



Sunday, April 24, 2022 | No. 217

Film Flashback... MGM Studios Opens 4/26/1924

It's been 98 years since MGM was founded Apr. 26, 1924, but some of the biggest problems that confronted the new film studio are still plaguing Hollywood.

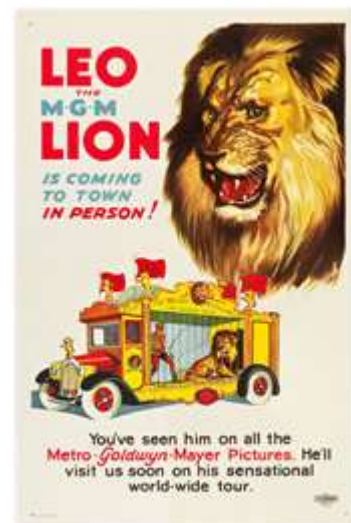
NY theatre magnate Marcus Loew formed MGM to get the volume of movies he needed for his growing theatre circuit. Metro Pictures, which he bought for \$3M in 1920, couldn't supply him with enough films. Buying financially troubled Goldwyn Pictures for \$4.7M (plus \$600,000 for stock owned by Sam Goldwyn, who'd already left GP) got him a 46-acre studio, a growling lion logo and a roster of top acting & directing talent. But Loew felt Goldwyn's management wasn't up to running the new studio, so on the advice of his attorney, J. Robert Rubin, he hired indie producer Louis B. Mayer. Loew acquired Mayer, his small studio and his boy wonder production assistant Irving Thalberg for just \$76,500.

Mayer & Thalberg soon found they'd inherited two big production problems from Goldwyn. The drama GREED was being finished by the notoriously difficult director Eric von Stroheim. His final cut ran 40 reels -- about 6 hours! After weeks of pressure, he trimmed it to 24 reels, running about 3 1/2 hours. Then Mayer & Thalberg put an editor to work, chopping off two more reels. They told von Stroheim this was the final version -- and, finally, he got the message to start working on his next project.

They faced a worse problem with the action epic BEN-HUR, based on General Lew Wallace's 1880 novel, which director Charles Brabin had been shooting in Italy since October 1923. Realizing it was a disaster, Loew had Mayer secretly assemble a new team to take over in Italy -- director Fred Niblo, screenwriter Bess Meredyth & Ramon Navarro to replace George Walsh in the title role.

Loew sailed to Italy in July, broke the bad news and supervised the changeover before returning to NY in August. But the new team didn't do any better, as Mayer found out on a visit to Rome months later. He & Thalberg decided the only way out was to shut down in Italy, build massive new sets in Culver City and complete production there. That's where the legendary chariot race was shot by second-unit director B. Reeves Eason and 62 assistant directors using 42 cameras and 200,000 feet of film. Production finally wrapped in August 1925.

BEN-HUR wound up costing \$3.95M -- over \$60M today -- making it Hollywood's most expensive silent movie. Its worldwide release brought MGM \$9M, but thanks to Goldwyn's very expensive original deal for the film rights, it didn't return a profit until it was re-released in 1931.



Leo the MGM Lion Mascot
Click to [Hear Leo Roar](#)



Exterior view of Stage 1 at MGM Studios in 1925
Click to Play ["How MGM Became MGM"](#)

Weekend Box Office Results... 4/22 - 4/24

Courtesy of [Comscore](#)

Rank	Title	Week	Theatres	Wknd \$	% Change 4/17 4/10	Average/ Theatre	Total \$
1	The Bad Guys (Universal)	1	4,008	24,000,000	-	5,988	24,000,000
2	Sonic the Hedgehog 2 (Paramount)	3	3,809	15,225,000	-48	3,997	145,829,424
3	Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.)	2	4,245	14,010,000	-67	3,300	67,126,750
4	The Northman (Focus Features)	1	3,234	12,000,000	-	3,711	12,000,000
5	The Unbearable Weight of Massive Talent (Lionsgate)	1	3,036	7,175,000	-	2,363	7,175,000
6	Everything Everywhere All at Once (A24)	5	2,133	5,425,446	-12	2,544	26,944,336
7	The Lost City (Paramount)	5	2,828	4,375,000	-30	1,547	85,394,909
8	Father Stu (Sony)	2	2,705	3,325,000	-38	1,229	13,869,511
9	Morbius (Sony)	4	2,306	2,250,000	-52	976	69,178,104
10	Ambulance (Universal)	3	1,966	1,800,000	-56	916	19,199,045

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DICK WALSH'S Industry Update

2nd Quarter Preview

Second Quarter 2022 will Fight to Match 2019's AVENGERS ENDGAME



The 2nd quarter of 2022 will run from Friday April 8th through Thursday July 7th, including film weeks 14-26 of 2022. We will still compare current year results to those from 2019, since the first half of 2021 was still tangled in a mighty struggle with COVID, when only one half of U.S. theatres were open and operating. Here is our prediction for the upcoming quarter.

