

6-Weeks Out Film Tracking Report

The
Quorum

Date

August 4, 2022

7/29/22 - 8/4/22

Tracking Overview				Awareness <small>Are you aware of this film? (% out of 100)</small>			Interest <small>How interested are you in watching this movie? (from 1.0 - 10.0)</small>			Theater or Home <small>Would you watch this movie in a theater? (% out of 100)</small>			Fee or Free <small>Would you be willing to pay to watch this movie? (% out of 100)</small>		
Title	Date	Dist.	Group	Score	Change	Group Average	Score	Change	Group Average	Score	Change	Group Average	Score	Change	Group Average
BULLET TRAIN	8/5/22	SNY	Orig. - High	46	2	42	6.2	0	5.7	59	1	50	76	0	69
EASTER SUNDAY	8/5/22	UNI	Orig. - Low												
BODIES BODIES BODIES	8/12/22	A24	Horror												
FALL	8/12/22	LGF	Orig. - Low												
BEAST	8/19/22	UNI	Orig. - Low												
INVITATION, THE	8/26/22	SNY	Horror												
THREE THOUSAND YEARS OF..	8/26/22	UAR	Orig. - High												
BARBARIAN	9/9/22	20th	Horror												
PEARL	9/16/22	A24	Horror												
WOMAN KING, THE	9/16/22	SNY	Orig. - Low												

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Awareness The percentage of respondents who are familiar with the film.
 Interest The average level of interest on a scale from 1.0 to 10.0.
 Theater or Home The percentage of respondents who would prefer to watch the film in a theater instead of at home.
 Fee or Free The percentage of respondents who would be willing to pay to watch the film (in a theater or at home) instead of only watching it if it was free.

Groups All films are sorted into one of seven groups. Go to the last page to learn more about groups.
 Change The change in score from last week.
 Group Average The average score for films in the group at the same distance from release.

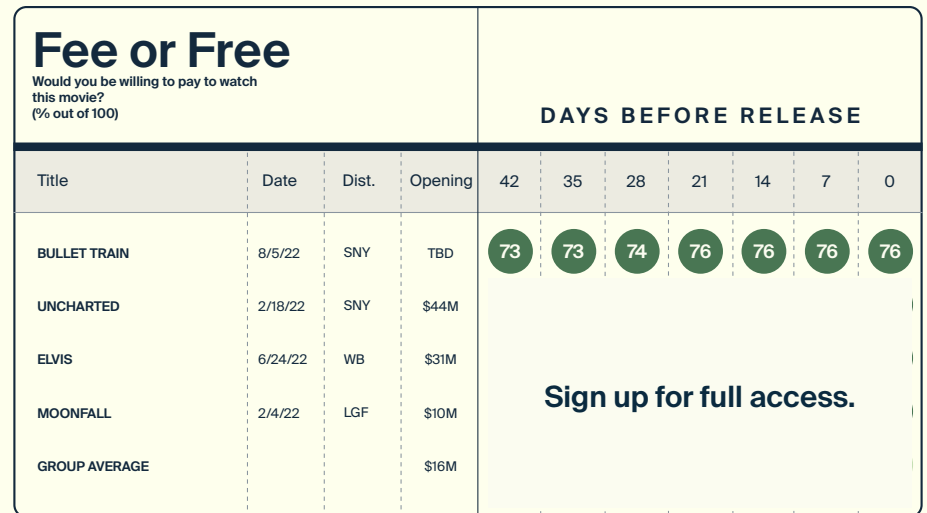
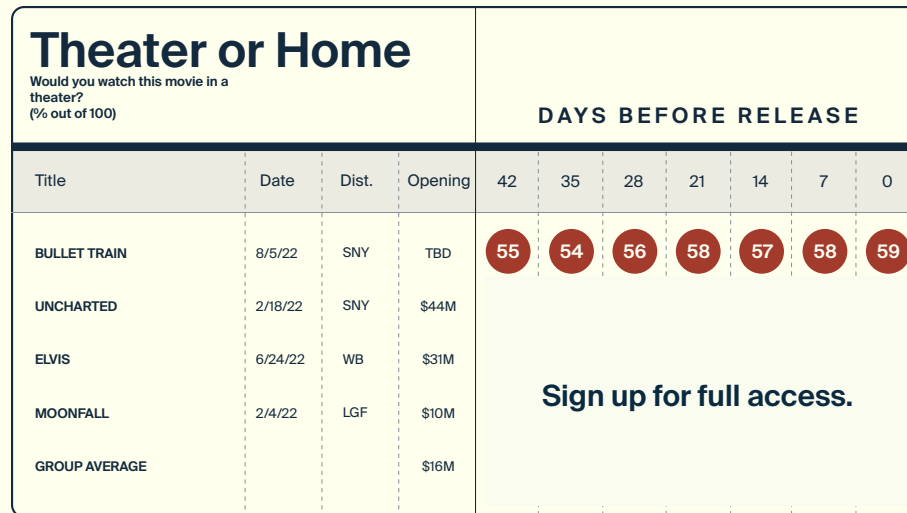
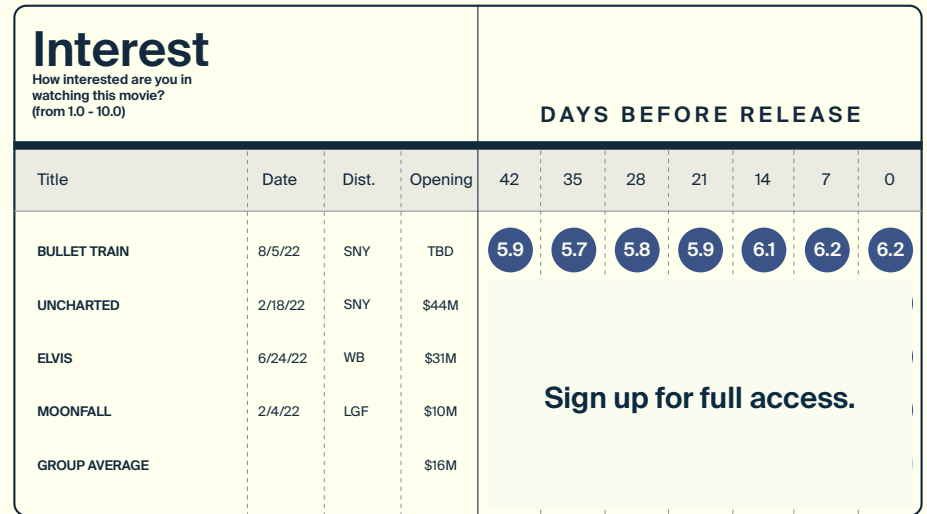
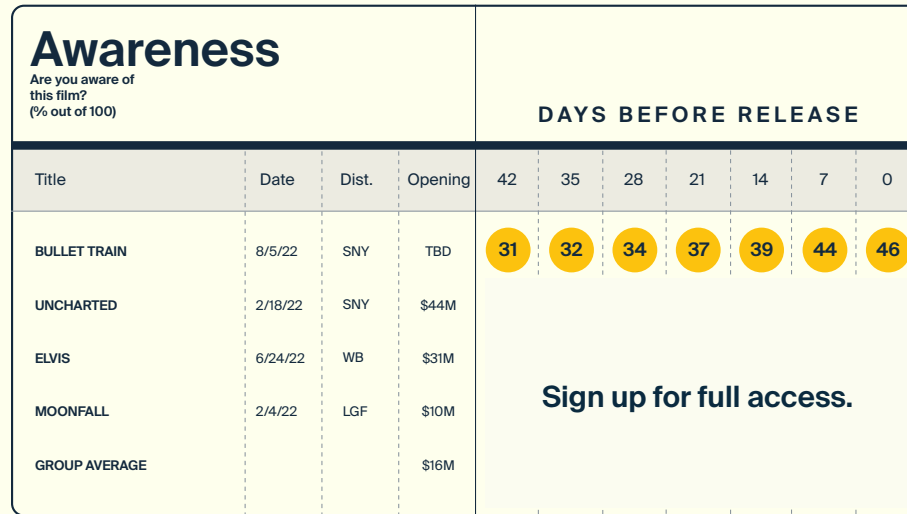
Methodology Each week thousands of people are polled and asked about upcoming films releases. This report only includes films earmarked for a wide theatrical release. Domestic only.

