



Sunday, January 30, 2022 | No. 205

Film Flashback... LA DOLCE VITA Premieres in Rome 2/3/1960

Federico Fellini's classic LA DOLCE VITA, which premiered in Rome Feb. 3, 1960, put Marcello Mastroianni on the road to international stardom, but if Dino De Laurentiis had had his way, Paul Newman would have played the gossip columnist prowling the Via Veneto.

De Laurentiis, who produced Fellini's LA STRADA (1953) and NIGHTS OF CABIRIA (1956), had a falling out with Fellini over casting the role of journalist Marcello Rubini. De Laurentiis thought Mastroianni was more a family man than a ladies' man. Fellini felt Newman was wrong for the part. Then De Laurentiis proposed Gérard Philipe, who'd just starred in the French hit LES LIAISONS DANGEREUSES (1959). Fellini disagreed and De Laurentiis moved on.

Fellini had thought Silvana Mangano would be perfect as Maddalena, the film's beautiful excitement seeking heiress. De Laurentiis had been married to Mangano since 1949 and they had four children (including film producer Raffaella De Laurentiis). They divorced in 1988. Mangano, who starred in the BITTER RICE (1946), was reportedly romantically involved with Mastroianni early in her career before marrying De Laurentiis. As Maddalena, Fellini cast Anouk Aimée, who also starred in his next film, 8 1/2 (1963), and was a best actress Oscar nominee in 1967 for Claude Lelouch's classic romantic drama A MAN AND A WOMAN.

Fellini made the right casting decisions. His critically acclaimed drama won in 1960 the Palme d'Or at Cannes and Italy's Donatello Award for directing. DOLCE received four Oscar Nominations – for directing, original screenplay, art direction and a win for costume design/black & white – but, amazingly, no best picture nom.

Filming began in Italy Mar. 16, 1959 for about five months. One of DOLCE's most famous scenes takes place at night at the Trevi Fountain. It was shot during a very cold week in March when, according to Fellini, Anita Ekberg, playing a Hollywood star visiting Rome, stood for hours in the Fountain's icy water wearing an evening gown. Mastroianni wore a wetsuit under his clothing and was so cold he's said to have downed a bottle of vodka to get through the scene.



Marcello Mastroianni and Anita Ekberg swooning in Rome's Trevi Fountain - [Click to Play](#)



Fellini's LA DOLCE VITA won the Palme d'Or at 1960's Cannes Film Festival

Besides being remembered as a movie masterpiece, DOLCE has another claim to fame for inspiring the word "paparazzi." The term comes from Rubini's photographer sidekick Paparazzo, who co-screenwriter Ennio Flaiano named after the character Signor Paparazzo in a long forgotten 1901 novel "By the Ionian Sea."

"You are everything... everything! You are the first woman on the first day of creation. You are mother, sister, lover, friend, angel, devil, earth, home.."
– Marcello Rubini (Mastroianni) to Sylvia (Ekberg)

Weekend Box Office Results... 1/28 – 1/30

Courtesy of [Comscore](#)

Rank	Title	Week	Theatres	Wknd \$	% Change 1/21 1/14	Per Theatre Average \$	Total \$
1	Spider-Man: No Way Home (Sony)	7	3,675	11,000,000	-21 -30	2,993	735,886,280
2	Scream (Paramount)	3	3,518	7,350,000	-40 -59	2,089	62,138,780
3	Sing 2 (Universal)	6	3,450	4,800,000	-17 -28	1,391	134,508,860
4	Redeeming Love (Universal)	2	1,963	1,850,000	-48 -	942	6,531,765
5	The King's Man (20 th Century)	6	2,440	1,754,000	-2 -20	719	34,044,436
6	The 355 (Universal)	4	2,513	1,400,000	-12 -30	557	13,089,625
7	American Underdog (Lionsgate)	6	2,113	1,225,000	4 -25	580	24,782,428
8	Ghostbusters: Afterlife (Sony)	11	1,170	770,000	18 -15	658	128,058,897
9	Licorice Pizza (UA Releasing)	10	772	691,187	5 -25	895	11,816,739
10	West Side Story (20 th Century)	8	1,335	614,000	-14 -23	460	36,035,009

