



Issue No. 230

**Weekend Box Office Results... 7/22 – 7/24***Courtesy of [Comscore](#)*

Rank	Title	Week	Theatres	Wknd \$	% Change	\$ Avg/ Theatre	Total \$
1	Nope (Universal)	1	3,785	44,000,000	-	11,625	44,000,000
2	Thor: Love and Thunder (Disney/Marvel)	3	4,370	22,100,000	-53	5,057	276,220,698
3	Minions: The Rise of Gru (Universal)	4	3,816	17,710,000	-34	4,641	297,856,590
4	Where the Crawdads Sing (Sony)	2	3,650	10,330,000	-40	2,830	38,330,784
5	Top Gun: Maverick (Paramount)	9	3,160	10,000,000	-19	3,165	635,565,887
6	Elvis (Warner Bros.)	5	3,105	6,300,000	-21	2,029	118,376,273
7	Paws of Fury: The Legend of Hank (Paramount)	2	3,481	3,875,000	-39	1,113	13,757,649
8	The Black Phone (Universal)	5	2,055	3,450,000	-36	1,679	78,554,900
9	Jurassic World Dominion (Universal)	7	2,167	2,960,000	-43	1,366	365,511,635
10	Mrs. Harris Goes to Paris (Focus)	2	1,001	1,350,000	-31	1,349	4,654,985

TITLE INSIGHTS – NOPE

- So far, approximately 1.4M moviegoers have seen NOPE.
- The film represented 45% of the overall moviegoing traffic on Friday July 22nd.
- Of the tracked locations of EntTelligence, the average ticket made available by exhibition was \$13.21.
- Opening day dayparts were broken down as follows:
 - Pre 2PM – 14%
 - 2PM to 5PM – 12%
 - 5PM to 8PM – 43%
 - Post 8PM – 31%

DICK WALSH'S Industry Update

2022 Third Quarter Preview

THIRD QUARTER WILL SLOW MOMENTUM AS STUDIOS WALK AWAY FROM AUGUST AND SEPTEMBER



This year's third quarter runs from Friday July 8th through Thursday October 6th and includes film weeks 27-39. Due to the stabilization of the box office, we will once again begin to compare current quarter results with those from the same quarter last year. By this time in 2021, almost all theatres had reopened from their pandemic closures and studios had settled into a predictable release schedule. Here is our forecast for the third quarter 2022.

JULY – The third quarter opened with a roar, on the strength of a \$187M opening week for Marvel Studio's THOR: LOVE AND THUNDER. This continued the momentum created during the last five weeks of the second quarter. However, THOR suffered a serious setback when the box office for its second weekend dropped by 68% from its opening results. The new titles for 7/15 – WHERE THE CRAWDADS SING and PAWS OF FURY: THE LEGEND OF HANK – were not able to make up for THOR's decline. There is optimism for NOPE which opens on 7/22. Jordan Peele's creepy Sci-fi Horror flick has already received high praise from critics and may go on to earn as much as \$160M, which would make it second highest grossing film of the quarter. July will end with the 7/29 release of DC LEAGUE OF SUPER-PETS, which should generate family business in the neighborhood of \$100M over its total run.

AUGUST – BULLET TRAIN with Brad Pitt and Sandra Bullock will open on 8/5 and is the last new picture of the quarter with the potential to gross over \$100M. It should monopolize the box office for weeks, with only minor films remaining in the summer pipeline. FALL on 8/12, BEAST and DRAGON BALL SUPER: SUPER HERO on 8/19 and THE INVITATION on 8/26 will all struggle to hit \$35M for their full run. This film drought will hold down 2022 third quarter results in comparison to 2021.

SEPTEMBER – Labor Day weekend kicks off on 9/2 with 3000 YEARS OF LONGING and the "fan cut" re-issue of SPIDER-MAN: NO WAY HOME – THE MORE FUN STUFF VERSION. New scenes and outtakes have been added that were not included in the original release, similar to the approach studios used to use to promote special DVD editions of popular titles. Sony execs are hoping that this playbook can work again this year, and will re-energize audiences that loved the original. It may or may not work. Note that Disney opened SHANG CHI AND THE LEGEND OF THE TEN RINGS for Labor Day last year, which went on to gross \$208M within the quarter. This will be hard to match in 2022, which will



challenge the 2022 to 2021 third quarter comparison. The rest of the month includes BARBARIAN and DARK HARVEST on 9/9, THE WOMAN KING and SEE HOW THEY RUN on 9/16, DON'T WORRY DARLING and a re-issue of AVATAR on 9/23 – at the insistence of James Cameron. The month will end with the 9/30 releases of BROS and SMILE. All September titles will struggle to draw audiences, with the possible exception of the re-issues of SPIDER-MAN: NO WAY HOME and AVATAR, which could emerge to earn the highest grosses of the month. The industry will be watching closely, given Hollywood's propensity to see and copy a successful release strategy.

