



Sunday, April 17, 2022 | No. 216

## Film Flashback... AVENGERS: ENDGAME Premieres in L.A. 4/22/2019

With the pandemic winding down and moviegoers back in theatres, we're seeing big grosses again, but looking back at AVENGERS: ENDGAME, which premiered in L.A. on April 22, 2019 and then opened to \$357.1M, it shows how times have changed.

Disney/Marvel's ENDGAME ticket sales certainly weren't typical for their day, but its box office impact left Hollywood thinking the sky was, indeed, the limit to what a film could gross that delivered what moviegoers really wanted to see. Now with Disney/ Marvel's DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS tracking through the roof, there's hope it will arrive May 6 in line with Sony/Marvel's \$260.1M opening of SPIDER-MAN: NO WAY HOME last December.

ENDGAME's domestic impact began even before its phenomenal debut. As soon as Fandango and Atom Tickets started selling seats, it became their biggest pre-sale title ever and crashed both websites. With so many sold-out shows, AMC, Regal & Cinemark quickly added overnight screenings to accommodate moviegoer demand.

ENDGAME, which reportedly cost \$350-400M to produce, hit \$2.790B worldwide in July 2019. It became the all-time top grossing movie (not adjusted for inflation) by edging past 20th Century Fox's 2009 epic AVATAR with \$2.789B. After a re-release in China, AVATAR regained the box office crown in March 2021. Today, with \$2.847B, it's slightly ahead of ENDGAME's \$2.798B.

Originally, ENDGAME was to be called AVENGERS: INFINITY WAR, PART II and 2018's AVENGERS: INFINITY WAR was to be AVENGERS: INFINITY WAR, PART I. Both films were to be directed by Anthony & Joe Russo, but they told different stories. Marvel decided to give



MCU super-fans were eager to break down ENDGAME's many [reveals and plot twists](#).

them their own identities, according to Marvel Studios president Kevin Feige, because despite their shared elements he didn't feel they were "one story that's cut in half. I would say it's going to be two distinct movies."

The film's [first trailer](#), released Dec. 7, 2018 made it official that ENDGAME was the title. The studio made the most of it by calling that trailer "Marvel Studios' Avengers - Official Trailer," without actually mentioning the title so as to surprise fans by revealing ENDGAME at the very end.

ENDGAME's domestic release date was to have been May 3, but it was moved to April 26 just as Marvel had done with INFINITY WAR, which opened Apr. 27, 2018. Those date changes reportedly were meant to keep key storyline points from leaking after earlier international showings.

*"This universe is finite. Its resources, finite. If life is left unchecked, life will cease to exist. It needs correction." - Thanos*



Marvel's AVENGERS: ENDGAME is a prime example of a Superhero-driven, pre-pandemic blockbuster.

[Click to Watch Kevin Feige Interview](#) at the L.A. Premiere

## Weekend Box Office Results... 4/15 – 4/17

Courtesy of [Comscore](#)

| Rank | Title                                            | Week | Theatres | Wknd \$    | % Change<br>4/10 | 4/3  | Per Theatre<br>Average \$ | Total \$    |
|------|--------------------------------------------------|------|----------|------------|------------------|------|---------------------------|-------------|
| 1    | Fantastic Beasts: The Secrets of Dumbledore (WB) | 1    | 4,208    | 43,000,000 | -                | -    | 10,219                    | 43,000,000  |
| 2    | Sonic the Hedgehog 2 (PAR)                       | 2    | 4,258    | 30,000,000 | -58              | -    | 7,046                     | 119,612,388 |
| 3    | The Lost City (PAR)                              | 4    | 3,430    | 6,500,000  | -28              | -39  | 1,895                     | 78,575,759  |
| 4    | Everything Everywhere All at Once (A24)          | 4    | 2,220    | 6,187,118  | 2                | +462 | 2,787                     | 17,696,059  |
| 5    | Father Stu (SNY)                                 | 1    | 2,705    | 5,700,000  | -                | -    | 2,107                     | 8,027,000   |
| 6    | Morbius (SNY)                                    | 3    | 3,462    | 4,700,000  | -54              | -74  | 1,358                     | 65,118,131  |
| 7    | Ambulance (UNI)                                  | 2    | 3,412    | 4,040,000  | -54              | -    | 1,184                     | 15,649,040  |
| 8    | The Batman (WB)                                  | 7    | 2,535    | 3,800,000  | -41              | -41  | 1,499                     | 365,035,121 |
| 9    | K.G.F: Chapter 2 (SRGM)                          | 1    | 510      | 2,875,000  | -                | -    | 5,637                     | 4,602,000   |
| 10   | Uncharted (SNY)                                  | 9    | 1,311    | 1,170,000  | -56              | -28  | 892                       | 144,985,555 |

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# DICK WALSH'S Q1 Review

## INDUSTRY MOMENTUM SLOWS DURING QUARTER AS FEW TITLES SCORE WITH MOVIEGOING PUBLIC

The first quarter of 2022 began on Friday January 7<sup>th</sup> and ran 13 weeks through Thursday April 7<sup>th</sup>. During that time, there Hollywood delivered a few successes and quite a few more misses. This resulted in wild swings from week to week as the industry struggled to maintain momentum. In the end, Q1 2022 produced only 56% of results turned in y Q1 2019. This is a step down from the upswing witnessed in the fourth quarter of 2020, which came in at 70% of fourth quarter of 2019. The retreat in Q1 is the first in the last five quarters, which had seen steadily climbing comparisons when measured up against the same quarter in 2019.

Why did this happen? We believe that the following trends determined this overall performance:

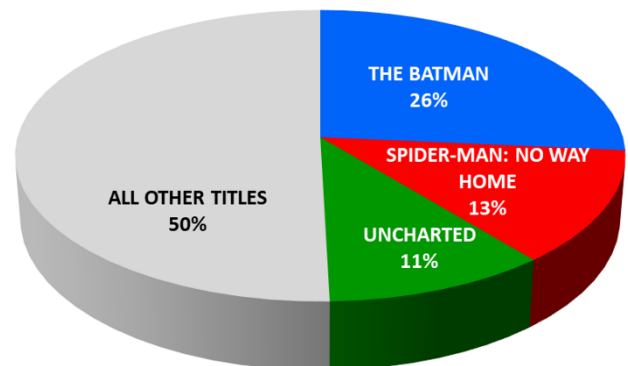
- Only three titles had the clout to drive quarterly grosses
- A Dirty Dozen new releases disappointed
- Studios ran away from their biggest titles.

This quarterly review analyzes each of these factors and their impact on the quarter's performance.

