



Monday, July 12, 2021 | No. 176

Film Flashback... "HOLLYWOOD" Sign Dedicated 7/13/1923

Ninety-eight years ago, when what's now the iconic HOLLYWOOD sign was dedicated, it had nothing to do with promoting moviemaking.

Its much more mundane purpose was to sell real estate. At its dedication on July 13, 1923, the sign actually said HOLLYWOODLAND, the name of a new real estate development in the barren hills overlooking the city of Hollywood, where movies were already a thriving industry. To help sell these lots, Hollywoodland Real Estate Group decided to build a huge sign. Each letter was about 50 feet tall and 30 feet wide. One of the Group's most prominent principals, L.A. Times publisher Harry Chandler, already owned most of what is today the suburban San Fernando Valley. Chandler and silent movie comedy king Mack Sennett now decided to invest in property in the empty hills between the Valley and Hollywood.

Chandler liked the idea of a gigantic sign -- but this was no ordinary billboard. The HOLLYWOODLAND sign featured 4,000 20-watt light bulbs that illuminated it at night, flashing to spell out in sequence HOLLY...WOOD...LAND. It was expensive -- \$21,000 at the time or about \$320,000 today. To keep those lights working perfectly, a full time maintenance man was hired to replace bulbs that burnt out.

Chandler's group planned for the sign to be up for just a year and a half. But after it started lighting up the night sky, it took on a life of its own. By the late '20s, it had become a symbol of the movies. That association led to a tragedy forever linked to the original sign. In September 1932 a young actress, Peg Entwistle, who'd worked in theatre in New York and moved to L.A. to break into movies, despaired of her failure. She'd been living in her uncle's home in the Hollywood hills in sight of the sign. Using a maintenance ladder to climb to the top of the "H," she jumped to her death, turning the sign into a new symbol of the land of broken dreams.



At the 1923 Dedication of the HOLLYWOODLAND Sign

As the Depression took its toll on 1930's America, the HOLLYWOODLAND investors' real estate development plans came to a halt. Without funds to maintain the sign, they abandoned it and before long it fell into disrepair. It wasn't until 1949 that the Hollywood Chamber of Commerce gave it a new lease on life, shortening it to HOLLYWOOD and cutting the light bulbs. By the 1960's, the sign was falling apart again. This time, help came from Playboy publisher Hugh Hefner and some wealthy friends, thanks to whom HOLLYWOOD still stands as a symbol of Hollywood.



The HOLLYWOOD Sign – Click to Play

"I AM big! It's the pictures that got small."

- Gloria Swanson as Norma Desmond in *Sunset Boulevard* (1950), on the downturn in her Hollywood fortunes

Weekend Box Office Results... 7/9 – 7/11

Data Provided by Courtesy of [Comscore](#)

Rank	Title	Week	Theatres	Wknd \$	% Chg	Per Theatre Average \$	Total \$
1	Black Widow (Disney)	1	4,160	80,000,000	-	19,231	80,000,000
2	F9: The Fast Saga (Universal)	3	3,649	10,880,000	-53	2,982	141,326,000
3	The Boss Baby: Family Business (Universal)	2	3,688	8,700,000	-46	2,359	34,747,000
4	The Forever Purge (Universal)	2	3,058	6,710,000	-47	2,194	27,445,000
5	A Quiet Place Part II (Paramount)	7	2,359	3,000,000	-27	1,272	150,694,000
6	Cruella (Disney)	7	1,875	2,200,000	-8	1,173	80,766,665
7	The Hitman's Wife's Bodyguard (Lionsgate)	4	1,904	1,605,000	-47	843	35,014,847
8	Peter Rabbit 2: The Runaway (Sony)	5	1,958	1,250,000	-43	638	37,700,000
9	In the Heights (Warner Bros.)	5	788	630,000	-47	799	28,318,000
10	Zola (A24)	2	1,401	620,000	-48	443	3,531,563

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Click to play our POPCORN PREVIEWS BOXOFFICE BUZZ look at Disney/Marvel's BLACK WIDOW, which opened to a red hot \$80 million as moviegoers made it the pandemic's biggest domestic opening...leaving absolutely no doubt that moviegoing is back in business!



Industry Update... Where Are We After Q1 and Q2?

By Dick Walsh

The world of Motion Picture Exhibition ground to a sudden halt last March, when governments ordered theatres and other places of public gathering to close down in order to slow transmission of the deadly coronavirus. While all businesses were affected, perhaps none suffered severely than movie theatres and live entertainment venues.

In the 15 months since that initial shock, the industry has recovered slowly. The successful rollout of vaccines has bolstered public confidence in the safety of moviegoing, and a slate of new studio releases has given them a reason to return to the theatre. A significant new factor in post-pandemic moviegoing is the collapse of an exclusive theatrical window afforded to exhibitors. Many major studios – led by Warner Bros. and Disney – have chosen to make their new films available simultaneously, both to theatres but also on their company-owned streaming service. Universal has chosen to maintain an exclusive theatrical window but limit it to as little as 17 days. Other studios are still undecided on the best approach.

At Screendollars, we strive to keep our readers apprised of all critical developments on the road back to a healthy motion picture industry. Now at the halfway point in 2021, we feel that it is useful to compare the current year's North American box office results to those from the same period in 2019. Because 2020 was such an unusual year, any comparison to last year's numbers has limited value.

Comparing Q1/Q2 of 2021 with 2019

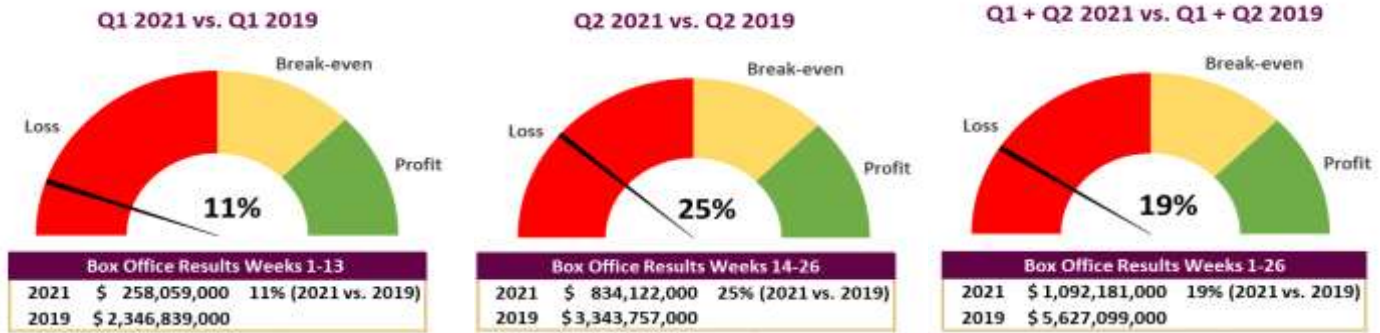
Not surprisingly, box office results at the beginning of 2021 were extremely weak in comparison those from the beginning of 2019. The Q1 2021 box office reached only 11% of the grosses generated during Q1 2019. The national vaccination rollout did not pick up steam until February, and studios and theatre owners were tentative in restarting film releases and re-opening theatres. Most notably, Regal Cinemas chose to sit out the quarter and many smaller exhibitors followed suit. Only 35% of North American theatres were operating at the beginning of the quarter, growing modestly to 55% of by the end of the quarter. Studios continued to postpone release dates for important titles, resetting to safer playdates later in the year. Even though capacity restrictions were still in effect in most locations, these limits had little effect on actual ticket sales since demand from moviegoers remained anemic.

