



Issue No. 260



Weekend Box Office Results... 3/10 – 3/12

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

Rank	Title	Week	Theatres	Wknd \$	% Change	\$ Avg/ Theatre	Total \$
1	Scream VI (Paramount)	1	3,675	44,500,000	-	12,109	44,500,000
2	Creed III (Amazon/MGM)	2	4,007	27,172,435	-53	6,781	101,357,709
3	65 (Sony)	1	3,405	12,300,000	-	3,612	12,300,000
4	Ant-Man and the Wasp: Quantumania (Disney/Marvel)	4	3,105	7,000,000	-45	2,254	197,978,428
5	Cocaine Bear (Universal)	3	3,204	6,200,000	-44	1,935	51,660,445
6	Jesus Revolution (Lionsgate)	3	2,519	5,175,000	-39	2,054	39,453,451
7	Champions (Focus Features)	1	3,030	5,150,000	-	1,700	5,150,000
8	Avatar: The Way of Water (Disney/20 th Century)	13	1,675	2,700,000	-26	1,612	674,697,185
9	Demon Slayer: Kimetsu no Yaiba: To the Swordsmith Village (Sony/Crunchyroll)	2	1,690	1,891,429	-81	1,119	12,088,204
10	Puss in Boots: The Last Wish (Universal/Dreamworks)	12	1,816	1,650,000	-40	909	179,626,905

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Weekend Review for 3/10 – 3/12



Paramount's **SCREAM VI** opened with a chilling \$44.5M, a higher total than expected and the best performing movie of the weekend by far. In fact, it was a better opening than that of any of the earlier **SCREAM** horror movies, with **SCREAM III** holding the previous record by earning \$34.7M when it opened from 2/4/2000 – 2/6/2000. **SCREAM VI** also beat out last year's **SCREAM V** which earned \$30M from 1/14/2022 – 1/16/2022.

Interestingly, this is the third time in the past four weeks that the newest chapter in a movie franchise has had the best opening in its history, after the successful debut of **ANT-MAN AND THE WASP: QUANTUMANIA** and **CREED III**. This is a strong indication that moviegoing is succeeding in its comeback from the pandemic blues.

The storyline for **SCREAM VI** follows the four survivors from Ghostface's latest slashing spree as they leave Woodsboro to start a new chapter in their lives. Once again, the cast is led by Courtney Cox as the resilient Gale Weathers and Hayden Panettiere as Kirby Reed. VI has received mostly positive reviews on Rotten Tomatoes where it carries a 78% fresh score with critics, while moviegoers have given it a 93% audience score. The film was produced on a budget of \$35M, so it has already reached profitability in its first few days. All the lights are green for the 27 year-old horror franchise, which began on 12/20/1996 with the opening of the original **SCREAM**. Based on this success, we expect to see **SCREAM VII** in short order, with a strong chance that VIII, IX and X will not be far behind.

Last week's champ **CREED III** finished in second place with \$27.2M in its second weekend. This is a week-to-week decline of 53%, which is right in line with the second week drop experienced by both **CREED** (2015) or **CREED II** (2018). After ten days, **CREED III** is on track to become the highest grossing **CREED/ROCKY** movie of all time. **CREED III**'s domestic gross stands now at \$101M, and we project it to wind up with \$135M or higher, which would top **ROCKY IV** total run of \$125.4M way back in 1985.

Sony's sci-fi thriller **65** took third place in its opening weekend by earning \$12.3. This film stars Adam Driver in a futuristic tale about a space ship that crash lands on a distant planet only to realize that they have returned to Earth but 65 million years in the past. Despite featuring both space travel AND dinosaurs, the movie has been poorly received, with critics on Rotten Tomatoes tagging it with a 30% Tomatometer score and audiences rating it 57%. The film may struggle to reach break-even, since it cost \$45M to make and it seems likely that it will only sputter along after this weekend's modest opening results.

ANT-MAN AND THE WASP: QUANTUMANIA took fourth place in its fourth weekend by selling another \$7M in tickets in the U.S. and Canada, a decline of 45% from last week. The worldwide total for the MCU fantasy has risen to more than \$426M. Fifth place went to Universal's **COCAINE BEAR** which ate up another \$6.5M to bring its domestic total to \$51.6M and \$63M worldwide.