**THREE TITLES DOMINATED** – It is often the case that a small number of big releases will dominate the quarter's box office results. In Q1, the results were even more top heavy than usual, with three movies generating an incredible 50% of the total gross of the quarter.

|                            |               |
|----------------------------|---------------|
| #1 - THE BATMAN            | \$350,957,687 |
| #2 - SPIDERMAN NO WAY HOME | \$167,245,080 |
| #3 - UNCHARTED             | \$139,674,056 |
| =====                      |               |
| TOTAL for #1, #2 & #3      | \$657,876,823 |

TOTAL FOR ALL FILMS IN Q1      \$1,323,712,000



To get some perspective, we looked back at the last five non-pandemic years. And as it turns out, the current concentration is significantly higher than the norm.

|              | 5-Year Avg.<br>1st Quarter Only | 5-Year Avg.<br>All Quarters | 2022<br>1st Quarter |
|--------------|---------------------------------|-----------------------------|---------------------|
| Top 3 Titles | \$790M                          | \$957M                      | \$658M              |
| Total All    | \$3,087M                        | \$2,843M                    | \$1,324M            |
| Top 3 %      | 26%                             | 34%                         | 50%                 |

(Source: Box Office Mojo)

The top three titles of Q1 2022 produced 50% of the overall market, a 24% higher share of the market than the top three titles produced during the Q1's of 2015-2019 and 16% higher share than the top three produced during the entire five year period.

This highlights an increasing reliance on blockbusters to drive the market, with moviegoers being more selective in choosing which movies are worth seeing on the big screen.

With ever-expanding options from streaming and the shortening of theatrical windows, the alternatives to going out to the movies are making it even more difficult for new releases to succeed in theatres. This becomes a virtually self-fulfilling prophecy, with studios narrowing in on titles with blockbuster potential and hesitating on theatrical releases for their smaller films. Exhibitors, on the other hand, are faced with an abundance of seats and screens to fill and are eager to accept whatever new movies a studio makes available. This tension leads into our second key trend for the quarter.

**A DIRTY DOZEN THAT DISAPPOINTED** – The dominance of the top three left little room for other films to break through at the box office. Here is a list of twelve prominent Q1 releases that produced disappointing results.

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|     | Title                 | Distributor       | Release Date | Rating | Total Gross (\$M) | Locations | Day/Date Streaming |
|-----|-----------------------|-------------------|--------------|--------|-------------------|-----------|--------------------|
| 1.  | Infinite Storm        | Bleecker Street   | 03/25/22     | R      | 1.6               | 1,525     | No                 |
| 2.  | The King's Daughter   | Gravitas Ventures | 01/21/22     | PG     | 1.8               | 2,170     | No                 |
| 3.  | The Wolf and the Lion | Blue Fox          | 02/04/22     | PG     | 2.0               | 1,005     | No                 |
| 4.  | Studio 666            | Open Road         | 02/25/22     | R      | 2.5               | 2,306     | No                 |
| 5.  | The Outfit            | Focus Features    | 03/18/22     | R      | 3.3               | 1,324     | No                 |
| 6.  | Belle                 | Gkids             | 01/14/22     | PG     | 4.0               | 1,338     | No                 |
| 7.  | The Cursed            | LD Entertainment  | 02/18/22     | R      | 4.6               | 1,695     | No                 |
| 8.  | Redeeming Love        | Universal         | 01/21/22     | PG-13  | 9.2               | 1,963     | No                 |
| 9.  | Blacklight            | Briarcliff        | 02/11/22     | PG-13  | 9.6               | 2,772     | No                 |
| 10. | X                     | A24               | 03/18/22     | R      | 11.0              | 2,865     | No                 |
| 11. | The 355               | Universal         | 01/07/22     | PG-13  | 14.6              | 3,145     | No                 |
| 12. | Moonfall              | Lionsgate         | 02/04/22     | PG-13  | 19.0              | 3,446     | No                 |

This “Dirty Dozen” were just over half of the 23 new releases from the quarter that played at 1,000 or more locations. The total box office for the twelve was only \$83.2M, an average of \$6.9M per film. Universal/Focus had a particularly disappointing result, by contributing three titles to the list.

Looking at this relatively high failure rate, it is becoming harder for studio execs to justify green-lighting a new titles for theatres, let alone beginning with an exclusive theatrical run. Additional revenue - and viewership - from online sources can be tempting, when deciding on how best to distribute smaller, non-superhero driven titles. Exhibitors will keep up to 50% of the gross from an in-theatre movie ticket sale. Online, the studio most often walks away with a larger share of the money consumers spend on a premium video on demand rental. If a growing number of “B” titles struggle at the box office, fewer titles will be released in theatres, which leads to our third trend of the quarter.

**STUDIOS RAN AWAY FROM THE BIGGEST TITLES** – Studios have always been deliberate in selecting the best possible release dates for their pictures. In-house experts will look out at least a year in advance to select the best possible weekend open their film. After a studio has staked its claim to a particular date with a major release, other studios will make adjustments so as to minimize direct competition. In the past, a blockbuster would usually be able to open with no significant competition on its debut weekend. After the industry had cleared the way for a major to dominate on its opening weekend, other studios would adjust their own releases so that their films would have the best possible chance of success.

During Q1 2022, this practice was pushed to the extreme. Studios steered clear of entire weekends when a high grossing film was opening, leaving the blockbuster free to dominate the box office. For example

- On 1/28, studios offered no new wide release films, steering clear of JACKASS FOREVER and MOONFALL which were expected to do well when they opened the following weekend on 2/4.
- On 2/25, the week after UNCHARTED opened, the only new wide opening film was Open Road’s STUDIO 666, which grossed a paltry \$1.5M for its entire theatrical run.
- On 3/11, there were not new wide openers on the week after THE BATMAN premiered.

As a result, a full three weeks from the 13 week quarter were devoid of any new titles of consequence to contribute to the quarter’s overall results. The movie business used to be a 52-week per year operation, with blockbusters punctuating a steady stream of offerings. The industry would never pass on an entire weekend.

The three trends are all contributing towards a reduction in the number of new wide release titles. Many theatres were built in a time when it took 10 or more screens to be able to offer moviegoers the full range of studio titles in distribution at any one time. The reduction in the quantity of new releases can only be seen as a dark cloud looming on the horizon.

On the other hand, exhibitors enjoyed some notable successes during the quarter. SPIDER-MAN: NO WAY HOME exceeded all expectations with its record-setting \$800M run, THE BATMAN and UNCHARTED produced very healthy grosses and JACAKASS FOREVER and DOG were pleasant surprises. These results make it clear that exhibition has shaken off the grip of COVID-19, moviegoers are returning to theatres, and in the industry is moving in a positive direction.

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# DICK WALSH'S Industry Update

## Weekend Review for 4/15 – 4/17

FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE captured the weekend by grossing \$43M. This is the fourth consecutive weekend that featured an opening title with a gross of \$30M or more, only the second time that this feat has been achieved since COVID-19 broke in North America in March 2020. This is yet another indicator that moviegoing is gaining momentum and the industry is well along on the road to recovery.