Here is our ranking of the top ten pictures of the third quarter this year compared to those from 2021.

Top 10 Q3 Pictures – 2021 vs. 2022 (\$M)

2021			2022		
Title	Release Date	Actual Q3	Title	Release Date	Estimated Q3
1. Shang-Chi and the Legend of the Ten Rings (DIS)	9/3	208	1. Thor: Love and Thunder (DIS)	7/8	320
2. Black Widow (DIS)	7/9	184	2. Nope (UNI)	7/22	160
3. Free Guy (20th Century)	8/13	118	3. Bullet Train (SON)	8/5	120
4. Jungle Cruise (DIS)	7/30	116	4. DC League of Super-Pets (WB)	7/29	95
5. Venom: Let There Be Carnage (SON)	10/1	110	5. The Woman King (SON)	9/16	46
6. Space Jam: A New Legacy (WB)	7/16	71	6. Where the Crawdads Sing (SON)	7/15	44
7. Candyman (UNI)	8/27	59	7. 3000 Years of Longing (UAR)	9/2	42
8. Suicide Squad, The (WB)	8/6	56	8. Spider-Man: No Way Home Reissue (SON)	9/2	40
9. Old (UNI)	7/23	48	9. Beast (UNI)	8/19	32
10. F9 The Fast Saga (UNI)	6/25	43	10. Dragon Ball Super (CRUNCHY)	8/19	30
		1,013			929
Source: Box Office Mojo			Source: Screendollars		

As a result of studios easing up over the late summer and September, the box office will cool off significantly and leave exhibitors feeling somewhat abandoned. The last picture of the quarter with real potential is BULLET TRAIN, which opens on 8/5 and should run ahead of all comers over the final eight weeks of the quarter. In our opinion, the quarter would have had room for two or three more titles with \$100M potential.

The first two quarters of 2022 finished at 68% compared with the same period from 2019, and we predict that the first three quarters will come in at 66% of 2019 after 39 weeks.

The third quarter 2022 will finish at 113% of Q3 2021. Although it's a bigger number than last year, this is still disappointing because exhibitors had hoped for better. If the fourth quarter does not show a meaningful increase from last year, some may conclude that lower box office levels are a "new normal" for the industry.

Weekend Review for 7/22 – 7/24

NOPE easily won the weekend box office, grossing \$44M on its opening weekend. Jordan Peele's Sci-Fi Horror film received a strong 82% Tomatometer score from critics on Rotten Tomatoes, and a more lukewarm 73% audience score from moviegoers. Peele won an Academy Award for his writing, and is now emerging as directorial dean of suspense, drawing comparisons to Alfred Hitchcock and Steven Spielberg. NOPE is Peele's third directorial feature film, coming after the very successful GET OUT (2017) and US (2019), which went on to gross \$175M and \$176M respectively. Peele won his Oscar for Best Original Script for GET OUT.

NOPE'S \$44M in its opening weekend landed in between GET OUT with \$33M and US with \$71M, with the total run projected to be \$140M-\$150M. NOPE only cost \$68M to produce, which adds up to a very profitable business relationship between Peele and Universal.

Disney/Marvel's THOR: LOVE AND THUNDER came in second place with \$22.1M this weekend, suffering a continued steady decline of 53% from last weekend. After three weekends in theatres, THOR: LOVE AND THUNDER has shown a greater week-to-week decline than any other previous Marvel title with the exception of MORBIUS. Of course, the good news is that it's worldwide cume stands at \$598M, on a budget of \$250M, making it another example of a very profitable feature in the THOR franchise.

MINIONS: THE RISE OF GRU Finished third with a gross of \$17.7M, dropping by only from last weekend. GRU is well on its way to becoming the second highest grossing title in the DESPICABLE ME/MINIONS cinematic universe, with an

estimated total run in theatres landing at around \$340M. That would out-pace easily DESPICABLE ME 2, that generated \$368M cume in 2017.

WHERE THE CROWDADS SING finished fourth with a gross of \$10.3M and a drop of only 40% as word of mouth begins to kick in. This bodes very well for subsequent weeks.

It took eight weeks for TOP GUN: MAVERICK to sink down below the top three movies on the weekend box office chart. In its ninth weekend it dropped to fifth, but the indefatigable feature still took in \$10M, which represents a decline of only 19% from last weekend. It has now grossed \$636M in North America, which positions it as the number nine film of all time in the domestic market. With a lineup of less-than-stellar new releases ahead, TOP GUN: MAVERICK is certain to still be playing at the multiplex through the Labor Day weekend, and may rise up to a total domestic gross of \$667M, which would place it as the number seven domestic box office performer of all time.