Q2 2021 showed dramatic improvement, with results reaching 25% of the level reaching in Q2 2019. **Godzilla vs. Kong** debuted on 3/31, kicking off a much stronger slate of studios releases during the quarter. Q2's top three openers were Universal's **F9: The Fast Saga**, earning \$70M during its opening weekend from 6/25-6/27, Paramount's **A Quiet Place Part II**, with \$47M from 5/28-5/30, and Warner Bros.' **Godzilla vs King Kong**, with \$48M from 3/31-4/4 (5 days). By comparison, a string of blockbuster openings animated the Q2 2019 box office, including **Avengers Endgame** (\$355M, **Toy Story 4** (\$119M) and **Aladdin** (\$90M). The widespread rollout of vaccines boosted ticket sales, as did the re-opening of theatres at AMC, Regal, Cinemark and most independent exhibitors. At the end of Q2, 80% of North American theatres had re-opened. Overall, the first 6 months of 2021 produced 19% of the box office generated during the same period in 2019.

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The following charts show the 2021 Q1 and Q2 box office results from North American theatres compared with those from the same period in 2019.



The grosses from 2019 represent the benchmark on the chart, and fill up all three colors in the dial. The grosses from 2021 are shown as a black line that cuts across the dial, indicating the percentage that 2021 grosses add up to in comparison with those generated during the same period in 2019. The colors on the dial indicate the likelihood of profitability for the exhibitor. Any amount less than 50% of 2019 will result in a probable loss for the exhibitor, an amount between 51% - 75% will have some chance of breaking even, and an amount greater than 75% will have a better chance of breaking even or turning a profit.

Now that Q3 has begun, the table is set for exhibitors to see further gains in climbing back towards profitability. Studios are scheduled to release a slate of films with wide commercial appeal, including *Black Widow*, *Space Jam: A New Legacy*, *Jungle Cruise*, *The Suicide Squad*, *Free Guy* and *Shang Chi: Legend of the Ten Rings*. We will track how these compare with the 2019 Q3 openers *Spiderman*, *Lion King, It 2*, *Once Upon a Time in Hollywood*, *Downton Abbey*, and *Good Boys*

With earnings during the first half of 2021 only at 19% of those in same period from 2019, exhibitors still have a long way to travel on the road back to profitability. How long will exhibitors be able to operate at these dramatically reduced revenues before it causes retrenchment and re-organization by Distributors and Exhibitors? Stay tuned.

Notable Industry News and Commentary... 7/5 – 7/11

[The FTC has reportedly opened an investigation into Amazon’s MGM acquisition](#) (The Verge)

The U.S. Federal Trade Commission has opened a formal investigation in Amazon’s \$8.45B acquisition of MGM Studios. In its [May 26th announcement of the acquisition](#), the company explained that consumers would benefit because, “Amazon will help preserve MGM’s heritage and catalog of films, and provide customers with greater access to these existing works.” On the other hand, the FTC review will focus on whether Amazon may use its newfound strength in entertainment to increase its dominant position in other markets, thereby limiting competition and customer choice overall.



Lina Khan, the newly confirmed Chair of the FTC, has published a critique of Amazon for its unfair trade practices, in a 2017 article published in the Yale Law Review entitled “Amazon Antitrust Paradox”. Earlier this month, Amazon filed a motion requesting that Khan recuse herself from having any role in the agency’s review of the matter, claiming that she has a well-documented bias against the company. President Joe Biden signed an executive order this week with the goal of reigning in anti-competitive practices by tech giants and other dominant players in the U.S. economy. Biden explained during a press conference to announce the initiative, “Capitalism without competition is exploitation”.

See also: [Biden targets big tech in executive order aimed at anti-competitive practices](#) (The Guardian)

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[The Cannes Film Festival Is Back, Lavish and Maskless \(Despite the Rules\)](#) (New York Times)

Many have wondered how this year's Cannes Film Festival would cope with the disruptions of the COVID-19 pandemic.

Even though vaccines are widely available and a large percentage of the festival's in-person attendees are protected, the new and dangerous Delta variant of the coronavirus is spreading quickly among unvaccinated populations. Caution already led the festival's organizers to move this year's event back to July from its traditional dates in May. U.S. attendees are required to show proof of vaccination when arriving and agree to be tested every 48 hours during the festival, while European attendees need only show proof of vaccination to attend. Theatres have asked all moviegoers to wear masks during screenings, but there have been many instances of non-compliance, including a report of actor Adam Driver and director Leos Carax smoking a cigarette inside a theatre after the premiere of their film *Annette*. Nonetheless, it appears that health measures have been mostly successful, with an average of only three new positive tests each day out of the thousands of attendees.

On opening night, Jodie Foster was honored with a Palm D'Or for her career work and Leos Carax, Adam Driver and Marion Cotillard were feted with a five-minute standing ovation at the conclusion of the screening of their musical *Annette*.

See also: [Cannes Film Festival Averaging 3 Positive Covid Cases Per Day From Thousands Of Tests](#) (Deadline)



Jury members on hand at Cannes' opening night events, from left, Maaie Gyllenhaal, Spike Lee, Mélanie Laurent and Jessica Hausner.



[Universal Pictures Deepens Ties to Peacock Streaming Service in New Movie Deal](#) (Wall Street Journal)

This week, Universal announced two major moves in its plans for streaming distribution.

On Monday, Universal and Peacock announced an agreement to begin in 2022 that the streaming service would be the exclusive home for Universal titles for the first four months of their on-line availability. Peacock is the in-house streaming service owned by Universal's corporate parent Comcast. Universal will continue to offer theatres

an exclusive theatrical run for many of its premiere movies prior to making them available on-line. After the four month Peacock exclusive, Universal movies will make its movies available to play on other streaming services for a 10-month period, before reverting to Peacock exclusive availability.

On Thursday, [Universal announced an agreement with Amazon](#) under which Universal titles would play on Amazon Prime and IMDb TV services during the 10-month window after their initial 4-month run on Peacock. The move is significant both for Peacock and Amazon. Peacock is still trying to find its footing in the hyper competitive, big-stakes streaming marketplace. Peacock has 42 million subscribers but fewer than 10 million actually pay for the service. For Amazon, this is their first "pay-one" deal with a major studio - they do have existing deals with smaller distributors such as A24 - as they continue to invest to acquire content in order to compete with Netflix and Disney.

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[Comscore Box Office Figures Show Nearly 90% of Movie Theaters Are Now Open Worldwide](#) (Yahoo Finance)

Earlier this week, Comscore reported that over 90% of theatres globally having reopened to the public, an important milestone in the recovery of the movie business from the ravages of the COVID-19 pandemic. This success coincides with this weekend's long-awaited debut of Disney/Marvel's Black Widow, which lured a record number of moviegoers back to theatres. Another positive sign for the recovery of exhibition in the U.S. is marked progress in the disbursement of disaster relief funds from the government. The U.S. Small Business Administration has stepped up the pace of its review of applications from struggling exhibitors for Shuttered Venue Operators Grants. As of July 6th, 74% of all applications had been reviewed and granted funding, with only 26% of the applications submitted still under review or waiting to be reviewed. Many independent operators have been waiting on a decision from the SBA before re-hiring staff and reopening their theatres.