Tracking Comps Over Time

Bullet Train

GROUP: ORIGINAL - HIGH

These tables show scores over time for a high, medium, and low comp. The average at the bottom is for all films in the group, not just the three selected comps.

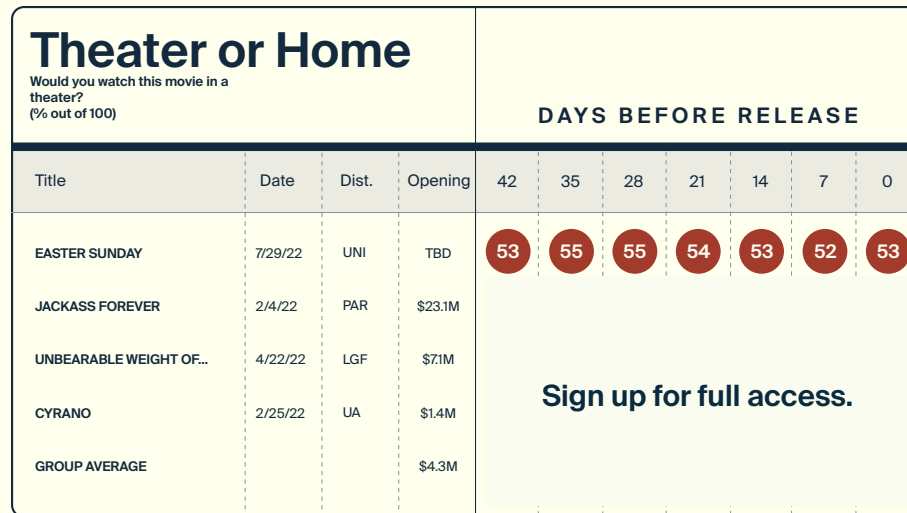
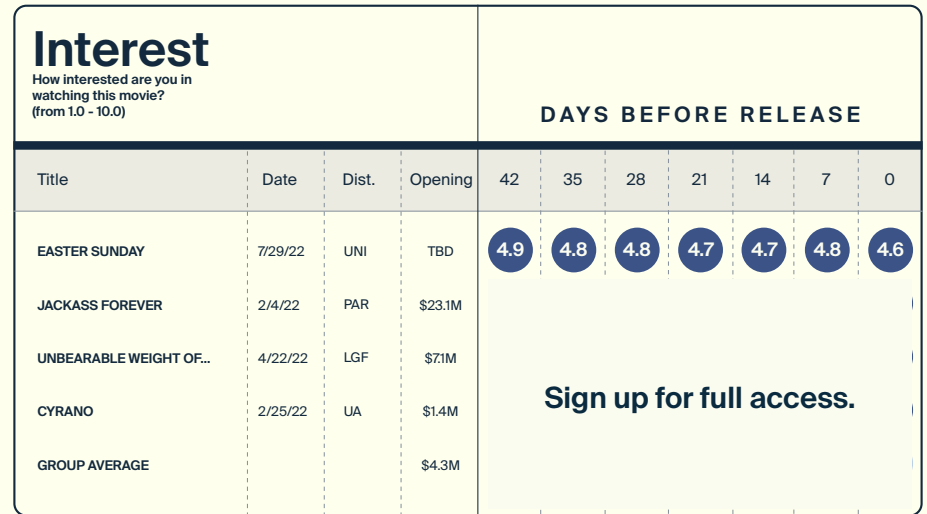
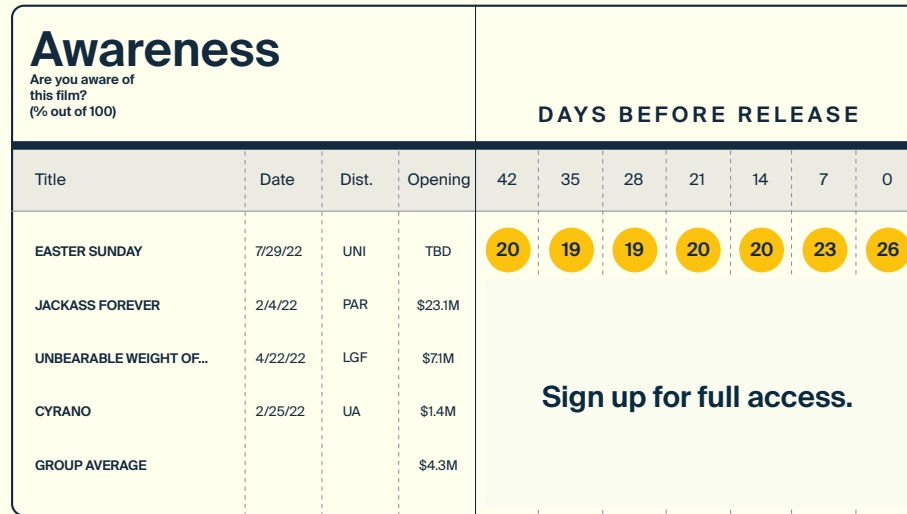


Tracking Comps Over Time

Easter Sunday

GROUP: ORIGINAL - SMALL

These tables show scores over time for a high, medium, and low comp. The average at the bottom is for all films in the group, not just the three selected comps.

