1. What are your thoughts on Amazon MGM Studios taking creative control of the 007 franchise?

Amazon's acquisition of MGM Studios and its subsequent control over the *James Bond* franchise is definitely an intriguing development, especially considering how iconic and long-standing the *007* series is. There are a few angles to consider:

**1. Fresh Perspective and Innovation 新視角與創新**

Amazon has a history of taking established franchises and injecting them with fresh ideas, particularly through its Prime Video platform (e.g., *The Boys* or *The Lord of the Rings: The Rings of Power*). Given their resources, they could bring new energy to the Bond franchise, whether through innovative storytelling, exploring new formats, or pushing the limits of production quality. This could also mean more frequent releases or expanded media beyond just films, such as TV series, spin-offs, or video games.

亞馬遜一直致力於將成熟的系列電影注入新的理念，尤其是透過其 Prime Video 平台（例如《男孩們》或《魔戒：權力之戒》）。憑藉他們的資源，他們可以為邦德系列電影注入新的活力，無論是透過創新的故事敘述、探索新的形式，還是突破製作品質的極限。這也可能意味著更頻繁的發行或除了電影之外的擴展媒體，例如電視劇、衍生劇或視頻遊戲。

**2. The Risk of Over-commercialization 過度商業化的風險**

On the flip side, one concern is the potential for over-commercialization. Amazon’s main goal is, of course, profitability, and sometimes that can lead to creative decisions based more on marketability than on maintaining the legacy of a beloved character. The risk is that we might see Bond becoming more like a cog in Amazon’s broader streaming machine, rather than a unique cinematic experience.

另一方面，人們擔心的一個問題是過度商業化的可能性。當然，亞馬遜的主要目標是獲利，有時這會導致創意決策更多地基於行銷性，而不是維護心愛角色的傳承。風險在於，我們可能會看到邦德成為亞馬遜更廣泛的串流媒體機器中的一個齒輪，而不是一種獨特的電影體驗。

**3. Control of Narrative and Brand 敘事和品牌的控制**

Amazon has been known to take a hands-on approach with its properties, which could mean more direction over the narrative. Given how *James Bond* has evolved over time—especially under Daniel Craig—it'll be interesting to see how Amazon chooses to either continue in that vein or return to the classic formula. There’s a delicate balance to strike between respecting the traditional *Bond* spirit and keeping the character relevant in today's cinematic landscape.

眾所周知，亞馬遜對其資產採取了親力親為的方式，這可能意味著在敘事上有更多的指導意義。考慮到詹姆斯龐德隨著時間的推移而如何演變——特別是在丹尼爾克雷格的帶領下——看看亞馬遜如何選擇繼續這種風格或回歸經典模式將會很有趣。在尊重傳統龐德精神和維持角色與當今電影界的相關性之間，需要取得微妙的平衡。

**4. Fan Reception and Legacy 粉絲反應和影響**

Bond fans are notoriously protective of the franchise's legacy, and any significant shift in tone, style, or direction might be met with skepticism. Amazon will need to be careful to respect the cultural and historical significance of *James Bond* while still making it feel contemporary and engaging. It’ll also be interesting to see how they handle the casting of future Bonds—there’s a lot of pressure to make sure the next actor fits the established mold but also brings something new to the role.

龐德迷們一向非常重視保護該系列電影的經典，因此，電影基調、風格或方向上的任何重大轉變都可能遭到質疑。亞馬遜需要小心尊重詹姆士龐德的文化和歷史意義，同時讓它具有現代感和吸引力。看看他們如何處理未來邦德的選角也會很有趣——他們面臨著很大的壓力，要確保下一位演員符合既定的模式，但也會給角色帶來一些新的東西。

**5. Long-Term Vision 長期願景**

As part of a global tech giant, Amazon’s deep pockets and long-term investment strategy could provide a more sustainable future for the franchise. The focus might shift from *event films* to a more comprehensive *Bond universe*, where we see more stories outside of the main narrative. This could open doors to more creative risks and deep dives into the Bond universe, which could excite longtime fans and newcomers alike.

