



SCREENDOLLARS NEWSLETTER

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Weekend Box Office Results... 5/20 – 5/22

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

Rank	Title	Week	Theatres	Wknd \$	Change	\$ Avg/ Theatre	Total \$
1	Doctor Strange in the Multiverse of Madness (Disney/Marvel)	3	4,534	31,600,000	-49%	6,970	342,080,485
2	Downton Abbey: A New Era (Focus)	1	3,820	16,020,000	-	4,194	16,020,000
3	The Bad Guys (Universal)	5	3,705	6,100,000	-13%	1,646	74,365,375
4	Sonic the Hedgehog 2 (Paramount)	7	2,943	3,940,000	-15%	1,339	181,001,886
5	Men (A24)	1	2,212	3,293,030	-	1,489	3,293,030
6	Everything Everywhere All at Once (A24)	9	1,576	3,135,928	-6%	1,990	52,263,484
7	Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.)	6	1,923	1,905,000	-25%	991	93,066,161
8	Firestarter (Universal)	2	3,413	1,900,000	-50%	557	6,959,900
9	The Lost City (Paramount)	9	1,396	1,500,000	-12%	1,074	99,267,023
10	The Northman (Focus)	5	1,263	1,020,000	-42%	808	33,041,330

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Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office

Weekend Review for 5/20 – 5/22

Despite another sizable drop of 49%, DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS was still able to hold on to first place at the box office for a third consecutive weekend by taking in \$31.6M. This performance comes one week after the most disappointing second week in Disney/Marvel history when it dropped 65.5% from its opening weekend. That exceeded the 64.6% drop of BLACK WIDOW in its week two last July. DOCTOR STRANGE's win this weekend was only possible due to a disappointing opening for DOWNTON ABBEY: A NEW ERA, which could only muster \$16M.

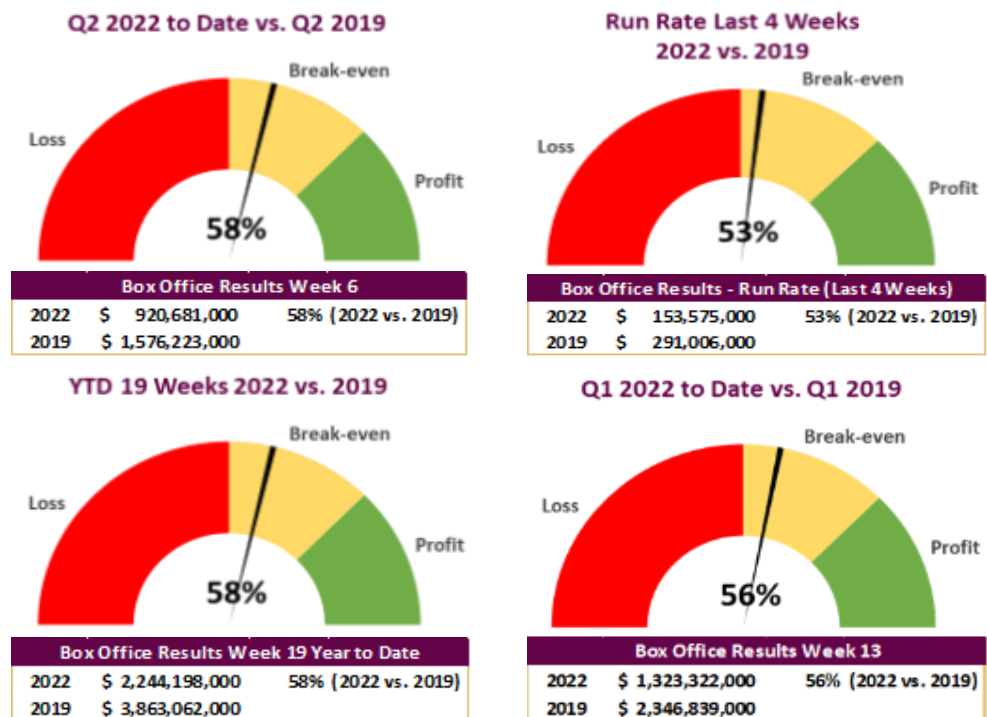
The original DOWNTON ABBEY movie produced a solid opening weekend gross of \$31M when it opened on 9/20/2019 in pre-pandemic days. The film based on the critically acclaimed PBS series went on to earn a very robust \$97M. Amidst this year's recovery in moviegoing, the 45+ segment is the demographic which has been slowest to return to theatres and this is the core audience for DOWNTON ABBEY's pre-WWII story of British aristocracy. The original had an 84% critics score on Rotten Tomatoes compared with A NEW ERA's 80% score. The comparative 52% performance of the sequel can only be due to the effect of 45+ moviegoers still holding back from a night out at theatre. Had it performed close to 2019 results, the period drama would have won the weekend.

