



Issue No. 269



Weekend Box Office Results... 5/12 – 5/14

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

Rank	Title	Week	Theatres	Wknd \$	% Change	\$ Avg/ Theatre	Total \$
1	Guardians of the Galaxy Vol. 3 (Disney/Marvel)	2	4,450	60,500,000	-48%	13,596	213,201,178
2	Super Mario Bros. Movie, The (Universal)	6	3,800	13,000,000	-30%	3,421	535,959,015
3	Book Club: The Next Chapter (Focus Features)	1	3,508	6,500,000	-	1,853	6,500,000
4	Evil Dead Rise (Warner Bros.)	4	2,821	3,728,000	-37%	1,322	60,188,357
5	Are You There God? It's Me, Margaret. (Lionsgate)	3	2,365	2,500,000	-23%	1,057	16,476,954
6	Hypnotic (Emick)	1	2,118	2,355,000		1,112	2,355,000
7	John Wick: Chapter 4 (Lionsgate)	8	1,613	1,930,000	-18%	1,197	182,964,089
8	Love Again (Sony)	2	2,703	1,550,000	-35%	573	5,006,881
9	Air (Amazon/MGM)	6	1,210	875,357	-37%	723	51,709,648
10	Dungeons & Dragons: Honor Among Thieves (Paramount)	7	934	740,000	-49%	792	92,169,866

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WEEKEND REVIEW FOR 5/12 – 5/14

Happy Mother's Day! GUARDIANS OF THE GALAXY VOL 3 stayed at the top of the box office in its second weekend, with a three-day gross of \$60.5M. Some have been lamenting the demise of Marvel's entire GUARDIANS franchise after last weekend's \$118M debut, down by 19% from the \$145M opening of GUARDIANS OF THE GALAXY VOL 2 in 2017. We beg to differ. The following chart compares results of the three GUARDIANS movies after ten days in release.

	GUARDIANS OF THE GALAXY	GUARDIANS OF THE GALAXY VOL. 2	GUARDIANS OF THE GALAXY VOL. 3
Release Date	8/1/2014	5/5/2017	5/5/2023
Opening Weekend	\$94M	\$145M	\$118M
Second Weekend	\$42.1M	\$65.3M	\$60.5M
Weekend #1->#2 Decline	-55%	-55%	-49%
Ten Day Total	\$176.5M	\$248.4M	\$213.2M
Domestic Total	\$333.2M	\$389.8M	\$300M - \$320M (est.)
Worldwide Total	\$772.8M	\$863.8M	\$650M - \$670M (est.)
Release Date	8/1/2014	5/5/2017	5/5/2023

GUARDIANS VOL. 3's decline of 49% from its opening to its second weekend is less than the drop experienced by both prior movies in the franchise. Note also that recent Marvel titles have suffered much steeper declines in their second weekend, including DR. STRANGE IN THE MULTIVERSE OF MADNESS (May 2022, down 67% in weekend #2) and THOR: LOVE AND THUNDER (July 2022 down 68% in weekend #2).

We project that the total run for GUARDIANS VOL. 3 will reach \$300M - \$320M domestic and \$650M - \$670M worldwide. Even after deducting its sizeable production budget of \$250M, Disney will earn a handsome profit from VOL. 3, which gives a strong start to the summer moviegoing season. Some have compared the lower results for GUARDIANS VOL. 3 to the disappointment of ANT-MAN AND THE WASP: QUANTUMANIA. But GUARDIANS has been a much more robust franchise, whose first three movies will earn an estimated \$2B compared to ANT-MAN's \$1.4B. In fact, it's not unusual for the third chapter in a superhero series to be less successful at the box office than the second.

Next up from the Marvel Cinematic Universe will be the June 2nd release of Sony's animated SPIDER-MAN: ACROSS THE SPIDER-VERSE. Two weeks after that, DC's THE FLASH arrives in theatres, with much anticipation and strong franchise potential.

Universal's THE SUPER MARIO BROS. MOVIE came in second with a gross of \$13M, a drop of 30% from last weekend. SUPER MARIO has exceeded all expectations, having earned \$536M in domestic box office through its first six weekends and 38 days. It currently stands as the highest grossing movie of 2023, a prize that it may still hold

at the end of the year. After factoring in a production budget of \$100M, SUPER MARIO may also wind up being the single most profitable movie the year.