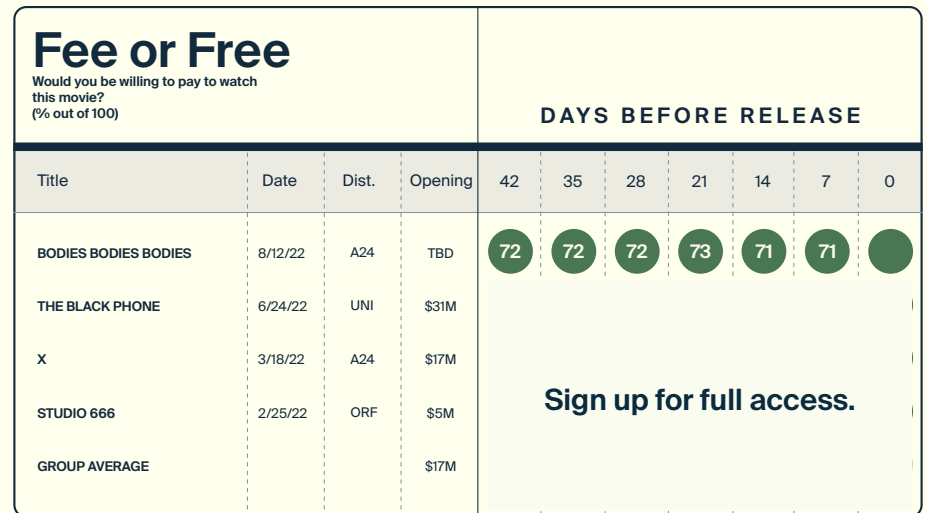
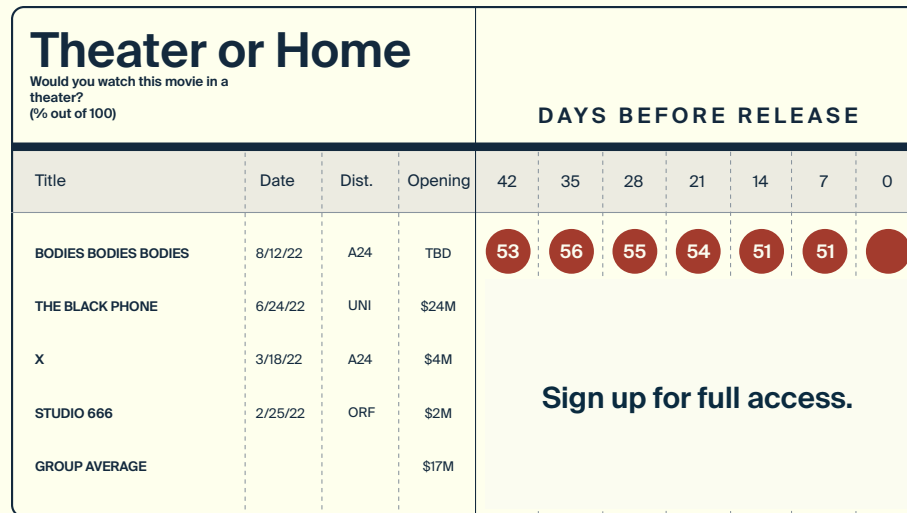
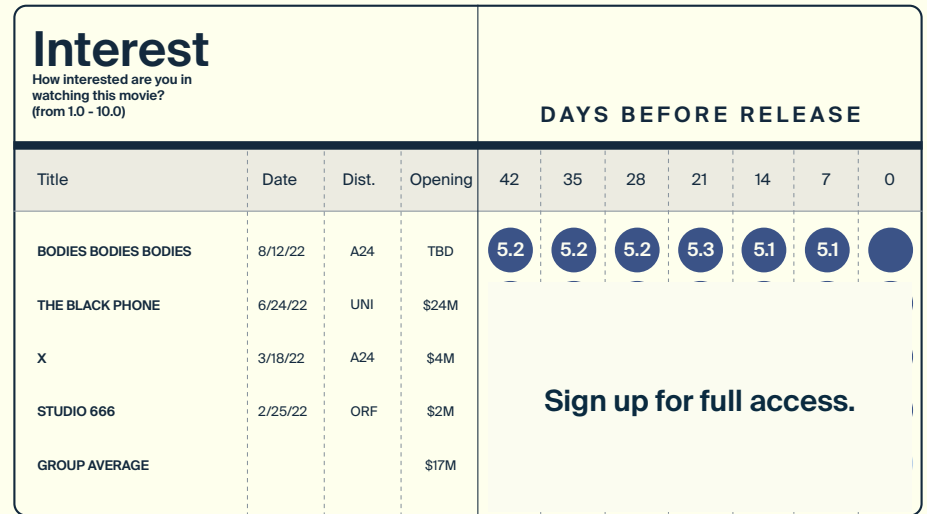
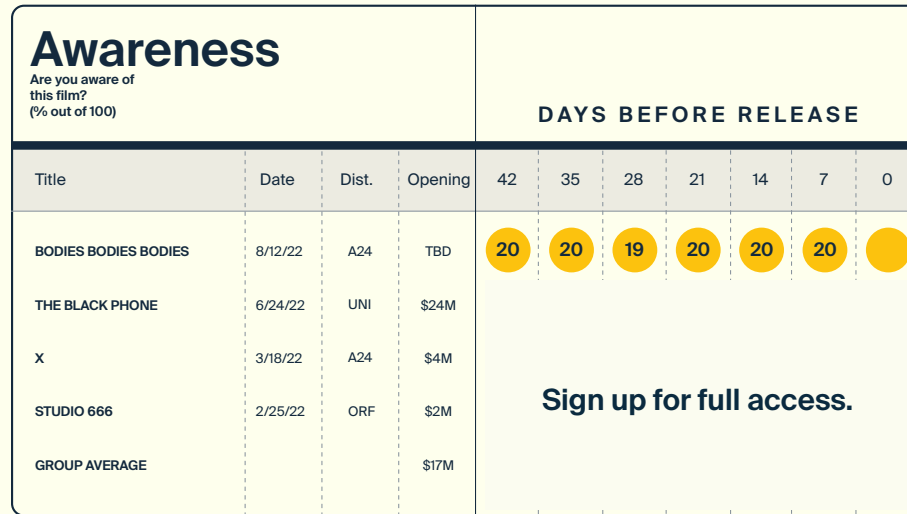


Tracking Comps Over Time

Bodies Bodies Bodies

GROUP: HORROR

These tables show scores over time for a high, medium, and low comp.
The average at the bottom is for all films in the group, not just the three selected comps.