The only other new wide release was A24's MEN, which opened to \$3.3M for a fifth place finish. The horror, suspense thriller was directed by filmmaker Alex Garland, who had a track record of directing box office hits with EX MACHINA and ANNIHILATION, as well as writing credits for 28 DAYS LATER. However, it appears that MEN failed to tap into same audience. On the other hand, the indie distributor A24 continues to rack up solid results for EVERYTHING EVERYWHERE ALL AT ONCE, which earned another \$3.1M this weekend, lifting its come to a very satisfying \$52.3M. We expect that EVERYTHING still has a few more weeks in the tank, and will wind up earning approximately \$55M for its total box office run when all is said and done.

With the rapid decline from DOCTOR STRANGE 2 and the less-than-stellar openings of DOWNTON ABBEY 2 and MEN, the total gross for all films for the weekend was \$75.2M, only 51% of the same weekend in 2019 which saw JOHN WICK CHAPTER 3 open to \$57M. It goes without saying that theatre owners are already looking at next week's opening of TOP GUN: MAVERICK for a comeback in the momentum that has faded over the last two weeks.

Where Are We as of 5/19

As of May 19th, the second quarter of 2022 has earned 58% of the same six weeks in 2019. The first 19 weeks of 2022 have produced 58% of the result from 2019, and the four-week run rate stands at 53%. Based on these results, the industry is still struggling to find solid footing in the current year's recovery. As schools let out and summer begins, the box office will need to return to levels closer to 2019 in order for exhibitors to claw their way back to profitability.



Roger Moore Dies 5/23/2017

Sir Roger Moore, who died May 23, 2017 at 90, is remembered for succeeding Sean Connery as James Bond -- which he did and didn't do.

As Bond buffs well know, it was George Lazenby who briefly followed Connery as Bond in 1969's *ON HER MAJESTY'S SECRET SERVICE*. Lazenby, who hadn't meshed well with Eon Productions partners Albert R. Broccoli & Harry Saltzman, thought Bond would fade with the rise of youth appeal hits like *THE GRADUATE* & *EASY RIDER*. Telling his agent he was uncertain about continuing led to his demise -- despite having previously been offered a deal to play Bond in seven episodes.

Connery was persuaded to return as Bond for the sixth time in 1971's *DIAMONDS ARE FOREVER* -- after which Moore actually did take over for Connery, starting with 1973's *LIVE AND LET DIE*. Moore couldn't have done so any sooner having been fully committed to British TV mogul Lew Grade's hit series *THE SAINT*. He played Simon Templar, an English Robin Hood type crime fighter created in the 1920s by British novelist Leslie Charteris, and also was a series producer & director. *THE SAINT*, which aired 118 episodes from 1962-69, made Moore the perfect solution to recasting Bond.

Moore has said he didn't want to think about playing Bond until it was settled that Connery had definitely decided to give it up. And when Moore came on board, he was no Connery carbon copy. Where Connery, a famously proud Scotsman, was a departure from the English



Roger Moore as James Bond...
Shaken, not Stirred

gentleman in the pages of Ian Fleming's Bond novels, Moore fit the role splendidly well. Moore's Bond was a custom tailored playboy type who always seemed to have a gadget on hand to save the day. The Moore/Bond became known for witty one-liners since, as Moore once explained, he played the role "mostly for laughs" and not as a "cold-blooded killer type."

To play Bond on screen, however, Moore had to lose weight and cut his hair, about which he made no secret of being unhappy. But in return, he starred in six more Bond films -- *THE MAN WITH THE GOLDEN GUN* (1974), *THE SPY WHO LOVED ME* (1977), *MOONRAKER* (1979), *FOR YOUR EYES ONLY* (1981), *OCTOPUSSY* (1983) & *A VIEW TO A KILL* (1985).

When Moore revealed Dec. 3, 1985 he was retiring as Bond, he'd had the role for over a dozen years. Moore's seven times as Bond is the record for Eon's franchise. However, technically Moore's tied with Connery because Connery played Bond one more time in 1983's non-Eon production *NEVER SAY NEVER AGAIN*, which became Connery's seventh time out as Bond.