With a perfectly timed Mother's Day opening weekend, Focus secured a third-place finish for BOOK CLUB: THE NEXT CHAPTER with an opening weekend gross of \$6.5M. This is a sequel to the 2018 surprise hit BOOK CLUB, which opened with \$13.6M in domestic sales and went on to earn \$35.9M domestica and \$104.4M worldwide, on a pauper's budget of only \$14M.

BOOK CLUB: THE NEXT CHAPTER continues to track four best friends as they take a girl's trip to Italy. Of course, things go wrong during their travels creating a once-in-a-lifetime adventure. The all-star cast of Jane Fonda, Diane Keaton, Candice Bergen and Mary Steenburgen reprise their original roles, and are joined this time by Andy Garcia, Don Johnson and Craig T. Nelson. Critics seem down on THE NEXT CHAPTER, having given a 48% Tomatometer on Rotten Tomatoes while audiences were more positive, with an 80% rating. By comparison, the original BOOK CLUB earned 54% from critics, and a surprisingly low 51% score from audiences.

The opening box office for the sequel is only 46% of that earned from the original in its opening weekend. Still, THE NEXT CHAPTER has a reasonable chance of becoming profitable, since it was produced on a very reasonable budget of \$20M despite top tier cast and international setting for the movie.

Warner Bros.' EVIL DEAD RISE finished in fourth place in its weekend with \$3.7M, down 37% from last weekend. After 24 days, EVIL has produced an impressive \$60.1M and we expect it to wind up earning approximately \$65M domestic

and \$125M worldwide. It has already surpassed the third film in the series, EVIL DEAD, which earned \$54M in 2013 and had previously been the best performer among the four prior movies in the series. With a production cost of only \$15M, this horror franchise continues to turn a profit. We expect the sequels to keep on coming in the years to come.

Lionsgate's ARE YOU THERE GOD? IT'S ME MARGARET slotted into fifth place with a weekend total of \$2.5M and a drop of 23%. To-date, the film has grossed \$16.5 domestically. Still, MARGARET has been extremely well-received by critics and audiences with grades of 99% and 96% respectively. On the strength of this positive word of mouth, we expect it to realize most of its earnings potential by staying until the Memorial Day long weekend.

Sixth place was taken by HYPNOTIC, with an opening weekend gross of \$2.4M. The Sci-Fi action thriller stars Ben Affleck and was directed by Robert Rodriguez (SIN CITY, SPY KIDS, FROM DUSK TILL DAWN). Its story follows a detective consumed by a mystery involving his missing daughter and a secret government program. The critics are down on this Rodriguez film, with only a 39% Tomatometer score on Rotten Tomatoes. Audiences are somewhat more positive with a 56% rating. Rodriguez's last outing was ALITA: BATTLE ANGEL which opened on 2/14/2019 and produced a solid \$86M domestic and even more powerful \$405M worldwide. After a production budget of \$65M, HYPNOTIC will have to perform mightily in international markets climb into the black.



All movies this weekend grossed \$99.3M, compared to \$94.1M from the same weekend in 2022. Last year's top movie was the second weekend of DR. STRANGE IN THE MULTIVERSE OF MADNESS which produced \$60.4M.

Where Are We as of 5/11

After 18 weeks, the 2023 domestic box office stands at 131% compared to 2022, and 77% compared with 2019.

2023 VS. 2022	2023 VS. 2019
YEAR TO DATE – 18 WEEKS – 2023: \$2,804,025,000 2022: \$2,145,537,000 131%	YEAR TO DATE – 18 WEEKS – 2023: \$2,804,025,000 2019: \$3,642,135,000 77%

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Notable Industry News & Commentary

[Disney+ Loses More Subscribers But Overall Streaming Losses Improve As Company Posts Solid Quarterly Report](#) (Deadline)

Disney's Q1 earnings point to a company in transition, with current CEO Bob Iger making a significant turn away from the priorities of former CEO Bob Chapek.