Finishing in seventh place was Focus Features' **CHAMPIONS**, which earned \$5.2M in its debut weekend. This comedy is the third new wide release of the weekend, and was directed by Bobby Farrelly, in his first outing since **DUMB AND DUMBER TO** in 2014. The story stars Woody Harrelson as a hot-headed minor league basketball coach who is sentenced to perform community service which he fulfills by coaching a Special Olympics team. While critics are mixed on the film with a 55% RT score, moviegoers are much more positive with a 81% rating. In large part due to a crowded marketplace, **CHAMPIONS** may struggle to reach \$20M domestically, and has only limited add-on opportunity in international markets.

The total box office for all films this weekend came in at \$117.7M, which compares to \$104.5M from the same weekend last year when **THE BATMAN** enjoyed \$66.5M in its second weekend and studios did not offer any new wide release films.

Where Are We as of 3/9

After nine weeks, the 2023 box office stand at 133% compared to the same nine weeks in 2022. The 2023 number is down 19 percentage points from where it stood last weekend in comparison to 2022, because of the effect of THE BATMAN which did well in its opening last year. The first nine weeks of 2023 are 78% of those weeks from 2019.

2023 VS. 2022	2023 VS. 2019
1st QUARTER – 9 WEEKS – 2023: \$1,164,075,000 2022: \$878,153,000 133%	1st QUARTER – 9 WEEKS – 2023: \$1,164,075,000 2019: \$1,486,840,000 78%

Industry Observations and Title Insights



SCREAM VI

- The film is estimated to pull in well over 3.2M patrons this weekend.
- So far, 18% of moviegoers have seen the film play in 3D paying an average of \$3.23 more per ticket.



Ticket Price Breakdown

- Average Admission price made available to the public -
 - General - \$12.93
 - 3D Only - \$16.16

Daypart Traffic Analysis

- Evening Dayparts were strong with 24% of moviegoers coming after 9PM on Saturday.
- On Saturday 32% of all foot traffic was for SCREAM IV. 24% for CREED III.
- Isolating post 9PM – the film represented 44% of foot traffic (when SCREAM VI tickets costs an average of \$14.47 per ticket).

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Notable Industry News & Commentary

[U.S. Lost 2,000-Plus Movie Theater Screens Amid Pandemic](#) (Hollywood Reporter)

The Cinema Foundation, a non-profit organization formed in 2022 with the support of NATO, published its inaugural “State of the Cinema Industry” report. Among its many findings, the report announces that approximately 2,000 U.S. movie theatre screens have closed since the peak of 2019 when 41,172 screens were operating. As of the end of 2022, the new count had dropped to 39,007 screens.

The two biggest factors in the decline were the extreme financial pressure caused by closures and health restrictions during the pandemic and a reduction in the number of studio releases to theatres.

On the bright side, it’s an impressive accomplishment for exhibitors to emerge from the last three years with a drop of only 5% in the number movie theatre screens. At the height of the pandemic, many were predicting that the theatrical install base would drop by 25% or more, saying that [audiences had forsaken moviegoing irrevocably](#) in favor of streaming.

The Cinema Foundation report points to multiple ways in which a theatrical movie release creates value for its stakeholders. Movies released in theatres maintain a higher level of awareness than those which debut online. And of course, the theatrical box office represents a revenue stream that does not exist with a straight-to-streaming release.



The report also highlights that moviegoing remains an affordable form of entertainment, with the current average U.S. ticket price of \$10.53 lower than it was in 1971, after making adjustments for inflation.

Going forward, the biggest contributor to a full recovery will be an increase in the number and quality of movies going to theatres. 2023 is already on this trajectory, with the number of wide-release movies (played at 2,000 locations or more) rising to 107 from 71 titles in 2022.

[Disney CEO Bob Iger is Open to Selling Hulu – But Finding a Buyer Will Be a Challenge](#) (The Wrap)



Disney CEO Bob Iger gave a speech last Thursday at Morgan Stanley’s Tech, Media & Telecom conference, covering a wide range of topics on the company’s sprawling media enterprise.

Regarding theatrical releasing, Iger acknowledged somewhat diminishing returns from the most recent round of superhero titles from the Marvel Cinematic Universe.

Last month’s ANT-MAN AND THE WASP: QUANUMANIA is only the latest release to disappoint, with much of its box office impact coming in the first one to two weeks of release. Iger pointed to a need to create “newness” from MCU movies, wondering out loud whether audiences “need a third and a fourth for instance, or is it time to turn to other characters?” Audience feedback indicates that interest is narrowing over time to MCU superfans, with casual moviegoers reporting that they can feel somewhat lost when trying to follow the complicated storylines.

