



Screendollars Newsletter

September 14, 2020
No. 134

**For Exhibitors
About Films, the Film Industry
and Cinema Advertising**

We welcome the return of major international film festivals to 2020. Last Thursday, the 45th annual [Toronto International Film Festival](#) opened at the TIFF Bell Lightbox while on Saturday the 77th annual [Venice International Film Festival](#) concluded 10 days of screenings at the Palazzo del Cinema. Much in the same way that schools, museums and other institutions dedicated to education and arts have been forced to transform, film festivals as well have evolved to provide access on-line and in-person to screenings and press events. The marketplace for deal-making that surrounds these important industry events has also been re-imagined, allowing the business of film



Kate Blanchett, Jury President of the 77th Venice International Film Festival

to continue during this most unusual year. The New York Times provided [this analysis](#) of the importance of major international film festivals in highlighting the work of independent filmmakers.

Venice's Golden Lion for Best Picture was awarded to **Nomadland**, written, directed, edited and co-produced by Chloe Zhao and starring Francis McDormand. It is scheduled for a theatrical release on December 4, 2020 by Searchlight Pictures.



"[Cinemas have been around for more than 100 years.] Platforms have been around for about five years. We'll see if in 100 years we are celebrating the 105th anniversary of the platforms"

– Thierry Fremaux, Director Cannes International Film Festival

BOXOFFICE BUZZ for Weekend of 9/11 – 13

[Click to Play](#) our Popcorn Previews Boxoffice Buzz video, this week looking at WONDER WOMAN 1984 and Warner Bros.' big news about the upcoming Holiday Season.



Weekend Box Office Results (9/11-13)

Courtesy of Paul Dergarabedian ([Comscore](#))

Rank	Title	Week	Theatres	Wknd \$	Per Theatre Average \$	Total \$
1	Tenet (Warner Bros.)	2	2,910	6,700,000	2,302	29,500,000
2	The New Mutants (20th Century Studios)	3	2,754	2,100,000	763	15,300,000
3	Unhinged (Solstice)	4	2,365	1,500,000	634	13,826,556
4	The Broken Hearts Gallery (Sony)	1	2,204	1,125,000	510	1,125,000
5	Words on Bathroom Walls (LD Ent./Roadside Attractions)	4	1,003	241,740	241	1,953,276
6	The Spongebob Movie: Sponge on the Run (Paramount) <i>Canada only</i>	5	267	205,000	768	3,943,000
7	The Personal History of David Copperfield (Searchlight)	3	1,204	193,000	160	1,404,044
8	Rent-A-Pal (IFC)	1	56	20,000	357	20,000
9	My Brother's Crossing (Atlas Distribution)	2	69	11,539	167	40,703

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International

- Warner Bros.' "Tenet" surpasses \$200m in Global Box Office grossing an estimated \$37.3m globally this weekend in 50 markets in release (including U.S. and Canada). The international running cume is currently \$177.5m, the domestic cume is \$29.5m and the worldwide total now stands at \$207m.
- This weekend saw Disney's "Mulan" open at #1 in China with an estimated \$23.2M to take the international cume to date to an estimated \$37.6M.

IMAX Highlights:

- Warner Bros' TENET reaches \$23M in global IMAX box office, earning another \$4.2M from 1033 screens in a weekend marked by strong holds in many markets including North America.
- International markets for the Christopher Nolan thriller gross another \$3.5M from 743 IMAX screens. The international IMAX cume now stands at \$19.2M, 11% of the total.
- In North America, TENET generates \$725k of box office from 290 IMAX screens. This represents a soft 34% drop from last weekend's FSS total despite the lack of a Monday holiday this week to boost the Sunday grosses. The Domestic IMAX cume is now \$3.8M, 13% of the overall box office.
- Disney's MULAN earns \$1.75M from 636 IMAX screens in its China opening.



[Click to play](#) NATO's "CinemaSafe, Welcome Back to the Movies"

Notable Industry News and Commentary (9/7-13)

[How Disney's 'Mulan' became one of 2020's most controversial movies](#) (LA Times) and [Disney Admits Mulan Controversy Pileup Has Created a "Lot of Issues for Us"](#) (Vanity Fair) and [Poor 'Mulan' Debut Highlights The Problem With Hollywood's Pursuit Of Chinese Box Office](#) (Forbes)

Last weekend, Disney premiered *Mulan* to home-bound US audiences on its Disney+ streaming service. This weekend, Disney opened *Mulan* in theatres in China, where Disney+ is not available and most theatres have re-opened. The US is the world's largest exhibition market, and China is a close second. The film's story is a Hollywood retelling of a traditional Chinese folk tale depicting the bravery of a young woman who steps forward to take the place of her elderly father in a battle to fend off an invasion by marauding Huns. The lessons from the film are plentiful, not only within the story but also in the implications for Disney and the global film industry. Much controversy



was sparked when Disney, the world's largest studio, announced that it would skip a traditional theatrical release in the US, the world's largest exhibition market, for one of its most important films of 2020. one of its most important films of the year. At the same time, it would go forward with a theatrical release in China, where Disney+ is not available. The film itself is embroiled in a geo-political controversy. Its star Liu Yifei went public on social media expressing support for the Chinese government in their crackdown on political protesters in Hong Kong. The production credits expressed thanks to the Chinese government for its support for filming that took place in the same province where millions of Uighur Muslims have been forced into internment camps. Meanwhile, Chinese audiences have greeted the release with a lukewarm reception, criticizing it as portraying an inauthentic, Americanized version of Chinese values and national pride. Alas, these are the hazards of the global film industry in 2020.

See also: ["Mulan" Now Eyeing China Bow in \\$20-25 Million Range after Soft Saturday](#) (Deadline)

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[Warner Bros. Won't Share 'Tenet' Box Office Data, Angering Rival Studios](#) (Variety)

Warner Bros. and director Christopher Nolan made a bold decision to release *Tenet* to theatres while a pandemic rages, opening themselves up to an unpredictable response from movie-goers. The studio has held closely the financial returns on this decision, parceling out tidbits of information to make results look as robust as possible. The studio expects returns to come in more gradually, since "crowds" on opening weekend are actually discouraged, even forbidden by local health regulations. In addition, *Tenet* will have fewer competing titles to contend with in the weeks to come, stretching the period of its box office returns over many weeks and months.