APRIL – As the 2nd quarter began, the industry got a pleasant surprise with the outstanding \$72M opening weekend for SONIC THE HEDGEHOG 2. This was 24% higher than results from the original SONIC, which opened in February 2020, five weeks before the pandemic set in. The following weekend brought a solid \$42M opening of FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE. With two weeks now in the books, the 2nd quarter of 2022 has produced 87% of the box office from the first two weeks of Q2 2019. This strong start will not hold up, since the releases on 4/22 and 4/29 will pale in comparison to AVENGERS ENDGAME, which opened on 4/26/2019 and earned \$357M in its first week and \$858M for its entire run in theatres.

MAY – This month will get off to a very good start with the May 6th opening of DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS. That brief spark will wither in the two weeks to follow, with FIRESTARTER on 5/13 and DOWNTOWN ABBEY and MEN on 5/20. Neither title will hold up well in comparison to 2019's POKEMON DETECTIVE PIKACHU (\$144M) and JOHN WICK: CHAPTER 3 - PARABELLUM (\$171M). May will conclude with the much-anticipated and long overdue TOP GUN: MAVERICK opening on 5/27. Despite the fact that MAVERICK is projected to be one of the biggest earners of the quarter, it will not rise to meet the results of ALADDIN, which grossed \$356M in its run which began on 5/24/19. We anticipate that May this year will earn only 50%-60% of the box office from May 2019.

JUNE – As of today, studios have offered no new wide releases for 6/3, in what should normally be a big summer weekend. However, the rest of June is loaded with goodies, including JURASSIC WORLD DOMINION on 6/10, LIGHTYEAR on 6/17 and MINIONS: THE RISE OF GRU on 7/1 to wrap up the last week of the quarter.



TOP 10 SECOND QUARTER TITLES - 2019 vs. 2021

2019				2022			
Title	Release	Actual Gross (\$)		Title	Release	Est. Gross (\$M)	
	Date	Q2	Total		Date	Q2	Total
1. Avengers: Endgame (DIS)	4/26	842	858	1. Doctor Strange in the Multiverse of Madness (WB)	5/6	300	300
2. Aladdin (DIS)	5/24	307	356	2. Jurassic World Dominion (UNI)	6/10	295	315
3. Toy Story 4 (DIS)	6/21	239	434	3. Lightyear (DIS)	6/17	200	240
4. John Wick: Chapter 3 - Parabellum (LGF)	5/17	161	171	4. Sonic the Hedgehog 2 (PAR)	4/8	170	165
5. Pokemon Detective Pikachu (WB)	5/10	143	144	5. Top Gun: Maverick (PAR)	5/27	165	165
6. Shazam! (WB)	4/5	140	140	6. Fantastic Beasts: The Secrets of Dumbledore (WB)	4/15	110	110
7. The Secret Life of Pets 2 (UNI)	6/7	131	159	7. Minions: The Rise of Gru (UNI)	7/1	70	190
8. Godzilla: King of the Monsters (WB)	5/31	107	111	8. The Bad Guys (UNI)	4/22	60	60
9. Rocketman (PAR)	5/31	84	96	9. Elvis (WB)	6/24	50	65
10. Captain Marvel (DIS)	3/8	73	427	10. Downton Abbey: A New Era (Focus)	5/20	45	45
		2,227	2,896			1,465	1,655

Source: Box Office Mojo

Source: Screendollars

CONCLUSION: Despite the first two weeks Q2 2022 coming in at 87% compared with the first two weeks of Q2 2019, the remainder of the quarter will struggle to keep pace, since 2019 witnessed AVENGERS ENDGAME, one of the biggest pictures of all time with its \$842M second quarter contribution and its \$858M total run. This single title may well account for the entire difference between the two years.

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Another contributing factor to this year coming up short is the fact that we are tracking only 21 wide release titles during Q2 2022, which is off 30% from the 30 wide release titles in Q2 2019. While quantity doesn't always result in a higher gross, more product brings more opportunities for exhibitors to thrive. Theatres are flush with seats and screens, and eager to offer more new films for their customers to enjoy. This year's decline by 30% in the number of significant new films, seems to be a lost opportunity to generate much-needed revenue.

We project that the second quarter of 2022 will wind up at 60% of the second quarter of 2019. With Q1 coming in at 58% of Q1 2019, the first half of 2022 will add up to 59% of the first half of 2019.

Weekend Review for 4/22 – 4/24

In somewhat of a surprise, the family animated feature THE BAD GUYS from Universal/Dreamworks won the weekend with a three-day gross of \$24M. Ticket sales were lifted by generally positive reviews, carrying Rotten Tomatoes scores of 85% from critics and 94% from audiences. Based on this success, it seems likely that plans for a sequel will begin to take shape, especially if these box office results hold up well over the next few weeks. The movie THE BAD GUYS is based on a very successful SCHOLASTIC BOOKS series of the same name.

Unfortunately for Warner Bros., THE BAD GUYS' success may have come at the expense of FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE. After last week's disappointing opening for the Harry Potter spin-off sequel, week two was only able to muster \$14M, representing a very steep drop of 67% and only good enough for a third place finish on the weekend charts. These disappointing ticket sales may seal the fate of the series, which has been very expensive to produce.

THE NORTHMAN from Focus Features finished in fourth place with a gross of \$12M. The R-rated Viking action adventure is set in 10th century Iceland, and couldn't be more different than the two titles above. It is a healthy sign for the industry a variety of movies with appeal different audiences are being released, and that audiences are turning up to support them all. Kudos to Comcast's studio tandem Universal and Focus for delivering two pictures that lived up to expectations on the same weekend.