All in all, it’s a fascinating development. If Amazon and MGM handle it carefully, they could bring *James Bond* into a new era while still respecting its legacy. But if it becomes too focused on broadening appeal and monetizing every corner of the brand, we could see some missteps. What do you think?

作為全球科技巨頭的一部分，亞馬遜的雄厚資金和長期投資策略可以為該特許經營提供更永續的未來。焦點可能會從事件電影轉移到更全面的邦德宇宙，在那裡我們可以看到更多主敘事之外的故事。這可能會為邦德宇宙帶來更多創造性的冒險和深入探索，這可能會讓長期粉絲和新粉絲都感到興奮。

總而言之，這是一個令人著迷的發展。如果亞馬遜和米高梅謹慎處理，他們可以將詹姆斯龐德帶入一個新時代，同時仍然尊重其傳統。但如果它過於注重擴大吸引力和將品牌的每個角落貨幣化，我們可能會看到一些失誤。你怎麼認為？

1. How do you imagine Amazon might expand the franchise beyond movies?

Amazon's acquisition of MGM and the *James Bond* franchise opens up a lot of exciting possibilities for expansion beyond the traditional movie format. Given Amazon's prowess in digital content, tech, and merchandising, here are some ways they might expand the *007* universe:

**1. Television Series (Spin-offs and Prequels) （衍生作品和前傳）**

One of the most likely directions would be to develop *James Bond*-related television series. Amazon Prime Video could spin off various elements of the *Bond* world into long-form storytelling:

* **A prequel series on young Bond**: There could be a show exploring Bond’s early years, perhaps focusing on his time as a secret agent or even his formative years before joining MI6. This would allow Amazon to explore a different take on the character and attract a wider audience, especially younger viewers.
* **Origin stories for iconic characters**: Given the rich backstory of characters like *Q*, *M*, or *Felix Leiter*, there could be dedicated series that dive into their roles within MI6 or their personal journeys. These could provide new dimensions to familiar faces and build out the *Bond* universe.
* **Villain-focused spin-offs**: Amazon could develop series centered around the franchise’s iconic villains, like Blofeld or Le Chiffre, delving into their backstories or showing them from a different angle. This kind of exploration could build more layers to the mythology and offer unique perspectives outside of Bond's usual narrative.

**2. Video Games**

Amazon's investment in gaming, especially through its gaming studio *Amazon Game Studios*, could open the door to new *007* video games. There’s already a strong legacy of *James Bond* games, from the beloved *GoldenEye 007* to recent titles like *007 Legends*. With Amazon's resources, we could see:

* **Open-world games**: A *James Bond* game that lets players explore various countries, missions, and iconic locations (like the casinos of Monaco or snowy mountain hideouts) could create a dynamic, immersive experience. Think *Grand Theft Auto* meets *James Bond*.
* **New types of gameplay**: Incorporating newer technology like VR (Virtual Reality) or AR (Augmented Reality), Amazon could provide players with an immersive *Bond* experience, where they can step into the shoes of the iconic agent and engage in thrilling missions.
* **Tactical and spy-based games**: In addition to the action-packed elements, a more strategy-oriented game where you plan and execute covert operations could appeal to fans who love the intelligence and subterfuge elements of *James Bond*.

**3. Interactive Experiences**

Amazon has a history of exploring interactive media with projects like *Choose Your Own Adventure* style films and shows (*Black Mirror: Bandersnatch*). A *James Bond* interactive series or movie could be a fascinating way to engage viewers in the decision-making process, letting them choose how Bond reacts to certain situations, or even which missions he takes on.

* **Interactive TV**: An interactive series with Bond could let audiences make choices for Bond in real-time, perhaps influencing his mission’s outcomes or character dynamics.
* **Immersive experiences**: Amazon could develop Bond-themed events or attractions in collaboration with places like Universal Studios or within Amazon’s own network of retail stores, providing an immersive experience through AR or virtual reality.

