



Sunday, February 20, 2022 | No. 208

Film Flashback... THE SILENCE OF THE LAMBS Opens 2/14/1991

There was no Oscar buzz for mid-winter movies when THE SILENCE OF THE LAMBS opened Feb. 14, 1991.

Oscar contenders opened late in the year then, as they still do, to avoid being forgotten by Academy voters. Moreover, grisly horror thrillers weren't likely Oscar nominees then and that's still the case 31 years later.

SILENCE was driven by Jonathan Demme's directing, Ted Tally's screenplay and Anthony Hopkins & Jodie Foster's performances – all Oscar winners in 1992. Plus – it won Best Picture and also had film editing & sound noms. In retrospect, it's hard to believe it almost didn't get made, but SILENCE was in trouble at Orion Pictures from the start.

It was based on Thomas Harris's 1988 novel, but wasn't the first book about Dr. Hannibal Lecter. The film that introduced Lecter was the 1986 thriller MANHUNTER, based on Harris's 1981 novel RED DRAGON, in which Lecter was played by Brian Cox, best known today for SUCCESSION.

Before SILENCE was published, Orion signed Gene Hackman to direct and possibly play Lecter. They were going to split paying the \$500,000 rights fee and they also needed to acquire the rights to Lecter. Those were owned by Dino De Laurentiis, who produced MANHUNTER. Because that film had died at the box office, Dino didn't charge for the Lecter rights. Orion & Hackman hired Tally in November 1987. Harris knew Tally and had sent him an advance copy. Tally was midway through writing draft one when Hackman dropped out because he decided he didn't want to play any more violent roles. The financing evaporated quickly. Mike Medavoy, an Orion partner & production chief, asked Tally to keep writing while new money and a new director were found. Jonathan Demme, who directed Orion's 1988 hit MARRIED TO THE MOB, said yes after reading the novel. Things began moving quickly. Tally and Demme met in May 1989, no big rewrites were needed and filming began Nov. 15.

Demme's first choice for Lecter was Sean Connery, who passed. Dustin Hoffman, Jack Nicholson & Robert De Niro were among those considered before Hopkins was cast. Demme's first choice for Clarice was Michelle Pfeiffer, who declined because Orion wouldn't pay her \$2 million fee. Demme hired Foster after just one meeting.

SILENCE cost \$19M to make and did about \$273M worldwide. Although De Laurentiis missed out on SILENCE, he went on to produce its 2001 sequel HANNIBAL, which did nearly \$352M, and its 2002 prequel RED DRAGON, which did over \$209M – both of which, of course, starred Anthony Hopkins as Dr. Lecter.



[Click to Play](#) Jonathan Demme on the Making of THE SILENCE OF THE LAMBS (1991)



[Click to Read](#) about Anthony Hopkins Testing Different Masks for Hannibal Lecter (Design You Trust)

"When Silence of the Lambs did well commercially it was more than anything. My partner Ed Saxon and I were just so relieved that finally we had made a movie that had made some money!" – Jonathan Demme

Weekend Box Office Results... 2/18 – 2/20

Courtesy of [Comscore](#)

Rank	Title	Week	Theatres	Wknd \$	% Change 2/11	2/4	Per Theatre Average \$	Total \$
1	Uncharted (Sony)	1	4,275	44,155,000	-	-	10,329	44,155,000
2	Dog (UA Releasing)	1	3,677	15,135,000	-	-	4,116	15,135,000
3	Spider-Man: No Way Home (Sony)	10	2,956	7,200,000	-4	-21	2,436	770,140,686
4	Death on the Nile (20 th Century)	2	3,280	6,253,000	-51	-	1,906	24,980,032
5	Jackass Forever (Paramount)	3	3,071	5,240,000	-35	-65	1,706	46,783,627
6	Marry Me (Universal)	2	3,643	3,680,000	-54	-	1,010	16,802,665
7	Sing 2 (Universal)	9	2,476	2,840,000	-8	-27	1,147	147,358,985
8	Scream (Paramount)	6	1,907	1,955,000	-34	-38	1,025	77,010,539
9	Blacklight (Open Road/Briarcliff)	2	2,772	1,770,000	-49	-	639	7,071,030
10	The Cursed (Neon)	1	1,687	1,721,708	-	-	1,021	1,721,708