SVOG Overview

Applications Submitted	\$ Requested Funding Submitted	# Grants Awarded	\$ Grants Awarded	Avg. \$ Grants Awarded	\$ Grants Disbursed
14,884	\$11.7bn	4,222	\$3.2bn	\$758K	\$2bn

Submitted Applications by Stage of Review

SBA has decided 74% of all applications

New	In Review	Decided	Awarded	Declined
SBA has not yet begun review	SBA is actively working on review	SBA has come to a decision on eligibility	Notice of award issued	Notice of decline issued
783	3,072	6,443	4,222	364
5%	21%	74%		

MARTIN GROVE'S *Hollywood Report*

The doomsayers were wrong about moviegoers being reluctant to return to theatres and they're also wrong about streaming killing exhibition.

Moviegoers are back in force as summer's recovery gains momentum with BLACK WIDOW (pictured) breaking opening records set in May & June by A QUIET PLACE 2 & F9. Audiences haven't hesitated to show up whenever studios put event films in theatres and support them with enough marketing money to create awareness.

From the doomsayers' perspective, streaming technology will end moviegoing because it's a more convenient & cheaper way to see new movies. They don't understand that going to the movies involves more than just going to a theatre and that the cost of having multiple streaming subscriptions adds up. Moviegoing's a social activity that resonates with millions of people who've spent the past year at home while COVID ravaged the world.



Streaming movies was great then because it was better than watching cable. What people want to do now is escape for a few hours to unwind with friends and forget their problems -- and cinemas with their big screens, booming sound & jumbo popcorns are the way to do it!

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Word of mouth is critically important when it comes to selling movie tickets as BLACK WIDOW's doing right now.

Clearly, BW (pictured) is a people pleaser. You can see this from its Rotten Tomatoes scores -- 80% from critics, who rarely love anything mainstream, but 92% from audiences. That moviegoer buzz is what really matters for a film like BW. It typically translates into box office legs as the first fans to see it spread the word.

What's particularly good about BW's audience strength is that it's not just going to give it long legs, but it also will be a shot in the arm for exhibitors. That's because one of the absolutely best ways to get people to go back to the movies is for them to hear from friends that they just had a safe & enjoyable time doing so.

Positive WOM about the new moviegoing experience will influence people to return who haven't done so yet but are starting to think about it now that blockbuster movies are back. That demo is likely to be +35 men & women, a more cautious group than the -35 crowd that raced back to theatres as soon as they reopened. Look for WOM to help keep the summer box office recovery going.

Studio Release Calendar... 7/16 – 9/2

7/16-22

2020 Wk 29 Box Office: \$746,527; Openings: N/A

2019 Wk 29 Box Office: \$264,727,428; Openings: The Lion King (\$191.8M FSS, \$543.6M Total)

Space Jam: A New Legacy (Warner Bros.) NBA superstar LeBron James teams up with Bugs Bunny and the rest of the Looney Tunes for this long-awaited sequel. Adventure Animation Sport. <i>SCREENING: Solid General audience skewing young male. Cast is good especially Don Cheadle leading exuberant action and great fun. High interest and awareness are close in preferred viewing in theatres vs. home. Tom And Jerry (2475 locations, \$14M FSS, \$46M Total) Interest steady, will rise close to opening.</i>	PG	120	Flat (1.85 : 1), Dolby Digital, SDDS, Dataset, Atmos, DTS: X, D-Box	Wide (3500) (\$30M+ FSS; \$75M- \$100M Total) UPDATE
Escape Room: Tournament of Champions (Sony) The film is a sequel to 2019's Escape Room (\$57M domestic, \$98.3M international) on a reported \$9M budget. Psychological Thriller. <i>SCREENING: The sequel stays with the formula that made the original low budget feature successful. Appeals most to young filmgoers. Overall, Look for moderately successful box office. Escape Room, 2717 locations, \$18.2M FSS, \$57M total. Interest was rising in recent week.</i>	PG13	87	Scope (2.40 : 1), Atmos, D-Box	Wide (3000) (\$12M-\$15M FSS; \$35M-\$40M Total) UPDATE
Roadrunner: A Film About Anthony Bourdain (Focus Features) A documentary about Anthony Bourdain and his career as a chef, writer and host, revered and renowned for his authentic approach to food, culture and travel. Documentary. <i>World premiere at the Tribeca Film Festival on 6/11/21. Anthony Bourdain died by suicide on 6/8/18 at the age of 61. Sophisticated appeal.</i>	R	118	Flat (1.85 : 1)	Moderate UPDATE
PIG (NEON) A truffle hunter who lives alone in the Oregonian wilderness returns to his past in Portland in search of his beloved foraging pig after she is kidnapped. Drama. <i>Nicolas Cage decided to produce the film as he thinks it shares similar elements with two of his recent critically acclaimed films, Joe (2013) and Mandy (2018).</i>	R	92	Flat (1.85 : 1)	Moderate UPDATE
Summertime (Good Deed Entertainment) <i>2nd week expansion after NY/LA opening.</i>	R	95	Flat (1.85 : 1)	Limited Expansion
Gunpowder Milkshake (Netflix) A secret sisterhood comes to the rescue of a mother-daughter assassin team. Carla Gugino, Karen Gillan, Lena Headey. Action. <i>Theatrical release in international territories by STXFilms and StudioCanal beginning 7/15. Both companies procured film rights and negotiated with Netflix for domestic release.</i>	R	114	Scope (2.39 : 1), Atmos	Theatrical 7/14 Netflix 7/15
Mama Weed (Music Box Films) An underpaid, overworked French-Arabic translator in charge of phone surveillance for a narcotics police unit uses her insider knowledge and police resources to build her own crime network. <i>Isabelle Huppert gives, as always, a professional and furiously enjoyable performance and she alone makes this modest affair well worth a visit. - David Stratton</i>	NR	105	Scope (2.35 : 1)	Limited

