



Sunday, March 27, 2022 | No. 213

Film Flashback... ROMANCING THE STONE Opens 3/30/1984

If the storyline about a lady romance novelist's life threatening jungle adventures sounds familiar, you're probably thinking of THE LOST CITY, which just opened – but you might also be recalling ROMANCING THE STONE, which arrived March 30, 1984.

In Paramount's LOST, Sandra Bullock writes books and Channing Tatum is her cover model. They wind up in a treasure hunt story involving kidnapping Sandra. In 20th Century Fox's STONE, Kathleen Turner's a novelist visiting Colombia to save her kidnapped sister by returning a treasure map from her brother-in-law, who's just been murdered. When things go quickly from bad to worse, she's saved by soldier-of-fortune Michael Douglas with whom she muddles through the rest of the movie.

When STONE opened, critics threw stones, calling it a rip-off of George Lucas & Steven Spielberg's 1981 blockbuster RAIDERS OF THE LOST ARK with Harrison Ford as Indiana Jones. Actually, STONE's screenplay was written in 1979. But RAIDERS also originated years earlier with a 1973 screenplay by Lucas called THE ADVENTURES OF INDIANA SMITH. Nothing happened until May 1977 when Lucas and his pal Spielberg were on a beach in Hawaii building a sand castle. Spielberg confided he wanted to direct a James Bond film. Lucas replied that he had an even better character and outlined his story. Spielberg loved it, saying it was a Bond film without all the hardware. What Spielberg didn't like was using "Smith" as Indiana's last name – so Lucas proposed changing it to "Jones." Spielberg agreed and the rest is Hollywood history.

STONE director Robert Zemeckis had only made two small features previously. He was best known for co-writing Spielberg's 1979 action comedy 1941. When Fox previewed Zemeckis's first cut of STONE, it was so poorly received the studio dropped him from his next project, the sci-fi comedy drama COCOON. Fox brought in Ron Howard to direct COCOON, which did \$76.1M, a good domestic gross in 1985. Meanwhile, Zemeckis managed to save STONE with reshoots and extensive editing. It grossed \$76.6M and spawned a 1985 sequel, THE JEWEL OF THE NILE, which also did \$76M.



"Slide Scene" - [Click to Play](#)

Because Zemeckis was no longer directing COCOON, STONE's success meant he could tackle his own pet project – Universal's 1985 time travel adventure BACK TO THE FUTURE, which grossed \$212.8M. That immediately made Zemeckis an A-List director – with future hits like WHO FRAMED ROGER RABBIT, BACK TO THE FUTURE II & III and FORREST GUMP.

"You have to hope that you can get your investment back, which is what we [filmmakers] all try to do. What we really want to do is make one dollar profit back, so that nobody gets hurt and the movie exists."

– Robert Zemeckis



Michael Douglas and Kathleen Turner starred in the Robert Zemeckis-directed rom-com ROMANCING THE STONE

Weekend Box Office Results... 3/25 – 3/27

Courtesy of [Comscore](#)

Rank	Title	Week	Theatres	Wknd \$	% Change 3/18 3/11	Per Theatre Average \$	Total \$
1	The Lost City (Paramount)	1	4,253	31,000,000	- -	7,289	31,000,000
2	The Batman (Warner Bros.)	4	3,967	20,500,000	-44 -45	5,168	331,951,314
3	RRR (SRGM)	1	1,200	9,500,000	- -	7,917	9,500,000
4	Uncharted (Sony)	6	3,416	5,000,000	-36 -15	1,464	133,550,542
5	Jujutsu Kaisen O (Crunchyroll)	2	2,430	4,575,435	-75 -	1,883	27,723,448
6	X (A24)	2	2,920	2,229,531	-48 -	764	8,298,028
7	Dog (UA Releasing)	6	2,839	2,108,012	-47 -23	743	57,874,950
8	Spider-Man: No Way Home (Sony)	15	2,003	2,000,000	-36 -22	999	800,588,139
9	Sing 2 (Universal)	14	2,626	1,280,000	-12 -10	487	160,256,880
10	Infinite Storm (Bleecker Street)	1	1,525	751,296	- -	493	751,296

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DICK WALSH'S Industry Update

Weekend Review for 3/25 - 3/27

Sandra Bullock made a successful return to movie theatres this weekend with **THE LOST CITY**, which easily topped the box office charts by taking in \$31M. Bullock has long been considered to be one of Hollywood's most bankable actresses. But after choosing Netflix as the platform for her last two features, **THE BIRD BOX** (2018) and **THE UNFORGIVABLE** (2021), exhibitors were feeling left out in the cold.