Our favorite indie title MARCEL THE SHELL WITH SHOES ON expanded to 590 locations in its fifth weekend in theatres, and has begun to sputter in its search to resonate with a broader commercial audience. The A24 release is up to \$2.9M overall, compared with A24's most recent successful indie film EVERYTHING EVERYWHERE ALL AT ONCE with just passed \$68M. Critics and audiences love MARCEL, scoring 99% and 93% respectively on Rotten Tomatoes. This highlights the degree of difficulty a smaller title has to become a breakout success in the era of super heroes and blockbusters.

Where Are We as of 7/21

The current year box office after 28 weeks stands at 72% compared to the same period from 2019. This will most likely be the high-water mark for the year, as we are now entering a stretch of underwhelming new film releases. This will also drive down the current year third quarter comparison to 2021 results, which has started off well at 181% but will fall back significantly over the next month.

2022 VS. 2019	2022 VS. 2021
YEAR TO DATE – 28 WEEKS – 2022: \$4,415,103,000 2019: \$6,193,055,000 72%	3 rd QUARTER – 2 WEEKS – 2022: \$540,975,000 2019: \$298,820,000 181%

FILM FLASHBACK

GUARDIANS OF THE GALAXY Premieres in L.A. on 7/21/2014

GUARDIANS OF THE GALAXY's success was amazing because the movie wasn't based on first tier Marvel Comics characters and back in 2014 early August wasn't known for blockbuster openings.

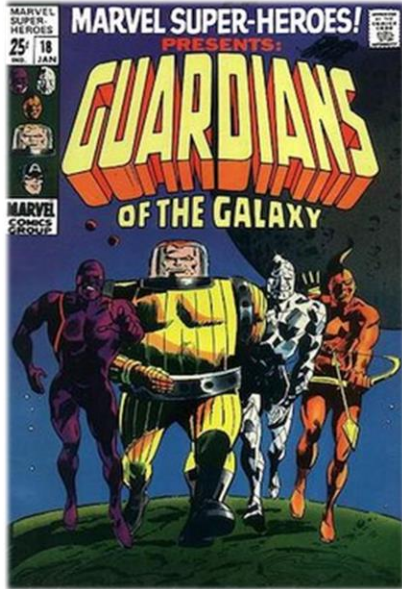
But Disney/Marvel's GUARDIANS, directed by James Gunn & starring Chris Pratt, Zoe Saldana, Dave Bautista, Vin Diesel & Bradley Cooper, was an instant hit. After premiering in L.A. July 21, 2014, it opened Aug. 1 to \$94.3M. It did \$333.7M domestic, making it that summer's biggest film and the first August release to top the summer since Hollywood started compiling box office data in the mid-'70s. GUARDIANS grossed \$440M internationally for a global cume of \$773.3M.

Not surprisingly, it spawned a sequel, GUARDIANS OF THE GALAXY VOL. 2, directed by Gunn, which opened May 5, 2017 to \$146.5M & did \$863.8M worldwide. VOL. 3, also from Gunn, is set to open next May 5.

Like many movie hits, GUARDIANS could have turned out very differently had other directing & casting decisions been made. Peyton Reed, who'd directed the 2006 rom-com THE BREAK UP with Vince Vaughn & Jennifer Anniston, was considered for GUARDIANS. But Marvel signed him later to direct ANT-MAN (2015). He also made ANT-MAN AND THE WASP (2018) & ANT-MAN AND THE WASP: QUANTUMANIA, which opens next Feb. 17.

Colin Trevorrow was another directing possibility, but passed because he really wasn't into comics.

What he liked were STAR WARS & INDIANA JONES type movies. Trevorrow went on to direct Universal's JURASSIC WORLD



The Guardians first appeared in 1969 in a [Marvel Super-Heros comic book](#). On its cover (left to right) are Major Vance Astro, Charlie 27, Martin X and Yondu – none of whom made it into the 2014 movie.

(2015) & JURASSIC WORLD: DOMINION (2022), with Chris Pratt starring in both.

Adam Sandler & Jim Carrey were considered to voice Rocket Raccoon, which Bradley Cooper did. Gal Gadot was a potential Nebula, which went to Karen Gillan, who shaved her head for the role. Gadot went on to star for WB/DC as WONDER WOMAN. Both Olivia Wilde & Amanda Seyfried passed on playing Gamora, which went to Zoe Saldana.

Among the many actors who might have played Peter Quill/Star-Lord, which went to Chris Pratt, are: Eddie Redmayne, Wes Bentley, James Marsden, Joseph Gordon-Levitt, Zachary Levi & John Krasinski. It's said Chadwick Boseman auditioned for Drax the Destroyer, but Dave Bautista was cast. Boseman later starred for Marvel as BLACK PANTHER.