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Out of Death (Vertical Entertainment) Retired cop Jack Harris's (Bruce Willis) solace in the remote wilderness is hijacked when he encounters a lone hiker, Shannon (Jaime King), who's on the run from dirty police. Determined to help her at any cost, Jack must tap into his killer instincts to survive the wilderness and the human predators within it. Crime Thriller. <i>Bruce Willis once again plays his stock role of action actor.</i>	R	90	Scope	Limited/VOD
How it Ends (UA Releasing/Mister Lister Films/AIP) In this apocalyptic feel-good comedy, Liza (Zoe Lister-Jones) embarks on a hilarious journey through LA in hopes of making it to her last party before it all ends, running into an eclectic cast of characters along the way. <i>"It can feel more like a collection of skits than a cohesive story, but How It Ends is a comedic vision of the apocalypse with fleeting moments of brilliance." Critics consensus. Overall positive reviews.</i>	R	82	Flat (1.85 : 1)	Limited on 7/20
Die in a Gunfight (Lionsgate) A man and his old flame cross paths with an assortment of schemers and killers. Action Drama. <i>The film is described as an updated version of William Shakespeare's Romeo and Juliet.</i>	R	92	Flat (1.85 : 1)	Limited
Can You Bring It: Bill T. Jones and D-Man in the Waters (Kino Lorber) Bill T. Jones is one of the most charismatic and powerful forces in the world of Modern Dance. One of his former dancers, Rosalynde LeBlanc in collaboration with Emmy Award Cinematographer, Tom Hurwitz created a lyrical documentary that illustrates the power of art and the triumph of the human spirit. Documentary. <i>"...an engrossing examination of dance, love, and loss — and the power of art to move through pain." — James Kleinmann, The Queer Review</i>	NR	90	Flat (1.85 : 1)	Film Forum (NY) Royal (LA) on 7/23 Virtual Cinemas
How to Deter a Robber (DADA Films/Shout Factory!) During Christmas in a desolate Northern Wisconsin town, a stubborn young woman and her naïve boyfriend get more than they bargained for when they investigate the wrong cabin and are forced to face off against a pair of amateur house burglars and protect themselves with Home Alone-style booby traps in this darkly comedic romp. Comedy. <i>Mel Valentin of Screen Anarchy gave the film a positive review and wrote, "How to Deter a Robber will and should be remembered as the work of a talented, first-time filmmaker. Overall positive reviews.</i>	NR	85	Flat (1.85 : 1)	Limited
No Ordinary Man (Oscilloscope) The life of jazz musician and trans culture icon Billy Tipton is explored by filmmakers Aisling Chin-Yee and Chase Joynt with memoirist Thomas Page McBee (Man Alive). Documentary. <i>For decades, the life of American jazz musician Billy Tipton was framed as the sensationalistic story of an ambitious woman passing as a man in pursuit of a music career. Now that history gets re-interrogated by trans artists as they try to reimagine Tipton's life through acts of performance, reclaiming him as a trans icon.</i>	NR	84	Flat (1.85 : 1)	NY/LA
Fate/Stay Night (Heaven's Feel) spring song (Fathom Events) The thrilling Fate/stay night [Heaven's Feel] The trilogy comes to its incredible conclusion with the return of the final chapter on the big screen. <i>As Sakura drowns in the murky darkness of the sins she has committed, Shirou's vow to protect her at all costs leads him into a raging battle to put an end to the Holy Grail War.</i>	NR	125	Flat (1.85 : 1)	Event Cinema 7/18 & 7/20
The African Queen 70th Anniversary (Fathom Events/Paramount) The African Queen tells the timeless tale of two mismatched strangers joining forces in a common cause — and finding love along the way. <i>This event features exclusive insights from TCM.</i>	PG	115	Flat (1.85 : 1)	Event Cinema 7/18 & 7/20
Lupin the 3rd: The Castle of Cagliostro (Gkids) Follows gentleman thief Arsène Lupin III, who successfully robs a casino — only to find the money to be counterfeit. He heads to the tiny country of Cagliostro, the rumored source of the bills, and attempts to save the runaway Princess Clarisse from the Count Cagliostro's men. Animation. <i>The film will screen in an all new 4K restoration starting 7/16 at the IFC Center in New York City and 7/30 at The Landmark Westwood in Los Angeles, and The Roxy Theater in San Francisco, with additional dates and markets to follow.</i>	PG13	99	Flat (1.85 : 1)	Limited following select cinema release in NY/LA
Enormous: The Gorge Story (Trafalgar Releasing) The film chronicles how a family-owned Washington winery, with a makeshift plywood stage, eventually became "The Gorge," an internationally renowned concert venue that has attracted more than 7 million fans, and the world's biggest musicians, to a patch of rural farmland "150 miles from nowhere." <i>Documentary blends together personal stories from music legends Dave Matthews, Mike McCready (Pearl Jam), Jason Mraz, and Steve Miller, with the emotional narratives of several fans.</i>	NR	65	Flat (1.85 : 1)	Event Cinema on 7/21

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7/23-29


2020 Wk 30 Box Office: \$1,357,970; Openings: N/A

2019 Wk 30 Box Office: \$163,662,956; Openings: Once Upon a Time in Hollywood (\$41.1M FSS, \$142.5M Total)

<p>Old (Universal) This summer, visionary filmmaker M. Night Shyamalan unveils a chilling, mysterious new thriller about a family on a tropical holiday who discover that the secluded beach where they are relaxing for a few hours is somehow causing them to age rapidly - reducing their entire lives into a single day. Thriller. <i>Written, directed, and produced by M. Night Shyamalan, inspired by the graphic novel Sandcastle by Pierre Oscar Levy and Frederik Peeters. SCREENING: Night Shyamalan produces another of his audience pleasing thrillers. Business looks comparable to Glass and Split.</i></p>	PG13	108	Scope (2.35 : 1)	Wide (3500) Glass \$111M; Split \$138M (\$141M adj. for inflation)
<p>Snake Eyes: G.I. Joe Origins (Paramount) A mysterious lone fighter known only as "Snake Eyes" is welcomed into and trained by an ancient Japanese ninja clan, but his loyalties are tested when secrets from his past are revealed as he eventually goes on the path to become the famous G.I. Joe hero. Action Adventure. <i>SCREENING: Fans of G.I. Joe will enjoy this action packed spinoff. Interest levels are steady. Both OLD and Snake Eyes have similar interest and awareness levels. OLD has a wider demographic and likely will be the top grossing new film for the weekend.</i></p>	PG13	121	Scope (2.35 : 1), IMAX, Dolby Cinema, D-Box, Atmos, 4DX, MX4D	Wide (4000) G.I. Joe: Rise of the Cobra \$54.7M FSS, \$150.7M Total (\$183.5M adj. for inflation)
<p>Midnight in the Switchgrass (Lionsgate) Two FBI agents cross paths with Crawford, a Florida cop who's investigating a string of murders that appear to be related. Thriller. <i>Based on the true story of Texas' most dangerous serial killer. FBI agent Karl Helter (Bruce Willis) and his partner Rebecca Lombardi (Megan Fox) are very close to busting a sex-trafficking ring.</i></p>	R	99	Flat (1.85 : 1)	Limited
<p>Ailey (Neon) A documentary that follows the life of dance pioneer Alvin Ailey. <i>Director Jamila Wignot's resonant biography grants artful access to the elusive visionary who founded one of the world's most renowned dance companies, the Alvin Ailey American Dance Theater. It had its world premiere at the Sundance Film Festival on 1/30/21.</i></p>	PG13	95	Flat (1.85 : 1)	Limited
<p>Joe Bell (Roadside Attractions) <i>Previous distributor Solstice.</i> The true story of a small town, working class father who embarks on a solo walk across the US to crusade against bullying after his son is tormented for being gay. Biography Drama. <i>The premiere was virtual Toronto 2020. Solstice released its first film the Russell Crowe-directed Unhinged, is constructed to do theatrical releases of 2,000 screens and up.</i></p>	R	90	NA	Limited
<p>Weathering With You (Fathom Events/Gkids) (Japanese: 天気の子) A high-school boy who has run away to Tokyo befriends a girl who appears to be able to manipulate the weather. Animation Fantasy. <i>The film won a number of awards, including being selected as the Japanese entry for Best International Feature Film at the 92nd Academy Awards. It received four Annie Award nominations, including for Best Independent Animated Feature, tying Spirited Away and Millennium Actress (both 2001) for the most nominations for an anime film at the Annies.</i></p>	PG13	113	Flat (1.78 : 1)	English dub and 4DX on 7/25 Japanese with Subtitles on 7/27
<p>Searching for Mr. Rugoff (Ira Deutchman) The story of Donald Rugoff, the crazy genius behind Cinema 5, the mid-century theatre chain and film distribution company. Rugoff was a difficult (some would say impossible) person but was also the man who kicked art films into the mainstream with outrageous marketing schemes and pure bluster. <i>Rugoff's impact on cinema culture in the United States is inestimable, and his influence on the art film business—from the studio classics divisions to the independent film movement to the rise of the Weinsteins—is undeniable.</i></p>	NR	94	Flat (1.85 : 1)	Theatrical Only
<p>All The Streets Are Silent (Greenwich Entertainment) In the late 80s and early 90s, the streets of downtown Manhattan were the site of a collision between two vibrant subcultures: skateboarding and hip hop. <i>Narrated by Zoo York co-founder Eli Gesner with an original score by legendary hip-hop producer Large Professor (Nas, A Tribe Called Quest), All the Streets Are Silent brings to life the magic of the time period and the convergence that created a style and visual language that would have an outsized and enduring cultural effect.</i></p>	NR	89	Flat (1.85 : 1)	Theatrical/ Virtual (45 Day Window)
<p>Settlers (IFC Midnight) Mankind's earliest settlers on the Martian frontier do what they must to survive the cosmic elements and each other in this science-fiction thrill ride. <i>IFC Midnight acquired the North American rights to Wyatt Rockefeller's feature narrative debut, "Settlers." Rockefeller wrote and directed the movie, which stars Sofia Boutella (CLIMAX, KINGSMAN: THE SECRET SERVICE, STAR TREK BEYOND).</i></p>	NR	104	Flat (1.85 : 1)	Limited/VOD