However, Warner Bros. may be disappointed with the results since this weekend's opening of THE SECRETS OF DUMBLEDORE is the lowest of all the three films in J.K. Rowling's wildly successful HARRY POTTER spin-off series. In 2016, FANTASTIC BEASTS AND WHERE TO FIND THEM opened to a three-day total of \$74M. Two years later in 2018, FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD conjured up \$62M in its debut. Both films went on to impressive grosses of \$234M and \$160M respectively. Experts are now predicting that THE SECRETS OF DUMBLEDORE will wind up its run with a total box office of \$120M.

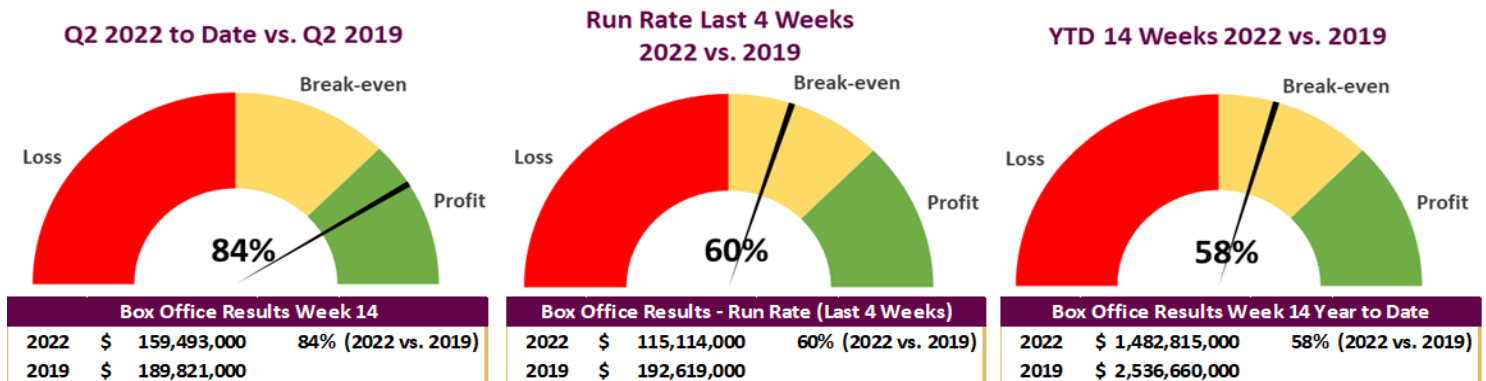
These movies are laden with special effects and therefore are extremely costly to produce, with the budget on this latest version reported to be \$200M. While the average total gross for the FANTASTIC BEASTS series may come in at \$170M, the average total gross for the eight HARRY POTTER movies was \$299M. With these prequels grossing less and less with each new chapter, it may become untenable for WB to continue its investment in this series. The FANTASTIC BEASTS series may have arrived at its end point, but with Hollywood it might be wise to never say never.

Finishing second was SONIC THE HEDGEHOG 2 with \$30 in its second weekend, a drop of 58% from its debut. SONIC's ten-day gross now stands at \$120M, and it seems likely that it will continue to produce good results for several weeks to come. FATHER STU was the other new wide release title, starring Mark Walberg in the true story of Father Stuart Long. It grossed \$5.7M for the three day weekend and \$8M for the five days since its Wednesday opening, putting it in fifth place on the weekend box office charts. Critics panned the movie by giving it a 41% Fresh score on Rotten Tomatoes, but the paying public was more positive, rating it with a 95% RT audience score. A positive audience rating may translate into solid results for several weeks to come, allowing Wahlberg to recoup at least some of the millions that he invested personally in the project, which took six years to make.

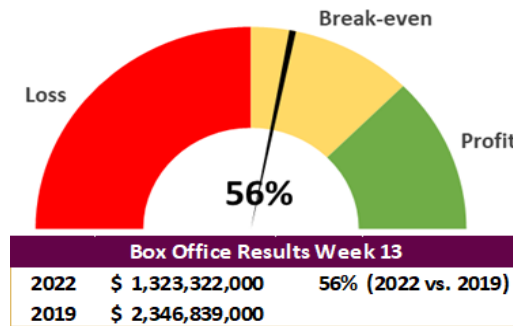
After adding up the grosses for all films this weekend, it is expected that it will come in at 97% when compared to the same weekend in 2019.

## Where Are We as of 4/14

Based on the strength of last week's \$88M opening of SONIC THE HEDGEHOG 2, the week overall was 84% compared to the same weekend in 2019. Being the first week of the second quarter, that leaves the second quarter overall at 84% of Q2 2019. The four-week run rate climbed to 60%, and the year-to-date number after fourteen weeks rose two percentage points to reach 58%.



### Q1 2022 to Date vs. Q1 2019



## Notable Industry News and Commentary... 4/11 – 4/17

### [Cannes Film Festival 2022 Full Lineup](#) (Hollywood Reporter)

On Friday, the highly-anticipated Official Selections of the 2022 Cannes Film Festival were unveiled by festival organizers. This year's slate includes a diverse range of work, including films from acclaimed filmmakers including Claire Denis and Ethan Cohn as well as premieres for Hollywood blockbusters such as ELVIS and TOP-GUN: MAVERICK. Many of Europe's best-known filmmakers will also have their work represented at Cannes.

The 47 films in this year's competition represent various storylines, including buzz surrounding previous Palme D'Or winners such as Cristian Mungiu and Ruben Ostlund. Indie distributor A24, flush with an injection of new investment and a \$2.5B valuation, is present with multiple titles. Cannes favorite filmmaker David Cronenberg will premiere his latest CRIMES OF THE FUTURE, his first new feature in eight years. Russian filmmaker Sergei Loznitsa will showcase his WWII documentary THE NATURAL HISTORY OF DESTRUCTION.



The 75th Cannes Film Festival Runs from May 17-28

See also Eric Kohn's excellent [IndieWire rundown of Cannes 2022 films](#) in which he brings forth many of the storylines heading into this year's festival, the 75<sup>th</sup> edition of the storied event.

### [Cannes Burning Questions: Thierry Fremaux on Russian Boycott, Women Directors and Netflix](#) (Variety)

Shortly after Cannes announced its 2022 Official Selections, Variety published an interview with the festival's artistic director Thierry Fremaux. Fremaux provided interesting perspectives on topics as varied as the politics surrounding Russia's war on Ukraine, the chronic lack of representation for female directors in the Cannes competition, and the festival's continued resistance to including titles from streamers.



Cannes' Artistic Director Thierry Fremaux

Regarding Russia and Ukraine, Fremaux has resisted calls to boycott work from Russian filmmakers. Most notably, TCHAIKOVSKY'S WIFE by acclaimed Russian filmmaker Kirill Serebrennikov has been included in the competition. Fremaux does not agree with the call to boycott, citing Serebrennikov's criticism of Russia's government and the fact that only this year has he been allowed to leave Russia to attend Cannes, after years of the Russian government denying his requests. Fremaux added, "We don't give in to political correctness, we don't give in to cultural boycott. We go on a case-by-case basis."