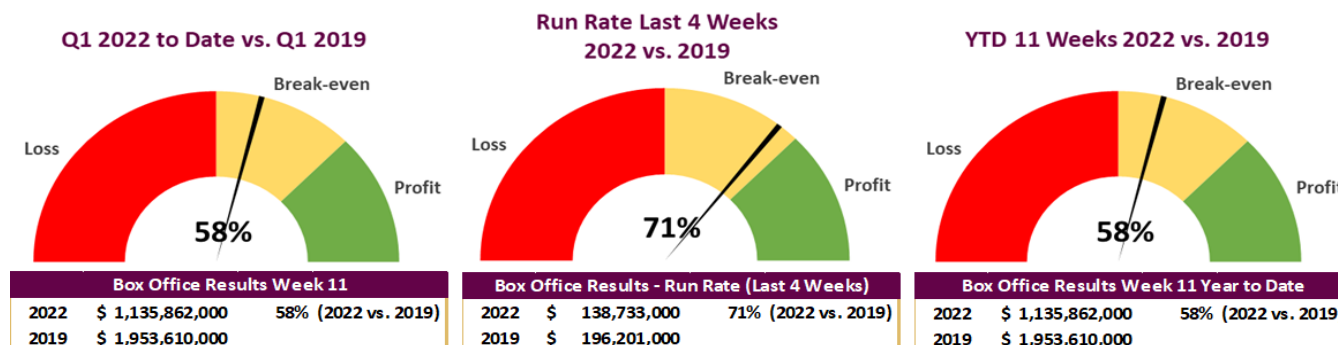
This year's **THE LOST CITY** from Paramount is being compared to the 1984 **ROMANCING THE STONE** from 20th Century Fox. Critics have bestowed a 76% Fresh rating on Rotten Tomatoes, while audiences have ranked it even higher at 86%. The project has all the signs of being a hit, with a sequel treatment almost certain. Bullock will be paired with Brad Pitt in her next release, Sony's highly-anticipated **BULLET TRAIN** which is set to debut in theatres on July 29th. If you listen closely, you can hear theatre owners clinking champagne glasses together at the prospect of a summer hit.

THE BATMAN finished in second place with \$20.5M in its fourth weekend, a drop of only 44% from its results last weekend. For the third consecutive week, a specialty title delivered impressive box office results, with the Indian historical drama **RRR** grossing \$9.5M in its opening weekend, with an impressive per screen average of \$7,917 across 1,200 locations. **RRR**'s worldwide opening day collection was \$31.5M, a record amount for any Indian-produced feature. The film is a three-hour epic that tells a fictional story of two revolutionaries in the 1920's who return home to India to fight the colonial rule of the British Raj.

SPIDER-MAN: NO WAY HOME finished eighth with \$2M in its 15th weekend, taking its theatrical cume to \$800M, the third highest of all time. **INFINITE STORM** was the other new film to open in more than 1,000 locations, but returned a very finite result with \$750K in 1,525 theatres and a tenth place finish. The weekend gross for all pictures was an estimated \$88M, which represents 59% of all films in the same weekend from 2019.

Where Are We as of 3/24

Last week produced 60% of the box office generated by the same week in 2019. This brought the First Quarter of 2022 after eleven weeks to 58% of 2019 and the trailing four week run rate to 71% of 2019. The year-to-date comparison now sits at 58%, and will almost certainly wind up at more than 50% after the quarter ends, two weeks from now.



