



SCREENDOLLARS NEWSLETTER

EXHIBITION • DISTRIBUTION • NEWS • VIDEO • DATA

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Weekend Box Office Results... 5/27– 5/29

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

Rank	Title	Week	Theatres	Wknd \$	Change	\$ Avg/ Theatre	Total \$
1	Top Gun: Maverick (Paramount)	1	4,735	124,000,000	-	26,188	124,000,000
2	Doctor Strange in the Multiverse of Madness (Disney)	4	3,805	16,400,000	-49	4,310	370,773,979
3	The Bob's Burgers Movie (20 th Century)	1	3,425	12,600,000	-	3,679	12,600,000
4	Downton Abbey: A New Era (Focus)	2	3,830	5,900,000	-63	1,540	28,478,945
5	The Bad Guys (Universal)	6	2,944	4,630,000	-25	1,573	81,372,900
6	Sonic the Hedgehog 2 (Paramount)	8	2,329	2,520,000	-38	1,082	185,139,326
7	Everything Everywhere All at Once (A24)	10	1,187	2,510,345	-21	2,115	56,823,987
8	The Lost City (Paramount)	10	1,027	1,795,000	15	1,748	101,732,000
9	Men (A24)	2	2,196	1,224,692	-62	558	5,967,784
10	F3: Fun and Frustration (Independent Indian)	1	375	1,015,000	-	2,707	1,015,000

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Weekend Review for 5/27 – 5/29

After a wait of 36 years, Tom Cruise's TOP GUN sequel finally took flight this Memorial Day weekend. With a three-day opening of \$124M, TOP GUN: MAVERICK shot far past the best opening of all prior Tom Cruise movies, with the former record held by WAR OF THE WORLDS which opened with a three-day gross of \$64.8M on July 4th weekend in 2005.

TOP GUN: MAVERICK's journey over the last few years has been particularly difficult. The film had originally been scheduled to open in the summer of 2019, but was first delayed by the ever-increasing demands to deliver advanced special effects. This was followed by further delays due to the impact of COVID-19, when it landed in March 2020. Doubt began to creep in about the timeliness of this sequel, with some suggesting that Tom Cruise at the age of 59 had lost much of his hot-shot appeal, and could no longer draw enough of his mature fans to theatres to make the sequel a blockbuster success.

Phooey! We're talking about Tom Cruise here, a movie star of the first magnitude. No actor markets his pictures quite like Tom Cruise and his efforts to promote TOP GUN: MAVERICK were above-and-beyond. The movie had four different "premieres", starting in late April at the theatre owners' conference CinemaCon in Las Vegas, followed by a military salute aboard the USS Midway aircraft carrier on May 5th, receiving a five-minute standing ovation at the Cannes International Film Festival on May 18th, culminating with a Royal premiere in London on May 20th.

This drumbeat of pre-opening events kept the film front-and-center for a full month in the global entertainment news and on social media, with dramatic results for the

picture's opening. Both critics and audiences loved the picture, voting near perfect Rotten Tomatoes scores of 97% and 99% respectively. Cruise knows his audience better than anyone, and his success in energizing the 45+ demo to return to theatres is a mighty accomplishment. With two more MISSION IMPOSSIBLE films arriving over the next few years, both he and his studio partner Paramount had a lot riding on MAVERICK. Given this weekend's results, both the star and studio are standing in the winner's circle and expect a long and profitable run to follow.