**4. Books and Comics**

Expanding into literature and comics could be another path for Amazon to explore. While *James Bond* novels already exist (written by Ian Fleming and other authors), new stories could be created in partnership with writers for the digital age:

* **Digital novels**: Exclusive *Bond* novels, perhaps focusing on untold stories or branching off to focus on MI6 operatives or rival agents.
* **Comics/Graphic Novels**: New Bond comics could be created for platforms like Kindle or physical collections, potentially exploring different artistic takes on the *007* universe. These could dive deeper into side characters or explore "What if?" alternate realities for Bond.

**5. Merchandise and Fashion**

Amazon could expand *James Bond*’s presence in fashion and lifestyle. Bond’s iconic style has always been a huge part of the brand—from his tailored suits to his luxury cars. There are some ways Amazon could capitalize on this:

* **Exclusive Bond-branded clothing**: Partnering with fashion designers to create high-end Bond-inspired collections, targeting fans who admire the elegance and sophistication of the character.
* **Luxury goods and experiences**: With Amazon’s reach, they could create exclusive Bond-themed luxury experiences or high-end merchandise, like customized watches, suits, or cars, all available for purchase on Amazon.

**6. Virtual and Augmented Reality Experiences**

Amazon could also develop augmented reality (AR) or virtual reality (VR) experiences that place fans in the shoes of James Bond. These could include:

* **Virtual missions**: A VR game or app where fans take on the role of Bond in full 360-degree immersive environments. They could navigate through iconic *007* locales or solve puzzles in real-time.
* **AR scavenger hunts**: Similar to games like *Pokémon GO*, an AR-based scavenger hunt could be created, where users search for hidden *Bond* clues or memorabilia in real-world locations.

**7. Music and Audio**

With Bond's long history of memorable soundtracks, Amazon could potentially explore the music angle. This could range from creating exclusive soundtrack releases for new Bond films or creating original *Bond* music playlists. They could also partner with artists to release unique Bond-themed content or exclusive performances.

**8. Cross-Media Partnerships**

Amazon might also use its powerful position as a tech giant to integrate Bond into other media. For example, *James Bond* could appear in cross-promotions with Amazon’s tech products, such as Alexa or Prime Day, where Bond-related content or virtual assistants could be incorporated into daily life.

**9. Cinematic Universe (James Bond Universe)**

In a broader, long-term vision, Amazon could take a page from the Marvel or Star Wars playbook and expand the *James Bond* universe into a multi-layered cinematic universe, where various agents, missions, and organizations (like Spectre or MI6) are explored in different formats. We could see spin-offs, crossovers, or even ensemble films, where the world of *Bond* is expanded with new characters, even if Bond himself isn't front-and-center in every project.

In all of these cases, Amazon will likely lean on its immense data and technology resources to experiment with how *James Bond* can expand, while also maintaining the iconic elements that make the franchise what it is. Whether it’s through tech, interactive content, or global distribution, there’s a lot of potential for the *007* brand to evolve in exciting ways beyond just movies.

1. Are you a fan of James Bond films? Who are your favorite Bond actors?

I think the *James Bond* films are fascinating! They're such an iconic part of cinematic history, with so many layers—action, style, espionage, and that classic cool factor. The Bond films also reflect the cultural shifts of their respective eras, which makes them interesting to revisit over time.

As for favorite Bond actors, it's tough to pick just one because each of them brought something unique to the role. But if I had to narrow it down:

**1. Sean Connery – The *Original* Bond**

Connery's portrayal of Bond is the gold standard for many. He embodied that suave, confident, yet slightly rugged version of Bond. The way he balanced charm with ruthlessness made him an unforgettable icon. His performance in *Dr. No*, *Goldfinger*, and *Thunderball* set the bar high for everyone who followed.

**2. Daniel Craig – A Modern Take on Bond**

Craig’s Bond is arguably the most complex and emotionally layered. His portrayal 描繪brought a more human side to Bond, with a vulnerability 脆弱性that hadn’t been explored much before. I really appreciated how Craig’s Bond struggled with his past and the consequences of his actions, especially in *Casino Royale*, which is often considered one of the best in the series.