"I spent my life playing heroes because I looked like one," -- Roger Moore



Roger Moore with Barbara Bach and Curd Jürgens in
The Spy Who Loved Me, 1977



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[After disrupting TV and upending Hollywood, Netflix could be looking more like a cable network and movie studio](#) (Fortune)

Still reeling from the fallout of a disastrous Q1 earnings report, Netflix is considering making fundamental changes to their business model. “Initiatives” that the streamer is said to be pursuing include a crackdown on widespread password sharing, introducing an ad-supported tier of service, and live-streaming popular reality shows to boost interest in these original series.

Another intriguing development is the possibility of Netflix distributing some of their feature films to cinemas, with a 45-day exclusive theatrical window. Netflix may test out this new strategy later this year with a theatrical release for KNIVES OUT 2 and an untitled project from Alejandro González Iñárritu. If these prove to be successful, next year Netflix may release as many as twelve films with a 45-day window. This is a shocking departure from Netflix’s previous approach to releasing its original films, and there is some skepticism that Netflix will actually adopt the distribution strategy of a traditional movie studio. However, the current turmoil in financial markets has forced all players in media and entertainment to re-consider their long-held positions.



[There’s a New Media Mogul Tearing Up Hollywood: ‘Zas Is Not Particularly Patient’](#) (Wall Street Journal)



Warner Bros. Discovery CEO David Zaslav

Now that the merger of Warner Bros. and Discovery has closed, David Zaslav has assumed his new role as the company’s President and CEO. The Wall Street Journal published a profile of “Zas”, emphasizing his management approach, and how different it is from how the media conglomerate was run under AT&T.

Zaslav uses a decidedly hands-on approach to running the company’s many television channels, streaming services and news/media outlets. He intends on increasing the number of new movies Warner Bros. releases theatrically from seventeen in 2022 to “20-25” in 2023. The expansion is based on an assessment of financial profitability, since his analysis indicates that theatrical releases provide more profit upfront as well as increased viewership on HBO Max. Exhibitors are thrilled with a strong vote of confidence coming from the CEO of one of Hollywood’s major studios...and streaming providers.

[‘Avatar 2’ Renews Push for 3D Format in Movie Theaters](#) (Hollywood Reporter)

Disney appears to have hit a marketing home run for AVATAR: THE WAY OF WATER by scheduling the opening trailer to play exclusively before Marvel’s DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS. The AVATAR 2 teaser trailer has generated buzz, especially for highlighting its use of 3D technology. AVATAR 2 will be the first time in years that many viewers will have seen a movie in 3D. James Cameron’s original sci-fi epic became a box office phenomenon, in part because of its innovative use of 3D. After an initial wave of interest, the format lost its luster as Hollywood rushed to [bolt 3D on to many special effects blockbusters](#) beginning with the much-maligned CLASH OF THE TITANS, released only four months after AVATAR. Many felt that 3D was a gimmick by studios and exhibitors to justify a higher price ticket.



At its post-AVATAR peak in 2010, 3D accounted for \$1.85B in domestic ticket sales, representing 18.2% of the total box office. Since then, market share has fallen so dramatically that even large-format specialists such as IMAX have dropped the format entirely.

However, Disney believes that audiences are ready to embrace 3D once again, based on advancements in the technology and the creative impact of director James Cameron. Exhibitors are enthusiastic, since it will offer a theatrical-only experience at a premium ticket price.

MARTIN GROVE'S Hollywood Report

March Date Means Another Long Oscar Season

We finally know that 2023's Oscars will take place 3/12, but that's not good news.

Once again, the Academy's picked a March date that guarantees another bloated & extended awards season. Oscar campaigning starts with May's Cannes Film Festival, where studios use costly premieres to put films into the early best picture conversation -- like TOP GUN: MAVERICK (pictured) & ELVIS. Because Academy members are notoriously reluctant to nominate mainstream movies for best picture, being in the global media spotlight is step one.

But frontrunners must survive nearly a year of combat. As all the Oscar bellwethers start ringing, there's an endless pre-Oscars parade of the same contenders. The sameness of it all works against the Oscars since by March viewers feel they've already seen it all.

The Academy's far flung membership -- over 25% are now based in 75 countries -- favors small international dramas. Many of them are only streaming, making it hard to get U.S. moviegoers to boost Oscar's sagging ratings. However worthy these films are, unless American audiences know them, they don't have a rooting interest in who wins.

