



Issue No. 228



## Weekend Box Office Results... 7/8 – 7/10

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

| Rank | Title                                                       | Week | Theatres | Wknd \$     | % Change | \$ Avg/Theatre | Total \$    |
|------|-------------------------------------------------------------|------|----------|-------------|----------|----------------|-------------|
| 1    | Thor: Love and Thunder (Disney/Marvel)                      | 1    | 4,375    | 143,000,000 | -        | 32,686         | 143,000,000 |
| 2    | Minions: The Rise of Gru (Universal)                        | 2    | 4,427    | 45,550,000  | -57      | 10,289         | 210,078,580 |
| 3    | Top Gun: Maverick (Paramount)                               | 7    | 3,513    | 15,500,000  | -40      | 4,412          | 597,406,113 |
| 4    | Elvis (Warner Bros.)                                        | 3    | 3,714    | 11,000,000  | -40      | 2,962          | 91,122,702  |
| 5    | Jurassic World: Dominion (Universal)                        | 5    | 3,251    | 8,410,000   | -49      | 2,587          | 350,325,830 |
| 6    | The Black Phone (Universal)                                 | 3    | 2,559    | 7,660,000   | -37      | 2,993          | 62,312,410  |
| 7    | Lightyear (Disney)                                          | 4    | 2,090    | 2,900,000   | -55      | 1,388          | 112,322,200 |
| 8    | Marcel the Shell with Shoes On (A24)                        | 3    | 48       | 340,000     | 30       | 7,083          | 963,416     |
| 9    | Doctor Strange in the Multiverse of Madness (Disney/Marvel) | 10   | 140      | 262,000     | -37      | 1,871          | 411,062,441 |
| 10   | Mr. Malcolm's List (Bleecker Street)                        | 2    | 1,057    | 245,416     | -70      | 232            | 1,638,709   |

## Thor: Love and Thunder preview comparisons

|                          | Release Date | Previews     | Weekend       | Multiplier |
|--------------------------|--------------|--------------|---------------|------------|
| Thor: Love and Thunder   | 7/8/2022     | \$29,000,000 |               |            |
| Jurassic World: Dominion | 6/10/2022    | \$18,000,000 | \$145,075,625 | 8.06       |
| Top Gun: Maverick        | 5/27/2022    | \$19,300,000 | \$126,707,459 | 6.57       |
| Doctor Strange 2         | 5/6/2022     | \$36,000,000 | \$187,420,998 | 5.21       |
| The Batman               | 3/1/2022     | \$21,600,000 | \$134,008,624 | 6.20       |
| Spider-Man: No Way Home  | 12/17/2021   | \$50,000,000 | \$260,138,569 | 5.20       |
| Black Widow              | 7/9/2021     | \$13,200,000 | \$80,366,312  | 6.09       |

Source: [The Numbers](#)

## Industry Observations and Title Insights



### TITLE INSIGHTS – THOR: LOVE AND THUNDER

- The Marvel film is estimated to pull in over 10M moviegoers this weekend representing 57% of all patrons. (MINIONS: THE RISE OF GRU representing 22% of moviegoers).
- THOR is the 5<sup>th</sup> film since the pandemic to pull in over 10M patrons in its first three days of release. Others include - SPIDER-MAN: NO WAY HOME, DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS, THE BATMAN, JURASSIC WORLD: DOMINION. (TOP GUN: MAVERICK did so if including the expanded Memorial Day weekend).
- 97% of all consumers watching a film in a Premium Format saw THOR.
- So far, the Average General Admission Price made available to the consumer as observed by EntTelligence has been \$13.29.
- Opening Day Audience Demographics (Determined by Passive Audience Observation from 245 theaters across 32 circuits in over 1200 auditoriums)
  - Male at 57% / Female 43%
  - Non-Family 65% / Family Groups 25% / Teen Groups 10%
  - Caucasian 60% / African American 16% / Hispanic 14% / Asian 6% / Other 4%
- On Saturday, dayparts were spread out as such:
  - Pre 2PM – 24.4%
  - 2PM to 5PM – 23.1%
  - 5PM to 8PM – 28.1%
  - Post 8PM – 24.4%

### MARKETING INSIGHTS

- AVATAR: THE WAY OF WATER leads the pack with respect to marketing reach being the most programmed trailer on the new Marvel Film.

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## Weekend Review for 7/8 – 7/10



THOR: LOVE AND THUNDER hammered its way to the top of North American box offices. By taking in \$143M, it easily outpaced the competition. LOVE AND THUNDER is the fourth film in the THOR series, and each new entry has grossed higher than the prior release, which is not at all a sure bet for franchise films.

Speaking of second weekends, MINIONS: THE RISE OF GRU suffered an uncharacteristic sharp drop from last week's record-breaking opening. It took in \$45.6M this weekend, which was a rather steep decline of 57%. This can be attributed in part to this week's massive opening for THOR, which also appealed to family audiences. It might also be exacerbated by an unusually large turnout last weekend during the Fourth of July holiday weekend. In fact, GRU's week two decline may not be due to any fundamental flaw in the film itself, and we are predicting that it will stabilize in the weeks to come and enjoy a long and profitable run throughout the rest of the summer.

TOP GUN: MAVERICK had another fine performance by finishing third with \$15.5M in its seventh weekend, a drop of only 40%. MAVERICK's total domestic gross stands at

The original THOR opened in North America on 5/2/2011 and grossed \$66M for its opening weekend and went on to a total run of \$181M. Two years later, THOR: THE DARK WORLD opened on 11/8/2013, with \$86M on its opening weekend and \$206M overall. In 2017, THOR: RAGNAROK opened to \$123M and produced a total run of \$315M.

There was some concern that the box office for this year's THOR would be held back by its relatively low 67% critics score on Rotten Tomatoes. Never fear, audiences gave it an 82% rating, and turned out in record numbers. THOR: LOVE AND THUNDER's \$143M opening was 16% higher than that of THOR: RAGNOROK 5 years ago, and the total run now appears headed for \$350M, assuming that it can hold up acceptably in its second and subsequent weekends.

\$597M, which places it as the 12th top-grossing film of all time.