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DICK WALSH'S Industry Update

Weekend Review for 2/18 – 2/20

UNCHARTED sailed to the top of the box office by earning \$44M in North American theatres, better than most experts had predicted. Thursday previews set the tone for the film's opening weekend with a robust \$3.7M. Though critics panned it with a 39% Rotten Tomatoes rating, those who actually bought tickets were more enthusiastic, giving a 88% audience score. With this latest success, both Sony Pictures and Tom Holland have landed at the top of the box office in eight of the last ten weekends – quite a nice run. This further cements Holland into the position of being one Hollywood's most likeable and bankable stars.



Channing Tatum's buddy movie DOG finished second with \$15M, meeting its pre-release expectations. A favorite with both critics (78%) and audiences (91%) on Rotten Tomatoes, this film should enjoy a long run in theatres and wind up a success for its distributor United Artists Releasing. This weekend's other new release THE CURSED failed to attract much interest, with a meager gross of \$1.7M at 1,687 locations.

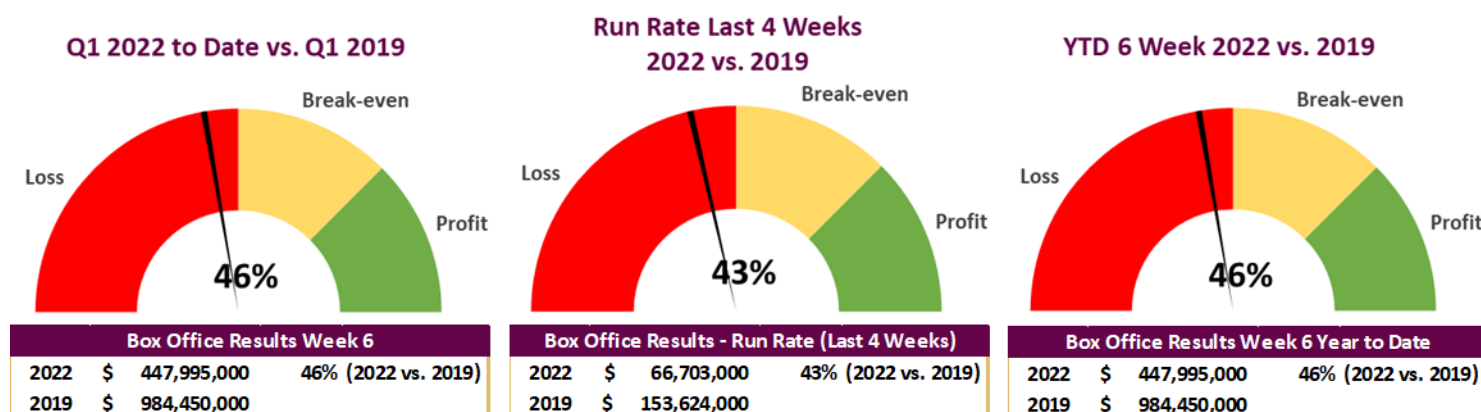
SPIDER-MAN: NO WAY HOME finished in third place with \$7.2M, which was an incredibly low drop of only 4% from last weekend's results. The movie that will not go away is now the third highest grossing film of all all-time, grossing \$770M over ten weeks in theatres.

None of the three new wide releases from last weekend placed in the top three in their second week. DEATH ON THE NILE came in fourth with \$6.3M, a drop of 51% from its opening. MARRY ME earned \$3.7M, a drop of 54%, and BLACKLIGHT earned \$1.8M, a drop of 49%.

This all adds up to total box office estimate for the weekend of \$95.3M, a healthy 75% comparison with the same weekend in 2019 when \$127M in tickets were sold. After a dismal January, February is showing some signs of life. Next week will bring two new wide releases, STUDIO 666 and CYRANO. However, most exhibitors are already looking ahead, to the March 4th opening of THE BATMAN, with indications of intense interest based on online activity and advanced ticket sales.

