



Issue No. 227



Weekend Box Office Results... 7/1 – 7/3

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

Rank	Title	Week	Theatres	Wknd \$	% Change	\$ Avg/Theatre	Total \$
1	Minions: The Rise of Gru (Universal)	1	4,391	108,510,000	-	24,712	108,510,000
2	Top Gun: Maverick (Paramount)	6	3,843	25,545,000	-14	6,647	564,020,367
3	Elvis (Warner Bros.)	2	3,932	19,000,000	-39	4,832	67,320,011
4	Jurassic World Dominion (Universal)	4	3,801	15,650,000	-41	4,117	331,814,935
5	The Black Phone (Universal)	2	3,156	12,300,000	-48	3,897	47,464,325
6	Lightyear (Disney)	3	3,800	6,574,000	-64	1,730	105,362,663
7	Mr. Malcolm's List (Bleecker Street)	1	1,384	851,853	-	616	851,853
8	Everything Everywhere All at Once (A24)	15	607	551,974	5	909	67,015,157
9	Doctor Strange in the Multiverse of Madness (Disney)	9	590	390,000	-78	661	410,541,349
10	Jugjugg Jeeyo / Jug Jugg Jeeyo (Moviegoers)	2	150	318,000	-59	2,120	1,479,000

- Since opening (including Preview Night) MINIONS has represented 54% of all moviegoers.
- MINIONS represented 85% of all consumers watching a film in Premium Format.
- **Average General Admission Price** (not including child) collected by EntTelligence is \$12.92.
- **Audience Demographics** (Determined by Passive Audience Observation on *opening day* in over 270 theaters across 29 circuits in over 1000 auditoriums)...

Male 46% / Female 54%

Non-Family 17% / Family Groups 68% / Teen Groups 15%

Caucasian 60% / African American 14% / Hispanic 15% / Asian 6% / Other 5%

- On Saturday, dayparts were spread out as such:
 - Pre 2PM – 26%
 - 2PM to 5PM – 28%
 - 5PM to 8PM – 28%
 - Post 8PM – 18%. (on their first Saturday, SONIC 2 had 13% and LIGHTYEAR had 15% during this daypart cluster)
- TOP GUN: MAVERICK has pulled in over 46M patrons since opening.

JULY 4th Weekend Comparison:

Comparing “Thursday July 1st thru Sunday July 4th 2021” TO “Friday July 1st thru Monday July 4th 2022” –

- There is a 9% increase Year over Year in Average General Admission Ticket Price
- 48% more available seats
- Overall Exhibition Occupancy Rate has increased

DICK WALSH’S Industry Update

Weekend Review for 7/1 – 7/3

MINIONS: THE RISE OF GRU enjoyed a huge opening, taking in over \$108.5 during the first three days of the holiday weekend. This is the second highest debut for any movie in the DESPICABLE ME/MINIONS family, just missing the \$116M earned by the debut of the original MINIONS on July 10, 2015. We take this as the clearest indication yet that families with young children have returned to the theatre en masse. RISE OF GRU will wind up as the most successful animated release since FROZEN II opened with \$130M on November 22, 2019.

As always, fans of the little creatures liked what they saw, giving the movie a 93% audience score on Rotten Tomatoes. Given its warm reception and a calendar with a lot of playtime remaining in the summer, it seems highly likely that MINIONS 2 will go on to earn a 3X multiple of its opening weekend gross, which would put the final gross in the vicinity of \$325M for its total theatrical run.