Jason Momoa also reportedly auditioned for Drax, but decided against playing the role because he didn't want to be typecast as a tough action star. However, producer Kevin Feige & Gunn have maintained for years that Bautista was the only actor ever offered the Drax role. As for Momoa, he went on to play the half-human/half-Atlantean AQUAMAN in five films for WB/DC!

"I think yeah, people don't know the Guardians of The Galaxy, but the truth is, Iron Man was selling 20,000 comic books a month when that movie came out, and that certainly wasn't enough of an audience to make a hit movie. I don't know if they're real different. In fact, the Guardians of The Galaxy comic book today is selling five times as much as Iron Man was selling at that time." – James Gunn



The MCU Blockbuster Movie GUARDIANS OF THE GALAXY Opened on July 21, 2014

Notable Industry News & Commentary

[Netflix loses fewer subscribers than expected and says cheaper ad tier is coming in early 2023](#) (CNBC)

This week's biggest story from the business of entertainment came out of Netflix and its highly anticipated Q2 earnings announcement on Tuesday. The company reported a net loss of just under one million subscribers for the quarter, significantly better than original projections which had expected a decline of two millions subs. Strong viewership for the fourth season of Stranger Things and original films such as Adam Sandler's HUSTLE partially offset the negative market factors that had led to the original projection.



Netflix stock moved higher on the news, after having crashed three months ago after the company surprised investors with worse-than-expected Q1 earnings. But Netflix CEO Reed Hastings summed up the mood by saying, "It's tough losing one million subscribers and calling it a success."

A number of factors are dragging down Netflix's financials. The strengthening of the U.S. Dollar against other global currencies is limiting profits from international markets, which account for more than 60% of Netflix's gross revenue. Another factor is a perceived decline in the quality of Netflix original content. HBO Max garnered more award nominations than Netflix, despite having fewer titles. This is said to reflect Warner Bros. Discovery CEO David Zaslav's mentality of focusing on quality over quantity. While HBO Max has inked content deals with trendy brands such as A24, Netflix's in-house productions may be losing some of their luster.

Netflix has announced plans to drive new revenues by offering a less expensive, ad-supported tier of service in 2023, and by cracking down on rampant password sharing among its customers, beginning in Latin America. Netflix projects that it will see growth once again starting in the third quarter, which would be a welcome sign that the company has weathered the most recent downturn in its fortunes.

See Also: [Netflix Says It Lost Nearly 1 Million Subscribers, and Breathes a Sigh of Relief](#) (NY Times) and [HBO Max To Add Massive Collection Of A24 Films In August 2022](#) (Screen Rant)

[Movie Theater Chains Brace for Summer's Long Cool-Down](#) (Hollywood Reporter)



The end of July will close out the best four month stretch for exhibitors since the pandemic began. It has been a crucial period for the industry, both in terms of revenue and establishing and reinforcing movie franchises that will bear fruit for years to come.

Alas, all good things must come to an end and the film slate ahead looks weak by comparison. After the August 5th release of BULLET TRAIN starring Brad Pitt and Sandra Bullock, the pickings will be slim through

September. The movies which have some potential appeal to niche audiences, include Jo Koy's EASTER SUNDAY, the A24 horror film BODIES, BODIES, BODIES and the anime feature DRAGON BALL SUPER: SUPER HERO. While each holds a chance to appeal to a wider audience, the more likely scenario is that these films will stay in their lane and generate modest box office. September looks even worse, with the largest title being re-releases of SPIDER-MAN: NO WAY HOME and the original AVATAR from 2009.

On the bright side, Q4 is filling up with mainstream fare beginning with Universal's HALLOWEEN ENDS followed by tentpoles BLACK PANTHER 2, AVATAR 2 and BLACK ADAM. The next two months are a missed opportunity for studios, after results for the first half of 2022 have shown without a doubt that moviegoers are eager to turn out at their local theatres to see new movies that are worth their time.

[The Innovative Way 'Easter Sunday' Is Using Jo Koy's Standup Fans to Sell Tickets](#) (Variety)

The upcoming film EASTER SUNDAY is the first feature film that its headline star comedian Jo Koy has ever appeared in. Despite being a newcomer to movies, Universal is betting big that Koy can marshal interest from his huge fan following, built over a thirty-year comedy career in stand-up. Universal execs were convinced by the success of Koy's Netflix comedy specials. They may also have timed it right by releasing their new film in a period when there is very little competition.

Koy is employing innovative techniques to promote his film, including taking time out during his stand-up performances to instruct audiences how to purchase advanced tickets for the movie. He asks audiences to scan a special QR code that will direct them to a ticketing page, and enters anyone who does buy a ticket into a drawing to win tickets to one of the film's premiere screenings. Initial results from the QR



campaign are encouraging, with approximately one third of the audience who attends his comedy shows scanning the QR code.