Where Are We as of 2/17

Last week's combined Super Bowl and Valentine's Day weekend came in at 47% compared with the same week in 2019. After six weeks, the first quarter of 2022 stands at 46% of the totals from the same six-week period at the beginning of 2019. The four-week run rate fell to 43%. With this weekend's strong 75% comparison, we hope that 2022 will soon reach a 50%+ comparison with 2019 results, fueled by next month's opening of THE BATMAN on 3/4 and THE LOST CITY on 3/25.



Notable Industry News and Commentary... 2/14 – 2/20

[ViacomCBS Shares Tumble Nearly 20% Day After Paramount Rebrand, Streaming Outlook](#) (Deadline)

Last week at an investor event, [ViacomCBS announced plans](#) to change its corporate name to Paramount, signaling an increased focus on the company's Paramount+ streaming service. The good news is that Paramount+ increased its total

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number of subscribers and revenue in the fourth quarter of 2021. The not-so-good news is that it will take a massive injection of new spending on content in 2022 to keep up the momentum, increasing from \$2B in 2021 to a projected \$6B in 2024. As a result, the company is also projecting operating losses to increase from a “starting point” of \$1B in 2021, \$1.5B in 2022 and even more in 2023 before beginning to improve in 2024.

Company executives are describing this as a necessary investment to build up Paramount+ for the long haul, projecting 100M subscribers by 2024. But investors were unconvinced, driving down the price of ViacomCBS shares by 20% after the company issued its quarterly report. Here is yet another example of a big-ticket streaming stock facing increased scrutiny by investors, after announcing plans that involve large investments and losses in the near term while pursuing a sunny future in streaming.

See also: [ViacomCBS is renamed Paramount in a nod to its past and streaming future](#) (LA Times)



"Paramount is an idea: A promise to be the best." - Shari Redstone, Chair of the Board at ViacomCBS/Paramount

'Drive My Car' Success Is a Case Study That Should Wake Up the Arthouse Business (IndieWire)

Ryusuke Hamaguchi's DRIVE MY CAR is perhaps the least well-known film among the 2022 Oscar nominees for Best Picture. Many Oscar aficionados have expressed frustration over the Academy's failure to nominate the movies that are best known by the public and were successes at the box office. While Oscar ratings may suffer as a result, the Academy's elevation of artistic films has been a much-needed boon to specialty distributors and art house theatres.

DRIVE MY CAR is a three-hour Japanese film about loss, grief and art. Last year, it was still struggling to gain attention and land a distribution deal until it rose to acclaim at the Cannes Film Festival in July, winning the Palme D'Or for Best Screenplay. Janus Films signed on to distribute the film, beginning on 11/24/21 in select theatres in NY and LA. Its fortunes were further boosted by receiving the Best Picture Award from both the New York Film Critics Circle and the Los Angeles Film Critics Association.



Ryusuke Hamaguchi wins Best Screenplay for DRIVE MY CAR at the 2021 Cannes Film Festival

Last week, DRIVE MY CAR passed \$1M in U.S. box office as it motors into its twelfth week, now playing in over 150 theatres across the U.S. [Dylan Marchetti](#), the distribution executive handling booking, explains that the film needed a 90+ day exclusive theatrical window to find its success: “My instinct is that this movie wouldn't have made as much noise if it went to streaming after three weeks. If you position a three-hour foreign language film as content, it's going to lose out a lot of the time.”

MoviePass Relaunches with Original Founder, New Business Model and Ambitious Moonshot (Celluloid Junkie)

What was old is new again. MoviePass, the movie subscription service that flamed out spectacularly in 2019, has been re-formulated as a new company, led by Stacy Spikes, one of its original founders. The new MoviePass is on track to relaunch its movie subscription service in the summer of 2022.

At its peak, the old MoviePass had 3M monthly subscribers, with rights to see unlimited movies at a rate of \$9.99/month. While popular with consumers, the financial model was unsustainable, the “synergies” that were relied on to make it work did not



Stacy Spikes, MoviePass' original co-founder and newly re-installed CEO, speaking at the company's relaunch event in NYC on February 10th.

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materialize, and the company collapsed. But the appeal of movie subscriptions was adopted by many exhibitors directly and are now a feature of many theatre loyalty programs.