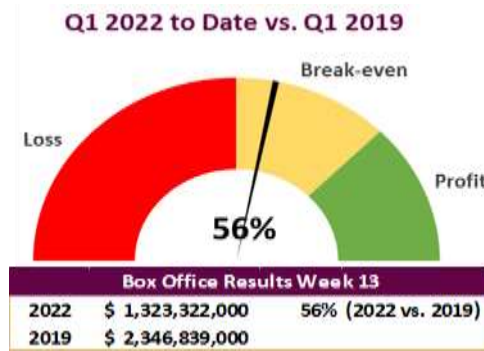
The news was not as good for the third wide opening film of the weekend - THE UNBEARABLE WEIGHT OF MASSIVE TALENT. It finished with a gross of \$7.1M, only good enough for fifth place. The film tells the story of Nicholas Cage accepting an offer of \$1M to attend the birthday party of a wealthy super-fan. Who could have guessed that a movie starring an actor who hasn't had a commercial hit in over a decade about a movie star who hasn't had a hit in over a decade wouldn't result in box office gold? The critics and audiences who saw the film seemed to like it. The problem is that the topic such a niche that the movie had a very limited chance for success.

This weekend will finish up at 89% of the results from the same weekend in 2019, continuing a three-week run with favorable comparisons to results from three years ago.

Where Are We as of 4/21

Based on momentum from last week's opening of FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE, the second quarter stands at 87% of the first two weeks of Q2 2019. The four-week run rate comes in at 66% of the same four weeks from in 2019, and the year-to-date comparison after fifteen weeks has climbed to 60%, up two points from last week. This strength will be tested soon when the effect from the late April 2019 release of AVENGERS ENDGAME drives down 2022 numbers by comparison.





Notable Industry News and Commentary... 4/18 – 4/24

[Netflix's Stumble Could Be a Warning Sign for Streaming Industry](#) (New York Times)

In a dramatic turn, Netflix's market value plunged by over 35% last week following a disastrous Q1 earnings report revealing a decrease of 200,000 in their number of subscribers, the first in over a decade for the world's largest streamer.

While insiders were preparing for a slowdown, nobody expected an actual drop in subscribers. Even more troubling is that Netflix is projecting an additional loss of two million subscribers in the second quarter. Wall Street reacted to the news with a massive selloff of the company's stock, which included substantial holdings from billionaire hedge fund investor William Ackerman. Only three months ago, Ackerman had scooped up three million shares, saying that he felt that Netflix was an "attractive evaluation" after its stock had dropped in the wake of a less-than-stellar Q4 report. After an even more dire Q1 result, Ackerman decided to liquidate his holdings, commenting that, "we have lost confidence in our ability to predict the company's future prospects."



Many are predicting that Netflix's current predicament is only the beginning for streamers, which had been flying high throughout the pandemic. This week, Disney, Warner Bros. Discovery and Paramount all saw significant declines in their share prices as well. We may be emerging into a new phase of the market where streamers will have to reckon with the trifecta of huge investments, lack of profits and intense competition.

Disney's next quarterly report is due on May 11th, and should provide some indication on the extent to which this struggle is unique to Netflix or applies to all the major streaming providers.

See also: [Netflix Stock Price Drops 35%, Posting Biggest Fall Since 2004](#) (Wall Street Journal)

[Theater Owners Chief on the Box Office Recovery, the \(Waning\) Relevance of the Oscars and a Jam-Packed Summer Slate](#) (Hollywood Reporter)

CinemaCon 2022 begins on Monday April 25th at Caesars Palace in Las Vegas. The world's largest conference for exhibitors comes at a crucial time for theatres, where attendance has not yet fully recovered to pre-pandemic levels. On the bright side, there is some optimism about the upcoming summer movie season, which kicks off on May 6th with Disney/Marvel's DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS.

NATO, the industry organization behind CinemaCon, is led by John Fithian, who has been a staunch advocate for exhibition throughout the pandemic. In a pre-conference interview with The Hollywood Reporter, Fithian commented on the waning cultural influence of the Oscars,



NATO President John Fithian

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unorthodox theatrical releasing patterns of streamers, and the pendulum swinging back in the direction of studios releasing more movies with theatrical exclusive runs, albeit shorter than the traditional 90-day windows that exhibitors had enjoyed in the past.

All of Fithian's points point to the importance for the industry and the public of the theatrical experience, a theme which will be featured this week at CinemaCon. This year's event is the first to be held during its traditional late spring dates since the onset of the pandemic. The 2020 conference was postponed at the last minute and then eventually cancelled as COVID wreaked havoc on the industry. CinemaCon 2021 was held in August, with attendance coming in at only 50% of typical levels.

[The Angelika Theater Tries a New Membership Program to Try to Compete With Streaming](#)

The Angelika, an influential chain of arthouse theatres, launched its "[Bring a Friend Back to the Movies](#)" program on Friday, April 22 at its New York City theatre. The exhibitor has partnered with Sony Picture Classics on the initiative, focused on the release of Roger Mitchell's THE DUKE. Each ticket sold for the movie will come with a second complementary ticket.