For Koy, who has a strong following among Filipino-Americans, the film is an interesting experiment in whether films like these can still succeed in theatres. Comedic vehicles starring popular stand-up comedians used to be commonplace, but more recently a sentiment has crept in that these films will only appeal to limited audiences and do not, therefore, justify a theatrical release. If Koy's following turns up in numbers to EASTER SUNDAY, it may lead studios to reconsider the appeal of mid-budget comedies, which were once an essential ingredient in a healthy film calendar.

MARTIN GROVE'S Hollywood Report

With Critics Awards 1/15, Will Globes Air 1/8?

The 2023 awards season is falling into place with the notable exception of the Golden Globes.

With the 28th Annual Critics Choice Awards set for 1/15 at LA's Fairmont Century Plaza Hotel – and live on The CW Network from 7-10 p.m./EST – we know how next year's awards race will begin. Or do we?

CCA pitched its tent in the sands of January's third Sunday. Since the first Sunday's New Year's Day, the question is, Will NBC air the 80th Globes 1/8? That would make the HFPA's show the kick-off awards event it was before imploding from charges of poor membership diversity & alleged financial improprieties.

After the Globes were boycotted by some 100 top PR agencies plus studios & streamers, NBC scrapped its 2022 telecast. With some publicists reportedly now ready to embrace the still embattled Globes, NBC's in a tough spot. With soggy ratings for all awards shows lately, it's hard to justify premium ad pricing & what's said to be a \$60M annual Globes licensing fee.

Netflix Q2 Domestic Loss Was 1.3M Subs

Netflix's second quarter earnings made it the center of media attention, much of which celebrated its lower than projected subscriber losses.

What the media applauded was Netflix losing just 970,000 subs worldwide rather than 2M subs as it had cautioned Wall Street to expect. That looked like good news to some,



but a closer look suggests other possible conclusions.

While 930,000 subs were lost globally, erosion in the U.S. & Canada was 1.3M high priced subs. Standard domestic



Despite no campaigning last year, the HFPA announced its own noms 12/13 at the Beverly Hilton Hotel & named winners 1/9 at a small BH party where best picture-drama went to THE POWER OF THE DOG, whose director, Jane Campion, also won. When the Oscars finally surfaced 3/27, Campion won for directing -- but the surprise best picture winner was CODA.

subs cost nearly \$16 monthly and are reportedly the most popular tier. This serious loss was offset by subscriber gains – but not revenue – from adding 1M lower priced Asia Pacific subs. Some 770,000 expensive subs were lost in Europe & West Asia. Standard monthly pricing is said to be about \$7 in India, \$3 in Turkey & \$4.50 in Pakistan while it's about \$15 in France & Belgium & \$20 in Switzerland.

Wall Street was less enthusiastic than the media. Benchmark Company analyst Matthew Harrigan, for instance, downgraded Netflix shares from "hold" to "sell," noting, "Beyond the inflation challenged and more price sensitive consumer, the continued negative Netflix press glut, relating to member losses and even Prince Harry and Meghan (with their ultra-rich Netflix production deal), is a mild growth albatross."

Click to play our BOXOFFICE AUTOPSY podcast looking at the opening of NOPE. Screendollars host Martin Grove focuses in our OSCAR OUTLOOK feature on what having the Critics Choice Awards on 1/15 means for the Golden Globes.



Studio Release Calendar (7/22 – 8/18)

7/29/22 (Week 30)

Prior Year Results

2021 Week 30 - Box Office: \$70,633,691; Openings: Old (\$16.9M FSS; \$48.3M Total), Snake Eyes (\$13.4M FSS; \$28.3M Total)

DC League of Super-Pets (Warner Bros.)

UPDATE

Interest and awareness after rising Two weeks out has now flattened. The multiple currently looks 2.5 or slightly under the 3.0-3.5 of family films The X-factor, as always, is the percentage of filmgoers who make opening day decisions of seeing the film. That and the Thursday night preview, could easily increase the opening weekend to potentially \$40M-\$45M. The lack of family competition until September is a major plus in the film's overall appeal.

PG | Animation
Action Adventure

109

Digital, Flat, 5.1 Sound

Wide (4,200)
\$35M-\$40M FSS
\$85M-\$100M Total

Vengeance (Focus Features)

UPDATE

Vengeance has been called a smart, subversive fish-out-water black comedy. Early reviews have been mixed as could be expected in this type of film. Success depends on the young audience (18-34). Positive WOM could lift the film to \$6M+.