This time, it is taking a more “inclusive” approach with the goal of expanding moviegoing overall, to the mutual benefit of consumers, exhibitors and distributors. Spikes explained that MoviePass will operate as a co-op for moviegoers, “that actually buys tickets in the marketplace and works from that point of view.” Customers will be able to redeem credits to buy movie tickets, with a certain number of credits added to the customer’s account each month they subscribe. Different movies and showtimes will cost a different number of credits, based on demand for that movie and showtime. The hoped-for outcome is that MoviePass winds up driving more ticket sales overall, especially for off peak showtimes and for independent titles.

MARTIN GROVE’S *Hollywood Report*

Oscar Ratings Will Suffer from Lack of Blockbuster Nominees

If you think Dr. Strange will have problems in the Multiverse, just wait until Oscar hits the Twitter-verse.



It's amazing that the Academy's solution to luring viewers to its 3/27 telecast (pictured) is to air fans' favorite clips from popcorn movies. That list will likely include SPIDER-MAN: NO WAY HOME, SHANG-CHI AND THE LEGEND OF THE TEN RINGS & NO TIME TO DIE – one of which got into Oscar's best picture race despite there now being 10 slots to fill.

Twitter users have seen those superhits, so why would they be excited about seeing scenes from them Oscar Night? Most best picture noms went to specialized films that didn't resonate with audiences. Moreover, no Oscar will go to whichever blockbuster gets the most Twitter votes.

Oscar must boost its TV audience to keep advertisers paying premium prices. Last year's average of 9.85M viewers was a disaster. Previously, when viewers had a real rooting interest in big league nominees ratings soared – like in 2004 for THE LORD OF THE RINGS: THE RETURN OF THE KING with 11 noms, including picture & directing – and 11 wins! That telecast reached an average of 43.56M people. Even half of that would be a spectacular improvement today.

* * *

The Fabulous Five Will Power a Box Office Recovery in March & April

After wasting the past month and a half, Hollywood's come back to life with UNCHARTED and has 5 other box office treasures opening through mid-April.

WB/DC's action crime drama THE BATMAN (3/4) with Robert Pattinson will be a lifesaver not just for Gotham City, but for exhibitors worldwide. Its average first choice tracking is more than 5 times the norm. Hollywood handicappers see a \$100M opening.

Paramount's action adventure comedy THE LOST CITY (3/25 - pictured) stars Sandra Bullock, Channing Tatum, Brad Pitt & Daniel Radcliffe. It only runs 92 minutes, so exhibs can fill plenty of daily showings – if it's funny and has great word of mouth.

When Sony/Marvel's action adventure MORBIUS (4/1) with Jared Leto was opening 1/28 it was tracking best with +25F (25 points over norm) & next best with +25M (19 points over norm). Likely pandemic powerhouse.

Paramount/Original Film's animated action adventure SONIC THE HEDGEHOG 2 (4/8) follows the 2020 original that did \$149M/DOM & \$319.7M/WW.

WB/Heyday's family fantasy adventure FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE (4/15) with Eddie Redmayne is the sequel to FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD (2018) that did \$159.6M/DOM & \$654.9M/WW.



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Studio Release Calendar – 2/25 – 3/24

(Click on titles for more information)

2/25/22 (Week 8)

Prior Year Results

2021 Week 8 - Box Office: 7,659,070; Openings: Tom & Jerry (\$14.1M FSS, \$46M Total)

Studio 666 (Open Road/Briarcliff) Dave Grohl and the Foo Fighters star in the horror comedy that continues to draw good interest with the younger demographic. Look for profitable business for Briarcliff and exhibitors.	R Horror Comedy <i>Early Show 2/24, 5PM</i>	108	Flat (1.85 : 1), Dolby Atmos	Wide (2,000) \$3M-\$5M FSS \$12M-\$15M Total
Cyrano (UA Releasing)	PG-13 Drama Musical Romance	124	Scope (2.35 : 1)	Expansion (750) \$500K-\$1M FSS \$1.5M Total
Butter (Blue Fox Entertainment)	PG-13 Drama	111	Flat (1.85 : 1)	Moderate (250)
Mothering Sunday (Sony Pictures Classics)	R Drama Romance	104	Flat (1.66 : 1)	Limited
Let Me Be Me (Greenwich Entertainment)	Documentary	75	Flat (1.85 : 1)	Limited
I'll Find You (Gravitas Ventures)	NR Romance	116	Flat (1.85 : 1)	Limited
The Godfather: 50 Years (Paramount)	R Drama	175	Scope (2.35 : 1)	Limited
The Desperate Hour (Vertical Entertainment)	PG-13 Thriller	85	Flat (1.85 : 1)	Limited
The Burning Sea (Magnolia Films)	PG-13 Action	106	Flat (1.85 : 1)	Limited
2022 Oscar Shorts (Magnolia Films)	NR Animation Live Action Documentary	N/A	Flat (1.85 : 1)	Limited
Desperate Riders (Lionsgate Premiere)	PG-13 Western	90	Flat (1.85 : 1)	Limited
Hotel Transylvania: Transformania (Amazon Studios) <i>Hotel Transylvania 4</i>	PG Animation Adventure Comedy	87	Flat (1.85 : 1)	Sub Run (After Amazon Prime release)