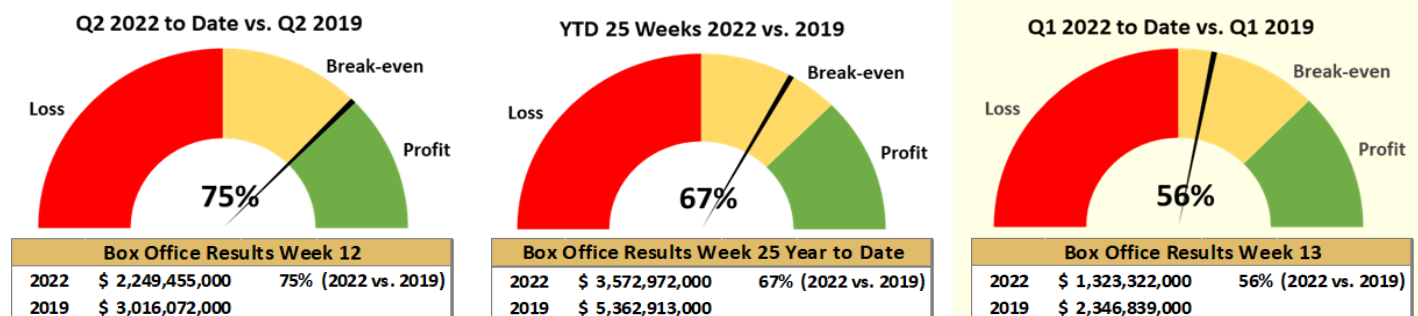
TOP GUN: MAVERICK, finished second on the weekend box office charts with \$25.5, a drop of only a 14% from last weekend. The undisputed superstar movie of the year has accumulated a 6 week total box office of \$564M, which makes it the 12th highest domestic grossing picture in history. Given its gravity-defying ability to hold its grosses week to week, it now seems likely that it will still be in theatres through Labor Day weekend. Not many pictures are able to stay on screen through three national holidays, but this one is special.

ELVIS finished in third place with \$19.0M a drop of 39% from its debut last weekend. We estimate that The King will hang in there over the weeks ahead and may wind up with \$110M for its total run, which would surpass the \$96M earned by the Elton John bio-pic ROCKETMAN which opened over Memorial Day weekend in 2019.

Last weekend, we highlighted on the opening of MARCEL THE SHELL WITH SHOES ON in six select theatres, which earned a potent per-theatre average of \$27K. This weekend, A24 expanded distribution of its live-action/animated comedy to 22 locations, and brought in \$258K for a still-impressive per theatre average of \$11,727. Expansion will continue in following weeks, as A24 works its buzz-building platform release strategy to attract a wider general audience.

Where Are We as of 6/30

Last week, ELVIS and THE BLACK PHONE were not enough to measure up to the massive \$179M earned by the opening of TOY STORY 4 during the same week in 2019. This left the week's performance at 66% of 2019 numbers. As a result, the dials have fallen back a bit, with the second quarter dropping to 75% and the year-to-date falling to 67% of 2019.



FILM FLASHBACK

Tom Cruise Born on 7/3/1962

When Thomas Cruise Mapother IV was born July 3, 1962 in Syracuse, NY no one expected that six decades later he'd be a superstar with a new film that's done over \$1B globally.

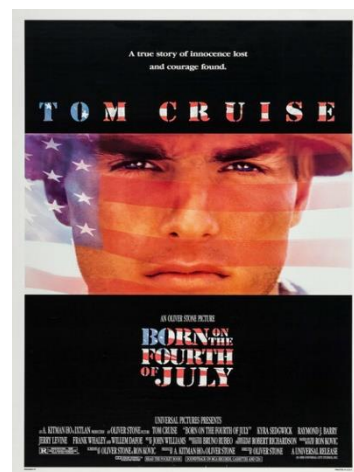
Fate definitely stepped in to turn TCM IV into Tom Cruise and to turn his TOP GUN: MAVERICK, from Paramount & Skydance Media, into a box office mega-hit for his 60th birthday. Actually, fate began intervening on Tom's behalf at age 14 when he was a Franciscan seminary student hoping to become a priest. After moving to New Jersey with his mother & new stepfather, Tom got interested in acting and headed to NY at 18 to pursue his dream. Looking for TV work brought him to L.A., where he signed with CAA when the agency was only about five years old.

Tom's movie career began in 1981 with a bit part in Franco Zeffirelli's ENDLESS LOVE & a supporting role in TAPS. In 1983, Francis Ford Coppola cast him in his ensemble film THE OUTSIDERS & Tom got his first starring role in ALL THE RIGHT MOVES. But it was 1983's RISKY BUSINESS that really put him on the map. Made for \$6.2M, the teen sex comedy drama grossed \$63.5M.

Three years later, Tom catapulted to superstardom with Tony Scott's TOP GUN. It cost \$15M and grossed a then enormous \$357.3M.

These are just a few of Tom's many top movies since TOP GUN, with their filmmakers, budgets & worldwide cumes:

- ✓ Barry Levinson's RAIN MAN (1988) won Oscars for best picture, directing & actor (Dustin Hoffman). Made for \$25M, it did \$354.8M.