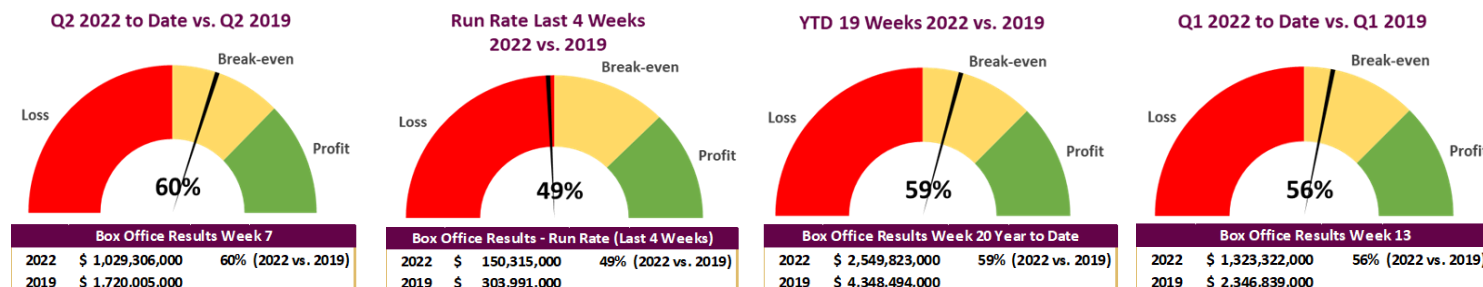
This weekend's other wide opener was THE BOB'S BURGERS MOVIE, which grossed \$12.6 and finished in third place. This result was right in line with expectations and broadened the moviegoing audience by pulling in a family demographic that was less interested in TOP GUN's action. After three weeks of first place finishes, Marvel's DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS fell to second place, with a gross of \$16.4M, a respectable 49% drop from last week.

DOWNTON ABBEY: A NEW ERA fell off steeply in its second week, earning \$5.9M, a 63% drop from last week's opening. This was not unexpected, since much of its core older demographic overlapped with TOP GUN: MAVERICK's audience.

Needless to say, the Memorial Day weekend is very important to the industry. This year's holiday weekend grossed was \$175M, coming in at 97% of the same weekend in 2019 when ALADDIN debuted with \$90M. This very healthy comparison bodes well for the industry, with Tom Cruise and TOP GUN: MAVERICK showing up at the perfect time.

Where Are We as of 5/26

We are now more than half way through the second quarter, standing at 60% compared with the same seven week period from Q2 2019. After twenty weeks, the 2022 year-to-date box office is 59% of the comparable numbers from 2019. TOP GUN: MAVERICK's strong opening will certainly move the needle on our dials that compare 2022 to the benchmark of 2019.



Marilyn Monroe Born 6/1/1926

In a world where near-naked Kardashian photos don't raise eyebrows on social media, it's hard to imagine Marilyn Monroe's impact as a movie sex symbol in the 1950s & '60s when just seeing her dress blown high in the air in THE SEVEN YEAR ITCH was wildly controversial.

Marilyn's real self, Norma Jeane Mortenson, was born June 1, 1926 in Los Angeles, but "Marilyn Monroe" wasn't invented until August 1946 at 20th Century Fox. Norma Jeane, who'd been modeling for pin-ups and ads, got a screen test at Fox with production executive Ben Lyon. He showed it to studio chief Darryl F. Zanuck, who wasn't knocked out, but okayed a six month deal just to keep her from signing at RKO. Lyon & Norma Jeane created her new self. Lyon chose Marilyn with Broadway's Marilyn Miller in mind & Norma Jeane picked Monroe, her mother's maiden name.

After six months in Fox's basic training program for acting, dancing & singing, Marilyn's contract was renewed in February 1947, bringing her some bit parts. But she seemed overly shy and Fox dropped her six months later. By then she'd made some valuable Hollywood friends, including Fox co-founder Joseph Schenck, whose pal, Columbia Pictures boss Harry Cohn, signed her in March 1948.

It was at Columbia that Marilyn got her platinum blonde hair and a look that echoed Rita Hayworth. She starred in the 1948 low budget musical LADIES OF THE CHORUS, but failed to get the lead in BORN YESTERDAY. Columbia sent her packing in September 1948, but fate stepped in quickly when William Morris agent Johnny Hyde got her small roles in two big 1950 films – ALL ABOUT EVE & THE ASPHALT JUNGLE. Hyde parlayed her good reviews into a seven-year contract with Fox. He died of a heart attack soon afterwards, but Marilyn was on her way.

In 1953 she exploded as Hollywood's top sex symbol with her starring role in NIAGARA. Women's clubs denounced it as immoral, but that just sold more tickets. Her "dumb blonde" image started in 1953's musical comedy GENTLEMEN

PREFER BLONDES in a role intended for Betty Grable, Fox's older 1940's blonde bombshell.



