



Sunday, January 23, 2022 | No. 204

Film Flashback... DR. STRANGELOVE Opens 1/29/1964

Stanley Kubrick's Cold War satire DR. STRANGELOVE, which opened Jan. 29, 1964, would have arrived months earlier, but was delayed by President John F. Kennedy's assassination.

A test screening of DR. STRANGELOVE OR: HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB, the movie's full title, had been set for Nov. 22, 1963, the day JFK was killed in Dallas. It would have premiered soon afterwards, but Columbia Pictures rescheduled it for late January, hoping that by then moviegoers would be back in the mood for a dark comedy.

STRANGELOVE, now a critically acclaimed classic, was a sensitive film to market because its plot is driven by a deranged U.S. Air Force general planning a nuclear sneak attack on the Soviet Union...creating a crisis destined to end in a nuclear holocaust when the Soviets respond. With little time in which to stop the General or convince the Soviets the attack wasn't intentional, President Merkin Muffley, one of three roles played by Peter Sellers, convenes a Pentagon War Room meeting of politicians and military brass.

STRANGELOVE's plot seemed a bit farfetched 58 years ago, but it's unfortunately much more believable in today's climate of political mistrust. Sterling Hayden as Brigadier General Jack D. Ripper of Burpelson Air Force Base maintains the fluoridation of our water supply is a Soviet plot to poison Americans. Ripper sets up a nuclear strike without the knowledge of the President or Joint Chiefs of Staff Chairman General Buck Turgidson, played by George C. Scott. Ripper alone knows the code that can stop his B-52s.

Meanwhile, Sellers as RAF Group Captain Lionel Mandrake claims he can call off the bombers, but is being held on the base under Ripper's orders. In the War Room, Muffley and Turgidson are asking nuclear scientist Dr. Strangelove, Sellers' third role, how to keep this from mushrooming into a full scale nuclear war.



[Click to Play 1966 Interview with director Stanley Kubrick on the process of filmmaking](#)



Peter Sellers as Dr. Strangelove
"An astonishingly good idea..."

That War Room was to have been the setting for the film's final scene -- a massive pie fight, which was filmed, but ultimately scrapped. Kubrick, who went on to make the 1968 classic 2001: A SPACE ODYSSEY, said it just wasn't consistent with the film's satiric tone. Others counter that after Kennedy's assassination Columbia was nervous about the scene in which Muffley is hit in the face by a cream pie and the General declares, "Gentlemen! Our gallant young president has been struck down in his prime!" Kubrick, however, insisted he cut the scene while editing for the November 22nd test screening.

"Film directing, I think, is a misnomer for anybody that seriously wants to make films, because directing the film is only 1/3 of the process.... Writing the film, directing the film and then editing the film is the whole job... But, if you really want to do it right, you must do it yourself, piece by piece." – Stanley Kubrick

Weekend Box Office Results... 1/21 – 1/23

Courtesy of [Comscore](#)

Rank	Title	Week	Theatres	Wknd \$	% Change 1/14	1/7	Per Theatre Average \$	Total \$
1	Spider-Man: No Way Home (Sony)	6	3,705	14,125,000	-30	-38	3,812	721,010,988
2	Scream (Paramount)	2	3,666	12,400,000	-59	-	3,382	51,347,929
3	Sing 2 (Universal)	5	3,434	5,710,000	-28	-31	1,663	128,411,630
4	Redeeming Love (Universal)	1	1,903	3,710,000	-	-	1,950	3,710,000
5	The King's Man (20 th Century)	5	2,360	1,779,000	-20	-31	754	31,510,014
6	The 355 (Universal)	3	2,609	1,600,000	-30	-51	613	11,081,010
7	American Underdog (Lionsgate)	5	2,164	1,225,000	-22	-33	566	23,132,748
8	The King's Daughter (Gravitas)	1	2,170	750,000	-	-	346	750,000
9	West Side Story (20 th Century)	7	1,290	698,000	-25	-32	541	35,051,495
10	Licorice Pizza (UA Releasing)	9	772	683,357	-22	-10	885	10,786,005

