



## The Next James Bond

April 29, 2003

### Ralph Fiennes, Colin Firth, Clive Owen or Robbie Williams? The people speak

**London--April 29, 2003:** Ralph Fiennes has beaten the likes of George Clooney, Leonardo DiCaprio, Ben Affleck and Russell Crowe in an Amazon.co.uk poll, announced today, which shows him to be the nation's favourite to become the next James Bond.

The poll surveyed over 1,000 Amazon.co.uk DVD fans to celebrate the forthcoming release of the latest Bond blockbuster, *Die Another Day*, which is released on May 2, 2003.

The survey comes during a time of intense speculation about who will play the next Bond. Although Pierce Brosnan has signed up for a fifth film, due in 2005, he has himself admitted that he may be too old to keep his "licence to kill" for a sixth time.

We asked: who would you like to see as the next James Bond? Here are the voting results:

- Ralph Fiennes--24%
- George Clooney--15%
- Colin Firth--12%
- Clive Owen--12%
- Robbie Williams--11%

### Brits v Hollywood

British talent was the clear choice for the UK, with only one American, George Clooney, making it into the top five. Other Hollywood heavyweights, including Leonardo DiCaprio, Ben Affleck and Russell Crowe, didn't even come close with only 10% of the votes between them.

Pop star Robbie Williams has also made it into the top five--with 11% of the votes--despite his lack of acting credentials. Critics' choice, Colin Salmon, was nowhere to be seen, despite being widely tipped as the possible successor to Pierce Brosnan. Other possible favourites including English heart throb Jude Law and Jonathan Rhys-Meyers (*Bend it Like Beckham*, *Velvet Goldmine*), who has recently been screen-tested by Bond producers, were also missing from the list.

Greg Hart, Director of Media Products at Amazon.co.uk said:

- *Die Another Day* looks set to become the most successful Bond DVD release to date, with Amazon.co.uk already taking thousands of pre-orders. However, times are changing and people are looking to what the future holds for the iconic Bond franchise. It's clear from this survey that, with the exception of George Clooney, it will be a very close battle of the Brits. Fans will just have to wait and see who the next Bond turns out to be!

### Men v Women... Old v Young

Men were the more decisive voters in the UK showing the clear favourite as Fiennes, whereas women seemed to favour the American Clooney, despite the role being a traditionally British one. Those older voters who grew up with the original Bond, Sean Connery, also seemed to welcome American blood.

Here are the voting results:

- **Male Votes**
  - Ralph Fiennes--27%
  - Robbie Williams--11%
  - Clive Owen--10%
  - Colin Firth--9%
  - George Clooney--9%
- **Female Votes**
  - George Clooney--20%
  - Ralph Fiennes--19%
  - Colin Firth--14%
  - Clive Owen--12%
  - Robbie Williams--11%

- **Under 25s Votes**
- Ralph Fiennes--26%
- Colin Firth--16%
- George Clooney--15%
- Robbie Williams--11%
- Clive Owen--7%
- **Over 45s Votes**
- Ralph Fiennes--22%
- George Clooney--17%
- Colin Firth--11%
- Clive Owen--8%
- Mel Gibson--8%

\*Amazon.co.uk figures

## North-South Divide

For once the UK seemed united, both agreeing on Fiennes as the successor with approximately 24% of the votes in each part of the country. Surprisingly, Ewan McGregor, did not feature even in his native country of Scotland. **Clooney and Williams International Favourites**

Amazon's survey showed a different picture with the European Bond fans, with Clooney and Williams together accounting for over 50% of the votes in Germany.

## French Votes

George Clooney--30%  
Ben Affleck--10%  
Mel Gibson--10%  
Ralph Fiennes--10%  
Robbie Williams--10%

## German Votes

George Clooney--38%  
Robbie Williams--20 %  
Mel Gibson--7%  
Ben Affleck--7%  
Ralph Fiennes--6%

Amazon.co.uk's DVD store is the place to find, discover and buy films online. The site offers an easy and convenient way to shop, with fantastic prices, great choice and comprehensive product information. Customers can pre-order *Die Another Day* at 32% off (£16.99) to ensure that their copy is delivered to their door on launch day--May 2, 2003.

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For further information please contact the Amazon.co.uk press office on 020 8636 9280.

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