Marilyn Monroe starred in the 1953 musical GENTLEMEN PREFER BLONDES. Click to watch Marilyn singing [Diamonds are a Girl's Best Friend](#)

Years of movie stardom followed, along with failed marriages and front page struggles with personal demons. Marilyn's untimely end came Aug. 4, 1962 at 36, nude in bed at home, from what was officially called a "barbiturate overdose," but could also have been murder. What really happened is unknown, but with the ongoing controversy, Marilyn's name still lives on 60 years later.

"There was my name up in lights. I said, 'God, somebody's made a mistake.' But there it was, in lights. And I sat there and said, 'Remember, you're not a star.' Yet there it was up in lights."

— Norma Jeane Mortenson





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[How Netflix plans to outdo its streaming rivals with ads, according to a leaked survey and ad insiders](#) (Business Insider)

Details have begun to filter out on Netflix's plans to create an ad-supported tier of service. According to company internal documents and user surveys obtained by Business Insider, the streamer is planning on showing ads before and after a program, but not taking commercial breaks during playback. This is unlike other ad-supported services such as Hulu, which plays ads during a program. Netflix will finalize the specifics of its ad placement strategy using results from extensive surveys of their customers.



The company is also reaching out to ad-execs – the *other* customer – to get input on the features advertisers want from their platform. In the leaked documents, Netflix asks agencies, “How might a new offering, like the one Netflix is developing, be able to help strengthen your existing marketing plans?” and “What core things do you think is critical for Netflix to offer brands such as yourself?”

Netflix's recent results have made it clear that the company needs to pursue new strategies to re-establish growth over the long term. However, it's still an open question whether an ad-based tier will bring in a significant number of new value-oriented consumers without cannibalizing revenue from its current, premium-pay subscribers.

[‘Doctor Strange’ Sequel Has Moviegoers Doing Homework. Is That Marvel’s Problem or Its Superpower?](#) (Wall Street Journal)

Droves of Marvel superfans have powered DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS to a box office of more than \$350M in North America and nearly \$850M worldwide. Many have delighted in the appearance in DOCTOR STRANGE of Marvel Cinema Universe characters already introduced in the previous 28 MCU movies or three spin-off series showing on Disney+. But what about casual moviegoers who may not have invested the time necessary to follow all the plot points and characters?

The Wall Street Journal surveyed a focus group of moviegoers who saw DOCTOR STRANGE 2 to understand how prior knowledge of the Marvel Cinematic Universe impacted their enjoyment of the current film. Not surprisingly, those who



The backstory for Scarlet Witch, played by Elizabeth Olsen, is key to the plot of the ‘Doctor Strange’ sequel.

were fully conversant with prior films and series delighted in the current offering. However, some of those who were less invested in the MCU reported that they felt out of the loop at times, and that they did not want to put in the “work” of watching prior movies to understand all the characters and plot twists. One user complained that he was “not interested in seeing the next thing they were setting me up for.”

After a solid opening, the grosses for DOCTOR STRANGE 2 dropped dramatically in following weeks. This dynamic should be a point of concern at Disney, since it could limit the ceiling for future Marvel releases.

[Village Roadshow Agrees To Arbitration With Warner Bros. In ‘Matrix’ Streaming Strategy Lawsuit](#) (Deadline)

We received an update this week on Village Roadshow's lawsuit against Warner Bros.

Earlier this year, the production company sued its longtime studio partner for having “sabotaged” the theatrical release of THE MATRIX RESURRECTIONS when it released the film simultaneously to theatres and on HBO Max. The MATRIX sequel only grossed \$150M worldwide at the box office, leaving Village Roadshow with a loss on its investment, while WB was still able to benefit by pushing subscriber growth on its streaming service.

After months of legal maneuvering by the parties, Village Roadshow announced that they would agree to a settlement with Warner Bros. determined through arbitration, rather than continuing with its lawsuit in the courts. This is the last significant conflict remaining for Warner Bros. to resolve which resulted from its decision to release its entire slate of 2021 films both to theatres and HBO Max simultaneously. The studio chose to revise that strategy beginning in 2022, returning to a 45-day exclusive theatrical window for all major releases. Both talent and the studio's production partners seem delighted with the change, since much of their compensation comes as a percentage of the theatrical box office grosses.