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DICK WALSH'S Industry Update

Weekend Review for 1/23 – 1/23

In what turned out to be a real fight, SPIDER-MAN: NO WAY HOME took back the top spot on the box office charts from SCREAM, which had debuted last week at number one. Most experts were predicting that SCREAM would continue as number one for a second consecutive week, but it wound up grossing only \$12.4M, a scary drop of 59% from last weekend. On the other hand, Spidey continues to produce, earning another \$14.1M this weekend, a slide of only 30% from last weekend. Because SCREAM holds a very respectable 83% audience favorability rating on Rotten Tomatoes, it was thought positive word of mouth would hold it in first place for a second weekend. Both Paramount and exhibitors were disappointed with the slide, especially after its over-performing opening week gross of \$39M. It seems that SCREAM's results will do little to sustain exhibitors during the current lean times with slim pickings offered by the studios.

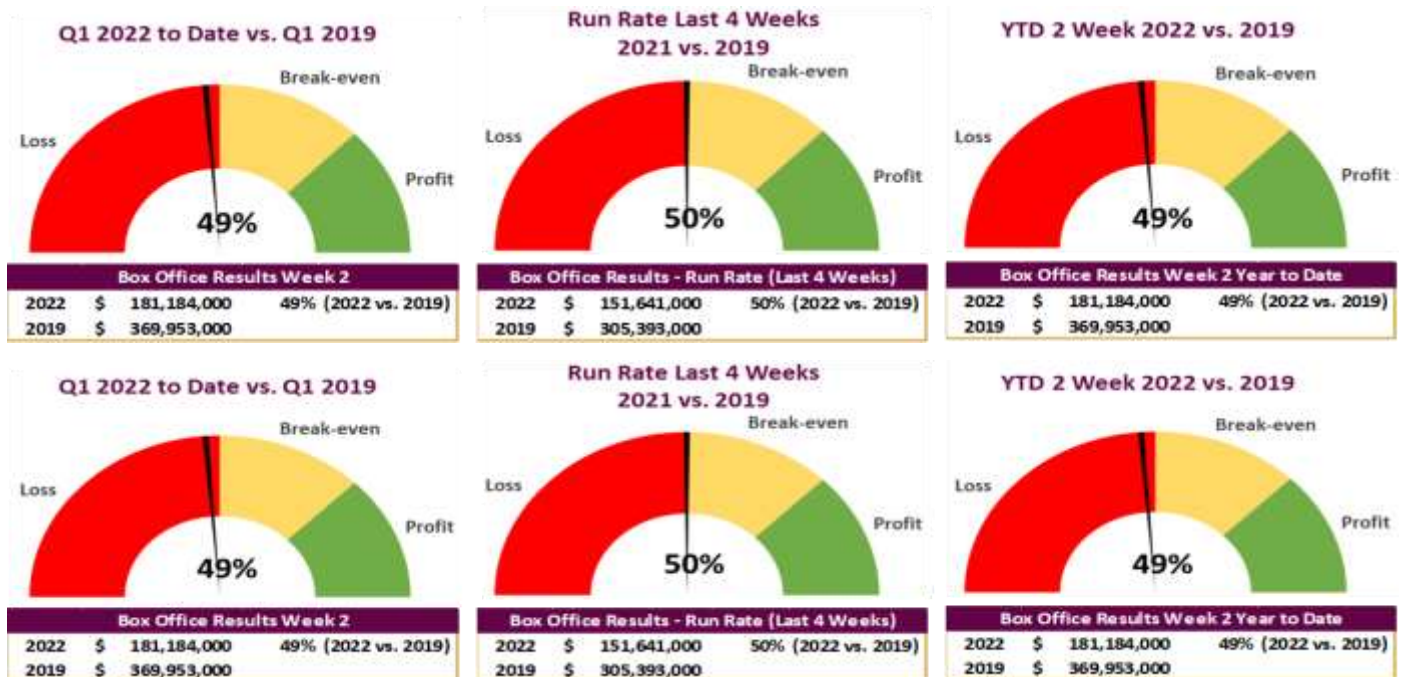


Case in point, this weekend's two wide opening pictures REDEEMING LOVE and THE KING'S DAUGHTER grossed only \$3.7M and \$750K respectively. While Universal's REDEEMING LOVE was able to finish in 4th place, THE KING'S DAUGHTER only rose to an 8th place finish, with a meager per screen average of \$346. Both pictures had favorable audience scores on Rotten Tomatoes, 94% for REDEEMING LOVE and a 79% for THE KING'S DAUGHTER and were theatrical exclusives. The real problem seems to have been a half-hearted marketing campaign to build audience awareness and interest.

The total weekend gross was \$46.9M, which adds up to only 36% of the same weekend results from 2019, which was the MLK holiday weekend three years ago. As soft as the box office is now, there are no new wide release films opening next weekend. After MORBIUS was moved out of its 1/28 opening to land on 4/1, it was hoped that another movie with commercial appeal would move up to fill the void. CYRANO announced a 1/28 opening, only to move again within days of that announcement. We'll have to hunker down until 2/4, when both JACKASS FOREVER and MOONFALL arrive. Both are tracking well and prognosticators are predicting opening weekend results in the mid-\$20M's for each.

