



Sunday, March 13, 2022 | No. 211

Film Flashback... THE GODFATHER Premieres 3/14/1972

Peter Bogdanovich would be remembered today for directing THE GODFATHER had Paramount Pictures had its way 50-some years ago.

The studio wanted Bogdanovich to direct the crime family drama that premiered in New York March 14, 1972 and was based on Mario Puzo's best-selling novel. But Bogdanovich, who'd made THE LAST PICTURE SHOW, passed for lack of interest in the Mafia. Paramount's offer to direct was one that many top directors could & did refuse -- including, Richard Brooks, Sidney J. Furie, Otto Preminger, Franklin J. Schaffner & François Truffaut. Sergio Leone, who also passed, had second thoughts later and made the 1984 gangster epic ONCE UPON A TIME IN AMERICA, which died at the box office.

Production chief Robert Evans studied earlier Paramount gangster films, finding most didn't do well and weren't written or directed by Italian-Americans. On hiring Francis Ford Coppola, he said he wanted to "smell the spaghetti." Coppola wasn't a well-known director then. His 1966 feature debut, YOU'RE A BIG BOY NOW, was well received, but he was writing & producing. He'd co-written PATTON, winning the best Original screenplay Oscar, and he'd executive produced George Lucas's first feature THX 1138.

Paramount wanted GODFATHER to be a low-budget gangster film with a contemporary setting, but Coppola rejected Puzo's screenplay with that concept. That was one of many disputes between Coppola & Paramount. The studio tried hard to dump Coppola, charging he couldn't stay on schedule & wasted money. Actually, he brought GODFATHER in ahead of schedule and under budget.



[Click to Play](#) Francis Ford Coppola on Casting Marlon Brando in THE GODFATHER

Paramount wanted to hire Elia Kazan, an Oscar winner in 1955 for directing ON THE WATERFRONT with Marlon Brando. They thought Kazan would work well with the famously difficult Brando. But Brando said he'd quit if Coppola left. Paramount didn't know Brando was through with Kazan, who'd named names during his 1952 Hollywood Blacklist testimony before the House Un-American Activities Committee.

Orson Welles wanted to play Don Vito Corleone -- even promising to knock off many pounds. But Coppola had Brando in mind from the start and didn't feel Welles was right for the role.

Brando, of course, won the best actor Oscar. He skipped the event, sending Sacheen Littlefeather to accept, if he was the winner. When Roger Moore & Liv Ullmann opened the sealed envelope, Littlefeather came up, refused the statuette and charged Hollywood with mistreating Native Americans for years.

"The studio didn't want Brando. I was told by the President of Paramount Pictures, 'Francis...Marlon Brando will not appear in this movie and I forbid you, as President of Paramount, to bring up his name again.'" – Francis Ford Coppola



"I believe in America. America has made my fortune."

[Click to play the opening scene](#) from THE GODFATHER, with Salvatore Corsitto as Bonasera and Marlon Brando as Don Corleone

Weekend Box Office Results... 3/11 – 3/13

Courtesy of [Comscore](#)

Rank	Title	Week	Theatres	Wknd \$	% Change		Per Theatre	Total \$
					3/4	2/25	Average \$	
1	The Batman (Warner Bros.)	2	4417	66,000,000	-51	-	14,942	238,520,826
2	Uncharted (Sony)	4	3725	9,250,000	-17	-52	2,483	113,355,790
3	BTS Permission to Dance on Stage (Trafalgar)	1	797	6,847,763	-	-	8,592	6,847,763
4	Dog (UA Releasing)	4	3407	5,346,376	-13	-40	1,569	47,803,478
5	Spider-Man: No Way Home (Sony)	13	2702	4,075,000	-10	-22	1,508	792,285,954
6	Death on the Nile (20 th Century)	5	2450	2,500,000	-9	-39	1,020	40,796,574
7	Radhe Shyam (ALR)	1	800	1,815,000	-	-	2,269	1,815,000
8	Sing 2 (Universal)	12	1988	1,580,000	-3	-27	795	155,825,000
9	Jackass Forever (Paramount)	6	1627	1,100,000	-23	-55	676	56,281,187
10	Scream (Paramount)	9	664	445,000	-23	-57	670	80,905,289

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DICK WALSH'S Industry Update

Weekend Review for 3/11-3/13

THE BATMAN repeated last week's first place performance, by grossing \$66M in its second weekend, a drop of only 51%. Gotham City's superhero has performed at or above expectations, while receiving an 85% critics score and 89% audience score on Rotten Tomatoes. Other studios steered clear of THE BATMAN's wake, taking the week off from major new releases. UNCHARTED finished second with \$9.3M and falling only 17% from last weekend.