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Notable Industry News and Commentary... 3/21 – 3/27

[Oscars: Cineworld Chief Mooky Greidinger On “Disconnected” Academy: “The King Is Naked!” – Guest Column](#) (Deadline)

This week, Cineworld’s CEO Mooky Greidinger published a guest opinion article for Deadline in which he blasted the Academy of Motion Picture Arts and Sciences for their lack of judgement in choosing films to nominate for Best Picture. Greidinger points out the obvious, that “many of the largest and most influential films of today remain unrecognized.”

According to a [recent survey conducted by Morning Consult](#), a majority of Americans were aware of only two of the 10 films nominated for Best Picture – DUNE and WEST SIDE STORY. What’s more, several of the highest profile, most successful movies of the year were not even nominated, including Sony/Marvel’s blockbuster SPIDER-MAN: NO WAY HOME and the 25th film in the James Bond franchise NO TIME TO DIE. These were the movies that quite literally saved the industry, and drove interest in Hollywood. Meanwhile, the Academy is suffering from a long-term, dramatic decline in ratings.



While Greidinger, as the CEO of the country’s second largest exhibitor, has an interest in promoting high-profile box office performers, he’s also pointing out the obvious. The Oscars are losing their relevancy to the general public and receding to become a niche event for hard-core cinephiles.

[‘Scream’ or ‘Scream’? Hollywood Loves Sequels So Much Not Even the Names Change](#) (Wall Street Journal)

It is no secret that Hollywood has been relying on sequels, reboots and “requels” to drive interest and power the box office. Even the occasional new story is evaluated closely for its franchise potential, with hundreds of millions of dollars at stake.

But when the original spawns a new installment, studios are faced with the challenge of coming up with a title that balances originality with name recognition. In the end, the options are somewhat limited. In January, Paramount released “Scream” (a.k.a. “Scream 5”) 25 years after the original “Scream” launched the franchise. Fans didn’t seem to mind the derivative nature of this year’s edition, which has earned \$140M at the box office worldwide, one of the highest grossing movies of 2022.



The original SCREAM (1996)



The latest SCREAM (2022)

[‘RRR’ Has Blowout U.S. Opening For Indian Film, Eyes \\$12M-\\$15M Weekend](#) (Deadline)

Throughout March, Exhibitors have enjoyed success with a series of alternative titles that have brought new audiences to their theatres. This week’s hero is the [Indian epic RRR](#), which brought in \$9.5M from 1,200 North American theatres. RRR one of the most expensive Indian films in history, with a production budget of \$72M.

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Jr NTR and Ram Charan star in S.S. Rajamouli's RRR

Earlier this month, Trafalgar Releasing enjoyed record-breaking success with its March 12th special event [BTS: PERMISSION TO DANCE ON STAGE](#), a concert film featuring the Korean K-Pop band BTS. The one-night only screenings earned \$6.8M at 803 North American theatres, a per-theatre average of \$8,528. The following week, Crunchyroll struck gold with its anime release [JUJUTSE KAISEN O: THE MOVIE](#), which grossed \$14.8M on its opening weekend at 2,286 North American theatres, an average of \$6,482 per location.

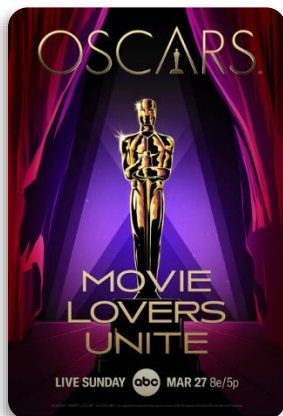
Exhibitors are delighted find success with features that attract new audiences, filling the gaps between Hollywood's superhero blockbusters and franchise sequels.

MARTIN GROVE'S *Hollywood Report*

Oscars Suspense for Protests Not Winners

You know it's not a great night for Oscar when the suspense is about protests rather than winners.

With a field of 10 best picture nominees that were mostly invisible in theatres, viewers aren't likely to be on the edge of their chairs as the sealed envelope is opened. Hollywood will really be watching for protests about those 8 devalued categories. The buzz is that some winners may hold their statuettes upside down and explain why and some attendees may wear their guild badges inverted.



Whatever happens, the fact that it's making news isn't good. The Oscars are meant to celebrate great filmmaking, but this year the whole process dragged on from pandemic pressures. The best picture contenders resonated with the Academy's new far flung membership, but mostly not with audiences.