Where Are We as of 1/22

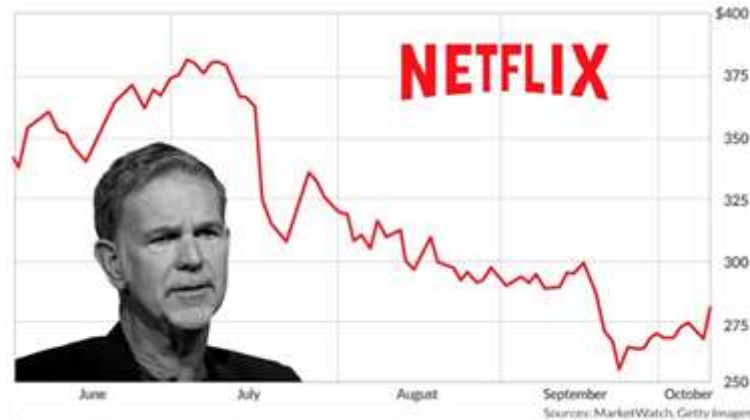
After last week's MLK performance of only 56% compared to the non-holiday week in 2019, the year-to-date 2022-2019 comparison stands at 49% for the current year. The four week run rate comparison has dropped down, down, down from a peak of 94% on 12/24, 83% on 12/31, 79% on 1/7 and 50% on 1/14. Alas, SPIDER-MAN'S heroic support of the box office over the holidays has now faded. We expect a continued decline over the next two weeks in the four week run rate comparison.



Notable Industry News and Commentary... 1/17 – 1/23

[Netflix Stock Drops Sharply After Downgrades on Weaker Subscriber Outlook](#) (Hollywood Reporter)

On Friday, Netflix stock plunged by more than 20% after the company admitted in a letter to investors that it faced significant challenges ahead to maintain the pace of its growth. While fourth quarter revenues actually exceeded analyst expectations, Netflix expects that it will face significant competitive challenges from rival streamers and traditional Hollywood studios as they expand online. The company is finding it increasingly difficult to sign up new subscribers, especially in the U.S. and markets where it is well-established.



The investor letter noted that, “added competition may be affecting our marginal growth some,” the first time that the company has acknowledged officially the negative impact of the “streaming wars” on its bottom line. Moreover, its costs continue to climb to create the constant flow of new original series and feature films that Netflix has committed to produce.

After an historic run for the past two years, Wall Street appears to be re-considering its outlook on streaming stocks. Disney shares have also dropped by more than 25% from their peak in 2021, based on the expectation of lower growth rates for Disney+ and increasing costs in production and marketing. It may be that the post-pandemic phase of the streaming market is dawning, in which hyper-investment and expansion are replaced by a focus on profitability.