Director Christopher Nolan with John David Washington on the set of *Tenet*

[Warner Bros delays 'Wonder Woman 1984' by nearly 3 months, highlighting the difficulty of reopening](#) (Washington Post)

On Friday, Warner Bros. announced its decision to push back the planned 10/2 release of *Wonder Woman 1984* to Christmas Day. On the one hand, it's a sober reminder of the halting progress the industry has made in luring audiences back to theatres amidst the ongoing coronavirus pandemic. Last weekend's ticket sales for *Tenet* were lower than many had hoped for on the opening weekend of the widely-anticipated blockbuster. On the other hand, it's a win of sorts for exhibitors that Warner Bros. has remained steadfast in its commitment to releasing *WW1984* to theatres. In Friday's announcement, director Patty Jenkins implored fans to be patient, saying "Because I know how important it is to bring this movie to you on a big screen when all of us can share the experience together, I'm hopeful you won't mind waiting just a little bit longer."



Director Patty Jenkins with Gal Godot on the set of *Wonder Woman 1984*

[Oscars Shakes Up Best Picture Eligibility Standards; Strict New Diversity Requirements Take Full Effect 2024](#)(Deadline)

The Academy of Motion Picture and Arts and Sciences announced new diversity requirements that a film must meet in order to be considered for Best Picture. Any production must have participation by persons of color in at least two of four categories of contribution, spanning on and off screen contributions. These areas include acting, in both lead and supporting roles, writing, directing and producing, as well as technical and



marketing support. These new standards of representation and inclusion come from the Academy Aperture 2025 initiative, which the AMPAS announced in June and will take effect gradually over the next three years. The Academy has long faced criticism for the lack of diversity in the films and contributors it nominates for the annual Oscars.

THE 17 DAY WINDOW: What is the effect of Seasonality?

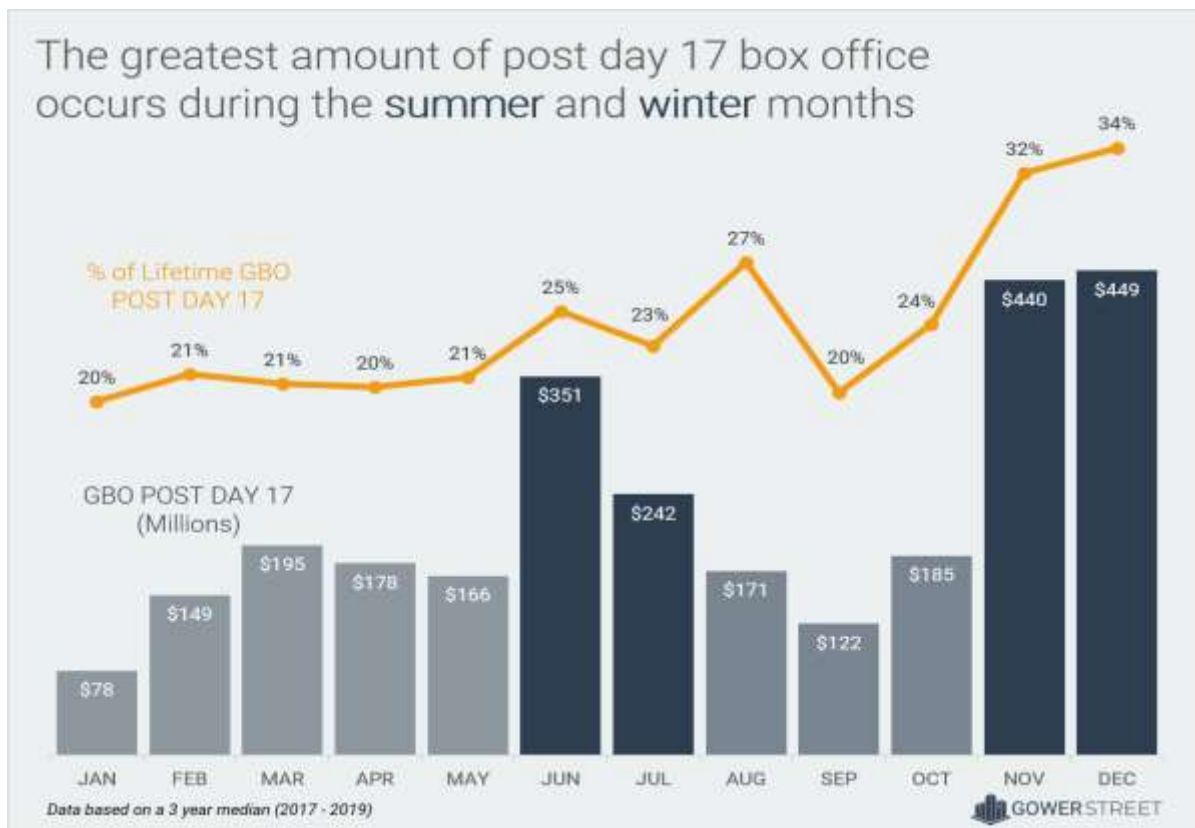
Courtesy of Gower Street Analytics

In an article recently published by Gower Street, we showed that \$2.6 billion in Domestic box office was taken beyond Day 17 of release in 2019. Thus, had a 17-day window been in place, nearly a quarter (24%) of the year's total box office (\$11bn) might have been in question. To shed more light on the topic of windowing, Gower Street is exploring this theme further. Looking at the seasonality of box office achieved post Day 17 of release in this edition.

The time frame of the exclusive theatrical window has been a focal point of conflict between exhibition and the studios for over 70 years. With the rise of streaming services and digital distribution over the last decade, it has intensified. The resulting shutdown of movie theatres due to the COVID-19 crisis has only stoked the fires further. This most recently culminated in a deal between AMC Theatres and Universal that would allow Universal to release their titles on PVOD after just 17 days in cinemas. A significant shift down from the traditional 90-day window. This agreement currently only covers the US, but a potential international rollout is planned to be discussed.

Utilising data from our partners at Comscore, we can determine that a median of \$2.7bn Domestic box office was generated after day 17 in each of the last three years (2017 to 2019). This represents nearly a quarter (24%) of the median year's total box office (\$11.2bn). Our dataset specifically considers English language titles released between 2017 to 2019 with a lifetime box office over \$1m.