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Regarding Cannes' checkered record of including the work of very few female directors, Fremaux pointed out that all the top prizes last year went to women, including Julia Ducournau winning the Palme D'Or for TITANE.

Fremaux also explained that he has encouraged the festival for years to include streaming titles in its lineup. While he understands exhibitors' concerns – Fremaux manages a movie theater in Lyon – he also sees that the festival should not be making decisions only to support exhibitors. "I'm not paid by exhibitors. So my role is to think of the way in which the Cannes Film Festival must position itself. I make proposals and the board decides. So far, I haven't succeeded in convincing them."

### [Quirky Sci-Fi 'Everything Everywhere' Sets 2022 Box-Office Mark](#) (Bloomberg)

EVERYTHING EVERYWHERE ALL AT ONCE is emerging as another feel-good story at the box office. Made independently by the directing duo known as The Daniels, the movie tells a truly loony tale about a woman who learns that she must fight off a dangerous force coming from another dimension while simultaneously going through a tax audit on her family's laundromat business. It's an original story, unconnected to any pre-existing IP and developed and released without the backing of a big studio – U.S. distribution is being handled by indie distributor A24.

Conventional wisdom would predict that this film would be a ho-hum affair, with limited distribution. However, it's has been a big hit, expanding every week to new locations. Comscore reports that EVERYTHING is now playing at 2,220 screens in North America, up 970 from last week, and has grossed nearly \$18M as of 4/17. This success has been a gift for independent art house theatres that have struggled to find buzz-worthy features.

Bloomberg highlighted the experience of Boston's Coolidge Corner Theater, where EVERYTHING has been so popular they had to add showings across multiple screens to accommodate demand. The Coolidge's film booker, Mark Anastasio, said, "The fact that an independent film, like, an original concept film, is doing just as well here as a franchise property like 'The Batman' just speaks volumes." The off-beat, small-budget film earned an astonishing \$50,130 per theatre three weeks ago when it was still playing at ten select locations, the highest per theatre average for any picture this year.



Michelle Yeoh stars in EVERYTHING EVERYWHERE ALL AT ONCE



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## **MARTIN GROVE'S *Hollywood Report***

### **A Bounty of Blockbusters for Thanksgiving 2022**

After what should be a sizzling summer box office, Hollywood will be serving some tasty event films for Thanksgiving.

- 11/11: Disney/Marvel's BLACK PANTHER: WAKANDA FOREVER will be in weekend 3 for Thanksgiving. After Chadwick Boseman's untimely passing, his character, T'Challa, was retired. The original opened 2/16/18 to \$200M & did \$1.35B/WW.
- 11/18: In Universal/Annapurna's drama SHE SAID, NY Times reporters Megan Twohey (Carey Mulligan) & Jodi Kantor (Zoe Kazan) break the Harvey Weinstein news. It's strong adult counter-programming to the seasonal kids films.
- 11/18: Sony/Hutch Parker's animated musical adventure LYLE, LYLE, CROCODILE, about a pet croc living on NY's Upper East Side, should be a magnet for families.
- 11/18: MGM/Bron/Imagine's bio-drama THIRTEEN LIVES from director Ron Howard (A BEAUTIFUL MIND) is about rescuing young soccer players in flooded underground Thailand caves.

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- 11/23: Disney's animated STRANGE WORLD (pictured) about an explorer family should be a post-drumstick family destination.
- 11/23: Universal/Amblin's drama THE FABELMANS, loosely based on director Steven Spielberg's own childhood, should play to families with older kids.
- 11/23: MGM/WB's drama CREED III about Adonis Creed stars Michael B. Jordan, who also directs. What's missing is Sylvester Stallone, who chose not to return as Rocky. CREED II opened 11/21/18 to \$35.6M & did \$214.2M/WW.



\* \* \*

## Ho' Ho' Hollywood 2022 Christmas Releases

Santa will bring a sleigh full of event films to give exhibitors a bellringing box office Christmas.

- Theatres will heat up 12/16 with twin tentpoles -- WB/DC's SHAZAM! FURY OF THE GODS & Disney/20th's AVATAR 2.
- In FURY, Zachary Levi returns (as Shazam) as does David F. Sandberg, who directed the original, which opened 4/5/19 to \$53.5M & did \$366.1M/WW.
- AVATAR 2 (pictured) is directed by James Cameron, whose legendary original opened 12/18/09 to \$77M & did \$2.847B/WW, making it the top grossing movie ever. Sam Worthington, Zoe Saldana, Sigourney Weaver, Stephen Lang & Giovanni Ribisi return. Joining them are Michelle Yeoh & Kate Winslet.
- Wed., 12/21: Sony/TriStar's musical bio-drama I WANNA DANCE WITH SOMEBODY, directed by Kasi Lemmons (HARRIET) with Naomi Ackie as Whitney Houston & Stanley Tucci as record mogul Clive Davis. MGM/Bron's Aretha Franklin bio-pic RESPECT opened 8/13/21 to \$8.8M & did \$32.1M/WW.
- Also 12/21: Universal/Illumination's animated comedy adventure based on SUPER MARIO BROS. video game stars the voices of Jack Black & Seth Rogan and should draw families with younger kids.
- 12/25: Sony/Playtone's adult appeal comedy drama A MAN CALLED OTTO stars Tom Hanks & is directed by Marc Forster (WORLD WAR Z). It's a remake of a 2015 Swedish film that was a best foreign film Oscar nominee.



## Studio Release Calendar – 4/15 – 5/12

(Click on titles for more information)

### 4/15/21 (Week 15)

#### Prior Year Results

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

|                                                                      |               |                                        |     |                                                                                                   |                                                                               |
|----------------------------------------------------------------------|---------------|----------------------------------------|-----|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <b>Fantastic Beasts: The Secrets of Dumbledore</b><br>(Warner Bros.) | <b>UPDATE</b> | PG-13  <br>Adventure<br>Family Fantasy | 142 | Scope (2.39 : 1), IMAX<br>5.0/6.0, Dolby Vision,<br>D-Box, Motion, Screen<br>X, MX4D, TheatreEars | Wide (4,208)<br>\$35M-\$45M FSS<br>\$125M-\$135M<br>\$56M Int'l to Date       |
| <b>Father Stu (Sony)</b>                                             | <b>UPDATE</b> | R   Drama                              | 124 | Scope (2.39 : 1)                                                                                  | 4/13 Wide (2,705)<br>\$3M-\$5M FSS;<br>\$6M-\$7M (5-day)<br>\$12M-\$15M Total |