See also: [Netflix plummets 24%, on pace for its worst day since July 2012](#) (CNBC)

[Sundance 2022 Preview: Covid Hovers Over Sales Market For Second Straight Virtual Year](#) (Deadline)

On Thursday, Sundance kicked off its 2022 festival with a lineup of new films generating the buzz that comes with a Sundance premiere. Even though this year’s festival will take place virtually, the acquisitions market is still expected to be red hot. Sundance 2021 was also held as an online event, but that did not hold studios back from stepping in to make high-dollar acquisitions such as Apple with its \$25M acquisition of Siân Heder’s CODA, and Netflix’s \$15.75M buy of Rebecca Hall’s PASSING.

Streamers are expected once again to be the most active buyers at this year’s festival, since most traditional distributors are still unsure about the commercial prospects in the current market for an art film released in theatres. Filmmakers are also offering distributors increased flexibility to choose the date to release their films, based on an assessment of the market.

The films with the most buzz include Lena Dunham’s SHARP STICKS, EMILY THE CRIMINAL starring Aubrey Plaza, CHA CHA REAL SMOOTH starring Dakota Johnson (who’s headlining multiple Sundance films this year), the documentary TIKTOK, BOOM which analyzes the rise of the social media platform Tik Tok, and the horror genre film THE WATCHER. Each of these titles would appear to appeal to a specific audience.



See also: [Sundance 2022: 15 Movies That Could Sell Big at a Festival Heavy with Genre Films and Docs](#) (IndieWire)

[All NY Cinemas Now Eligible To Serve Booze In Auditoriums, State Liquor Authority Rules](#) (Deadline)

The New York State Liquor Authority relaxed rules that had restricted exhibitors from serving alcohol at theatres. Up to now, theatres could obtain a license to serve alcohol for consumption in a

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lobby bar or during screenings under the condition that they also operated a full kitchen (*a la* Alamo Drafthouse). The new rules allow moviegoers to partake during screenings without the exhibitor having to offer full service dining.

Enhanced concessions offerings including beer and wine are an important factor in luring moviegoers back to theatres. New York had been one of the few remaining states to impose restrictions on alcohol sales. The Big Apple is also the second largest box office market in the U.S., and this rule change is being hailed as a potential boon to local exhibitors.



MARTIN GROVE'S *Hollywood Report*

Will THE BATMAN Rescue Us?

As January drags on with no event films to lure moviegoers from their pandemic bat caves, exhibitors are eagerly awaiting WB/DC's THE BATMAN.

February will have potential pandemic performers like Paramount/MTV's JACKASS FOREVER & Sony/PlayStation's UNCHARTED, but exhibitors know it's TB that can go through the roof. It's the first real event film since Sony/Marvel's SPIDER-MAN: NO WAY HOME and has the franchise awareness that can recharge the box office Hollywood ignored in January -- except for Paramount/Spyglass's powerhouse SCREAM.

Directed by Matt Reeves (WAR FOR THE PLANET OF THE APES), TB stars Robert Pattinson as Bruce Wayne/Batman & Zoë Kravitz as Selina Kyle/Catwoman (both pictured). It can deliver an injection of box office energy to bring theatres back to life. While it's great TB's not opening day & date 3/4 on HBO Max, it's needlessly bad news that it runs 175 minutes - the longest BATMAN ever!

Add 30 minutes or more for pre-shows + coming attractions and audiences will be there for at least 3 1/2 hours. Being overlong will cost exhibitors a showing daily. However well TB does, it would have done better at 2 hours 20 minutes.



MISSION: IMPOSSIBLE Does the Sequel Slide

"Your MISSION, should you choose to accept it, will be delayed again," is essentially what Paramount/Spyglass just told Tom Cruise about MISSION: IMPOSSIBLE 7 & 8.