Tom Cruise received a Best Actor Oscar nom for his performance in BORN ON THE FOURTH OF JULY (1989)

- ✓ Oliver Stone's BORN ON THE FOURTH OF JULY (1989) won the directing Oscar and brought Tom a best actor nomination. It cost \$14M and did \$161M.
- ✓ Rob Reiner's A FEW GOOD MEN (1992), opposite Jack Nicholson, had a \$41M budget and made \$243.2M.
- ✓ Neil Jordan's INTERVIEW WITH THE VAMPIRE: THE VAMPIRE CHRONICLES (1994) was produced for \$60M and did \$223.7M.
- ✓ Brian De Palma's original MISSION: IMPOSSIBLE (1996) cost \$80M and grossed \$457.7M.
- ✓ Cameron Crowe's JERRY MAGUIRE brought Tom a best actor Oscar nom. It cost \$50M and did \$273.6M.
- ✓ Stanley Kubrick's EYES WIDE SHUT (1999), co-starring Tom's then wife Nicole Kidman, was produced for \$65M and did \$162.2M.
- ✓ Paul Thomas Anderson's MAGNOLIA (1999) brought Tom a supporting actor Oscar nom. It cost \$37M and did \$48.5M.
- ✓ Steven Spielberg's WAR OF THE WORLDS (2005) was made for \$132M and grossed \$603.9M.



Tom Cruise and Dustin Hoffman in Barry Levinson's RAIN MAN (1988)

Just matching this shortlist of Tom's movies would be a MISSION: IMPOSSIBLE for anybody else. With TOP GUN: MAVERICK now enjoying jet-propelled box office success, it's a safe bet Tom's enjoying a very happy 60th birthday!

"Listen, I go to the cinema, and those people there, that are serving the popcorn and are making these theatres and I was calling them saying, 'Please, I know what you are going through, just know, we are making MISSION IMPOSSIBLE, TOP GUN is coming out, and I promise you, when I'm making a movie, I'm trying to use all of this skill and everything that I know, [to support] the beauty of cinema, it's an incredible experience". – [Tom Cruise Interview at the 2022 Cannes Film Festival](#)

Notable Industry News & Commentary

[Many Hollywood Stocks Underperform Broader Market in First Half of Year](#) (Hollywood Reporter)

The stock market just completed its worst January to June six month period in over 50 years. After suffering a drop of 20.6%, the market has officially entered "bear" territory, with many analysts fearing that a recession will soon follow.

While the drop has afflicted all sectors, entertainment stocks have suffered particularly steep drops. Theatrical exhibition has fared comparatively well, with IMAX down only 6.7% and Cinemark dropping 8%. Cinema chains have been insulated somewhat by a steady climb in the box office during the first half of 2022. Blockbuster releases such as THE BATMAN, TOP GUN: MAVERICK and JURASSIC PARK: DOMINION have powered exhibitors to their highest grossing quarter of the pandemic.

On the other hand, stock in streaming providers has been hit particularly hard, dropping steeply from the highs reached during the early days of the pandemic. Stocks in the four largest streaming providers – Netflix, Amazon, Disney and Warner Bros – have all suffered drops of at least 35% over the first half of 2022. Netflix in particular, the world's largest streamer and a pure-play streaming stock, has been savaged by investors, with its stock dropping by more than 70% from its high in November 2021. The ever-confident leaders at Netflix are projecting an air of confidence in the face of this market turmoil. They are adopting incremental changes such as cracking down on password sharing and working to develop an ad-supported tier of service. They have not yet taken more radical steps such as cutting investments to



create new content or releasing feature films to theatres. Perhaps, some of these more fundamental adjustments are being considered quietly, and may still be taken depending on actual results over the next 6-12 months.

See also: [Netflix Says It's Business as Usual. Is That Good Enough?](#) (NY Times)

[Disney extends CEO Bob Chapek's contract by three years](#) (CNBC)



Many industry watchers were surprised by this week's announcement that Disney had extended the contract of its CEO Bob Chapek by an additional three years through July 1, 2025. In their official announcement of the extension, the company praised Chapek as being "the right leader at the right time." His first three years at the helm have had a number of highs and lows, from a soaring stock price in his early days based on the growth of Disney+ to a spate of bad press due to entanglements with hot-button political issues.