Disney+ subscription service lost 4 million subscribers in Q1, the second consecutive quarter with a net drop. This can be attributed to Iger's decision to increase prices for Disney+ and the company's other streaming services. The decrease in subscribers has been more than offset by an increase in average revenue per user (APRU), rising from \$5.95 to \$7.14. Disney has also begun to tap into a new revenue stream by introducing an ad-supported tier of service. As a result, Q1 losses from Disney's streaming division fell by 26%.

Under Chapek, Disney's prime directive was to expand its market share in streaming. By that measure, a quarterly loss of 4 million subscribers would have been viewed as a failure. But under Iger, the new #1 priority has become running a profitable business. Taking steps such as raising subscription cost, introducing advertising, and folding content from Hulu into Disney+ are all steps towards that goal.

See also: [Disney+ to Add Hulu Content in 'One-App Experience' Later in 2023, Prices for Disney+ to Increase](#) (Variety) and [Disney's Bob Iger Reveals "Cordial" And "Constructive" Talks Have Started With Comcast About Buying Out Its Hulu Stake](#) (Deadline)



[AMC Theatres Plans to Launch its own Candy Label](#) (Fortune)

Since the beginning of the pandemic, AMC has pursued a number of unorthodox business strategies that have drawn the attention of the public. These have included [accepting payments in cryptocurrencies](#) such as Dogecoin, buying a [stake in a gold mining company](#) in Nevada, and partnering with Walmart to sell [AMC-branded popcorn](#) in their stores. While these initiatives have kept AMC in the news, the business rationale behind them has been less clear.

This week, AMC announced its next innovation, the launch of an AMC-branded line of candy and concessions that it will sell to patrons at its theatres.

Unlike some of the earlier innovations, this one cuts closer to home. It's no secret that movie theatres generate a significant profit portion of their profits from concessions sales, and AMC should be able to realize higher margins on their own branded products. It follows the same reason why grocery store chains sell their own in-house branded products... lower costs from suppliers, lower price to the consumer, and more profit for the business.

In the post-pandemic period, moviegoers have substantially increased their spend on candy and concessions when visiting the theatre. At the same time, candy makers have increased their wholesale prices by as much as 33%. AMC's Adam Aron said that this got him "thinking very hard about our candy. And we realized that we could manufacture a private-label brand of candy to very high-quality standards. Price it less expensively than our current candy is priced and have a higher profit margin." AMC's sweets and other concessions items are scheduled to arrive in theatres early next year.

See also: [AMC Has A Sweet Way To Fix Its Concession Stands \(And Margins\)](#) (The Street)



Hollywood CEOs Made More Than \$1 Billion While Firing Thousands (Bloomberg)

Bloomberg's media columnist Lucas Shaw drills down on the dynamics at play in the stand-off between Hollywood's writers and studios.

On the one hand, studios are losing big money from the huge investments they have made over the past five years to establish new streaming businesses. The go-go-days of building market share at any price have been left behind to be replaced by a drive to profitability, which can be reached most directly through widespread cost cutting.

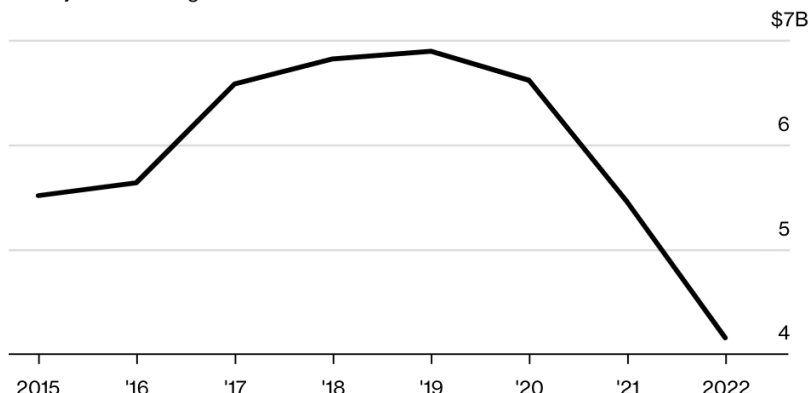
Shaw highlights the example of NBC Universal, where profits have crashed over the past three years as the costs required to build out a streaming platform have come due.

Meanwhile, the top executives at these media companies have been rewarded with billions of dollars in compensation over this period, a point which has not gone unnoticed among Hollywood's rank and file. The timeline for a settlement is uncertain, as both sides appear to be settling in for a lengthy stand-off.