### 4/22/21 (Week 16)

#### Prior Year Results

2021 Week 16 - Box Office: \$19,518,667; Openings: N/A

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------------------------------|-----|---------------------------|-------------------------------------------------------|
| <b>The Bad Guys (Universal)</b><br>Mixed interest and early fair to moderate returns from international openings portend the same for domestic release. 46M YouTube trailer views.                                                                                                                  | <b>UPDATE</b> | PG   Animation<br>Adventure<br>Comedy | 100 | Scope (2.35 : 1), 3D      | Wide (3,950+)<br>\$15M-\$20M FSS<br>\$45M-\$55M Total |
| <b>The Unbearable Weight of Massive Talent (Lionsgate)</b><br>Interest & awareness steady. Positive screenings and critics reviews. While business may be moderate and audience in the 25+ range, this is Nicolas Cage's best in a career that has flatlined in recent years. 17M YT trailer views. | <b>UPDATE</b> | R   Action<br>Comedy Crime            | 105 | Scope (2.39 : 1)<br>Atmos | Wide (3,000)<br>\$12M-\$15M FSS<br>\$30M-\$35M Total  |
| <b>The Northman (Focus Features)</b><br>Early reviews near unanimously positive. Focus has a comprehensive marketing campaign for the Viking revenge thriller. The latest trailer and poster are adjusted for appeal to a broader audience. 20M YT trailer views.                                   | <b>UPDATE</b> | R   Action<br>Adventure Drama         | 136 | Flat (2.0 : 1)            | Wide (3,000)<br>\$8M-10M FSS<br>\$25M-\$35M Total     |
| <b>Backseat Driver (Pantelion) Y Como Es El</b>                                                                                                                                                                                                                                                     |               | PG-13   Comedy                        | 95  | Flat (1.85 : 1)           | Moderate                                              |
| <b>We're All Going to the World's Fair (Utopia)</b>                                                                                                                                                                                                                                                 |               | Horror Drama                          | 86  | Flat (1.85 : 1)           | Limited                                               |
| <b>The Duke (Sony Pictures Classics)</b>                                                                                                                                                                                                                                                            |               | R   Biography<br>Comedy Drama         | 96  | Flat (1.85 : 1)           | Limited                                               |
| <b>Charlotte (Good Deed Entertainment)</b>                                                                                                                                                                                                                                                          |               | Animation                             | 92  | Flat (1.85 : 1)           | Limited                                               |
| <b>The Revolution Generation (Greenwich Entertainment)</b>                                                                                                                                                                                                                                          |               | NR  <br>Documentary                   | 79  | Flat (1.85 : 1, 3D)       | Limited                                               |
| <b>Unplugging (Vertical Entertainment)</b>                                                                                                                                                                                                                                                          |               | R   Comedy<br>Romance                 | 94  | Scope (2.35 : 1)          | Limited                                               |
| <b>Arisaka (Freestyle)</b>                                                                                                                                                                                                                                                                          |               | NR   Thriller                         | 96  | Flat (1.85 : 1)           | Limited/VOD                                           |
| <b>Petite Maman (NEON)</b>                                                                                                                                                                                                                                                                          |               | PG   Drama<br>Fantasy                 | 73  | Flat (1.85 : 1)           | Limited                                               |
| <b>Stanleyville (Oscilloscope Pictures)</b>                                                                                                                                                                                                                                                         |               | NR   Comedy                           | 89  | Flat (1.85 : 1)           | Limited                                               |
| <b>9 Bullets (Screen Media)</b>                                                                                                                                                                                                                                                                     |               | NR   Action<br>Thriller               | 97  | Scope (2.35 : 1)          | Limited                                               |
| <b>Hit The Road (Kino Lorber)</b>                                                                                                                                                                                                                                                                   |               | NR   Drama (Iran)                     | 93  | Flat (1.85 : 1)           | Limited                                               |
| <b>Saturday Fiction (Strand) 兰心大剧场 (China)</b>                                                                                                                                                                                                                                                      |               | NR   Drama                            | 127 | Flat (1.85 : 1)           | Limited                                               |
| <b>Love in Kilnerry (Muliny Pictures)</b>                                                                                                                                                                                                                                                           |               | NR   Romance<br>Comedy                | 106 | Flat (1.85 : 1)           | Limited                                               |
| <b>Marvelous and the Black Hole (Film Rise)</b>                                                                                                                                                                                                                                                     |               | NR   Comedy                           | 81  | Flat (1.85 : 1)           | NY/LA                                                 |
| <b>PJ Masks (Fathom Events)</b>                                                                                                                                                                                                                                                                     |               | NR   Children's<br>Animation          | 90  | Flat (1.85 : 1)           | 4/23 Event Cinema                                     |
| <b>Alive: Who is There (Fathom Events)</b>                                                                                                                                                                                                                                                          |               | NR   Inspirational                    | 93  | Flat (1.85 : 1)           | 4/25 Event Cinema                                     |
| <b>Pompo the Cinephile (Fathom Events/GKids)</b>                                                                                                                                                                                                                                                    |               | NR   Anime                            | 90  | Flat (1.85 : 1)           | 4/27-28 Event<br>Cinema                               |

## 4/29/22 (Week 17)

### Prior Year Results

2021 Week 17 - Box Office: \$57,233,789; Openings: Mortal Kombat (\$23.2M FSS, \$42.3M Total); Demon Slayer the Movie: Mugen Train (\$21.2M FSS, \$49.5M Total)

|                                                                                                                                                                                                                                                         |  |                                 |     |                     |                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------|-----|---------------------|-----------------------------------------------------|
| <b>Memory (Open Road)</b><br>Liam Neeson's recent films, BLACKLIGHT (\$10M), HONEST THIEF (\$14M) and THE MARKSMAN (\$21.2M) are clear indicators of his latest action film potential. The actor's popularity extends to international success as well. |  | R   Action Thriller             | 113 | Scope (2.35 : 1)    | Wide (2,500+)<br>\$3M-\$5M FSS<br>\$12M-\$15M Total |
| <b>Green Ghost and the Masters of the Stone (Gravitas Ventures)</b>                                                                                                                                                                                     |  | PG-13   Action<br>Comedy        | 95  | Flat (1.85 : 1)     | Moderate (100)                                      |
| <b>Firebird (Roadside Attractions)</b>                                                                                                                                                                                                                  |  | NR   Drama<br>Romance           | 107 | Flat (1.85 : 1)     | Moderate                                            |
| <b>Fortress: Sniper's Eye (Lionsgate)</b>                                                                                                                                                                                                               |  | R   Action Thriller             | 99  | Scope (2.39 : 1)    | Limited                                             |
| <b>Hatching (IFC Films)</b>                                                                                                                                                                                                                             |  | NR   Horror                     | 87  | Flat (1.85 : 1)     | Limited                                             |
| <b>The Sound of Violet (Atlas Distribution)</b>                                                                                                                                                                                                         |  | PG-13   Drama<br>Comedy Romance | 107 | 4K Scope (2.39 : 1) | Limited                                             |