The surprise of the weekend was the third place finisher, BTS PERMISSION TO DANCE ON STAGE from the Korean K-POP boy band sensation. The concert event distributed in the U.S. by Trafalgar Releasing took in \$6.8M from only two Saturday showtimes at 797 theatres. Another unique feature of the release was the premium \$35 sticker price for all seats, contributing to a massive per location average of \$8,600. After years of exhibitors striving to establish themselves as venues for premium alternative content, this BTS concert event has broken through like no other. While the elevated ticket price played an important part, the fact that screenings at several theatres were completely sold out leads one to believe that even exhibitors underestimated the appeal, and did not make enough seats available to meet the demand. Even if the distributor keeps the majority of the gross, which is past business practice for this type of content, the \$35 ticket price still leaves enough for theatres to make this a very profitable venture.

London-based Trafalgar Releasing should be commended for selecting a weekend when the traditional studios turned their back exhibitors, delivering no new wide releases to compete with THE BATMAN in its second weekend. While Fathom Events have done a stellar job at delivering a steady stream of alternative content for years, no single event appears to have broken through like this weekend's BTS PERMISSION TO DANCE ON STAGE. Certainly, event cinema distributors will line up to take their shot at generating this weekend's success by offering interesting, nontraditional programming to theatres.

The overall weekend gross came in at \$102.4M, which adds up to only 49% of the same weekend in 2019 when Captain Marvel debuted to a \$153M opening weekend box office.

Where Are We as of 3/10

With THE BATMAN's week one coming in at over \$170M, Q1's ninth week beat out the same week in 2019 by 140%. This lifted the quarterly performance to date to 59% of 2019, and the four-week run rate to 79% of 2019. Unfortunately, this week's deficit to 2019 will result in the 2022 percentages dropping down when we run the numbers next week.



Notable Industry News and Commentary... 3/7 – 3/13

[Movie Theaters Charged More for 'The Batman.' Are Price Hikes Here to Stay?](#) (Variety)

Days after THE BATMAN registered a heart-pumping \$134M opening weekend gross, reports surfaced that AMC Entertainment had boosted its ticket prices for screenings of the much-anticipated superhero flick by \$1.00 to \$1.50, depending on theatre location. AMC's price hike does not seem to have limited attendance, with AMC registering eight of the top ten U.S. locations for THE BATMAN's box office.

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While novel in the U.S., exhibitors in global markets have used “variable pricing” for years, charging a premium for blockbuster titles and premium seats. AMC’s chief Adam Aron commented during the company’s recent earnings call, “In Europe, we charge a premium for the best seats in the house, as do just about all other sellers of tickets in other industries — think sports events, concerts and live theater, for example.”

In addition to the fundamentals of supply and demand, exhibitors are justifying price hikes based on the inflationary economy overall, which has raised prices for staples such as groceries, gas, dining and travel.

Why would the price of a movie ticket be immune? Look for many U.S. exhibitors to adopt the strategy for upcoming 2022 event titles such as Disney/Marvel’s DR. STRANGE IN THE MULTIVERSE OF MADNESS, Paramount’s TOP GUN: MAVERICK, and Disney/20th Century’s AVATAR 2.



See also: [Movie theaters must ‘urgently’ rethink the experience, a study says.](#) (NY Times)

[Netflix Increases Subscription Prices In UK & Ireland](#) (Deadline)

Netflix is doubling down on its investment to develop new content for its hungry subscribers worldwide. Last week, the streamer announced a plan to [invest more than \\$220M](#) to create French-language content, including feature films and original series. A key ingredient in Netflix’s international expansion has been creating original, local content for each major market. The streamer achieved smashing success with its survival series SQUID GAMES, first developed in 2019 for the South Korean market and eventually expanding to become a global hit.