NBC's Media Profits

Higher programming and production costs sapped earnings

Adjusted earnings



Studio Release Calendar (5/19 – 6/15)

5/19/23 (Week 20)

Prior Year Results

2022 Week 19 Box Office: \$77,689,344

Fast X (Universal) One of the most successful franchises in recent years reportedly comes to an end. The estimated budget is \$340M, the seventh most expensive film ever made.	PG-13 Action Thriller	141	Digital, Scope 2.39, 5.1/7.1 IMAX, Atmos, Dolby Vision, Screen X, CGS, DBox, MX4D	Wide (4,000+) \$70M-\$80M Open \$175M-\$185M Total
Across 24 Nights (Iconic Events)	NR Live Concert	115	Digital, Flat, 5.1	Event Cinema
Roger Waters - This is Not a Drill (Trafalgar Releasing)	NR Live Concert	165	Digital, Flat, 5.1	5/25 Event Cinema
Master Gardener (Magnolia)	R Thriller	107	Digital, Flat, 5.1	Limited
Black Lotus (Vertical Ent.)	NR Action	93	Digital, Scope, 5.1	Limited
Moon Garden (Oscilloscope)	NR Horror	93	Digital, Flat, 5.1	NYC 5/26 LA
Sanctuary (NEON)	R Drama	97	Digital, Scope, 5.1	NY/LA Expansion follows
Robots (NEON)	R Sci Fi Comedy	93	Digital, Flat, 5.1	Limited
Monica (IFC)	R Drama	113	Digital, Flat, 5.1	Limited
Ajoomma (Independent)	NR Comedy Drama	90	Digital, Flat, 5.1	Limited
Mandala: The UFO Incident (Raven Banner Ent.)	NR Sci Fi Drama	115	Digital, Flat, 5.1	Limited
Mavka: The Forest Song (Shout Factory)	NR Animation	90	Digital, Scope, 5.1, Dolby Digital, Atmos	Limited

Buddy Games: Spring Awakening (Paramount Global)	R Comedy	91	Digital, Flat, 5.1	Limited
The Night of the 12th (Film Movement)	NR Mystery Thriller	115	Digital, Flat, 5.1	Limited
Sidhus of Southall (White Hill Studios)	Family Comedy	125	Digital, Scope, 5.1	Limited
Stay Awake (Marvista Ent.)	NR Drama	94	Digital, Flat, 5.1	Limited
White Building (KimStim) <i>Bodeng sar (2021)</i>	NR Drama	90	Digital, Flat, 5.1	Limited
Come Out Fighting (Screen Media)	NR Action	100	Digital, Flat, 5.1	Limited
The Cow Who Sang a Song into the Future (Kino Lorber) <i>Spanish with English subtitles</i>	NR Fantasy Mystery	93	Digital, Flat, 5.1	Limited
5/26/23 (Week 21)				
Prior Year Results				
2022 Week 21 Box Office: \$224,277,837				
The Little Mermaid (Disney) Early audience reactions are excellent.	PG Live Action	135	Digital, Scope 2.39:1 IMAX 5.0/12.0, 5.1/7.1 3D SDR, Dolby Vision, Atmos, Motion	5/24 Wide (4,500) \$110M-\$120M \$330M-\$350M Total
About My Father (Lionsgate)	Comedy	84	Digital, Scope, 5.1	Wide (2,800) \$4M-\$6M Open \$8M-\$12M Total
Kandahar (Briarcliff/Open Road)	R Action Thriller	120	Digital, Scope, 5.1	Wide (3,000) \$6M-\$8M Open \$15M-\$20M Total
The Machine (Sony)	R Action Comedy	112	Digital, Scope, 5.1	Wide (3,000) \$4M-\$6M Open \$10M-\$12M total
You Hurt My Feelings (A24)	R Drama	93	Digital, Flat, 5.1	Moderate (500-1,000)
Oggy and the Cockroaches: The Movie (Seven Minds Pictures) <i>Based on TV (France)</i>	NR Animation	93	Digital, Flat, SR	Moderate
Close To Vermeer (Kino Lorber)	NR Documentary	78	Digital, Flat, 5.1	Limited
The Cow Who Sang a Song into the Future (Kino Lorber) <i>Spanish with English subtitles</i>	NR Drama	93	Digital, Flat, SR	LA
Shin Kamen Rider (Fathom events)	NR Anime	121	Digital, Flat, 5.1	5/31 Special Event
Will-o-the Wisp (Strand) <i>Fogo-Fátuo (2022)</i>	NR Comedy	87	Digital, Flat, SR	Limited
The Wrath of Becky (Quiver Distribution)	R Horror Action	85	Digital, Flat, SR	Limited
Moon Garden (Oscilloscope)	NR Fantasy Drama	93	Digital, Scope, 5.1	LA, Limited Expand
Goodday Goodday Chaa (Zee Studios)	NR Comedy Drama	130	Digital, Scope, 5.1	Limited
Tomorrow X Together World Tour - Act: Sweet Mirage - in LA (Fathom Events)	NR Live Event	210	Digital, Flat, SR	5/23 Music Concert
6/2/23 (Week 22)				
Prior Year Results				
2022 Week 22 Box Office: \$122,801,622				
The Boogeyman (20th Century) Stephen King adaptation originally slated for streaming.	PG-13 Horror	98	Digital, Scope, 5.1/7.1, PLF, Atmos, Dolby Vision, 4K, TheatreEars	Wide (3,000) \$25M-\$30M Open \$50M-\$60M Total
Spider-Man: Across the Spider-Verse (Sony/Marvel)	PG Animation	136	Digital, Scope, 5.1/7.1, IMAX	Wide (4,000) \$75M-\$85M Open \$200M-\$210M Total
Jawan (Yash Raj)	NR Action	165	Digital, Scope, 5.1	Moderate
Lynch/Oz (Janus Films)	NR Documentary	108	Digital, Flat, 5.1	Limited
Past Lives (A24)	PG-13 Drama	106	Digital, Flat, 5.1	Limited