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DICK WALSH'S Industry Update

Weekend Review for 1/28 – 1/30

SPIDER-MAN: NO WAY HOME won the box office battle for the sixth time in the seven weekends since it opened, by grossing \$11M and dropping only 21% from last weekend. Unfortunately for exhibitors, this is an extremely low gross to land at number one, with studios offering no new wide openings. SCREAM finished second with \$7.4M and a total to-date of \$62M after 17 days in theatres. The horror remake is the only film to open in 2022 that has drawn a reasonable audience, while THE 355, REDEEMING LOVE and THE KING'S DAUGHTER have all underperformed.

In fact, the box office has been so sparse that the total gross for all films this weekend was only \$36M. We have to look back eight months to find the last weekend with lower grosses, with \$20M coming in on the weekend of 5/21-5/23. The current weekend was a paltry 36% of the same weekend in 2019. Why has the industry lost momentum on the road to recovery? At first glance, the most obvious answer is the chilling effect that the Omicron COVID-19 variant has had on moviegoing. However, this theory has been largely refuted by the Morning Consult survey of consumer attitudes, indicating that comfort in going to the movies is approaching pandemic highs. Moreover, we have witnessed record-breaking results from SPIDER-MAN: NO WAY HOME from its opening only six weeks ago, as Omicron was surging. On the other hand, we cannot dispute the fact that studios have been spooked by the variant and adjusted their release schedules. MORBIUS was originally scheduled to open this weekend and would have had a clear field to attract moviegoers, but Sony decided to push it off to 4/1. April fools! With such meager product in the market, we are left with these anemic results. It's a Catch-22: nothing is performing because nothing new of interest is showing.