R | Comedy
Mystery Thriller

94

Digital, Scope, 5.1
Sound

Moderate (900)
\$1M-\$2M FSS
\$3M-\$5M total

Fast Times at Ridgemont High 40th Anniversary (Iconic Events)

UPDATE

The most outrageous, era-defining comedy of its time, Universal Pictures' FAST TIMES AT RIDGEMONT HIGH returns to theaters for its 40th Anniversary. In August 1982, more than a decade before she wrote and directed CLUELESS, filmmaker Amy Heckerling made her directorial debut.

R | Comedy

90

Digital, Flat, 5.1 Sound

Moderate (500)
7/28 (Thursday)

A Love Song (Bleecker Street)

PG | Drama

86

Digital, Flat, 5.1 Sound

Limited

Thirteen Lives (UA Releasing)

PG-13 | Biography
Drama Thriller

142

Digital, Flat, 5.1 Sound

Limited

UFC 277 (Iconic Events)

NR | Event Cinema

180

Digital, Scope, 5.1
Sound

Specialty Live Event

Paradise Highway (Lionsgate Premiere)

R | Crime Drama

115

Digital, Flat, 5.1 Sound

Limited/VOD

Hansan: Rising Dragon (Well Go USA)

NR | Action War

130

Digital, Scope, 5.1
Sound

Limited

8/5/22 (Week 31)

Prior Year Results

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)

Bullet Train (Sony) As expected, males are just ahead of females where appeal ranges from ages 18- 45. Awareness and interest are just beginning to scale upward. Marketing is important factor in the film's success. Current projections could rise to \$125M and up. UPDATE	R Action Comedy Thriller	126	Digital, Scope, 5.1 Sound, IMAX	Wide (3,500) \$35M-\$45M FSS \$110M-\$120M Total
Easter Sunday (Universal)	PG-13 Comedy	96	Digital, Flat, 5.1 Sound	Wide (2,500) \$10M-\$12M FSS \$20M-\$25M Total
Bodies Bodies Bodies (A24)	R Comedy Horror Thriller	95	Digital, Flat, 5.1 Sound	Limited
Collide (Vertical Entertainment)	R Thriller	90	Digital, Flat, 5.1 Sound	Limited
Cave Rescue (Lionsgate Premiere)	PG13 Drama	99	Digital, Flat, 5.1 Sound	Limited
Luck (Apple)	G Animation	97	Digital, Flat, 5.1 Sound	Limited
I Love My Dad (Magnolia)	R Comedy	96	Digital, Flat, 5.1 Sound	Limited

8/12/22 (Week 32)

Prior Year Results

2021 Week 32 - Box Office: \$65,512,467; Openings: The Suicide Squad (\$26.2M FSS; \$55.8M Total)

Bodies Bodies Bodies (A24) A24 is a one of the best marketing and distribution independents in terms of the unique nature of their films. The film has a terrific title and may reach Hereditary (\$44M) and Midsommar (\$27M). Currently the film would reach \$20M if opened today. UPDATE	R Comedy Horror Thriller	95	Digital, Flat, 5.1 Sound	Wide (1,200- 1,500) \$4M-\$6M FSS \$12M-\$15M Total
Mack & Rita (Gravitas Premiere) The comedy drama is female driven, and its audience is slowly showing more interest early. The film may well reach \$10M+ with effective marketing and drawing a substantial female audience that follows Diane Keaton. UPDATE	PG-13 Comedy Drama	94	Digital, Flat, 5.1 Sound	Wide (1,000) \$1M-\$2M FSS \$6M-\$8M Total
Fall (Lionsgate)	PG-13 Thriller	107	Digital, Flat, 5.1 Sound	Wide (1,000-1,200)
Summering (Bleecker Street)	PG-13 Drama	85	Digital, Scope, 5.1 Sound	Limited
Freegard (IFC) a/k/a "Rogue Agent"	PG-13 Thriller		Digital, Flat, 5.1 Sound	Limited
Inu-oh (GKIDS)	NR Animation Fantasy Musical	98	Digital, Flat, 5.1 Sound	Limited (subtitled)
Girl Picture (Strand Releasing)	Romance	100	Digital, Flat, 5.1 Sound	Limited
Emily the Criminal (Roadside Attractions)	Crime Drama Thriller	93	Digital, Flat, 5.1 Sound	Limited

8/19/22 (Week 33)

Prior Year Results

2021 Week 33 - Box Office: \$75,623,545; Openings: Free Guy (\$28.4M FSS; \$121.6M Total); Don't Breathe 2 (\$10.6M FSS; \$32.7M Total); Respect (\$8.8M FSS; \$24.3M Total)

Beast (Universal)	R Thriller Horror	NA	Digital, Scope, 5.1 Sound	Wide (3,500+)
Dragon Ball Super: Super Hero (Crunchyroll)	Anime	120	Digital, Flat, 5.1 Sound, IMAX	Wide (3,000+)

