



Sunday, December 26, 2021 | No. 200

Film Flashback... Howard Hughes Born on 12/24/1905

Howard Hughes isn't best remembered for being a movie mogul, but when he was born Dec. 24, 1905 Hollywood was in his future.

The reclusive billionaire inherited his father's machine tool company in 1923 and enjoyed great success in a range of businesses before his death in 1976. He launched Hughes Aircraft in 1932, setting world air speed records, himself, during the '30s & '40s. In 1939, he acquired Trans World Airlines, expanding it into a major global carrier. In the '60s & early '70s, Hughes was a prime force in Las Vegas hotels & casinos, turning that small desert town into a world class resort.

Hughes' career in movies didn't bring him the kind of success he achieved in aviation or hotels, but he did direct two hits -- the 1930 war drama HELL'S ANGELS, starring Jean Harlow; and the 1943 western THE OUTLAW, starring Jane Russell.

In May 1948, he made his big move into Hollywood, taking control of RKO Radio Pictures & RKO Theatres by purchasing 929,000 shares of stock from Floyd Odlum's Atlas Corp. for \$8.8 million. The change in ownership put RKO in a tailspin. By July, production chief Dore Schary had quit, unable to work with Hughes, who was known for calling employees at 2 or

3 in the morning. Hughes laid off about 75% of RKO's employees and slashed production to cut costs. One of the films he scrapped was the drama THE ROBE, RKO's most expensive project. It ended up at 20th Century-Fox, where in 1953 it was the



In 1948, Hughes paid \$8.8M to acquire RKO Radio Pictures and sold it six years later for \$25M, making a personal profit of \$6.5M

first movie released in the widescreen process CinemaScope. THE ROBE was made on a then expensive \$5 million budget, but it grossed \$36 million and was exactly the kind of hit RKO needed. Hughes put RKO on the road to disaster. By January 1957 it stopped making movies. Nonetheless, Hughes profited handsomely from controlling RKO. A 1952 sale of his stock brought him a deposit for \$1.25 million from a Chicago syndicate that soon afterwards was exposed for its racketeering connections. The deal fell apart -- but their deposit was forfeited. In 1954, Hughes offered to purchase all outstanding RKO shares for about \$23.5 million, which would have let him apply RKO's losses to reduce taxes payable by his profitable businesses. When that offer failed, Hughes sold RKO Radio Pictures for \$25 million to General Tire & Rubber, which needed movies to show on TV stations it owned. Although that was the death knell for RKO, Hughes did very well for himself -- reportedly enjoying a \$6.5 million profit.



Howard Hughes, the famous tycoon of industry and aviation, also dabbled in the movies

[Click to Watch](#)

"Passion will make you crazy, but is there any other way to live?" – Howard Hughes

Weekend Box Office Results... 12/24 – 12/26

Courtesy of [Comscore](#)

Rank	Title	Week	Theatres	Wknd \$	% Change		Per Theatre Average \$	Total \$
					12/12	12/5		
1	Spider-Man: No Way Home (Sony)	2	4,336	81,500,000	-69	-	18,796	467,331,855
2	Sing 2 (Universal)	1	3,892	23,760,000	-	-	6,105	41,005,000
3	The Matrix Resurrections (Warner Bros.)	1	3,552	12,000,000	-	-	3,378	22,500,000
4	The King's Man (20 th Century)	1	3,180	6,350,000	-	-	1,997	10,009,631
5	American Underdog (Lionsgate)	1	2,813	6,200,000	-	-	2,204	6,200,000
6	West Side Story (20 th Century)	3	2,810	2,800,000	-23	-65	996	23,915,766
7	Licorice Pizza (UA Releasing)	5	786	2,328,000	999	-50	2,962	3,666,819
8	A Journal for Jordan (Sony)	1	2,500	2,200,000	-	-	880	2,200,000
9	Encanto (Disney)	5	2,800	2,000,000	-69	-35	714	88,277,840
10	'83 (Reliance Entertainment)	1	481	1,761,479	-	-	3,662	1,761,479

Screendollars · contactus@screendollars.com · (978) 494-4150

Thaddeus Bouchard, President · John Shaw, Communications · Tami Morris, Exhibitor Relations · Nicolas Bouchard, Film Distribution
Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office