Rise (Blue Fox Ent.) <i>French w/ English sub.</i>	NR Drama	120	Digital, Scope, 5.1	Limited
Simulant (Vertical Entertainment)	NR Sci Fi	90	Digital, Scope, 5.1	Limited
Will-o'-the Wisp (Strand)	NR Fantasy	67	Digital, Flat, 5.1	LA
Concerned Citizen (Greenwich Ent.)	NR Black Comedy	82	Digital, Flat, 5.1	Limited

6/9/23 (Week 23)

Prior Year Results

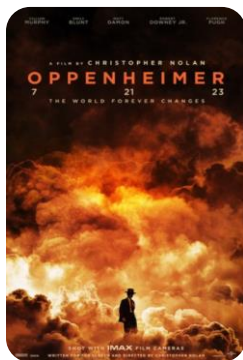
2022 Week 23 Box Office: \$215,378,065

Transformers: Rise of the Beasts (Paramount)	PG (est.) Sequel		Digital, Scope, 5.1/7.1 IMAX	Wide (4,000) \$60M-\$70M Open
Mending The Line (Blue Fox Ent.)	R Drama	122	Digital, Flat, 5.1	Moderate
Dailiand (Magnolia)	NR Biography Drama	104	Digital, Flat, 5.1	Limited/Stream
The D.O.C (Vertical Ent.)	NR Documentary	98	Digital, Flat, 5.1	Limited
Devilreux (Lionsgate Premiere)	R Horror	80	Digital, Flat, 5.1	Limited
Blue Jean (Magnolia)	NR Drama	97	Digital, Flat, 5.1	Limited
97 Minutes (Vertical Ent.)	NR Action Suspense	93	Digital, Scope, 5.1	Limited
Squaring the Circle (Utopia)	NR Documentary	101	Digital, Flat, 5.1	6/7 Limited
The Angry Black Girl and Her Monster (IFC/RLJE)	NR Horror	92	Digital, Flat, 5.1	Limited
Scarlet (Kino Lorber) <i>L'envol</i>	NR Drama	103	Digital, Flat, 5.1	Limited
The Secret Kingdom (Saban Films)	PG Family Adventure	97	Digital, Flat, 5.1	Limited/Stream
Persian Lessons (Cohen Media Group)	NR Drama	127	Digital, Scope, 5.1	NY/LA
UFC 289: Nunes vs. Pena 3 (Iconic Events)	Live Action Boxing	180	Digital, Flat, 5.1	Moderate
TCM: Hairspray 35th Anniversary (Fathom Events)	PG Reissue	102	Digital, Scope, 5.1	6/11&14
Kiki's Delivery Service (GKids/Fathom Events)	G Family Anime	112	Digital, Flat, 5.1	6/11,12,14
Soul Doctor (Fathom Events)	NR Broadway Music	125	Digital, Flat, 5.1	6/13