Netflix’s international expansion comes amid significant struggles at home. The company’s stock has plummeted from a high in November 2021 of nearly \$700 per share to a current price of just under \$350 per share. The company has been increasingly sober in its public statements citing the rising cost of production and difficulty in luring new subscribers. In January, Netflix began its rollout of [price increases in the North American market](#) with hikes of \$1 to \$2 per month. This month, it announced increases in the UK and Ireland, as well, but asked its customers to view this as the cost necessary to keep its local productions flowing, such as POWER OF THE DOG, BRIDGERTON, EMILY IN PARIS and THE CROWN. While these are expensive investments, these price increases are also an effort to boost revenues...and profits...in an increasingly competitive landscape of high-end streaming services.



[Indie Movie Theater Chains Struggle to Survive as Windows Shorten](#) (Hollywood Reporter)

Among the many challenges the pandemic has created for exhibitors, the niche of second-run theatres has been particularly hard hit. With major studios shortening the window of theatrical exclusivity to 45 days or fewer, the intermediate window that second run theatres have relied on has evaporated. Many of these “dollar houses” have either closed or shifted to first-run screenings with much higher ticket prices. Most second-run theatres are small, independent operations outside the major theatre chains. They have had to widen their programming perspective to stay afloat, by showing alternative content such as UFC fights and classic movie titles.

Among independent exhibitors, Alamo Drafthouse is well-known for its creative programming, and the reduced exclusive window has pushed the exhibitor further down this path. Alamo’s CEO Shelly Taylor said that shortened windows on new studio releases allows the exhibitor to, “Play these movies [during the first weeks of their release], but also have screens and sessions available for alternative content.” The squeeze on windows is forcing all exhibitors to get creative with new programming and other sources of revenue, including enhanced concessions offerings as well as flexible pricing options.



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MARTIN GROVE'S *Hollywood Report*

Tentpoles Planted at Multiplexes Will Bloom

WB's reshuffled release deck makes it clear that exhibition's future is much brighter than Wall Street expected.

That revised schedule shows a line of WB tentpoles planted in the multiplex sands from now through 2023. Between WB/DC's superheroes & Marvel's superheroes via Disney & Sony, plus a few of their other high profile titles, exhibitors should be smiling:

- 4/1: MORBIUS (Sony/Marvel)
- 5/6: DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS (Disney/Marvel)
- 6/17: LIGHTYEAR (Disney/Pixar)
- 7/8: THOR: LOVE AND THUNDER (Disney/Marvel)
- 10/7: SPIDER-MAN: ACROSS THE SPIDER-VERSE (PART ONE) (Sony/Marvel)
- 10/21: BLACK ADAM (WB/DC -- pictured: Dwayne Johnson)
- 11/11: BLACK PANTHER: WAKANDA FOREVER (Disney/Marvel)
- 12/16: AVATAR 2 (Disney/20th Century)
- 12/16: SHAZAM! FURY OF THE GODS (WB/DC/New Line)
- 2/17/23: THE MARVELS (Disney/Marvel)
- 3/17/23: "AQUAMAN AND THE LOST KINGDOM" (WB/DC)
- 5/5/23: GUARDIANS OF THE GALAXY VOL. 3 (Disney/Marvel)
- 6/23/23: THE FLASH (WB/DC)
- 6/23/23: UNTITLED (Sony/Marvel)
- 6/30/23: INDIANA JONES 5 (Disney/Lucasfilm)
- 7/28/23: ANT-MAN AND THE WASP: QUANTUMANIA (Disney/Marvel)
- 10/6/23: UNTITLED (Sony/Marvel)
- 11/3/23: UNTITLED (Disney/Marvel)
- 12/15/23: WONKA (WB/Heyday Films)
- 12/22/23: STAR WARS: ROGUE SQUADRON (Disney/Lucasfilm)



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One-Two Punch Puts HFPA Back in Headlines



Things were quiet at the HFPA, but a new one-two punch just put the besieged Golden Globes givers back in the headlines.

The first slug came as two members of the House petitioned the IRS to investigate HFPA's enviable tax exempt status. Rep. Joyce Beatty (D-OH) & Rep. Brenda Lawrence (D-MI) cited ongoing media reports about HFPA's "seemingly corrupt and unacceptable deal making patterns," raising doubts as to whether it's "meeting its IRS section 501(c)(3) demands."