Delia's Gone (Vertical Entertainment)	Suspense Thriller	90	Digital, Flat, 5.1 Sound	Limited
Dinner Party (Vertical Entertainment)	Drama	90	Digital, Flat, 5.1 Sound	Limited
Spin Me Around (IFC)	Comedy	104	Digital, Flat, 5.1 Sound	Limited
Bullet Proof (Lionsgate Premiere)	R Crime Thriller	81	Digital, Flat, 5.1 Sound	Limited

Studio Release Changes

Title	Locations	New	Former
Imaginary Friends (Paramount)	Wide	5/24/24	11/17/23
A Quiet Place: Day One (Paramount)	Wide	3/8/24	9/22/23
The Tiger's Apprentice (Paramount)	Wide	1/19/24	12/20/23
Till (UA Releasing)	Limited Expansion	10/14/22 10/28/22	10/7/22
A Man Called Otto (Columbia)	Wide	12/14/22	12/25/22
65 (Sony)	Wide	4/28/23	4/14/23
Heart of a Lion (Sony)	Wide	3/31/23	4/7/23
Madame Web (Columbia)	Wide	10/6/23	7/7/23
Untitled George Foreman Biopic (Sony)	Wide	3/31/23	12/25/22
The Pope's Exorcist (Sony)	Wide	4/7/23	NEW
Insidious 5 (Sony)	Wide	7/7/23	NEW
If (Paramount)	Wide	5/24/24	11/17/23
The Magician's Elephant (Disney)	Wide	3/8/24	NEW
Dungeons & Dragons: Honor Among Thieves (Paramount)	Wide	3/3/23	Title Change
Silent Twins (Focus Features)	Wide	9/16/22	NEW
Night Terror (20th Century)	Wide	2023 TBA	NEW
Universal "Buddy Comedy"	Wide	8/18/23	NEW
Givers Of Death (Buffalo 6)	Limited	8/5/22	NEW
No Hard Feelings (Sony)	Wide	6/16/23	NEW
Honk For Jesus, Save Your Soul (Focus Features)	Wide	9/2/22	Limited
P31 (Carl Jackson Entertainment)	Wide	7/14/23	12/21/22
Causeway (Apple)	Limited	2022 TBA	NEW
Titanic 25 Anniversary (Paramount)	Limited	2/10/23	Re-Release
Untitled Sony/Marvel Universe (Sony)	Wide	6/7/24	NEW
Blade (Disney) <i>Previously "Untitled Marvel"</i>	Wide	11/3/23	Title Change
Captain America: New World Order (Disney) <i>Previously "Untitled Marvel"</i>	Wide	5/3/24	Title Change
Thunderbolts (Disney) <i>Previously "Untitled Marvel"</i>	Wide	7/26/24	Title Change
Fantastic Four (Disney) <i>Previously "Untitled Marvel"</i>	Wide	11/8/24	Title Change
Untitled Marvel (Disney)	Wide	2/14/25	NEW
Avengers: The Kang Dynasty (Disney)	Wide	5/2/25	NEW
Untitled Marvel (Disney)	Wide	7/25/25	NEW
Avengers: Secret Wars (Disney)	Wide	11/7/25	NEW
Untitled Marvel (Disney)	Wide	2/13/26	NEW
Untitled Marvel (Disney)	Wide	5/1/26	NEW
Untitled Marvel (Disney)	Wide	7/24/26	NEW
Untitled Marvel (Disney)	Wide	11/6/26	NEW

Awareness & Interest Levels

Rank	Awareness	Interest
1	Avatar: The Way of Water (20th Century)	Guardians of the Galaxy, Volume 3 (Disney)
2	DC League of Super Pets (Warner Bros.)	Black Panther: Wakanda Forever (Disney)
3	Aquaman and the Lost Kingdom (Warner Bros.)	Spider-Man: Across the Universe - Part 1 (Sony)
4	Guardians of the Galaxy, Volume 3 (Disney)	Avatar: The Way of Water (20th Century)
5	Black Panther: Wakanda Forever (Disney)	Aquaman and the Lost Kingdom (Warner Bros.)
6	Hocus Pocus 2 (Disney+)	Hocus Pocus 2 (Disney+)
7	The Little Mermaid (Disney)	Untitled Indiana Jones (Disney)
8	Spider-Man: Across the Universe - Part 1 (Sony)	Fast X (Universal)
9	John Wick Chapter 4 (Lionsgate)	John Wick Chapter 4 (Lionsgate)
10	Puss In Boots 2: The Last Wish (Universal)	Bullet Train (Sony)
11	Nope (Universal)	Halloween Ends (Universal)
12	Fast X (Universal)	Nope (Universal)
13	Halloween Ends (Universal)	Ant Man and the Wasp: Quantumania (Disney)
14	Black Adam (Warner Bros.)	Black Adam (Warner Bros.)
15	Pinocchio (Disney+)	The Gray Man (Netflix)

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

Check out our [POPCORN PREVIEWS](#)
[BOXOFFICE BUZZ](#) look at Universal's sci-fi
 horror film **NOPE**, from **GET OUT** director
Jordan Peele, where **UFOs and alien**
creatures are a chilling discovery at a
California ranch.