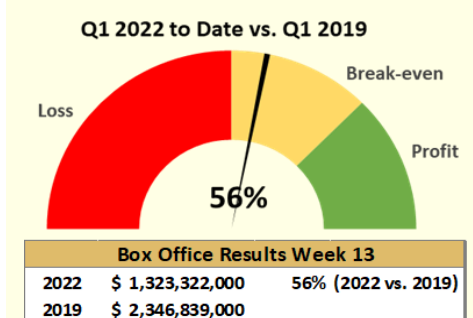
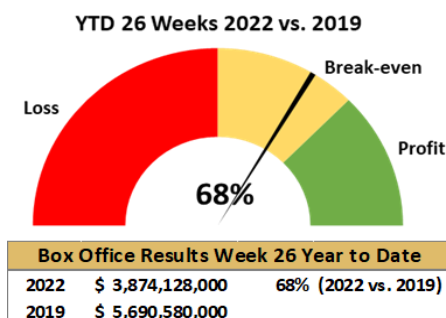
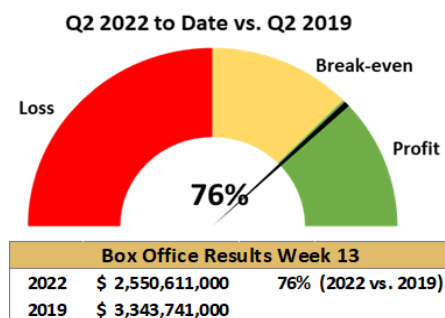
ELVIS finished in fourth place, generating \$11M and dropping 40% from last weekend. Its total gross after 17-days is \$91M, putting it on pace to finish its total theatrical run with at least \$100M.

Our favorite indie title of the summer is MARCEL THE SHELL WITH SHOES ON, which distributor A24 is managing expertly with an incremental, platform release strategy. This weekend, MARCEL played at 48 locations and took in \$340K, for a per-theatre average of \$7,083 which placed it at 8th out of all pictures in release.

All in all, the weekend finished at a very strong 121% of the same weekend in 2019.

## Where Are We as of 7/7

With last week's strong entry of MINIONS: THE RISE OF GRU, exhibitors finished out the quarter strong, generating 92% of the box office from the same week in 2019. The second quarter of 2022 wrapped up at 75% of Q2 from 2019. The year-to-date grosses after 26 weeks are 68% of 2019 numbers.





## WHEN HARRY MET SALLY Premieres in L.A. on 7/13/1989

When WHEN HARRY MET SALLY, arguably Hollywood's best romantic comedy ever, premiered in L.A. July 13, 1989, rom-coms were very popular, unlike today when they've turned into streaming content.

SALLY had everything going for it, including the right title. Rob Reiner, who directed & co-produced, had made THIS IS SPINAL TAP. The screenplay was by Nora Ephron, who wrote HEARTBURN. And it had the perfect cast with Billy Crystal, Meg Ryan, Carrie Fisher & Bruno Kirby -- plus Reiner's mother, Estelle, in a bit part that made the movie memorable.

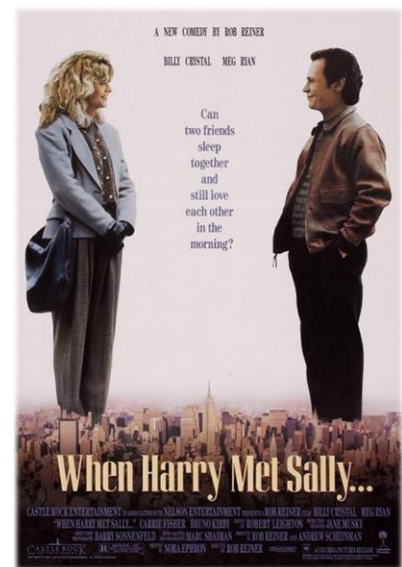
The Columbia/Castle Rock Entertainment film, which cost \$16M, grossed a then impressive \$93M. Ephron, who'd spent five years writing it, was happy with the movie, but didn't like its title. What to call it had been a question mark from the start. Reiner, Ephron & co-producer Andrew Scheinman came up with such possibilities as: "Harry, This Is Sally" "Boy Meets Girl," "Just Friends," "It Had To Be You," "Playing Melancholy Baby," "Words of Love," "Blue Moon" & "How They Met."

With any of those titles, the results might have been different. Many actors were considered for the roles that, fortunately, went to Crystal & Ryan. Tom Hanks reportedly passed on playing Harry because the movie seemed too lightweight. Bill Murray, Jeff Bridges, Michael Keaton & Harrison Ford were other could-be's for Harry.

As for Sally, Reiner's first choice was Susan Dey from TV's THE PARTRIDGE FAMILY. When she passed, he approached Elizabeth Perkins & Elizabeth McGovern as well as Molly Ringwald, who was too busy then, but wound up playing Sally in a 2004 stage adaptation at London's Theatre Royal Haymarket.

Ryan as Sally is depicted in the movie as being very fussy ordering in restaurants, which Ephron modeled after herself. Long after SALLY had opened, Ephron was ordering very precisely on a plane when the frustrated stewardess asked, "Have you ever seen the movie WHEN HARRY MET SALLY?"

33 years later, SALLY's still remembered for one brief scene in New York's Katz's Deli where Crystal & Ryan are lunching



WHEN HARRY MET SALLY (1989)



[Click to Play](#) AFI's conversation with Nora Ephron, Rob Reiner and Billy Crystal on the genesis of the "Fake Orgasm" scene in Katz's Deli

and talking about whether women can fake orgasms. Ryan proceeds to prove they can, attracting attention from everyone, including an elderly lady, played by Estelle Reiner, ordering at the next table, who says, "I'll have what she's having."

The line originated as a suggestion by Crystal, according to Ephron, who credits Ryan for suggesting it be done as a restaurant scene with her actually acting out the orgasm. Katz's still has a plaque on that table, which reads, "Where Harry met Sally...hope you have what she had!"

*"Every woman on the planet has faked an orgasm, which was a shock to Harry and, believe it or not, it was a shock to Rob Reiner when I told him!" – Nora Ephron*

## [Why 'Minions: The Rise of Gru' Thrived at the Box Office While 'Lightyear' Failed](#) (Variety)

Last week was a winner for exhibitors, as MINIONS: THE RISE OF GRU had the highest grossing 4<sup>th</sup> of July weekend in box office history. This result allayed concerns over the potential in the post-pandemic market for family films, fueled by the disappointing performance for Pixar's LIGHTYEAR.

Pixar's first theatrical release since the pandemic was only able to generate \$51M in its opening weekend, followed by a decline of over 60% in its second weekend. At the time, some analysts concluded that some families were still hesitant to return to theatres. However, MINIONS's success disproved that theory, and suggests that LIGHTYEAR's problems might be more specific to the film, and perhaps a downturn at Disney in general.



Looking back, success with families was apparent with titles such as Paramount's SONIC THE HEDGEHOG 2 and Sony's GHOSTBUSTERS: AFTERLIFE. Universal has had a particularly strong slate of animated winners, from SING 2 to THE BAD GUYS and now MINIONS 2. GRU held up strong in its second week, including a surprise buzz with teenage and GEN-X moviegoers, some of whom are attending screenings to participate in the [#GentleMinions TikTok trend](#).

Disney has lost ground in the theatrical market for animated features, in part due to its decision to release its new animated features exclusively on Disney+ during the pandemic.

