



Issue No. 267



Weekend Box Office Results... 4/28 – 4/30

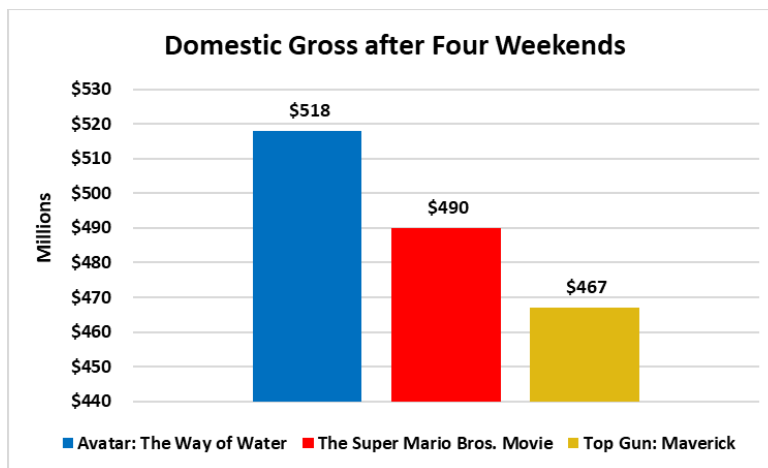
Courtesy of [Comscore](https://www.comscore.com)

Rank	Title	Week	Theatres	Wknd \$	% Change	\$ Avg/ Theatre	Total \$
1	The Super Mario Bros. Movie (Universal)	4	4,204	40,000,000	-33	9,515	490,015,825
2	Evil Dead Rise (Warner Bros.)	2	3,417	12,200,000	-50	3,570	44,416,195
3	Are You There, God? It's Me, Margaret (Lionsgate)	1	3,343	6,800,000	-	2,034	6,800,000
4	John Wick: Chapter 4 (Lionsgate)	6	2,481	5,000,000	-14	2,015	176,155,296
5	Star Wars: Episode VI – Return of the Jedi (Re: 1997) (Disney)	1	475	4,694,000	-	9,882	4,715,655
6	Dungeons & Dragons: Honor Among Thieves (Paramount)	5	2,709	4,100,000	-25	1,513	88,160,387
7	Air (Amazon/MGM)	4	2,402	4,001,313	-27	1,666	47,627,751
8	PS-2 / Ponniyin Selvan Part 2 (FDN)	1	600	3,645,459	-	6,076	3,645,459
9	Guy Ritchie's The Covenant (Amazon/MGM)	2	2,631	3,615,081	-43	1,374	12,294,044
10	Sisu (Lionsgate)	1	1,006	3,250,000	-	3,231	3,250,000

WEEKEND REVIEW FOR 4/28 - 4/30

Universal's THE SUPER MARIO BROS. MOVIE fought off its competition to maintain top spot at the box office for the fourth consecutive week, earning \$40M this weekend and \$490M overall since its April 5th opening. Among SUPER MARIO's many box office accomplishments, it ranks 19th among all domestic movie releases in history and 2nd among animated movies, trailing only Pixar's INCREDIBLES 2 which earned \$609M following its opening on June 5, 2018. SUPER MARIO has also become the 2nd highest grossing picture in Universal's 111-year history, surpassed only by JURASSIC WORLD which earned \$652M in its run beginning on June 10, 2015.

Over the past 12 months, exhibitors have enjoyed three top-tier blockbusters. On Memorial Day weekend last year, Tom Cruise's TOP GUN: MAVERICK broke through the sound barrier to earn a total domestic gross of \$719M. For the holidays, James Cameron's AVATAR: THE WAY OF WATER presented its gift to the industry, with a domestic gross of \$684M. This chart shows how Nintendo's video game superhero stacks up against these two box office giants after its first four weekends.



In full disclosure, SUPER MARIO's four-week numbers include two additional days because it opened on a Wednesday. Regardless, the plumber has earned his way to success in a non-holiday, non-summertime period when blockbusters are not expected. This weekend will be the last one when SUPER MARIO remains #1, giving way to GUARDIANS OF THE GALAXY VOLUME 3 which opens next Friday.