Individual title playouts differ depending on many variables. The seasonality in theatrical business is an essential one. The graphic below displays the three-year median GBO achieved Post Day 17 of the run (light and dark blue bars) for the releases of every month. Moreover, it shows the corresponding percentage of lifetime box office that was generated Post Day 17 of release for these titles (orange line).



Holidays are coming

December and November are the two stand-out months. Titles released in these two months took over \$440m each beyond Day 17, a combined median total of \$889k. This is one third of the yearly median of \$2.7bn. The relative payout

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of titles released in these two months was also significantly higher than the rest of the year. Lifetime box office taken after Day 17 in November and December was 32% and 34% respectively.

One main factor is the titles themselves. Oscar contenders are often released in winter months, beginning with a limited release. In these cases, a large proportion of the box office falls outside of the 17-day window. Titles like THE SHAPE OF WATER (\$60m, 94% of its lifetime GBO) and LADY BIRD (\$44m, 90% of its lifetime GBO) emphasise this long tail. Mid and Wide upscale releases also share this trend due to their older skewing audience. WONDER (\$44m, 33% of its lifetime GBO) and THE MULE (\$38m, 37% of its lifetime GBO) just to name two examples. Music driven titles also found success at the end of the year with THE GREATEST SHOWMAN (\$101m, 58% of lifetime gross) and BOHEMIAN RHAPSODY (\$86m, 40% of its lifetime GBO). These titles combined drew roughly half of the post day 17 GBO in November and December. The other half is mostly holiday driven product. For example, Family animations like COCO (\$79m, 38% of its lifetime GBO), and live action comedies like DADDY'S HOME 2 (\$30m, 29% of its lifetime GBO) having an extended play through the holiday season.

The summer seasons

Aside from November and December, the two most lucrative post day 17 months are June and July. Titles released in these two months took a combined median total of \$593k beyond day 17. \$351m in June and \$242m in July. This is over 20% of the yearly median of \$2.7bn. The proportion of lifetime box office taken after day 17 in June and July is 25% and 23% respectively.

The two summer months are defined by tentpole releases. Action titles like WONDER WOMAN (\$131m, 32% of its lifetime GBO) and MISSION IMPOSSIBLE – FALLOUT (\$56m, 26% of its lifetime GBO) are the main factor. The other contributor to this period is family titles playing through the long school holidays like TOY STORY 4 (\$122m, 28% of its lifetime GBO), and HOTEL TRANSYLVANIA 3 (\$46m, 28% of its lifetime GBO).

The rest of the pack

The median monthly box office after day 17 in all other months was significantly lower – Under \$200m in each. The proportion of lifetime box office after day 17 is 20% or 21% for six of these eight months. One stand-out month in that context is August. Titles released in August take a median 27% of their lifetime after day 17. Playing through a less competitive September supports the longer tail. Two examples are CRAZY RICH ASIANS (41% of its lifetime GBO) and THE MEG (26% of its lifetime GBO). The other outlier is October which titles have a median of 24%. The first award contenders start to release here, a main contributor.

The exception to the rule

In the right complementary competitive environment, at any time of the year, a movie that has the fitting potential can succeed with the support of a long tail. For example, a few Horror skewed titles, a genre that usually has a rather short payout (a median of 17% of lifetime GBO), were able to break out and do significant business after day 17. In January 2017, SPLIT grossed \$39m (28% of its lifetime GBO) past the cut off. Even more successful was GET OUT (\$63m, 36% of its lifetime GBO) a month later. A QUIET PLACE (\$54m, 29% of its lifetime GBO) was another example.

Seasonality is shaped by consumer demand differing between months, and by distributors decisions. It can change, when defining parameters alter. In a time when deals like the one between AMC and Universal look to reduce the exclusive theatrical window, release date decisions become more vital than ever. It needs to be decided on each individual title's potential and payout pattern in order to determine how to release it. As shown above, a yearly theatrical box office of \$2.7 billion could be at stake.

For now, this analysis deals with knowns, not unknowns. Complex behavioural shifts, because of a possible change in length of the theatrical window, have not been considered yet. Consequently, we will be publishing further research in this area of windowing across more markets and regions in the coming weeks.

You can contact us with comments or questions about Gower Street's research and articles; sign up to our free weekly newsletter; or access our free trial of the Road To Recovery reports at our website: <https://gower.st>

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Hollywood Report

by Martin Grove

Movie marketing will have to adapt to the longer runs we'll be seeing in the new landscape of exhibition.

For many years, studio marketers tailored campaigns to produce front-loaded opening weekends. To generate those \$100M+ launches, marketers flooded the media arena with campaign materials about 2 weeks pre-opening.

This translated into tremendous social media presence, online & TV ad buys, opening publicity materials, press junkets & red-carpet premieres. It all came together just prior to launch and was a winning combination.

But times have changed. More marketing support materials will be needed now. Instead of a few trailers, it's now going to require an ongoing stream of trailers, film clips, behind-the-scenes featurettes & new premiere coverage. These items will help keep the media focus fresh on films that have opened and whose materials are looking tired.

If there are only a handful of publicity stills for a film that's opened, the media will stop repeating them. WB, for instance, recently did the right thing with TENET (pictured – Robert Pattinson), releasing a brand new photo portfolio and a new trailer that worked very well.



* * *

Exhibitors can now look forward to a WONDER-ful Christmas.

This week's big box office buzz came Friday as WB made it official that WONDER WOMAN 1984 (pictured – L: Patty Jenkins & Gal Gadot) is moving from 10/2 to 12/25. Rumors had circulated for a while that it would go into November or land in 2021. Happily, the decision was to bolster the holiday season.

By moving WW, WB will own the lucrative Christmas season – as it's keeping its sci-fi adventure DUNE on 12/18. It's a new take on Frank Herbert's epic novel. David Lynch's version hit theatres in 1984.

WW & DUNE shouldn't have trouble sharing the marketplace despite some fantasy world crossovers. Both films should play to adult demos. We're already seeing in early WW tracking reports that it's looking very strong with +25M & +25F.

The opportunity to take over the holidays came when Paramount opted to push Tom Cruise's TOP GUN: MAVERICK from 12/23 to 7/2/21. The move made sense as TGM really did feel more like a summer movie. The original opened 5/16/86 and got that summer season off and running. That, of course, was when Memorial Day weekend was the official start of Hollywood's summer.