The Academy would benefit from earlier dates for future festivities since shrinking the awards season could heighten interest in Oscar's sealed envelopes.



June Box Office Heading to Infinity & Beyond

With twin tentpoles on deck for June, exhibitors should soon be seeing ticket sales to infinity & beyond!

In Universal/Amblin's JURASSIC WORLD: DOMINION, opening 6/10, dinos & humans co-exist on earth. A week later, when Disney/Pixar's LIGHTYEAR lands astronaut Buzz will be ready to co-exist with dinos at the multiplexes.



Both films are tracking well, but LIGHTYEAR (pictured) should play younger than DOMINION. It's good news that -25M, the demo driving our box office recovery, are both movies' top demo and they're each about four times the norm. The dinos' next best demo at week's end was a tie between +25M (12 points over norm) & +25F (13 points over norm). DOMINION's weakest demo is -25F, but they're 12 points over norm.

LIGHTYEAR's next best demo is -25F at 5 points over norm. Older demos aren't nearly as excited about seeing this animated Buzz Lightyear origin story. +25F are 2 points over norm while +25M are only up by 1 point.

Unaided awareness tracking scores for -25M & -25F show the LIGHTYEAR brand's strength from its origins in Disney/Pixar's TOY STORY franchise. People know LIGHTYEAR without being prompted about it. Younger men were 3 times the norm while younger women were nearly as strong.

This week's episode of the BOXOFFICE AUTOPSY podcast looks at DOWNTON ABBEY: A NEW ERA's opening & weekend three of DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS. Screendollars host Martin Grove puts our OSCAR OUTLOOK spotlight on 2023's overlong awards season.



Studio Release Calendar (5/27 – 6/30)

5/27/22 (Week 21)

Prior Year Results

2021 Week 21 - Box Office: \$19,494,261; Openings: N/A

Top Gun: Maverick (Paramount)

UPDATE

Days away from opening, males and females (25-34) and (35-44) are showing rising interest. The (45-55) age group have the highest interest. Expect a surge of interest and last minute filmgoers creating a possible "breakout" and a fantastic weekend for the highly praised four quadrant blockbuster.

PG-13 | Action
Drama 45 Day SVOD

131

Scope (2.39 : 1), IMAX
6-Track, Atmos, Dolby
Surround, Auro 11.1,
DBox, 4DX, MX4D,
ScreenX

Wide (4,500+)
\$75M-\$100M (3) \$95-
\$120M (4)
\$250M-\$300M+ Total

The Bob's Burgers Movie (20th Century)

UPDATE

PG-13 | Animation
Adventure

102

Scope (2.39 : 1)
4K, TheatreEars

Wide (3,400+)
\$8M-\$10M (3)
\$11M-\$12M (4)
\$20M-\$25M Total

My Butt Hazza Fever (20th Century)

PG-13 | Short
Subject

6

Scope (2.39 : 1)

(With Bob's Burgers)

A Taste of Whale (Greenwich Entertainment)

Documentary

85

Flat (1.85 : 1)

Limited/VOD

A Chiara (NEON)

R | Narrative Drama

121

Flat (1.85 : 1)

Limited/VOD

There Are No Saints (Saban Films)

R | Crime Thriller

105

Flat (1.85 : 1)

Limited/VOD

Rite of the Shaman (Purdie Distribution)

NR | Drama

69

Flat (1.85 : 1)

Limited/VOD

Zero Contact (Lionsgate)

R | Suspense

97

Flat (1.85 : 1)

Limited/VOD

The Tsugua Diaries (Kim Stim)

NR | Drama

101

Flat (1.85 : 1)

Limited/VOD

TCM Big Screen Classics: Smokey and the Bandit 46th Anniversary

NR | Action Comedy

105

Flat (1.85 : 1)

5/29, 6/1-2 Event
Cinema

18 1/2 (Adventure Entertainment)

PG-13 | Drama

88

Flat (1.85 : 1)

Limited

Playlist (Strand Releasing)

NR/ | Comedy
(France)

84

Flat (1.85 : 1)

Limited

6/3/22 (Week 22)

Prior Year Results

2021 Week 22 - Box Office: \$97,999,419; Openings: A Quiet Place Part II (\$69.1M FSS; \$137.3M Total), Cruella (\$32.4M FSS; \$147.4M Total)

Watcher (IFC Midnight)