It's not fears about the Omicron onslaught that are to blame for this latest pandemic push, but more the result of COVID having slowed production. The original game plan was to shoot Episodes 7 & 8 back-to-back, but that wasn't possible since after #7 finished filming in Sept. 2021, Cruise (pictured) had to start promoting TOP GUN: MAVERICK (also Paramount/Skydance).



M:I 7 was originally opening 7/23/21, but got pushed to 11/19/21 because of COVID delays while filming. Then it was COVID bumped to 5/27/22 and Cruise's TGM was slotted on 11/19. Next, a Delta variant bounce put M: I 7 on 9/30/22 and moved TGM from Thanksgiving to Memorial Day (5/27), where it remains. Now M:I 7's due 7/14/23, a much better time than late September to launch a brand name superstar driven action event sequel.

As for Episode 8, back in January 2019 it was going to be a 2022 release. Then in April 2021 Episode 7 was pushed to 2022, kicking #8 to 7/7/23 -- about a year earlier than its new 6/28/24 launch date.

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Studio Release Calendar – 1/21 – 2/24

(Click on titles for more information)

1/21/22 (Week 3)

Prior Year Results

2021 Week 3 - Box Office: 12,643,980; Openings: N/A

The King's Daughter (Gravitas Ventures)	PG Action Adventure Family	90	Scope (2.35 : 1)	Wide (2,170)
Redeeming Love (Universal)	PG-13 Drama History Romance	134	Scope (2.39 : 1)	Wide (1,903)
A Shot Through the Wall (Vertical Entertainment)	NR Drama	90	Scope (2.35 : 1)	Limited/VOD
UFC 270: Ngannou vs. Gane (Iconic Events)	NR Event	470	Flat (1.85 : 1)	1/22 Moderate
The Hunting (Vertical Entertainment)	NR Horror	91	Flat (1.85 :1)	Limited
Sing a Bit of Harmony (FUNimation)	NR Event	109	Flat (1.85 : 1)	1/23 Limited
The Tiger Rising (The Avenue)	PG Family	102	Flat (1.85 : 1) 1998 x 1080 (TV)	Limited 2/8 Streaming
The Olive Trees of Justice (Kino Lorber)	NR Drama	80	Flat (1.85 : 1)	Limited
Simple Passion (Magnolia)	NR Romantic Drama	96	Flat (1.85 : 1)	Limited
Shortbus (Oscilloscope)	NR Drama	102	Flat (1.85 :1)	1/18 NY
Munich: The Edge of War (Netflix)	PG-13 Drama	131	Flat (1.85 : 1)	Streaming

1/28/21 (Week 4)

Prior Year Results

2021 Week 4 - Box Office: 8,782,005; Openings: The Little Things (\$4.7M FSS, \$15.2M Total)

Sundown (Bleecker Street)	R Drama	83	Scope (2.35 : 1)	Limited
Compartment Number 6 (Sony Classics)	NR Drama	107	Flat (1.85 : 1)	1/26 NY/LA
The Beatles Get Back - The Rooftop Concert (Disney)	PG-13 Documentary	60	IMAX (1.43 : 1), 2D	1/30 Exclusive
In the Forest (Vertical Entertainment)	NR Thriller	83	Flat (1.85 :1)	Limited
Clean (IFC Films)	Crime Drama	94	Flat (1.85 : 1)	Limited
Brighton 4th (Kino Lorber)	NR Dramedy	95	Scope (2.35 : 1)	NY
Fabian Going to the Dogs (Kino Lorber)	NR Drama	176	Flat (1.85 : 1)	NY
Futura (Grasshopper Film)	NR Documentary	110	Flat (1.85 : 1)	Limited
Shortbus (Oscilloscope)	NR Drama	102	Flat (1.85 :1)	1/26 LA
A Taste of Hunger (Magnolia)	NR Drama	100	Flat (1.85 : 1)	Limited

2/4/22 (Week 5)

