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Film Flashback... TITANIC Wins Best Picture Oscar 3/23/1998

Oscar ratings have been sinking ever since 57M viewers watched TITANIC win best picture March 23, 1998.

That telecast was, is and likely will always be Oscar's top rated show -- unlike last year when just 10.4M viewers tuned in. TITANIC took home 11 Oscars, tying with 1959's BEN-HUR remake for the most Oscar wins ever. THE LORD OF THE RINGS: THE RETURN OF THE KING joined the club in 2004. TITANIC was made by 20th Century Fox, which distributed it internationally. Paramount helped Fox manage the film's \$200M budget by paying \$65M for U.S. distribution rights. With reissues, TITANIC's grossed \$2.2B worldwide.

In 1998 the Academy only had five best picture nominees. Unlike today, with 10 nominees, the field was small enough then for people to see all the contenders. Academy members had a very different mindset then about what kind of films to celebrate. They didn't think twice about nominating worthy mainstream movies for Best Picture. TITANIC's four competitors had also been embraced by U.S. moviegoers -- unlike today's mix of mostly smaller films with modest ticket sales or none at all because they streamed exclusively.

Those super Oscar ratings were driven by fans rooting for TITANIC while others cheered for: AS GOOD AS IT GETS -- Jack Nicholson & Helen Hunt in a romantic comedy drama that did \$148.5M; THE FULL MONTY -- Robert Carlyle & Mark Addy in a British comedy drama that expanded after specialized success and did \$46M; GOOD WILL HUNTING -- Matt Damon & Ben Affleck in a romantic drama that did \$138.4M; and L.A. CONFIDENTIAL -- Kevin Spacey & Russell Crowe in a crime mystery that did \$64.6M.

TITANIC was the first Best Picture winner without a screenwriting nomination since THE SOUND OF MUSIC in 1966. With 14 noms, it was the most Oscar-nominated film with no acting wins -- Kate Winslet lost to Helen Hunt for AS GOOD &



James Cameron's TITANIC won Best Picture at the 70th Academy Awards
[Click to Play](#)



The romantic chemistry between Leonardo DiCaprio & Kate Winslet as Jack & Rose fueled rooting interest in TITANIC at the Oscars
"I'm Flying!" – [Click to Play](#)

Leonardo DiCaprio wasn't nominated for best actor (Jack Nicholson won for AS GOOD). TITANIC's 14 noms tied the record set by Best Picture winner ALL ABOUT EVE in 1951. LA LA LAND matched them in 2017, but didn't also win Best Picture, famously losing to MOONLIGHT after a misreading of who won. GOOD WILL & CONFIDENTIAL were strong competitors, each with nine noms.

In the end, what mattered most was writer-director-producer-editor James Cameron's vision from the very beginning when he pitched his project to Fox by calling it, "Romeo and Juliet on the Titanic."

Rose: "You're crazy!"

Jack: "That's what everybody says but, with all due respect, Miss I'm not the one hanging off the back of the ship here."

Weekend Box Office Results... 3/18 – 3/20

Courtesy of [Comscore](#)

Rank	Title	Week	Theatres	Wknd \$	% Change		Per Theatre	Total \$
					3/11	3/4	Average \$	
1	The Batman (Warner Bros.)	3	4,302	36,800,000	-45	-50	8,554	300,090,872
2	Jujutsu Kaisen O (Crunchyroll)	1	2,286	17,698,677	-	-	7,742	17,698,677
3	Uncharted (Sony)	5	3,700	8,000,000	-14	-17	2,162	125,895,357
4	X (A24)	1	2,865	4,407,750	-	-	1,538	4,407,750
5	Dog (UA Releasing)	5	3,307	4,096,419	-21	-15	1,239	54,227,992
6	Spider-Man: No Way Home (Sony)	14	2,585	3,200,000	-21	-10	1,238	797,543,553
7	Death on the Nile (20 th Century)	6	2,050	1,700,000	-30	-12	829	43,574,499
8	The Outfit (Focus)	1	1,324	1,510,000	-	-	1,140	1,510,000
9	The Kashmir Files (Zee Studios)	2	225	1,480,000	211	-	6,578	2,485,000
10	Sing 2 (Universal)	13	1,838	1,480,000	-8	-2	805	158,470,040