In reply, HFPA said, "their letter is taken largely from previous news accounts that have misrepresented or omitted the significant and thorough progress made" in membership diversity and the "implementation (of) new ethics and conduct rules."

Backed up with pandemic era work, as the IRS is understood to be, it's likely to take time for any conclusions to be reached. Nonetheless, no one ever feels good waiting for an IRS response.

As for Punch #2, that inside blow came with the departure of Sunshine Sachs, HFPA's A-List PR consultants since 2011. Specifics are unknown, but Hollywood buzz claims the split was no surprise. Some 100 other top publicity firms have stopped working with HFPA, so it could be difficult replacing Sunshine, which reps top celebs & the Motion Picture Academy.

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Studio Release Calendar – 3/18 – 4/7

(Click on titles for more information)

3/18/22 (Week 11)

Prior Year Results

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

X (A24) Similar films include HEREDITARY (6/1/18: 2,964 locations, \$13.6M FSS, \$44.3M Total), MIDSOMMAR (7/3/19: 2,707 locations, \$6.6M FSS, \$27.5M Total). As an homage to 1970s slasher films, X rates as another in A24's frightening filmography of MIDSOMMAR, THE WITCH and THE LIGHTHOUSE.	R Horror	105	Flat (1.85 : 1), 2.1	Wide (3,000+) \$10M-\$12M FSS \$20M-\$25M Total
Jujutsu Kaisen 0 (Crunchyroll) Japanese: 劇場版 呪術廻戦 After Akutami launched JUJUTSU KAISEN in 2018, the series was retroactively retitled JUJUTSU KAISEN 0—making it a prequel. BOKU NO HIRŌ AKADEMIA THE MOVIE HIRŌZU: RAJINGU is similar in appeal at \$5.8M FSS, \$14M Total.	PG-13 Animation	105	Flat 1.85 : 1, IMAX	Wide (2,300+) \$3M-\$5M FSS \$10M-\$12M Total
The Outfit (Focus Features) Mark Rylance has experienced a varied career in box office success. His supporting roles in BRIDGE OF SPIES, DUNKIRK, Mr. Rylance's lead in THE GUNMAN (2,816 locations, \$5M FSS, \$11.5M Total) serves as a comparable.	R Crime Drama	105	Flat (1.85 : 1)	Wide (1,200+) \$2M-\$5M FSS \$10M-\$12M Total
Umma (Sony) Female oriented, mild ghost story, in Korean with subtitles, limited business.	PG-13 Horror	84	Scope (2.35 : 1)	Moderate (700+)
Alice (Roadside Attractions) Well acted and crafted film for sophisticated moviegoers.	NR Drama	100	Scope (2.35 : 1)	Moderate (150+)
The Torch (IFC Films)	NR Documentary Music	107	Flat 1.85 : 1	Limited
Tethered (Gravitas Ventures)	NR Thriller	87	Flat 1.85 : 1	Limited
Laleh (Atlas Distribution)	NR Action	120	Scope (2.35 : 1)	Limited
Expired (Lionsgate Premiere)	R Thriller	107	Scope (2.35 : 1)	Limited
The Hater (Vertical Entertainment)	NR Comedy	107	Flat 1.85 : 1	Limited
Measure of Revenge (Vertical Entertainment)	NR Comedy	107	Scope (2.35 : 1)	Limited
Master (Amazon Studios)	NR Drama Horror	91	Flat (1.85 : 1)	Limited
Rescued by Ruby (Netflix)	NR Family Drama	90	Flat (1.85 : 1)	Limited
The Last Glaciers (IMAX)	NR Documentary	40	(IMAX 1.43 : 1)	IMAX Locations
Vive L'Amour (Film Movement)	NR Drama	118	Flat (1.85 : 1)	NY
Ahed's Knee (Kino Lorber)	NR Drama	110	Flat (1.85 : 1)	NY
Intregalde (Grasshopper Film)	NR Drama	104	Flat (1.85 : 1)	NY
Man of God (Fathom Events)	NR Horror	124	Flat (1.85 : 1)	3/21 & 3/28 Limited
The Guide (Falling Forward Films)	NR War Violence	127	Scope (2.35 : 1)	Satellite only; Special Presentation