Prior Year Results

2021 Week 5 - Box Office: 11,577,367; Openings: N/A

Jackass Forever (Paramount) Celebrate the joy of a perfectly executed shot to the groin as Johnny Knoxville, Steve-O and the rest of the gang return for another round of hilarious, wildly absurd and often dangerous displays of stunts and comedy.	R Action Comedy Documentary	96	Flat (1.85 :1)	Wide (3,500) \$15M-\$20M FSS/ \$45M-\$55M Total
Moonfall (Lionsgate) The Moon is knocked from its orbit by an unknown force and put onto a collision course with Earth. Two astronauts and a conspiracy theorist work together to attempt to avert disaster and discover that the moon is not what it seems. SCREENING: Roland Emmerich has been a prolific director of many entertaining profitable escapist films. His latest follows the same formula of action, SFX and story. Moderate business.	PG-13 Action Sci-Fi	131A	Scope (2.35 : 1), IMAX	Wide (3,500) \$15M-\$20M FSS/ \$35M-\$45M Total
The Beatles Get Back - The Rooftop Concert (Disney)	PG-13 Documentary	60	IMAX (1.43 : 1), 2D	Exclusive
JEEN-YUHS: A Kanye Trilogy, Act 1 (Iconic Events)	NR Event	270	Flat (1.85 : 1)	Event Cinema
The Wolf and the Lion (Blue Fox Entertainment)	PG Family	99	Flat (1.85 : 1)	Limited
Last Survivors (Vertical Entertainment)	NR Thriller	99	Flat (1.85 : 1)	Limited
The Worst Person in the World (NEON)	R Romance	128	Flat (1.85 : 1)	Limited
Breaking Bread (Cohen Media Group)	NR Documentary	86	Flat (1.85 :1)	Limited

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The Long Night (Well Go USA)	R Horror	NA	Flat (1.85 : 1)	Limited
Shortbus (Oscilloscope)	NR Drama	102	Flat (1.85 : 1)	Expansion

2/11/22 (Week 6)

Prior Year Results

2021 Week 6 - Box Office: 7,728,867; Openings: N/A

Death on the Nile (20th Century) Kenneth Branagh returns as Hercule Poirot in Death on the Nile based on the Agatha Christie novel. The Belgian detective is on vacation in Egypt when a love triangle resulted in a murder.	PG-13 Crime Drama Mystery	127	Scope (2.39 : 1), IMAX, Atmos	Wide (3,000) \$12M-\$15M FSS/ \$35M-\$40M Total
Marry Me (Universal) Jennifer Lopez is a popstar and Maluma her fiance who are about to get married. When she finds out he was cheating with her assistant, she decides to marry a random math teacher.	PG-13 Comedy Music Romance	112	Scope (2.39 : 1)	Wide/Peacock \$10M-\$15M FSS/ \$30M-\$35M Total
Blacklight (Open Road/Briarcliff) Travis Block is a government operative coming to terms with his shadowy past. When he discovers a plot targeting U.S. citizens, Block finds himself in the crosshairs of the FBI director he once helped protect.	PG-13 Action	108	Scope (2.35 : 1)	Wide (2,000)
The Beatles Get Back - The Rooftop Concert (Disney)	PG-13 Documentary	60	IMAX (1.43 : 1), 2D	2/9-11 IMAX
Catch the Fair One (IFC Films)	Crime Thriller	85	Flat (1 : 85 : 1)	Limited
Magic Mike: Galentine's Day Event (Iconic Events)	Dance	110	Event Cinema	Moderate
Brighton 4th (Kino Lorber)	NR Dramedy	95	Scope (2.35 : 1)	LA
Fabian Going to the Dogs (Kino Lorber)	NR Drama	176	Flat (1.85 : 1)	LA
Cosmic Dawn (Good Deed Entertainment)	NR Sci-Fi Thriller	93	N/A	Limited

2/18/22 (Week 7)