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|                                                        |                              |      |                     |                   |
|--------------------------------------------------------|------------------------------|------|---------------------|-------------------|
| <b>Fiddler's Journey to the Big Screen (Zeitgeist)</b> | NR   Documentary             | 88   | Flat (1.85 : 1)     | Limited           |
| <b>Hello, Bookstore (Greenwich Entertainment)</b>      | NR   Documentary             | 86   | Flat (1.85 : 1)     | Limited           |
| <b>Vortex (Utopia)</b>                                 | NR   Drama                   | 135  | Flat (1.85 : 1)     | Limited           |
| <b>The Wobblies (Kino Lorber)</b>                      | NR   Documentary             | 89   | Flat (1.85 : 1)     | Limited           |
| <b>Anais in Love (Magnolia)</b>                        | NR   Comedy<br>Drama Romance | 98   | Flat (1.85 : 1)     | Limited           |
| <b>Black Site (Vertical Entertainment)</b>             | NR   Action                  | 91   | Scope (2.39 : 1)    | Limited/VOD       |
| <b>The Survivor (HBO Max)</b>                          | NR   Biography               | 129  | Flat (1.85 : 1)     | 4/27 Limited/VOD  |
| <b>Taylor vs Serrano (Fathom Events)</b>               | NR   Boxing                  | Live | TV, VOD, Theatrical | 4/30 Event Cinema |

## 5/6/22 (Week 18)

### Prior Year Results

2021 Week 18 - Box Office: \$24,285,985; Openings: N/A

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                        |     |                                                                                             |                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-----|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <b>Doctor Strange in the Multiverse of Madness (Disney)</b><br>Fandango reports it's their best advance sales so far this year (for a film's initial 24-hour period of sales), beating Warner Bros. THE BATMAN. The original DOCTOR STRANGE (2016) opened to \$85M and grossed \$247M (adjusted for inflation). At this time, UNCHARTED awareness is just below DOCTOR STRANGE. THE BATMAN was 10% higher; SPIDER-MAN: NO WAY HOME was 20% higher. Expectations are awareness/interest will continue to rise closer to opening. 87M YT trailer views. | PG-13   Action<br>Adventure<br>Fantasy | 126 | Scope (2.39 : 1) IMAX<br>2D, 3D SDR, Dolby<br>Vision, Motion, ICE,<br>ScreenX, Theatre Ears | Wide (4,000+)<br>\$100M-\$120M FSS<br>\$275M-\$300M Total<br>(2.75 Multiple) |
| <b>Happening (IFC Films)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | R   Drama                              | 120 | Flat (1.85 : 1)                                                                             | NY/LA                                                                        |
| <b>The Sanctity of Space (Greenwich Entertainment)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | NR   Documentary                       | 100 | Flat (1.85 : 1)                                                                             | Limited                                                                      |
| <b>The Ravine (Cinedigm)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | R   Thriller                           | 121 | Flat (1.85 : 1)                                                                             | Limited                                                                      |
| <b>Escape the Field (Lionsgate)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | R   Thriller                           | N/A | Flat (1.85 : 1)                                                                             | Limited                                                                      |
| <b>The Shepherd (Saban Films)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | R   Drama                              | 104 | Flat (1.85 : 1)                                                                             | Limited/ VOD                                                                 |
| <b>Lux Aeterna (Yellow Veil Pictures)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | NR   Drama<br>Thriller                 | 51  | Flat (1.85 : 1)                                                                             | 5/13 NY/LA                                                                   |
| <b>In Front of Your Face (Cinema Guild)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | NR   Drama<br>(Korea)                  | 85  | Flat (1.85 : 1)                                                                             | Limited                                                                      |
| <b>Suicide for Beginners (Vertical Entertainment)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | NR   Black<br>Comedy                   | 94  | Flat (1.85 : 1)                                                                             | Limited                                                                      |
| <b>The Twin (RLJE Entertainment)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | NR   Horror<br>(Finland)               | 109 | Flat (1.85 : 1)                                                                             | Limited/VOD                                                                  |
| <b>Ryoma! The Prince of Tennis (Iconic Events)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | NR   Documentary                       | 100 | Flat (1.85 : 1)                                                                             | 5/12 Event Cinema                                                            |
| <b>Abba: The Movie (Trafalgar)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | PG   Music                             | 105 | Flat (1.85 : 1)                                                                             | 5/12 Event Cinema                                                            |

## 5/13/22 (Week 19)

### Prior Year Results

2021 Week 19 - Box Office: \$23,436,306; Openings: N/A

|                                                                                                                                                                                                                                                                                                                          |            |    |                  |                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----|------------------|-------------------------------------------------------------------------|
| <b>Firestarter (Universal)</b><br>Based on Stephen King's 1980 novel of the same name, the film featured Drew Barrymore in the starring role. A miniseries follow-up to the film, FIRESTARTER: REKINDLED, was released in 2002 on the Sci-Fi Channel. The Blumhouse remake seems perfectly scheduled on Friday the 13th. | R   Horror | 94 | Scope (2.39 : 1) | Wide (2,500)<br>d/d Peacock TV<br>\$10M -\$12M FSS<br>\$25M-\$30M total |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----|------------------|-------------------------------------------------------------------------|

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-----|------------------|-----------------|
| <b>Family Camp (Roadside Attractions)</b><br>This is the first feature-length film from The Skit Guys, a renowned comedy act comprised of Tommy Woodard and Eddie James, also stars Leigh-Allyn Baker ("Good Luck Charlie", "Will & Grace", "Charmed") and Gigi Orsillo (SLEEPER AGENT). The film portrays two seemingly polar-opposite families who are assigned to share the same cabin for a hilariously eventful week at church camp. | PG   Family Comedy         | 111 | Flat (1.85 : 1)  | Moderate (800+) |
| <b>On the Count of Three (UA Releasing)</b>                                                                                                                                                                                                                                                                                                                                                                                               | RI Comedy Drama            | 85  | Flat (1.85 : 1)  | Limited         |
| <b>The Innocents (IFC Films)</b>                                                                                                                                                                                                                                                                                                                                                                                                          | NR   Drama Horror Thriller | 117 | Scope (2.39 : 1) | Limited         |
| <b>Jazz Fest: A New Orleans Story (Sony Pictures Classics)</b>                                                                                                                                                                                                                                                                                                                                                                            | PG-13   Documentary Music  | 94  | Flat (1.85 : 1)  | NY/LA           |
| <b>Montana Story (Bleecker Street)</b>                                                                                                                                                                                                                                                                                                                                                                                                    | R   Drama                  | 113 | Scope (2.39 : 1) | Limited         |
| <b>This Much I Know to Be True (Trafalgar)</b>                                                                                                                                                                                                                                                                                                                                                                                            | NR   Documentary Music     | 101 | Flat (1.85 : 1)  | Event Cinema    |
| <b>Homebound (Brainstorm Media/DaDa Films)</b>                                                                                                                                                                                                                                                                                                                                                                                            | NR   Horror                | 71  | Scope (2.35 : 1) | Limited/VOD     |
| <b>Tankhouse (Vertical Entertainment)</b>                                                                                                                                                                                                                                                                                                                                                                                                 | R   Comedy                 | NA  | Flat (1.85 : 1)  | Limited/VOD     |
| <b>Pleasure (NEON)</b>                                                                                                                                                                                                                                                                                                                                                                                                                    | NR   Drama                 | 108 | Flat (1.85 : 1)  | Limited         |
| <b>Jayeshbhai Jordaar (Yash Raj Films)</b>                                                                                                                                                                                                                                                                                                                                                                                                | NR   Comedy                | 121 | Scope (2.39 : 1) | Limited         |
| <b>Mau (Greenwich Entertainment)</b>                                                                                                                                                                                                                                                                                                                                                                                                      | NR   Documentary           | 77  | Flat (1.85 : 1)  | Limited         |