What will matter – and what accounts for the Academy shooting itself in the foot with those changes – will be the ratings. If the show runs over 3 hours or doesn't show growth vs. 2021's mid-pandemic audience of 10.4M viewers, ABC could decide Oscar telecasts no longer make financial sense. It's no secret Madison Avenue won't keep paying premium prices without better ratings.

April Parade of Spring Fling Films

Moviegoers will have a string of spring fling films to bring them back to cinemas in April.

On the high heels of Paramount/Fortis' overperforming female appeal THE LOST CITY, exhibitors will find audiences ready for a non-stop movie parade targeted to all demos.

- 4/1 - Sony/Marvel's MORBIUS is a foolproof April Fools hit with an average first choice tracking score 4 points over norm – -25M are 6 points over norm. Its PG-13 rating will let under-17s buy tickets & there's no day & date streaming. Exhibs are thinking \$40M+.
- 4/8 - Paramount/Original Film's PG animated/live action comedy adventure SONIC THE HEDGEHOG 2, starring Jim Carrey, is a great first choice with women – it's 6 points over norm with -25F & +25F are 4 points over norm. Moms-with-kids will be there. Exhibs expect \$40M+.
- 4/15 - WB/Heyday Films' PG-13 fantasy adventure FANTASTIC BEASTS: THE SECRETS OF DUMBLEDORE (pictured), starring Eddie Redmayne & Jude Law, will keep cinemas humming mid-month. Average definite interest for +25F is 23 points over norm. No HBO MAX day & dating will be a big help.
- 4/22 - Lionsgate/Saturn Films' action crime comedy THE UNBEARABLE WEIGHT OF MASSIVE TALENT, starring Nicolas Cage, is a likely heavyweight. Top demo: -25F (9 points over norm). No streaming + Cage + big action = big box office action.



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Studio Release Calendar – 4/1 – 4/28

(Click on titles for more information)

4/1/22 (Week 13)

Prior Year Results

2021 Week 13 - Box Office: \$18,746,006; Openings: Godzilla vs. Kong (\$31.6M FSS, \$100.6M Total), The Unholy (\$3.2M FSS, \$15.5M Total)

Morbius (Sony/Columbia/Marvel) <i>Early audience reviews have been overall very positive. Morbius interest levels are beginning to rise to a higher level of awareness as opening weekend nears.</i>	PG-13 Action Adventure Drama	108	Scope (2.40 : 1), IMAX (1.43 : 1), Atmos, DTS:X, D-Box, Dolby Vision, ScreenX	Wide (4,000) \$40M-\$45M FSS \$120M-\$130M Total
The Contractor (Paramount)	R Action Thriller	103	Scope (2.35 : 1)	Moderate (500+)
You Won't Be Alone (Focus Features)	R Drama Horror	109	Flat (1.44 : 1)	Limited
The Devil You Know (Lionsgate)	R Suspense	116	Flat (1.85 : 1)	Limited
Selena 25th Anniversary (Iconic Events)	PG Concert	128	Scope (2.35 : 1)	4/7 Event Cinema
Nitram (IFC Films)	R Drama Thriller	112	Flat (1.85 : 1)	3/30 Limited
Barbarians (IFC Midnight)	NR Thriller	91	Flat (1.85 : 1)	Limited/VOD
The Devil You Know (Lionsgate Premiere)	R Thriller	116	Flat (1.85 : 1)	Limited/VOD
Pushing Hands (Film Movement)	NR Comedy Drama	105	Flat (1.85 : 1)	NYC
Princess Mononoke 25th Anniversary (Fathom Events)	PG Anime	150	Flat (1.85 : 1)	4/3, 4/4 & 4/6 Limited
The Case for Heaven (Fathom Events)	NR Faith based	83	Flat (1.85 : 1)	4/4-4/6 Limited
High Expectations (Fathom Events)	PG Faith based	113	Flat (1.85 : 1)	4/7 Limited
Memoria (NEON) Never Ending National Tour	PG Drama	136	Flat (1.85 : 1)	Limited
Gagarine (Cohen Media Group)	NR Drama	98	Scope (2.35 : 1)	Limited
The Rose Maker (Music Box Films)	NR Comedy	95	Scope (2.39 : 1)	Limited
Boon (Cinedigm)	NR Action	95	Flat (1.85 : 1)	Limited/VOD
Madelines (Gravitas Ventures)	NR Horror	80	Flat (1.85 : 1)	Limited
Let The Wrong One In (Dark Sky Films)	NR Comedy	96	Flat (1.85 : 1)	Limited/VOD
Waterman (Purdie Distribution)	NR Documentary	94	Flat (1.85 : 1)	Limited/VOD