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DICK WALSH'S Industry Update

Weekend Review for 3/18-3/20

THE BATMAN takes the weekend box office for the third week in a row by grossing \$36.8M and holding up very well once again with a 45% drop from the prior weekend. The Robert Pattinson entry in the franchise has now grossed \$300M in its first seventeen days of release and is on track to gross approximately \$360M from its theatrical run. That would make this year's BATMAN the third highest grossing chapter in the franchise, well ahead of 2016's BATMAN VERSUS SUPERMAN: DAWN OF JUSTICE that grossed \$330M. Only THE DARK NIGHT (2008) with \$533M and THE DARK KNIGHT RISES (2012) with \$448M have done better at the box office. With both critics and audiences loving the Matt Reeves-directed film, Warner Bros., Reeves and Pattinson can't get back into production fast enough to satisfy the demand from BATMAN fans.

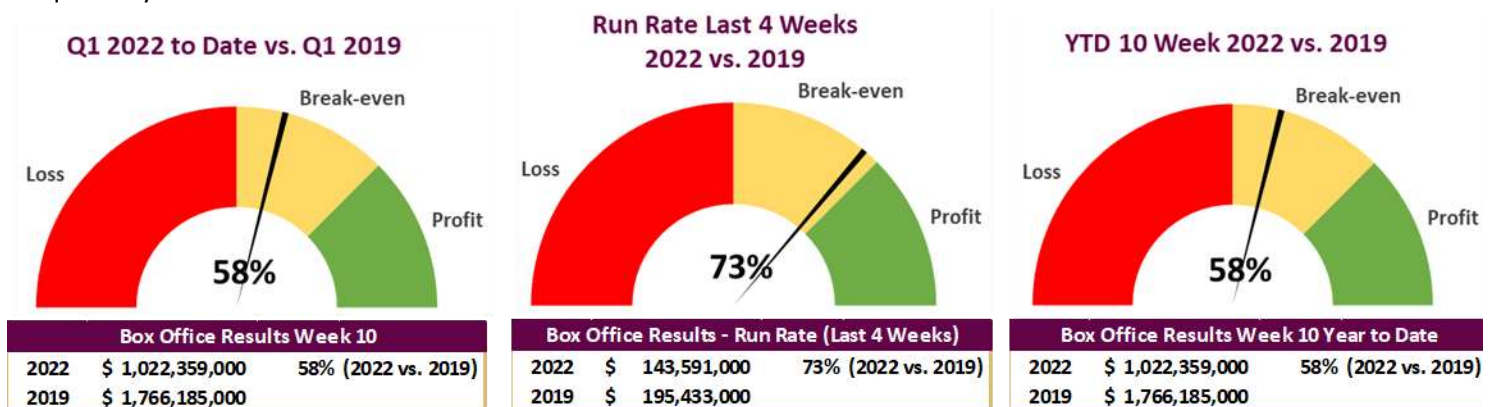


Crunchyroll's anime adventure JUJUTSU KAISEN O finished second, with a \$17.7M gross, exceeding pre-release projections from most box office prognosticators. This result was boosted by a very healthy \$2.8M coming in from Thursday night preview screenings. This strong start appears to have JUJUTSU KAISEN O on track to achieve similar results to those from DEMON SLAYER, which generated \$49M over its total theatrical run which began on 4/23/21. For the second straight weekend, the North American box office was lifted by results from a non-traditional feature and distributor. Last week, it was the BTS concert film PERMISSION TO DANCE ON STAGE from Trafalgar Releasing and this week it was the anime JUJUTSU KAISEN O from Funimation.