## Studio Release Changes

| Title                                                                                                                                                                                                                                                                                                                                                                                                                 | Locations | New      | Former  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|---------|
| <b>Jersey (Yash Raj Films)</b> A cricketer who quits cricket decides to revive his career at the age of 36 for his sons dream and prove his ability. Drama Romance Sport.                                                                                                                                                                                                                                             | Limited   | 4/22/22  | 4/14/22 |
| <b>Black Adam (Warner Bros.)</b> Nearly 5,000 years after he was bestowed with the almighty powers of the Egyptian gods—and imprisoned just as quickly—BLACK ADAM is freed from his earthly tomb, ready to unleash his unique form of justice on the modern world. DC Comics Fantasy Action.                                                                                                                          | Wide/IMAX | 10/21/22 | NEW     |
| <b>The Flash (Warner Bros.)</b> Barry Allen, AKA The Flash pushes the limits of his superpowers in the DC Super Hero's first-ever standalone feature film. Action Sci-Fi.                                                                                                                                                                                                                                             | Wide/IMAX | 6/23/23  | NEW     |
| <b>Shepherd (Saban Films)</b> Haunted by the recent death of his wife; widower Eric Black seeks solitude as a shepherd on a remote Scottish island. As the bleak desolation of the foreboding landscape and terrifying visions begin to overwhelm him, Eric is pushed to the brink of madness. Drama.                                                                                                                 | Limited   | 5/6/23   | NEW     |
| <b>The Will to See (Cohen Media Group)</b> French filmmaker and philosopher Bernard-Henri Levy travelled to global hotspots including Ukraine prior to the war with Russia. The feature came about in 2020 when Lévy was sent by international newspapers to bear witness and report from countries around the world where citizens are struggling to live through war and large-scale acts of violence. Documentary. | Limited   | 4/29/22  | NEW     |
| <b>Shotgun Wedding (Lionsgate)</b> Jennifer Lopez romance comedy acquired by Amazon Prime Video.                                                                                                                                                                                                                                                                                                                      | Streaming | TBA      | 6/29/22 |
| <b>On the Count of Three (UA Releasing)</b> Val and Kevin, two chronically depressed best friends, make a pact to end each other's life when the day is done. But as the two spend the day wrapping up their affairs, the volatile Kevin's need to confront his trauma sends their orderly plan spiraling out of control. Comedy Thriller.                                                                            | Limited   | 5/13/22  | NEW     |
| <b>Anything's Possible (Orion)</b> A high school senior posting on social media about his crush on Kelsa, a trans girl at his school, resulting in the internet encouraging him to pursue the relationship. The two then navigate a senior year relationship that neither of them could have expected. Coming-Of-Age. A/K/A "What If".                                                                                | Limited   | 3Q TBA   | NEW     |
| <b>Women Talking (Orion)</b> A group of women in an isolated Mennonite religious colony in Bolivia as they struggle to reconcile their faith with a string of sexual assaults committed by the colony's men. Drama                                                                                                                                                                                                    | Limited   | 2022     | NEW     |

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------|-------------------|
| <b>Homebound (DaDa Films)</b> A trip to the countryside turns out to be far from idyllic for a father and his new fiancée when his kids decide the house is a little too crowded. Horror.                                                                                                                                                                                                                                   | Limited           | 5/13/22            | NEW               |
| <b>Paws of Fury: The Legend of Hank (Paramount)</b> A down-on-his-luck hound finds himself in a town full of cats who need a hero to defend them from a ruthless villain's evil plot to wipe their village off the map. With help from a reluctant trainer, the underdog must assume the role of fearsome samurai and team up with the felines to save the day. The only problem is -- they all hate dogs. Animated Comedy. | Wide              | 7/15/22            | NEW               |
| <b>Untitled Bee Gees Movie (Paramount)</b>                                                                                                                                                                                                                                                                                                                                                                                  | N/A               | Cancelled          | 11/4/22           |
| <b>Suicide for Beginners (Vertical Entertainment)</b> Insecure and unhinged, Garrett is dead set on murdering the unrequited love of his life, Mia. When he comes face to face with his victim, his awkward incompetence takes over and things quickly spiral out of control as he finds himself on a deranged path to becoming a serial killer. Dark Comedy Thriller.                                                      | Limited/VOD       | 5/6/22             | NEW               |
| <b>The Little Sorcerer (Vertical Entertainment)</b> When Prince Alex is trapped in the body of a mouse by an evil witch, his friends set off on a quest to find the cure. On their journey that tests fate itself, they discover friendship is the most powerful cure of all. Family Adventure.                                                                                                                             | Limited/VOD       | 5/6/22             | NEW               |
| <b>Crimes of the Future (NEON)</b> takes place in a society where humanity has begun adapting to a "synthetic environment," one in which their bodies are allowed to undergo new "transformations and mutations. The film was written and directed by David Cronenberg. The film has the same name as a 1970 film by Cronenberg, but is not a remake of that film.                                                          | Limited Expansion | 6/3/22<br>6/10/22  | NEW               |
| <b>Babylon (Paramount)</b> Set in the Golden Age of Hollywood, Babylon blends fact and fiction as it covers the industry's switch from the silent era to the talkies. Brad Pitt and Margot Robbie will reunite after working together on another Tinseltown tale, director Quentin Tarantino's ONCE UPON A TIME IN HOLLYWOOD. Written and directed by Damian Chazelle (LA LA LAND, FIRST MAN).                              | Limited<br>Wide   | 12/25/22<br>1/6/23 | 12/23/22          |
| <b>Benediction (Roadside Attractions)</b> Siegfried Sassoon, the famed British poet who was sent to a psychiatric facility for his anti-war stance during WWI, had affairs with several men while being closeted, and developed a crisis in faith when he converted to Catholicism.                                                                                                                                         | Limited           | 6/3/22             | NEW               |
| <b>The Man from Toronto (Netflix)</b> A screw-up is forced to team up with an assassin after the two are confused for one another while staying at an Airbnb. Kevin Hart, Woody Harrelson comedy acquired from Sony for streaming release.                                                                                                                                                                                  | SVOD              | TBA                | 8/12/22<br>(Sony) |
| <b>Beba (NEON)</b> A young NYC born and bred Afro-Latina stares down historical, societal, and generational trauma with unflinching courage. Documentary.                                                                                                                                                                                                                                                                   | Limited           | 6/24/22            | NEW               |
| <b>Emily the Criminal (Roadside Attractions)</b> Saddled with debt, Emily gets involved in a credit card scam that pulls her into the criminal underworld of Los Angeles. Drama.                                                                                                                                                                                                                                            | Moderate          | 8/12/22            | NEW               |
| <b>Call Jane (Roadside Attractions)</b>                                                                                                                                                                                                                                                                                                                                                                                     | N/A               | Cancelled          | 10/14/22          |