Warner Bros.' EVIL DEAD RISE finished in second place with a gross of \$12.2M, a drop of 50% from last weekend's opening. After ten days EVIL DEAD RISE has earned an impressive \$44.4M and appears to be following a similar path to the earlier EVIL DEAD from 2013, the top box office performer among the five movies in the series. EVIL DEAD earned \$41.5M in its first 10 days in 2013, had a second weekend drop of 63% and wound up with \$54.2M. We expect EVIL DEAD RISE to wind up with a domestic total in the mid-\$60M range.

Lionsgate's ARE YOU THERE GOD? IT'S ME MARGARET opened in third place with a \$6.8M weekend total. For over fifty years, Judy Blume's young adult novel has resonated with readers based on telling a relatable story with amusing insights as it looks at life's fundamental questions as seen

through the eyes of 11-year-old Margaret. The cast features Abby Ryder Fortson as Margret and Rachael McAdams as her mother with Kathy Bates playing her grandmother. The story appeals mostly to a female audience, both young and old, and has been well-received by both critics and audiences with Rotten Tomatoes scores of 99% and 96% respectively. Even though it opened slightly below industry expectations, a modest budget of \$30M will help this film reach profitability as positive word-of-mouth spreads within a demographic group that is not known to rush out on opening weekend to see an interesting new release.

JOHN WICK: CHAPTER 4 took fourth place by adding \$5M to its box office total, a drop of only 14% from last weekend. America's big-screen assassin refuses to retire, and through six weekends it has now earned a franchise-best \$176M domestic and \$377M worldwide.

Fifth place went to an all-time classic with the Twentieth Century Studios release of the 40th anniversary of STAR WARS VI: RETURN OF THE JEDI. The 2023 re-release of this classic earned \$4.8M at 475 theatres. The original opened on May 25, 1983 and was the third film in the initial trilogy of IV, V and VI that launched George Lucas' ground-breaking Sci-Fi epic. Episode VI introduced fans to Jabba the Hut, the

lovable Ewoks, and one of the most memorable scenes in cinematic history when Darth Vader made the ultimate sacrifice to save his son Luke...and the galaxy.

Sony's opening of BIG GEORGE FOREMAN finished out of the top ten with an anemic \$3.0M. The film follows the remarkable life of the American boxing legend, as his personal and financial struggles force him to return to the ring where he becomes at 45 the oldest heavyweight

champion of all time. The movie was going for broad appeal, as it combines the sports theme with Foreman's religious journey as a preacher and his entrepreneurship. But the critics aren't buying it, landing a brutal 44% rating on Rotten Tomatoes. On the other hand, moviegoers seem to love it, with a 97% audience score. Still, the movie still has a long way to go to rise up to match its \$38M production cost.



The total for all movies playing in theatres this weekend was \$98.2M, compared to \$68.5M in the same weekend in 2022. Last year's top movie was weekend #2 of Universal and DreamWorks' THE BAD GUYS, which earned \$16.2M. In 2019, this weekend saw the record-breaking opening of AVENGERS: ENDGAME which ended the three days with an amazing \$357M. On next week's "WHERE ARE WE" comparison chart, the current year will take a nose dive when compared to 2019, because of the AVENGERS effect.

Where Are We as of 4/27

The strong third weekend showing of THE SUPER MARIO BROS. MOVIE boosted the 2023 box office to a new high compared to prior years. After 16 weeks, 2023 has grossed 138% of the amount earned by this time in 2022, and 86% of the same period from 2019.

2023 VS. 2022	2023 VS. 2019
YEAR TO DATE – 16 WEEKS – 2023: \$2,461,534,000 2022: \$1,778,428,000 138%	YEAR TO DATE – 16 WEEKS – 2023: \$2,461,534,000 2019: \$2,850,880,000 86%

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cinema suite, empowering
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[CinemaCon 2023: 'The Flash' Screens, Hollywood Disses Streaming](#) (Los Angeles Times)

This year's CinemaCon, the world's largest annual convention for motion picture exhibitors, was a week-long celebration of theatrical releasing. Studios expressed their gratitude and support for cinemas while unveiling slates of upcoming movies. This year, the mood was markedly different than at the last two CinemaCons, which were wracked with anxiety over a perceived lack of commitment to cinemas by studios, while many were trumpeting an "all-in" streaming strategy.