DICK WALSH'S Industry Update Weekend Review for 12/24 – 12/26

SPIDER-MAN: NO WAY HOME continued its record-breaking run by grossing \$81.5M in its second weekend in theatres. SING 2 won the battle for second place easily with \$23.8M in ticket sales. THE MATRIX RESSURECTIONS finished third with \$12M, somewhat below expectations. Two possible reasons for these disappointing results are that Warner Bros released it simultaneously on HBO MAX and that it had to compete with SPIDER-MAN for placement on IMAX screens. AMERICAN UNDERDOG finished with a so-so \$6.2M and A JOURNAL FOR JORDAN limped in with a mere \$2.2M. LICORICE PIZZA expanded from an exclusive debut last weekend at four theatres in NY and LA to 786 locations nationwide, finishing with \$2.3M to take seventh place overall and maintaining a healthy per screen average of \$2,962.

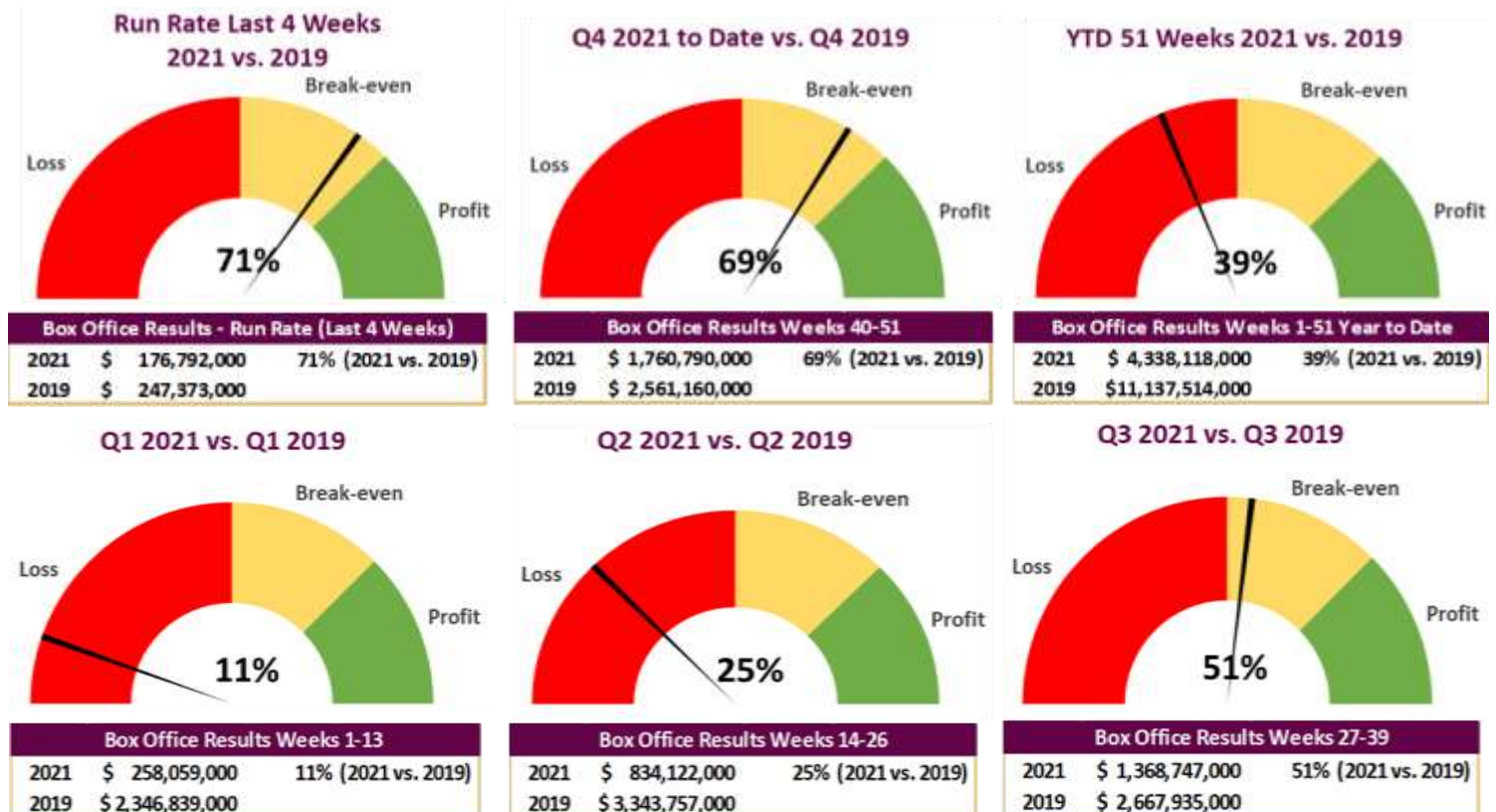


Unfortunately for SPIDEY and all other hold over titles, the beginning to the film week fell on Christmas Eve, when holiday movie going usually tails off as most theatres close down early after 8pm showtimes. The fact that Christmas Eve was a Friday was a second hit to the box office, since Friday is often the strongest night of the week. This Friday, Spidey took a 83% hit compared last week, though the situation stabilized for Saturday and Sunday. SPIDER-MAN suffered an overall drop of 69% from its opening weekend, still not a bad result considering that its premiere was the second biggest of all time.

As of now, only SPIDER-MAN: NO WAY HOME and SING 2 can be counted on for a strong finish in the final week of the year. It will be photo finish to see if this year's fourth quarter will add up to 70% of the same quarter in 2019. The full year results for 2021 will come in at 40% of those from 2019. There are many unknowns ahead as the calendar flips to 2022.

Where Are We as of 12/23

SPIDER-MAN: NO WAY HOME's \$260M kept our dials spinning in week 51. The \$447M total for all pictures was 94% of the same week in 2019, the highest percentage for any week in 2021 compared to the same week in 2019. If you had to pick one week in the year to have your best comp, why not pick the highest grossing week of 2019? That was enough to raise the fourth quarter comparison by six percentage points, surging from 63% to 69%. The year-to-date number climbed three percentage points from 36% to 39%. These giant leaps ahead kept the industry within range of meeting 70% for the quarter and 40% for the year, with just one final week to go.



Screendollars · contactus@screendollars.com · (978) 494-4150

Thaddeus Bouchard, President · John Shaw, Communications · Tami Morris, Exhibitor Relations · Nicolas Bouchard, Film Distribution
Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office



