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What do you think of.. the constant rebooting of Spider-Man and The Hulk films? Has Hollywood run out of ideas? I think they've always been desperate for ideas. The place burns on them; it's the fuel that keeps Hollywood going. If an idea makes money, they will keep using it till it dries up, and so far superhero movies have been getting bigger and bigger. This year you've got three or four major ones that are going to make a lot of money, but next year it's going to get crazy. You've got the sequel to The Dark Knight, which will make a billion dollars; and there's a brilliant team behind this Spider-Man reboot, that'll be colossal; and you've got The Avengers movie, which looks like it'll be the biggest of the lot. The minute that parabolic curve reaches its peak they'll start to slow down, but Hollywood's found a gold mine