Weekly Film Calendar

9/18-24

(2019 Wk 38 Box Office: \$125,082,320)

2019 openings: Rambo: The Last Blood \$18.9M FSS, \$44.8M Total; Ad Astra \$19.0M FSS, \$50.2M Total; Downtown Abbey \$31.0M FSS, \$96.9M Total.

Infidel (Cloudburst Entertainment) Formerly Pure Flix An American man, played by Jim Caviezel, is kidnapped after a friend invites him to Cairo to speak out about recent militant uprisings. His wife heads to the city after hearing the news, determined to get him back. Action Thriller.	R	107	Scope (2.35 : 1)	Moderate to Wide
The Way I See It (Focus Features) Pete Souza captures historic and intimate moments as a photographer for President Barack Obama and President Ronald Reagan. Documentary	PG13	100	Flat (1.85 : 1)	Moderate



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Antebellum (Lionsgate) Successful author Veronica finds herself trapped in a horrifying reality and must uncover the mind-bending mystery before it's too late. Horror.	NA	105	Scope (2.35 : 1)	PVOD Platforms/ Theatrical Int'l
The Secrets We Keep (Bleeker Street) In post-WWII America, a woman (Rapace), rebuilding her life in the suburbs with her husband (Messina), kidnaps her neighbor (Kinnaman) and seeks vengeance for the heinous war crimes she believes he committed against her. Crime Drama Mystery.	R	97	Scope (2.35 : 1)	Limited/VOD 9/16
The Nest (IFC Films) Life for an entrepreneur and his American family begin to take a twisted turn after moving into an English country manor. Drama.	R	107	Scope (2.35 : 1)	Select/VOD
No Escape (Vertical Entertainment) AKA Follow Me A social media influencer and his friends find themselves in over their head in Moscow, as the search for quality online content brings them to a sinister world. Horror Thriller.	R	88	Scope (2.35 : 1)	Limited
The Devil All The Time (Netflix) Sinister characters converge around a young man devoted to protecting those he loves in a postwar backwoods town teeming with corruption and brutality. Crime Drama Thriller.	R	138	Scope (2.39 : 1)	SVOD
We Are Many (Area 23 Films) A remarkable thought-provoking inside story behind the first-ever global demonstration and its surprising and unreported legacy of inspiring today's non-violent protest movements. Documentary.	NR	110	Flat (1.85 : 1)	9/21 Virtual 9/25 Limited
Red Shoes And The Seven Dwarfs (Next Entertainment) Princes who have been turned into Dwarfs seek the red shoes of a lady in order to break the spell, although it will not be easy. A parody with a twist.	PG	92	Flat (1.85 : 1)	Limited
Killian & The Comeback Kids (Hope Runs High Films) This is the story of a young mixed-race musician forced to return to his rural hometown after an expensive college degree. Music Drama.	NR	NA	Flat (1.85 : 1)	Limited
Army of Lovers in the Holy Land (Chapter Two Films) Army of Lovers lead singer Jean-Pierre Barda embraces his roots by moving from Sweden to Israel. Asaf Galay's new award-winning documentary.	NR	65	Flat (1.85 : 1)	NYC 9/11
The Dark Divide (Strike Back Studios/Adventure Entertainment) Based on the story of renowned butterfly expert Robert Pyle (David Cross) who embarked on a life-changing trek through one of America's most important unprotected wildlands in the summer of 1995. Adventure Comedy.	NR	107	Flat (1.85 : 1)	Limited
Break the Silence (Trafalgar) K-pop sensation BTS embark on their 2019 'Love Yourself: Speak Yourself' Tour.	NR	130	Scope (2.35 : 1)	Event Cinema 9/24
The Racer (Gravitas Ventures) The film follows seasoned 'Super-domestique' Dom Chabot (Louis Talpe) at the beginning stages of the infamous 1998 Tour de France, also known as the 'Tour Du Dopage'. Comedy Drama.	NR	NA	Flat (1.85 : 1)	Select/VOD
Ravers (Capital Motion Picture Group) When a contaminated energy drink turns an illegal rave into a nightmare, a germophobic journalist has to overcome her deepest fears to get her friends out alive. Horror Comedy	NR	90	Flat (1.85 : 1)	Limited/VOD
Alone (Magnolia) The English-language remake by director John Hyams of Mattias Olsson's 2011 Swedish film "Gone" follows recently widowed Jessica, played by Jules Willcox, who flees the city, only to be kidnapped and locked away in the cabin of a mysterious man. Thriller.	R	81	Scope (2.35 : 1)	Limited/VOD
9/25-10/1 (2019 Wk 39 Box Office: \$95,497,025) 2019 openings: Abominable \$20.6M FSS, \$60.7M Total.				
Greenland (STX Films) A family struggles for survival in the face of a cataclysmic natural disaster. Action Thriller. <i>Good interest for this action film from director Ric Roman Waugh (Angel Has Fallen). Playing well in international release.</i>	PG13	120A	Scope (2.35 : 1)	Wide (2000)
Kajillionaire (Focus Features) Two con artists have spent 26 years training their only daughter to swindle, scam and steal at every turn. During a desperate and hastily conceived heist, they charm a stranger into joining them, only to have their entire world turned upside down. Crime Drama.	R	106	Scope (2.35 : 1)	Moderate PVOD 10/16
The Last Shift (Sony/Stage 6) Stanley's last shift at his fast food job takes an unexpected turn as his replacement is the exact opposite in every way. Comedy.	NA	90	Flat (1.85 : 1)	Moderate
Kane Brown (Encore Drive In Nights) Kane Brown will air his brand-new, never-before-seen show for one night only on Saturday, September 26, at drive-in and outdoor theaters across the U.S. and Canada.	NR	NA	NA	Drive-Ins Only (One Night)