Release Changes

MPA Ratings Updates

The Screening Room



[Oppenheimer](#)

Universal
7/21/23 - Wide
New Trailer



[The Meg 2: The Trench](#)

Warner Bros.
8/4/23 - Wide
New Trailer



[Poor Things](#)

Searchlight
9/8/23 - TBD
New Teaser Trailer



[The Blackening](#)

Lionsgate
6/16/23 - Wide
New Trailer

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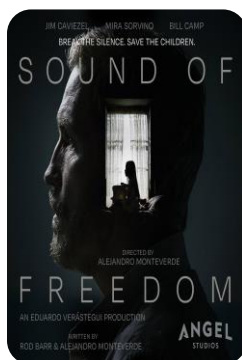
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[Mending the Line](#)

Blue Fox Entertainment
6/9/23 - Limited
New Trailer



[Sound of Freedom](#)

Angel Studios
7/4/23 - Available
New Trailer



[Rise](#)

Blue Fox Entertainment
6/2/23 - Limited
New Trailer

Ticket to Ride | Episode 24



In this episode, Paul & Mike take on a topic so big it requires a sequel as they run through the highlights of an incredible week in Las Vegas while taking an in-depth look at each of the studio presentations, industry buzz and notable revelations that happened at the Super Bowl for movie theaters that is CinemaCon.

Ticket to Ride | Episode 25

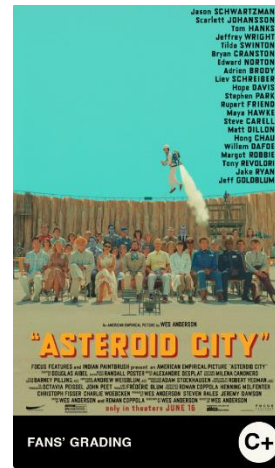
This week, Paul & Mike discuss the summer movie season as it kicks off with the debut of "Guardians of the Galaxy Vol. 3" adding yet another \$100M opening to the MCU track record and the prospects for what could be a return to the glory days of a \$4B summer for movie theatres with an amazing lineup of films on the horizon.





[The Boogeyman](#)

20th Century
6/2/23



[Asteroid City](#)

Focus Features
6/16/23

Each week, The Quorum polls the general public to find out what people think of the latest movie posters. Each respondent is asked to grade each poster from A+ ("Makes me want to see the movie") to F ("Doesn't make me want to see the movie").

MOVIE REVIEWS

THE FILM VERDICT



BOOK CLUB: THE NEXT CHAPTER

VERDICT: The talent outshines the writing, but these travel companions make for a breezy Italian trip.

Alonso Duralde, May 9, 2023

Almost nothing happens in *Book Club: The Next Chapter*, but in a movie like this, that's somewhat by design. We don't want to see Candice Bergen, Jane Fonda, Diane Keaton, and Mary Steenburgen travel to Italy and get caught up in international espionage or a jewel heist; we want to see them try on dresses, knock back prosecco, and crack wise in front of postcard-perfect vistas.

The wisecracks could be wiser, admittedly, but there's nothing terribly wrong with this airy, utterly innocuous, still charming Mother's Day treat.

The Next Chapter opens in a way that's all too rare for contemporary pop culture — it acknowledges the COVID-19 pandemic, as the quartet of pals continue their regular book-club meetings via Zoom. Over the course of the lockdown, federal judge Sharon (Bergen) retires from the court, chef Carol (Steenburgen) closes her restaurant (and nurses husband Bruce, played by Craig T. Nelson, through a heart attack), while Diane (Keaton) and Vivian (Fonda) get to spend time canoodling with the boyfriends they picked up in the previous film, Mitchell (Andy Garcia) and Arthur (Don Johnson), respectively. [Full Review](#)

Movie reviews published in partnership with [The Film Verdict](#)