R | Horror

91

Digital, Flat (2.00), 5.1

Moderate (800)
\$500K-\$1M FSS
\$3M-\$5M Total

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Crimes of the Future (NEON)	R Horror	107	Digital, Flat, 5.1 Sound	Select Markets, Expansion 6/10
Eiffel (Blue Fox Entertainment)	R Biography Drama History	108	Digital, Flat, 5.1 Sound	Limited 6/8
The Score (Gravitas Ventures)	NR Crime Romance	100	Digital, Flat, 5.1 Sound	Exclusive
Poser (Oscilloscope)	NR Music Psychodrama	87	Digital, Flat, 5.1 Sound	NYC 6/17 LA
The Phantom of the Open (Sony Pictures Classics)	PG-13 Comedy Drama Sport	106	Digital, Flat, 5.1 Sound	NY/LA
Benediction (Roadside Attractions)	PG-13 Biography Drama War	137	Digital, Flat, 5.1 Sound	Limited
Miracle (Film Movement)	NR Thriller	118	Digital, Flat, 5.1 Sound	6/3 NY; 6/10 LA
Fortune Favors Lady Nikuko (GKIDS) AKA: <i>Gyokou no Nikuko-chan</i>	NR Kids Fiction	97	Digital, Flat, 5.1 Sound	Limited
Frank and Penelope (Fabrication Films)	R Crime Thriller	112	Digital, Flat, 5.1 Sound	Limited/VOD
The Overnight (Vertical Entertainment)	NR Thriller Horror	90	Digital, Flat, 5.1 Sound	Limited/VOD
Dashcam (Momentum Pictures)	R Horror	77	Digital, Flat, 5.1 Sound	Limited/VOD
Neptune Frost (Kino Lorber)	NR Musial (Rwanda)	105	Digital, Flat, 5.1 Sound	NYC (2) 6/10 LA
The Passenger (Dark Star Pictures/Bloody Disgusting) AKA: <i>La pasajera</i>	NR Horror	90	Digital, Flat, 5.1 Sound	6/28 Limited/VOD
The Time Capsule (Film Rise)	NR Sci Fi Romance	105	Digital, Flat, 5.1 Sound	Limited/VOD
Maika: The Girl from Another Galaxy (Well Go USA)	NR Adventure	105	Digital, Flat, 5.1 Sound	Limited/VOD
The Time Capsule (Film Rise)	NR Science Fiction	105	Digital, Flat, 5.1 Sound	Limited/VOD
The Adventures of Priscilla, Queen of the Desert (Iconic Events)	R Comedy	104	Digital, Scope, 5.1 Sound	Event Cinema
RRR (Sarigama Cinemas)	R Epic Action	181	Digital, Scope, 5.1 Sound	Event Cinema
After Blue (Altered Innocence) AKS: <i>Paradis Sale</i>	NR/ Erotic Sci-Fi	130	Digital, Flat, 5.1 Sound	Limited
White Elephant (RLJE)	NR/ Action	89	Digital, Flat, 5.1 Sound	Limited

6/10/22 (Week 23)

Prior Year Results

2021 Week 23 - Box Office: \$66,216,212; Openings: The Devil Made Me Do It (\$33.8M FSS; \$136.4M Total)

Jurassic World Dominion (Universal)	UPDATE	PG-13 Action Adventure Sci-Fi	146	Digital, 2.1 Flat, IMAX 6-Track 2D/3D, Auro 11.1, Dolby Atmos, Dolby 7.1 Surround, Dolby Digital, D-Cinema (also 3D version), 4K	Wide (4,500+) \$150M-\$175M FSS \$450M-\$525M Total
Crimes of the Future (NEON)		R Horror	107	Digital, Flat, 5.1 Sound	Moderate (500)
Block Party (Iconic Events)		R Comedy	100	Digital, Flat, 5.1 Sound	Wide Event Cinema
WYRM (Vertical Entertainment)		NR Comedy Drama	97	Digital, Flat, 5.1 Sound	Limited
The Walk (Vertical Entertainment)		NR Drama	105	Digital, Flat, 5.1 Sound	Limited
Lost Illusions (Music Box Films)		NR Drama (France)	149	Digital, Flat, 5.1 Sound	Limited/VOD
One Ocean Film Tour: Volume 4 (Adventure Entertainment)		NR Documentary	120	Digital, Flat, 5.1 Sound	Limited 6/8
Tahara (Film Movement)		NR Drama	77	Digital, Flat, 5.1 Sound	Limited
Mad God (Shudder)		NR Horror Animation	84	Digital, Flat, 5.1 Sound	Limited

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6/17/22 (Week 24)