The Angelika Film Center in Dallas, TX

THE DUKE, which stars Jim Broadbent and Helen Mirren, is expected to appeal to an older audience, [a group that has been slow to return in numbers](#) to their local cinemas out lingering health concerns over the COVID pandemic. The "Buy One Get One" deal is intended to give potential moviegoers a reason to reconsider the fun of going to the movies. THE DUKE was released to select theatres in NY and LA on Friday April 22nd, with plans to expand to additional cities in the weeks to follow. The Angelika plans to offer its "Bring a Friend" promotion at all its other locations across the country.



MARTIN GROVE'S *Hollywood Report*

Wall Street Turns Netflix Off Pre-CinemaCon

Wall Street's attack on Netflix couldn't be timed better for exhibitors than right before CinemaCon.

As studios trumpet their upcoming tentpoles – like Tom Cruise in Paramount/Skydance's TOP GUN: MAVERICK (pictured), which will be screened in full & opens 5/27 – exhibs will breathe easier seeing the Street turn against streaming just as it did against exhibition during COVID's darkest days.



Analysts loved streaming because it was new technology with what they thought was a sky's-the-limit upside for investors. That was when most movie theatres were shut to "keep the public safe" – although airlines could still pack people in like sardines! The Street figured

with cinemas closed, people would get into the streaming habit and not want to return to theatres. But once the pandemic eased, people were eager to start seeing films the best way – in theatres with friends & hot buttered popcorn!

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Younger men were the first to come back, opening Sony/Marvel's SPIDER-MAN: NO WAY HOME to \$260M last December. Families & adults took longer to return, but they have. Now moviegoers have a strong summer of event films to see – starting with Disney/Marvel's DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS, opening 5/6 and already sizzling on tracking.

Meanwhile, Netflix just saw \$54B of its market capital wiped out because Wall Street has zero tolerance for being wrong.

Wall Street Heat Could Chill Netflix Oscar Game

By turning up the heat on Netflix, Wall Street's reshaping how the streamer moves forward, which could chill its expensive efforts to win Oscars.

For years, Netflix has attracted A-List filmmakers by dangling in front of them not just gold, but Oscar gold, too. By committing to give top filmmakers spare-no-expense production money & costly awards marketing, Netflix countered those bold face names' reluctance to make movies for viewing at home rather than in theatres.

With skilled in-house awards marketers and robust budgets to spend, Netflix has had many top Oscar contenders – like Alfonso Cuarón's ROMA (10 noms in 2019), Martin Scorsese's THE IRISHMAN (pictured - 10 noms in 2020), David Fincher's MANK (10 noms in 2021) & Jane Campion's THE POWER OF THE DOG (12 noms in 2022). They were all frontrunners, but none of them won best picture. Until this year – when Apple TV+ won for CODA – the media always explained that no streamer had ever won Oscar's top prize.

Looking ahead, Netflix will likely find a way to get back in the Street's good graces – perhaps by running ads, releasing some films for limited theatrical runs, streaming live sports, adding video games & squeezing the last dollar out of passwords. But its wildly expensive Oscar game now seems less important to its future.



Studio Release Calendar – 4/22 – 5/12

(Click on titles for more information)

4/29/22 (Week 17)

Prior Year Results

2021 Week 17 - Box Office: \$57,233,789; Openings: Mortal Kombat (\$23.2M FSS, \$42.3M Total); Demon Slayer the Movie: Mugen Train (\$21.2M FSS, \$49.5M Total)

Memory (Open Road)	R Action Thriller	113	Scope (2.35 { 1)	Wide (2,500+) \$3M-\$5M FSS \$12M-\$15M Total
Green Ghost and the Masters of the Stone (Gravitas Ventures)	PG-13 Action Comedy	95	Flat (1.85 : 1)	Moderate (100)
Firebird (Roadside Attractions)	Drama Romance	107	Flat (1.85 : 1)	Moderate
Fortress: Sniper's Eye (Lionsgate)	R Action Thriller	99	Scope (2.39 : 1)	Limited
Hatching (IFC Films)	NR Horror	87	Flat (1.85 : 1)	Limited
The Sound of Violet (Atlas Distribution)	PG-13 Drama Comedy Romance	107	4K Scope (2.39 : 1)	Limited
Fiddler's Journey to the Big Screen (Zeitgeist)	NR Documentary	88	Flat (1.85 : 1)	Limited
Hello, Bookstore (Greenwich Entertainment)	NR Documentary	86	Flat (1.85 : 1)	Limited
Vortex (Utopia)	NR Drama	135	Flat (1.85 : 1)	Limited
The Wobblies (Kino Lorber)	NR Documentary	89	Flat (1.85 : 1)	Limited
Anais in Love (Magnolia)	NR Comedy Drama Romance	98	Flat (1.85 : 1)	Limited
Black Site (Vertical Entertainment)	NR Action	91	Scope (2.39 : 1)	Limited/VOD
The Survivor (HBO)	NR Biography	129	Flat (1.85 : 1)	4/27 Limited/VOD
Taylor vs Serrano (Fathom Events)	NR Boxing	Live	TV, VOD, Theatrical	4/30 Event Cinema

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5/6/22 (Week 18)

