printed close to 8 @. @ 5 billion impressions for pizza boxes , television , radio , and online ads . Sony also worked with Pringles Potato Crisp , Blu @-@ Tack , Jolly Time Pop Corn , and Nutella . Sony 's Vice President of marketing , Jennifer Anderson , stated the studio spend approximately 15 % to 25 % of its marketing budget on digital ad campaigns ; from this , Papa Johns sent text messages to mobile phones with ads . Anderson stated that there would be three sweepstakes held for consumers , where they would be able to win prizes from Sony and its promotional partners .

In the United States , the film grossed more than \$ 124 million on DVD sales . It also grossed more than \$ 43 @. @ 76 million on DVD / Home Video Rentals in 11 weeks . However , the DVD sales results of this film did not meet industry expectations .

= = Canceled sequel and reboot of franchise = =

In 2007 , Spider @-@ Man 4 entered development , with Raimi attached to direct and Maguire , Dunst and other cast members set to reprise their roles . Both a fourth and a fifth film were planned and at one time the idea of shooting the two sequels concurrently was under consideration . However , Raimi stated in March 2009 that only the fourth film was in development at that time and that if there were fifth and sixth films , those two films would actually be a continuation of each other . James Vanderbilt was hired in October 2007 to pen the screenplay after initial reports in early 2007 that Sony Pictures was in contact with David Koepp , who wrote the first Spider @-@ Man film . The script was subsequently rewritten by Pulitzer @-@ winning playwright David Lindsay @-@ Abaire in November 2008 and rewritten again by Gary Ross in October 2009 . Sony also engaged Vanderbilt to write scripts for Spider @-@ Man 5 and Spider @-@ Man 6 .

In 2007 , Raimi expressed interest in portraying the transformation of Dr. Curt Connors into his villainous alter @-@ ego , the Lizard ; the character 's actor Dylan Baker and producer Grant Curtis were also enthusiastic about the idea . By December 2009 , John Malkovich was in negotiations to play Vulture and Anne Hathaway would play Felicia Hardy , though she would not have transformed into the Black Cat as in the comics but a new superpowered figure , the Vulturess . Raimi stated years later , however , that Hathaway was going to be Black Cat if Spider @-@ Man 4 had been made .

Sony Pictures announced in January 2010 that plans for Spider @-@ Man 4 had been cancelled due to Raimi 's withdrawal from the project . Raimi reportedly ended his participation due to his



doubt that he could meet the planned May 6 , 2011 release date while at the same time upholding the film creatively . Raimi purportedly went through four iterations of the script with different screenwriters and still " hated it " .

The next film in the franchise , a reboot of the series , called The Amazing Spider @-@ Man was released on July 3 , 2012 , with Andrew Garfield as Peter Parker .

In February 2015 , Sony Pictures and Marvel Studios announced that Spider @-@ Man would appear in the Marvel Cinematic Universe ( MCU ) , with the character appearing in an MCU film and Sony releasing a Spider @-@ Man film produced by Kevin Feige and Amy Pascal on July 28 , 2017 . Sony continues to finance , distribute , own and have final creative control of the Spider @-@ Man films , and Marvel Studios will explore opportunities to integrate other characters of the Marvel Cinematic Universe into future Spider @-@ Man films . The new incarnation of the character debuted in 2016 's Captain America : Civil War , portrayed by Tom Holland .