3/4/22 (Week 9)

Prior Year Results

2021 Week 9 - Box Office: 20,404,603

The Batman (Warner Bros.) Awareness and interest in both The Batman and Spider-Man: No Way Home are very close two weeks out. Audience preferences are solidly theatrical. Advance ticket sales are in line with Spider-Man. IMAX runs have sold out in a record 15 minutes after becoming available.	PG-13 Adventure Action Crime Drama <i>Early Show 3/3, 3 PM</i>	175	Scope (2.39 : 1), IMAX (1.43 : 1), IMAX 6-Track, Dolby Digital, Dolby Atmos, Dolby Surround 7.1, 5.1, Auro 11.1	Wide (4,000) IMAX (350) \$140M-\$150M FSS \$350M-\$450M Total 4/19 Streaming
Tyson's Run (Iconic Events)	PG Drama	102	Flat (1.85 : 1)	Moderate
UGC : Covington vs Masvidal	NR Event Cinema	100	Flat (1.85 : 1)	Moderate
After Yang (A24)	PG Sci-Fi Drama	101	Scope (2.35 : 1), IMAX	Limited/VOD
A Day To Die (Vertical Entertainment)	NR Action	105	Scope (2.25 : 1)	Limited
Nightride (Brainstorm Media)	NR Mystery	97	Flat (1.85 : 1)	Limited
Huda's Salon (IFC Films)	NR Thriller	91	Flat (1.85 : 1)	Limited
Dear Mr. Brody (Greenwich Entertainment)	NR Documentary	98	Flat (1.85 : 1)	Limited
Peace River (Fathom Events)	Event Cinema	135	N/A	Thursday, 3/3
All My Friends Hate Me (NEON)	NR Comedy Horror	93	Flat (1.85 : 1)	3/5 Limited
Bolshoi Ballet: Swan Lake (Fathom Events)	Event Cinema	155	N/A	Sunday, 3/6

3/11/22 (Week 10)

Prior Year Results

2021 Week 10 - Box Office: 24,019,015; Openings: Raya and the Last Dragon (\$8.5M FSS, \$54.7M Total)

I Am Here (Blue Fox Entertainment)	PG-13 Documentary	85	Flat 1.85 : 1	Limited
Ultrasound (Magnolia Pictures)	NR Sci-Fi	103	Flat 1.85 : 1	Limited
The Cherry Bushido (Freestyle Releasing)	NR Drama	125	Flat 1.85 : 1	Limited
MET Opera: Ariadne Auf Naxos (Fathom Events)	NR Opera	185	Flat 1.85 : 1	Event Cinema
TCM: The Quiet Man 70th Anniversary (Fathom Events)	NR Drama	129	Flat 1.85 : 1	Event Cinema

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Whose Children are They? (Fathom Events)	NR Documentary	135	Flat 1.85 : 1	Event Cinema
NFL Super Bowl LVI Champions: Los Angeles Rams (Iconic Events)	NR Documentary	90	Flat 1.85 : 1	3/13 Event Cinema
Outsiders (Vertical Entertainment)	NR Sci-Fi Thriller	85	Scope (2.35 : 1)	Limited

3/18/22 (Week 11)