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Mandibles (Magnolia) Two hapless losers discover a giant fly in the trunk of a stolen car and decide to domesticate it in a bizarre get-rich-quick scheme. <i>Well reviewed French comedy. "Mandibles" is as brazenly and riotously stupid as it sounds, but with a chill, dopey sweetness that makes it stick. - Guy Lodge (Variety)</i>	NR	77	Scope (2.35:1)	Limited/VOD
Fear and Loathing in Aspen (DADA Films/Shout! Factory) The true story of Hunter S Thompson's curious, bizarre and entertaining run to be sheriff of Pitkin County in the 1970s. Comedy. <i>Thompson's interest in politics was fueled by the 1968 Democratic National Convention in Chicago, where he witnessed police brutality against protesters and was even teargassed. The event greatly shaped his views.</i>	NA	81	Flat (1.85 : 1)	Limited
The Last Letter From Your Lover (Netflix) A pair of interwoven stories, set in the past and present, follow an ambitious journalist determined to solve the mystery of a forbidden love affair at the center of a trove of secret love letters from 1965. Romantic Drama. <i>From the #1 New York Times bestselling author Jojo Moyes of The Giver of Stars, a sophisticated, page-turning double love story spanning forty years and an unforgettable Brief Encounter for our times.</i>	NR	110	Flat/2.1 TV	SVOD on 7/23
Secret Agent Dingledorf and His Trusty Dog Splat (Atlas Distribution/Integrity Releasing) Using quirky inventions from a spy backpack, young Bernie Dingledorf, his dog, and two best friends, are the only ones who can save the world by facing bullies, thwarting circus clowns and destroying Dr. Chuckles evil laugh generator. Family Comedy. <i>Based on the best-selling book series, Secret Agent Dingledorf, Secret Agent Dingledorf and His Trusty Dog Splat is a riotous, non-stop action/adventure that hilariously weaves in today's nearly-forgotten theme of respecting one another.</i>	PG	92	Flat (1.85 : 1)	Limited to Moderate
Val (Amazon Studios) centering on the daily life of actor Val Kilmer featuring never-before-seen footage spanning 40 years. Documentary. <i>The film had its world premiere at the Cannes Film Festival on July 7.</i>	R	109	Flat (1.85 : 1)	Limited Amazon Prime on 8/6
Trackside Goons (NA) When a Detective's son gets caught up in something deep between two different sides of the city, he has to make a decision between his son, and his job. Drama. <i>Originally scheduled for 2020.</i>	R	70	Flat (1.85 : 1)	Limited
7/30-8/5 2020 Wk 31 Box Office: \$1,199,723; Openings: N/A 2019 Wk 31 Box Office: \$149,409,407; Openings: Fast & Furious Presents: Hobbs & Shaw (\$60.0M FSS, \$174.0M Total)				
Jungle Cruise (Disney) Based on Disneyland's theme park ride where a small riverboat takes a group of travelers through a jungle filled with dangerous animals and reptiles but with a supernatural element. Action Adventure Comedy Family. <i>The film is loosely inspired by the theme park attraction of the same name. DNEG, Industrial Light & Magic, Rodeo FX, Rising Sun Pictures and Weta Digital providing the visual effects.</i>	PG13	90	Scope (2.35 : 1), IMAX, D-Box	Wide/Disney+ Premier Access
Stillwater (Focus Features) A father travels from Oklahoma to France to help his daughter who has been arrested for murder. Drama Thriller. <i>SCREENING: Matt Damon drew a five minute standing ovation at the Cannes Film Festival for his award worthy performance. Director Tom McCarthy (Spotlight) crafts a slow methodic story that plays somewhere between art houses and mainstream cinema. The director states "We wanted to share it with the world," said McCarthy. "It feels like the right film. It celebrates humanity and our flaws and our communities." Those who patiently enjoy the film are the same who read 1200 page novels. Award worthy in multiple categories. Very good to excellent reviews. "The timing for a movie like Stillwater could not be better, and hopefully there is a place for it in the ever-changing theatrical landscape." - Pete Hammond (Deadline)</i>	R	138	Flat (1.85 : 1)	Wide 
The Green Knight (A24) (Also known as David Lowery's The Green Knight) A modern fantasy re-telling of the medieval story of Sir Gawain and the Green Knight. Drama Horror. Written and directed by David Lowery. <i>The film stars Dev Patel, Alicia Vikander, Joel Edgerton, Sarita Choudhury, Sean Harris, Kate Dickie, Barry Keoghan and Ralph Ineson, and is based on the poem of Sir Gawain and the Green Knight.</i>	R	130	Scope (2.35 : 1)	Wide
Enemies of the State (IFC Films) An American family becomes entangled in a bizarre web of secrets and lies when their hacker son is targeted by the U.S. government, making them all ENEMIES OF THE STATE. Documentary. <i>Matt DeHart is targeted by the U.S. government after claiming to have documents alleging misconduct by the CIA. The film has multiple reviews and is regarded as generally favorable.</i>	NR	103	Flat (1.85 : 1), Color (HD/4K)	Limited