**3. Pierce Brosnan – The Charming Bond of the '90s**

Brosnan’s Bond felt like a perfect blend of Connery’s elegance and a bit of the campy flair from the 1970s. Films like *GoldenEye* made him an excellent Bond for the '90s, with his suave demeanor and action-hero persona. He might not have been as gritty as Craig or as classic as Connery, but he definitely brought a sense of charm and sophistication to the role.

**4. Roger Moore – The Fun Bond**

Moore’s Bond was more lighthearted and comedic, particularly in films like *The Spy Who Loved Me* and *Live and Let Die*. His Bond had a sense of wit and humor that didn’t always come with the usual dark edge, making him the perfect fit for the more fantastical Bond films of the '70s and '80s. He definitely has a special place for fans who prefer a more adventurous, fun version of the character.

**5. Timothy Dalton – The Serious, Darker Bond**

Dalton’s Bond is often a bit underrated. He brought a darker, more serious tone to the character, especially in *The Living Daylights* and *Licence to Kill*. He was definitely a grittier, less playful Bond compared to Moore, and some fans really appreciated that shift toward a more grounded and serious agent.

While Connery is probably the most beloved in the eyes of many fans, I think Daniel Craig really brought something new to the character, making Bond more vulnerable and emotionally complex. How about you? Do you have a favorite Bond actor?

1. If you could choose any actor to play the next Bond, who would it be?

Oof, that's a good one. Bond has to have that mix of charm, danger, wit, and style. If I could choose *any* actor right now, I’d probably go with **Richard Madden** (from *Bodyguard* and *Game of Thrones*). He’s got the suave looks, the brooding intensity, and has already shown he can handle action and drama.

But if we're dreaming a little bigger—someone like **Idris Elba** would've been *phenomenal* a few years ago. Total presence, smooth as hell, and intimidating when needed.

How about you? Got a Bond in mind?

噢，那太好了。邦德必須兼具魅力、危險、智慧和風格。如果現在我可以選擇任何演員，我可能會選擇理查麥登（出演《貼身保鑣》和《權力的遊戲》）。他外表溫文爾雅，內心深沉，已經證明他能處理動作和戲劇。

但是，如果我們的夢想再大一點，幾年前像伊德瑞斯‧艾爾巴這樣的人就已經很了不起了。完全的存在，極其流暢，並且在需要時具有威懾力。

你呢？想好了要演出哪一部龐德嗎？

British men 英國男性

1. Why do you think the 007 films have stayed popular for so long?

Great question. The 007 films have lasted *decades* for a few key reasons:

1. **Timeless Formula, Fresh Ingredients 原料** – You’ve got a classic cocktail: espionage, gadgets, exotic 異國情調locations, villains with flair, and of course—Bond himself. But the films evolve with the times, updating the tech, political landscape, and tone to stay relevant.
2. **Iconic 標誌性Lead** – James Bond is more than just a character—he’s an *archetype*. Cool under pressure, always stylish, flawed but capable. Each actor brings a slightly different flavor, which keeps things fresh while keeping the core intact.
3. **Escapism 逃避現實 + Fantasy** – Bond movies are a perfect escape. They mix glamour with danger, letting audiences live out a high-stakes, high-class fantasy. Fast cars, high-tech gadgets, beautiful scenery (and people)—it’s a full package.
4. **Strong Branding & Legacy 遺產** – The Bond theme song. The gun barrel intro. The shaken-not-stirred martini. That legacy is so iconic that even younger generations are curious to see what the hype is about.
5. **Villains 惡棍 & Action Set Pieces** – Bond films often reflect or exaggerate real-world threats, making the stakes 賭注feel relevant. Plus, the action is always top-notch—whether it's a chase scene, a stealthy infiltration, or a showdown in some mountain lair.

Bond movies manage to be both *predictable and surprising*—and that combo keeps people coming back.

What keeps *you* watching them?