Chapek took over from Bob Iger, Disney's long-time well-regarded CEO. This was during a period of radical change,

immediately after the launch of Disney+ and just before the onset of the COVID pandemic. Disney theme parks were shut down, and new movie releases were pulled out of theatres and redirected to Disney+, causing tension with both exhibitors and a number of high-profile talent. Scarlett Johansson sued Disney over its decision to release BLACK WIDOW to theatres and Disney+ simultaneously, rather than following a traditional release beginning with theatres exclusively. Johansson claimed that Disney had violated its agreement with the star, by undercutting the box office potential for the film, which impacted her earnings tied to cinema ticket sales.

In addition, there have been numerous reports over Pixar staff being frustrated with Disney's decision to release a series of their animated titles on Disney+ only, skipping theatrical releases. Some whispering had begun that Chapek might be forced out after his current contract ended in February 2023. After his extension was announced, Chapek released his own statement thanking Disney's board: "Leading this great company is the honor of a lifetime, and I am grateful to the Board for their support."

See also: [Disney Board Renews Bob Chapek as C.E.O.](#) (New York Times)

['Obi-Wan Kenobi' Film Trilogy Plan Got Derailed by Bad 'Solo' Box Office, Says 'Devastated' Screenwriter](#) (Variety)

Variety published an interesting scoop this week that "Obi-Wan Kenobi," one of the most popular current series on Disney+, was originally planned as a trilogy of feature films. The theatrical plan was scrapped when the 2018 release of SOLO: A STAR WARS STORY produced grosses that were well below expectations.

Disney's execs concluded that stories about Obi-Wan's origin, might be more successful as a streaming series, where it would more directly connect with Star Wars superfans. This is an increasingly interesting option when studios feel that a franchise is losing its appeal to general audiences. It may also result in thinning out the number of theatrical releases that reach theatres.

Another example of a franchise trending down is the FANTASTIC BEASTS film series, a spin off from the Harry Potter series. The original movie FANTASTIC BEASTS AND WHERE TO FIND THEM was a smash hit when it was released in 2018, with a worldwide gross of more than \$800M. However, the next two films in the series could not sustain that performance, first with FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD in 2018 and especially with this year's FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE,



which brought in less than half of the original film. Even though two more FANTASTIC BEASTS films have been planned, Warner Bros. is said to be reconsidering that decision, with the potential to refashion these as a new series on HBO Max. One wonders what may be in store for even higher-profile franchises such as those coming out of the Marvel Cinematic Universe, with Disney+ waiting in the wings...

MARTIN GROVE'S Hollywood Report

Spielberg & Scorsese Could See Best Picture Noms

2022's half-over, but most of the potential best picture Oscar nominees won't be opening for months.

Here's a quick alphabetical look at some titles likely to get into the early best picture conversation:

* Any Steven Spielberg film is a safe bet for Academy consideration. His semi-autobiographical THE FABELMANS, from Universal/Amblin, stars Michelle Williams & Seth Rogen. It opens 11/11 in NY & LA and goes wide 11/23 for Thanksgiving.

Based on Spielberg's own childhood in Arizona, it's a film Academy members will want to see. By launching it early in NY& LA, Universal will make it the talk of those two key towns just as the Oscar season heats up.

* Paramount & Apple TV+ could hit the best picture race with (pictured) Martin Scorsese's historical crime drama KILLERS OF THE FLOWER MOON.

KILLERS, which reportedly cost \$200M to produce, stars Leonardo Di Caprio and Robert De Niro, who certainly aren't strangers to Academy voters. Neither is Scorsese, who won in 2007 for directing THE DEPARTED.

* SHE SAID, from Universal/Annapurna/Plan B, opening 11/18, is based on the bestseller Megan Twohey & Jodi Kantor wrote after breaking the Harvey Weinstein sex scandal news in the NY Times. Their reporting led to putting the disgraced movie mogul in prison.

It's the kind of ripped-from-the-headlines story Academy members love & with Weinstein at its core it's a must-see movie for them.

More High Flying Oscar Early Birds

A few more high flying Oscar early birds that could compete for best picture:

* Academy members like to nominate films about moviemaking -- as they did in 2021 with MANK, which lost, and with ARGO, which won in 2013. Paramount's BABYLON is set in Hollywood as talkies are replacing silent movies and careers are being launched -- or destroyed.

BABYLON director Damien Chazelle won in 2017 for directing LA LA LAND. Among BABYLON's stars are Margot Robbie as Clara Bow, Brad Pitt as John Gilbert & Tobey Maguire as Charlie Chaplin.