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Nine Days (Sony Pictures Classics) A man interviews five unborn souls to determine which one can be given life on Earth. Fantasy Drama. <i>The film received two 2021 Film Independent Spirit Award nominations. The film had its world premiere at the Sundance Film Festival on 1/27/20. Well reviewed.</i>	R	124	Flat (1.85 : 1)	NY/LA Expansion 8/6
Masquerade (DADA Films/Shout Factory) A young girl must survive the night after intruders break into her family's home to steal priceless artwork. The thieves will stop at nothing to get what they want until the shocking twist ending. Suspense Thriller.	NR	80	Flat (1.85 : 1)	Limited
Never Gonna Snow Again (Kino Lorber) <i>Original Title: Sniegu juz nigdy nie bedzie.</i> A Ukrainian masseur uses his magic touch to change the lives of his wealthy but sad Polish clients. Polish-German Comedy Drama. <i>The film was selected as the Polish entry for the Best International Feature Film at the 93rd Academy Awards but failed to receive a nomination The film garnered seven Polish Film Award nominations Positive reviews based on 20+ critics.</i>	NR	113	Scope (2.35 : 1), Dolby 5.1	Limited
Nemesis (Samuel Goldwyn) An underworld kingpin's past catches up with him when he returns to London, igniting an explosive chain of events ending in revenge and murder. British Crime Thriller. <i>Opened in London 3/29/21 to mostly positive reviews.</i>	NR	88	Flat (1.85 : 1)	Limited
The Exchange (Quiver Distribution) Hoping to find friendship with a French exchange student, an awkward teenager discovers that the student is not as sophisticated and cultured as he assumed. <i>2021 internationally co-produced comedy-drama film.</i>	NR	93	Flat (1.85 : 1)	Limited/VOD
Awaken (Gunpowder And Sky) The documentary explores humanity's relationship with technology. <i>Shot over five years, the groundbreaking camera techniques highlight the film's narrative voiced by Liv Tyler.</i>	NR	74	Flat (1.85 : 1)	Limited VOD on 8/3
8/6-12 2020 Wk 32 Box Office: \$1,392,779; Openings: N/A 2019 Wk 32 Box Office: \$133,448,282; Openings: Scary Stories to Tell in the Dark (\$20.9M FSS, \$68.9M Total), Dora and the Lost City of Gold (\$17.4M FSS, \$60.5M Total), The Art of Racing in the Rain (\$8.1M FSS, \$26.4M Total), The Kitchen (\$5.5M FSS, \$12.2M Total)				
The Suicide Squad (Warner Bros.) Supervillains Harley Quinn, Bloodsport, Peacemaker and a collection of nutty cons at Belle Reve prison join the super-secret, super-shady Task Force X as they are dropped off at the remote, enemy-infused island of Corto Maltese to destroy a Nazi-era prison and laboratory. Action Adventure Sci-Fi. <i>The film is intended to be a standalone sequel to Suicide Squad (2016) and the tenth film in the DC Extended Universe (DCEU). It was written and directed by James Gunn and stars an ensemble cast including Margot Robbie, Idris Elba, John Cena, Joel Kinnaman, Sylvester Stallone, Viola Davis, Jai Courtney, and Peter Capaldi.</i>	R	132	Scope (2.35 : 1), IMAX	Wide
Annette (Amazon Studios) A globally acclaimed opera singer and a stand-up comedian have their first child and their lives are completely changed. Drama. <i>SCREENING: Performances are a highlight in this enthralling mix of film and music that drew nearly 100% excellent reviews at the Cannes Film Festival. Here is a film perfect for upscale cinemas and streaming. In fact, most specialty films have been playing theatrical and VOD for several years. "At long last, cinema Cannes-style is back. May we now start? Mais oui. -Robbie Collin (Daily Telegraph -UK)</i>	R	139	Flat (1.85 : 1)	Limited Amazon Prime on 8/20
John and the Hole (IFC Films) A coming-of-age psychological thriller that plays out the unsettling reality of a kid who holds his family captive in a hole in the ground. Psychological Thriller. <i>The film is the first screen adaptation of Giacobone's novel El Pozo. Reviews have been generally positive though mixed.</i>	NR	98	4.3 Aspect Ratio or 1.33 : 1	Limited
Swan Song (Magnolia) A formerly flamboyant hairdresser takes a long walk across a small town to style a dead woman's hair. Comedy. <i>A comical and bittersweet journey about rediscovering oneself and looking gorgeous while doing so. Well regarded.</i>	NR	104	Flat (1.85 : 1)	Limited VOD 8/13
Emma (Music Box Films) A couple deals with the aftermath of an adoption that goes awry as their household falls apart. Drama Music Romance. <i>Generally positive reviews. [A] heady plunge into sweat-drenched melodrama and a stingingly malicious failing relationship. - Wendy Ide, Observer (UK)</i>	R	107	Scope (2.35 : 1)	Limited
6:45 (Regal Cinemas) Bobby's struggles with Jules are cast aside in order to overcome a dementing cycle of terror that transpires. No matter what he does to try to avoid it, he and his girlfriend wake up at 6:45 each morning to the same nightmarish chain of events that lead to them being viciously murdered with no chance of escape. Psychological Horror. <i>Director Craig Singer founded Fanlib and My2Centences, companies focused on the intersection of film, the internet and social media.</i>	R	95	Flat (1.85 : 1)	Regal Cinemas Exclusive

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She Ball (Vertical Entertainment) Follows the love of the game through the struggles of Avery Watts, who enlists the baddest women's streetball league in the city to help him save the embattled Inglewood Community Center, which he manages, all while trying to raise his seven year old daughter. Sports Comedy Drama. <i>Will play day/date with VOD and Redbox.</i>	NA	97	Flat (1.85 : 1)	Limited
SHIROBAKO The Movie (Fathom Events/ Crunchyroll) Gekijōban Shirobako (original title) Four years after the events of SHIROBAKO the series, Musashino Animation has gone through changes and things are looking bleak for the studio. One day, Aoi Miyamori is offered a role managing a new theatrical animation project. With only a few months left before the deadline, can MusAni complete the project in its current state? It's up to Aoi to work alongside both familiar faces and new to finish the project in time. <i>Eleven Arts announced the acquisition of the anime film in November of 2020. Tickets go on sale soon through Fathom Events, and you can follow Eleven Arts on Twitter and other social media outlets for updates.</i>	NR	120	Flat (1.85 : 1)	Event Cinema on 8/10
BLACKPINK: The Movie (Trafalgar Releasing) Following their widely successful THE SHOW global livestream concert, YG Entertainment and BLACKPINK recently announced the upcoming release of a 5th-anniversary movie. <i>The film will showcase scenes that focus on each member of the group — Jisoo, Jennie, Rosé, and Lisa. Segments include "The Room of Memories," which reflects on their last five years, "Beauty" features shots of each member, and "Exclusive Interviews" houses messages for their fans.</i>	NR	100	Scope (2.35 : 1), Screen X, 4DX	Event Cinema on 8/4 & 8/8
8/13-19 2020 Wk 33 Box Office: \$1,396,744; Openings: N/A 2019 Wk 33 Box Office: \$121,109,428; Openings: Good Boys (\$21.4M FSS, \$86.1M Total), Angry Birds 2 (\$10.4M FSS, \$41.7M Total), 47 Meters Down: Uncaged (\$8.4M FSS, \$22.3M Total), Blinded by the Light (\$4.3M FSS, \$11.9M Total)				
Free Guy (20th Century) A bank teller discovers he's actually an NPC inside a brutal, open world video game. Action Comedy Sci-Fi. <i>Free Guy had been in development at 20th Century Fox prior to its acquisition by Disney and is one of the first Fox films to continue production under Disney ownership, as well as under the studio's new name 20th Century Studios. Ryan Reynolds, who produced the film along with Shawn Levy, said "I haven't been this fully immersed and engaged in something since Deadpool."</i>	R	115	Scope (2.39 : 1), IMAX 6-track Atmos, Dolby Digital, Dolby Surround 7.1, DTS	Wide
Respect (UAR/MGM) The life story of legendary R&B singer, Aretha Franklin, played by Jennifer Hudson. Biography Drama Music. <i>Aretha Franklin sings in her father's church choir as a child and grows up to become an international musical superstar and the Queen of Soul.</i>	PG13	145	Scope (2.39 : 1), Dolby Digital	Wide
Don't Breathe 2 (Sony/Screen Gems) The sequel is set in the years following the initial deadly home invasion, where Norman Nordstrom (Stephen Lang) lives in quiet solace until his past sins catch up to him. Crime Horror Thriller. <i>The Blind Man has been hiding out for several years in an isolated cabin and has taken in and raised a young girl orphaned from a devastating house fire. Their quiet life together is shattered when a group of criminals kidnap the girl, forcing the Blind Man to leave his safe haven to save her.</i>	R	NA	NA	Wide
CODA (Apple TV+) As a CODA (Child of Deaf Adults) Ruby is the only hearing person in her deaf family. When the family's fishing business is threatened, Ruby finds herself torn between pursuing her love of music and her fear of abandoning her parents. Drama Music. <i>CODA had its world premiere on January 28, 2021 at the 2021 Sundance Film Festival. Apple acquired distribution rights to CODA for a festival-record \$25 million. The film, which is an English-language remake of the 2014 French-language film La Famille Bélier.</i>	PG13	111	Flat (1.85 : 1)	Limited/SVOD
The Lost Leonardo (Sony Pictures Classics) The mystery surrounding the Salvator Mundi, the first painting by Leonardo da Vinci to be discovered for more than a century, which has now seemingly gone missing. Art Documentary. <i>SCREENING: All around excellent critics reviews as well as Tribeca audience enthusiasm make this a must see for sophisticated filmgoers. "There's nothing quite like a good story, well-told." -Fionnuala Halligan -Screen International.</i>	NA	95	Flat (1.85 : 1)	NY/LA