## [China Box Office Shrinks 38 Percent in First Half of 2022, North America Regains Top Spot](#) (Hollywood Reporter)

After leading the global box office in both 2020 and 2021, China has given back its crown to the U.S. in 2022. After the first six months of 2022, North American grosses are at \$3.7B while the Chinese market has dropped back to second place with \$2.6B, a 38% drop from the same six-month period last year.

Many factors have combined to produce this change, with the top two global markets headed in different directions. As vaccines rolled out in the U.S., the public became much less concerned over the potential health risks of going to the movies. Studios returned to their tradition of opening major new films in theatres exclusively. Now the North American box office in 2022 has grown to more than 300% of the figures earned at this point last year.

By contrast, China is still mired in waves of theatre closures, impacting some of the country's largest markets such as Shanghai and Shenzhen. The Chinese government points to its "Zero COVID" policy having saved many lives, especially during COVID's early waves in 2020 and 2021, but in 2022 it is killing the local box office.



**THE BATTLE OF LAKE CHANGJIN II (2022), a patriotic war epic celebrating a victory by China over the U.S. during a key battle in the Korean War.**

Another factor in Hollywood's resurgence this year has been interest from global audiences in American movies. While a Chinese blockbuster can do very well at home, in a country with more people and movie theatre screens than anywhere else in the world, interest in Chinese films has not yet translated abroad. An obvious illustration is [THE BATTLE AT LAKE CHANGJIN II](#), which has a higher gross in China than TOP GUN: MAVERICK does in the U.S. However, TOP GUN 2 has outperformed CHANGJIN II globally by a wide margin, earning more than \$550M outside the U.S. compared to CHANGJIN's \$1M outside China.

### [No further European roll-out for HBO Max](#) (TVB Europe)

Warner Bros. Discovery announced that it has pressed pause on plans to introduce HBO Max into additional European markets, halting upcoming rollouts in Greece, Iceland, the Baltics, and Turkey. During the company's recent earnings call, CEO David Zaslav stated, "We will not launch any new markets for the time being. We will not sort of chase aggressively behind subscriber growth as long as we are working on this priority one, which is getting [Warner Bros and Discovery] products together."

HBO Max is currently available in 61 countries across the Americas and Europe. The combined Discovery+ and HBO Max and linear HBO services are estimated to have more than 100M subscribers worldwide, making it the fourth largest global streaming service after Netflix, Amazon Prime and Disney+.



See also: [Who Is Winning the Streaming Wars? Subscribers by the Numbers](#) (IndieWire)

### [Marcus Theatres Nudges Patrons Toward Indie Films With Loyalty Program: "We Can't Live Off Just Blockbusters"](#) (Deadline)

Marcus Theatres is rolling out a new subscription program for its loyalty members, including admission to a selection of new small and mid-sized films. The basic tier of the new [MovieFlex program](#) costs \$9.99 per month, and provides customers with a ticket to one movie per month – "Any movie, any time!" A premium tier called MovieFlex+ costs \$14.99 per month and expands access to also include unlimited admissions to movies included in the special selection. Both programs also offer discounts on concessions and other perks.

Marcus is working with its studio partners to define which films can be included in the select movies list. In some cases, major studio releases may be included in the "select" list after playing through their initial weeks. MovieFlex+ subscribers also have access to "Flex Up", buying a ticket for \$5 to premium new releases which are not (yet) included on the select movies list.

Marcus' Chairman and CEO Greg Marcus told Deadline, "We want to be a very open book and share what's happening with the studios, and get their feedback. There's work to do on companion tickets, and families. And once we get through that, to figure out what the demand is. We want this to be a win-win-win for everyone."



Marcus Theatres is the country's fourth largest cinema chain, operating more than 90 theatres in 17 U.S. states with over 1,100 screens. The MovieFlex+ program is not yet available in all of Marcus' markets.

See also: [AMC Has a New Way to Bring People Back...Not a Superhero Movie](#) (TheStreet)

## GOWER STREET'S Box Office Outlook

### The Big Screen Bites Back! June Ends H1 2022 on High with Domestic, International Box Office Touching Pre-Pandemic Performance

Grossing like it's 2019? Almost! Box office for the International market (excluding China) ended June only marginally below pre-pandemic levels. It was only -\$43 million (or -3%) short of the average of the last three pre-pandemic years (2017 -2019), with a total of \$1.5 billion. That is by far the lowest monthly deficit of the pandemic and clearly stands



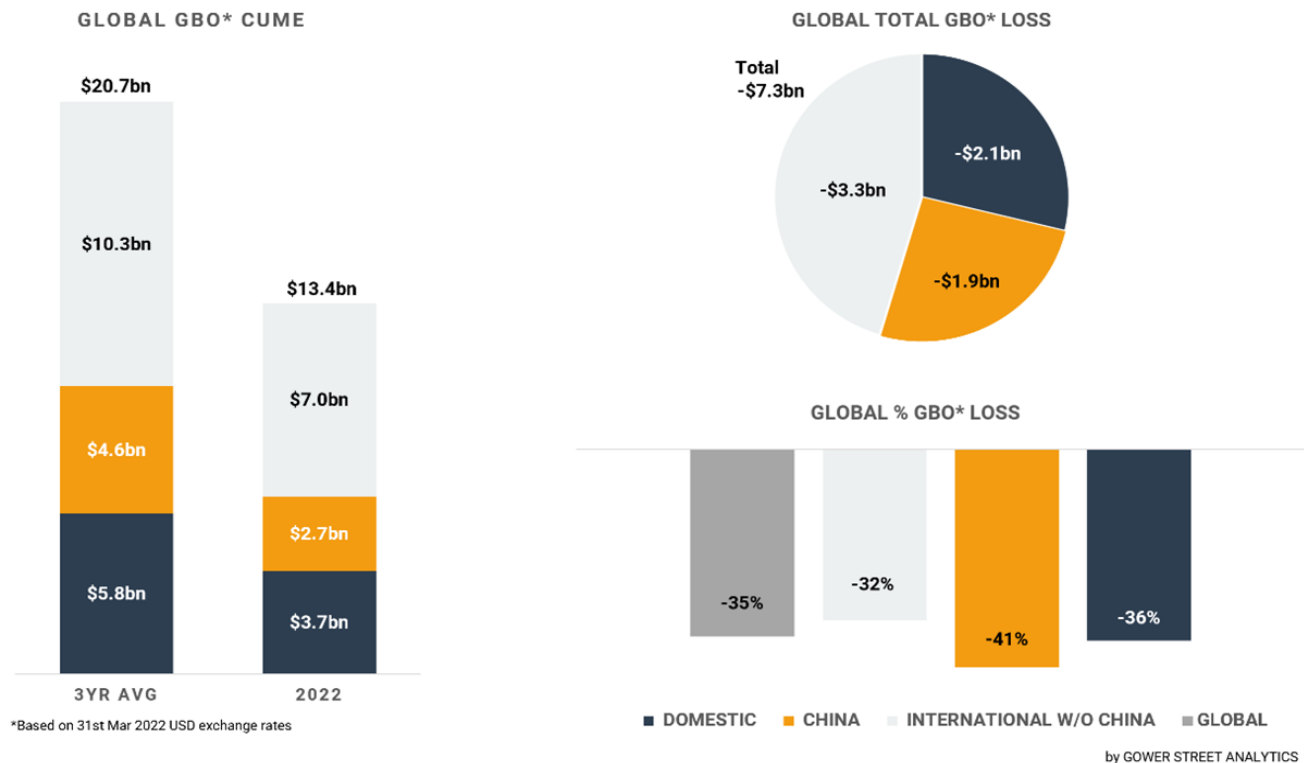
ahead of a -15% deficit in May and a -22% deficit in December 2021 - the months showing the second and third lowest deficits against the pre-pandemic average.