Prior Year Results

2021 Week 11 - Box Office: 16,711,647; Openings: The Courier (\$1.9M FSS, \$6.6M Total)

X (A24) A24 has found success in their recent horror films that gross \$20M to \$45M in the domestic market. The company has been a steady contributor of various genre films for theatrical release.	R Horror	N/A	1.90 : 1	Wide
Jujutsu Kaisen 0 (FUNimation) FUNimation has reached upward success since 2018 with their popular brand specializing in the dubbing and distribution of East Asian media, most notably Japanese anime. Demon Slayer The Movie: Mugen Train in 2021 grossed \$47 million in theatrical and IMAX runs.	NR Animation	105	(Flat 1.85 : 1), IMAX	Moderate
The Outfit (Focus Features) SCREENING: Mark Rylance stars in Graham Moore's handsome period crime drama debut. A moderate thriller with occasional bursts of intensity, this excellent film has outstanding reviews (90% Rotten Tomatoes) and plays best in upscale markets, art/specialty cinemas.	Crime Drama	105	Flat 1.85 : 1	Moderate
Alice (Roadside Attractions)	NR Suspense	99	Flat 1.85 : 1	Limited
The Torch (IFC Films)	Documentary Music	107	Flat 1.85 : 1	Limited
Tethered (Gravitas Ventures)	NR Thriller	87	Flat 1.85 : 1	Limited
Laleh (Atlas Distribution)	NR Action	120	Scope (2.35 : 1)	Limited
Expired (Lionsgate Premiere)	R Thriller	107	Scope (2.35 : 1)	Limited
Ahed's Knee (Kino Lorber)	NR Drama	110	Flat 1.85 : 1	NY
The Hater (Vertical Entertainment)	NR Comedy	107	Flat 1.85 : 1	Limited
Measure of Revenge (Vertical Entertainment)	NR Comedy	107	Scope (2.35 : 1)	Limited
Master (Amazon Studios)	NR Drama	91	Flat 1.85 : 1	Limited
Rescued by Ruby (Netflix)	NR Family Drama	90	Flat 1.85 : 1	Limited
The Last Glaciers (IMAX)	NR Documentary	40	(IMAX 1.43 : 1)	IMAX Locations

Studio Release Changes

Title	Locations	New	Former
The Lord of the Rings: The War of the Rohirrim (Warner Bros.) Explores the fortress of Helm's Deep. Animation.	Wide	4/12/24	NEW
The Contractor (STX Entertainment) After being involuntarily discharged from the Marines, James Harper (Pine) joins a paramilitary organization in order to support his family in the only way he knows how. Action Thriller.	Cancelled	Off Schedule	4/1/22
Operation Fortune: Ruse de Guerre (STX Entertainment) Special agent Orson Fortune and his team of operatives recruit one of Hollywood's biggest movie stars to help them on an undercover mission when the sale of a deadly new weapons technology threatens to disrupt the world order. Action Comedy Thriller.	Cancelled	TBA	3/18/22
After Yang (A24) When his young daughter's beloved companion, an android named Yang, malfunctions, Jake searches for a way to repair it. In the process, Jake discovers the life that has been passing in front of him as he reconnects with his wife and daughter. Drama Sci-Fi.	Limited	3/4/22	NEW
I Wanna Dance With Somebody (Sony) A biographical musical film based on the life of American singer and actress Whitney Houston.	Wide	12/21/22	12/25/22
A Man Called Otto (Sony) A cranky retired man strikes up an unlikely friendship with his boisterous new neighbors. A remake of the 2015 Swedish film. Comedy Drama.	Wide	12/25/22	NEW
65 (Sony) An astronaut crash lands on a mysterious planet and discovers he's not alone. Sci-Fi.	Wide	4/14/23	4/29/22
Oh Hell No (Sony) Sherman falls in love with Will's mom. Comedy Drama.	TBD	TBD	6/17/22