UNCHARTED came in third place with a gross of \$8.6M, dropping only 14% from the prior weekend. This brings the total gross for UNCHARTED to \$ and solidifies its place as the third highest grossing film of the quarter, trailing only THE BATMAN and Q1 results from SPIDER-MAN: NO WAY HOME. The other new films to open wide (at over 1,000 locations) were A24's X and Focus Features' THE OUTFIT, which only managed to earn \$4.4M and \$1.5M and finish fourth and eighth respectively. All pictures in release this weekend generated an estimated \$90M, which was 65% of the earnings from the same weekend in 2019.

Where Are We as of 3/17

Last week generated 52% of revenues earned during the same week in 2019. This kept our benchmark dials pointing at well over 50% for both the Quarter-to-date and Year-to-date. With ten weeks of the first quarter behind us, Q1 is tracking at 58% of 2019 and the most recent four week run rate stands at 73%. This speaks to the impact that THE BATMAN has had on quarterly results.



Notable Industry News and Commentary... 3/14 – 3/20

[‘The Batman’ Headed for Weak China Opening Amid COVID Outbreak, Cinema Closures](#) (Hollywood Reporter)

THE BATMAN has led a charmed life in theatres thus far, grossing nearly \$600M globally in only 17 days since its debut. However, the Matt Reeves directed film has run up against an unforeseen obstacle in its Chinese release, due to the surging number of COVID infections in Chinese cities. As of Friday, the outbreak had caused approximately 30% of Chinese theatres to close, resulting in a sudden lowering of box office expectations for its opening weekend anywhere from one to two thirds. The deflation represents a significant hit for the film’s stakeholders, since China has been the largest global film market during the pandemic.



These results were especially disappointing for Warner Bros., since THE BATMAN is the first Hollywood superhero movie in over a year that the Chinese government allowed to be released in the local market. Prior to the pandemic, Hollywood had become accustomed to seeing strong results in the Chinese market for their franchise blockbusters. However, a number of factors have caused Hollywood’s results in China to fade. These factors include the government not allowing local releases for major titles such as SHANG-CHI AND THE LEGEND OF THE TEN RINGS, ETERNALS & SPIDER-MAN: NO WAY HOME, which has left Chinese moviegoers with less access to and interest in Hollywood movies. Many had hoped that THE BATMAN, would reverse the downward trend, but it seems that the Hollywood blues in China are continuing.

[Courtroom Drama Clouds Post-Covid-19 Recovery for Regal Cinemas’ Owner](#) (Wall Street Journal)

Cineworld, the world’s second largest exhibitor, is bracing for a harrowing and consequential passage through the second quarter. On the one hand, the quarter will see a promising show of new blockbuster releases, including titles such as DR. STRANGE IN THE MULTIVERSE OF MADNESS (5/6), TOP GUN: MAVERICK (5/27) and JURASSIC WORLD: DOMINION (6/10). This augurs well for the company’s future, since the performance of exhibitors is closely tied to the strength of the Hollywood film slate. On the other hand, a [covenant test is scheduled to take place in June](#) to evaluate the status of the company’s recovery, with significant implications for how the company’s \$5B in debt will be managed going forward. Last week, Cineworld warned that there is a risk that it will not pass the test if its upcoming box office results do not measure up to expectations.



In addition, Cineworld is saddled with a court-ordered obligation to pay a \$1B penalty for backing out of a planned acquisition with Cineplex, Canada’s largest exhibitor. Cineworld is appealing this judgement, and when the dust settles it may be that a somewhat lower settlement is agreed to by the parties.

While Cineworld’s future is clouded by these uncertainties, company executives are expressing optimism for the long-term, with a gradual return over the next two years to the levels of moviegoing and revenues seen in 2019, the last full year prior to the pandemic.