[Halloween Ends](#)

Universal

10/14/22 - Wide

Teaser Trailer, Poster

The saga of Michael Myers and Laurie Strode comes to a spine-chilling climax in this final installment of the franchise. Horror, slasher.



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

Paramount

3/3/23 - Wide, First Trailer

A charming thief and a band of unlikely adventurers undertake an epic heist to retrieve a lost relic, but things go awry when they run afoul of the wrong people.



[Don't Worry Darling](#) Warner Bros.

9/23/23 - Wide, Trailer

A psychological thriller about a 1950s housewife whose reality begins to crack, revealing a disturbing truth underneath.



[Breaking](#)

Bleecker Street

8/26/22 - Limited, Trailer

Based on the real life story of the late Brian Brown-Easley, a former Marine Corps veteran in financial trouble. Concerned over the effects of this on his daughter, he robs a Wells Fargo Bank.



Gigi & Nate

Roadside Attractions

9/2/22 – Moderate, *Trailer*

Based on true events follows 18-year-old Nate Gibson whose life is turned upside down after he suffers a near-fatal illness and is left a quadriplegic. A year after the unfortunate events, his mother gets him an unusual service animal, Gigi, a monkey. Theatrical only.

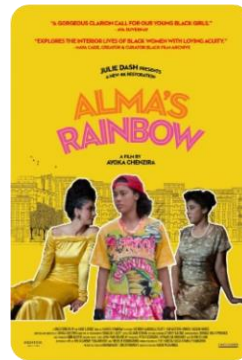


Bloom Up

Kino Lorber

8/12/22 - Select/VOD
Trailer

Pet shop owners by day and swingers by night, Italian couple Hermes and Betta are, in most ways, regular people. In this honest, sex-positive look at the swinger lifestyle, is invited into their lives with no moment off-limits. Documentary.

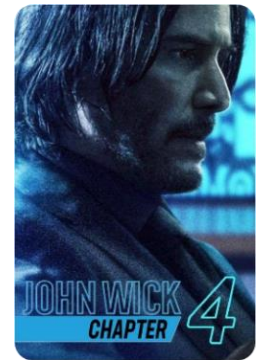


Alma's Rainbow

Kino Lorber

7/29/22 – Select, *Trailer*

Three African American women living in Brooklyn, Alma's Rainbow explores the life of teenager Rainbow Gold as she enters womanhood and navigates standards of beauty, self-image, and the rights women have over their bodies.



John Wick: Chapter 4

Lionsgate/Summit

3/24/23 – Wide, *First Trailer*
An exploration of the adventures, harrowing experiences, and exploits of legendary hit man John Wick. Theatrical only.



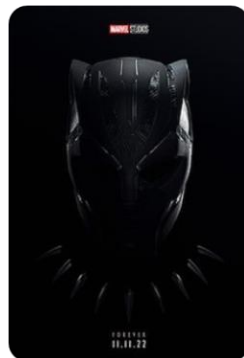
Black Adam

Warner Bros.

10/21/22 - Wide

Comic-Con Teaser, Poster

Nearly 5,000 years after he was bestowed with the powers of the Egyptian gods and imprisoned just as quickly, Black Adam is freed from his earthly tomb, ready to unleash his unique form of justice on the modern world.



Black Panther: Wakanda Forever

Disney/Marvel

11/11/22 -Wide

Comic-Con Teaser, Poster

The fight is on to protect their nation from intervening world powers in the wake of King T'Challa's death. IMAX 2D/3D. Anticipated rating: PG-13.



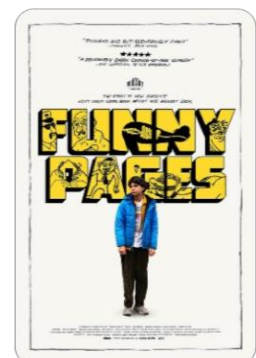
Shazam! Fury of the Gods

Warner Bros.

12/21/22 – Wide

Comi-Con Teaser

Shazam takes on the villainous Hespera and Kalypso, daughters of the Greek titan Atlas.



Funny Pages

A24

8/26/22 - Limited/VOD
Official Trailer

A teenage cartoonist rejects the comforts of his suburban life and leaves home, finding an unwilling teacher and unwitting friend in Wallace, a former low-level comic artist. Coming of age story.