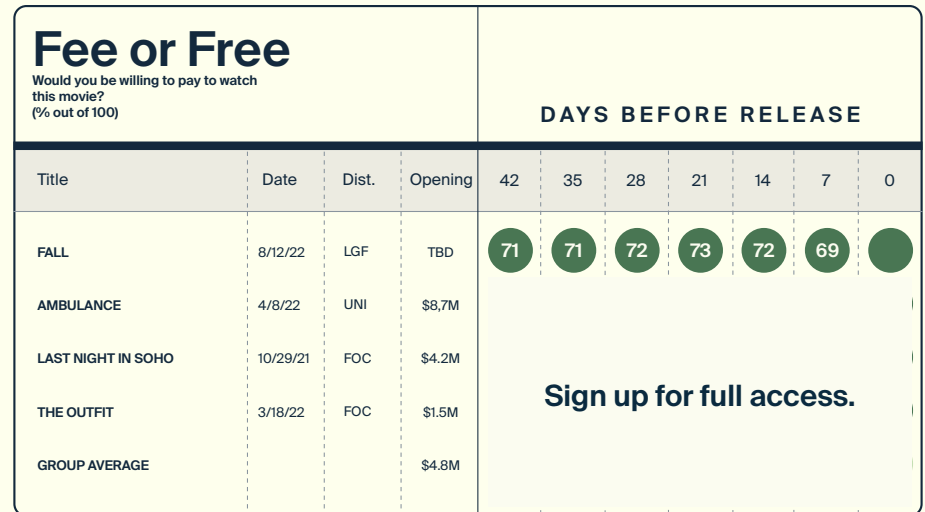
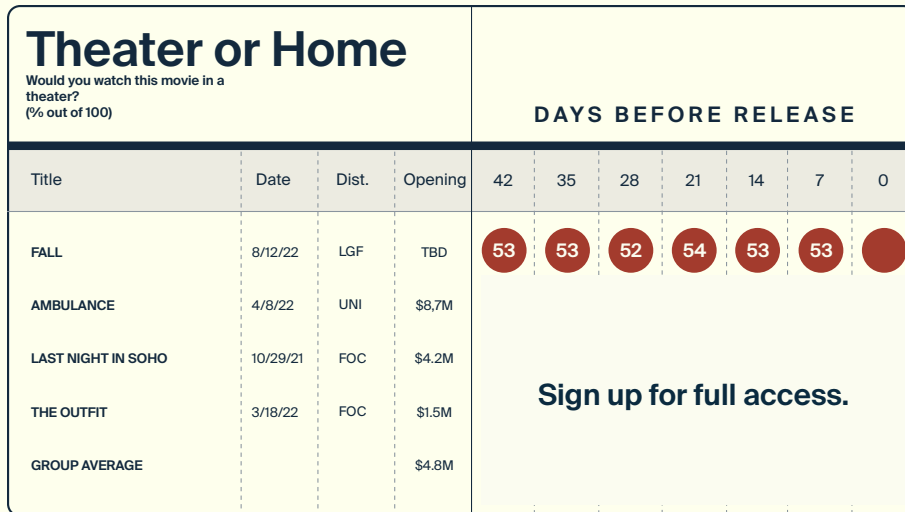
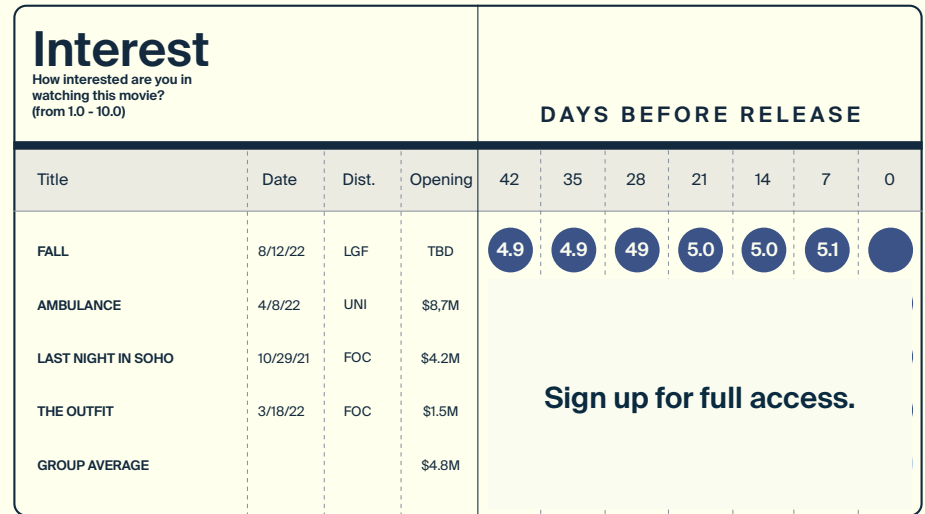
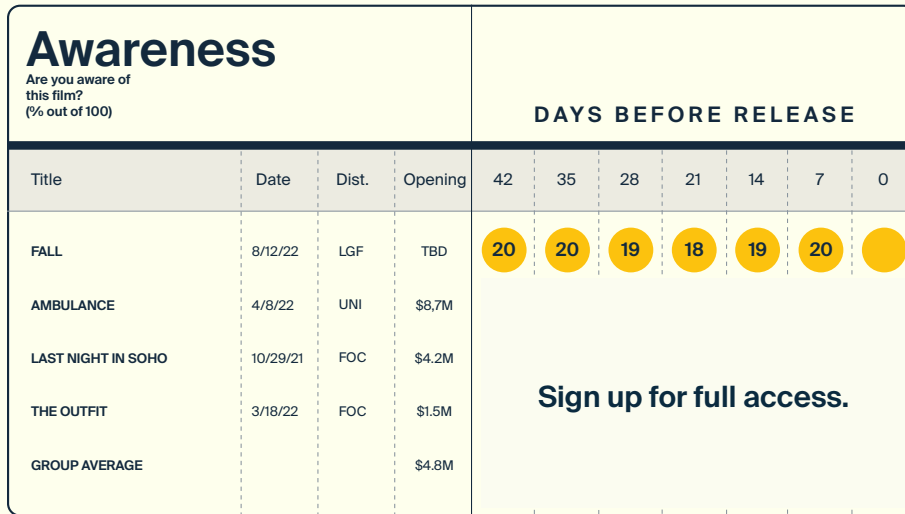


Tracking Comps Over Time

Fall

GROUP: ORIGINAL - SMALL

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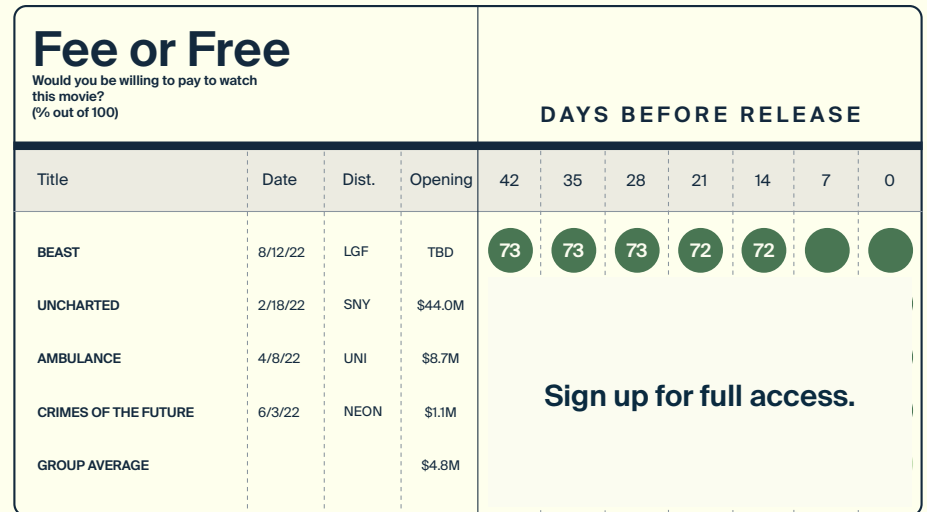
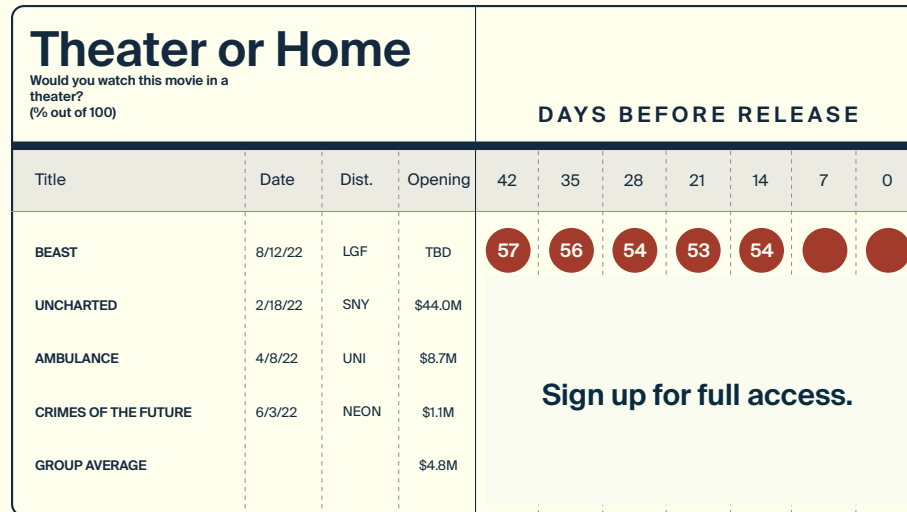
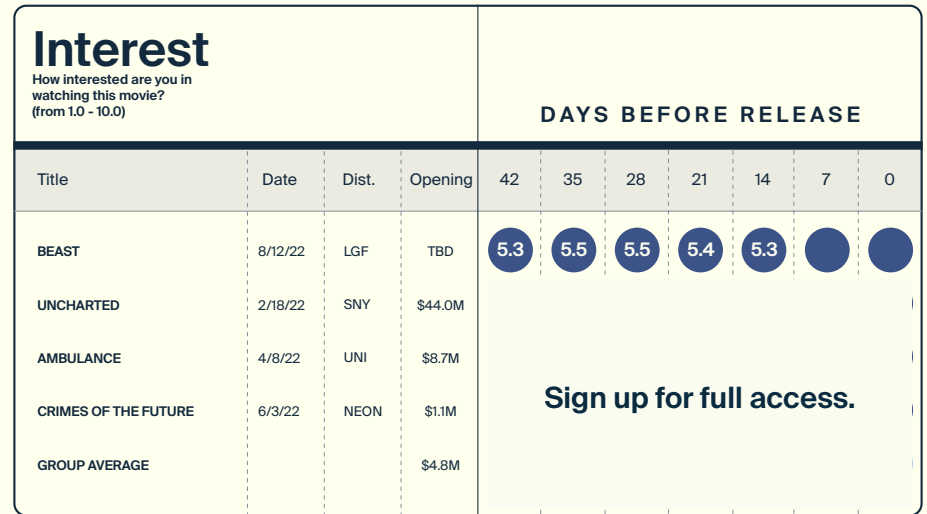
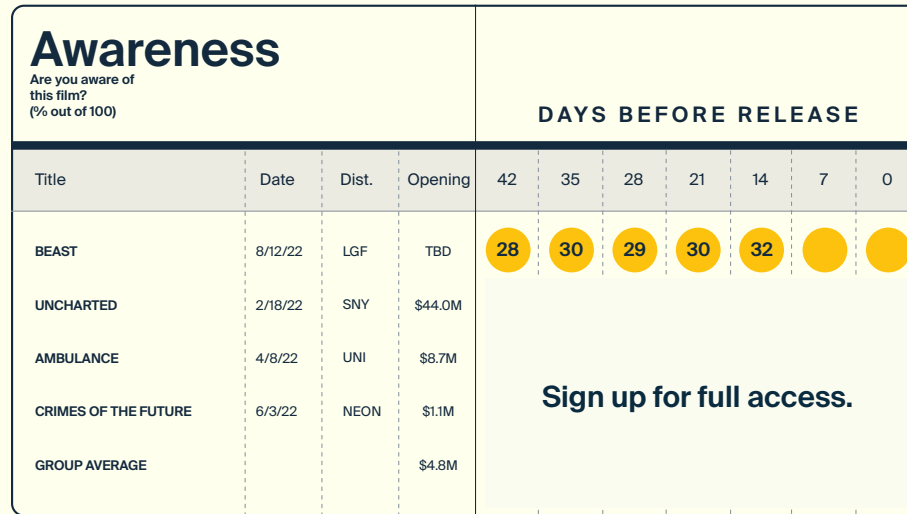