See also: [Cineworld Boss Mooky Greidinger Optimistic For A “New Normal”, Talks Ticket Prices, Reducing Debt & More](#) (Deadline)

[‘BTS Permission to Dance on Stage’ Concert Scores Blockbuster \\$32 Million at Global Box Office](#) (Variety)

Box office watchers were pleasantly surprised by last weekend’s record-breaking performance of the concert film PERMISSION TO DANCE ON STAGE, featuring the Korean K-Pop superstars BTS. The one-night-only screenings on Saturday pulled in \$32.6M in 75 worldwide markets, including \$6.8M in North America. Tickets for the “live viewing” in cinemas event were sold at a premium \$35 price, resulting in a whopping \$8,500 per screen average, second only to THE BATMAN for the weekend. Comscore’s Paul Dergarabedian described this result as “astonishing” and “unprecedented.”

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The event was distributed by UK's Trafalgar Releasing, a specialist in "event cinema" titles. It was easily the most successful event cinema release in history, and may point to an opportunity for future success with concerts and other non-traditional movies. —While "alternative content" has been discussed for years, their box office results have been spotty, even prior to the pandemic. Most exhibitors have settled back to rely almost entirely on new Hollywood releases. Still, with the rise of streaming and fragmenting of audiences, theatres may do well to supplement blockbusters by also offering alternative entertainment, including live concerts and sporting events.



MARTIN GROVE'S *Hollywood Report*

Content Sparked 1924 MGM Merger

Amazon's \$8.5B MGM merger shows how little has changed in Hollywood since MGM was born April 26, 1924.

Theatre magnate Marcus Loew needed a dependable source of product for his cinemas. Content was king then and it still is. Amazon now has a pipeline to tap into for event content like Bond films. No streamer can achieve that on its own, no matter how deep its pockets are. MGM also brings Amazon a 4,000 films library -- IP no one can possibly match.

It brings to mind Loew, a pioneer exhibitor whose theatres dominated New York 100 years ago. He already owned a Hollywood studio, Metro Pictures, which he bought in 1919 for \$3M. It had an okay distribution arm, but couldn't produce enough movies. Loew had great theatres and wanted to play more films to keep audiences coming back. He also knew Metro wasn't making what people wanted to see.

Rather than close Metro, Loew decided to merge it with a bigger studio and found a company that had most of what he needed. Financially troubled Goldwyn Pictures had a 46 acre state of the art lot in Culver City, a strong team of writers, directors & actors, a roaring lion logo (pictured) & the trademark "ARS GRATIA ARTIS." It also lacked one key ingredient Loew wanted.



Loew Needed Mayer to Run Metro-Goldwyn

When pioneer producer Samuel Goldfish and Broadway impresarios Edgar & Archibald Selwyn teamed up in 1916 they blended their names to be Goldwyn Pictures. A joke at the time said the other combination would have been Selfish.

In 1918, GP bought the Triangle Pictures lot producer Thomas Ince had owned for three years. Goldfish, who'd already changed his name to the better sounding Goldwyn, was notoriously hard to work with. While partnered with Jesse Lasky & Adolph Zucker, who co-founded Paramount, they voted him out in Sept. 1916. He sold his stock for \$900,000 and started GP. When Lowe bought GP for \$4.7M, Sam's partners had already forced him out. Loew purchased Sam's GP shares for \$600,000 to finalize the merger.



Loew knew GP lacked strong management. His attorney, J. Robert Rubin, remembered a producer with a small East L.A. studio who Loew had previously met and liked -- Louis B. Mayer. Loew bought Mayer's company for \$76,500 and hired Mayer to run Metro-Goldwyn (pictured - logo). Mayer insisted that his production head, Irving Thalberg, come with him.

Loew's deal required Mayer & Thalberg to deliver at least 15 films in their first two years. They actually did so before six months of Year One had passed! To no one's surprise, Mayer's name was soon added, making the new studio M-G-M.