4/8/22 (Week 14)

Prior Year Results

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

Sonic the Hedgehog 2 (Paramount) Sonic The Hedgehog opened during the pandemic on 2/14/20 to \$58M, but quickly declined in subsequent weeks due to lockdowns taking place. Still, the film managed \$146M domestic. <i>The sequel is expected to match or surpass the original. Interest and want to see are currently very high.</i>	PG Animation Action Adventure	122	Scope (2.35 : 1) Dolby Vision, Atmos, D-Box, 4DX, MX4D, Lumma	Wide (4,000+) \$50M-\$60M FSS \$125M-\$150M total
Ambulance (Universal) The film is based on the 2005 Danish film of the same name by Laurits Munch-Petersen and Lars Andreas Pedersen. <i>Buyers are reminded of "Speed" only with Michael Bay at full throttle blowing up everything in sight. Critics are mixed, but generally positive toward this mind numbing ballistic ride. Action fans should love the mayhem and performances.</i>	R Action Thriller	136	Scope (2.39 : 1), IMAX	Wide (3,000+) \$35M-\$45M FSS \$75M-\$100M Total
Everything Everywhere All at Once (A24) <i>The initial screening at SXSW was well received by the hip crowd of movie lovers. Buyers and exhibitors have a decidedly different opinion. Appeal is solidly in an open minded 18-24 age group. Incredibly silly action, completely satirical.</i>	R Action Adventure Comedy	146	Flat (1.85 : 1)	Wide (1,500) \$5M-\$8M FSS \$15M-\$20M Total
Aline (Roadside Attractions)	PG-13 Biography	126	Flat (1.85 : 1)	Limited
UFC 273: Volkanovski vs The Korean Zombie	NR Sports	180	Scope (2.35 : 1)	4/9 Event Cinema
Cow (IFC Films)	NR Documentary	94	Flat (1.85 : 1)	Limited

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TCM Big Screen Classics: Singin' in the Rain 70th Anniversary (Fathom)	NR Classics	111	Flat (1.85 : 1)	4/10 & 4/13 Limited
All The Old Knives (Amazon Studios)	R Mystery	111	Scope (2.39 : 1)	Limited/VOD
Dakota (Samuel Goldwyn)	NR Drama	96	Flat (1.85 : 1)	Limited/VOD
As They Made Us (Amor Media)	R Drama Comedy	100	Flat (1.85 : 1)	Limited/VOD

4/15/21 (Week 15)

Prior Year Results

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

Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.) This is the sequel to Fantastic Beasts: The Crimes of Grindelwald (2018), the third instalment in the Fantastic Beasts film series, and the eleventh overall in the Wizarding World franchise. <i>One of the most commercial films of the 2nd quarter.</i>	PG-13 Adventure Family Fantasy	142	Scope (2.39 : 1), IMAX 5.0/6.0, Dolby Vision, D-Box, Motion, Screen X, MX4D, TheatreEars	Wide (4,000+) \$50M-\$60M FSS \$150M-\$175M total
Father Stu (Sony) Mark Wahlberg as the real-life boxer turned priest Father Stuart Long. Mel Gibson, Teresa Ruiz and Jacki Weaver co-star. Rosalind Ross makes her directing debut from her script. <i>This Sony acquisition will play fair to moderate business.</i>	R Drama	124	Scope (2.39 : 1)	4/13 Wide (2,200+) \$5M-\$7M FSS \$15M-\$20M Total
Paris, 13th District (IFC)	R Comedy Drama Romance	105	Flat (1.85 : 1)	Limited
Seventeen Power of Love: The Movie (Trafalgar) The concert star is Seventeen. 봄과 함께 찾아온 세븐틴의 특별한 선물 4월 20일 극장에서 만나요 자세한.	NR Korea concert, K-Pop Documentary	115	Screen X, 4DX	4/20 Event Cinema