Tracking Comps Over Time

Beast

GROUP: ORIGINAL - SMALL

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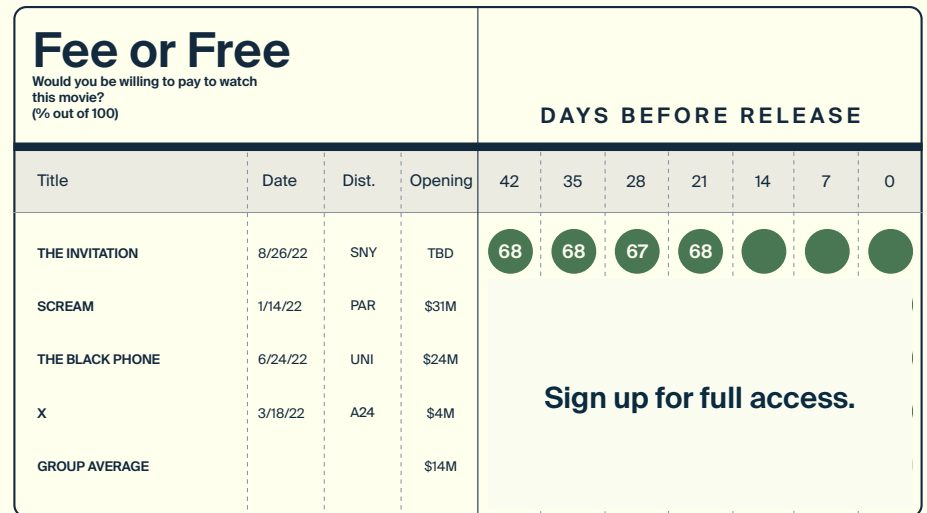
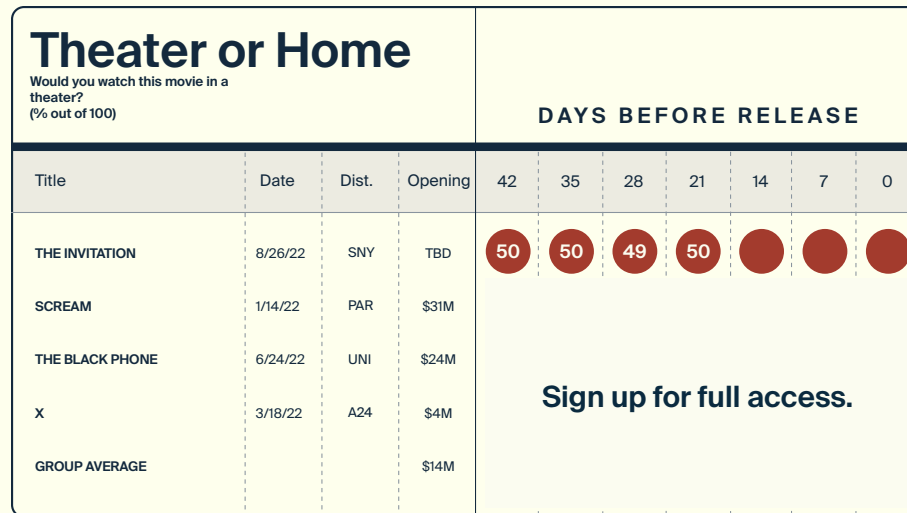
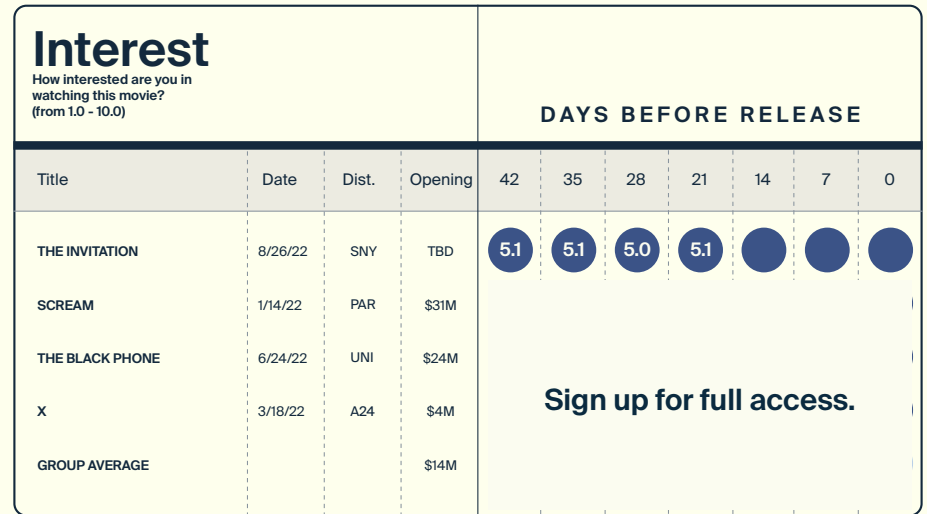
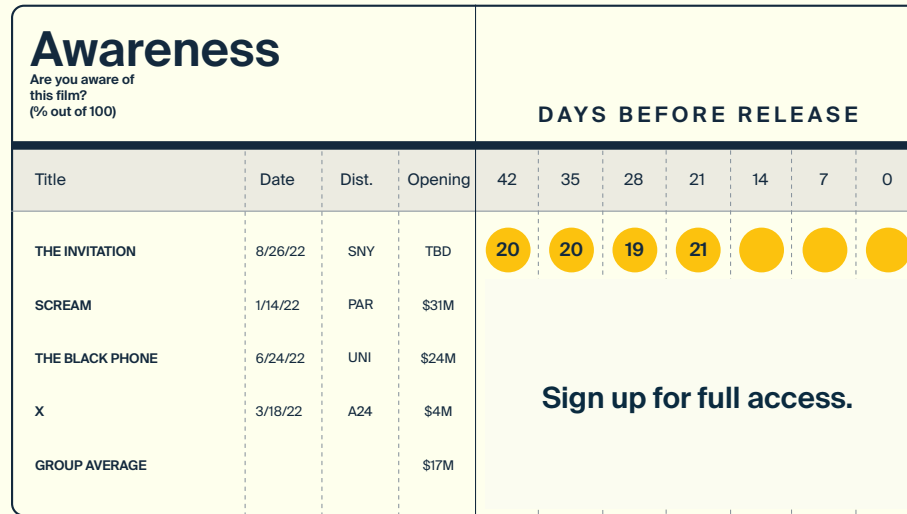