Prior Year Results

2021 Week 18 - Box Office: \$24,285,985; Openings: N/A

Doctor Strange in the Multiverse of Madness (Disney/Marvel) Opening weekend projections are trending upward. Currently, estimates are between Captain Marvel at \$153M and Iron Man 3 at \$174M. In terms of total domestic gross, the current forecast of \$400 to \$500m would place the Doctor Strange sequel between sixth and tenth place, falling just short of the top five.	PG-13 Action Adventure Fantasy	126	Scope (2.39 : 1) IMAX, 2D, 3D SDR, Dolby Vision, Atmos, Motion, ICE, ScreenX, TheatreEars	Wide (4,000+) \$150M-\$170M FSS \$400M-\$500M Total
Around The World In 80 Days (Viva Kids)	PG Adventure	82	Scope (2.39 : 1)	Moderate (100)
Happening (IFC Films)	R Drama	120	Flat (1.85 : 1)	NY/LA
The Sanctity of Space (Greenwich Entertainment)	NR Documentary	100	Flat (1.85 : 1)	Limited
The Ravine (Cinedigm)	R Thriller	121	Flat (1.85 : 1)	Limited
Escape the Field (Lionsgate)	R Thriller	N/A	Flat (1.85 : 1)	Limited
The Shepherd (Saban Films)	R Drama	104	Flat (1.85 : 1)	Limited/ VOD
Lux Aeterna (Yellow Veil Pictures)	NR Drama Thriller	51	Flat (1.85 : 1)	5/13 NY/LA
In Front of Your Face (Cinema Guild)	NR Drama (Korea)	85	Flat (1.85 : 1)	Limited
Suicide for Beginners (Vertical Entertainment)	NR Black Comedy	94	Flat (1.85 : 1)	Limited
The Twin (RLJE Entertainment)	NR Horror (Finland)	109	Flat (1.85 : 1)	Limited/VOD
Ryoma! The Prince of Tennis (Iconic Events)	NR Documentary	100	Flat (1.85 : 1)	5/12 Event Cinema
Abba: The Movie (Trafalgar)	PG Music	105	Flat (1.85 : 1)	5/12 Event Cinema
UFC 274: Oliveira vs. Gaethje (Iconic Events)	NR Live Sports	300	Flat (1.85 : 1)	5/7 Cinema/VOD

5/13/22 (Week 19)

Prior Year Results

2021 Week 19 - Box Office: \$23,436,306; Openings: N/A

Firestarter (Universal) Reactions have been generally fair suggesting the day/date with Peacock is likely a wise decision. Regardless of opinion, Blumhouse will make a nice profit after all distribution channels have been leveraged.	R Horror	94	Scope (2.39 : 1)	Wide (2,500) d/d Peacock TV \$10M - \$12M FSS \$25M-\$30M total
Family Camp (Roadside Attractions)	PG Family Comedy	111	Flat (1.85 : 1)	Moderate (800+) \$500K-\$1M FSS \$2M-\$3M Total
On the Count of Three (UA Releasing)	R Comedy Drama	85	Flat (1.85 : 1)	Limited
The Innocents (IFC Films)	NR Drama Horror Thriller	117	Scope (2.39 : 1)	Limited
Jazz Fest: A New Orleans Story (Sony Pictures Classics)	PG-13 Documentary Music	94	Flat (1.85 : 1)	NY/LA
Montana Story (Bleecker Street)	R Drama	113	Scope (2.39 : 1)	Limited
Kamikaze Hearts (Kino Lorber)	NR Drama Reissue	77	Flat (1.85 : 1)	Limited
Shark Bait (Vertical Entertainment)	NR Thriller	85	Scope (2.39 : 1)	Limited
This Much I Know to Be True (Trafalgar)	NR Documentary Music	101	Flat (1.85 : 1)	Event Cinema
Twenty One Pilots: Cinema Experience (Trafalgar)	PG Music	86	Scope (2.35 : 1)	5/19, 5/22 Expand
Homebound (Brainstorm Media/DaDa Films)	NR Horror	71	Scope (2.35 : 1)	Limited/VOD
Tankhouse (Vertical Entertainment)	NR Comedy	94	Flat (1.85 : 1)	Limited/VOD
Pleasure (NEON)	NR Drama	108	Flat (1.85 : 1)	Limited
Jayeshbhai Jordaar (Yash Raj Films)	NR Comedy	121	Scope (2.39 : 1)	Limited
Mau (Greenwich Entertainment)	NR Documentary	77	Flat (1.85 : 1)	Limited

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5/20/22 (Week 20)

Prior Year Results

2021 Week 20 - Box Office: \$26,403,197; Openings: Spiral (\$8.8M FSS; \$23M Total); Those Who Wish Me Dead (\$2.8M FSS; \$7.4M Total); Openings: Spiral (\$8.8M FSS; \$23M Total); Those Who Wish Me Dead (\$2.8M FSS; \$7.4M Total)