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Studio Release Calendar – 3/25 – 4/21

(Click on titles for more information)

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
Infinite Storm (Bleecker Street) Naomi Watts stars in this survival thriller based on a true story. Sony's Stage 6 acquisitions distributes internationally where the film should play well. Domestic interest suggests the film will have fair to moderate short run business.	R Drama Thriller	104	Flat (1.85 : 1)	Wide (1500+) \$2M-\$3M FSS \$4M-\$6M total
Everything Everywhere All at Once (A24) The film premiered at the 2022 SXSW film festival where it was enthusiastically received. Early reviews have been excellent. Interest is rising rapidly especially among the 18-34 age group.	R Action Adventure Comedy	132	Flat (1.85 : 1)	NY/LA 4/1, 4/8 Expansion
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 Drama Romance	114	Flat (1.85 : 1)	NY/LA
Stunt Rock (Kino Lorber)	NR Documentary	86	Flat (1.85 : 1)	NY/LA and select markets
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
Bronco Bullfrog (Seventy-Seven) Re-release	NR Comedy Drama	86	Flat (1.85 : 1)	Limited
7 Days (Cinedigm)	NR Comedy Drama	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)

Morbius (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, Logan (\$88M FSS, \$231M Total, Joker (\$96M FSS, 335.5M total. All comps adjusted for inflation. Morbius interest levels are beginning to rise to well over \$100M.	PG-13 Action Adventure Drama	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
The Contractor (Paramount)	R Action Thriller	103	Flat (1.85 : 1)	Limited
The Devil You Know (Lionsgate)	R Suspense	116	Flat (1.85 : 1)	Limited
Nitram (IFC Films)	R Drama Thriller	112	Flat (1.85 : 1)	3/30 Limited

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Barbarians (IFC Midnight)	NR Thriller	89	Flat (1.85 : 1)	Limited/VOD
The Devil You Know (Lionsgate)	R Thriller	116	Flat (1.85 : 1)	Limited/VOD
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) <i>Never Ending National Tour</i>	PG Drama	136	Flat (1.85 : 1)	Limited
Gagarine (Cohen Media Group)	NR Drama	98	Scope (2.35 : 1)	Limited
The Rose Maker (Music Box Films)	NR Comedy	95	Scope (2.39 : 1)	Limited

4/8/22 (Week 14)

Prior Year Results

2021 Week 14 - Box Office: \$44,069,910; Openings: Voyagers (\$1.4M FSS, \$3.1M Total)

Sonic the Hedgehog 2 (Paramount) Sonic The Hedgehog opened during the pandemic on 2/14/20 to \$58M, but quickly declined in subsequent weeks due to lockdowns taking place. Still, the film managed \$146 million domestic. The sequel is expected to match or surpass those numbers. Interest and want to see are currently very high.	PG Animation Action Adventure	110	Scope (2.35 : 1) Dolby Vision, Atmos, D-Box, MX4D, Lumma	Wide (4,000+) \$50M-\$60M FSS \$150M-\$175M total
Ambulance (Universal) The film is based on the 2005 Danish film of the same name by Laurits Munch-Petersen and Lars Andreas Pedersen. Produced and directed by Michael Bay (The Forever Purge, Transformers: The Last Knight, Pearl Harbor, Armageddon, The Rock) whose filmography is great story telling and known as one of the most successful producer directors of this generation. Want to see is rising indicating strong domestic box office.	R Action Thriller	136	Scope (2.39 : 1), IMAX	Wide (3,500+) \$35M-\$45M FSS \$75M-\$100M Total
Everything Everywhere All at Once (A24) The wide expansion should open to 2500+ locations and play well not only to the Asian market, but in domestic situations where the film looks to play above average business at a minimum.	R Action Adventure Comedy	146	Flat (1.85 : 1)	Wide Expansion
Aline (Roadside Attractions)	PG-13 Biography	126	Flat (1.85 : 1)	Limited
UFC 273: Volkanovski vs The Korean Zombie	NR Sports	180	Flat (1.85 : 1)	4/9 Event Cinema
Cow (IFC Films)	NR Documentary	94	Flat (1.85 : 1)	Limited
TCM Big Screen Classics: Singin' In The Rain 70th Anniversary (Fathom)	NR Classics	111	Flat (1.85 : 1)	4/10 & 4/13 Limited
All The Old Knives (Amazon Studios)	R Mystery	111	Flat (1.85 : 1)	Limited/VOD
Dakota (Samuel Goldwyn)	NR Drama	96	Flat (1.85 : 1)	Limited/VOD