Akira (FUNimation) <i>Akira means "Bright, intelligent, clear" in Japanese. A secret military project endangers Neo-Tokyo when it turns a biker gang member into a rampaging psychic psychopath who can only be stopped by two teenagers and a group of psychics. Animation reissue in 4K.</i>	R	124	Flat (1.85 : 1)	Limited
The Glorias (Roadside Attractions) The story of feminist icon Gloria Steinem's itinerant childhood's influence on her life as a writer, activist and organizer for women's rights worldwide. Biography Drama.	NR	139	Scope (2.39 : 1)	Limited/ Amazon Prime
Ava (Vertical Entertainment) An assassin becomes marked for death by her own black ops organization after questioning orders and breaking protocol. Action Crime Drama.	R	100	Scope (2.39 : 1)	Limited/VOD
The Nest (IFC Films) Life for an entrepreneur and his American family begin to take a twisted turn after moving into an English country manor. Horror Thriller.	NR	107	Scope (2.35 : 1)	Expansion
LX 2048 (Quiver distribution) A terminally ill man tries to secure the future of his family in a world where the toxicity of the sun forces people to stay inside during the daytime. Sci-Fi Drama.	NR	104	Flat (1.85 : 1)	Limited Virtual/VOD
Misbehaviour (Shout! Studios) A group of women hatch a plan to disrupt the 1970 Miss World beauty competition in London. Drama History.	NR	106	Scope (2.35 : 1)	Limited/VOD
The Disrupted (Sarah Colt Productions) An intimate portrait of 3 working class Americans who show enormous resilience. Even before the COVID-19 outbreak fundamentally changed the global financial landscape, when the U.S. economy was robust, there were economic casualties. Documentary.	NR	91	Flat (1.85 : 1)	Virtual/Drive- Ins VOD 10/13
Enola Holmes (Netflix) When Enola Holmes-Sherlock's teen sister-discovers her mother missing, she sets off to find her, becoming a super-sleuth in her own right as she outwits her famous brother and unravels a dangerous conspiracy around a mysterious young Lord. Mystery Drama.	PG13	123	Flat (1.85 : 1)	SVOD 9/23
The Ground Between Us (Together Films) Public lands protection debates alongside the day-to-day realities of three families who hold vastly different connections and perspectives on public lands. Documentary.	NR	NA	Flat (1.85 : 1)	Limited/Virtual
Daddy's Girl (Cleopatra Entertainment) A young woman held captive by her stepfather becomes the focus of a female vigilante. Action drama.	NR	81	Flat (1.85 : 1)	Limited 9/29
She's in Portland (Freestyle Digital Media) Hoping to reconnect with his disillusioned college buddy, a 30-something businessman drags him along on a road trip to find "the one that got away." Comedy Drama.	NR	101	Flat (1.85 : 1)	Limited/VOD
Shortcut (Gravitas Ventures) A group of five classmates is trapped inside their school bus after a mysterious creature invade the road. Time runs and every passing minute decreases their survival chances against the constant threats of that unknown entity. Fantasy Horror Adventure. <i>Previews on 9/24. For booking contact Cameron Moore, Senior Manager Theatrical Distribution, 310.570.8740.</i>	NR	80	Flat (1.85 : 1)	Moderate (250+) 90-day window
The Artist's Wife (Strand Releasing) Claire Smythson, wife of the renowned abstract artist Richard Smythson, is plunged into a late-life crisis when her husband is diagnosed with Alzheimer's disease and is in danger of not completing the paintings for his final show. Drama.	R	94	Scope (2.35 : 1)	Limited/VOD
The Antenna (Dark Star) A building superintendent has to confront an evil entity. Horror Thriller. Turkish with English subtitles	NR	115	Flat (1.85 : 1)	Limited/Virtual VOD 10/20
Ottolenghi and the Cakes of Versailles (IFC Films) The film follows famous chef Yotam Ottolenghi on his quest to bring the sumptuous art and decadence of Versailles to life in cake form at the Metropolitan Museum of Art in New York. Documentary.	NR	76	Flat (1.85 : 1)	Limited/VOD
10/2-8 <i>(2019 Wk 40 Box Office: \$151,766,090)</i> <i>2019 openings: Joker \$96.2M FSS, \$335.5M Total; Judy \$2.9M FSS, \$24.3M Total)</i>				
Possessor Uncut (Neon Rated) An agent who works for a secretive organization uses brain-implant technology to inhabit other people's bodies - ultimately driving them to commit assassinations for high-paying clients. Sci-Fi Horror.	NA	102	Flat (1.78 : 1)	Limited
Save Yourself! (Bleecker Street) A young Brooklyn couple heads to an upstate cabin to unplug from their phones and reconnect with each other. Blissfully unaware of their surroundings, they are left to their own devices as the planet falls under attack. Sci-Fi Comedy.	R	93	Scope (2.35 : 1)	Limited
La Belle Epoque (101 Studios) A couple in crisis. He, disillusioned, sees his life upset the day an entrepreneur offers him to plunge back into the time of his choice. Comedy Drama Romance.	R	115	Scope (2.35 : 1)	Limited/VOD