3/25/22 (Week 12)

Prior Year Results

2021 Week 12 - Box Office: \$17,461,277; Openings: Nobody (\$6.8M FSS, \$27.3M Total)

The Lost City (Paramount) Comparable films include FREE GUY (\$28.4M FSS, \$121.6M Total), JUNGLE CRUISE (\$35M FSS, \$117M Total, \$30M Disney+), OCEAN'S 8 (\$42M FSS, \$141M Total), ROMANCING THE STONE (\$14.4M FSS, \$204.6M total adjusted for inflation). Interest skewing upward and very similar to FREE GUY.	PG-13 Action Comedy Romance	112	Scope (2.39 : 1), Atmos, Dolby Vision, Motion Chairs: DBox, 4DX, MX4D, Lumma	Wide (4,000) \$30M-\$35M FSS \$100M-\$125M Total
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Everything Everywhere All at Once (A24)	R Sci-Fi	146	Flat (1.85 : 1)	Limited
Infinite Storm (Bleecker Street)	R Drama	104	Flat (1.85 : 1)	Limited
The Greatest Inheritance (Vertical Entertainment)	NR Family Comedy	98	Flat (1.85 : 1)	Limited
Topside (Vertical Entertainment)	NR Drama	90	Flat (1.85 : 1)	Limited
You Are Not My Mother (Magnolia Pictures)	NR Thriller	93	Flat (1.85 : 1)	Limited
Mothering Sunday (Sony Pictures Classics)	R Romance	110	Flat (1.85 : 1)	NY/LA
Stunt Rock (Kino Lorber)	NR Documentary	86	Flat (1.85 : 1)	NY/LA
RRR (DVV Entertainment)	NR Horror	186	IMAX (1.43 : 1)	3/24 Only
MET Opera Live in HD: Don Carlos (Fathom Events)	NR Opera	315	Flat (1.85 : 1)	3/26 & 3/30 Event Cinema
So Cold The River (Saban Films)	NR Horror	95	Flat (1.85 : 1)	Limited
Wood and Water (KimStim)	NR Drama	79	Flat (1.85 : 1)	NYC
Never Forget Tibet (Fathom Events)	NR Documentary	125	Flat (1.85 : 1)	3/31
7 Days (Cinedigm)	NR Romance Comedy	86	Scope (2.35 : 1)	Limited

4/1/22 (Week 13)

Prior Year Results

2021 Week 13 - Box Office: \$18,746,006; Openings: Godzilla vs. Kong (\$31.6M FSS, \$100.6M Total), The Unholy (\$3.2M FSS, \$15.5M Total)

Morbis (Sony/Marvel) VENOM (\$80M FSS, \$213.5 Total), VENOM: LET THERE BE CARNAGE (\$90M FSS, 230.5M Total), I AM LEGEND (77M FSS, \$338.5 Total (adjusted for inflation). While MORBIUS is not likely to match VENOM. Look for the film should reach \$100+ million (or half the VENOM business) at the domestic box office.	PG-13 Fantasy	104	Scope (2.40 : 1), IMAX (1.43 : 1), Atmos, DTS:X, D-Box, Dolby Vision, ScreenX	Wide (4,000) \$30M-\$35M FSS \$100M-\$125M Total
You Won't Be Alone (Focus Features)	R Drama Horror	109	Flat (1.44 : 1)	Limited
Nitram (IFC Films)	R Drama	112	Flat (1.85 : 1)	3/30 Limited
Barbarians (IFC Films)	Thriller	89	Flat (1.85 : 1)	Limited
Pushing Hands (Film Movement)	NR Comedy Drama	105	Flat (1.85 : 1)	NYC
Princess Mononoke 25th Anniversary (Fathom Events)	PG Anime	150	Flat (1.85 : 1)	4/3, 4/4 & 4/6 Limited
The Case for Heaven (Fathom Events)	NR Faith based	83	Flat (1.85 : 1)	4/4-4/6 Limited
High Expectations (Fathom Events)	PG Faith based	113	Flat (1.85 : 1)	4/7 Limited
Memoria (NEON) Never Ending National Tour	PG Drama	136	Flat (1.85 : 1)	Limited