Prior Year Results

2021 Week 7 - Box Office: 13,100,319; Openings: N/A

Uncharted (Sony) Nathan Drake and his partner Victor "Sully" Sullivan go in dangerous pursuit of "the greatest treasure never found" while also tracking clues that may lead to Drake's long-lost brother.	Action Adventure	TBA	Scope (2.35 : 1), IMAX	Wide
Dog (UA Releasing) Briggs who, alongside his companion Lulu, a Belgian Malinois travels down the Pacific Coast in time to catch their best friend's and handler's funeral.	PG-13 Comedy	90	Scope (2.35 : 1)	Wide
A Banquet (IFC Films)	NR Horror	97	Flat (1 : 85 : 1)	Limited
Strawberry Mansion (Music Box Films)	NR Fantasy	91	Flat (1 : 85 : 1)	Limited
Ted K (NEON)	R Drama	143	Flat (1 : 85 : 1)	Limited
Pursuit (Lionsgate Premiere)	R Action	95	Flat (1 : 85 : 1)	Limited

Studio Release Changes

Title	Locations	New	Former
M3GAN (Universal) Gemma, A brilliant roboticist at a toy company uses AI to develop, M3GAN, a life-like doll programmed to be a kid's greatest companion and a parent's greatest ally. After unexpectedly gaining custody of her orphaned niece, Gemma enlists the help of the M3GAN prototype – a decision with unimaginable consequences. Based on a story by James Wan. Horror.	Wide	1/13/23	NEW
The Hunting (Vertical Entertainment) When a mysterious animal attack leaves a mutilated body in the forest, a conservative small-town detective must enlist the help of an eager wildlife specialist to uncover the dark and disturbing truth that threatens the town. Thriller.	Limited	1/21/22	NEW
In the Forest (Vertical Entertainment) After a family camping trip turns horrific, a mother must fight to save her family from an angry landowner who's hiding a terrifying secret on his property. Thriller.	Limited	1/28/22	NEW
Last Survivors (Vertical Entertainment) Takes place in a post-apocalyptic world where Troy (Stephen Moyer) raised his now grown son, Jake (Drew Van Acker), in a perfect wooded utopia thousands of miles away from the decayed cities. A father and son, who have been living off grid for 20 years, encounter an outsider who threatens to destroy the utopia they've built. Thriller.	Limited	2/4/22	NEW