Iger also discussed the ownership status of Hulu, expressing an openness to Disney either selling its two-thirds share of the service or buying out the one-third that is owned by Comcast. Hulu is a valuable player in the streaming market, with 48.5 million subscribers and a strong slate of original series such as THE BEAR, ATLANTA and SONS OF ANARCHY. However, Iger is convinced that Disney should streamline its operations and managing Hulu’s content and platform represents significant operational challenges.

The Wrap details many possible suitors for Hulu, beginning with Comcast but also considering the value to Microsoft, Amazon and Apple. However, in a market that has become short on capital and hostile to mergers, the most likely outcome is for Disney to hold on to Hulu, either by maintaining its partial ownership or by taking over entirely by buying out Comcast.

See also: [Disney CEO Bob Iger says it's time for 'newness' from Marvel movies](#) (CNBC)

[NATO Names Michael P. O'Leary President and CEO](#) (Digital Cinema Report)



The National Association of Theatre Owners (NATO) announced this week that Michael P. O'Leary will take over as the organization's new President and CEO, replacing its long-serving leader John Fithian who is retiring. The two will work together over the next two months to assure a smooth transition, until the torch is formally passed at this year's annual CinemaCon

conference which will take place at Caesar's Palace in Las Vegas during the week of April 24th – 27th.

O'Leary has previously held senior management positions at Twentieth Century Fox, the Motion Picture Association and the U.S. Department of Justice, all organizations having a large impact on the motion picture exhibition industry. He resides in Washington D.C. and one can assume that this proximity to the D.C. levers of power and his prior work with the U.S. government factored in NATO's decision to hire him in this role. The pandemic illustrated both the promise and risk that the government can play in the business of exhibition. On the one hand, the health departments of many state and local governments forced the shutdown of movie theatres in an effort to control the spread of COVID-19. On the other hand, the U.S. government stepped in to provide a financial lifeline to beleaguered exhibitors with the Shuttered Venue Operators Grants (SVOG), credited with keeping small to mid-sized circuits afloat when box office revenues had plummeted. With NATO representing over 67,000 screens worldwide, a leader knowledgeable in the ways of Washington can play an essential role in assuring the future well-being of the sector.

Studio Release Calendar

3/17/23 (Week 11)

Prior Year Results

2022 Week 11 Box Office: \$84,285,146

Shazam: Fury of the Gods (Warner Bros.)

Similar to Shazam 4/3/19: 4,217 locations, \$54M Open, \$140M Total). Good family superhero adventure. Helen Mirren and Lucy Liu have good roles. Special effects excellent. Good ending. Very commercial.

Action Adventure
Fantasy

130

Digital, Scope 2.39,
IMAX, Screen X, 4DX,
Dolby Digital, Atmos

Wide (4,000)
\$40M-\$45M Open
\$100M-\$115M Total

Moving On (Roadside Attractions) Well regarded star driven adult comedy should draw older female audience for moderate box office results.	R Comedy	85	Digital, Flat, 5.1	Moderate to Wide (750-1000) \$6M-\$7M Total
A Snowy Day in Oakland (PoC Studios) Urban appeal, major markets best.	PG-13 Comedy Drama	92	Digital, Flat, 5.1	Moderate (800)
Inside (Focus Features)	R Drama	105	Digital, Scope 2.39, 5.1	Moderate (300)
The Met Live in HD: Lohengrin (Fathom Events)	NR Performing Arts	300	Live Event	3/18, 3/22
UFC 286: Edwards vs Usman 3 (Iconic Events)	NR Live Boxing	180	Digital, Flat, SRD	3/18 Live Event
Godzilla: Tokyo SOS (Fathom Events)	PG Classics	97	Digital, Scope, 5.1	3/22 Special Event
All the World is Sleeping (Gravitas Ventures)	Drama	110	Digital, Flat, 5.1	Limited (20)/Stream
PI 25th Anniversary (A24) IMAX re-release	R Science Fiction	84	Digital, Scope, 5.1	4/14 Special Event
Pinball: The Man Who Saved the Game (Vertical Ent.)	NR Comedy	95	Digital, Scope, 5.1	Limited
The Ghost Within (Vertical Entertainment)	NR Horror	103	Digital, Scope, 5.1	Limited
Double Threat (VMI Releasing)	Action Thriller	92	Digital, Flat, 5.1	Limited
The Innocent (Janus Films)	NR Comedy	100	Digital, Flat, 5.1	Limited
Supercell (Saban Films)	PG-13 Adventure	100	Digital, Flat, 5.1	Limited/Stream
Wildflower (Momentum Pictures)	R Drama	105	Digital, Flat, 5.1	Limited/3/21 Stream
Remini (Big World Pictures)	NR Comedy	115	Digital, Flat, 5.1	Limited
Rodeo (Music Box Films)	NR Drama	107	Digital, Flat, 5.1	Limited
The Origin of Evil (IFC) <i>L'origine du mal</i>	NR Thriller	123	Digital, Flat, 5.1	Limited
Making Him Famous: God Has Other Plans For Him (Atlas Distribution)	NR Faith Based	98	Digital, Flat, 5.1	Limited
Drylongso (Janus Films)	NR Drama	86	Digital, Flat, 5.1	Limited
Suzhou River (Strand Releasing)	NR Romance	83	Digital, Flat, 5.1	Re-Release Expansion