4/15/21 (Week 15)

Prior Year Results

2021 Week 15 - Box Office: \$26,324,550; Openings: N/A

Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.) This is the sequel to Fantastic Beasts: The Crimes of Grindelwald (2018), the third instalment in the Fantastic Beasts film series, and the eleventh overall in the Wizarding World franchise. One of the most commercial films of the 2nd quarter.	PG-13 Adventure Family Fantasy	120	Scope (2.39 : 1), IMAX 5.0/6.0, Atmos, 3D, Dolby Vision, Motion, Screen X, TheatreEars	Wide (4,000+) \$50M-\$60M FSS \$150M-\$175M total
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Father Stu (Sony) Mark Wahlberg 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. This Sony acquisition will play fair to moderate business.	R Drama	124	Scope (2.39 : 1)	4/13 Wide \$5M-\$7M FSS \$15M-\$20M Total
Paris, 13th District (IFC)	R Comedy Drama Romance	105	Flat (1.85 : 1)	Limited
Seventeen Power of Love: The Movie (Trafalgar) The concert star is Seventeen. 봄과 함께 찾아온 세븐틴의 특별한 선물! 4월 20일 극장에서 만나요 자세한. The concert is a K-Pop documentary.	NR Korea concert	115	Screen X, 4DX	4/20 Event Cinema

Studio Release Changes

Title	Locations	New	Former
Untitled Scream Sequel (Paramount)	Wide	3/31/23	NEW
Untitled Bob Marley (Paramount)	Wide	1/12/24	NEW
Bullet Train (Sony) Five assassins aboard a fast moving bullet train find out their missions have something in common. Action Mystery Thriller.	Wide	7/29/22	7/15/22
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 Sci-Fi.	Wide	10/21/22	7/29/22
Where The Crawdads Sing (Sony) A woman who raised herself in the marshes of the deep South becomes a suspect in the murder of a man she was once involved with. Drama Mystery.	Wide	7/15/22	7/22/22
Escape The Field (Lionsgate Premiere) Six strangers wake up trapped in an endless cornfield only to discover something mysterious is hunting them. Thriller.	Limited	5/6/22	NEW
Fortress: Sniper's Eye (Lionsgate Premiere) Story revolves around a top-secret resort for retired U.S. intelligence officers. Action Thriller.	Limited	4/29/22	NEW
Private Property (Lionsgate Premiere) Kathryn, a struggling actress and unfulfilled housewife, becomes involved with her new gardener, Ben. As he gives her the attention and sensitivity she craves, they start to fall for each other. But Ben is not what he seems. Drama Thriller.	Limited	5/13/22	NEW
Zero Contact (Lionsgate Premiere) Produced in 17 different countries entirely virtually during the 2020 global pandemic. Thriller.	Limited	5/27/22	NEW
The Revolution Generation (Greenwich Entertainment) Narrated by and featuring award-winning actor Michelle Rodriguez (Lost, Avatar, The Fast and The Furious), The Revolution Generation is an exploration of the world-changing activism and potential of the largest youth generation in history. Documentary.	Limited	4/22/22	NEW
Viva Maestro (Greenwich Entertainment) An emotional affirmation of the resilience of art in a time of political crisis, ¡Viva Maestro! explores the artistry, beliefs and determination of international superstar conductor Gustavo Dudamel. Documentary.	Limited	4/8/22	NEW
Seventeen Power of Love: The Movie (Trafalgar) According to the company, the forthcoming film will be a "love letter in movie form from SEVENTEEN". The upcoming Power of Love: The Movie will include performances and scenes from the boyband's live concerts, as well as never-before-seen interviews with all 13 members.	Event Cinema	4/20/22	NEW
This Much I Know to Be True (Trafalgar) Shot on location in London & Brighton, Andrew Dominik's new feature documentary THIS MUCH I KNOW TO BE TRUE captures Nick Cave and Warren Ellis' exceptional creative relationship as they bring to life the songs from their last two studio albums, Ghosteen and Carnage.	Event Cinema	4/20/22	NEW