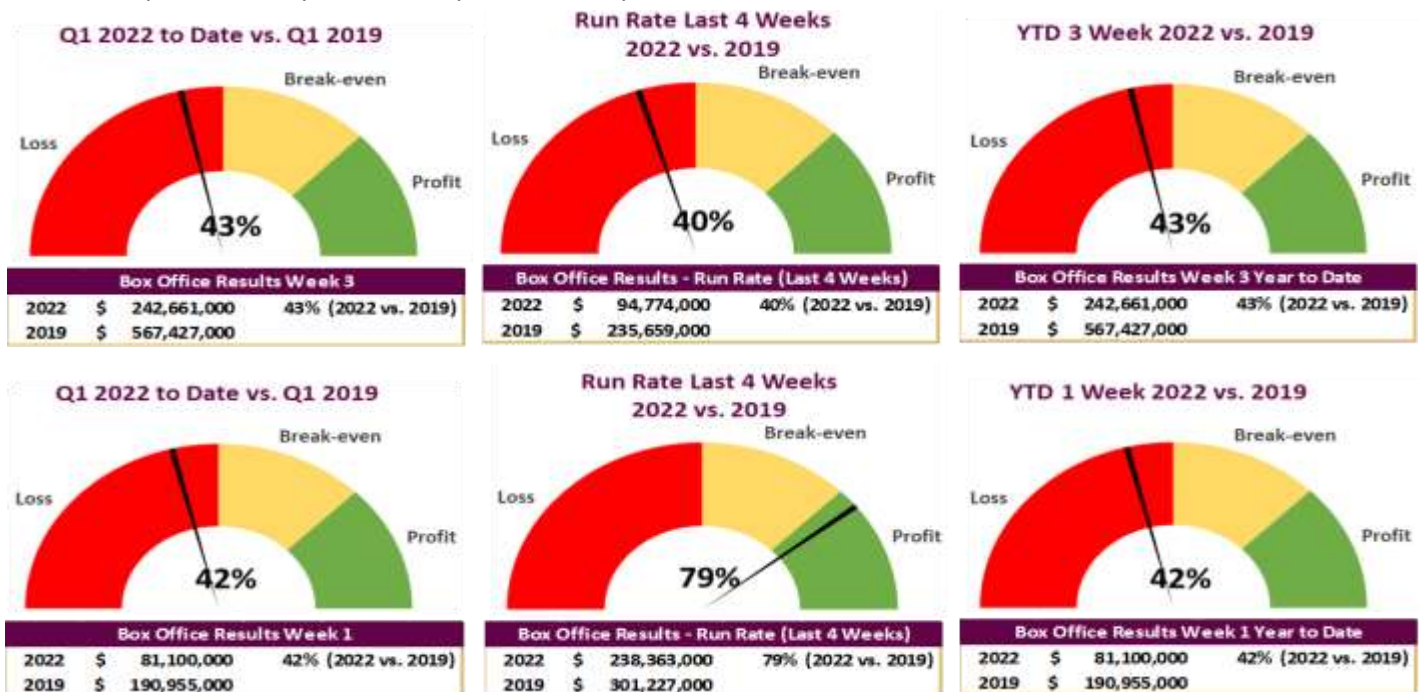


Another factor to consider is the lure of the NFL playoffs, which has kept people at home and watching football in record numbers over the last three weeks. The Kansas City Chiefs - Buffalo Bills game last Sunday, 1/23 drew an audience of 43 million viewers and was the highest rated divisional playoff game in the last five years. The entire playoff round through last Sunday is up a very healthy 27% over last year and the full lineup of games on both Saturday and Sunday certainly contributed to the box office slump.

Next week, theatres will finally receive two new pictures with a chance to compete, JACKASS FOREVER and MOONFALL. Both are tracking well, and the NFL is taking the weekend off in the lead up to Super Bowl LVI on 2/13.

Where Are We as of 1/27

Results from last week were only 31% of the same week in 2019, which dragged the four-week run rate down to 40% of the same four weeks in 2019. The 2022 – 2019 comparison of results from the trailing four weeks has dropped every week this year, due to the underwhelming film lineup. In fact, 2022 year-to-date North American results have generated only 43% when compared to the year-to-date period at this point in 2019.



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Notable Industry News and Commentary... 1/24 – 1/30

[Peacock Reaches 9M Stand-Alone Premium Subscribers And 7M More Via Paid Bundles; Comcast Plans 2022 Spending Ramp-Up To \\$3B](#) (Deadline)

In its Q4 earnings this week, Comcast shed light on the growth of its Peacock streaming service, which has amassed a subscriber base of 24.5M monthly users in the U.S., up from 20M in June. Among those subscribers, 9M pay for the Premium (\$4.99 with limited ads) or Plus (\$9.99, ad-free) tiers of service, which provides access to its full range of programming. The remaining subscribers access Peacock without a separate charge through bundles on Comcast's platforms or other pay-TV distributors.



On a call last week with investors, Comcast's CEO Brian Roberts mapped out a strategy for Peacock to increase its subscriber count by spending an additional \$3B during 2022 to create or license new content. Peacock's Average Revenue Per User (ARPU) is now approaching \$10 per month, driven by the combination of user subscriptions and ad revenue. This is a high mark compared to other streaming services such as Disney+, which has nearly five times the number of subscribers at 118M but an ARPU of only \$4.12.

Comcast's execs had originally projected that Peacock would reach financial break-even in 2024, but now acknowledge that their timeline to profitability will likely stretch out further, because of their decision to increase investments in new content. Some analysts doubt Peacock's long-term viability as a stand-alone service, currently on a track to lose billions annually for years to come.

See also: [Peacock Hits 24.5M Active Accounts, Lost \\$1.7B In 2021; Comcast Q4 Tops Forecasts As 'Halloween Kills,' 'Sing 2' Buoy Universal](#) (Deadline)

[AMC in Advanced Talks to Refinance Debt as Meme-Stock Luster Fades](#) (Wall Street Journal)

Last week marked the one-year anniversary of [AMC's Reddit Rally](#), the miraculous rebound in the share price of the world's largest exhibitor. At the time AMC was teetering on the edge of bankruptcy, struggling to keep theatres open during the height of the pandemic. It was also weighed down by more than \$5B in debt, built up during an aggressive multi-year campaign to expand by acquiring rival chains. Most analysts expected AMC's way forward would involve bankruptcy, allowing the exhibitor to shed much of that debt and renegotiate lease terms and other obligations.