Prior Year Results

2021 Week 24 - Box Office: \$57,428,681; Openings: In the Heights (\$15.5M FSS; \$30M Total), Peter Rabbit 2: The Runaway (\$14.2M FSS; \$40.5M Total), Hitman's Wife's Bodyguard (\$5.3M FSS; \$38M Total)

Lightyear (Disney) UPDATE	PG Animation	105	Scope (2.39 : 1) IMAX (1.43, 1.90 in sections) 3D, Atmos, Dolby Vision, 4K, Motion, Theatre Ears, 5.1/7.1 Sound	Wide (4,500+) \$100M-\$125M FSS \$350M-\$425M Total
Brian and Charles (Focus Features)	Comedy	90	Digital, Flat, 5.1 Sound	Limited
Good Luck to You, Leo Grande (Searchlight)	R Comedy	97	Digital, Flat, 5.1 Sound	Limited
Abandoned (Vertical Entertainment)	NR Horror	N/A	Digital, 5.1 Sound	Limited
First Love (Vertical Entertainment)	NR Drama	96	Digital, Flat, 5.1 Sound	Limited
The Lost Girls (Vertical Entertainment)	NR Drama Fantasy	107	Digital, Scope, 5.1 Sound	Limited
Official Competition (IFC Films)	R Comedy Drama	114	Digital, Scope, 5.1 Sound	Limited
My Donkey, My Lover & I (Greenwich Entertainment)	NR Adventure	97	Digital, Flat, 5.1 Sound	Limited
Stay Prayed UP (Greenwich Entertainment)	NR Documentary	72	Digital, Flat, 5.1 Sound	Limited
The Forgiven (Roadside Attractions)	NR Drama Mystery	117	Digital, Flat, 5.1 Sound	Limited

6/24/22 (Week 25)

Prior Year Results

2021 Week 25 - Box Office: \$45,954,277; Openings: N/A

Elvis (Warner Bros.) UPDATE Rocketman opened 5/31/19 in 3,610 locations. Opening weekend \$25.7M with a domestic total of \$96.5M. The main audience (pre-pandemic) was the 35-44 demo. Elvis is a stunning, beautifully produced film in line with Australian director Baz Luhrmann's past films. At this point, we can expect Elvis to perform at mid-level with the potential for more.	PG-13 Biography	159	Digital, Scope, 5.1 Sound	Wide (3,500+) \$20M-\$25M FSS \$50M-\$75M Total
The Black Phone (Universal) UPDATE The CinemaCon screening was met with positive reactions. All in all, a mid-level Blumhouse performer playable everywhere.	R Horror	102	Digital, Flat, 5.1 Sound	Wide (3,500+) \$15M-\$20M FSS \$50M-\$60M Total
Marcel the Shell with His Shoes On (A24)				
Olga (Kino Lorber)	NR Drama Sport	85	Digital, Flat, 5.1 Sound	Limited
The Human Trial (Abramorama)	NR Documentary	91	Digital, Flat, 5.1 Sound	Select/VOD
Beba (NEON)	R Documentary	79	Digital, Flat, 5.1 Sound	NY/LA
Harmony (Gravitas Ventures)	NR Thriller	90	Digital, Flat, 5.1 Sound	Select (3)
We (MUBI)	NR Documentary	115	Digital, Flat, 5.1 Sound	6/22 Limited
Bitterbrush (Magnolia)	NR Documentary	91	Digital, Flat, 5.1 Sound	Limited/VOD
Flux Gourmet (IFC Midnight)	NR Comedy	111	Digital, Flat, 5.1 Sound	Limited/VOD
Apples (Cohen Media Group)	NR Comedy	90	Digital, Flat, 5.1 Sound	Limited
Press Play (The Avenue Entertainment)	NR Romance	85	Digital, Flat, 5.1 Sound	Limited/VOD