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Black Site (Vertical Entertainment) CIA Officers based in a top-secret military black site must fight for their lives in a cat-and-mouse game against Hatchet, a brilliant and ruthless detainee who escapes and retaliates by killing them off one-by-one. Action Thriller.	Limited	4/29/22	NEW
Unplugging (Vertical Entertainment) To revive their marriage and reconnect, a couple (Eva Longoria and Matt Walsh) takes a self-prescribed digital detox weekend to a remote mountain town. What starts as a perfect weekend getaway without technology quickly spirals out of control, forcing them to discover the only way home is to rely on each other. Comedy.	Limited	4/22/22	NEW
To Olivia (Vertical Entertainment) o Olivia is based on the true story of novelist Roald Dahl and his film star wife, Patricia Neal, whose idyllic lives were tragically turned upside-down after their young daughter contracted the measles virus and died in the 1960s. Her passing devastated the couple, yet their shared grief became a source of redemption and strength, ultimately leading Dahl to write the renowned classic Charlie and the Chocolate Factory. Drama.	Limited	4/15/22	NEW
Room 263 (Vertical Entertainment) When best friends Kim and Izzy move into a dark and mysterious apartment known as Room 203, they become convinced their new home is haunted by evil spirits. As they investigate the tortured history, they unearth a terrifying past of disappearances, demonic rituals and possessions that plagued every former tenant of Room 203. Horror.	Limited	4/15/22	NEW
Every Last Secret (Vertical Entertainment) AKA: Broken Soldier To the dismay of her overprotective father, a teenager living in New York City, takes interest in an emotionally volatile war veteran suffering from PTSD. As their bond grows deeper, dark family secrets and a history of violence threaten to tear her world apart. Drama Thriller.	Limited	4/1/22	NEW
The Nameless Days (Vertical Entertainment) Young immigrant Rahui and his pregnant sister are attacked and separated by a demonic spirit as they embark on a dangerous trek across the U.S. border. Injured but determined to survive, Rahui must rescue his sister before the demon takes the one thing she was denied in life—a baby. Thriller.	Limited	4/1/22	NEW
Jazz Fest: A New Orleans Story (Sony Pictures Classics) The documentary is produced by Marshall, Suffern and Sean Stuart (The Gift: The Journey of Johnny Cash), executive produced by Quint Davis and Jimmy Buffett, and features artists Bruce Springsteen, Jimmy Buffett, Katy Perry, and Earth, Wind & Fire, among others.	NY/LA	5/13/22	NEW
A Chiara (NEON) A 15-year-old girl doggedly searches for the truth behind her adored father's sudden abandonment in Calabria.	Limited	5/27/22	NEW
Pleasure (NEON) Bella Cherry arrives in Los Angeles with dreams of becoming an adult film star, but she soon learns that fame won't come easy as she harnesses her ambition and cunning to rise to the top of this mesmerizing and singular world.	Limited	6/13/22	NEW
UFC 274: Oliveira vs Gathe (Iconic Events) Mixed martial arts event produced by the Ultimate Fighting Championship that will take place on May 7, 2022, at the Footprint Center in Phoenix, Arizona, United States.	Sports Event	5/7/22	NEW
Official Competition (IFC Films) A wealthy businessman hires a neurotic director to produce his crowning achievement, a brilliant art film.	Limited	7/17/22	NEW