To put things in perspective June is also, historically, the second weakest month of the year internationally, but this recovery to near pre-pandemic levels across the International market (and surpassing the pre-pandemic average in a number of major markets) is, perhaps, the most positive sign of the potential for theatrical business to regain pre-pandemic normalcy yet.

This June box office was substantially growing for the fourth consecutive month. As a box office total, it was the second highest grossing single-month since January 2020. December 2021 (\$1.59bn) remains the top grossing pandemic-era month, while May 2022 comes in third (\$1.38bn).

The Domestic market even topped that, recording the highest grossing month since December 2019 with \$975 million in June! Just a glimpse away from grossing a billion and a pandemic-era best. Still, that remains -14% down against the three-year average. In contrast to the International market (excluding China), June is historically the third highest grossing month of the year in Domestic.

These terrific results end the first half of 2022 on a high. The total global box office added \$2.8 billion in June bringing the total up to an estimated \$13.4 billion after six months of the year. This is over \$5 billion ahead of the same stage in 2021, but approximately \$7.3 billion (-35%) behind the average of the last three pre-pandemic years (2017-2019). At the end of June, 2022 has already surpassed (+14%) the 2020 full-year total (\$11.8bn) and is nearly at two thirds (63%) of last year's \$21.3 billion full-year result.



On this month's Global Box Office Tracker (GBOT, above), the stacked bar graph on the left shows total box office levels split out by the three key global markets: Domestic, China and International (excluding China). The pie chart indicates the current deficit compared to the average of the past three pre-pandemic years (2017-2019) and where those losses are currently coming from. The bar graph on the bottom right displays the percentage drops globally.

As in May the major drivers of the fabulous June results were two global blockbusters. One, unchanged from May, was TOP GUN: MAVERICK which generated impressive holdover numbers. The other was June opener JURASSIC WORLD: DOMINION. The pair of titles contributed over two thirds of the Domestic (70%) and a bit more than half of the International (54%) June total.

JURASSIC WORLD: DOMINION delivered a box office of approximately \$782 million within the month. It's already the fourth highest grossing US title since STAR WARS: THE RISE OF SKYWALKER (\$1.07bn) in December 2019, only behind SPIDER-MAN: NO WAY HOME (\$1.9bn), TOP GUN: MAVERICK (\$1.1bn) and DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS (\$953m). The Domestic market easily ranked #1 globally on the title with \$316 million, representing 32% of the market's total within the month. That result was followed by China's \$122 million (44% local market share), Mexico with \$41 million (52% MS), UK/Ireland with \$36 million (27% MS), South Korea with \$23 million (18% MS), and Australia with \$21 million (23% MS).

TOP GUN: MAVERICK added \$706 million in June to reach an astonishing come of \$1.05 billion at the end of the month. As previously mentioned, that makes it the second highest grossing US title since December 2019. This is the first time a Tom Cruise title has achieved \$1 billion and the first time a Paramount title has done so without China and Russia (TRANSFORMERS franchise sequels DARK OF THE MOON and AGE OF EXTINCTION are Paramount's previous \$1bn global grossers). Domestic was the highest grossing territory for TOP GUN as well, at #1 in the month with \$362 million (current total \$571m), representing a 37% market share. That terrific performance is followed by UK/Ireland with \$55 million (42% MS, CT \$86m), Japan with \$48 million (35% MS, CT \$60m), Australia with \$36 million (40% MS, CT \$53m), France with \$22 million (27% MS, CT \$38 million) and Germany with \$17 million (29% MS, CT \$26m).

Beside those two crowning titles a few more supported the growth in June. LIGHTYEAR claimed \$170 million within the month. That was disappointing for the first Pixar film to receive a global theatrical release in over two years, but still a substantial contribution to the global total. Domestic delivered \$99 million followed by Mexico with \$15 million and UK/Ireland with \$9m.

Baz Luhrmann's first movie in nearly a decade, ELVIS opened in June as well with a monthly total of \$78 million. Domestic again led with \$48 million in June. The next two stand out territories were UK/Ireland with \$9 million and Australia with \$8 million. Lastly, DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS added another \$66 million to it's now \$952 million total, evenly split between the Domestic and the International markets.

The Asia Pacific (APAC) region continued its phenomenal results from May in June. It performed 6% above the

three-year average and recorded the highest grossing single-month since December 2019, beating the former high of the prior month. That reduced the deficit against the pre-pandemic three-year average in 2022 significantly to -31%, down from -38% at the end of last month and -47% when finishing the first quarter! For the first time in 13 months APAC delivered the highest box office among the three International regions.

Four markets in the APAC region stood out as performing on or beyond pre-pandemic levels. Australia was leading the group being 21% above the three-year average in June. Followed by New Zealand's 15%, Japan's 12% and South Korea with 4%. These were all pandemic best results, with the exception of Japan which had the best number since November 2020 when local phenomenon DEMON SLAYER: MUGEN TRAIN catapulted the country to exceptional box office spheres.

The Europe, Middle East and Africa (EMEA) region's box office also showed the lowest percentage drop against the three-year average during the pandemic at just -6%. That reduces the deficit for the first half year to -33%, coming from -41% at the end of the first quarter.

As in the APAC region multiple EMEA major markets were performing around or beyond pre-pandemic levels. UK/Ireland's June total was an impressive 17% higher than the monthly three-year average, the Netherlands came in 12% above. France was on par (-0.08%) and Germany just slightly below with -1.5%. France and the Netherlands achieved pandemic best numbers of that metric. Germany and the UK/Ireland were 2nd best in June after the NO TIME TO DIE-inflated October of 2021.

The Latin America region remained on a high level in June without significant growth compared to the prior month. The region was down -15% on the average of the three pre-pandemic years. That was slightly better than the -16% from May and behind the outlandish +30% from December 2021. That cuts the deficit for the first half year to -34%, down from -44% at the end of the first quarter.