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Desperate Riders (Lionsgate Premiere) A loner and a female sharpshooter must save a boy's mother from a ruthless outlaw. Western Drama.	Limited	2/25/22	NEW
Expired (Lionsgate Premiere) A turbulent and intriguing love story between two parking officers in the city of Los Angeles. Romance Comedy Drama.	Limited	3/18/22	NEW
Pursuit (Lionsgate Premiere) Detective Breslin crosses paths with Calloway, a ruthless hacker who's trying to save his kidnapped wife from a drug cartel. When Calloway escapes from police custody, Breslin joins forces with a no-nonsense cop to reclaim his prisoner. Action Drama Thriller.	Limited	2/18/22	NEW
Shortbus (Oscilloscope) Sofia (Sook-Yin Lee) is a couples therapist who is unable to climax despite the ministrations of her loving husband. Gay couple James (Paul Dawson) and Jamie (PJ DeBoy) decide to open the doors of their relationship by inviting in a third partner. All three attend a mixer in which partygoers partake of a sexual banquet. Erotic Comedy Drama.	LA NY Expansion	1/18/22 1/25/22 2/4/22	NEW
Fear (Hidden Empire) A much needed getaway and a celebration weekend turns into a nightmare due to the contagious airborne threat. Horror.	Wide	5/13/22	3/11/22
Untitled Hidden Empire Horror Film	NA	Cancelled	5/13/22
Unwelcome (Well Go USA) Maya and Jamie escape their urban nightmare of London to the tranquility of rural Ireland only to discover malevolent, murderous goblins lurking in the gnarled, ancient wood at the foot of their new garden. Thriller.	NA	Cancelled	3/17/22
The Godfather: 50 Years (Paramount) 50 th anniversary re-release.	Limited	2/25/22	NEW
Blazing Samurai (Paramount) Hank, a dog dreams of becoming a samurai in a land where that privilege is reserved exclusively for cats. He gets his chance when a post opens up in the small town of Kakamucho, but little does Hank know that the local warlord (Gervais) who hired him is bent on destroying the town for his own gain. Comedy. Animation. voice cast includes Samuel Jackson, Ricky Gervais, Mel Brooks, George Takei, Djimon Hounsou, Michelle Yeoh.	Wide	7/22/22	NEW
Secret Headquarters (Paramount) Young Charlie Kincaid, who discovers a secret headquarters under his home that seems to belong to a superhero. He shares it with his friends, and they start to believe that his estranged father might have a secret double life. Action Adventure Sci-Fi.	Wide	8/5/22	8/12/22
Mission: Impossible 7 (Paramount) Seventh entry in the long-running Mission: Impossible series. Action Adventure Thriller.	Wide	7/14/23	9/30/22
Teenage Mutant Ninja Turtles (Paramount) Animation.	Wide	8/4/23	8/11/23
A Quiet Place Part III (Paramount) Drama Horror Sci-Fi.	Wide	9/22/23	3/31/23
Mission: Impossible 8 (Paramount) The 8th entry in the long running Mission Impossible franchise. Action Adventure Thriller.	Wide	6/28/24	7/7/23
Transformers: Rise of the Beasts (Paramount) Action Adventure Sci-Fi.	Wide	7/19/24	6/9/23
Under the Boardwalk (Paramount) Sea crab tourists clash with land crab townies on the Jersey shore. Animation Comedy Musical.	TBD	Cancelled	9/22/22
Bros (Universal) The first film to make history as the first romantic comedy from a major studio about two gay men, and the first studio film featuring an entirely LGBTQ+ principal cast, with queer actors taking on queer roles, as well as all heterosexual characters. Romance Comedy.	TBD	9/30/22	8/12/22
Eiffel (Blue Fox Entertainment) The government is asking Eiffel to design something spectacular for the 1889 Paris World Fair, but Eiffel simply wants to design the subway. Suddenly, everything changes when Eiffel crosses paths with a mysterious woman from Arun's past. Biography Drama History.	Moderate	4/15/22	NEW

MPA Ratings		
Title	Rating	Reason
Bear Witness (Disney) Documentary	G	
The Calm Beyond (Sony International)	R	Some violence and language
Captors (Grindstone Entertainment)	R	Some disturbing and violent content
La Abuela (Sony) Subtitled	R	Some bloody images, nudity, drug use, language and brief sexuality
Master (Amazon Studios)	R	Language and some drug use
The Phantom of the Opening (Sony Pictures Classics)	PG-13	Some strong language and smoking
Polar Bear (Disney)	PG	Some thematic elements
So Cold the River (Saban Films LLC/Well Go USA)	R	Some violence, bloody images, and language
Zero Contact (Lionsgate)	R	Some violent content and brief language

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SCREENING ROOM



[Click to play](#) our **POPCORN PREVIEW BOXOFFICE BUZZ** look at Sony/Marvel's animated **SPIDER-MAN: ACROSS THE SPIDER-VERSE/PART ONE** as Brooklyn's friendly neighborhood Spider-Man, Miles Morales, joins forces with Gwen Stacy, AKA Spider-Gwen, to take on their most powerful villain ever.



[Click to play](#) our **BOXOFFICE AUTOPSY** podcast focusing on **SCREAM**'s second weekend in theatres and how **REDEEMING LOVE & THE KING'S DAUGHTER** opened. On our **OSCAR OUTLOOK** feature, Screendollars host Martin Grove spotlights **MGM/BRON**'s awards contender **HOUSE OF GUCCI** and its prospects, including for best actress (**Lady Gaga**) & supporting actor (**Jared Leto**).

Awareness & Interest Levels

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

(As of 1/21/22)

Awareness/interest charts are reported from periodic polling of 500 - 1,000 randomly selected individuals.

Source: The Quorum/Screendollars

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Notable Trailers



[Ambulance](#)
(Universal)
4/8 - Wide
Official Trailer



[The Batman](#)
(Warner Bros.)
3/4/22 - Wide
Trailer #5