Click to play our **POPCORN PREVIEWS BOXOFFICE BUZZ** look at Warner Bros. & Village Roadshow's **THE MATRIX RESURRECTIONS** from visionary director Lana Wachowski, the franchise's long-awaited fourth film...with original stars Keanu Reeves and Carrie-Anne Moss returning in their iconic roles Neo and Trinity.



Click to play our **BOXOFFICE AUTOPSY** podcast. *Screendollars'* host Martin Grove & exhibition pro Dick Walsh focus on the openings of **SING 2**, **THE MATRIX RESURRECTIONS** & **THE KING'S MAN** and celebrate Sony/Marvel's second weekend of **SPIDER-MAN: NO WAY HOME**.

Notable Industry News and Commentary... 12/20 – 12/26

[The Movies Are Gonna Be All Right](#) (Vulture)

SPIDER-MAN: NO WAY HOME'S record-breaking weekend provided a much-needed refreshment to thirsty exhibitors, and reassurance that movie theatres still have the ability to turn out large audiences.

A number of new releases over the past few months have produced respectable grosses, while still lower than those from pre-pandemic releases of comparable titles. Exhibitors cheered the relative successes of SHANG-CHI AND THE LEGEND OF THE TEN RINGS, VENOM: LET THERE BE CARNAGE, NO TIME TO DIE and DUNE. And then along came SPIDEY, the first major franchise release over the past two years to gross more than earlier films from the same franchise. In fact, SPIDER-MAN'S \$260M opening weekend was an unmitigated success, the second highest box office gross ever.

While the superhero genre seems to be alive and well, there is still concern over the future of mid-budget, adult-oriented films. IndieWire's Tom Brueggemann points to the anemic \$3M earned by Guillermo Del Toro's NIGHTMARE ALLEY in its opening weekend, a mere 1% of the numbers produced by SPIDER-MAN. Brueggemann expects this stark contrast in results to further solidify the *blockbuster uber alles* mind-set among studio decision makers.

On the other hand, Vulture's Bilge Ebiri sees the glass as half full, with SPIDER-MAN'S success only confirming the strong desire for the public to go back to the movies under the right conditions. Movie night on the couch is a qualitatively different experience than at the theatre. He also points out recent box office successes for a handful of original titles, including Wes Anderson's THE FRENCH DISPATCH and Paul Thomas Anderson's LICORICE PIZZA. This



Screendollars · contactus@screendollars.com · (978) 494-4150

Thaddeus Bouchard, President · John Shaw, Communications · Tami Morris, Exhibitor Relations · Nicolas Bouchard, Film Distribution
Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office

suggests that mid-budget movies can also have success as theatrical releases, and their prospects will only improve as older audiences become more comfortable participating in public activities, including moviegoing.