Tracking Comps Over Time

The Invitation

GROUP: HORROR

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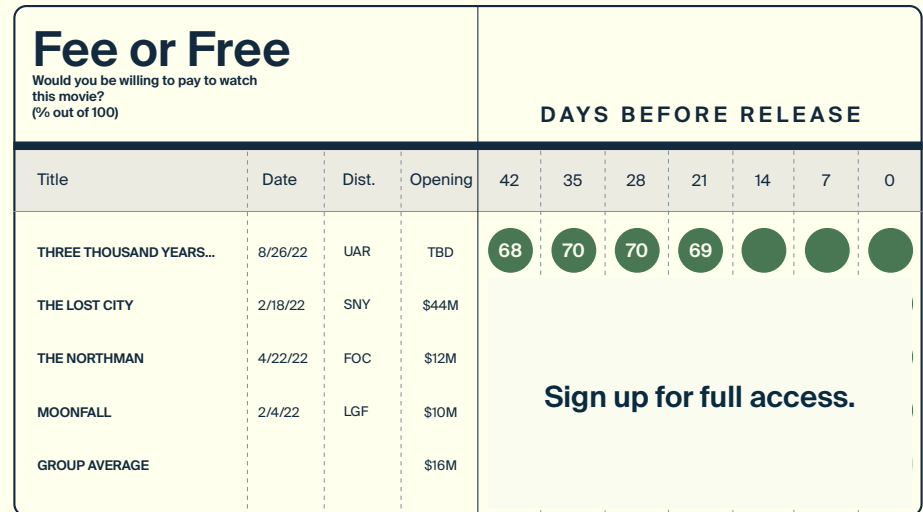
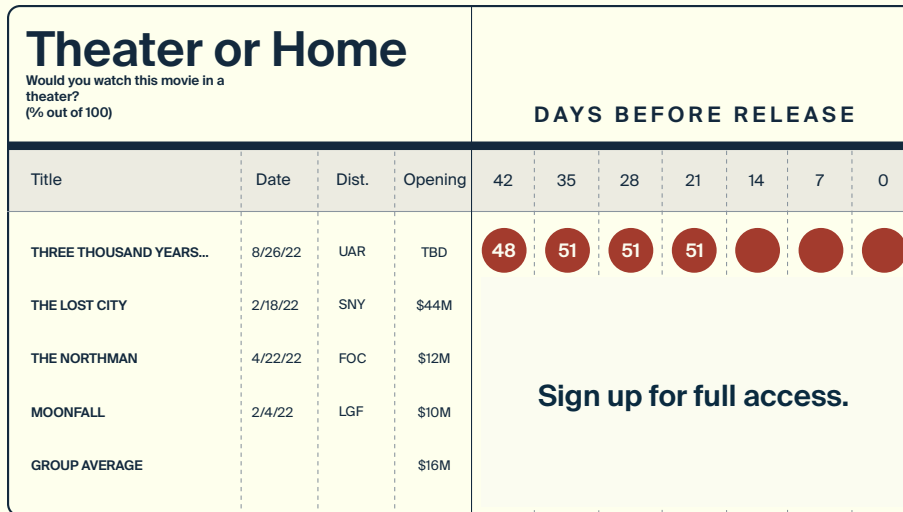
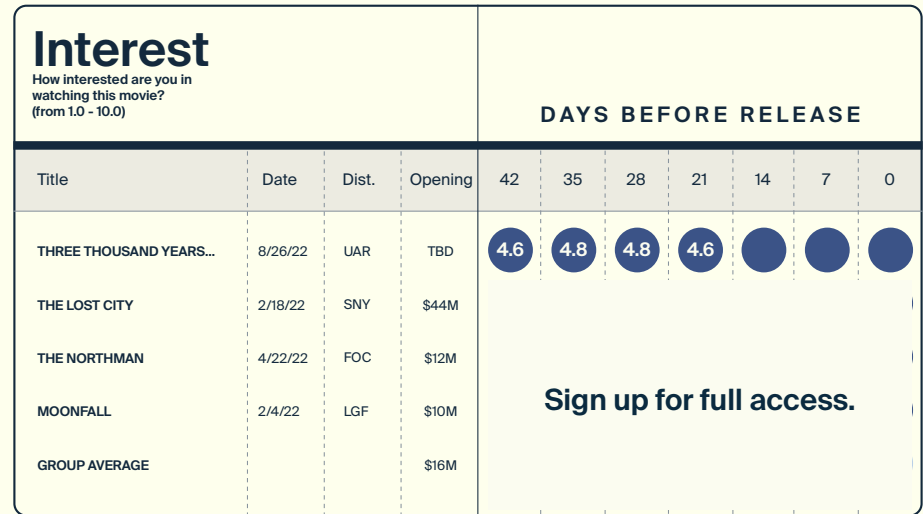
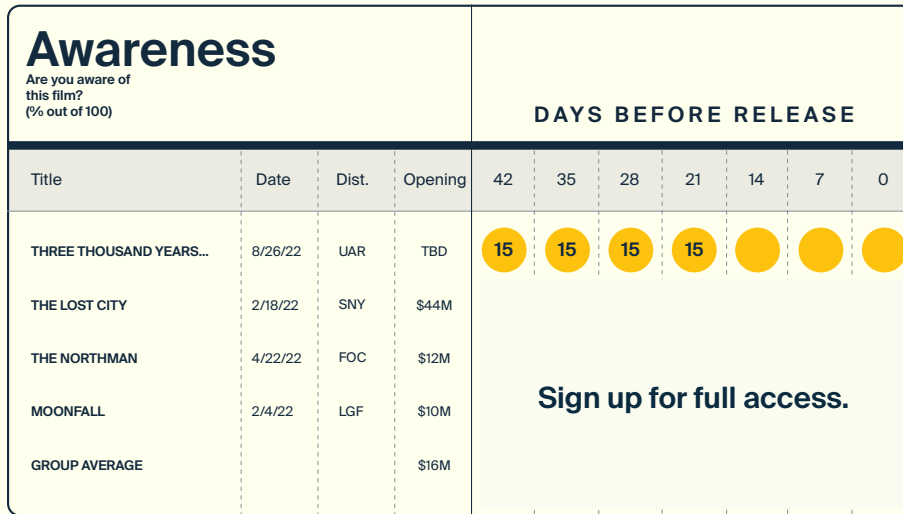