Studio Release Changes

Title	Locations	New	Former
Brian and Charles (Focus Features) Brian, a lonely inventor in rural Wales, who spends his days building quirky, unconventional contraptions that seldom work. Undeterred by his lack of success, Brian attempts his biggest project yet. Three days, a washing machine, and various spare parts later, he's invented Charles, an artificially intelligent robot who learns English from a dictionary and has an obsession with cabbages. Comedy Acquisition from Britain's BFI.	Limited	6/17/22	NEW
DC League of Super-Pets (Warner Bros.) Krypto the Super-Dog and Superman are inseparable best friends, sharing the same superpowers and fighting crime side by side in Metropolis. However, Krypto must master his own powers for a rescue mission when Superman is kidnapped. Animation Action Adventure.	Wide	7/29/22	5/20/22
Black Adam (Warner Bros.) Nearly 5,000 years after he was bestowed with the almighty powers of the Egyptian gods-and imprisoned just as quickly-Black Adam (Johnson) is freed from his earthly tomb, ready to unleash his unique form of justice on the modern world. Action Fantasy.	Wide	10/21/22	7/29/22
Shazam: Fury of the Gods (Warner Bros.) Sequel to the 2019 film 'Shazam!'. Plot details are not yet known. Action Adventure Comedy.	Wide	12/16/22	6/2/23
Aquaman and the Lost Kingdom (Warner Bros.) Plot unknown. Sequel to the 2018 film 'Aquaman.' Action Adventure Fantasy.	Wide	3/17/23	12/16/22
The Flash (Warner Bros.) The plot is unknown. Feature film based on the comic book superhero, The Flash. Action Adventure Fantasy.	Wide	6/23/23	11/4/22

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The Meg 2 (Warner Bros.) Plot unknown. Sequel to the 2018 film 'The Meg'. Sci-Fi.	Wide	8/4/23	NEW
Wonka (Warner Bros.) The story will focus specifically on a young Willy Wonka and how he met the Oompa-Loompas on one of his earliest adventures. Adventure Comedy Family.	Wide	12/15/23	3/17/23
The Shrinking of Treehorn (Paramount) Plot unknown. Animation.	NA	Cancelled	11/10/23
Bob's Burger Movie (20th Century) AKA: Bob's Burgers The Belchers' trying to save the restaurant from closing as a sinkhole forms in front of it while the kids try to solve a mystery that could save their family's restaurant. Animation.	Wide	5/27/22	Title Change

MPA Ratings		
Title	Rating	Reason
A\$AP Rocky: Stockholm Syndrome (Amazon Studios)	R	Language throughout, some sexual references and drug use
Alice (Vertical Entertainment)	R	Some violence and language
All My Puny Sorrows (Momentum Pictures LLC)	R	Language and brief sexuality
Chariot (Saban Films LLC)	R	Language, some sexual material and drug use
Chip 'n Dale: Rescue Rangers (Disney)	PG	Mild action and rude/suggestive humor
A Cloud So High (Parson Films Co)	R	Language, some violent content, and brief sexual material
Don't Make Me Go (Amazon Studios)	R	Some sexual content, graphic nudity, language and teen drinking
Good Luck to You, Leo Grande (Searchlight Pictures)	R	Sexual content, graphic nudity and some language
The Good Nurse (Netflix)	R	Language
The Infernal Machine (Paramount)	R	Language and some violence
Jujutsu Kaisen O (Crunchyroll)	PG-13	Violent content, bloody images, language, thematic material and some suggestive references
The Lost City (Paramount)	PG-13	Violence and some bloody images, suggestive material, partial nudity and language
The Munsters (Universal)	PG	Macabre and suggestive material, scary images and language
Paws of Fury: The Legend of Hank (Paramount)	PG	Action, violence, rude and suggestive humor, and some language #53682 animated paramount pictures corporation



SCREENING ROOM

[Click to play](#) our *Popcorn Previews* Boxoffice Buzz look at Universal & Amblin's **JURASSIC WORLD: DOMINION** where it's four years after Isla Nublar's destruction and humans & dinosaurs now co-exist -- but in this new world, dinos don't totally rule



[Click to play](#) our **BOXOFFICE AUTOPSY** podcast focusing on **THE BATMAN**'s second weekend and new WB release dates for **BLACK ADAM** & other titles. *Screendollars* host Martin Grove puts our **OSCAR OUTLOOK** spotlight on the best picture race with final voting from 3/17-22.