See also: [‘Spider-Man’ Opens to \\$260 Million This Weekend, Changes the Movie Business \(IndieWire\)](#) and [What the future looks like for movie theaters in 2022, according to top industry execs \(Business Insider\)](#)

[Older U.S. Moviegoers Still More Likely to Stay Away from Theaters Amid Omicron, Survey Finds \(Hollywood Reporter\)](#)

The Hollywood Reporter published results from a Dec. 20th YouGov survey of 1000 Americans ages 18-64 measuring their attitudes towards moviegoing amidst the recent Omicron surge. The survey bears out prior reports that younger adults are most active in visiting theatres, while older audiences remain hesitant.



Respondents were asked whether reports of increasing infections due to the COVID Omicron variant would influence their decision whether to go to the movies. Respondents were separated in three age groups: 18-29, 30-44, and 45-64. Of the younger group, 53% said that they were neither more nor less likely to go to the movies, whereas 20% said they were less likely and 3% said they were more likely.

For the 30-44 year old group, 34% were neither more nor less likely, with 27% less likely and 23% more likely. And the 45-64 age group, 39% reported being less likely, and 37% were neither more nor less likely.

These attitudes offer a possible explanation for disappointing box office results from the recent releases of WEST SIDE STORY and NIGHTMARE ALLEY, both remakes of classic originals. While these concerns may hold down box office results for current releases, it is likely that older audiences will return to theatres once the current news cycle passes and pandemic concerns ease.

See Also: [Canada Tightens Movie Theater Restrictions Amid Omicron Surge \(Hollywood Reporter\)](#)

[Sundance’s Plan for Omicron: Boosters Required, Reduced Capacity, No Food or Drink in Theaters \(IndieWire\)](#)

The organizers of the Sundance Film Festival announced their COVID safety protocols to ensure the health and well-being of festivalgoers at the upcoming event which will take place from January 20th-30th in Park City, Utah. In-person screenings will resume, but those in attendance will be required to show proof that they have been vaccinated and boosted in order to attend. Masking will also be required at all screenings, and drinks and other concessions will be eliminated so as to limit mask removal in the auditoriums. Lower capacity limits will also be in effect.



The recent surge of COVID infections caused many to wonder whether the upcoming festival would be postponed, or would return to the virtual format used at last year’s festival. Due to the late stage in planning and large number of commitments already made to attendees and sponsors, the festival’s organizers chose to proceed as planned, while implementing these increased safety measures.

Note that a number of film industry events which had been scheduled for January have recently been cancelled or postponed. The [Palm Springs Film Awards gala awards show](#) and [BAFTA LA Tea Party](#) have been cancelled, while the [Academy Governors Awards Ceremony](#) and the [New York Film Critics Circle Awards](#) have been postponed to an undetermined date in the future.

Screendollars · contactus@screendollars.com · (978) 494-4150

Thaddeus Bouchard, President · John Shaw, Communications · Tami Morris, Exhibitor Relations · Nicolas Bouchard, Film Distribution
Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office

MARTIN GROVE'S *Hollywood Report*

With Spidey cracking \$1B globally, the year ends with a box office blast -- not with exhibition's demolition as doomsayers predicted.

Looking back, the movie title that best sums up the past year is the 1982 drama THE YEAR OF LIVING DANGEROUSLY. That's really what 2021 was all about. Fortunately, exhibition survived the studios' misguided move into day & date streaming. It took many months for Hollywood to learn that streaming doesn't deliver worldwide revenues like Sony/Marvel's SPIDER-MAN: NO WAY HOME (pictured) is generating theatrically right now.

By trying to make Wall Street's new movie business model work, the studios shot themselves in the foot. Blinded by the idea of using event films to boost subscription revenues, they ignored the perils of putting pristine prints in pirates' hands. They also discovered how streaming slashes ticket sales.

It's poetic justice that Sony, the only big studio that hasn't launched a streaming service, out-performed the Hollywood pack. Of the 4 films that did over \$180M domestically this year, 2 are from Sony/Marvel -- the new Spidey, #1 with over \$405M & VENOM: LET THERE BE CARNAGE, #3 with \$212.5M.