[**Further Discussion**](https://engoo.com.tw/app/daily-news/article/amazon-mgm-takes-creative-control-of-james-bond/lB31xPA-Ee--ks8vk6T5UA#exercise-4)延伸討論

1. Who do you think are the coolest film characters of all time?

Ah, now *that’s* a fun list to make. "Cool" is a mix of style, attitude, wit, and that effortless swagger that just *sticks with you*. Here are a few that stand out:

**🎩 James Bond (various actors)**

Let’s get the obvious one out of the way—Bond is the blueprint for cool. Tailored suits, high-stakes composure, gadgets, cars, charm. The full package.

**😎 Steve McQueen as Frank Bullitt (*Bullitt*) 史蒂夫麥奎因 飾 Frank Bullitt (Bullitt)**

McQueen basically *defined* 60s cool. Minimal words, maximum presence—and that Mustang chase scene? Legendary.

**🕶️ Neo (*The Matrix*, Keanu Reeves) 尼歐（《駭客任務》，基努李維）**

Cool in a totally different way—digital trench coat, bullet-dodging, calm confidence, and that moment he stops bullets mid-air? Iconic.

**🍸 Tony Stark / Iron Man (Robert Downey Jr.) Tony Stark / Iron Man (Robert Downey Jr.)**

RDJ turned a B-tier comic hero into one of the coolest, snarkiest, most likable tech geniuses on screen. That mix of bravado and depth made Tony unforgettable.

**🚬 Jules Winnfield (*Pulp Fiction*, Samuel L. Jackson) 朱爾斯溫菲爾德（《低俗小說》、山繆傑克森）**

That Jheri curl, the righteous fury monologue, and the way he delivers Ezekiel 25:17? Jules *owned* every scene he was in.

**🏍️ The Driver (*Drive*, Ryan Gosling) 司機（亡命駕駛，瑞恩高斯林）**

Barely speaks, drives like a god, wears that scorpion jacket—he’s the definition of "quiet cool".

**🔫 John Wick (Keanu again!) 約翰威克（基努再次出演！）**

When you're a one-man army who avenges his dog and takes out dozens of hitmen with style and precision... you're cool *by default*.

Who would make your list? Anyone you think I missed?

1. Are there any movie franchises you've been following for years?

Oh absolutely—there are a few movie franchises that are just too good (or too fun) *not* to follow over the years. Here are some I’ve kept tabs on:

**🎬 James Bond**

Of course—spanning decades, actors, and political eras. It's fascinating to watch how each era's Bond reflects its time, from Connery's charm to Craig's grit. It’s like cinematic time travel *with explosions*.

**🦖 Jurassic Park / Jurassic World 侏羅紀公園/侏羅紀世界**

Dinosaurs *never* get old. The original is still a masterpiece, and even if the newer ones are more about spectacle, I can’t help but show up for giant prehistoric chaos.

**🦇 The Dark Knight Trilogy / Batman (and spinoffs) 黑闇騎士三部曲/蝙蝠俠（及衍生作品）**

Batman’s been reimagined so many times, and I’ve followed every version—from Keaton to Bale to Pattinson. Something about Gotham and its broken hero is endlessly compelling.

**🌌 Star Wars**

From the originals to the prequels to the sequels... plus the spinoffs (*The Mandalorian*, *Andor*, etc.). It's a galaxy I keep going back to—flaws and all—because of the mythos and the nostalgia.

**🧙‍♂️ The Lord** 老爺，貴族, （某一領域的）巨頭，巨擘, 頭銜, 勳爵, 上帝, （基督教的）主，上帝，耶穌**of the Rings / Hobbit / Rings of Power 魔戒 / 哈比人 / 魔戒**

Middle-earth? Always worth revisiting. The original trilogy is still peak epic fantasy, and while the rest varies, the world-building is unmatched.

**🕷️ Spider-Man**

Whether it’s Tobey’s meme-worthy earnestness, Andrew’s emotion, or Tom Holland’s MCU ties, I’ve followed Spidey through every reboot. He's the most relatable superhero, and his movies always bring heart.

How about you? Got any franchises you’ve stuck with over the years—no matter how bumpy the ride got?