MPA Ratings		
Title	Rating	Reason
Battle of the Super Sons (Warner Bros.)	PG-13	Violence and language
Deep in the Forest (Saban Films/Well Go USA)	R	Language and a violent image
Escape the Field (Lionsgate)	R	Violence and language
Jane (CreatorsPlus Distributions, LLC)	R	Language and some teen drug/alcohol use
Sonic the Hedgehog (Paramount)	PG	Action, some violence, rude humor, and mild language
The Valet (Hulu)	PG-13	Sexual content, some strong language and brief drug material
Where the Scary Things Are (Grindstone Entertainment)	R	Violence, language and a sexual reference

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SCREENING ROOM

[Click to play](#) our **POPCORN PREVIEWS** **BOXOFFICE BUZZ** look at Focus Features & Carnival Film's **DOWNTON ABBEY: A NEW ERA** as a movie producer arrives to film at Downton and the Crawley Family learns the Dowager Countess (Maggie Smith) has just inherited a villa in the south of France.



[Click to play](#) our **BOXOFFICE AUTOPSY** podcast focusing on **THE BATMAN**'s third weekend and four new wide openings. **Screendollars** host **Martin Grove** puts our **OSCAR OUTLOOK** spotlight on the PGA's best picture winner and how it impacts the Oscar vote.

Notable Trailers



Sonic The Hedgehog 2
Paramount
Wide - 4/8/22
Final Trailer, Poster



Jazz Fest: A New Orleans Story
Sony Pictures Classics
NY/LA - 5/13/22
Trailer, Poster



Fantastic Beasts: The Secrets of Dumbledore
Warner Bros.
Wide - 4/8/22
Trailer, Poster



Doctor Strange in the Multiverse of Madness
Disney/Marvel
Wide - 5/6/22
Trailer, Poster



The Phantom of the Open
Sony Pictures Classics
NY/LA - TBA
Trailer, Poster



Paris: 13th District (Les Olympiades)
IFC Films
Limited - 4/15/22
Trailer, Poster



Watcher
IFC Midnight
Limited - 6/3/22
Trailer, Poster



Puss in Boots: The Last Wish
Universal
Wide - 9/23/22
Teaser Trailer, Poster



Seventeen Power of Love: The Movie
Trafalgar
Event Cinema - 4/20/22
Trailer, Poster

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INDUSTRY OBSERVATIONS AND TITLE INSIGHTS

Industry Observations:

Comparing this weekend to the same weekend in 2021:

- Consumers are paying \$1.64 more per ticket.
- Blocked seats are down nearly 2/3's.
- There are 4.5x more moviegoers.

Title Insights:

- THE BATMAN has reached near 23M moviegoers since opening.
- Opening this weekend:
 - JUJUTSU KAIEN 0 will pull in approximately 1.3 M patrons this weekend. (Last year's DEMON SLAYER had near 1.6M moviegoers on its opening weekend.)
 - X - 350k
 - THE OUTFIT – 130k
 - UMMA 80k
 - STAND WITH UKRAINE: THE GUIDE had an average contribution of \$11.19 per moviegoer who looked to show their support to Ukraine via exhibition channels.

Courtesy of [EntTelligence](#), 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.

Awareness & Interest Levels as of 3/18/22

Rank	Awareness	Interest
1	Jurassic World: Dominion (Universal)	Jurassic World: Dominion (Universal)
2	Avatar 2 (20th Century)	Spider-Man: Across the Spider-Verse (Sony)
3	Spider-Man: Across the Spider-Verse (Sony)	Dr. Strange in the Multiverse of Madness (Disney/Marvel)
4	John Wick Chapter 4 (Lionsgate)	Black Panther: Wakanda Forever (Disney)
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 Lost City (Paramount)
10	Thor: Love and Thunder (Disney)	Wonka (Warner Bros.)
11	Top Gun: Maverick (Paramount)	Aquaman and the Lost Kingdom (Warner Bros.)
12	Turning Red (Disney+)	Morbius (Sony/Marvel)
13	Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.)	Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.)
14	Hocus Pocus 2 (Disney+)	Hocus Pocus 2 (Disney+)
15	Halloween Ends (Universal)	Minions: The Rise of Gru (Universal)
Source: The Quorum/Screendollars		
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

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