Even while the buzzards circled, a legion of retail investors took interest in AMC, with a #SaveAMC campaign catching fire with individual investors, making AMC an unlikely hot stock on message boards such as [Reddit's WallStreetBets](#). CEO Adam Aron capitalized on the surge in the company's stock price to issue new shares to eager investors, as a way to bring in new funds to sustain operations and pay down some of its debts.

But after hitting a peak of \$70 per share in June, AMC stock has now settled back to a more sober \$16. This week, the Wall Street Journal reported that AMC is in talks with creditors to renegotiate the rates and terms on some of its debts, while projecting healthy revenues based on a recovery of the box office in 2022 and beyond.

See also: [How AMC rode the meme stock rally to revitalize its business](#) (CNBC)

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Canadian Movie Theaters Set to Reopen Amid Omicron Outbreak (Hollywood Reporter)

Cinemas in Ontario and Quebec are beginning to reopen after the latest round of pandemic-induced closures over the past month. Ontario's theatres will begin to re-open starting January 31st, with Quebec to follow suit in the week of February 7th. Moviegoers will be required to show proof of vaccination, while capacity will be limited, and concessions sales will not be allowed. These restrictions will be eased as infection rates continue to decline.

[Ellis Jacobs](#), the Chief at Cineplex, Canada's largest exhibitor, expressed disappointment at not being allowed to sell concessions after reopening. "Popcorn and the movies go hand-in-hand so the continued restriction on food and beverage sales at our theatres is disappointing. We'll keep our poppers warm so we are ready for when these unwarranted restrictions lift."



Nonetheless, Hollywood is relieved by the reopening of theatres in Canada's two most populous provinces, which has contributed to disappointing domestic box office results over the past month.

MARTIN GROVE'S *Hollywood Report*

PGA and DGA Noms Lead the Way in 2022 Awards Season

As Oscar bellwethers go, the Producers Guild is arguably the best of the bunch with its winners matching Oscar in 22 of the last 32 years.

The PGA noms are a likely preview of what the Academy's best picture noms will be 2/8, although there usually are a few differences. Because the PGA uses Oscar's own Byzantine preferential voting system, the producers tend to preview Academy members' choices. The convoluted system has voters list 10 pictures in the order of preference -- and to avoid getting deep into the weeds here, let's just say it's better to be liked by everybody than loved by a passionate few.



Five of the PGA's 10 noms also received DGA nods. Since the DGA gives 5 theatrical feature noms and the PGA lists 10, there's always a mix of "haves" & "have nots." Having noms from both guilds doesn't guarantee anything, but those who get into both races are generally thought to have a better shot in the equivalent Oscar races. This year's "haves" are: Kenneth Branagh's BELFAST; Denis Villeneuve's DUNE (pictured with Javier Bardem); Paul Thomas Anderson's LICORICE PIZZA; Jane Campion's THE POWER OF THE DOG; & Steven Spielberg's WEST SIDE STORY.

* * *

Some Notable "Have Not" Left off the DGA List

As distinguished a group as the PGA + DGA "haves" is, the PGA "have nots" are by no means a lesser list.

Those with only PGA nods are: Aaron Sorkin's BEING THE RICARDOS (pictured with Nicole Kidman); Sian Heder's CODA; Adam McKay's DON'T LOOK UP; Reinaldo Marcus Green's KING RICHARD; & Lin-Manuel Miranda's TICK, TICK...BOOM!

Three of those DGA "have nots" are "haves" if we look back to January's SAG noms where CODA, DON'T & KING were Outstanding Cast Performance nominees. Having PGA + DGA nods may be best, but with actors making up the Academy's largest voting branch – 1,336 (about 14%) of Oscar's 9,487 voters – it's definitely good to be in SAG's best picture race.