China finally found some traction in June to gross \$302 million. Nearly tripling the result from the prior month (+169%). That is also just -7% behind June last year and the best result since the Chinese New Year month of February (\$1.6bn). However, it's still at the lower end of the pandemic monthly totals and -49% behind the three-year average for June. That further increased the deficit for the running year to -41% after being at -18% at the end of the first quarter!



On the June 12 weekend in China, the number of cinemas open by market share topped 80% for the first time in 3 months! That helped to allow the first movie to cross \$100 million in a single month since February with JURASSIC WORLD: DOMINION. Its \$122 million in June is more than the whole market's last two months totals (April \$89m, May \$112m). The JURASSIC WORLD sequel is also the highest grossing US title in China since F9 (\$215m) in May 2021, though it'll end well below the two previous instalments in China, which did \$230 million in 2015 and \$265 million in 2018.

Beside JURASSIC WORLD local drama LIGHTING UP THE STARS also contributed to the month's growth. It delivered \$74 million within June of a current \$135 million total. That is by far the highest grossing local title since Chinese New Year.

The recovery of the global box office continues to widen and stabilize on pandemic best levels. In June, of the 30 territories tracked in our global State of The Market

report 29 reached at least once the basic Stage 3 target (a week equivalent to the lowest grossing week in 2018-2019), or higher, on Gower Street's Blueprint To Recovery for a full play-week. The only one that didn't was Russia, which still lacks new blockbuster product due to their aggression-caused US studio boycott. Furthermore 25 of the 30 tracked territories crossed Stage 3 as a minimum in all four play-weeks in June! Even among the five that didn't, Spain and Ecuador got above the basic level in three and China plus Ecuador in two play-weeks.

The accelerating trend of a significant recovery should persist for a fourth straight month in July. MINIONS: THE RISE OF GRU already got off to a very strong start last weekend and THOR: LOVE AND THUNDER arrives this week. NOPE and DC LEAGUE OF SUPERPETS will follow in the coming weeks. A more challenging phase can be expected from August, when the frequency of strong blockbuster product is getting lower again for a while.

## MARTIN GROVE'S Hollywood Report

### Directing Race Already SRO

Oscar's directing race allows for just 5 nominees, and it's already standing room only.

Four high profile filmmakers, whose movies are all potential best picture contenders, look like they could land noms:

\* Steven Spielberg for his semi-autobiographical drama THE FABELMANS (Universal/Amblin) with Michelle Williams & Seth Rogen. Among Spielberg's many Oscar & DGA noms: WEST SIDE STORY in 2022; LINCOLN in 2013; & SAVING PRIVATE RYAN (a DGA win) in 1999.

\* Martin Scorsese for his historical crime drama KILLERS OF THE FLOWER MOON (Paramount/Apple TV+) with Leonardo Di Caprio & Robert De Niro. Scorsese's many Oscar & DGA noms include: THE IRISHMAN in 2020; THE WOLF OF WALL STREET in 2014; & in 2007 a double win for THE DEPARTED.

\* Sam Mendes for his romantic drama EMPIRE OF LIGHT (Searchlight Pictures) with Colin Firth & Olivia Colman. In 2020, Mendes was Oscar nominated for 1917 & won the DGA. His first film, the Oscar best picture winner

AMERICAN BEAUTY, brought him the directing Oscar & DGA in 2000.

\* Damien Chazelle (pictured) for his drama about moviemaking, BABYLON (Paramount) with Margot Robbie, Brad Pitt & Tobey Maguire. Chazelle won the Oscar & DGA in 2017 for LA LA LAND.



## Global Directors Could Resonate With Oscar

Although 4 Oscar winning directors are already possibilities for 2023, they all face one problem.

It no longer helps to be white males or U.S. natives -- as Spielberg, Scorsese & the half-French Chazelle are. Mendes, who's English, has a slight advantage. What now may resonate well with Oscar's far-flung voters are female directors, female driven storylines & men with international profiles like:

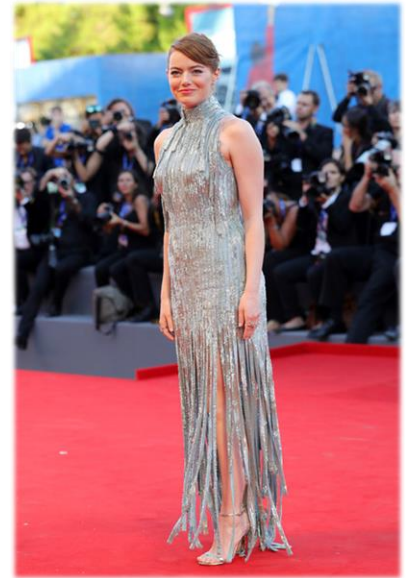
\* Maria Schrader, a native of Germany, for her drama *SHE SAID* (Universal/Annapurna/Plan B) with Carey Mulligan & Zoe Kazan. It's based on Megan Twohey & Jodi Kantor's bestseller about the Harvey Weinstein sex assault scandal, which they broke in the NY Times.

\* Sarah Polley for her drama *WOMEN TALKING* (UAR/Orion/Plan B), with Frances McDormand, about an isolated religious colony where women are suffering sexual assaults. Polley, a native of Canada, adapted WT from Miriam Toews's novel.

\* Luca Guadagnino for his drama *BONES AND ALL* (MGM/UAR) about a young black woman (Taylor Russell) surviving on society's margins. Guadagnino, a native of

Italy, directed & co-produced *CALL ME BY YOUR NAME*, a best picture Oscar nominee, starring Timothée Chalamet, in 2018.

\* Yorgos Lanthimos for his romantic sci-fi drama *POOR THINGS* (Searchlight Pictures) about a young woman (Emma Stone - pictured) who's brought back to life by an eccentric scientist. Lanthimos, a native of Greece, has had 3 Oscar noms -- in 2019 for directing *THE FAVOURITE* & for co-producing that best picture nominee; and in 2017 for his original screenplay *THE LOBSTER*.