4/22/21 (Week 16)

Prior Year Results

2021 Week 16 - Box Office: \$19,518,667; Openings: Mortal Kombat (\$23.2M FSS, \$42.3M Total); Demon Slayer the Movie: Mugen Train (\$21.2M FSS, \$49.5M Total)

The Bad Guys (Universal) DreamWorks Animation is adapting The Bad Guys based on the graphic novel series by Aaron Blabey. Early interest is above average (50-60M currently). Expect higher want to see especially among the 18-34 age group closer to opening.	PG Animation Adventure Comedy	100	Scope (2.35 : 1)	Wide (3,000+)
The Northman (Focus Features) An artistic drama from writer/director Robert Eggers (The Lighthouse, The Witch) whose exploits in horror films have been well received. The plot revolves around Norse mythology and is painstakingly created bringing comparisons to The Lighthouse and The Green Knight. <i>All in all, a satisfying film for upscale moviegoers.</i>	Action Adventure Drama	136	Flat (2.0 : 1)	Wide (2,500-3,500)
The Unbearable Weight of Massive Talent (Lionsgate) Here is Nicolas Cage's best performance in years confirmed by a unanimous critic's approval. The long time actor reminds us of the entertaining, crowd pleasing films that made him a star. <i>Playable everywhere. Positive reviews.</i>	Action Comedy Crime	105	NA	Wide (2,800)
We're All Going to the World's Fair (Utopia)	Horror Drama	86	Flat (1.85 : 1)	Limited
Marvelous and the Black Hole (Film Rise)	NR Comedy	81	Flat (1.85 : 1)	NY/LA
The Duke (Sony Pictures Classics)	R Biography Comedy Drama	96	Flat (1.85 : 1)	Limited
Charlotte (Good Deed Entertainment)	Animation	92	Flat (1.85 : 1)	Limited
The Revolution Generation (Greenwich Entertainment)	NR Documentary	79	Flat (1.85 : 1, 3D)	Limited
Arisaka (Freestyle)	NR Thriller	96	Flat (1.85 : 1)	Limited
Petite Maman (NEON)	PG Drama Fantasy	73	Flat (1.85 : 1)	Limited

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Studio Release Changes

Title	Locations	New	Former
The Nameless Days (Vertical Entertainment) Young immigrant Rahui and his pregnant sister are attacked and separated by a demonic spirit as they embark on a dangerous trek across the U.S. border. Injured but determined to survive, Rahui must rescue his sister before the demon takes the one thing she was denied in life – a baby. Horror Thriller.	Limited	4/1/22	NEW
Every Last Secret (Vertical Entertainment) To the dismay of her overprotective father, Penelope, a teenager living in New York City, takes interest in an emotionally volatile war veteran suffering from PTSD. As their bond grows deeper, dark family secrets and a history of violence threaten to tear her world apart. Drama Thriller.	Limited	4/1/22	NEW
Room 203 (Vertical Entertainment) When best friends move into a dark and mysterious apartment known as Room 203, they become convinced their new home is haunted by evil spirits. As they investigate the tortured history, they unearth a terrifying past of disappearances, demonic rituals and possessions that plagued every former tenant of Room 203. Horror.	Limited	4/15/22	NEW
Where the Crawdads Sing (Sony) A woman who raised herself in the marshes of the deep South becomes a suspect in the murder of a man she was once involved with. Drama, Mystery.	Wide	7/15/22	7/22/22
Bullet Train (Sony) Five assassins aboard a fast moving bullet train find out their missions have something in common. Action Mystery Thriller.	Wide	7/29/22	7/15/22
Summering (Bleecker Street) During their last days of summer and childhood -- the weekend before middle school begins -- four girls struggle with the harsh truths of growing up and embark on a mysterious adventure. Drama.	Moderate	7/22/22	7/15/22
Jazz Fest: A New Orleans Story (Sony Pictures Classics) A film that not only captures the signature annual music and cultural event that has been called America's greatest festival in all of its beauty and glory, but also delves deep into the rich culture of The Big Easy. Documentary Music.	NY/LA	5/13/22	NEW
The Devil You Know (Lionsgate Premiere) After a lifetime of trouble, a man has the chance to turn things around with the love and support of his family. As he tries to do right, he finds himself spiraling back into the dark place he overcame. Thriller.	Limited	4/1/22	NEW
Fortress: Sniper's Eye (Lionsgate Premiere) Story revolves around a top-secret resort for retired U.S. intelligence officers. Action Thriller.	Limited	4/29/22	NEW
Escape The Field (Lionsgate Premiere) Six strangers wake up trapped in an endless cornfield only to discover something mysterious is hunting them. Thriller.	Limited	5/6/22	NEW
Private Property (Lionsgate Premiere) Kathryn, a struggling actress and unfulfilled housewife, becomes involved with her new gardener, Ben. As he gives her the attention and sensitivity she craves, they start to fall for each other. But Ben is not what he seems. Drama Thriller.	Limited	5/13/22	NEW
Zero Contact (Lionsgate Premiere) Produced in 17 different countries entirely virtually during the 2020 global pandemic. Thriller.	Limited	5/27/22	NEW