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Only 7 times since the DGA started giving awards in 1948 has its winner failed to win the directing Oscar. Over the years, a few films managed to win Oscar's best picture without even having a directing nom. DRIVING MISS DAISY won in 1990 without Bruce Beresford having DGA or Academy nods. People called it "the picture that directed itself." ARGO won in 2013 without Ben Affleck being Oscar nominated. He did, however, get a DGA nom & won the DGA Award. Speculation was that the Academy directors' branch wouldn't vote for an actor directing only his second theatrical feature.



Studio Release Calendar – 1/28 – 2/24

(Click on titles for more information)

1/28/21 (Week 4)

Prior Year Results

2021 Week 4 - Box Office: 8,782,005; Openings: The Little Things (\$4.7M FSS, \$15.2M Total)

Sundown (Bleecker Street)	R Drama	83	Scope (2.35 : 1)	Limited
Compartment Number 6 (Sony Classics)	NR Drama	107	Flat (1.85 : 1)	1/26 NY/LA
The Beatles Get Back - The Rooftop Concert (Disney)	PG-13 Documentary	64	IMAX (1.43 : 1), 2D	1/30 Exclusive
In the Forest (Vertical Entertainment)	NR Thriller	83	Flat (1.85 : 1)	Limited
Clean (IFC Films)	Crime Drama	94	Flat (1.85 : 1)	Limited
Brighton 4th (Kino Lorber)	NR Dramedy	95	Scope (2.35 : 1)	NY
Fabian Going to the Dogs (Kino Lorber)	NR Drama	176	Flat (1.85 : 1)	NY
Futura (Grasshopper Film)	NR Documentary	110	Flat (1.85 : 1)	Limited
Shortbus (Oscilloscope)	NR Drama	102	Flat (1.85 : 1)	1/26 LA
A Taste of Hunger (Magnolia)	NR Drama	100	Flat (1.85 : 1)	Limited

2/4/22 (Week 5)

Prior Year Results

2021 Week 5 - Box Office: 11,577,367; Openings: N/A

Jackass Forever (Paramount) <i>Celebrate the joy of a perfectly executed shot to the groin as Johnny Knoxville, Steve-O and the rest of the gang return for another round of hilarious, wildly absurd and often dangerous displays of stunts and comedy. Interest continue to trend upward especially among young males (18-35) and Jackass fans in particular.</i>	R Action Comedy Documentary	96	Flat (1.85 : 1)	Wide (3,500) \$20M-\$25M FSS \$60M-\$70M+ Total
Moonfall (Lionsgate) <i>The Moon is knocked from its orbit by an unknown force and put onto a collision course with Earth. Two astronauts and a conspiracy theorist work together to attempt to avert disaster and discover that the moon is not what it seems. Screening: Roland Emmerich has been a prolific director of many entertaining profitable escapist films. His latest follows the same formula of action, SFX and story. Moderate business.</i>	PG-13 Action Sci-Fi	124	Scope (2.35 : 1), IMAX	Wide (3,500) \$15M-\$20M FSS \$45M-\$55M Total
The Beatles Get Back - The Rooftop Concert (Disney)	PG-13 Documentary	60	IMAX (1.43 : 1), 2D	Exclusive
JEEN-YUHS: A Kanye Trilogy, Act 1 (Iconic Events)	NR Event	270	Flat (1.85 : 1)	Event Cinema
The Wolf and the Lion (Blue Fox Entertainment)	PG Family Adventure Drama	100	Flat (1.85 : 1)	Limited

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Last Survivors (Vertical Entertainment)	NR Thriller	99	Flat (1.85: 1)	Limited
The Worst Person in the World (NEON)	R Romance	128	Flat (1.85: 1)	Limited
Breaking Bread (Cohen Media Group)	NR Documentary	86	Flat (1.85 :1)	Limited
The Long Night (Well Go USA)	R Horror	NA	Flat (1.85: 1)	Limited
Shortbus (Oscilloscope)	NR Drama	102	Flat (1.85 :1)	Expansion