| MPA Ratings                                                 |        |                                                                                                     |
|-------------------------------------------------------------|--------|-----------------------------------------------------------------------------------------------------|
| Title                                                       | Rating | Reason                                                                                              |
| <b>1UP (Lionsgate)</b> <i>Intending to appeal rating</i>    | R      | Sexual material, some language and drug use                                                         |
| <b>All The Lord's Men (Burton Pictures)</b>                 | R      | Language throughout and some sexual content                                                         |
| <b>AM I OK? (Warner Bros)</b>                               | R      | Language, sexual references and some drug use                                                       |
| <b>American Carnage (Lionsgate/Saban Films)</b>             | R      | Some disturbing violence and gore, language throughout, some sexual references, nudity and drug use |
| <b>Anything's Possible (MGM)</b>                            | PG-13  | Strong language, thematic material, sexual material and brief teen drinking                         |
| <b>Doctor Strange in the Multiverse of Madness (Disney)</b> | PG-13  | Intense sequences of violence and action, frightening images and some language                      |
| <b>Gamestop: Rise of the Players (NEON)</b>                 | R      | Language throughout and brief drug use                                                              |
| <b>Neon Lights (Momentum Pictures)</b>                      | R      | Violence, language, some sexual content and drug use                                                |
| <b>Pils's Adventures (Viva Pictures Distribution)</b>       | PG-13  | Violence, peril and rude humor                                                                      |
| <b>The Siege of Robin Hood (Saban Films)</b>                | R      | Bloody violence                                                                                     |
| <b>There Are No Saints (Saban Films)</b>                    | R      | Strong and disturbing violence, language throughout, sexual content, nudity and some drug use       |

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## SCREENING ROOM

[Click to play](#) our **POPCORN PREVIEWS** **BOXOFFICE BUZZ** look at Warner Bros.' **FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE** where Magizoologist Newt Scamander (Eddie Redmayne) leads an intrepid team of wizards and witches, encountering old and new beasts while clashing with the Dark Wizard Grindelwald.



[Click to play](#) our **BOXOFFICE AUTOPSY** podcast covering the opening of **FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE**. Screendollars host Martin Grove notes in today's **OSCAR OUTCOME** feature that the only Oscar news is that there's no Oscar news after the Academy's decision on slaphappy Will Smith.

## Notable Trailers



[Paws of Fury: The Legend of Hank](#)  
(Paramount)  
7/15/22 - Wide  
Official trailer, Poster



[After Ever Happy](#)  
(Voltage Pictures)  
9/7/22 - Limited  
Official Trailer, Poster



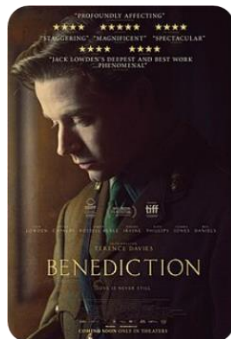
[Homebound](#)  
(Brainstorm Media)  
5/13/22 - Limited/VOD  
Official Trailer, Poster



[Jurassic World Dominion](#)  
(Universal)  
6/10/22 - Wide  
"Gigantosaurus Encounter"



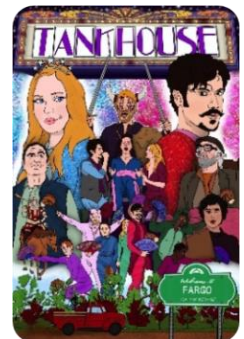
[Crimes of the Future](#)  
(NEON)  
June TBD  
Teaser Trailer, Poster



[Benediction](#)  
(Roadside Attractions)  
6/3/22 - Limited  
Official Trailer, Poster



[The Northman](#)  
(Focus Features)  
4/22/22 - Wide  
New Trailer, Poster



[Tankhouse](#)  
(Vertical Entertainment)  
5/13/22 - Limited/VOD  
Official Trailer, Poster

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## INDUSTRY OBSERVATIONS AND TITLE INSIGHTS

### Industry Observations:

Easter 2021 came in on April 4th. Comparing Friday April 2, 2021 to April 15, 2022 exhibition has:

- Allocated over 150% more seats
- Increased ticket pricing by 5%
- Offered an average of 39% more shows: NO WAY HOME or THE BATMAN since January 1st.

### Title Insights:

- So far, FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE has pulled in 1.5 moviegoers.
  - On Friday, approximately 26% of the audience came before 5PM, 44% came during the 5PM to 8PM dayparts, and 30% of patrons showed up after 8PM.
  - The average seat made available is going for \$12.86.
- FATHER STU has pulled in approximately 370k patrons since it's midweek opening. The film is being offered at a much lower ticket price - \$10.87.

*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

| 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    | Doctor Strange in the Multiverse of Madness (Disney/Marvel) | Black Panther: Wakanda Forever (Disney)                     |
| 4    | Spider-Man: Across the Spider-Verse (Sony)                  | Doctor Strange in the Multiverse of Madness (Disney/Marvel) |
| 5    | Top Gun: Maverick (Paramount)                               | John Wick Chapter 4 (Lionsgate)                             |
| 6    | John Wick Chapter 4 (Lionsgate)                             | Thor: Love and Thunder (Disney)                             |
| 7    | Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.)  | Avatar 2 (20th Century)                                     |
| 8    | Lightyear (Disney)                                          | Lightyear (Disney)                                          |
| 9    | Black Panther: Wakanda Forever (Disney)                     | Aquaman and the Lost Kingdom (Warner Bros.)                 |
| 10   | Minions: The Rise of Gru (Universal)                        | Top Gun: Maverick (Paramount)                               |
| 11   | Hocus Pocus 2 (Disney+)                                     | Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.)  |
| 12   | Halloween Ends (Universal)                                  | Hocus Pocus 2 (Disney+)                                     |
| 13   | Thor: Love and Thunder (Disney)                             | Minions: The Rise of Gru (Universal)                        |
| 14   | Aquaman and the Lost Kingdom (Warner Bros.)                 | Black Adam (Warner Bros.)                                   |
| 15   | Puss In Boots 2: The Last Wish (Universal)                  | Bullet Train (Sony)                                         |

*Source: The Quorum/Screendollars, as of 4/16/22*

*The data represented is the result of periodic polling of 500-1000 randomly selected individuals. 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' opinions.*



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