The major studios previewed their upcoming 2023 slate, with A-list stars and filmmakers appearing in person to promote films such as BARBIE, DUNE 2 and FAST X. Vin Diesel deviated from his pre-planned statements to give thanks "from his heart" to theatre owners for having supported his movies over the years. Warner Bros. CEO David Zaslav made a rare appearance to deliver an unalloyed endorsement of theatrical releasing, saying that he believes in "full windowing of the motion pictures. We do not want to do direct-to-streaming movies. We're in no rush to bring the movie to Max."

Disney previewed its upcoming Pixar release ELEMENTAL, the 26th animated feature in the famous studio's history.

[Disney Guts the Team That Built Disney+ Into Streaming Leader](#) (Bloomberg)



While exhibitors were celebrating the renaissance of moviegoing, the mood was much gloomier in other corners of the media landscape, where Disney's mass layoffs were the top story. This cost-reduction lived up to its billing as a "bloodbath", with cuts coming from almost every division at Disney.



It will enjoy a traditional, theatrical release and rollout beginning on June 16th. Warner Bros. offered a full screening of THE FLASH, which was warmly received by industry attendees. So much so that some were comparing it to last year's CinemaCon screening of TOP GUN: MAVERICK, which added to the buzz that was building in the lead up to its wildly successful 2022 theatrical campaign.

See also: [David Zaslav Reassures Theater Owners: 'We're in No Rush to Bring the Movie to Max'](#) (Variety)

The impact to Disney's streaming division was particularly strong, where three leading executives were let go in the wake of gigantic losses, including a \$1.47 billion deficit in Q3 2022. Bloomberg's Lucas Shaw offered the fascinating observation that only one of the first seven Disney execs to speak on stage during the Disney+ investor event in December 2020 is still employed at the company."

Elsewhere, Amazon also announced that it was laying off 100 workers from its film and studio division. While Amazon has been trimming staff throughout the company over the past year, the film and studio division had been spared up to this point, as the company continued its focus on building up its entertainment business. However, after its \$8.45 billion MGM acquisition and with a potential writers' strike around the corner, Amazon Studios will now trim back on approximately 7.5% of its staff.

See also: [Amazon Studios and Prime Video layoffs have begun, with about 100 staffers cut as CEO Andy Jassy looks for cost savings across the board](#) (Business Insider)

Hollywood, Both Frantic and Calm, Braces for Writers' Strike (New York Times)

It appears that the Writers Guild of America (WGA) will call its members to strike beginning Monday, creating a big problem for the industry. Since guild members voted two weeks ago to approve a strike if necessary, no discernable progress has been by the WGA in their negotiations with studios.

The writers are lobbying for an overall increase in wages and a change to the "per-episode" pay structure of their existing agreement. Series that appear on streaming platforms tend to have fewer episodes per season compared to traditional series that are broadcast on television. Studios are claiming that they do not have the resources to increase compensation for the writers, in light of their massive losses from their now questionable investments in streaming.

Exhibitors are unlikely to feel the effect of a strike initially, since a writer's contribution to a movie come at the



beginning of a long production cycle. However, the directors are also considering a strike in support of the writers, which could derail movies that are currently in production. The concern is that widespread work stoppages could create a bottleneck in production that would have similar effects to the shutdowns of the COVID-19 pandemic.