*Click to play our [BOXOFFICE AUTOPSY](#) podcast looking at the opening of *THOR: LOVE AND THUNDER*. Screendollars host Martin Grove puts our *OSCAR OUTLOOK* spotlight on the already over-crowded best directing race.*



## Studio Release Calendar (6/24 – 7/22)

### 7/15/22 (Week 28)

#### Prior Year Results

2021 Week 28 - Box Office: \$119,192,377; Openings: Black Widow (\$80.4M FSS; \$183.7M Total)

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|                                                                                                                                                                                                                                                                                                                                                                                                                                              |                              |     |                           |                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-----|---------------------------|-----------------------------------------------------------|
| <b>Where the Crawdads Sing (Sony)</b> <b>UPDATE</b><br>Based on a 2018 novel by American author Delia Owens, the captivating mystery had sold 12 million copies by 2020, making it one of the best-selling books of all time. With a budget of just over \$40 million, The story's strong female appeal should fall in the range of most Nicholas Sparks films.                                                                              | Drama Mystery Thriller       | 125 | Digital, Scope, 5.1 Sound | Wide (3,500+) \$15M-\$20M FSS \$40M-\$50M Total           |
| <b>Paws of Fury: The Legend of Hank (Paramount)</b> <b>UPDATE</b><br>Originally titled Blazing Samurai, Legend arrives two weeks after Illumination's massive Minions: The Rise of Gru and two weeks before DC League of Super-Pets. Thor's highly successful opening will continue in its second week further diluting general audiences.                                                                                                   | PG   Animation               | 103 | Digital, Scope, 5.1 Sound | Wide (3,400) \$10M-12M FSS \$25M-\$35M Total              |
| <b>Mrs. Harris Goes to Paris (Focus Features)</b> <b>UPDATE</b><br>Based on the 1958 novel, Mrs. Harris Goes to Paris, by Paul Gallico, the story was previously been adapted for the small screen, once in 1958, with Gracie Fields as its star and again in 1992 with Angela Lansbury. Early screening have been well received. Females of all ages are primary audience while upscale cinemas and art/specialized markets will fare best. | PG   Drama                   | 115 | Digital, Scope, 5.1 Sound | Wide (800-1,000) \$3M-\$5M FSS \$5M-\$10M Total           |
| <b>The Gray Man (Netflix)</b> <b>UPDATE</b><br>Here is one of summer's surprise movies with a first rate cast including India's Dhanush. Instead of a wide theatrical release, Netflix will allow the film to open for one week before going online. Great early reactions.                                                                                                                                                                  | PG-13   Action Thriller      | 122 | Digital, Flat, 5.1 Sound  | Moderate (600) \$2M-\$3M FSS \$5M-\$7M Total 7/22 Netflix |
| <b>Gabby Giffords Won't Back Down (Briarcliff Entertainment)</b> <b>UPDATE</b><br>Run Time (with Bonus Footage): 113 minutes. Subtitles: Spanish. Special Advance Screening Release Date: 7/13/22                                                                                                                                                                                                                                            | PG-13   Documentary          | 98  | Digital, Flat, 5.1 Sound  | Moderate (300-500)                                        |
| <b>Marcus (Gravitas Ventures)</b>                                                                                                                                                                                                                                                                                                                                                                                                            | Drama                        | 108 | Digital, Flat, 5.1 Sound  | Limited/VOD                                               |
| <b>My Name is Sara (Strand)</b>                                                                                                                                                                                                                                                                                                                                                                                                              | NR   Biography Drama History | 111 | Digital, Flat, 5.1 Sound  | 7/13 Limited                                              |
| <b>American Carnage (Saban Films)</b>                                                                                                                                                                                                                                                                                                                                                                                                        | R   Thriller                 | 101 | Digital, Flat, 5.1 Sound  | Limited                                                   |
| <b>The Deer King (Gkids)</b>                                                                                                                                                                                                                                                                                                                                                                                                                 | R   Fantasy Animation        | 117 | Digital, Flat, 5.1 Sound  | 7/13-14 Fathom 7/15 Limited                               |
| <b>Gone in the Night (Vertical Entertainment)</b>                                                                                                                                                                                                                                                                                                                                                                                            | NR   Mystery Suspense        | 95  | Digital, Scope, 5.1 Sound | Limited                                                   |
| <b>Costa Brava, Lebanon (MK2 Diffusion)</b>                                                                                                                                                                                                                                                                                                                                                                                                  | NR   Drama                   | 106 | Digital, Scope, 5.1 Sound | Limited                                                   |
| <b>Anonymous Club (Oscilloscope)</b>                                                                                                                                                                                                                                                                                                                                                                                                         | NR   Documentary             | 83  | Digital, Flat, 5.1 Sound  | Limited                                                   |
| <b>Civil: Ben Crump (Netflix)</b>                                                                                                                                                                                                                                                                                                                                                                                                            | NR   Documentary             | 101 | Digital, Flat, 5.1 Sound  | Limited                                                   |
| <b>From Where They Stood (Greenwich Ent.)</b>                                                                                                                                                                                                                                                                                                                                                                                                | NR   Documentary             | 115 | Digital, Flat, 5.1 Sound  | Limited                                                   |
| <b>Queen of Glory (Film Movement)</b>                                                                                                                                                                                                                                                                                                                                                                                                        | NR   Comedy                  | 78  | Digital, Flat, 5.1 Sound  | Limited 60-day VOD                                        |
| <b>She Will (IFC FilmsMidnight)</b>                                                                                                                                                                                                                                                                                                                                                                                                          | NR   Thriller                | 95  | Digital, Flat, 5.1 Sound  | Limited                                                   |
| <b>Marx Can Wait (Strand)</b>                                                                                                                                                                                                                                                                                                                                                                                                                | NR   Documentary             | 96  | Digital, Flat, 5.1 Sound  | Limited                                                   |