* Searchlight's usually up for best picture -- and often wins. It has a new contender in EMPIRE OF LIGHT from Sam Mendes (pictured), an Oscar nominee in 2020 for directing 1917 & a 2000 winner for AMERICAN BEAUTY, his first film, which also won best picture.





EMPIRE stars Colin Firth, who won best actor in 2011 for THE KING'S SPEECH, & Olivia Colman, who won best actress in 2019 for THE FAVOURITE. Both could get noms now, giving EMPIRE valuable support for best picture & directing.

* Films like these typically connect with Academy members. But here's one that usually wouldn't resonate with them -- although it's exactly what viewers would root for Oscar night.

Paramount/Skydance's TOP GUN: MAVERICK stars Tom Cruise, who turns 60 on 7/3. Academy members usually ignore event films, but MAVERICK's critical acclaim & box office impact could boost those dismal Oscar ratings.

Click to play our [BOXOFFICE AUTOPSY](#) podcast looking at July Fourth weekend and the opening of MINIONS: THE RISE OF GRU. Screendollars host Martin Grove, puts our OSCAR OUTLOOK spotlight on new reports about whether the Golden Globes will be back on NBC next year.



Studio Release Calendar (6/24 – 7/22)

7/8/22 (Week 27)

Prior Year Results

2021 Week 27 - Box Office: \$87,177,566; Openings: The Boss Baby 2: Family Business (\$26M FSS; \$57.3M Total), The Forever Purge (\$20.7M FSS; \$44.5M Total)

Thor: Love and Thunder (Marvel/Disney) Excellent early reactions for one of the most commercial films of summer. Entertaining at the highest levels especially Natalie Portman's performance. IMAX certified cameras & expanded ratio.	UPDATE	PG-13 Action Adventure Fantasy	119	Scope (2.39 : 1), 3D SDR, Dolby Vision, Atmos, IMAX (5.0/12.0), Motion, ScreenX, ICE, TheatreEars, 5.1/7.1	Wide (4,500) \$100M-\$125M FSS \$300M-\$400M Total
Fire of Love (NEON)		PG Drama	93	Digital, Flat, 5.1 Sound	7/6 NY/LA
Dreaming Walls: Inside The Chelsea Hotel (Magnolia)		Documentary	80	Digital, Flat, 5.1 Sound	Limited
The Road to Galena (Vertical Entertainment)		R Drama	110	Digital, Flat, 5.1 Sound	Limited
Murina (Kino Lorber)		Drama	96	Digital, Flat, 5.1 Sound	Limited
Moon, 66 Questions (Film Movement)		Drama	108	Digital, Flat, 5.1 Sound	Limited
Both Sides of the Blade (IFC Films)		NR Romance Drama	116	Digital, Flat, 5.1 Sound	Limited
Take the Night (Saban Films)		PG-13 Crime Thriller	82	Digital, Flat, 5.1 Sound	7/6 Limited

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

7/15/22 (Week 28)