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The Meaning of Hitler (IFC Films) An inquiry into decades of cultural fascination with the Nazi leader, and the ramifications of such a fascination on present day politics. Documentary. <i>Filmmakers Petra Epperlein and Michael Tucker (Karl Marx City) search for answers, taking inspiration from Sebastian Haffner's 1978 German best-selling book The Meaning of Hitler. Shot in nine countries, the film explores what Hitler means in the current waves of white supremacy, antisemitism, and the weaponization of history. Language: English and German with English Subtitles.</i>	NR	92	Aspect Ratio 16.9 (TV monitors), Flat (1.77 : 1)	Limited
White as Snow ('Blanche comme neige') (DaDa Films/Cohen Media Group). AKA: Pure as Snow. Claire, a young woman of great beauty, arouses the uncontrollable jealousy of her stepmother Maud, who goes so far as to plan her murder. <i>The emblematic fable is recast as an erotic comedy and modernized by Anne Fontaine, who subverts its references with her usual elegance. It is the portrait of a new heroine who awakens to life in this sensual and erotic tale.</i>	NR	112	Flat (1.85 : 1)	NY/LA
The East (Magnolia) During the post-WW2 Indonesian War of Independence, a young Dutch recruit joins an elite unit led by a mysterious captain known only as "The Turk." Drama. <i>The story is about Indonesia's claim for independence from the Netherlands straight after World War 2, when the country was still called the Dutch East Indies.</i>	NR	137	Flat (1.85 : 1)	Limited
Battle For Afghanistan (Samuel Goldwyn) Written & directed by Pavel Lungin, it follows the 108th Motor Rifle Division's rescue mission to bring back the General's son back from the Majahideen. <i>Based on true events, the previously untold story of this tragic withdrawal reveals the complexity of human nature during wartime.</i>	NR	114	Flat (1.85 : 1)	Limited/VOD
Dear Rodeo: The Cody Johnson Story (Trafalgar) This is country music singer Cody Johnson's real-life journey from the dusty rodeo arenas of rural Texas to some of the biggest musical stages in America. Documentary. <i>When Cody Johnson released his autobiographical song "Dear Rodeo," fans got an inside look at a man who bid farewell to his life as a rodeo star and changed paths to music.</i>	NR	100	Flat (1.85 : 1)	Event Cinema on 8/10 (Tuesday)
8/20-26 2020 Wk 34 Box Office: \$6,563,262, Openings: N/A 2019 Wk 34 Box Office: \$109,212,708, Openings: Angel Has Fallen (\$21.4M FSS, \$69.0M Total)				
Reminiscence (Warner Bros.) A scientist discovers a way to relive your past and uses the technology to search for his long lost love. Romance Sci-Fi Thriller. <i>Westworld co-creator Lisa Joy's feature directorial debut. If a mystery of the mind sounds familiar, maybe that's because the film emanates from the director who with her husband, Jonathon Nolan, are fascinated with concepts of identity as they related to psychology. Hugh Jackman, Rebecca Ferguson, Thandie Newton.</i>	PG13	NA	Scope (2.39 : 1), Atmos, Dolby Digital	Wide/HBOMax (30 days)
The Protégé (Lionsgate) AKA: The Asset. Rescued as a child by the legendary assassin Moody and trained in the family business, Anna is the world's most skilled contract killer. But when Moody - the man who was like a father to her and taught her everything she needs to know about trust and survival - is brutally killed, Anna vows revenge. Action Crime Thriller. <i>A solid action film with a great cast is highlighted in the first trailer. Director Martin Campbell (Casino Royale, Goldeneye, The Mask of Zorro, The Legend of Zorro) is an accomplished action director. His latest effort is perfect for an entertaining cinema experience.</i>	R	NA	Scope (2.35 : 1)	Wide
The Night House (Searchlight) A widow begins to uncover her recently deceased husband's disturbing secrets. Horror Thriller. <i>If you're in the mood for scares and a fantastic lead to boot, The Night House demands a visit. - Meagan Navarro (Bloody Disgusting). Creepy atmospherics and individual scares go a long way in the horror genre, and it takes "The Night House" right far.</i>	R	108	Scope (2.35 : 1)	Wide
Paw Patrol: The Movie (Paramount) Ryder and the pups are called to Adventure City to stop Mayor Humdinger from turning the bustling metropolis into a state of chaos. Computer Animation Adventure Comedy. Family. <i>Based on the children's television series PAW Patrol created by Keith Chapman.</i>	G	NA	Scope (2.35 : 1)	Wide/ Paramount+
Annette (Amazon Studios) A stand-up comedian and his opera singer wife have a 2 year old daughter with a surprising gift. Drama Musical	R	139	NA	Amazon Prime
Flag Day (UAR/MGM) AKA Red Flag. Based on a true story, FLAG DAY follows Jennifer Vogel across two decades as she comes of age while navigating a fraught relationship with her beloved father, the con man John Vogel. <i>The film will premiere in competition at the 2021 Cannes Film Festival.</i>	R	107	Flat (1.85 : 1)	Limited