2/11/22 (Week 6)

Prior Year Results

2021 Week 6 - Box Office: 7,728,867; Openings: N/A

Death on the Nile (20th Century) <i>Kenneth Branagh returns as Hercule Poirot in Death on the Nile based on the Agatha Christie novel. The Belgian detective is on vacation in Egypt when a love triangle resulted in a murder. Screening: Beautifully filmed, good performances, engaging mystery plot and well-cast, the latest Agatha Christie mystery is excellent adult entertainment. Very good overall interest.</i>	PG-13 Crime Drama Mystery	127	Scope (2.39 : 1), IMAX 2D/3D, Dolby Vision 2D/3D, Atmos, TheatreEars	Wide (3,000) \$15M-\$20M FSS \$60M-\$70M Total
Marry Me (Universal) <i>Jennifer Lopez is a popstar who is about to get married. When she finds out her fiancé was cheating with her assistant, she decides to marry a random math teacher. Appeal skews young female (18-35). Predictable, humorous, good music and enjoyable.</i>	PG-13 Comedy Music Romance	112	Scope (2.39 : 1)	Wide/Peacock \$10M-\$15M FSS \$30M-\$35M+ Total
Blacklight (Open Road/Briarcliff) <i>Travis Block is a government operative coming to terms with his shadowy past. When he discovers a plot targeting U.S. citizens, he finds himself in the crosshairs of the FBI director he once helped protect. Liam Neeson delivers another playable action film. Largely male audience.</i>	PG-13 Action	108	Scope (2.35 : 1)	Wide (2,000) \$3M-\$5M FSS \$10M-\$15M Total
The Beatles Get Back - The Rooftop Concert (Disney)	PG-13 Documentary	60	IMAX (1.43 : 1) 2D	2/9-11 IMAX
Catch the Fair One (IFC Films)	Crime Thriller	85	Flat (1 :85 : 1)	Limited
Magic Mike: Galentine's Day Event (Iconic Events)	Dance	110	Event Cinema	Moderate
Brighton 4th (Kino Lorber)	NR Drama Comedy	95	Scope (2.35 : 1)	LA
Fabian Going to the Dogs (Kino Lorber)	NR Drama	176	Flat (1.85 : 1)	LA
Cosmic Dawn (Good Deed Entertainment)	NR Sci-Fi Thriller	96	Flat (1.85 : 1)	Limited
Supercool (Vertical Entertainment)	NRI Action Comedy	92	Scope (2.35 : 1)	Limited
The Unmaking of a College (Zeitgeist)	NR Documentary	84	Flat (1.85 : 1)	Limited
UFC 271 (Adesanya vs. Whittaker 2 (Iconic Events))	Event Cinema	180	Flat (1.85 : 1)	2/12 Live

2/18/22 (Week 7)

Prior Year Results

2021 Week 7 - Box Office: 13,100,319; Openings: N/A

Uncharted (Sony) <i>Nathan Drake and his partner Victor "Sully" Sullivan go in dangerous pursuit of "the greatest treasure never found" while also tracking clues that may lead to Drake's long-lost brother. Interest remains high.</i>	Action Adventure	115	Scope (2.35 : 1), IMAX	Wide (4,000+) \$25M-\$35M FSS \$100M-\$125M Total
Dog (UA Releasing) <i>Briggs who, alongside his companion Lulu, a Belgian Malinois travels down the Pacific Coast in time to catch their best friend's and handler's funeral. Current awareness/ interest suggests moderate business.</i>	PG-13 Comedy	115	Scope (2.35 : 1)	Wide (3,000+) \$10M-\$15M FSS \$35M-\$45M Total
The Cursed (NEON) <i>In the late nineteenth century, brutal land baron Seamus Laurent slaughters a Roma clan, unleashing a curse on his family and village. Original title was "Eight For Silver." Premiered at Sundance to generally positive reviews. Gore is insane along with unpleasant monster visuals. Very good performances. Fair business likely.</i>	NR Horror	110	Flat (1 :85 : 1)	Moderate to Wide
A Banquet (IFC Films)	NR Horror	97	Flat (1 :85 : 1)	Limited
Strawberry Mansion (Music Box Films)	NR Fantasy	91	Flat (1 :85 : 1)	Limited
Ted K (NEON)	R Drama	143	Flat (1 :85 : 1)	Limited
Pursuit (Lionsgate Premiere)	R Action	95	Flat (1 :85 : 1)	Limited