Prior Year Results

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

Where the Crawdads Sing (Sony) UPDATE Based on a 2018 novel by American author Delia Owens, the captivating mystery had sold 12 million copies by 2020, making it one of the best-selling books of all time. <i>Early reactions have been lauded for excellent performances, a delightful and somber story from an excellent adapted screenplay. Effective marketing will go a long way in attracting a mainly female audience.</i>	Drama Mystery Thriller	125	Digital, Scope, 5.1 Sound	Wide (3,500+) \$12M-\$15M FSS \$40M-\$50M Total
Paws of Fury: The Legend of Hank (Paramount) UPDATE Earlier this year, Dog was a pleasant surprise grossing \$54.5M entertaining general audiences. The Legend of Hank, a beautifully produced animated film looks to be a mid-range hit as Paramount's record year continues. Young adult.	PG Animation	103	Digital, Scope, 5.1 Sound	Wide (3,500) \$12M-15M FSS \$40M-\$50M Total
Mrs. Harris Goes to Paris (Focus Features) UPDATE Based on the 1958 novel, Mrs. Harris Goes to Paris, by Paul Gallico, the story was previously been adapted for the small screen, once in 1958, with Gracie Fields as its star and again in 1992 with Angela Lansbury. Early screening have been well received. Females of all ages are primary audience while upscale cinemas and art/specialized markets will fare best.	PG Drama	115	Digital, Scope, 5.1 Sound	Wide (800-1,000) \$3M-\$5M FSS \$5M-\$10M Total
The Gray Man (Netflix) UPDATE Here is one of summer's surprise movies with a first rate cast including India's Dhanush. Instead of a wide theatrical release, Netflix will allow the film to open for one week before going online. Great early reactions.	PG-13 Action Thriller	122	Digital, Flat, 5.1 Sound	Moderate (600) \$2M-\$3M FSS \$5M-\$7M Total 7/22 Netflix
Gabby Giffords Won't Back Down (Briarcliff Entertainment) UPDATE Run Time (with Bonus Footage): 113 minutes. Subtitles: Spanish. Special Advance Screening Release Date: 7/13/22	PG-13 Documentary	98	Digital, Flat, 5.1 Sound	Moderate (300-500)
My Name is Sara (Strand)	NR Biography Drama History	111	Digital, Flat, 5.1 Sound	7/13 Limited
American Carnage (Saban Films)	R Thriller	101	Digital, Flat, 5.1 Sound	Limited
The Deer King (Gkids)	R Fantasy Animation	117	Digital, Flat, 5.1 Sound	7/13-14 Fathom 7/15 Limited
Gone in the Night (Vertical Entertainment)	NR Mystery Suspense	95	Digital, Scope, 5.1 Sound	Limited
Costa Brava, Lebanon (MK2 Diffusion)	NR Drama	106	Digital, Scope, 5.1 Sound	Limited
Anonymous Club (Oscilloscope)	NR Documentary	83	Digital, Flat, 5.1 Sound	Limited
Civil: Ben Crump (Netflix)	NR Documentary	101	Digital, Flat, 5.1 Sound	Limited

From Where They Stood (Greenwich Ent.)	NR Documentary	115	Digital, Flat, 5.1 Sound	Limited
Queen of Glory (Film Movement)	NR Comedy	78	Digital, Flat, 5.1 Sound	Limited 60-day VOD
She Will (IFC Films Midnight)	NR Thriller	95	Digital, Flat, 5.1 Sound	Limited
Marx Can Wait (Strand)	NR Documentary	96	Digital, Flat, 5.1 Sound	Limited
Wrong Place (Vertical Entertainment)	NR Thriller	96	Digital, Flat, 5.1 Sound	Limited

7/22/22 (Week 29)

Prior Year Results

2021 Week 29 - Box Office: \$91,774,324; Openings: Space Jam: A New Legacy (\$31M FSS; \$70.6M Total), Escape Room: Tournament of Champions (\$8.8M FSS; \$25.3M Total), Roadrunner: A Film About Anthony Bourdain (\$2M FSS; \$5.4M Total)

Nope (Universal)	R Horror Mystery Sci-Fi Thriller	135	Digital, Scope, 5.1 Sound, IMAX	Wide (4,000+) \$60M-\$70M FSS \$175M-\$200M Total
Alone Together (Vertical Entertainment)	Drama	93	Digital, Scope, 5.1 Sound	Limited
My Old School (Magnolia Pictures)	Documentary	104	Digital, Flat, 5.1 Sound	Limited
Cosplay Universe (Abramorama)	Documentary	84	Digital, Flat, 5.1 Sound	Limited
How to Please a Woman (Brainstorm Media)	Comedy (Australia)	107	Digital, Flat, 5.1 Sound	Limited

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	PG Animation Action Adventure	100	Digital, Flat, 5.1 Sound	Wide (4,000) \$40-\$50M FSS \$125M-\$150M Total
Vengeance (Focus Features)	UPDATE	Comedy Mystery Thriller	108	Digital, Scope, 5.1 Sound	Wide (1,500) \$6M-\$8M FSS \$15M-\$20M total
A Love Song (Bleecker Street)		PG Drama	81	Digital, Flat, 5.1 Sound	Limited
Thirteen Lives (UA Releasing)		PG-13 Biography Drama Thriller		Digital, Flat, 5.1 Sound	Limited
Hansan: Rising Dragon (Well Go USA)		NR War Action	130	Digital, Scope, 5.1 Sound	Limited