Studio Release Calendar (4/28 - 5/25)

5/5/23 (Week 18)

Prior Year Results

2022 Week 18 Box Office: \$223,045,786

Guardians of the Galaxy, Vol. 3 (Disney/Marvel) GUARDIANS OF THE GALAXY (2014 \$773M), VOLUME 2 (2017 \$864M). This is the 32nd film in the Marvel Cinematic universe as part of the Phase Five of the MCU. Positive early reviews.	PG-13 Action Adventure Comedy	149	Digital, Scope 2.39, 3D SDR, IMAX 2D/3D, Dolby Vision 2D/3D, Atmos, Motion, Screen X, TheaterEars, ICE	Wide (4,500) \$130M-\$140M Open \$375M-\$400M Total
Love Again (Sony) English-language remake of the 2016 German film SMS für Dich, itself based on a novel by Sofie Cramer, Celine Dion portrays a fictionalized version of herself in her first film role.	PG-13 Romance Comedy Drama	105	Digital, Flat, 5.1	Wide (3,000) \$4M-\$6M Open \$10M-\$15M Total
Roll with It (Fathom Events) <i>Inspirational</i>	NR Comedy	105	Digital, Flat, 5.1	5/11-13 Special Event
Chile '76 (Kino Lorber) <i>Spanish w/ English subtitles</i>	NR Suspense Thriller	95	Digital, Flat, 5.1	Limited, 7/11 Stream
Ponyo: 15th Anniversary (Fathom Events/GKids)	G Anime	120	Digital, Flat, 5.1	5/7, 5/8, 5/10 Event Cinema
UFC 288: Sterling vs. Cejudo (Iconic Events)	Special Engagement	180	TV/Theatrical	5/6 Live Event
A Father's Heart (Fathom Events)	Special Engagement	91	Digital, Flat, 5.1	5/1 Select
One Ranger (Lionsgate Home Ent.)	NR Action	95	Flat, 16.9 (TV)	Limited/Stream
What's Love Got to Do with It? (Shout! Factory)	PG-13 Romance Comedy	108	Digital, Flat, 5.1	Moderate (500)

Anxious Nation (Area 23)	NR Documentary	101	Digital, Flat, 5.1	Limited/Stream
Unrest (KimStim)	NR Drama	93	Digital, Flat, 5.1	Limited
Chile 76 (Kino Lorber) <i>Spanish w/ English subtitles</i>	NR Drama	122	Digital, Flat, 5.1	Limited
Queens of the Qing Dynasty (Factory 25) <i>Languages: English, Mandarin, Russian</i>	NR Drama	122	Digital, Scope, 5.1	Limited
Devilreux (Lionsgate Home Entertainment)	R Horror	90	Flat, 16.9 (TV)	5/8 Limited/Stream
Double Life (Paramount)	PG-13 Crime Thriller	90	Digital, Flat, 5.1	Limited 5/19 Stream
Slava Ukraini (Cohen Media Group)	NR Documentary	94	Digital, Flat, 5.1	5/3 Limited

5/12/23 (Week 19)