MARTIN GROVE'S Hollywood Report

Summer Hits Go to Best Picture Deep Freeze

It doesn't say much for Hollywood that films winning the summer box office race stand little chance of getting into Oscar's best picture race.

On the heels of DOCTOR STRANGE 2 & TOP GUN: MAVERICK, we'll also be celebrating mainstream live action event films this summer like JURASSIC WORLD: DOMINION (pictured), THOR: LOVE AND THUNDER & BULLET TRAIN. But when summer ends and we head into the awards season, they'll face an uphill struggle to get best picture consideration.



They're essentially in the best picture deep freeze because the Academy's heavily expanded global membership just doesn't regard Hollywood tentpoles as best pictures. There's a major disconnect between how Oscar's far-flung members vote & how moviegoers vote at the box office. The same wrongheaded thinking also influences how other awards givers act. Awards telecast ratings have plummeted because viewers don't see or care about the best picture nominees.

Academy members are forgetting that without event films movie theatres would close, killing the biggest market for the pictures that pay many of their salaries. The Academy should remind its cinema snobs worldwide that best pictures aren't officially defined as only having shoestring budgets, overseas origins or streaming financing.

July 4th to Keep Summer Sizzling

As summer holidays go, July Fourth weekend is still the best!

Exhibitors can expect this Fourth's box office to sizzle, following Memorial Day's high flying TOP GUN: MAVERICK & June's twin tentpoles JURASSIC WORLD: DOMINION & LIGHTYEAR. It's perfect timing that this 7/4 falls on a Monday, creating a seamless four days with many people off from work. There's competition from the beach, picnics & fireworks, but movies work that play to families -- and if there's rain for the Fourth, moviegoing is the best Plan B!



So it's good news exhibs have an ideal tentpole ahead in Universal/Illumination's PG animated comedy adventure MINIONS: THE RISE OF GRU (pictured). The original MINIONS, which reportedly cost just \$74M to make, opened 7/10/15 to \$115.7M. It wound up doing \$336M/DOM + \$823.4M/INT = \$1.2B/WW.

When GRU hits cinemas 7/1, families will have been turning up since 6/17 to enjoy Disney/Pixar's PG animated action adventure LIGHTYEAR. Parents will need something new to take their kids to see and GRU will play young. GRU will be the top draw for families until the next new animated competition arrives 7/15 from Paramount/Nickelodeon's PG action comedy PAWS OF FURY: THE LEGEND OF HANK.

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This week's episode of the [BOXOFFICE AUTOPSY](#) podcast looks at *TOP GUN: MAVERICK*'s Memorial Day weekend opening. Screendollars host Martin Grove focuses our *OSCAR OUTLOOK* spotlight on how films winning this summer's box office race stand little chance of getting into Oscar's best picture race.



Studio Release Calendar (5/27 – 6/30)

6/3/22 (Week 22)

Prior Year Results

2021 Week 22 - Box Office: \$97,999,419; Openings: A Quiet Place Part II (\$69.1M FSS; \$137.3M Total), Cruella (\$32.4M FSS; \$147.4M Total)