Tracking Comps Over Time

Three Thousand Years Of Longing

GROUP: ORIGINAL - HIGH

These tables show scores over time for a high, medium, and low comp.
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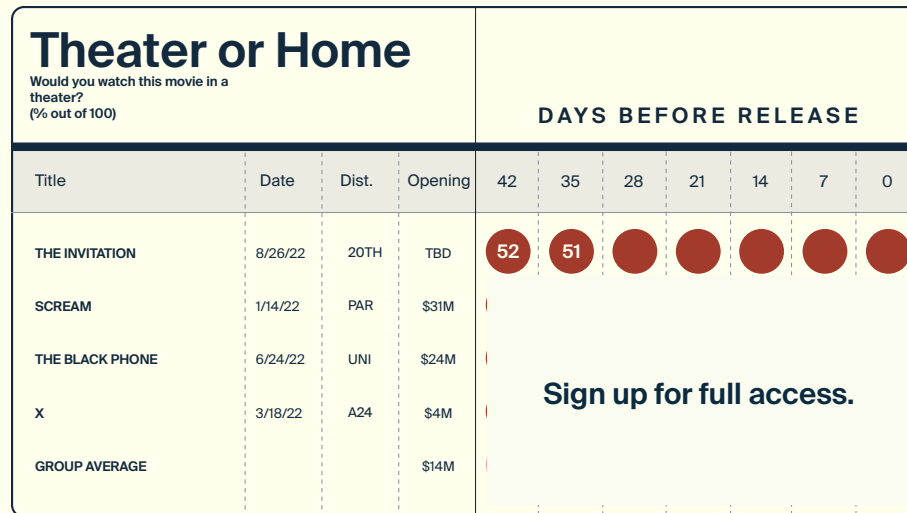
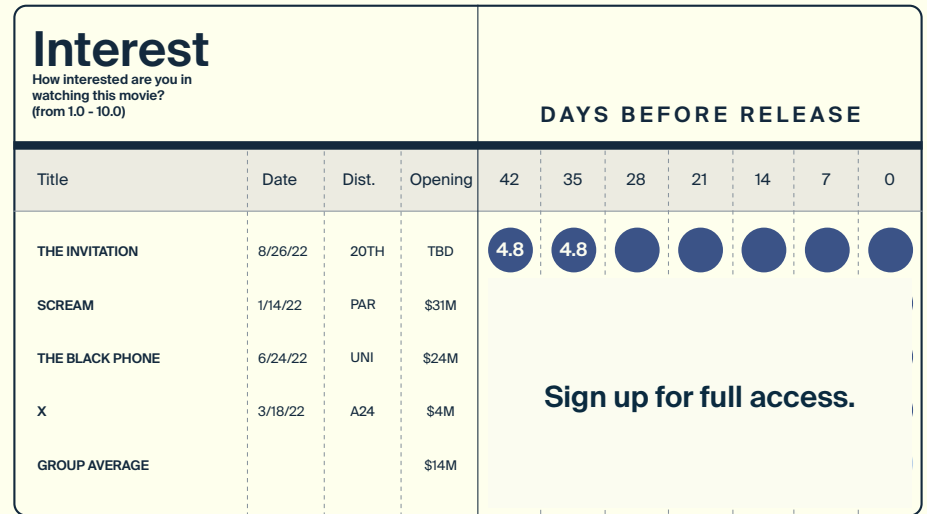
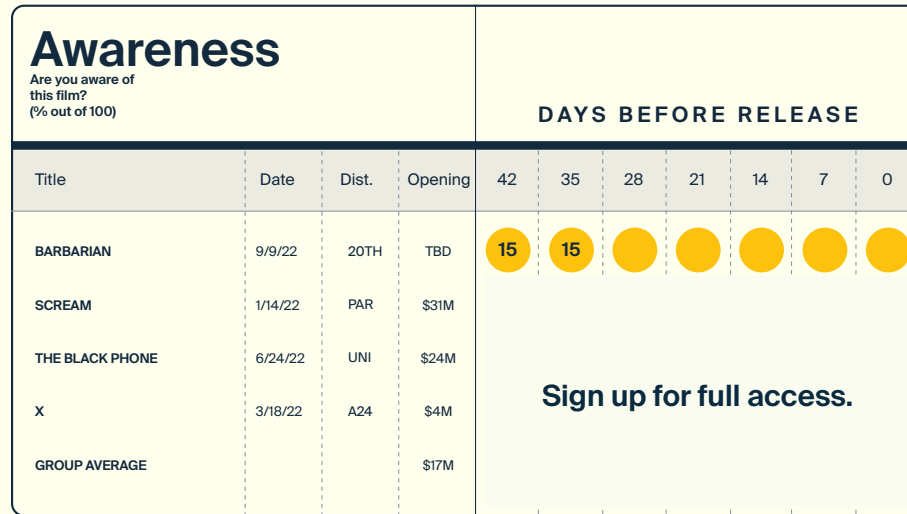


Tracking Comps Over Time

Barbarian

GROUP: HORROR

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The average at the bottom is for all films in the group, not just the three selected comps.