Prior Year Results

2022 Week 19 Box Office: \$94,383,194

Book Club: The Next Chapter (Focus Features) BOOK CLUB: \$13.6M Open, \$69M total, 5/18/18 at 3,169 locations. Young to older female interest.	PG-13 Comedy	107	Digital, Flat, 5.1	Wide (3,000) \$7M-\$9M Open \$30M-\$35M+ Total
Hypnotic (Emick/Ketchup Entertainment) Written and directed by Robert Rodriguez. The film blends elements of sci-fi with film noir.	R Sci Fi Sci Fi Action Thriller	92	Digital, Scope, 5.1/7.1, Atmos	Wide (2,000) \$3M-\$5M Open \$10M-\$15M Total
Knights of the Zodiac (Sony) Based on a Toei animation project later produced as a live action production, adapted for screen by Masami Kurumada's popular manga of same.	PG-13 Live Action Fantasy	113	Digital, Flat, 5.1, DTS-X, Atmos, 4K	Wide (1,000+) \$1.5M-\$3M Open \$5M-\$6M total
Rally Road Racers (Viva Kids) Recently released The Amazing Maurice at 1,546 locations, \$1.4M opening for a one week run.	PG Family Adventure Animation	99	Digital, Flat, 5.1	Wide (1,500+) \$1M-\$2M Open
Fool's Paradise (Roadside Attractions)	NA Comedy Satire	97	Digital, Flat, 5.1	Moderate
The Way (Fathom Events)	NR Inspirational	133	Digital, Flat, 5.1	5/16 Special Event
The Starling Girl (Bleecker Street) 94% RT	R Faith Drama	118	Digital, Flat, 5.1	Limited
Eric Clapton Across 24 Nights (Iconic Events)	NR Special Event	115	DCP (hard drive and KDM delivery by DCU)	5/17, 5/21 Encore
Monica (IFC)	R Drama	106	Digital, Flat, 5.1	Limited
LAX 2 Paris (Carl Jackson Ent.)	NR Drama		Digital, Flat, 5.1	Limited
Blackberry (IFC)	R Comedy	119	Digital, Flat, 5.1	Limited
It Ain't Over (Sony Pictures Classics)	PG Documentary	99	Digital, Flat, 5.1	NY/LA
Machine Gun Kelly Mainstream Sellout Live From Cleveland (Trafalgar Releasing)	Live Concert	130	Digital, Flat, 5.1	5/13 Special Event
Ponyo (GKids/Fathom Events) 15th Anniv.	G Anime	111	Digital, Flat, 5.1	5/7-9 Special Event
Patterns of Evidence: Journey to Mount Sinai II (Fathom Events)	Documentary	150	Digital, Flat, 5.1	5/15, 5/17 Special Event
L'Immensita (Music Box Films)	NR Drama	97	Digital, Scope 2.39, 5.1	NY/LA

5/19/23 (Week 20)

Prior Year Results

2022 Week 19 Box Office: \$77,689,344

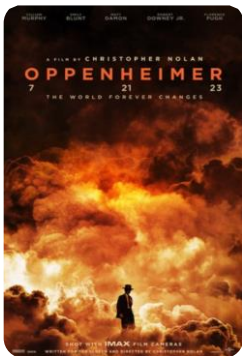
Fast X (Universal) One of the most successful franchises in recent years reportedly comes to an end. The estimated budget is \$340M, the seventh most expensive film ever made.	PG-13 Action Thriller	141	Digital, Scope 2.39, 5.1/7.1 IMAX, Atmos, Dolby Vision, Screen X, CGS, DBox, MX4	Wide (4,500) \$80M-\$100M Open \$200M-\$250M Total
Across 24 Nights (Iconic Events)	NR Live Concert	115	Digital, Flat, 5.1	Event Cinema
Roger Waters-This Is Not A Drill (Trafalgar)	NR Live Concert	165	Digital, Flat, 5.1	5/25 - Event Cinema
Master Gardener (Magnolia)	R Thriller	107	Digital, Flat, 5.1	Limited

Black Lotus (Vertical Ent.)	NR Action	93	Digital, Scope, 5.1	Limited
Moon Garden (Oscilloscope)	NR Horror	93	Digital, Flat, 5.1	Limited
Sanctuary (NEON)	R Drama	97	Digital, Scope, 5.1	Limited
Stay Awake (Marvista Ent.)	NR Drama	94	Digital, Flat, 5.1	Limited
White Building (KimStim) <i>Bodeng sar (2021)</i>	NR Drama	90	Digital, Flat, 5.1	Limited
The Cow Who Sang A Song Into The Future (Kino Lorber) <i>Spanish W/ English subtitles</i>	NR Fantasy Mystery	93	Digital, Flat, 5.1	Limited
5/26/23 (Week 21)				
Prior Year Results				
2022 Week 21 Box Office: \$224,277,837				
The Little Mermaid (Disney)	PG Live Action	135	Digital, Scope 2.39:1 IMAX, 5.1/7.1 3D SDR, Dolby Vision, Atmos, Motion, TheatreEars	5/24 Wide (4,500) \$120M-\$140M \$360M-\$420M Total
About My Father (Lionsgate)	Comedy	84	Digital, Scope, 5.1	Wide (TBD) \$5M-\$7M Open \$20M-\$25M Total
Kandahar (Briarcliff/Open Road)	Action Thriller	120	Digital, Scope, 5.1	Wide (3,000) \$5M-\$7M Open \$12M-\$15M Total
The Machine (Sony)	R Action Comedy	112	Digital, Scope, 5.1	Wide (2,500-3,000)
You Hurt My Feelings (A24)	R Drama	93	Digital, Flat, 5.1	Wide (TBD)
The Black Demon (Avenue)	R Horror	100	Digital, Flat, 5.1	Limited
Close To Vermeer (Kino Lorber)	NR Documentary	78	Digital, Flat, 5.1	Limited
The Cow Who Sang A Song Into The Future (Kino Lorber) <i>Spanish w/ English subtitles</i>	NR Drama	93	Digital, Flat, SR	Limited
Shin Kamen Rider (Fathom events)	NR Anime	121	Digital, Flat, 5.1	5/31 Special Event