1. Are there any popular movie franchises or TV series you never got into?

Totally—there are definitely a few big names that just never grabbed me (or I never got around to). For example:

**🐉 Game of Thrones 《權力的遊戲》**

Yeah, I know. It was *everywhere*. I know the basics (dragons, politics, betrayal, winter coming, etc.), but I never committed to the ride. And hearing how the final season went down... maybe I dodged a heartbreak?

**🚗 Fast & Furious 速度與激情**

I appreciate the over-the-top action and family memes, but nine movies deep with cars doing *gravity-defying stunts*? Just never pulled me in, though I totally get the appeal for fans of big, loud, stylish chaos.

**⚡ Twilight 暮**

The cultural impact was massive, but sparkly vampires and love triangles weren’t really my vibe. Still, I respect its hold on a whole generation.

**🧙‍♀️ Outlander / The Witcher / Supernatural 外鄉人 / 巫師 / 邪惡力量**

All shows with huge followings, but I never quite found the time to dive in. They each seem cool in their own way—I just haven’t clicked with them (yet).

**🎤 Glee 高興**

Another huge one that kind of passed me by. Musical numbers, high school drama, and a cult following—but it wasn’t really on my radar.

How about you—any popular ones that just didn’t click for you, even though everyone around you was hooked?

1. What movies do you think deserve a sequel 拍續集or another installment? 或另一部電影？

Ooh, now *that’s* a fun question. Some movies are so good (or leave so much untapped potential) that you just *know* there’s room for more. Here’s a mix of ones I think totally deserve a sequel or continuation:

**🕵️ The Man from U.N.C.L.E. (2015)**

Stylish, slick, witty spy fun with Henry Cavill and Armie Hammer—this had serious Bond vibes and charisma to spare. It *begged* for a franchise, but never got the follow-up it deserved.

**🧞 Alita: Battle Angel (2019)**

The world-building was amazing, Rosa Salazar nailed the lead role, and it ended on a massive cliffhanger. Fans have been shouting “#AlitaSequel” for years—and I’m right there with them.

**🧛 District 9 (2009) 區**

It was smart, gritty sci-fi with a fresh concept and social commentary—and that ending?? Absolutely ripe for a follow-up. Where’s Wikus now? What's going on with the aliens?

**🧠 Inception (2010) 初始**

Okay, not necessarily a direct sequel, but a story *within* that universe—dream tech, corporate espionage, and maybe another layered mind-bender—would be amazing.

**🐻 Paddington 2 帕丁頓**

Technically, Paddington 3 *is* coming, but I still want to say: we need as *many* Paddington movies as we can get. Wholesome, funny, and pure comfort cinema.

**🦸‍♂️ Chronicle (2012)**

Dark, grounded take on teenagers getting superpowers—it was fresh, intense, and ended on such an ominous note. A sequel could explore how the world deals with superhumans.

What about you—any films that left you thinking *"wait, that can’t be the end!"*?

1. Do you think you'd make a good movie critic?

You know what? I think I *would*—and not just because I can ramble about films for hours 😄

Here’s why I think I could hold my own as a movie critic:

**🎥 1. Balanced takes**

I’m all about recognizing both the art and entertainment value. I can appreciate a deeply symbolic arthouse film *and* cheer for a popcorn blockbuster. Not every movie has to be Oscar bait to be *good*.

**🧠 2. Attention to detail**

From cinematography and editing to story arcs and character development, I’d definitely be the type to notice subtle callbacks or sneaky foreshadowing—and give credit where it’s due.

**🤝 3. Respect for different tastes**

Even if I don’t *love* something, I try to understand why others might. No “this movie is trash” energy—more like “it didn’t land for me, but here’s what worked and what didn’t.”

**💬 4. I live for a good movie convo**

Half the fun of movies is discussing them—debating endings, comparing performances, ranking trilogies, all of it. So being a critic would just be *formalizing* that love.

What about you? Think you’d make a good movie critic too—or would you rather just enjoy the ride without overanalyzing every shot?