* * *

The Golden Globes are now Hollywood's Ghost of Christmas Past.

With studios & 100+ global publicity agencies having put HFPA on ice & with NBC nixing a 2022 telecast, GG's 12/13 noms lacked impact. For decades, movie marketers trumpeted their films' multiple GG noms and awards contenders reminded Academy members how HFPA voted.



For now, at least, HFPA's embrace isn't generating Oscar love. The only award that might have supplanted GG was the Critics Choice, whose noms, also revealed 12/13, are now being heralded in ads targeted to moviegoers & awards voters. But CC doesn't yet have the strong national audience recognition GG has after decades of NBC telecasts & from being the self-proclaimed biggest party night of the Hollywood year.

In a cruel twist of fate, pandemic pressures prompted CC to defer its 1/9 festivities, which were to air live on both CW & TBS. For now, that chance to shine the media spotlight on CC is lost. GG

noms were particularly important in December as holiday moviegoing heated up & as Academy members began deciding what films to make time to see. GG was a handy cheat sheet that some Oscar voters will definitely miss.

Studio Release Calendar – 12/24 – 2/3

(Click on titles for more information)

12/24/21 (Week 52)

Prior Year Results

2020 Week 52 - Box Office: \$23,8141,072

2019 Week 52 - Box Office: \$199,821,873; Openings: Spies in Disguise (\$13.4M FSS, \$66.8M Total), Little Women (\$16.8M FSS, \$108.0M Total)

The Matrix Resurrections: (Warner Bros.)

Screening: The latest film in the series offers nothing new or iconic. Keanu Reeves is the main draw to what you would expect from a Matrix movie. Production values are excellent in this self-referential audience film. Good overall holiday business.

R | Action Sci-Fi

148

Scope (2.39 : 1), Dolby Atmos

12/22 Wide (4,000)

Screendollars · contactus@screendollars.com · (978) 494-4150

Thaddeus Bouchard, President · John Shaw, Communications · Tami Morris, Exhibitor Relations · Nicolas Bouchard, Film Distribution
Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office

Sing 2 (Universal)	PG Animation Adventure Comedy	112	Flat (1.85 : 1), Auro 11.1, Dolby Digital, Dolby Surround 7.1, SDDS, Dolby Atmos	12/22 Wide (4,000)
The King's Man (20th Century) <i>Screening: The latest in the King's Man series takes a different storyline that is very British, meandering, slow paced with minimal action sequences. Business looks moderate to average in domestic release, but likely much more successful globally.</i>	R Action Drama	131	Scope (2.39 : 1), IMAX 5.0/12.0, Atmos, Dolby Vision, Motion, TheatreEars, ICE	12/22 Wide (3,000)
A Journal for Jordan (Sony) <i>Screening: A gut-wrenching memoir of love unexpectedly eviscerated. Based on the Dana Canedy book, producer/director Denzel Washington brings to the screen an award worthy story of relationship and guidance. Charles Monroe King, before he is killed in action in Baghdad authors a journal for his son intended to tell him to live a decent life despite growing up without a father.</i>	PG-13 Drama	131	Scope (2.35 : 1)	12/25 Wide (2,000)
American Underdog (Lionsgate) <i>Screening: Inspired by Warner's memoir "All Things Possible: My Story of Faith, Football, and the First Miracle Season", a man's rise from obscurity to NFL Super Bowl winning quarterback is the subject of the Christian duo who produced "I Still Believe." Similar to "Rudy," themes of hardship and poverty will engage family audiences. Moderate business potential.</i>	PG Biography Drama Sport	NA	Flat (1.85 : 1), Dolby Digital	12/25 Wide (2,000)
The Tragedy of Macbeth (Apple)	R Drama	105	Flat (1.33 : 1)	12/25 Limited
Parallel Mothers (Sony Pictures Classics)	R Drama	120	Flat (1.85 : 1)	NY/LA
The Velvet Queen (Oscilloscope)	NR Documentary	92	Flat (1.85 : 1)	12/22 NY/LA
Licorice Pizza (UA Releasing)	R Comedy Drama Romance	133	Scope (2.39 : 1)	12/22 Expansion
The Tender Bar (Amazon Studios)	R Coming of Age Drama	104	Flat (1.85 : 1)	12/25 Expansion
Being the Ricardos (Amazon Studios)	R Biography	125	Scope (2.39 : 1)	12/21 Expansion