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A Fairy Tale After All (Vertical Entertainment)	NR Family Adventure	73	Scope (2.35 : 1)	Limited
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Studio Release Changes

Title	Locations	New	Former
Thirteen Lives (UA Releasing) The film chronicles the true story of 12 boys and their soccer coach trapped underground in a flooded cave system in Thailand. An international team assembled for the daring rescue. Ron Howard directs from a screenplay by William Nicholson. Biography Drama Thriller. <i>Early screenings have been very well received. The decision to move the film into award season and a hoped for return to normalcy has the hallmark of a special theatrical event.</i>	Wide	11/18/22	4/15/22
Father Stu (Sony) Mark Wahlberg stars as the real-life boxer turned priest, Father Stuart Long. Mel Gibson, Teresa Ruiz and Jacki Weaver co-star. Rosalind Ross makes her directing debut from her script. Drama. <i>Sony acquired global rights to Rosalind Ross' feature directorial debut starring and produced by Oscar nominee Mark Wahlberg. The move comes when MGM/UA's THIRTEEN LIVES moved from Easter weekend to 11/18. FATHER STU will be opening the same weekend as Warner Bros.' FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE.</i>	Wide	4/15/22	NEW
The Desperate Hour (Vertical Entertainment) Recently widowed mother Amy Carr (Academy Award®-nominee Naomi Watts) is doing her best to restore normalcy to the lives of her young daughter and teenage son in their small town. As she's on a jog in the woods, she finds her town thrown into chaos as a shooting takes place at her son's school. Miles away, on foot in the dense forest, Amy desperately races against time to save her son. Thriller.	Limited	2/25/22	NEW
Finding Carlos (Vertical Entertainment) A troubled teenager is struggling to find his place in the world. When his estranged father, a famous choreographer, reaches out to reconnect, he learns to trust in others and believe in himself through the art of dance and hip-hop. Musical Drama.	Limited	2/18/22	NEW
A Fairy Tale After All (Vertical Entertainment) A teenage outcast finds herself confronted by whimsical characters when she is transported into a world of fantasy and fairy tales while attending a school marionette show. She realizes her own imagination has an adventure already scripted that carries more wisdom than she could ever find alone in the real world. Family.	Limited	2/18/22	NEW
The Cursed (NEON) In the late nineteenth century, brutal land baron Seamus Laurent slaughters a Roma clan, unleashing a curse on his family and village. In the days that follow, the townspeople are plagued by nightmares, Seamus's son Edward goes missing and a boy is found murdered. The locals suspect a wild animal but visiting pathologist John McBride warns of a more sinister presence lurking in the woods. Horror.	Wide	2/18/22	NEW
Infinite Storm (Bleecker Street) Based upon the article High Places: Footprints in the Snow Lead to an Emotional Rescue by Ty Gagne. Drama.	Limited	3/25/22	NEW
Montana Story (Bleecker Street) Two siblings returning to the family ranch to care for their ailing father must confront painful truths. Drama.	Limited	5/13/22	NEW
Mr. Malcolm's List (Bleecker Street) A young woman courts a mysterious wealthy suitor in 19th century England. Comedy Romance.	Limited	7/1/22	NEW
Supercool (Vertical Entertainment) High school nerds Neil and Gilbert's lifelong friendship is tested when Neil makes a deal with the universe to transform into a supercool stud over the course of one epic night to win the heart of his long-time crush, Summer. Action Comedy.	Limited	2/11/22	NEW
The Outfit (Focus Features) An expert tailor must outwit a dangerous group of mobsters in order to survive a fateful night. Drama.	Moderate	3/18/22	2/25/22
The Unmaking of a College (Zeitgeist) In 2019 students at Hampshire College in Amherst, MA stage a 75-day sit-in over concerns about the possible closure of their school. Documentary.	Limited	2/11/22	NEW
Let Me Be Me (Greenwich Entertainment) This coming-of-age story focuses on Kyle Westphal, an isolated autistic boy who's fascinated by fabric and emerges from an experimental autism treatment program to become a fashion designer. Documentary.	Limited	2/28/22	NEW
Too Cool to Kill (Well Go USA) While pursuing his lifelong dream of landing a starring role, amateur actor Wei Chenggong receives an invitation from famous actress Milan to play her leading man, "Killer Karl." However, unbeknownst to Mr. Wei, the new gig has landed him directly in the middle of a dangerous conspiracy. As the brutal truth inches closer and closer, he is left to rely on only his good luck and (somewhat questionable) acting skills to survive. Comedy.	Limited	2/18/22	NEW