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Untitled Neon	TBD	6/3/22	NEW
NFL Super Bowl LVI Champions: Los Angeles Rams (Iconic Events)	Limited	3/13/22	NEW
Tyson's Run (Iconic Events) An unathletic boy with autism strives to become an unlikely marathon champion giving his unfulfilled father purpose and a second chance at putting his family first. Drama.	Moderate	3/11/22	3/4/22
Deep Water (HULU) Based on the 1957 novel of the same name by Patricia Highsmith. Psychological Thriller. <i>The film was originally scheduled and moved several times as a 20th Century release. Disney removed the film from theatrical release.</i>	Streaming	3/18/22	NEW
Nightride (Brainstorm Media) A small-time criminal tries to pull off one last drug deal with cash he borrowed from a dangerous loan shark. When the handover goes catastrophically wrong, he's in a race against time to locate his missing product and get a new buyer. Drama Thriller.	Limited	3/4/22	NEW
Star Trek (Paramount) New JJ Abrams production. Theatrical or Paramount+ unknown.	Wide	12/23	NEW
A Quiet Place III (Paramount) <i>Pre production expected in September 2023.</i>	Wide	2025	NEW
Sonic the Hedgehog 3 (Paramount) <i>Currently in development.</i>	Wide	TBA	NEW
Strays (Universal) Will Farrell and Jamie Fox canine comedy.	Wide	6/9/23	NEW
Despicable Me 4 (Universal) Sequel to the highly popular general audience series. Animation.	Wide	7/3/24	NEW
Migration (Universal) A modern-day comedy following a family of ducks who convince their over-protective father to go on the vacation of a lifetime. Comedy.	Wide	6/30/23	NEW
The Sound of Violet (Atlas Entertainment) A man falls desperately in love with his soulmate but his autism prevents him from realizing she's actually a prostitute. Comedy Drama Romance.	Limited	4/29/22	NEW
A Day to Die (Vertical Entertainment) Ex-military ops officer Conner Connolly has one day to pay \$2 million in reparations to a local gang leader in order to save his kidnapped wife. Action.	Limited	3/4/22	NEW
The Greatest Inheritance (Vertical Entertainment) A group of estranged siblings returns home to bury their mother and claim their rightful inheritance. They quickly discover she hid the deed to the entire estate somewhere on the property forcing them to work together unraveling the clues that will ultimately define their future. Family Faith.	Limited	3/25/22	NEW
Topside (Vertical Entertainment) Deep in the underbelly of New York City, a child and her mother live among a community that has claimed the abandoned subway tunnels as their home. Drama.	Limited	3/25/22	NEW
Measure of Revenge (Vertical Entertainment) Broadway actress Lillian Cooper (Academy Award® winner Melissa Leo) is making her final on-stage appearance when her famous son, Curtis (Jake Weary), is found dead. When his death is ruled as an accidental overdose, a suspicious Lillian decides to take matters into her own hands. Thriller.	Limited	3/18/22	NEW
Outsiders (Vertical Entertainment) AKA: No Running When black high school student finds himself under suspicion after a classmate disappears during a party, all fingers point toward him as prejudice quickly boils to the surface in his small southern town.	Limited	3/11/22	NEW
Playground (Film Movement) In this debut feature by writer-director Laura Wandel, the everyday reality of grade school is seen from a child's-eye-view as an obstacle course of degradation and abuse. Drama. <i>Available virtual cinemas 3/11, VOD 4/12. NR-72 minutes.</i>	Limited	2/11/21	NEW

MPA Ratings		
Title	Rating	Reason
The Adam Project (Netflix)	PG13	Violence/action, language and suggestive references
Art of Love (Samuel Goldwyn)	R	Graphic sexual content, nudity and some language
The Cursed (LD Entertainment)	R	Strong violence, grisly images and brief nudity
Hallelujah: Leonard Cohen, A Journey, A Song (Sony Classics)	PG13	Brief strong language and some sexual material
Have You Heard About Greg (Falling Forward Films)	PG13	Some strong language
Memory (Briarcliff Entertainment)	R	Violence, some bloody images and language
Moonshot (New Line Cinema/HBO)	PG13	Some strong language and suggestive material
Press Play (Avenue Entertainment)	PG13	Some drug use and brief suggestive material

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SCREENING ROOM

[Click to play](#) our **POPCORN PREVIEWS BOXOFFICE BUZZ** look at Sony/PlayStation's **UNCHARTED** where Tom Holland and Mark Wahlberg seek to recover a fortune lost 500 years ago. What starts as a heist becomes a globe-trotting race to find \$5 billion in treasure.