Watcher (IFC Midnight)	R Horror	91	Digital, Flat (2.00), 5.1	Moderate (800) \$500K-\$1M FSS \$3M-\$5M Total
Crimes of the Future (NEON)	R Horror	107	Digital, Flat, 5.1 Sound	Moderate (500)
Eiffel (Blue Fox Entertainment)	R Biography Drama History	108	Digital, Flat, 5.1 Sound	Limited 6/8
The Score (Gravitas Ventures)	NR Crime Romance	100	Digital, Flat, 5.1 Sound	Exclusive
The Phantom of the Open (Sony Pictures Classics)	PG-13 Comedy Drama Sport	106	Digital, Flat, 5.1 Sound	NY/LA
Benediction (Roadside Attractions)	PG-13 Biography Drama War	137	Digital, Flat, 5.1 Sound	Limited
Miracle (Film Movement)	NR Thriller	118	Digital, Flat, 5.1 Sound	6/3 NY; 6/10 LA
Fortune Favors Lady Nikuko (GKIDS) AKA: Gyokou no Nikuko-chan	NR Kids Fiction	97	Digital, Flat, 5.1 Sound	Limited
Frank and Penelope (Fabrication Films)	R Crime Thriller	112	Digital, Flat, 5.1 Sound	Limited/VOD
The Overnight (Vertical Entertainment)	NR Thriller Horror	90	Digital, Flat, 5.1 Sound	Limited/VOD
Dashcam (Momentum Pictures)	R Horror	77	Digital, Flat, 5.1 Sound	Limited/VOD
Neptune Frost (Kino Lorber)	NR Musial (Rwanda)	105	Digital, Flat, 5.1 Sound	NYC (2) 6/10 LA
The Passenger (Dark Star Pictures/Bloody Disgusting) AKA: La pasajera	NR Horror	90	Digital, Flat, 5.1 Sound	6/28 Limited/VOD
The Time Capsule (Film Rise)	NR Sci Fi Romance	105	Digital, Flat, 5.1 Sound	Limited/VOD
Maika: The Girl From Another Galaxy (Well Go USA)	NR Adventure	105	Digital, Flat, 5.1 Sound	Limited/VOD
The Time Capsule (Film Rise)	NR Science Fiction	105	Digital, Flat, 5.1 Sound	Limited/VOD
The Adventures of Priscilla, Queen of the Desert (Iconic Events)	R Comedy	104	Digital, Scope, 5.1 Sound	Event Cinema
RRR (Sarigama Cinemas)	R Epic Action	181	Digital, Scope, 5.1 Sound	Event Cinema
After Blue (Altered Innocence) AKS: Paradis Sale)	NR/ Erotic Sci-Fi	130	Digital, Flat, 5.1 Sound	Limited
White Elephant (RLJE)	NR/ Action	89	Digital, Flat, 5.1 Sound	Limited

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Wolfhound (Lionsgate)	R Action	127	Digital, Scope, 5.1 Sound	Limited
6/10/22 (Week 23) Prior Year Results 2021 Week 23 - Box Office: \$66,216,212; Openings: The Devil Made Me Do It (\$33.8M FSS; \$136.4M Total)				
Jurassic World Dominion (Universal) Early reactions to the film are nothing short of excellent. This clearly drives the summer box office with an all ages appeal. Jurassic Park 6/11/93, \$403M; The Lost World: Jurassic Park (5/22/97), \$229M; Jurassic Park 3 (7/18/01), \$293M; Jurassic World 6/9/15, \$652M. 3.0-3.5 multiple. Totals are adjusted for inflation. The multiple is between 3.5-4.0.	PG-13 Action Adventure Sci-Fi	146	Digital, 2.1 Flat, IMAX 6-Track 2D/3D, Auro 11.1, Dolby Atmos, Dolby 7.1 Surround, Dolby Digital, D-Cinema (also 3D version), 4K	Wide (4,500+) \$100M-\$125M FSS \$300M-\$400M Total
Block Party (Iconic Events)	R Comedy	100	Digital, Flat, 5.1 Sound	Wide Event Cinema
WYRM (Vertical Entertainment)	NR Comedy Drama	97	Digital, Flat, 5.1 Sound	Limited
The Walk (Vertical Entertainment)	NR Drama	105	Digital, Flat, 5.1 Sound	Limited
Lost Illusions (Music Box Films)	NR Drama (France)	149	Digital, Flat, 5.1 Sound	Limited/VOD
One Ocean Film Tour: Volume 4 (Adventure Entertainment)	NR Documentary	120	Digital, Flat, 5.1 Sound	Limited 6/8
Tahara (Film Movement)	NR Drama	77	Digital, Flat, 5.1 Sound	Limited
Mad God (IFC Films)	NR Horror Animation	84	Digital, Flat, 5.1 Sound	Limited 6/17 Expand
6/17/22 (Week 24) Prior Year Results 2021 Week 24 - Box Office: \$57,428,681; Openings: In the Heights (\$15.5M FSS; \$30M Total), Peter Rabbit 2: The Runaway (\$14.2M FSS; \$40.5M Total), Hitman's Wife's Bodyguard (\$5.3M FSS; \$38M Total)				
Lightyear (Disney) The film is a spin-off of the Toy Story film series, serving as an origin story for the fictional test pilot/astronaut character. The family animation has a wonderful message for all ages plus Sox the "personal companion robot" cat. Sox steals the show, and we can expect toy stores will have the entertaining character available to all.	PG Animation	105	Scope (2.39 : 1) IMAX (1.43, 1.90 in sections) 3D, Atmos, Dolby Vision, 4K, Motion, Theatre Ears, 5.1/7.1 Sound	Wide (4,500+) \$100M-\$125M FSS \$300M-\$350M Total
Brian and Charles (Focus Features)	Comedy	90	Digital, Flat, 5.1 Sound	Limited
Good Luck To You, Leo Grande (Searchlight)	R Comedy	97	Digital, Flat, 5.1 Sound	Limited
Abandoned (Vertical Entertainment)	NR Horror	N/A	Digital, 5.1 Sound	Limited
First Love (Vertical Entertainment)	NR Drama	96	Digital, Flat, 5.1 Sound	Limited
The Lost Girls (Vertical Entertainment)	NR Drama Fantasy	107	Digital, Scope, 5.1 Sound	Limited
Official Competition (IFC Films)	R Comedy Drama	114	Digital, Scope, 5.1 Sound	Limited
My Donkey, My Lover & I (Greenwich Entertainment)	NR Adventure	97	Digital, Flat, 5.1 Sound	Limited
Stay Prayed UP (Greenwich Entertainment)	NR Documentary	72	Digital, Flat, 5.1 Sound	Limited
The Forgiven (Roadside Attractions)	NR Drama Mystery	117	Digital, Flat, 5.1 Sound	Limited
Poser (Oscilloscope)	NR Music Psychodrama	87	Digital, Flat, 5.1 Sound	Limited
Bitterbrush (Magnolia)	NR Documentary	91	Digital, Flat, 5.1 Sound	Limited/VOD
Mid-Century (Lionsgate)	R Horror	104	Digital, Flat, 5.1 Sound	Limited
The Bookkeepers (First Run)	NR Documentary	89	Digital, Flat, 5.1 Sound	Limited/Virtual