Downton Abbey: A New Era (Focus Features) The sequel has all the elements of drama, excellent performances and lush cinematography fans enjoy. Business looks above average and a winner for Focus. Downton Abbey: 3,079 locations, \$31M FSS, \$96.9M domestic total.	PG Drama Romance	124	Scope (2.35 : 1)	Wide (3,500+) \$15M-\$20M FSS \$50M-\$60M+ Total
Men (A24)	R Horror Sci-Fi	TBA	Flat (1.85 : 1)	Wide (1,100-1,700) \$5M-\$7M FSS \$15M-\$20M Total
Digger (Strand Releasing)	Drama	101	Flat (1.85 : 1)	Limited
Hold Your Fire (IFC Films)	NR Documentary	93	Flat (1.85 : 1)	Limited/VOD
Exhibition On Screen Pissarro: Father Of Impressionism (Seventh Art)	NR Documentary	94	Flat (1.85 : 1)	Limited/VOD
Good Mourning (Open Road)	NR/Stoner Comedy	TBA	Flat (1.85 : 1)	Limited/VOD
Mondocane (Kino Lorber) AKA: Dogworld	NR Sci Fi Drama	110	Flat (1.85 : 1)	Limited

5/27/22 (Week 21)

Prior Year Results

2021 Week 21 - Box Office: \$19,494,261; Openings: N/A

Top Gun: Maverick (Paramount) TOP GUN (1986) opened at 1,028 locations and grossed \$8M (\$21M in 2022) and went on to gross \$180.3M domestic (\$437.8M in 2022). The latest trailer YT views this week: 16.5M views. Projections are early estimates based on filmgoer interest. The excellent marketing campaign is well under way and is expected to be even more prevalent in the coming weeks.	PG-13 Action Drama	131	Scope (2.39 : 1), IMAX 6-Track, Atmos, Dolby Surround, Auro 11.1, Dbox, 4DX, MX4D, ScreenX	Wide (4,200+) \$50M-\$60M \$250M-\$300M
The Bob's Burgers Movie (20th Century) Look for similar business to Ron's Gone Wrong (\$7.3M FSS, \$23M Total, 3650 locations, 10/22/21).	PG-13 Animation Adventure	102	Scope (2.39 : 1) 4K, TheatreEars	Wide (2,500+) \$8M-\$10M \$25M-\$30M
My Butt Hazza Fever (20th Century)	Short Subject	6	Scope (2.39 : 1)	(With Bob's Burgers)
A Taste of Whale (Greenwich Entertainment)	Documentary	85	Flat (1.85 : 1)	Limited/VOD
A Chiara (NEON)	R Narrative Drama	121	Flat (1.85 : 1)	Limited/VOD
There Are No Saints (Saban Films)	R Crime Thriller	105	Flat (1.85 : 1)	Limited/VOD
Rite of the Shaman (Purdie Distribution)	Drama	69	Flat (1.85 : 1)	Limited/VOD

Studio Release Changes

Title	Locations	New	Former
Lyle, Lyle Crocodile (Sony) The film is an adaptation of the children's story of the same name by Bernard Waber. Live action, Animation Musical Comedy.	Wide	10/7/22	NEW
Devotion (Sony) Based on the book of Devotion: An Epic Story of Heroism, Friendship, and Sacrifice by Adam Makos. A pair of U.S. Navy fighter pilots risk their lives during the Korean War and become some of the Navy's most celebrated wingmen.	Limited Expansion Wide	10/14/22 10/21/22 10/28/22	NEW
Spider-Man: Across the Spider Verse - Part 1 (Sony) Miles Morales embarks on an epic adventure that will transport Brooklyn's full-time, friendly neighborhood Spider-Man across the Multiverse to join forces with Gwen Stacy and a new team. Animation.	Wide/IMAX	6/2/23	10/7/22
Spider-Man Across the Spider Verse - Part 2 (Sony)	Wide/IMAX	3/29/24	NEW