Release Changes

MPA Ratings Updates

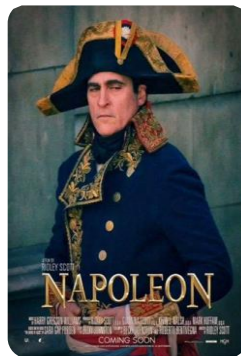
The Screening Room



Oppenheimer
Universal
7/21/23 - Wide



The Last Voyage of the Demeter
Universal
8/11/23 -Wide



Napoleon
Sony
11/22/23 -Wide



Wish
Disney
11/22/23 - Wide



The Hunger Games: The Ballad of Songbirds & Snakes
Lionsgate
11/17/23 -Wide

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Nicolas Bouchard, Exhibitor Relations · Dick Walsh, Box Office Expert



The Flash
Warner Bros.
6/16/23 - Wide



The Little Mermaid
Disney
5/26/23 - Wide



Spider-Man: Across the Spider-Verse
Sony
6/2/23 - Wide



Joy Ride
Lionsgate
7/7/23 - Wide
Red Band Trailer

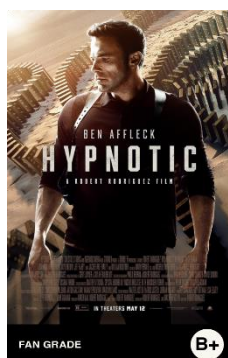
Ticket to Ride | Episode 23



In episode 23 of the Ticket to Ride podcast, Paul & Mike are live from the CinemaCon's Tuesday Night Poolside Party to breakdown the first couple of days of a statement convention where the studios are bringing the goods. They are joined by a couple of surprise guests including CinemaCon Managing Director Mitch Neuhauser.

Movie Poster Grades

TheQuorum



Hypnotic
Ketchup Entertainment
5/12/23



Kandahar
Open Road
5/26/23



No Hard Feelings
Sony
6/23/23



White Bird
Lionsgate
8/18/23



The Boogeyman
Columbia
9/1/23

Each week, The Quorum polls the general public to find out what people think of the latest movie posters. Each respondent is asked to grade each poster from A+ ("Makes me want to see the movie") to F ("Doesn't make me want to see the movie").

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GUARDIANS OF THE GALAXY: VOL. 3

VERDICT: James Gunn bids farewell to the MCU with a whimper, not a bang.

Alonso Duralde, April 28, 2023

Chronic fatigue has set in. The dispiriting *Guardians of the Galaxy, Volume 3* — writer-director James Gunn's last Marvel/Disney project before blasting off to Warner Bros. — trades the goofy for the grim in a third-chapter grab for deeper relevance and meaning, but it's a big misstep. The skillfully executed tonal shifts in the Tom Holland–starring *Spider-Man* movies demonstrate that this sort of thing can be done, but this time around the Guardians have lost their collective punch.

The film opens in Knowhere, a dingy set that resembles a *Blade Runner* slum grafted onto an outdoor tourist-trap shopping mall. Reintroducing the ensemble, the action finds team leader Peter Quill (Chris Pratt) in mid-mope, stewing in drunken self-pity after losing girlfriend Gamora (Zoe Saldana) in the course of *Avengers: Infinity War*.

[Full Review](#)

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