MPA Ratings

Title	Rating	Reason
The Blacklight (Porter Pictures)	R	Strong violence, pervasive language, sexual content/nudity, and drug use
Blonde (Netflix)	NC17	Some sexual content
Cha Cha Real Smooth (Apple)	R	Language and some sexual content
The Drop (Baby Ambivalence LLC)	R	Sexual content, language and some drug use
East of Middle West (Stained Glass Media)	R	Language, some violence and teen drinking
Evil Dead Rise (New Line Cinema)	R	Strong bloody horror violence and gore, and some language
Father of the Bride (Warner Bros.)	PG-13	Brief suggestive material Warner Bros Pictures
Givers of Death (Buffalo 8 Productions)	R	Violence, language throughout and some drug use
Hostile Territory (Saban Films)	R	Violence
Margaux (Paramount)	R	Disturbing and violent content, graphic nudity, grisly images and language
The Northman (Focus Features)	R	Strong bloody violence, some sexual content and nudity
Peace River (Atlas Distribution)	PG-13	Some violence, a bloody image, and thematic material including suicide
Petite Maman (NEON)	PG	Some thematic elements and brief smoking
Slumberland (Netflix)	PG	Peril, action, language, some thematic elements and suggestive references

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Spiderhead (Netflix)	R	Violent content, language and sexual content
Unplugging (Vertical Entertainment)	R	Language, some sexual content and brief drug use



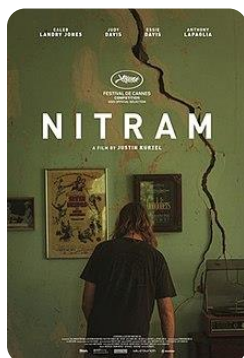
SCREENING ROOM

[Click to play](#) our **POPCORN PREVIEWS** **BOXOFFICE BUZZ** look at Paramount's **THE LOST CITY**, starring Sandra Bullock, Channing Tatum, Daniel Radcliffe & Brad Pitt, where the kidnapping of a romance novelist sparks an epic jungle adventure.



[Click to play](#) our **BOXOFFICE AUTOPSY** podcast focusing on **THE LOST CITY**'s opening. Screendollars host Martin Grove puts our **OSCAR OUTLOOK** spotlight on the best picture race and discusses the multiple controversies the Academy now faces.