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Madame Web (Sony) Madame Web first appeared in the pages of The Amazing Spider-Man #210 in 1980 from writer Denny O'Neil and artist John Romita Jr. The character is a blind psychic who became a major player in the world of Spider-Man due to her ties to "The Great Web," a multiversal construct that ties all "Spider" characters together across the multiverse.	Wide	7/7/23	NEW
The Equalizer 3 (Sony) Denzel Washington reprises his role of McCall from the first two films in the franchise. Loosely based on the '80s TV show starring Edward Woodward, The Equalizer was released in 2014, which sees Washington's McCall cutting a violent path through the Russian mafia to protect a teenage prostitute, Teri (Chloe Grace Moretz).	Wide/IMAX	9/1/23	NEW
The Man from Toronto (Sony) <i>Acquired by Netflix</i>	N/A	REMOVED	8/12/22
Dungeons and Dragons: Honor Among Thieves (Paramount) Dungeons & Dragons is a fantasy tabletop role-playing game created by Gary Gygax and Dave Arneson, which was first published by Tactical Studies Rules, Inc. in 1974, and has been distributed by Hasbro subsidiary Wizards of the Coast since 1997. Synopsis unavailable.	Wide	3/3/23	NEW
Foxhole (Samuel Goldwyn) Three Americans are caught in three different conflicts: the Civil War, World War I, and Iraq. War Drama.	Limited	5/13/22	NEW
Jayeshbhai Jordaar (Yash Raj) Ranveer Singh as the titular character is "jordaar" but his journey of self-discovery and the road to siding with what is right is very long and a bumpy one at that. Comedy Drama. Hindi.	Moderate	5/13/22	NEW
A Chiara (NEON) A 15-year-old girl doggedly searches for the truth behind her adored father's sudden abandonment in Calabria. 2021 Italian-language drama.	Limited	5/27/22	NEW
Crimes of the Future (NEON) A deep dive into the not-so-distant future in which humankind is learning to adapt to its synthetic surroundings. David Cronenberg film has the same title as his 1970 film, but is different and not a remake. Horror.	Limited	6/3/22	TBA
Call Jane (Roadside Attractions) A housewife is overjoyed with the news of her pregnancy -- until she learns it poses a threat to her own life. She has nowhere to turn until she meets an underground group of women who risk everything to provide people like her with a choice. Comedy Drama.	Limited	10/14/22	Cancelled
The Menu (Searchlight) A young couple travel to a remote island to eat at an exclusive restaurant where the chef has prepared a lavish menu, with some shocking surprises. Dark Comedy Horror.	Limited	11/18/22	NEW
Brian and Charles (Focus Features) Brian is a lonely and unlucky inventor who takes on his most ambitious project yet -- an artificial intelligence robot made from odds and ends, including an old washing machine. Comedy.	Limited	6/17/22	NEW
Summering (Bleecker Street) Four best friends on the brink of starting middle school realize their lives are about to change forever. On the last weekend of summer, they set out to make the most of it. Coming-of-Age Drama.	Limited	8/12/22	7/15/22
Distant (Big World Pictures) Mahmut is a relatively successful commercial photographer who has been struggling to come to terms with the growing gap between his artistic ideals and his professional obligations. 2002 Drama. (Turkey)	Re-Release Limited	5/20/22	NEW
Beba (NEON) A young NYC born and bred Afro-Latina stares down historical, societal, and generational trauma with unflinching courage. Documentary.	Limited	6/24/22	NEW
Dreaming Walls: Inside the Chelsea Hotel (Magnolia Pictures) The Chelsea Hotel, an icon of 1960s counterculture, was a haven for famous artists and intellectuals including Patti Smith, Janis Joplin and the superstars of Warhol's Factory. However, the building's lengthy renovation into a luxury hotel, which has spanned more than 10 years, has been a source of ongoing frustration for its tenants. Documentary.	Limited	7/8/22	NEW
Bitterbrush (Magnolia Pictures) In the remote and rugged mountains of the American West, two young women contemplate the future as they work alone herding cattle. Documentary.	Limited	6/24/22	NEW
Horizon (Warner Bros./New Line) chronicles a multi-faceted, 15-year span of pre- and post-Civil War expansion and settlement of the American West. Experienced through the eyes of many, the epic journey is fraught with peril and intrigue from the constant onslaught of natural elements to the interactions with the Indigenous peoples who lived on the land and the determination and at many times ruthlessness of those who sought to settle it. Western Drama. Kevin Costner (Open Range, Dances With Wolves).	Wide	Currently in planning stages for production	NEW
Good Mourning (Open Road) London Clash, a movie star whose world is turned upside down when he must choose between pursuing his one true love and landing a life-changing, starring role in a major motion picture. Comedy.	Limited/VOD	5/20/22	NEW

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Gabby Gifford Won't Give Up (Independent) AKA: Gabby Gifford Won't Back Down Arizona Congresswoman Gabby Giffords' gradual recovery after a 2011 shooting is at the center of this new documentary from 'RBG' directors Julie Cohen and Betsy West. Documentary.	Moderate	7/15/22	NEW
Three Thousand Years of Longing (UA Releasing) A scholar, content with life, encounters a Djinn who offers her three wishes in exchange for his freedom. Their conversation leads to consequences neither would have expected. Drama.	TBD	8/31/22	NEW
Shark Bait (Vertical Entertainment) A group of spring breakers are enjoying the trip of a lifetime on the sandy beaches of Mexico. As the sun rises after a night of partying, they steal a couple of jet skis and race out to sea. Bravado and bad decisions lead to a terrifying accident. Stranded miles from shore, the true horror begins when the group realizes they've drifted into shark-infested waters. With no way back and one friend badly bleeding, they must quickly figure out how to survive the predator lurking in the waters below. Thriller.	5/13/22	Limited	NEW
Tankhouse (Vertical Entertainment) Exiled from the New York avant-garde theatre scene by their long-time acting guru Buford Slezinger, thespians Tucker Charlemagne and Sandrene St. Jean venture back to Sandrene's hometown of Fargo, North Dakota to start a new theatre company revolution and win a residency at the historic Fargo Theatre. But upon arrival, they discover there already exists a theater company headed up by Sandrene's ruthless former drama teacher. Up for a fight, the couple transform an abandoned moonshine distillery into their dream, the "Tankhouse Theater." The competition for the coveted residency is brutal but Tucker and Sandrene will stop at nothing to win. Comedy.	5/13/22	Limited	NEW
Vendetta (Vertical Entertainment) After his teenage daughter is killed during a random gang initiation, ex-Marine William Duncan (Clive Standen) is left devastated and vengeful when her killer is acquitted and set free. Taking matters into his own hands, he exacts revenge on the gang member, unknowingly sparking a war with the man's violent brother (Theo Rossi) and father (Bruce Willis). When the two retaliate by then killing his wife and putting William into a coma, he awakens a new man; a man set on revenge with nothing left to lose. Rehabilitated and armed, William begins hunting down members of the gang responsible. Action Thriller.	5/13/22	Limited	NEW