The Curse of Audrey Earnshaw (Epic Pictures) Protestant villagers suspect a mother and daughter of witchcraft as a deadly plague decimates crops and livestock. Horror Thriller.	NR	93	NA	Limited 10/2 VOD 10/6
12 Hour Shift (Magnolia) A drug-addicted nurse becomes involved in a black-market organ-trading scheme. Comedy.	NR	86	Scope (2.39 : 1)	Limited/VOD
A Call to Spy (IFC Films) In the beginning of WWII, with Britain becoming desperate, Churchill orders his new spy agency - the Special Operations Executive (SOE) - to recruit and train women as spies. War Drama.	PG13	123	Scope (2.35 : 1)	Limited/VOD
10/9-15 (2019 Wk 41 Box Office: 138,249,301) 2019 openings: <i>The Addams Family</i> \$30.3M FSS, \$100.0M Total; <i>Gemini Man</i> \$20.6M FSS, \$48.5M Total; <i>Jexi</i> \$3.1M FSS, \$6.5M Total.				
The War With Grandpa (101 Studios) Upset that he has to share the room he loves with his grandfather, Peter declares war in an attempt to get it back. Family Comedy.	PG	94	Scope (2.35 : 1)	Wide
Honest Thief (Briarcliff) A bank robber tries to turn himself in because he's falling in love and wants to live an honest life...but when he realizes the Feds are more corrupt than him, he must fight back to clear his name. Action Crime Drama. <i>Liam Neeson action film.</i>	NA	92	Scope (2.35 : 1)	Wide
Yellow Rose (Sony/Stage 6) A Filipina teen from a small Texas town fights to pursue her dreams as a country music performer while having to decide between staying with her family or leaving the only home she has known. Music drama. <i>Feature cast member Lea Salonga is a much-honored singer whose credits include Miss Saigon, Les Misérables, Disney's Aladdin and Mulan and Flower Drum Song among many other music roles.</i>	PG13	94	Scope (2.39 : 1)	Moderate
PRAY: The Story of Patrick Peyton (ArtAffects) In 1928, an Irish immigrant dreams of becoming a millionaire, but ends up championing a family message. Documentary.	NA	71	Flat (1.85 : 1)	Limited/ Select
The 40-Year-Old Version (Netflix) Radha is a down-on-her-luck NY playwright, who is desperate for a breakthrough before 40. Reinventing herself as rapper RadhaMUSPrime, she vacillates between the worlds of Hip Hop and theater in order to find her true voice. Comedy Drama.	NR	129	Scope (2.39 : 1)	SVOD
10/16-22 (2019 Wk 42 Box Office: \$138,249,301) 2019 openings: <i>Maleficent: Mistress of Evil</i> \$36.9M FSS, \$113.9M Total)				
2 Hearts (Freestyle Releasing) For two couples the future unfolds in different decades and different places, but a hidden connection will bring them together in a way no one could have predicted. Romantic Drama.	PG13	NA	Scope (2.39 : 1)	Wide
The Trial of the Chicago 7 (Netflix) The story of 7 people on trial stemming from various charges surrounding the uprising at the 1968 Democratic National Convention in Chicago, Illinois. Drama.	NA	NA	Scope (2.39 : 1)	SVOD
Shithouse (IFC Films) A homesick college freshman goes to a party at Shithouse and ends up spending the night with his sophomore RA who's had a shitty day and wants someone to hang out with. Comedy Drama.	R	100	Flat (1.85 : 1)	Limited/VOD
She is the Ocean (Blue Fox Entertainment) An exploration into the lives of nine women from around the world who share a passion for the ocean. Documentary.	NR	101	Flat (1.85 : 1)	Limited/VOD
Halloween (CineLife/Screendollars) Fifteen years after murdering his sister on Halloween night 1963, Michael Myers escapes from a mental hospital and returns to the small town of Haddonfield, Illinois to kill again. Horror. Reissue of original.	R	91	Scope (2.39 : 1)	Indoor/Drive- Ins (Moderate)
Martin Eden (Kino Lorber) After Martin Eden meets Elena, he tries to achieve a place among the literary elite through self-education. French Romantic Drama. Story by author Jack London.	NR	129	Flat (1.66 : 1)	Limited/VOD
10/23-29 (2019 Wk 43 Box Office: \$108,459,709) 2019 openings: <i>Countdown</i> \$8.9M FSS, \$25.6M Total; <i>Black and Blue</i> \$8.4M FSS, \$22.1M Total.				
Death on the Nile (20th Century) While on vacation on the Nile, Hercule Poirot must investigate the murder of a young heiress. Crime Drama Mystery. Gal Gadot, Armie Hammer. Crime Mystery.	PG13	134	Scope (2.39 : 1), 4K	Wide
Connected (Sony) Katie Mitchell is accepted into the film school of her dreams. Her whole family drives Katie to school together when their plans are interrupted by a tech uprising. The Mitchells will have to work together to save the world. Animation.	NA	NA	Flat (1.85 : 1)	Wide
Synchronic (Well Go USA) The lives of two paramedics in New Orleans are ripped apart after a series of horrific deaths are caused by a new designer drug. Horror.	R	101	Scope (2.35 : 1)	Limited
Time (Amazon Studios) Fox Rich fights for the release of her husband, Rob, who is serving a 60-year sentence in prison. Documentary	PG13	81	Flat (1.85 : 1)	Limited/VOD

Rebecca (Netflix) A young newlywed arrives at her husband's imposing family estate on a windswept English coast and finds herself battling the shadow of his first wife, Rebecca, whose legacy lives on in the house long after her death. Remake of Alfred Hitchcock 1940 award winning drama.	PG13	NA	Scope (2.35 : 1)	Limited/SVOD
10/30-11/5: Halloween 10/31 <i>(2019 Wk 44 Box Office: \$115,781,272)</i> <i>2019 openings: Terminator: Dark Fate \$29.0M FSS, \$62.3M Total; Arctic Dogs \$2.9M FSS, \$5.8M Total; Harriet \$11.7M FSS, \$43.1M Total; Motherless Brooklyn \$3.5M FSS, \$9.3M Total.</i> 				
Fatale (Lionsgate) A successful sports agent, Darren (Michael Ealy), watches his perfect life slowly disappear when he becomes entangled in a police investigation led by a discredited, disgraced and determined detective (Hilary Swank), with whom he had a wild one-night stand. Thriller.	NA	NA	Scope (2.35 : 1)	Wide
Come Play (Focus Features) Original Title: Larry Parents fight to save their son when a mysterious creature uses his electronic devices to break into our world. Horror.	PG13	NA	NA	Wide
11/6-12 <i>(2019 Wk 45 Box Office: \$123,141,065)</i> <i>2019 openings: Doctor Sleep \$14.1M FSS, \$31.6M Total; Last Christmas \$11.4M FSS, \$35.2M Total; Midway \$17.9M FSS, \$56.8M Total; Playing With Fire \$12.7M FSS, \$44.5M Total.</i>				
Black Widow (Disney) A film about Natasha Romanoff in her quests between the films Civil War and Infinity War. Action Adventure Sci-Fi.	PG13	133	Scope (2.39 : 1), 3D, IMAX, Atmos, Screen X, Motion	Wide
Let Him Go (Focus Features) A retired sheriff and his wife, grieving over the death of their son, set out to find their only grandson. Crime Drama Thriller.	R	NA	Scope (2.39 : 1)	Wide
Kindred (IFC Films) When her boyfriend dies suddenly in an accident, psychologically fragile mother-to-be Charlotte is taken in by his family - but they seem increasingly obsessed with her every move. Her suspicions grow and panic builds - but just how far will they go in their desire to control her and her unborn baby? Drama Horror Mystery Thriller.	NR	101	Flat (1.85 : 1)	Limited
11/13-19 <i>(2019 Wk 46 Box Office: \$109,055,601)</i> <i>2019 openings: Ford v Ferrari \$31.5M FSS, \$117.6M Total; Charlie's Angels \$8.4M FSS, \$17.8M Total; The Good Liar \$5.6M FSS, \$17.2M Total.</i>				
Deep Water (20th Century) A well-to-do husband who allows his wife to have affairs in order to avoid a divorce becomes a prime suspect in the disappearance of her lovers. Thriller.	NA	NA	Flat (1.85 : 1)	Wide
The Comeback Trail (Cloudburst Entertainment) Two movie producers who owe money to the mob set up their aging movie star for an insurance scam to try and save themselves. But they wind up getting more than they ever imagined. Action Comedy.	NA	NA	NA	Wide
Freaky (Universal/Blumhouse) After swapping bodies with a deranged serial killer (Vince Vaughn), a young girl in high school (Kathryn Newton) discovers she has less than 24 hours before the change becomes permanent. Horror Thriller.	NA	NA	NA	Wide
Ammonite (Neon) Inspired by the life of British paleontologist Mary Anning, played by Kate Winslet, and centers on a romantic relationship between Anning and Charlotte Murchison, played by Saoirse Ronan.	NA	120	Flat (1.85 : 1)	Limited
11/20-26: Thanksgiving (11/26) <i>(2019 Wk 47 Box Office: \$206,037,027)</i> <i>2019 openings: Frozen II \$130.3M FSS, \$477.4M Total; A Beautiful Day in the Neighborhood \$13.3M FSS, \$61.7M Total; 21 Bridges \$9.3M FSS, \$28.5M Total.</i> 				
No Time to Die (MGM) James Bond has left active service. His peace is short-lived when Felix Leiter, an old friend from the CIA, turns up asking for help, leading Bond onto the trail of a mysterious villain armed with dangerous new technology. Action Thriller.	PG13	163	Scope (2.39 : 1), IMAX	Wide
Soul (Disney) A musician who has lost his passion for music is transported out of his body and must find his way back with the help of an infant soul learning about herself. Animation Adventure Family.	PG	100	Scope (2.39 : 1), IMAX, 3D SDR, 4K, Motion	Wide
Collective (Magnolia) The film follows an investigation by journalists of the newspaper Gazeta Sporturilor into healthcare corruption in the wake of the Collective nightclub fire. Documentary.	NR	109	Flat (1.85 : 1)	Limited