6/24/22 (Week 25)

Prior Year Results

2021 Week 25 - Box Office: \$45,954,277; Openings: N/A

Elvis (Warner Bros.)

Rocketman opened 5/31/19 in 3,610 locations. \$25.7M FSS, \$96.5M total. Bohemian Rhapsody opened 11/2/18 in 4,000 locations. \$51.1M FSS, \$217.6M total. The film premiered at the Cannes Film Festival to mainly positive reviews. Expect Baz Luhrmann's exuberant tribute to Elvis's rank among summer's surprise hits especially if the older demo supports the film.

UPDATE

PG-13 Biography	159	Digital, Scope, 5.1 Sound	Wide (3,500+) \$25M-\$35M FSS \$65M-\$75M Total
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The Black Phone (Universal)

CinemaCon screening was met with positive reactions. Critic's reviews have been very positive especially for writer Joe Hill's excellent work with high praise and a 100% Rotten Tomatoes score. All in all, another strong Blumhouse performer similar to The Visit (\$65M) and The Invisible Man (\$65M). 2.5 multiple.

UPDATE

R Horror	102	Digital, Flat, 5.1 Sound	Wide (3,500+) \$15M-\$20M FSS \$60M-\$70M Total
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Marcel the Shell With His Shoes On (A24)

PG Comedy	89	Digital, Flat, 5.1 Sound	NY/LA
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Olga (Kino Lorber)

NR Drama Sport	85	Digital, Flat, 5.1 Sound	Limited
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The Human Trial (Abramorama)

NR Documentary	91	Digital, Flat, 5.1 Sound	Select/VOD
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Beba (NEON)

R Documentary	79	Digital, Flat, 5.1 Sound	NY/LA
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Harmony (Gravitas Ventures)

NR Thriller	90	Digital, Flat, 5.1 Sound	Select (3)
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We (MUBI)

NR Documentary	115	Digital, Flat, 5.1 Sound	6/22 Limited
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Flux Gourmet (IFC Midnight)

NR Comedy	111	Digital, Flat, 5.1 Sound	Limited/VOD
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Apples (Cohen Media Group)

NR Comedy	90	Digital, Flat, 5.1 Sound	Limited
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Press Play (The Avenue Entertainment)