3/24/23 (Week 12)

Prior Year Results

2022 Week 11 Box Office: \$84,285,146

John Wick: Chapter 4 (Lionsgate) Tracks close to Parabellum (\$57M open, \$171 total, 3.0 multiple). The run time for Chapter 4 is slightly longer suggesting the multiple would be more like 2.75. Mind numbing violence, extraordinary action scenes.	R Action Crime Thriller	169	Digital, Scope, IMAX, Dolby Vision, 5.1/7.1 Atmos, Motion, Box, MX4D, 4DX	Wide (4,000) \$60M-\$65M Open \$165M-\$175M Total
A Good Person (UAR) <i>Exceptional Florence Pugh performance</i>	R Drama	128	Digital, Scope, 5.1, 2D 4K	Limited
Bheed (Reliance Entertainment)	NR Drama	112	Digital, Scope, 5.1	Moderate
Louis Tomlinson: All Those Voices (Trafalgar)	NR Music Documentary	104	Digital, Flat, 5.1	3/22 Special Event
Godzilla: Tokyo SOS (Fathom Events)	NR Screen Classic	87	Digital, Flat, 5.1	3/22 Special Event
The Lost King (IFC)	PG-13 Comedy	109	Digital, Flat, 5.1	Limited
What The Hell Happened to Blood, Sweat and Tears (Abramorama)	NR Music Documentary	112	Digital, Scope, 5.1	Limited
Stalker (Gravitas Ventures)	NR Thriller	95	Digital, Flat, 5.1	Limited (5)/Stream
Last Sentinel (Vertical Entertainment)	NR Sci-Fi	117	Digital, Scope, 5.1	Limited
The Tutor (Vertical Entertainment)	R Thriller	92	Digital, Scope, 5.1	Limited

The School of Magical Animals (Blue Fox) <i>Original title: Die Schule der magischen Tiere</i>	NR Family Adventure	93	Digital, Flat, 5.1	Limited
My Neighbor Totoro 35th Anniversary (Fathom)	NR Anime	126	Studio Ghibli	3/26-29 Special Event
Santiago: The Camino Within (Fathom Events)	NR Faith Based	105	Digital, Flat, 5.1	3/28 Special Event
Helen I Believe (Fathom Events)	NR Faith Based	98	Digital, Flat, 5.1	3/30 Special Event
Perfect Addiction (Fathom Events)	NR Premiere of novel by Claudia Tan	107	Digital, Flat, 5.1	3/27-29, Special Event

3/31/23 (Week 13)