Latest Studio Release Changes

Title	Runs	New	Former
Wonder Woman 1984 (Warner Bros.) The next adventure finds her facing two all-new foes: Max Lord and The Cheetah. Fantasy Adventure.	Wide	12/25/20	10/2/20
Kane Brown (Encore Drive In Nights) Kane Brown will air his brand-new, never-before-seen show for one night only on Saturday, September 26, at drive-in and outdoor theaters across the U.S. and Canada.	Drive-Ins	9/26/20	NEW
Freaky (Universe/Blumhouse) <i>Formerly: Untitled Universal Event Film.</i> After swapping bodies with a deranged serial killer (Vince Vaughn), a young girl in high school (Kathryn Newton) discovers she has less than 24 hours before the change becomes permanent. Horror Thriller.	Wide	11/13/20	NEW
Possessor Uncut (Neon) An agent who works for a secretive organization uses brain-implant technology to inhabit other people's bodies - ultimately driving them to commit assassinations for high-paying clients. Sci-Fi Horror.	Limited	10/2/20	10/9/20
Enormous: The Gorge Story (Trafalgar) follows the stories of Dave Matthews, Jason Mraz, and Pearl Jam (among many other artists) - all of whom have legendary pasts at the venue. Music History.	Cancelled	NA	9/30/20
The Courier (Roadside Attractions) Cold War spy Greville Wynne and his Russian source try to put an end to the Cuban Missile Crisis. Thriller.	Cancelled	2/19/21	10/16/20
Synchronic (Well Go USA) When two paramedics are called to a series of strange accidents, they blame a new street drug. But when one's daughter disappears, the other happens upon a terrifying truth that challenges everything he knows about reality--and time itself. Horror.	Limited	10/23/20	NEW
Candyman (Universal) supernatural slasher film, directed by Nia DaCosta and written by Jordan Peele. Horror.	Cancelled	2021	10/16/20
Legally Blonde 3 (UA Releasing) The next installment in the franchise. Comedy.	Wide	5/20/22	NEW

MPAA Ratings

Title	Rating	Reason
The Croods: The New Age (Universal) Family Animation	PG	Peril, action and rude humor
Echo Boomers (Sabin Films) Action Crime Drama	R	Drug use and pervasive language
Giving Voice (Netflix, Inc) Documentary	PG13	Strong language and some suggestive references
The Glorias (Roadside Attractions) Biography Drama History	R	Some language and brief lewd images
Gunda (Neon) Documentary	G	
Horizon Line (STX Entertainment) Thriller	PG13	Some strong language, bloody injury images, suggestive material/partial nudity, smoking and brief drug use
Mario Puzo's: The Godfather Coda: The Death of Michael Corleone (Paramount) Crime Drama	R	Violence and language
Run (Hulu) Horror Mystery	PG13	Disturbing thematic content, some violence/terror and language

Recent Industry Screenings

Title	Screening Date	Release Date
Greenland (STX Films) A family struggles for survival in the face of a cataclysmic natural disaster. Action Thriller. <i>Previously opened in international release (\$9.3M to date), the action drama with Gerard Butler has positive reviews and high audience entertainment value. Expect generally soft business in US/Canada release.</i>	9/10/20	9/25/20
Kajillionaire (Focus Features) Two con artists have spent 26 years training their only daughter to swindle, scam and steal at every turn. During a desperate and hastily conceived heist, they charm a stranger into joining them, only to have their entire world turned upside down. Crime Drama. <i>Early reviews have been positive for a little gem of a movie. Evan Rachel Wood, veteran character actor Richard Jenkins and Debra Winger create the somber comedy madness. Writer/director Miranda July (actor, screenwriter, director) perfects the film's zany tragicomic appeal. Good performances.</i>	9/10/20	9/25/20
Ammonite (NEON) 1840s England, acclaimed but overlooked fossil hunter Mary Anning and a young woman sent to convalesce by the sea develop an intense relationship, altering both of their lives forever. Romantic Drama. <i>Kate Winslet and Saoirse Ronan comprise the love interests in director Francis Lee's (God's Own Country) second film. Early reviews have been mixed though performances and cinematography are excellent. The film will appeal most to sophisticated filmgoers. Ammonite is a very powerful earth healing fossil.</i>	Toronto Film Festival	11/13/20

