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Daniel Craig resisted Android phone placement in "Spectre" because "James Bond only uses the best"

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An earlier report by Matt Weinberger of Business Insider UK noted that Sony had initially offered Craig \$5 million to carry around its Xperia Z4 phone in the movie.

Discussions involved an \$18 million marketing commitment from Sony, escalating to a \$50 million marketing and promotional package from Samsung as well as a \$5 million product placement for Bond to be seen using an Android phone with Samsung's brand on it.

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