Studio Release Changes

Title	Locations	New	Former
The Last Voyage of Demeter (Universal) Based on a single chilling chapter from Bram Stoker's classic novel Dracula, this is the terrifying story of the merchant ship Demeter, which was chartered to carry private cargo—fifty unmarked wooden crates—from Carpathia to London. Strange events befall the doomed crew as they attempt to survive the ocean voyage, stalked each night by a merciless presence onboard the ship. When the Demeter finally arrives off the shores of England, it is a charred, derelict wreck. There is no trace of the crew. Horror.	Wide	8/11/23	1/27/23
RRR (Sarigama Cinemas) Back on the big screen where it belongs for a one night only encore, RRR is an exhilarating, action-packed spectacular mythologizing two real-life freedom fighters who helped lead India's fight for independence from the British Raj, Komaram Bheem (N.T Rama Rao Jr., aka Jr NTR) and Alluri Sitarama Raju (Ram Charan). Set in the 1920s before their fight for India's independence began, RRR imagines a fictional meeting between the two, set into motion when a young Gond girl is stolen from her village by British soldiers.	100	6/1/22 One night only Event Cinema	Reissue
The Road to Galena (Vertical Entertainment) The story follows one man's pursuit of personal fulfillment over traditional success. Drama.	Limited	7/8/22	NEW
Spin Me Around (IFC Films) Flown to an Italian immersion program on her company's dime, what starts as a romantic getaway devolves into chaos. Comedy.	Limited	8/19/22	NEW
Pretty Problems (IFC Films) A couple on the rocks is pulled along by absurdly wealthy strangers for a wine country getaway that turns into the most unhinged weekend of their lives. Comedy.	Limited	8/26/22	NEW
Maika: The Girl from Another Galaxy (Well Go USA) Things could be better for 8-year-old Hung, who is grieving the loss of his mother, who died a year ago. His relationship with his father is strained, his best friend is moving away, and to top it all off, a greedy landlord is bullying his father to force them out of their apartment. He finds solace by watching the night sky from the roof of his apartment building. One night, he witnesses a meteor shower and an errant falling star that lands in the nearby countryside. He investigates, but instead of finding a fallen star, he meets a new friend, and he decides to do everything he can to help her. Adventure.	Limited	6/3/22	NEW
All the People I'll Never Be (Sony Pictures Classics) French-Cambodian filmmaker Chou's France-Germany-Belgium co-production follows Freddie, a headstrong 25-year-old who was adopted and raised in France, as she returns to South Korea to reconnect with the place of her birth and search for her biological parents. Drama. Cannes acquisition.	NY/LA	TBA	NEW
Breaking (Bleecker Street) (Title Change: Was 892) After his disability check is withheld by Veterans Affairs, veteran Brian Brown-Easley finds himself on the brink of homelessness. With no other options, he walks into a Wells Fargo bank and claims to have a bomb. Drama Thriller.	Limited	8/26/22	Title Change
Thirteen Lives (UA Releasing) A rescue mission is assembled in Thailand where a group of young boys and their soccer coach are trapped in a system of flooding underground caves.	Limited	August TBD	11/18/22
After Blue (Altered Innocence) AKA: Paradise Sale A hairdresser and her teenage daughter hunt a notorious killer in this erotic sci-fi acid western from cult iconoclast Bertrand Mandico.	Limited/VOD	6/3/22	NEW
The Time Capsule (Film rise) In the near future, a politician fresh off an electoral loss escapes to his family's summer lake house. His vacation is disrupted by the appearance of his first love, who has just returned from a 20-year space voyage. Drama.	Limited/VOD	6/3/22	NEW
Fire Of Love (NEON) Intrepid scientists and lovers died in a volcanic explosion doing the very thing that brought them together: unraveling the mysteries of volcanoes by capturing the most explosive imagery ever recorded. Documentary Adventure.	NY/LA	7/6/22	NEW
Brainwashed: Sex-Camera-Power (Kino Lorber) A mesmerizing journey into how shot design intersects with the twin epidemics of sexual abuse/ assault and employment discrimination against women. Documentary. Sundance acquisition.	Limited	3rd Quarter TBA	NEW

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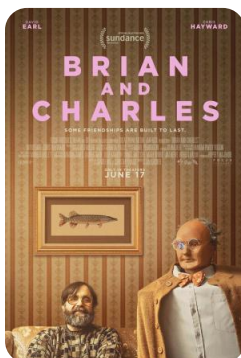
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Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office

MPA Ratings

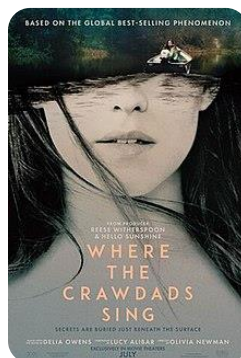
Title	Rating	Reason
5000 Blankets (AFFIRM Originals)	PG-13	Thematic material involving mental illness
Fire of Love (NEON)	PG	Thematic material including some unsettling images, and brief smoking
Float (Elevation Pictures/Lionsgate)	PG-13	Some strong language, suggestive material and brief drug use
Goodbye, Don Glees! (GKIDS)	PG	Thematic elements, some peril and suggestive material
Goodnight Mommy (Amazon Studios)	R	Some language
The Gray Man (Netflix)	PG-13	Intense sequences of strong violence, and strong language
The Menu (searchlight)	R	Strong/disturbing violent content, language throughout and some sexual references
Luck (Apple)	G	
Rye Lane (Searchlight)	R	Language, some sexual content and nudity