<p>Nomadland (Searchlight Pictures) The story Follows a woman in her sixties who, after losing everything in the Great Recession, embarks on a journey through the American West, living as a van-dwelling modern-day nomad. Drama. <i>Francis McDormand is once again superb in director Chloé Zhao's third film (Songs My Brother Taught Me, The Rider). The new film is based on Jessica Bruder's 2017 nonfiction book, Nomadland: Surviving America in the Twenty-First Century, which explores the reality of transient older Americans living on the road in RVs and vans, picking up seasonal work where they can find it. This astounding film of the American west was selected for all four of the fall festivals including Telluride, New York and Toronto. Award worthy, the drama will likely find successful business in many markets.</i></p>	<p>Venice Film Festival</p>	<p>12/4/20</p>
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Notable New Trailers

Title: The Comeback Trail (Cloudburst Entertainment)

Release Date: 11/13/20

Director: George Gallo (Wise Guys, Midnight Run, 29th Street)

Starring: Robert DeNiro, Morgan Freeman, Tommy Lee Jones.

Synopsis: Max Barber (De Niro) and his partner Walter (Zach Braff) who play down-and-out B-Movie producers who find themselves in trouble with mob boss Reggie Fontaine (Morgan Freeman). To save himself and Walter, Barber has to sell the only great script he's ever had to his former intern and now, A-Movie producer, James Moore (Emile Hirsch). Action Comedy. *This is the second teaming of Robert DeNiro and director George Gallo. The first being the successful Midnight Run. the comedy features Morgan Freeman, Tommy Lee Jones and a great cast of character actors. Comedy.*



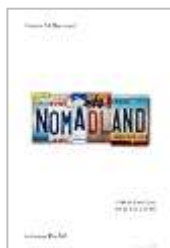
Title: Nomadland (Searchlight Pictures)

Release Date: 12/4/20

Director: Chloé Zhao (The Eternals, The Rider, Songs My Mother Taught Me)

Starring: Frances McDormand, David Strathairn, Bob Wells

Synopsis: A woman embarks on a journey through the American West after losing everything during the recession. *Nomadland: Surviving America in the Twenty-First Century is a 2017 work of non-fiction by Jessica Bruder. The book explores a phenomenon of older American workers traveling the country like "nomads", campers in tow, in search of employment. Many were adversely affected by the Great Recession. The teaser trailer sets the stage of nomad life with Frances McDormand almost certainly providing another award worthy performance. Drama.*



Title: Rebecca (Netflix)

Release Date: 10/21/20

Director: Ben Wheatley (High Rise, Free Fire, Happy New Year, Tomb Raider 2)

Starring: Lily James, Armie Hammer, Kristin Scott Thomas

Synopsis: This is the story of a young woman who marries a fascinating widower only to find out that she must live in the shadow of his former wife, Rebecca, who died mysteriously several years earlier. Drama Mystery Romance. *Based on the 1938 Gothic novel by English author Dame Daphne du Maurier. The original Rebecca (1940) was directed by Alfred Hitchcock with an award-winning cast of Sir Laurence Olivier, Joan Fontaine and Judith Anderson. The story has been remade both as a film and miniseries. Produced by Tim Bevan's Working Title Films.*



Title: Yellow Rose (Sony/Stage 6)

Release Date: 10/9/20

Director: Diane Paragas (narrative, documentary and commercial director and writer)

Starring: Lea Salonga, Eva Noblezada, Kelsey Pribilski

Synopsis: Sing your truth. Fight for your dreams. Rose, an undocumented teenager, dreams of one day leaving her small Texas town to pursue her country music aspirations. Music Drama. *A multiple award-winning film has a human interest story and great performance by Eva Noblezada. The added bonus of one of music's most honored vocalists, Lea Salonga, is a definite plus.*



Title: Dune (Warner Bros.)

Release Date: 12/18/20

Director: Denis Villeneuve (Arrival, Sicario, Prisoners, Enemy, Incendies)

Starring: Rebecca Ferguson, Zendaya, Jason Momoa

Synopsis: Paul Atreides leads nomadic tribes in a battle to control the desert planet Arrakis. Adventure Drama Sci-Fi. *Based on a 1965 science fiction novel by American author Frank Herbert, the story was originally published as two separate serials in Analog magazine. It tied with Roger Zelazny's This Immortal for the Hugo Award in 1966, and it won the inaugural Nebula Award for Best Novel. The film is a remake of the 12/14/84 David Lynch version that grossed \$31 million (\$77.4 million in 2020). The highly anticipated Christmas spectacular will be available in IMAX and 3D.*





Title: The Truffle Hunters (Sony Pictures Classics)

Release Date: 12/25/20

Director: Michael Dweck, Gregory Kershaw

Rated PG13 (Some strong language), 84 minutes

Synopsis: A handful of men search for rare, expensive and delicious white Alba truffles deep in the forests of Piedmont, Italy. Documentary. *A festival favorite and rare official selection of all five major festivals (Sundance, Cannes, Telluride, TIFF and the New York Film Festival). The story follows the rituals of aging men (and their dogs) who search for the rare white Alba truffles. The film is a rare view of modern times, climate change and the demands of capitalism in this remote area of northern Italy. The film has been compared to the producers "Honeyland."*



Title: Freaky (Universal/Blumhouse)

Release Date: 11/13/20

Director: Christopher Landon (Paranormal Activity: The Marked Ones, Happy Death Day 2U)

Starring: Vince Vaughn, Kathryn Newton, Alan Ruck

Synopsis: After swapping bodies with a deranged serial killer, a young girl in high school discovers she has less than 24 hours before the change becomes permanent. Comedy Horror Thriller. *Here is a great trailer and a highly playable film everywhere. As always with horror films (especially with a comedy angle as well), young females will flock to this box office winner for Universal and Blumhouse.*



Title: Save Yourselves! (Bleecker Street)

Release Date: 10/2/20

Director: Alex Huston Fischer, Eleanor Wilson (W/D. Debut feature film)

Starring: Sunita Mani, John Reynolds, Ben Sinclair

Synopsis: A young Brooklyn couple head to an upstate cabin to unplug from their phones and reconnect with each other. Blissfully unaware of their surroundings, they are left to their own devices as the planet falls under attack. Comedy Fantasy. *An official Sundance selection, this charming romantic comedy features good performances and is highly entertaining from start to finish.*