NR Romance	85	Digital, Flat, 5.1 Sound	Limited/VOD
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Studio Release Changes

Title	Locations	New	Former
The Road to Galena (Vertical Entertainment)	Limited	7/8/22	NEW
Bros (Universal)	Wide	9/30/22	8/12/22
Last the Night (Vertical Entertainment)	Limited	7/1/22	NEW
Blowback (Saban Films)	Limited	6/17/22	NEW
The Overnight (Vertical Entertainment)	Limited	6/3/22	NEW
WYRM (Vertical Entertainment)	Limited	6/10/22	NEW
The Walk (Vertical Entertainment)	Limited	6/10/22	NEW
Golda (Bleecker Street)	Limited	11/11/22	NEW
Murder at Yellowstone City (RLJE)	Limited	6/24/22	NEW
Alma's Rainbow (Kino Lorber)	Limited	7/29/22	NEW
Poser (Oscilloscope)	Limited	6/17/22	6/3/22
The Deer King (Fathom/Gkids)	Event Cinema	7/13/22	NEW
The Deer King (Gkids)	Limited	7/15/22	NEW
Smile (Paramount)	Wide	9/30/22	NEW
Dungeons & Dragons: Honor Among Thieves AKA: <i>Dungeons & Dragons(Paramount)</i>	Wide	3/3/03	Title Change
Mission: Impossible - Dead Reckoning, Part 1 (Paramount) AKA: <i>Mission: Impossible 7</i>	Wide	7/14/23	Title Change
Mr. Malcolm's List (Bleecker Street)	Wide	7/1/22	Limited
Crimes of the Future (NEON)	Moderate	6/3/22	6/10/22

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On the Line (Saban Films)	Limited	November	NEW
Inu-Oh (Gkids)	Limited	8/12/22	NEW
The Cow (Vertical Entertainment)	Limited	7/15/22	Title Change
Indiana Jones 5 (Paramount)	Wide	6/30/23	Wide
Bitterbrush (Magnolia)	Limited	6/17/22	6/24/22
Riotville, U.S.A. (Lionsgate)	Limited	9/16/22	NEW
Fruit Basket Prelude (Crunchyroll)	Limited	7/8/22	NEW

MPA Ratings

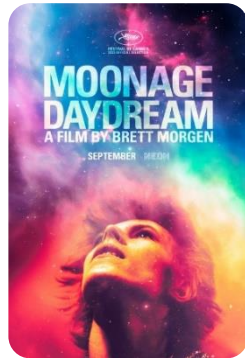
Title	Rating	Reason
5000 Blankets (AFFIRM Originals)	PG-13	Thematic material involving mental illness.
Fire of Love (NEON)	PG	Thematic material including some unsettling images, and brief smoking.
Float (Elevation Pictures, Inc/Lionsgate)	PG-13	Some strong language, suggestive material and brief drug use.
Goodbye, Don Glees! (GKids)	PG	Thematic elements, some peril and suggestive material.
Goodnight Mommy (Amazon Studios)	R	Some language.
The Gray Man (Netflix, Inc)	PG-13	Intense sequences of strong violence, and strong language.
The Menu (Searchlight)	R	Strong/disturbing violent content, language throughout, some sexual references.
Rye Lane (Searchlight)	R	Language, some sexual content and nudity.

Screening Room

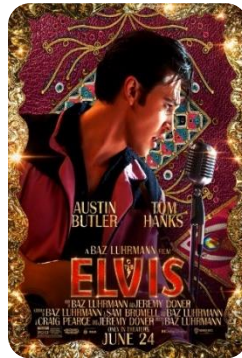
Our Popcorn Previews Boxoffice Buzz highlights the opening weekend of Tom Cruise's TOP GUN: MAVERICK from Paramount/Skydance Media, which turned up Memorial Day's box office heat with high flying four day ticket sales of \$151 million dollars.