12/31/21 (Week 53)

Prior Year Results

N/A

iGilbert (Gravitas Ventures)	NR Thriller	89	Flat (1.85 : 1)	Limited/VOD
Sensation (Vertical Entertainment)	NR Sci-Fi	100	Scope (2.35 : 1)	Limited/VOD
Jockey (Sony Pictures Classics)	R Sports Drama	94	Scope (2.35 : 1)	12/29 NY/LA
Arjuna Phalguni (Sarigama Cinemas)	NR Romance	130	Scope (2.35 : 1)	12/30 Limited
The Lost Daughter (Netflix)	R Drama	121	Flat (1.85 : 1)	Netflix Expansion

1/7/22 (Week 1)

Prior Year Results

2021 Week 1 - Box Office: 12,720,169; Openings: N/A

The 355 (Universal) <i>Screening: A mix of "Ocean's 11" and "The Bourne Identity," the female cast performs well in this pandemic postponed action film. Interest levels are low to fair currently. Moderate business is expected in this national theatrical release.</i>	PG-13 Action	124	Scope (2.35 : 1)	Wide
See for Me (IFC Films)	Thriller	92	Flat (1.85 : 1)	Limited
Munich: The Edge of War (Netflix)	PG-13 Drama	123	Flat (1.85 : 1)	Limited
Betty White's 100th Birthday (Fathom Events)	Celebration	100	Event Cinema	Select on 1/17
RRR (Sarigama Cinemas)	NR Action Drama	187	Scope (2.35 : 1) 3D, IMAX, MXP3D, PLF 3D	Moderate (Telugu)

Screendollars · contactus@screendollars.com · (978) 494-4150

Thaddeus Bouchard, President · John Shaw, Communications · Tami Morris, Exhibitor Relations · Nicolas Bouchard, Film Distribution
Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office

The Tender Bar (Amazon Studios)	R Drama	104	Flat (1.85 : 1)	Expansion
King Car (Dark Sky Films) Portuguese (Brazil)	NR SciFi	97	Scope (2.35 : 1)	Limited
A Hero (Amazon Studios)	PG-13 Thriller	127	Flat (1.85 : 1)	Limited

1/14/22 (Week 2)

Prior Year Results

2021 Week 2 - Box Office: 9,038,833; Openings: The Marksman (\$3.1M FSS, \$15.6M Total)

Scream (Paramount)	R Horror	114	Scope (2.39 : 1)	Wide
Belle (GKIDS)	PG Adventure Animation	122	Scope (2.35 : 1), IMAX, 7.1 Surround	Wide
Eternals (Disney) Special engagement	PG-13 Adventure	157	IMAX 3D	1/12 Select TBA
Who We Are: A Chronicle of Racism in America (Sony Pictures Classics)	PG-13 Documentary	117	Flat (1.85 : 1)	NY/LA
A Cops and Robbers Story (Greenwich Entertainment)	Documentary	84	Flat (1.85 : 1)	Limited
The Pink Cloud (Blue Fox Entertainment)	R Drama	105	Flat (1.85 : 1)	Limited
Shattered (Grindstone/Lionsgate)	R Action	92	Flat (1.85 : 1)	Limited/VOD
Italian Studies (Magnolia)	NR Drama	81	NA	Limited/VOD
The Tragedy of Macbeth (Apple)	R Drama	105	Flat (1.33 : 1)	Expansion

1/21/22 (Week 3)

Prior Year Results

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

The King's Daughter (Gravitas Ventures)	PG Action Adventure Family	90	Scope (2.35 : 1)	Wide (1,500+)
Redeeming Love (Universal)	PG-13	NA	Scope (2.39 : 1)	Wide
Cyrano (UA Releasing)	PG-13 Drama Musical Romance	124	Scope (2.35 : 1)	Limited
Operation Fortune: Ruse de guerre (STX Entertainment)	Action Comedy Thriller	NA	NA	Limited
Aline (Roadside Attractions)	NR Music	128	NA	Limited
The Tiger Rising (The Avenue)	PG Family	102	Flat (1.85 : 1)	Limited
Munich: The Edge of War (Netflix)	PG-13 Drama	123	Flat (1.85 : 1)	Streaming

1/28/21 (Week 4)