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Notable Trailers



The Unbearable Weight of Massive Talent
Lionsgate
Wide - 4/22/22
Official Trailer, New Poster



Lightyear
Disney/Pixar
Wide - 6/16/22
Trailer, New Poster



Nope
Universal
Wide - 7/22/22
Trailer, New Poster



Aline
Roadside Attractions
Limited - 4/8/22
Trailer, New Poster



Sonic the Hedgehog 2
Paramount
Wide - 4/8/22
Trailer, New Poster



The Guide
Falling Forward Films
Satellite Only - 3/18/22
Trailer, Generic poster



INDUSTRY OBSERVATIONS AND TITLE INSIGHTS

Industry Observations:

- Pulling in the highest ticket price was BTS PERMISSION TO DANCE ON STAGE with an average of \$35.14. After that – Fathom's The Met Ariadne Auf Naxos with \$25.45 per available seat.
- Industry attendance is down 48% since last week.

Title Insights:

- Last week, THE BATMAN's average available seat was priced at \$12.49. This week - \$12.33.
- THE BATMAN is estimated to pull in approximately 5.2M moviegoers this weekend.

Courtesy of [EntTelligence](https://www.entropyintelligence.com/), 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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Awareness & Interest Levels		
Rank	Awareness	Interest
1	Jurassic World: Dominion (Universal)	Jurassic World: Dominion (Universal)
2	Avatar 2 (20th Century)	Black Panther: Wakanda Forever (Disney)
3	Spider-Man: Across the Spider-Verse (Sony)	Dr Strange in the Multiverse of Madness (Disney/Marvel)
4	John Wick Chapter 4 (Lionsgate)	Spider-Man: Across the Spider-Verse (Sony)
5	Sonic the Hedgehog 2 (Paramount)	Avatar 2 (20th Century)
6	Dr Strange in the Multiverse of Madness (Disney/Marvel)	John Wick Chapter 4 (Lionsgate)
7	Black Panther: Wakanda Forever (Disney)	Thor: Love and Thunder (Disney)
8	Lightyear (Disney)	Lightyear (Disney)
9	The Lost City (Paramount)	The Adam Project (Netflix)
10	Thor: Love and Thunder (Disney)	Wonka (Warner Bros)
11	Top Gun: Maverick (Paramount)	Fantastic Beasts: The Secrets of Dumbledore (Warner Bros)
12	Turning Red (Disney+)	Hocus Pocus 2 (Disney+)
13	Fantastic Beasts: The Secrets of Dumbledore (Warner Bros)	The Lost City (Paramount)
14	Hocus Pocus 2 (Disney+)	Minions: The Rise of Gru (Universal)
15	Halloween Ends (Universal)	Aquaman and the Lost Kingdom (Disney)
<i>Source: The Quorum/Screendollars, as of 3/123/22</i>		
The rankings in the awareness rankings represent people polled who said they were aware of each film		Interest rankings are an indicator polled individuals show toward titles This column changes every 48 hours as the movies listed become better known and marketed for national release

Booking Opportunity: STAND WITH UKRAINE by Screening THE GUIDE at Your Theatre



Title: THE GUIDE

Rated: NR – Graphic War Violence

Runtime: 2h 7m

Aspect Ratio: Scope

Sound: 5.1

Subtitles: English

Official Website: www.standwithukrainethroughfilm.org

Synopsis: An American boy Peter and blind musician Ivan are thrown together by fate amidst the 1930's Russian subjugation of Ukraine. The "Terror Famine" of the 30's is incredibly current given the attempts of Russia to once again crush the independence and freedom of their Ukrainian neighbor.

Click to [Watch Trailer](#) and [Director's Powerful Statement](#)



For Booking Information, Contact:

Falling Forward Films

Scott Kennedy

Scott@fallingforwardentertainment.com

Bryce Campbell

Bryce@fallingforwardentertainment.com



Screendollars · contactus@screendollars.com · (978) 494-4150

Thaddeus Bouchard, President · John Shaw, Communications · Tami Morris, Studio Relations · Nicolas Bouchard, Film Distribution
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