Prior Year Results

2022 Week 11 Box Office: \$84,285,146

Dungeons & Dragons: Honor Among Thieves (Paramount) Good Action, entertaining, and engaging humor. Very positive reviews (100% Rotten Tomatoes)	Action Adventure	134	Digital, Scope (2.39), IMAX, Dolby Digital, Atmos, ScreenX, 4DX, D-Box, MX4D, Lumma	Wide (4,000) \$25M-\$30M Open \$75M-\$90M Total
Spinning Gold (Variance) Good for nostalgia fans of the great period music.	R Biography Drama Musical	137	Digital, Scope, 5.1	Moderate To Wide (1,300+)
A Thousand and One (Focus Features)	R Drama Mystery	117	Digital, Flat, 5.1, 4K	Moderate (500-800)
The Journey: A Music Special from Andrea Bocelli (Fathom Events)	Inspirational Music & Concerts	90	Digital, Flat, 5.1	4/2-6 Moderate
His Only Son (Angel Studios/Magnolia)	PG-13 Faith Based	101	Digital, Scope, 5.1, 4K	Moderate
The Met Live in HD: Falstaff (Fathom Events)	Metropolitan Opera	180	Digital, Flat, 5.1	4/1 Performing Arts
A Good Person (UAR)	R Drama	128	Digital, Scope, 5.1, 2D 4K	Expansion
Rye Lane (Searchlight)	R Drama	80	Digital, Scope, 5.1	Streaming
In Vaaggio: The Travels of Pope Francis (Magnolia)	Documentary	80	Digital, Flat, 5.1	3/27 Special Event 3/31 Theatrical
Enys Men (NEON)	NR Folk Horror	91	Digital, Flat, 5.1	Limited
Smoking Causes Coughing (Magnet Releasing)	NR Comedy	80	Digital, Flat, 5.1	Limited
Acidman (DaDa Films/Brainstorm Media)	NR Drama	87	Digital, Flat, 5.1	Limited
Space Oddity (Samuel Goldwyn)	PG Sci-Fi Romance Comedy	92	Digital, Flat, 5.1	Limited
Malum (Welcome Villain Films)	NR Horror Thriller	92	Digital, Flat, 5.1	Limited

4/7/23 (Week 14)

Prior Year Results

2022 Week 14 Box Office: \$119,933,114

Super Mario Brothers Movie (Universal) The original Super Mario Brothers film (Disney) opened 5/28/1993 at 2081 locations. The film grossed \$46,2M (\$95.7M adjusted for inflation, 2.45 multiple)	PG Animation	92	Digital, 2D/3D, Scope, 5.1/7.1, Atmos, DTSX, IMAX 2D, Dolby Vision, DBox, 4DX, Theatre Ears	Wide (4000) \$65M-\$75M Open, \$225M-\$250M Total
Air (MGM/Amazon Studios) Much anticipated film with all star cast with Ben Affleck directing long time friend Matt Damon.	R Biographical Drama	111	Digital, Flat, 5.1	4/5 Wide (3500) \$10M-\$12M Open \$25M-\$30M Total
La Usurpadora (Pantelion)	Musical	115	Digital, Scope, 5.1	Moderate (300+)
Paint (IFC)	PG-13 Comedy Drama	96	Digital, Flat, 5.1	Moderate
How to Blow Up a Pipeline (NEON)	NR Drama Mystery	103	Digital, Flat, 5.1	Limited
Showing Up (A24)	R Comedy Drama	108	Digital, Flat, 5.1	Limited

UFC287: Pereira vs Adesanya 2 (Iconic Events)	Boxing	180	Digital, Flat, 5.1	Live Event
Joyland (Oscilloscope)	NR LGBTQ+ Drama	126	Digital, Flat, 5.1	Limited
One True Loves (The Avenue Entertainment)	PG-13 Romance	100	Digital, Flat, 5.1	Limited
Beautiful Disaster (Fathom Events)	Premiere	100	Digital, Flat, 5.1	4/12-13 Special Event

Release Changes

MPA Ratings Updates

The Screening Room



[Spinning Gold](#)
(Variance Films)
3/31/23
Limited



[Renfield](#)
(Universal)
4/14/23
Wide



[Mafia Mamma](#)
(Bleecker Street)
4/14/23
Wide



[Teenage Mutant Ninja Turtles: Mutant Mayhem](#)
(Paramount)
8/4/23
Wide

Ticket to Ride | Episode 16



March Madness starts early as this week Paul and Mike discuss this weekend's championship performance by CREED III. They are then joined by acclaimed film Producer Paul Brooks (MY BIG FAT GREEK WEDDING and PITCH PERFECT Franchises) to discuss his next film, CHAMPIONS, which opens this Friday.

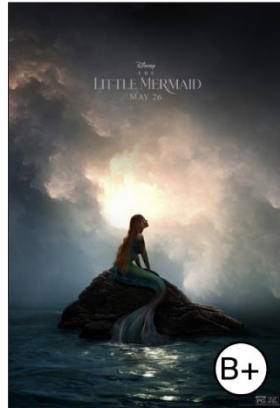
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Each week, The Quorum polls the general public to find out what people think of the latest movie posters. Each respondent is asked to grade each poster from A+ ("Makes me want to see the movie") to F ("Doesn't make me want to see the movie"). Here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



[Paint](#)
IFC Films
4/7/23



[The Little Mermaid](#)
Disney
5/26/23



[Teenage Mutant Ninja Turtles: Mutant Mayhem](#)
Paramount
8/4/23



[Haunted Mansion](#)
Disney
8/11/23