Screening Room

Our Popcorn Previews Boxoffice Buzz look at Focus Features & Carnival Film's DOWNTON ABBEY: A NEW ERA as a movie producer arrives to film at Downton and the Crawley Family learns the Dowager Countess (Maggie Smith) has just inherited a villa in the south of France.



Brian and Charles
(Focus Features)
6/17/22 - Limited
Official Trailer



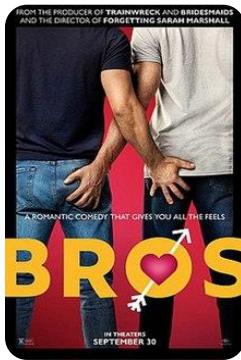
Where the Crawdads Sing
(Sony)
7/15/22 - Wide
Trailer #2



The Forgiven
(Roadside Attractions)
7/1/22 - Limited
Official Trailer

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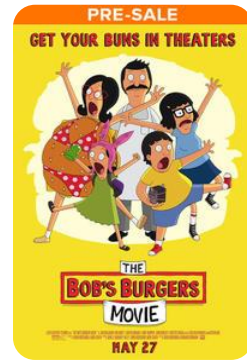
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Bros
(Universal)
9/30/22 - Wide
Official Trailer



Three Thousand Years of Longing
(UA Releasing/MGM)
8/30/22 - Limited
Official Trailer



The Bob's Burgers Movie
(20th Century)
5/27/22 - Wide
Official Trailer

Industry Observations and Title Insights



- Over 2.4 moviegoers will see DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS this weekend bringing the total patron count to approximately 25.5M.
- DOWNTON ABBEY: A NEW ERA will bring in over 1.4M patrons.
- On Saturday –
 - The Average Ticket Price made available (throughout the entire day) by exhibition was \$11.41
 - 55% of the audience took advantage of discounted matinee/early ticket pricing and saw the film at a lower price than the national average
 - Attendance and pricing was broken down as follows:
 - Pre 1PM – 20.66% of the audience... \$9.76 Average Available Ticket Price
 - 1PM to 4PM – 34.3%... \$10.27
 - 4PM to 8PM – 38.62%.... \$12.42
 - Post 8PM – only 6.24%... \$12.64
- And... as we look to TOP GUN: MAVERICK, a quick look at the original

TOP GUN May 16, 1986	Box Office	Today's Dollar	Total Patrons
Opening Weekend	\$8,193,052	\$21,612,090	2.0M
Initial Run	\$174,382,171	\$459,995,028	42.1M

EntTelligence is 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.

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Rank	Awareness	Interest
1	Jurassic World: Dominion (Universal)	Jurassic World: Dominion (Universal)
2	Top Gun: Maverick (Paramount)	Guardians of the Galaxy, Volume 3 (Disney)
3	Avatar: The Way of Water (20th Century)	Black Panther: Wakanda Forever (Disney)
4	Lightyear (Disney)	Avatar: The Way of Water (20th Century)
5	John Wick Chapter 4 (Lionsgate)	John Wick Chapter 4 (Lionsgate)
6	Thor: Love and Thunder (Disney)	Thor: Love and Thunder (Disney)
7	Black Panther: Wakanda Forever (Disney)	Top Gun: Maverick (Paramount)
8	Guardians of the Galaxy, Volume 3 (Disney)	Aquaman and the Lost Kingdom (Warner Bros.)
9	Aquaman and the Lost Kingdom (Warner Bros.)	Fast X (Universal)
10	Hocus Pocus 2 (Disney+)	Lightyear (Disney)
11	Minions: The Rise of Gru (Universal)	Hocus Pocus 2 (Disney+)
12	Halloween Ends (Universal)	Minions: The Rise of Gru (Universal)
13	Bob's Burgers (20th Century)	Ant Man and the Wasp: Quantumania (Disney)
14	DC League of Super Pets (Warner Bros.)	Halloween Ends (Universal)
15	Puss In Boots: The Last Wish (Universal)	Black Adam (Warner Bros.)

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.