Prior Year Results

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

Morbius (Sony/Columbia)	PG-13 Action Adventure Drama	TBA	Scope (2.35 : 1)	Wide
Clean (IFC Films)	Crime Drama	94	Flat (1.85 : 1)	Limited
You Won't Be Alone (Focus Features)	R Drama Horror	95	Flat (1.85 : 1)	Limited
Sundown (Bleecker Street)	R Drama	83	Flat (1.85 : 1)	Limited
Brighton 4th (Kino Lorber)	NR Drama Comedy	95	Scope (2.35 : 1)	Limited

Studio Release Changes

Title	Locations	New	Former
Brighton 4th (Kino Lorber) Georgian wrestler, Kakhi, travels to Brooklyn to help his son out of a gambling debt. Comedy Drama.	NY	1/28/22	NEW
Fabian Going to the Dogs (Kino Lorber) 1930s Berlin. Dr. Jakob Fabian, who works by day in advertising for a cigarette company and by night wanders the streets of the city, falls in love with an actress. As her career begins to blossom, prospects for his future begin to wane. Drama.	NY	2/11/22	NEW
John Wick: Chapter 4 (Lionsgate) Plot not available. Action Crime Thriller.	Wide	3/24/23	5/27/22

Screendollars · contactus@screendollars.com · (978) 494-4150

Thaddeus Bouchard, President · John Shaw, Communications · Tami Morris, Exhibitor Relations · Nicolas Bouchard, Film Distribution
Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office

Cyrano (UA Releasing) Too self-conscious to woo Roxanne himself, wordsmith Cyrano de Bergerac helps young Christian nab her heart through love letters. Drama Musical Romance.	Limited	1/28/22	1/21/22
Sing a Bit of Harmony (FUNimation Films) The film tells the story of a new transfer student interested in her surroundings and a song that brings happiness to her and her classmates. Animation.	Limited	1/23/22	NEW

MPA Ratings

Title	Rating	Reason
Green Ghost & the Masters of the Stone (Gravitas Ventures)	PG13	Violence and language
The in Between (Paramount)	PG13	Sexual content, brief strong language, and some thematic material
Memoria (NEON)	PG	Some thematic elements and brief language
My Sweet Monster (Grindstone Entertainment Group)	PG	Action, peril, and some thematic elements
The Survivor (Harry Hall Productions, Inc)	R	Disturbing violent content, language and some nudity
We Will Be Monsters, Episode 2 (Universal) Animated short subject.	PG	Some violence and scary images
We Will Be Monsters, Episode 3 (Universal) Animated short subject.	PG	Some violence and scary images
X (A24)	R	Strong bloody violence and gore, strong sexual content, graphic nudity, drug use, and language
You Won't Be Alone (Focus Features)	R	Violence and gore, sexual content, graphic nudity, and sexual assault



SCREENING ROOM



The King's Daughter
(Gravitas Ventures)
2/21/22 - Limited
Official Trailer, Poster



Uncharted
(Sony Pictures)
2/18/22 – Wide
Official Trailer #2

Awareness & Interest Levels (as of 12/26/21)

Rank	Awareness	Interest
1.	The Matrix: Resurrections (Warner Bros.)	Spider-Man No Way Home (Sony/Marvel)
2.	Spider-Man: No Way Home (Sony/Marvel)	Jurassic World: Dominion (Universal)
3.	The Batman (Warner Bros.)	The Matrix: Resurrections (Warner Bros.)
4.	Sing 2 (Universal)	Aquaman and the Lost Kingdom (Disney)
5.	Top Gun: Maverick (Paramount)	The Batman (Warner Bros.)
6.	Hocus Pocus 2 (Disney+)	Black Panther: Wakanda Forever (Disney)
7.	Avatar 2 (20th Century)	John Wick: Chapter 4 (Lionsgate)
8.	John Wick Chapter 4 (Lionsgate)	Legally Blonde 3 (MGM)
9.	The King's Man (20th Century)	Avatar 2 (20th Century)
10.	Scream (Paramount)	Dr. Strange in the Multiverse of Madness (Disney/Marvel)

The awareness/interest charts are the result of periodic polling of 500 - 1,000 randomly selected individuals.

Source: The Quorum/Screendollars

Screendollars · contactus@screendollars.com · (978) 494-4150

Thaddeus Bouchard, President · John Shaw, Communications · Tami Morris, Exhibitor Relations · Nicolas Bouchard, Film Distribution
Martin Grove, Hollywood Insider · Robin Klamfoth, Advertising · Dick Walsh, Box Office