|                                                                                                                                                                                                                                                                                                                                                                 |                                                     |     |                                 |                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-----|---------------------------------|---------------------------------------------------------|
| <b>Wrong Place (Vertical Entertainment)</b>                                                                                                                                                                                                                                                                                                                     | NR   Thriller                                       | 96  | Digital, Flat, 5.1 Sound        | Limited                                                 |
| <b>7/22/22 (Week 29)</b><br><b>Prior Year Results</b><br>2021 Week 29 - Box Office: \$91,774,324; Openings: Space Jam: A New Legacy (\$31M FSS; \$70.6M Total), Escape Room: Tournament of Champions (\$8.8M FSS; \$25.3M Total), Roadrunner: A Film About Anthony Bourdain (\$2M FSS; \$5.4M Total)                                                            |                                                     |     |                                 |                                                         |
| <b>Nope (Universal)</b><br>Many fans felt the film's title was an acronym for "Not of Planet Earth." Director Jordan Peele says the title speaks to the kind of reaction filmgoers have for the in-theatre experience. Regardless, the director's third film will have that crawling under your skin experience and in IMAX.                                    | <b>UPDATE</b><br>R   Horror Mystery Sci-Fi Thriller | 135 | Digital, Scope, 5.1 Sound, IMAX | Wide (4,000+)<br>\$60M-\$70M FSS<br>\$150M-\$175M Total |
| <b>Alone Together (Vertical Entertainment)</b>                                                                                                                                                                                                                                                                                                                  | Drama Romance                                       | 93  | Digital, Scope, 5.1 Sound       | Limited                                                 |
| <b>My Old School (Magnolia Pictures)</b>                                                                                                                                                                                                                                                                                                                        | Documentary                                         | 104 | Digital, Flat, 5.1 Sound        | Limited                                                 |
| <b>Cosplay Universe (Abramorama)</b>                                                                                                                                                                                                                                                                                                                            | Documentary                                         | 84  | Digital, Flat, 5.1 Sound        | Limited                                                 |
| <b>How To Please A Woman (Brainstorm Media)</b>                                                                                                                                                                                                                                                                                                                 | Comedy (Australia)                                  | 107 | Digital, Flat, 5.1 Sound        | Limited                                                 |
| <b>Santaman (Gravitas Ventures)</b>                                                                                                                                                                                                                                                                                                                             | Adventure                                           | 88  | Digital, Flat, 5.1 Sound        | Limited/VOD                                             |
| <b>Bundles (Gravitas Ventures)</b>                                                                                                                                                                                                                                                                                                                              | Thriller                                            | 96  | Digital, Flat, 5.1 Sound        | Limited/VOD                                             |
| <b>7/29/22 (Week 30)</b><br><b>Prior Year Results</b><br>2021 Week 30 - Box Office: \$70,633,691; Openings: Old (\$16.9M FSS; \$48.3M Total), Snake Eyes (\$13.4M FSS; \$28.3M Total)                                                                                                                                                                           |                                                     |     |                                 |                                                         |
| <b>DC League of Super-Pets (Warner Bros.)</b><br>A highly anticipated animated adventure with an all star voice cast has wide appeal. Steadily rising interest indicates well above \$100M domestic. A good comp would be The Lego Batman movie (\$175M domestic). The lack of family competition until September is a major plus in the film's overall appeal. | <b>UPDATE</b><br>PG   Animation Action Adventure    | 100 | Digital, Flat, 5.1 Sound        | Wide (4,000)<br>\$40M-\$50M FSS<br>\$125M-\$150M Total  |
| <b>Vengeance (Focus Features)</b>                                                                                                                                                                                                                                                                                                                               | R   Comedy Mystery Thriller                         | 94  | Digital, Scope, 5.1 Sound       | Wide (1,500)<br>\$6M-\$8M FSS<br>\$15M-\$20M total      |
| <b>A Love Song (Bleecker Street)</b>                                                                                                                                                                                                                                                                                                                            | PG   Drama                                          | 81  | Digital, Flat, 5.1 Sound        | Limited                                                 |
| <b>Thirteen Lives (UA Releasing)</b>                                                                                                                                                                                                                                                                                                                            | PG-13   Biography Drama Thriller                    | 142 | Digital, Flat, 5.1 Sound        | Limited                                                 |
| <b>Paradise Highway (Lionsgate)</b>                                                                                                                                                                                                                                                                                                                             | R   Crime Drama                                     | 115 | Digital, Flat, 5.1 Sound        | Limited/VOD                                             |
| <b>Hansan: Rising Dragon (Well Go USA)</b>                                                                                                                                                                                                                                                                                                                      | NR   Action Drama War                               | 130 | Digital, Scope, 5.1 Sound       | Limited                                                 |
| <b>8/5/22 (Week 31)</b><br><b>Prior Year Results</b><br>2021 Week 31 - Box Office: \$78,590,853; Openings: Jungle Cruise (\$35M FSS; \$117M Total), The Green Knight (\$6.8M FSS; \$17.2M Total), Stillwater (\$5.2M FSS; \$14.5M Total)                                                                                                                        |                                                     |     |                                 |                                                         |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                            |     |                                 |                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-----|---------------------------------|-----------------------------------------------------------|
| <b>Bullet Train (Sony)</b><br>Competition for major national releases in August leaves this well produced action film looks to break out. As a non-franchise film in the mold of The Lost City, (\$105M) Brad Pitt and Sandra Bullock continue drawing audiences with original films. "Demon Slayer: Mugen Train" and the South Korean zombie movie "Train to Busan" proved, clever action in a train setting are box office winners. <div>UPDATE</div> | Action Thriller            | 152 | Digital, Scope, 5.1 Sound, IMAX | Wide (4,000)<br>\$35M-\$45M FSS<br>\$125M-\$150M<br>Total |
| <b>Easter Sunday (Universal)</b>                                                                                                                                                                                                                                                                                                                                                                                                                        | PG-13   Comedy             | 120 | Digital, Flat, 5.1 Sound        | Wide (3,500)                                              |
| <b>Bodies Bodies Bodies (A24)</b>                                                                                                                                                                                                                                                                                                                                                                                                                       | R   Comedy Horror Thriller | 95  | Digital, Flat, 5.1 Sound        | Wide (1,200-1,500)                                        |
| <b>Resurrection (IFC Films)</b>                                                                                                                                                                                                                                                                                                                                                                                                                         | Crime Drama Horror         | 103 | Digital, Flat, 5.1 Sound        | Limited                                                   |
| <b>Collide (Vertical Entertainment)</b>                                                                                                                                                                                                                                                                                                                                                                                                                 | Thriller                   | 90  | Digital, Flat, 5.1 Sound        | Limited                                                   |
| <b>Luck (Apple)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                     | G   Animation              | 97  | Digital, Flat, 5.1 Sound        | Limited                                                   |
| <b>I Love My Dad (Magnolia)</b>                                                                                                                                                                                                                                                                                                                                                                                                                         | R   Comedy                 | 96  | Digital, Flat, 5.1 Sound        | Limited                                                   |

## Studio Release Changes

| Title                                                                                                          | Locations   | New            | Former             |
|----------------------------------------------------------------------------------------------------------------|-------------|----------------|--------------------|
| <b>Barbarian (20th Century)</b>                                                                                | Wide        | 9/9/22         | 8/31/22            |
| <b>Goodbye, Don Glees! (Gkids)</b>                                                                             | Moderate    | 9/16/22        | NEW                |
| <b>Collide (Vertical Entertainment)</b>                                                                        | Limited     | 8/5/22         | NEW                |
| <b>The Plane (Lionsgate)</b>                                                                                   | Wide        | 1/27/23        | NEW                |
| <b>The Good House (Roadside Attractions)</b>                                                                   | Limited     | 9/30/22        | NEW                |
| <b>Breaking (Bleecker Street) Formerly 892</b>                                                                 | Limited     | 8/26/22        | Title Chg          |
| <b>Devotion (Sony)</b>                                                                                         | Wide        | 11/23/22       | 10/14/22           |
| <b>See How They Run (Searchlight)</b>                                                                          | Moderate    | 9/16/22        | 9/30/22            |
| <b>AX Cinema Nights: The House of The Lost On The Cape (Iconic Events) UPDATE: AKA: Untitled Anime Feature</b> | NY/LA       | 9/7/22 9/16/22 | NY/LA<br>Expansion |
| <b>Blackwood (Saban Films)</b>                                                                                 | Limited     | 7/22/22        | NEW                |
| <b>Emergency Declaration (Weil Go USA)</b>                                                                     | Limited     | 8/12/22        | NEW                |
| <b>Holy Spider (Utopia)</b>                                                                                    | Limited     | 12/16/22       | NEW                |
| <b>Salvatore: Shoemaker of Dreams (Sony Pictures Classics)</b>                                                 | NY/LA       | 11/4/22        | 8/19/22            |
| <b>The Greatest Beer Run Ever (Apple)</b>                                                                      | PVOD/Select | 9/23/22        | NEW                |
| <b>Peter Van Kant (Strand)</b>                                                                                 | Select      | 9/2/22         | NEW                |
| <b>Armageddon Time (Focus Features)</b>                                                                        | Limited     | 10/28/22       | NEW                |
|                                                                                                                | Expansion   | 11/4/22        |                    |
|                                                                                                                | Expansion   | 11/11/22       |                    |
| <b>The Story of Film: A New Generation (Music Box Films)</b>                                                   | Limited     | 9/9/33         | NEW                |
| <b>Shamshera (Yash Raj)</b>                                                                                    | Moderate    | 7/22/22        | NEW                |
| <b>Luck (Apple)</b>                                                                                            | Limited     | 8/5/22         | NEW                |
| <b>Champions (Focus Features)</b>                                                                              | Wide        | 3/24/23        | NEW                |