Studio Release Changes

Title	Locations	New	Former
Godzilla Vs. Kong Untitled (Warner Bros.)	Wide	3/15/24	NEW
Dune, Part Two (Warner Bros.)	Wide	11/17/23	10/20/23
Ghostbuster's Sequel (Sony)	Wide	12/20/23	NEW
Migration (Universal)	Wide	12/22/23	NEW
Untitled WB DC Event Film (Warner Bros.)	Cancelled	N/A	3/15/24
Untitled Universal Musical Event (Universal)	Cancelled	N/A	12/22/23
Collide (Vertical Entertainment)	Limited	8/5/22	NEW
Last the Night (Vertical Entertainment)	Limited	7/1/22	NEW

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The Invitation (Sony/Screen Gems)	Limited	8/26/22	NEW
Untitled Gerard Butler Action Thriller (Lionsgate)	Wide	1/27/23	NEW
Moonage Daydream (NEON)	Wide	9/2/22	NEW
Creed III (UA Releasing)	Wide	3/3/23	11/23/22
Free Puppies! (First Run Features)	Virtual	8/26/22	NEW
The Youth Governor (Greenwich Entertainment)	Limited	8/26/22	NEW
Last Journey of Paul W.R. (Samuel Goldwyn)	Limited	8/26/22	NEW
Earwig (Juno Films)	Limited	7/15/22	NEW
Piggy (Magnet Releasing)	Limited	10/14/22	NEW
Retaliators (CineLife/Trafalgar)	Moderate	9/14/22	NEW
Thirteen Lives (UAR)	Limited	7/29/22	NEW
Pretty Problems (IFC Films)	Limited	10/7/22	8/26/22
The Legend of Molly Johnson (Samuel Goldwyn)	Limited	8/19/22	NEW
The Reef: Stalked (RLJE)	Limited	7/29/22	NEW
My Favorite Girlfriend (Saban Films)	Limited	8/5/22	NEW
Hansan: Rising: Dragon (Well Go USA)	Limited	7/29/22	NEW

Awareness & Interest Levels

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

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

Click to play our [POPCORN PREVIEWS](#) [BOXOFFICE BUZZ](#) video look at Universal and Illumination Entertainment's **MINIONS: THE RISE OF GRU**, where the evil Gru, voiced by Steve Carell, discovers even bad guys can use a little help from their friends.



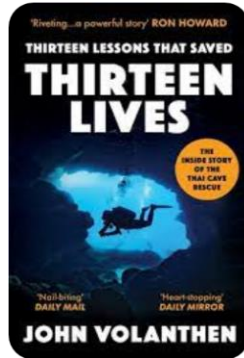
[Hocus Pocus 2](#)

Disney+

9/30/22 - PVOB

Teaser Trailer, Poster

The Sanderson sisters return to Salem and three high school students must stop them. Highly anticipated film currently scheduled for Disney+ only.



[Thirteen Lives](#)

Amazon Studios

7/29 UA Releasing

8/5 Amazon Prime

Trailer, Book Poster

Ron Howard directs the 2018 Tham Luang cave rescue that lasted 18 days. Specialty film will find both limited theatrical and streaming audience.



[The Invitation](#)

Sony

8/26/22 - Wide

Trailer, Poster

A young woman discovers a long lost cousin and is thrust into a nightmare of twisted secrets in her family's history. Horror.



[John Wick: Chapter 4](#)

Lionsgate

3/24/23 - Wide

Teaser Trailer, Poster

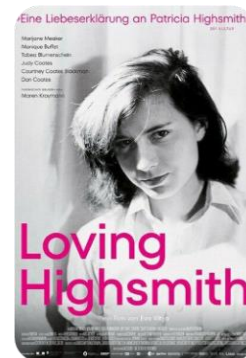
A further exploration of the adventures, harrowing experiences, and exploits of legendary hit man John Wick. 23 Second teaser trailer.



[Resurrection](#)



[Ticket to Paradise](#)



[Loving Highsmith](#)

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IFC Films

7/29/22 - Limited

New Trailer, Poster

A woman's carefully constructed life gets upended when an unwelcome shadow from her past returns, forcing her to confront the monster she's evaded for two decades.

Universal

10/21/22 - Wide

Official Trailer, Poster

Romance Comedy. George Clooney and Julia Roberts as exes attending their daughter's wedding.

Zeitgeist/Kino Lorber

9/2/22 - Limited

Official Trailer, Poster

a unique look at the life of celebrated American author Patricia Highsmith based on her diaries and notebooks. Documentary.