



Gearbox CEO responds to Borderlands backlash: Box Office bombs!

Description

Eli Roth's Borderlands movie had a disappointing box office debut, receiving criticism from both reviewers and fans. Despite pulling in only \$8.8 million in the U.S. and Canada, plus \$7.7 million overseas, Gearbox CEO Randy Pitchford remains optimistic. He pointed out that a significant portion of the movie's budget and marketing costs were covered by international pre-sales.

Pitchford, who worked as an executive producer on the film, responded to the backlash with positivity. He appreciated that fans preferred the video game version created by him and his team over the movie made by acclaimed filmmakers. This encouraged him to tease a potential fourth Borderlands game in the works.

Take-Two Interactive's acquisition of Gearbox for \$460 million further confirmed ongoing development in the Borderlands franchise. Despite the film's rocky start, Take-Two CEO Strauss Zelnick urged people to give it a chance, emphasizing the talented cast and the franchise's fantastic IP.

While the film's critical reception was harsh, with IGN giving it a dismal 3 out of 10, the future of the Borderlands series remains promising. Adele Ankers-Range, a freelance entertainment writer for IGN, continues to cover developments in the gaming and movie industries.

Vocabulary List:

1. **Disappointing** /ˌdɪsəˈpɔɪntɪŋ/ (adjective): Causing disappointment; not meeting expectations.
2. **Criticism** /ˈkrɪtɪsɪzəm/ (noun): The expression of disapproval based on perceived mistakes or faults.
3. **Optimistic** /ˌɒptɪˈmɪstɪk/ (adjective): Hopeful and confident about the future.
4. **Acclaimed** /əˈkleɪmd/ (adjective): Publicly praised; celebrated.
5. **Franchise** /ˈfræntʃaɪz/ (noun): A series of related products or works often under a common brand.
6. **Emphasizing** /ˈɛmfəˌsaɪzɪŋ/ (verb): Giving special importance or prominence to something.

Comprehension Questions

Multiple Choice

1. Who remains optimistic despite the disappointing box office debut of Eli Roth's Borderlands movie?
Option: Randy Pitchford



- Option: Strauss Zelnick
- Option: Adele Ankers-Range
- Option: Eli Roth

2. What portion of the movie's budget and marketing costs were covered by international pre-sales?

- Option: A small portion
- Option: None
- Option: A significant portion
- Option: All of it

3. Who encouraged the possibility of a fourth Borderlands game being in the works?

- Option: Strauss Zelnick
- Option: Randy Pitchford
- Option: Eli Roth
- Option: Adele Ankers-Range

4. Who urged people to give the Borderlands movie a chance despite its rocky start?

- Option: Randy Pitchford
- Option: Strauss Zelnick
- Option: Adele Ankers-Range
- Option: Eli Roth

5. Which entertainment writer for IGN continues to cover developments in the gaming and movie industries?

- Option: Randy Pitchford
- Option: Strauss Zelnick
- Option: Adele Ankers-Range
- Option: Eli Roth

6. What was the critical reception score given by IGN for the Borderlands movie?

- Option: 7 out of 10
- Option: 3 out of 10
- Option: 5 out of 10
- Option: 9 out of 10

Answer

Multiple Choice: 1. Randy Pitchford 2. A significant portion 4. Strauss Zelnick 5. Adele Ankers-Range 6. 3 out of 10



Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What is a synonym for "expected"?
 - Option: Underwhelming
 - Option: Optimistic
 - Option: Marginal
 - Option: Enhance
2. Which word refers to a series of related products or services?
 - Option: Challenges
 - Option: Innovative
 - Option: Trade-offs
 - Option: Marginal
3. What term means a decrease or deterioration?
 - Option: Disappointment
 - Option: Acceptance
 - Option: Capitalization
 - Option: Operational
4. What word means weaknesses or flaws?
 - Option: Enhance
 - Option: Criticism
 - Option: Customization
 - Option: Acclaimed
5. Which term relates to the appreciation of beauty or appearance?
 - Option: Productivity
 - Option: Management
 - Option: Emphasizing
 - Option: Challenges
6. What is the process of tailoring a product or service to meet specific needs?
 - Option: Hesitant
 - Option: Disappointing
 - Option: Piqued
 - Option: Innovative
7. Which term refers to the efficiency of production or work?



- Option: Optimistic
- Option: Skeptical
- Option: Management
- Option: Marginal

8. What word describes the amount of financial resources available for use in a business?

- Option: Piqued
- Option: Enhance
- Option: Hesitant
- Option: Productivity

9. Which term refers to a plan of action designed to achieve a long-term goal?

- Option: Quirks
- Option: Marginal
- Option: Anticipated
- Option: Disappointment

10. What are difficulties or obstacles that need to be overcome?

- Option: Acceptance
- Option: Customization
- Option: Franchise
- Option: Shortcomings

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The performance of the new product was _____ failing to meet expectations.
12. By _____ the importance of teamwork the manager improved collaboration among employees.
13. The team worked on optimizing _____ processes to increase efficiency.
14. The new software tool helped boost _____ by automating repetitive tasks.
15. The company aims to _____ its customer service to provide a better experience.
16. The proposal to streamline work processes was _____ by the team.
17. Some employees were _____ about the new company policy changes.



18. The startup introduced an _____ business model that disrupted the industry.
19. Regular team-building activities improved the _____ among department members.
20. Effective _____ is crucial for the success of any project.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. Despite high expectations the movie's box office performance was disappointing.
22. The new CEO had to address the challenges left by the previous leader.
23. The project's success was only marginally impacted by the budget cut.
24. The artist faced harsh for the lack of originality in their latest work.
25. The new restaurant received praise from food critics and customers alike.
26. The company plans to its online presence through social media marketing.
27. The software has some that users find amusing yet sometimes frustrating.
28. The tech startup introduced an solution to simplify online payments.
29. The team celebrated the of their project proposal by the management.
30. In project management decisions often involve considering various to achieve the best outcome.

Answer

Multiple Choice: 1. Optimistic 2. Innovative 3. Disappointment 4. Criticism 5. Emphasizing 6. Innovative 7. Management 8. Enhance 9. Marginal 10. Shortcomings

Gap-Fill: 11. Disappointing 12. Emphasizing 13. Operational 14. Productivity 15. Enhance 16. Accepted 17. Skeptical 18. Innovative 19. Cohesiveness 20. Management

Matching sentence: 1. Underwhelming 2. Predecessor 3. Marginal 4. Criticism 5. Acclaimed 6. Enhance 7. Quirks 8. Innovative 9. Acceptance 10. Trade-offs

CATEGORY

1. Sci/Tech - LEVEL4

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