## Awareness & Interest Levels

| Rank | Awareness                                             | Interest                                              |
|------|-------------------------------------------------------|-------------------------------------------------------|
| 1    | <b>Thor: Love and Thunder (Disney)</b>                | <b>Thor: Love and Thunder (Disney)</b>                |
| 2    | Avatar: The Way of Water (20th Century)               | Guardians of the Galaxy, Volume 3 (Disney)            |
| 3    | Guardians of the Galaxy, Volume 3 (Disney)            | Black Panther: Wakanda Forever (Disney)               |
| 4    | Aquaman and the Lost Kingdom (Warner Bros.)           | Spider-Man: Across the Universe - Part 1 (Sony)       |
| 5    | Black Panther: Wakanda Forever (Disney)               | Avatar: The Way of Water (20th Century)               |
| 6    | The Little Mermaid (Disney)                           | Aquaman and the Lost Kingdom (Warner Bros.)           |
| 7    | Spider-Man: Across the Universe - Part 1 (Sony)       | Fast X (Universal)                                    |
| 8    | Hocus Pocus 2 (Disney+)                               | John Wick Chapter 4 (Lionsgate)                       |
| 9    | John Wick Chapter 4 (Lionsgate)                       | Hocus Pocus 2 (Disney+)                               |
| 10   | DC League Of Super Pets (Warner Bros.)                | Ant Man and the Wasp: Quantumania (Disney)            |
| 11   | Halloween Ends (Universal)                            | Black Adam (Warner Bros.)                             |
| 12   | Puss In Boots 2: The Last Wish (Universal)            | Bullet Train (Sony)                                   |
| 13   | Fast X (Universal)                                    | Halloween Ends (Universal)                            |
| 14   | Black Adam (Warner Bros.)                             | Mission: Impossible: Dead Reckoning, Pt 1 (Paramount) |
| 15   | Mission: Impossible: Dead Reckoning, Pt 1 (Paramount) | The Little Mermaid (Disney)                           |

*The data represented is the result of periodic polling of 500-1000 randomly selected individuals by Pollfish, Inc. 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' opinion.*

## Screening Room



**The Woman King**  
Sony/TriStar  
9/16/22 - Wide  
[New Trailer](#)

A historical epic inspired by the true events that happened in The Kingdom of Dahomey, one of the most powerful states of Africa in the 18th and 19th centuries. Action.



**Murina**  
Kino Lorber  
7/8 NYC, 7/15 LA  
[New Trailer](#)

On a remote island, 17-year-old Julija spends her days diving for eel with her domineering father seeks freedom. A young man enters her life offering a way out. Coming of age story.



**Amsterdam**  
20th Century  
11/4/22 - Wide  
[New Trailer](#), [Poster](#)

An original crime epic about three close friends who find themselves at the center of one of the most shocking secret plots in American history. Comedy mystery.



**Mack & Rita**  
Gravitas Ventures  
8/12/22 -Wide  
[Trailer](#), [New Poster](#)  
When 30-year-old self-proclaimed homebody Mack Martin reluctantly joins a Palm Springs bachelorette trip her inner 70-year-old is released. Comedy Drama.



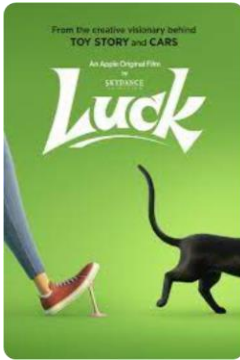
**Honk for Jesus: Save Your Soul**  
[Focus Features](#)  
9/2/22 Limited  
d/d Peacock

[Trailer](#), [Sundance Poster](#)  
In the aftermath of a huge scandal, Trinitie Childs, the first lady of a prominent Southern Baptist Mega Church, attempts to help her pastor-husband, Lee-Curtis Childs, rebuild their congregation.

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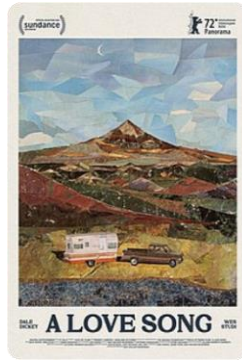
### [Luck](#)

**Apple TV**

8/5/22 PVOD, Select  
Theatrical

*Trailer, Poster*

The story of Sam Greenfield, the unluckiest person in the world. Suddenly finding herself in the never-before-seen Land of Luck, she must unite with the magical creatures there to turn her luck around. Animation

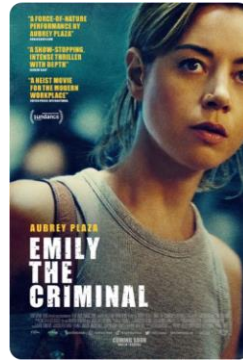


### [A Love Song](#)

**Bleecker Street**

7/29/22 - Limited  
*Trailer, Poster*

Two widowed friends, Faye and Lito, spend a night together by a lake in the Colorado Mountains. Drama. A Stage 6 production.



### [Emily the Criminal](#)

**Roadside Attractions**

8/12/22 - Limited  
*Trailer, poster*

Saddled with student debt and unable to find work, a college graduate becomes involved in a credit card scam, acting as a dummy shopper and buying increasingly risky products with stolen credit cards. Crime Drama.



### [Paradise Highway](#)

**Lionsgate**

7/29/2022  
*Trailer, Poster*

To save the life of her brother, truck driver Sally reluctantly agrees to smuggle illicit cargo -- a girl named Leila. Drama. Morgan Freeman, Juliette Binoche. Drama

Check out our [POPCORN PREVIEWS](#)  
[BOXOFFICE BUZZ](#) look at Disney/Marvel's  
**THOR: LOVE AND THUNDER**, which opened  
with box office thunderbolts to \$143 million.