Thor: Love and Thunder
Disney/Marvel
7/8/22 - Wide
New Trailer



Moonage Daydream
NEON
TBA
Trailer #1



Elvis
Warner Bros.
6/24/22 - Wide
Trailer #2



Vengeance
Focus Features
7/29/22 - Wide
Trailer #1



Mr. Malcolm's List
Bleecker Street
7/1/22 - Wide
Official Trailer

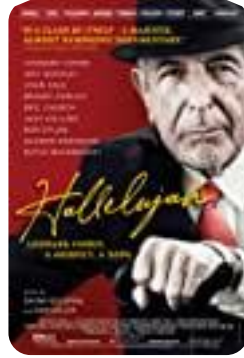
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**Mission: Impossible -
Dead Reckoning, Pt 1**

Paramount
7/14/23 -Wide
New Trailer



**Hallelujah: Leonard
Cohen, A Journey, A Song**

Sony Pictures Classics
7/1/22 - NY/LA
New Trailer



Devotion
Sony Domestic/ STX Int'l

10/14/22 -Wide
Teaser



**Three Thousand Years of
Longing**

MGM/UAR
8/31/22 – Limited
Official Trailer

Industry Observations and Title Insights



TOP GUN: MAVERICK Insights

Approximately 9.1M moviegoers will see TOP GUN: MAVERICK through Sunday. 4 ½ times the original film's 2M patrons on opening weekend (see table below).

Since Thursday -

- 2 out of every 3 moviegoers have seen the film.
- 32% of tickets sold are in Premium Format (stress – this does not include Early Access which would make this percentage higher)
- The average ticket price made available to the public is \$12.86.
- The average ticket price made available to the public in a Premium Format is \$16.32.
- Near 100% of *all premium format* seats are programmed for the film.
- Saturday's Daypart splits indicates heavy matinee traffic -
 - 29% Pre 3pm
 - 35% 3pm to 7pm
 - 25% 7pm to 9pm
 - 11% post 9pm
- Audience observations from 246 theatres representing 1,055 screens – Friday data looked as:
 - Male 56%/Female 44%
 - Non-Family 83%/ Family Groups 11%/ Teen Groups 6%
 - Caucasian 69%/African American 11%/ Hispanic 11%/ Asian 5%/Other 4%

Original TOP GUN – May 16, 1986			
	Box Office	Today's Dollars	Total Patrons
Opening Weekend	\$8,193,052	\$21,612,090	2.0M
Initial Run	\$174,382,171	\$459,995,028	42.1M

THE BOB'S BURGERS MOVIE

- Has pulled in approximately 1.1M moviegoers over 3 days....
- Bridging to the home and comparing that to the television show's reach, the series averaged just under 1.3M viewers per week (according to Nielsen data published on TVSeriesFinale, from 9/27/20 to 5/23/21).

INDUSTRY INSIGHTS

- Ticket prices up 7.5%
- Ticket prices up 3.2% on Premium format
- 69% more available seats for the public.

EntTelligence is 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.

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Rank	Awareness	Interest
1	Jurassic World: Dominion (Universal)	Guardians of the Galaxy, Volume 3 (Disney)
2	Top Gun: Maverick (Paramount)	Jurassic World: Dominion (Universal)
3	Avatar: The Way of Water (20th Century)	Black Panther: Wakanda Forever (Disney)
4	Lightyear (Disney)	Thor: Love and Thunder (Disney)
5	Thor: Love and Thunder (Disney)	Top Gun: Maverick (Paramount)
6	John Wick Chapter 4 (Lionsgate)	Avatar: The Way of Water (20th Century)
7	Black Panther: Wakanda Forever (Disney)	John Wick Chapter 4 (Lionsgate)
8	Guardians of the Galaxy, Volume 3 (Disney)	Aquaman and the Lost Kingdom (Warner Bros.)
9	Bob's Burgers (20th Century)	Fast X (Universal)
10	Aquaman and the Lost Kingdom (Warner Bros.)	Lightyear (Disney)
11	Hocus Pocus 2 (Disney+)	Minions: The Rise of Gru (Universal)
12	Minions: The Rise of Gru (Universal)	Hocus Pocus 2 (Disney+)
13	Halloween Ends (Universal)	Ant Man and the Wasp: Quantumania (Disney)
14	DC League of Super Pets (Warner Bros.)	Halloween Ends (Universal)
15	Puss In Boots: The Last Wish (Universal)	Black Adam (Warner Bros.)

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.