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Demonic (IFC Midnight) A young woman unleashes terrifying demons when supernatural forces at the root of a decades-old rift between mother and daughter are ruthlessly revealed. Horror. <i>Written and directed by the District 9 and Elysium filmmaker (Neill Blomkamp) in his first movie since 2015's Chappie.</i>	NR	104	Flat (1.85 : 1)	Limited
Confetti (DADA Films) <i>China Mandarin title: 五彩缤纷</i> The film centers around a traditional Chinese family who face a number of obstacles after their daughter is diagnosed with dyslexia. Drama. <i>Ann Hu is a Chinese-born writer, producer, and director who is known for her work on films such as her award-winning debut, SHADOW MAGIC. Based on her true story of an Asian female real-life experience in America and starring Academy Award nominee Amy Irving and Zhu Zhu.</i>	NR	85	Flat (1.85 : 1)	Limited (90-day window)
Cryptozoo (Magnolia) Cryptozookeepers try to capture a Baku, a dream-eating hybrid creature of legend, and wonder if they should display them or keep them a secret. Animation. <i>The intricate animation style illuminates this adult-aimed adventure about imaginary creatures and their all-too-human friends and foes. – Variety</i>	NR	95	Flat (1.85 : 1)	Limited
Moments Like This Never Last (Utopia Media) Artist Dash Snow spurned a privileged life to make his way on the streets of New York. On the road to becoming an international art star were nights fueled by drugs and alcohol leading to his death by heroin overdose. Documentary. <i>A walk on the wild side through the New York underground with the art comet Dash Snow, who tragically burnt out as a 27-year-old.</i>	NR	96	Flat (1.85 : 1)	Limited
On Broadway (Kino Lorber) This contemporary history takes us behind the scenes of Broadway's most groundbreaking shows, from A Chorus Line to Hamilton, and is packed with interviews and performances by legendary stars. Documentary. Directed by Academy-Award nominee Oren Jacoby.	NR	82	Flat (1.85 : 1)	Limited
Sweet Girl (Netflix) A devastated husband vows to bring justice to the people responsible for his wife's death while protecting the only family he has left, his daughter. Action Drama Thriller. <i>"Sweet Girl" marks Brian Mendoza's feature film directing debut. He previously worked with Jason Momoa on last year's "Braven" from Saban Films, which he also produced. Also stars Marisa Tomei, Isabella Merced.</i>	R	108	Flat (1.85 : 1)	SVOD
8/27-9/2 2020 Wk 35 Box Office: \$14,813,120; Openings: N/A 2019 Wk 35 Box Office: \$121,518,452; Openings: N/A				
Candyman (Universal) The story returns to the now gentrified Chicago neighborhood Where today a luxurious condo now stands. Events lead to a modern day revival of the events reveal the story has a new chapter of a terrifyingly viral wave of violence. <i>Directed by Nia DaCosta and written by Jordan Peele, Win Rosenfeld and DaCosta. It is a direct sequel to the 1992 film of the same name and the fourth film in the Candyman film series, based on the short story "The Forbidden" by Clive Barker.</i>	R	91	Scope (2.39 : 1)	Wide
Together (Bleecker Street) A husband and wife who are forced to re-evaluate themselves and their relationship through the reality of the Covid-19 lockdown. Comedy Drama. <i>The film was broadcast in the United Kingdom on BBC Two on 6/17/21. Upon release, it received generally positive reviews from critics, with some calling it a "claustrophobic", "brilliant", and "honest" film set during the pandemic.</i>	NA	87	Flat (1.85 : 1)	Moderate
The Deceivers (Cohen Film Collection) The film is adapted from the John Masters novel, set in India in 1825, which depicts the exploits of William Savage (based on William Sleeman of the Indian Political Service). <i>In the early 1980s Ismail Merchant first set in motion a project of which he had long dreamed, and that he was to do outside of his usual collaboration with Ruth Praver Jhabvala and James Ivory, the making of THE DECEIVERS. Pierce Brosnan. Reissue.</i>	PG13	102	Flat (1.75 : 1)	Quad Cinema NYC
Vacation Friends (Hulu) A couple meets up with another couple while on vacation in Mexico, but their friendship takes an awkward turn when they get back home. Comedy. <i>Produced by 20th Century, distributed by Hulu.</i>	R	NA	Aspect Ratio 16.9 (TV monitors), Flat (1.77 : 1)	SVOD
He's All That (Netflix) The film will reimagine the original plot of the 1999 teen classic <i>She's All That</i> . The contemporary story will follow an influencer who accepts a challenge to turn the school's biggest loser into prom king. Romantic Comedy. Directed by Mark Waters (Teen Girls, Freaky Friday).	NA	88	Aspect Ratio 16.9 (TV monitors), Flat (1.77 : 1)	SVOD

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Studio Release Changes

Title	Runs	New	Former
The Comeback Trail (Cloudburst Entertainment) Comedy has moved numerous times.	TBA	TBD	7/23/21
I'm Your Man (Blecker Street) A German scientist must live with a humanoid robot programmed to fit her needs and character. Sci Fi Romantic Comedy.	Limited	9/24/21	9/17/21
The Scary of Sixty-First (Utopia Media) Two roommates' lives are upended after finding out that their new Manhattan apartment harbors a dark secret. Thriller.	Limited	12/3/21	NEW
American Underdog (Lionsgate) <i>Revised title from The Kurt Warner Story: American Underdog.</i> The story of NFL MVP and Hall of Fame quarterback, Kurt Warner, who went from stocking shelves at a supermarket to becoming an American Football star. Drama.	Wide	12/10/21	UPDATED
Thirteen Lives (UA Releasing) True story of the rescue of twelve boys and their soccer coach from a flooded, impenetrable cave system in Thailand. Drama.	Wide	4/15/22	NEW
She Ball (Vertical Entertainment) Follows the love of the game through the struggles of Avery Watts, who enlists the baddest women's streetball league in the city to help him save the embattled Inglewood Community Center, which he manages, all while trying to raise his seven year old daughter. Comedy Drama Sport.	Limited	8/6/21	NEW
Val (Amazon) Documentary centering on the daily life of actor Val Kilmer, featuring never-before-seen footage spanning 40 years.	Limited Amazon Prime	7/23/21 8/6/21	NEW

MPA Ratings

Title	Rating	Reason
A Boy Called Christmas (Netflix) An adaptation of a children's novel, this is the story of Father Christmas as he goes on his adventures. Family.	PG	Peril, action and thematic elements
Bring Your Own Brigade (Paramount) These are the experiences of firefighters and residents struggling through deadly fires. Documentary.	R	Language
Flag Day (MGM) A father lives a double life as a counterfeiter, bank robber and con man in order to provide for his daughter. Drama.	R	Language, some drug use and violent content
Mortal Kombat Legends: Battle of the Realms (WB Home Entertainment) The Earth realm heroes must journey to Outworld and fight for the survival of their homeland, invaded by the forces of evil warlord Shao Kahn, in the tournament to end all tournaments: the final Mortal Kombat. Animation.	R	Strong bloody violence throughout and some language
My Little Pony: A New Generation (Entertainment One) After the time of the Mane 6, a young Earth Pony and her new Unicorn friend explore their world and strive to restore Harmony to Equestria. Animation. General Audience.	PG	Some thematic elements
Naked Singularity (Screen Media Ventures) A successful New York public defender loses his first case, his life begins to unravel. Comedy.	R	Language throughout, some violence, sexual references and drug use
Nightmare Alley (Searchlight Pictures) A corrupt con-man teams up with a female psychiatrist to trick people into giving them money. Psychological Thriller.	R	Strong/bloody violence, some sexual content, nudity and language
Ron's Gone Wrong (20th Century) Set in a future where walking, speaking, digitally connected B-bots became kids' friends, Ron's Gone Wrong tells the story of Barney who finds out that Ron never quite works. Animation Comedy.	PG	Some rude material, thematic elements and language

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Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising



SCREENING ROOM



Encanto
(Disney Animation)
11/24/21 - Wide
Trailer #1



Queenpins
(STX Films)
9/10/21 - Wide
Trailer #1



Old
(Universal)
7/23/21 - Wide
Official Trailer



G.I. Joe: Snake Eyes
(Paramount)
7/23/21 - Wide
Official Trailer



The Many Saints of Newark
(Warner Bros./HBOMax)
10/1/21 - Wide
Trailer #1



Jungle Cruise
(Disney)
7/30/21 - Wide
Final Trailer



Clifford the Big Red Dog
(Paramount)
9/17/21 - Wide
Official Trailer



Don't Breathe 2
(Sony/Screen Gems)
8/13/21 - Wide
Official Trailer



Confetti
(DADA Films)
8/13/21 - Limited
Official Trailer

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