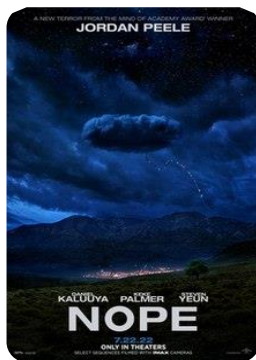


[Click to play](#) our **BOXOFFICE AUTOPSY** podcast focusing on this weekend's openings of **UNCHARTED & DOG**. Screendollars host Martin Grove turns our **OSCAR OUTLOOK** spotlight on some best picture frontrunners, including **THE POWER OF THE DOG & DON'T LOOK UP**.

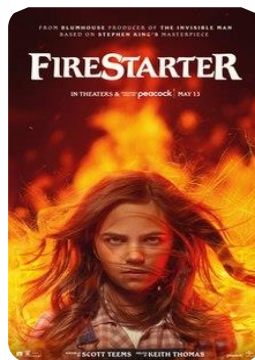
Notable Trailers



Doctor Strange in the Multiverse of Madness (Disney)
Wide - 5/6/22, Official
Very high interest



Nope (Universal)
Wide - 7/22/22, Teaser
Jordan Peele's latest



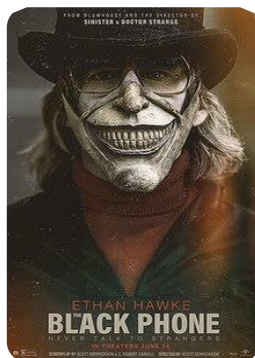
Firestarter (Universal)
Wide - 5/13/22, Teaser
Remake of 1984 hit



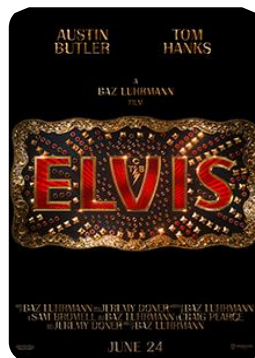
Black Adam (Warner Bros.)
Wide - 7/29/22, Teaser
One of summer's best films



The Northman (Focus)
Wide - 6/24/22, Official
Epic revenge thriller



The Black Phone (Universal)
Wide - 6/24/22, Official
Jason Blum's latest project



Elvis (Warner Bros.)
Wide - 6/24/22, Official
Exceptional trailer



Sonic the Hedgehog 2 (Paramount)
Wide - 4/8/22, Official
Money in the bank

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Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office

INDUSTRY OBSERVATIONS AND TITLE INSIGHTS

Industry Observations:

- **PRESIDENT'S DAY WEEKEND** – Comparing this President's Day Weekend to 2021's, there are approximately 4 times more showtimes, 5.5 times more seats for the public to purchase, dramatic reduction in blocked seats, and the average available ticket price has gone up near 1 dollar.
- **MOVIES FOR ALL** - Moviegoing was nicely spread out over Saturday with 30% of the moviegoing public attending a cinema BEFORE 4PM, 50% of the audience attending between 4PM and 8PM, and 20% of the audience coming AFTER 8PM.

Title Insights:

- **UNCHARTERED** will pull in over 3.5M patrons over the three day weekend. The film commanded 44% of the overall moviegoing public on Saturday.
- **DOG** will bark up over 1.4M moviegoers over three days. On Saturday almost 65% of its audience attended before 7PM.

*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.*

Interest Levels	
Rank	Title
1.	The Batman (Warner Bros.)
2.	Jurassic World: Dominion (Universal)
3.	Spider-Man: Across the Spider-Verse (Sony)
4.	Avatar 2 (20th Century)
5.	Doctor Strange in the Multiverse of Madness (Disney/Marvel)
6.	Thor: Love And Thunder (Disney)
7.	Black Panther: Wakanda Forever (Disney)
8.	John Wick Chapter 4 (Lionsgate)
9.	Lightyear (Disney)
10.	Wonka (Warner Bros.)
11.	Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.)
12.	Aquaman and the Lost Kingdom (Disney)
13.	Deep Water (Hulu)
14.	Hocus Pocus 2 (Disney+)
15.	Minions: The Rise of Gru (Universal)
<i>The data represented is the result of periodic polling of 500-1000 randomly selected individuals. Rankings 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.</i>	



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