Notable Trailers



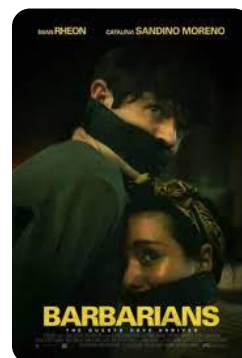
Nitram
IFC Films
Limited - 3/30/22
Official Trailer, Poster



The Contractor
Paramount
Limited - 4/1/22
Official Trailer, Poster



The Devil You Know
Lionsgate
Limited - 4/1/22
Official Trailer, Poster



Barbarians
IFC Midnight
Limited - 4/1/22
Official Trailer, Poster

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Sonic the Hedgehog 2

Paramount

Wide - 4/8/22

Official Trailer, Final Poster



Selena 25th Anniversary

Iconic Events

Wide - 4/7/22

Official Trailer, Poster

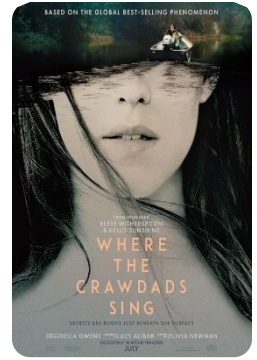


Memory

Briarcliff Entertainment

Wide - 4/29/22

Official Trailer, Poster



Where the Crawdads Sing

Sony/Columbia

Wide - 7/15/22

Official Trailer, Poster



INDUSTRY OBSERVATIONS AND TITLE INSIGHTS

Industry Observations:

Year To Date - Comparing January 1st 2022 through the final weekend of March to the dormant period January 1, 2021 to the final weekend of March 2021:

- There are 76% more seats available to purchase
- Attendance is up 85%

Title Insights:

- THE LOST CITY will pull in approximately 2.6 moviegoers this weekend.
 - The average available seat for the full weekend - \$11.66
 - Saturday matinees were strong with over 46% of the audience coming before 5pm. Approximately 36% of the audience came between 5pm and 8pm, and 18% came after 8pm.
- RRR-RISE ROAR REVOLT seats sold for an average of \$22.54. (Fathom's Metropolitan Opera: Don Carlos in very limited release sold for a tad more per seat - \$24.07).

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.

Miscellaneous Points of Interest

- THE LOST CITY (Paramount) rose to #2 on surging awareness the week before opening.
- Major shifts upward are TOP GUN: MAVERICK, SONIC THE HEDGEHOG 2 and DR. STRANGE IN THE MULTIVERSE OF MADNESS.
- TOP GUN: MAVERICK (Paramount) is now showing greater awareness and interest.
- MORBIUS is #16 on awareness and #10 on interest. The film is expected to skew upwards as the marketing campaign becomes more prevalent this week.

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Awareness & Interest Levels

Rank	Awareness	Interest
1	Jurassic World: Dominion (Universal)	Jurassic World: Dominion (Universal)
2	The Lost City (Paramount)	Spider-Man: Across the Spider-Verse (Sony)
3	Avatar 2 (20th Century)	Dr. Strange in the Multiverse of Madness (Disney/Marvel)
4	Sonic the Hedgehog 2 (Paramount)	Black Panther: Wakanda Forever (Disney)
5	Dr. Strange in the Multiverse of Madness (Disney/Marvel)	Avatar 2 (20th Century)
6	John Wick Chapter 4 (Lionsgate)	John Wick Chapter 4 (Lionsgate)
7	Spider-Man: Across the Spider-Verse (Sony)	Thor: Love and Thunder (Disney)
8	Top Gun: Maverick (Paramount)	Lightyear (Disney)
9	Lightyear (Disney)	The Lost City (Paramount)
10	Black Panther: Wakanda Forever (Disney)	Morbius (Sony/Marvel)
11	Thor: Love and Thunder (Disney)	Wonka (Warner Bros.)
12	Fantastic Beasts: The Secrets of Dumbledore (Warner Bros.)	Aquaman and the Lost Kingdom (Warner Bros.)
13	Hocus Pocus 2 (Disney+)	Hocus Pocus 2 (Disney+)
14	Minions: The Rise of Gru (Universal)	Minions: The Rise of Gru (Universal)
15	Halloween Ends (Universal)	Top Gun: Maverick (Paramount)
Source: The Quorum/Screendollars, as of 3/27/22		
<i>The rankings in the awareness rankings represent people polled who said they were aware of each film.</i>		<i>Interest rankings are an indicator polled individuals show toward titles. This column changes every 48 hours as the movies listed become better known and marketed for national release.</i>

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