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MPA Ratings

Title	Rating	Reason
The Contractor (STX Entertainment)	R	Violence and language
A Cowgirl's Song (Samuel Goldwyn)	PG	Thematic elements
Down With the King (Sony Pictures Worldwide Acquisitions)	R	Pervasive language, drug use, and some sexual content
Eiffel (Blue Fox Entertainment) Subtitled	R	Some sexuality/nudity
Infinite Storm (Bleecker Street)	R	Some language and brief nudity
The Outfit (Focus Features)	R	Some bloody violence, and language throughout
The Park Bench (Roku) Animated short subject	G	
Tankhouse (Vertical Entertainment)	R	Some sexual references
Uncharted (Sony/Columbia)	PG-13	Violence/action and language
We Will be Monsters: Episode 4 (Universal) Animated short subject	PG	Some violence



SCREENING ROOM



[Click to play](#) our POPCORN PREVIEWS BOXOFFICE BUZZ look at Sony/Marvel's action adventure MORBIUS where Jared Leto as biochemist Dr. Michael Morbius tries to cure his own rare blood disorder, but accidentally infects himself with a much worse form of vampirism.



[Click to play](#) our BOXOFFICE AUTOPSY podcast focusing this weekend on the awards season. In this special OSCAR OUTLOOK episode, Screendollars host Martin Grove spotlights Focus Features' best picture contender BELFAST, directed by Kenneth Branagh, and discusses how the Producers, Directors, Writers & Film Editors nominations will impact on the Oscars.

Notable Trailers



[Uncharted](#) (Sony/Columbia)
2/18/22 – Wide
Latest Trailer, New Poster



[Minions: The Rise of Gru](#)
(Universal) 7/1/22 – Wide
Teaser Trailer



[Kimi](#) (Warner Bros./HBO Max)
2/10/22 – Streaming
Official Trailer

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Awareness Levels

Rank	Awareness
1.	The Batman (Warner Bros.)
2.	Spider-Man: Across the Spider-Verse (Sony)
3.	Avatar 2 (20th Century)
4.	Dr. Strange in the Multi-Verse of Madness(Disney/Marvel)
5.	John Wick Chapter 4 (Lionsgate)
6.	Sonic The Hedgehog2 (Paramount)
7.	Black Panther: Wakanda Forever (Disney)
8.	Thor: Love and Thunder (Disney)
9.	Jurassic World: Dominion (Universal)
10.	Top Gun: Maverick (Paramount)
11.	Hocus Pocus 2 (Disney+)
12.	Uncharted (Sony)
13.	Halloween Ends (Universal)
14.	Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.)
15.	Lightyear (Disney)

Source: The Quorum/Screendollars, as of 1/30/22

*Interest charts are created from polling of 500-1,000 randomly selected individuals.
The position of films changes from week to week based on studio marketing, trailer releases
and other factors impact the impressions of potential moviegoers.*

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