MPA Ratings		
Title	Rating	Reason
Bros (Universal)	R	Strong sexual content, language throughout and some drug use
Call Sign Romeo (CSR Productions LLC)	PG-13	Some thematic elements and language
Firebird (Roadside Attractions)	R	Language and some sexual content
Ghoster (Grindstone Entertainment)	PG	Peril and thematic elements
Jerry and Marge Go Large (Paramount)	PG-13	Some language and suggestive references
Mr. Malcolm's List (Bleecker Street)	PG	Some smoking and mild language
Official Competition (IFC Films)	R	Language and some nudity
Three Thousand Years of Longing (MGM)	R	Some sexual content, graphic nudity and brief violence
Vendetta (Vertical Entertainment)	R	Violence, language throughout and some sexual material/nudity



SCREENING ROOM

*[Click to play](#) our **POPCORN PREVIEWS**
BOXOFFICE BUZZ look at Universal &
 DreamWorks Animation's **THE BAD GUYS**, where
 a group of animal outlaws is out to pull off their
 most challenging con ever -- pretending to be
 model citizens.*



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This week's episode of the [BOXOFFICE AUTOPSY](#)

Notable Trailers



[Thor: Love and Thunder](#)

Disney/Marvel
7/8/22 - Wide
Official Trailer



[Crimes of the Future](#)

NEON
6/3/22 - Limited
Teaser Trailer, poster



[Benediction](#)

Roadside Attractions
6/3/22 - Limited
Official Trailer, poster



[Foxhole](#)

Samuel Goldwyn
5/13/22 - Limited/VOD
Official Trailer, poster



[Petite Maman](#)

NEON Rated
4/22/22 - Limited
Official Trailer, poster



[Montana Story](#)

Bleecker Street
5/13/22 - Limited
Official Trailer, poster



[Lightyear](#)

Disney
6/17/22 - Wide
New Trailer, poster



[Dungeons & Dragons: Honor Among Thieves](#)

Paramount
3/3/23 - Wide
Teaser, title treatment

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INDUSTRY OBSERVATIONS AND TITLE INSIGHTS

Industry Observations:

Year to Date Statistics (Since January 1, 2022)

- The average ticket price being made available to the public for a *new film on opening weekend* is \$12.42.
- The average ticket price of a SOLD ticket to the public for a *new film on opening weekend* is \$13.24.
- 4.3% of all seats are still blocked (mainly fueled by Canada).
- Prime Time - 6PM to 9PM - represents 44% of all tickets sold on opening weekend.
- Premium Formats represent 20% of all *tickets* sold on opening weekend.

Title Insights:

- THE BAD GUYS will pull in over 2.1M patrons
- THE NORTHMAN near 940k
- THE UNBEARABLE WEIGHT OF MASSIVE TALENT will see approximately 580k moviegoers.
 - Over the entire weekend, THE BAD GUYS benefited from the lowest general admission price made available to the public - \$11.32 compared to THE NORTHMAN at \$12.17 and MASSIVE TALENT at \$11.47.
 - Additionally, exhibition programmed 45% more seats for THE BAD GUYS compared to THE NORTHMAN and over 50% more seats compared to MASSIVE TALENT.

Courtesy of [EntTelligence](#), a Market Intelligence firm that uses proprietary technology, machine learning and movie-goer analytics which includes on-site ticket price verification to create its metrics and insights.

Awareness & Interest Levels

Rank	Awareness	Interest
1	Jurassic World: Dominion (Universal)	Jurassic World: Dominion (Universal)
2	Avatar 2 (20th Century)	Black Panther: Wakanda Forever (Disney)
3	Doctor Strange in the Multiverse of Madness (Disney/Marvel)	Doctor Strange in the Multiverse of Madness (Disney/Marvel)
4	Top Gun: Maverick (Paramount)	John Wick Chapter 4 (Lionsgate)
5	John Wick Chapter 4 (Lionsgate)	Thor: Love and Thunder (Disney)
6	Lightyear (Disney)	Avatar 2 (20th Century)
7	Black Panther: Wakanda Forever (Disney)	Lightyear (Disney)
8	Minions: The Rise of Gru (Universal)	Aquaman and the Lost Kingdom (Warner Bros.)
9	Thor: Love and Thunder (Disney)	Top Gun: Maverick (Paramount)
10	Hocus Pocus 2 (Disney+)	Hocus Pocus 2 (Disney+)
11	Halloween Ends (Universal)	Minions: The Rise of Gru (Universal)
12	The Bad Guys (Universal)	Black Adam (Warner Bros.)
13	Puss In Boots: The Last Wish (Universal)	Bullet Train (Sony)
14	Aquaman and the Lost Kingdom (Warner Bros.)	Halloween Ends (Universal)
15	DC League Of Super Pets (Warner Bros.)	The Black Phone (Universal)

TOP GUN: MAVERICK continues its climb up the charts. This week it enters the top 5 on the awareness chart thanks to a 3-point gain.

Source: The Quorum/Screendollars, as of 4/23/22

The data represented is the result of periodic polling of 500-1000 randomly selected individuals. Rankings in the Awareness column indicate individuals saying that they were aware of a movie. Rankings in the Interest column indicate individuals saying they were interested in the movie. This information changes every 48 hours as movies become better known and marketed for national release. Latest changes reflect polled individuals' opinions.

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