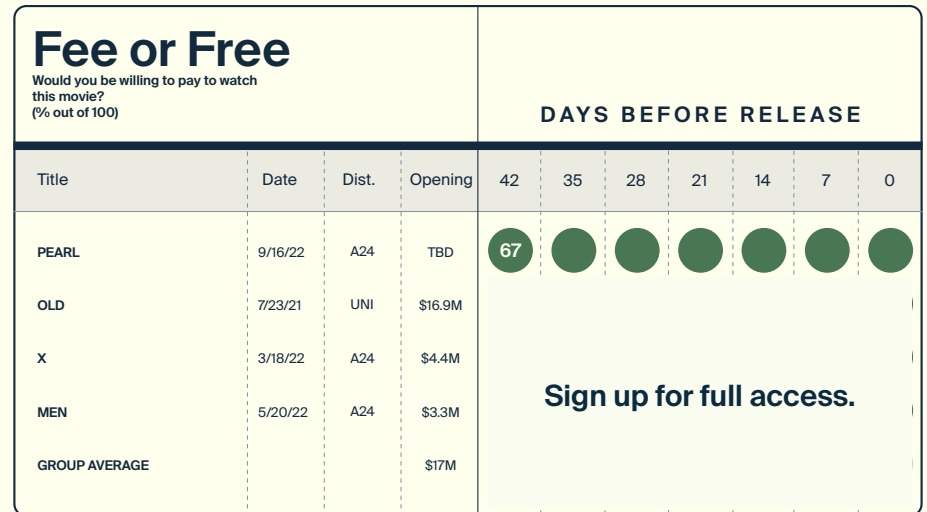
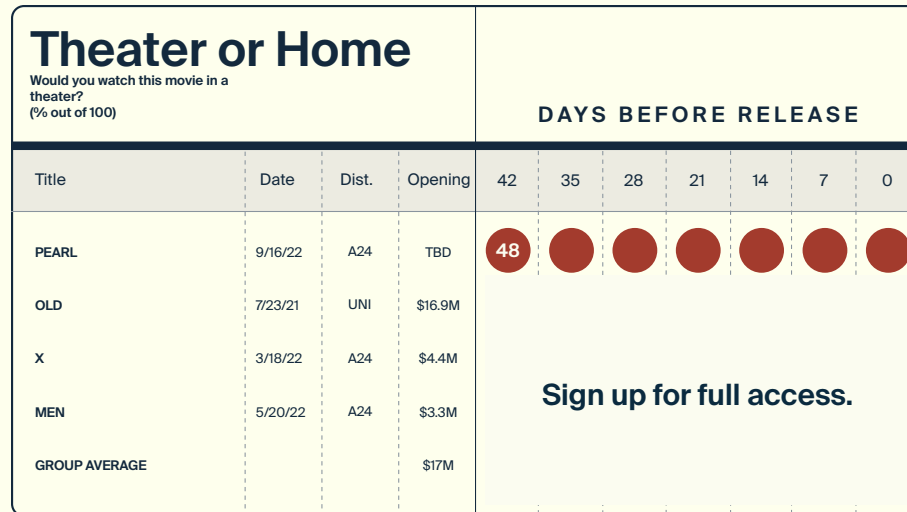
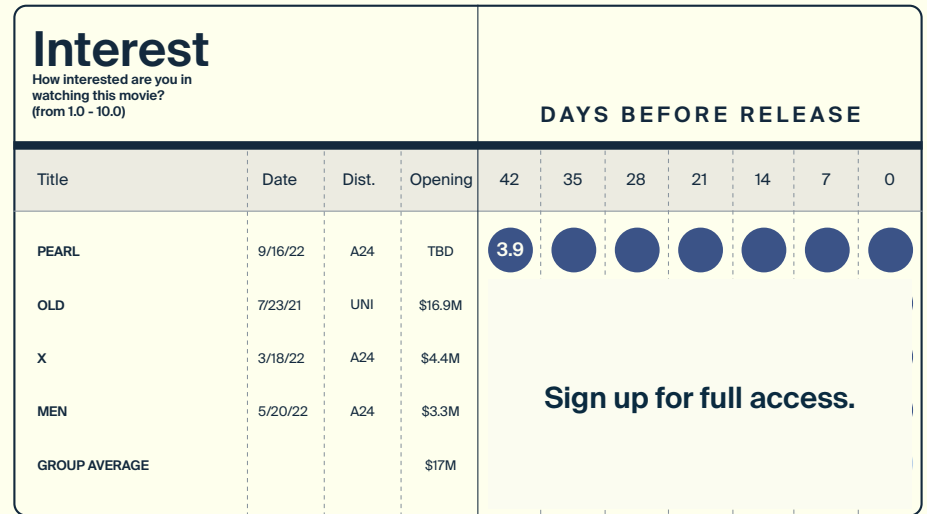
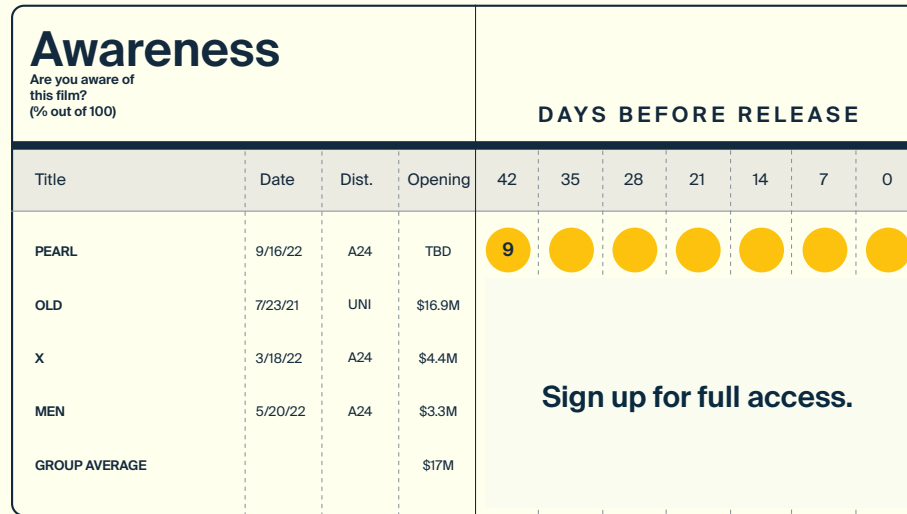


Tracking Comps Over Time

Pearl

GROUP: HORROR

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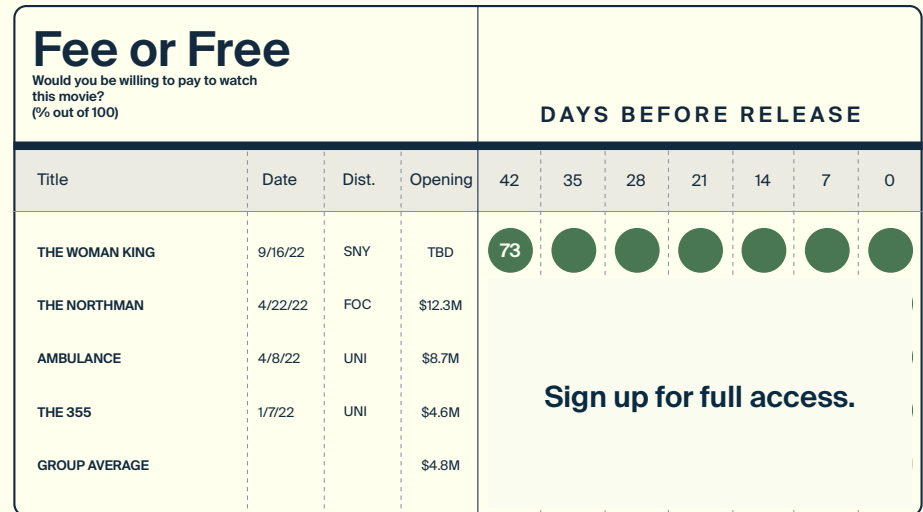
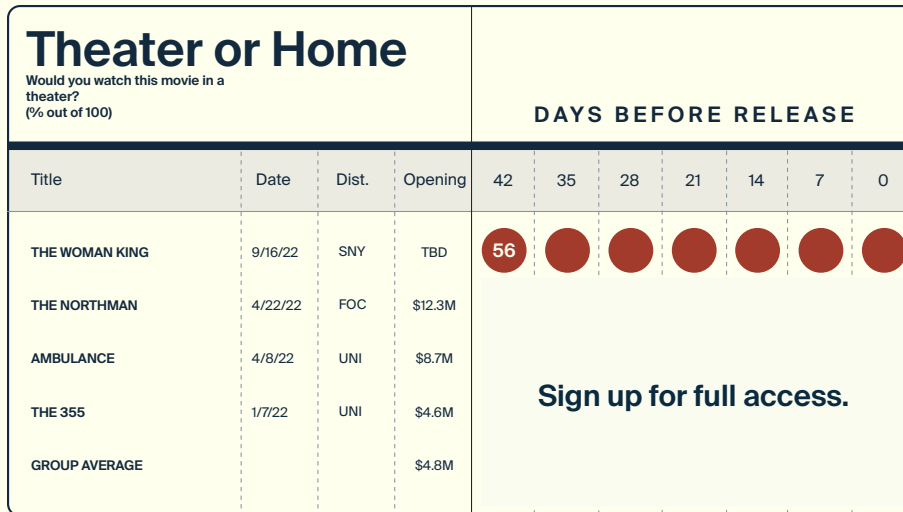
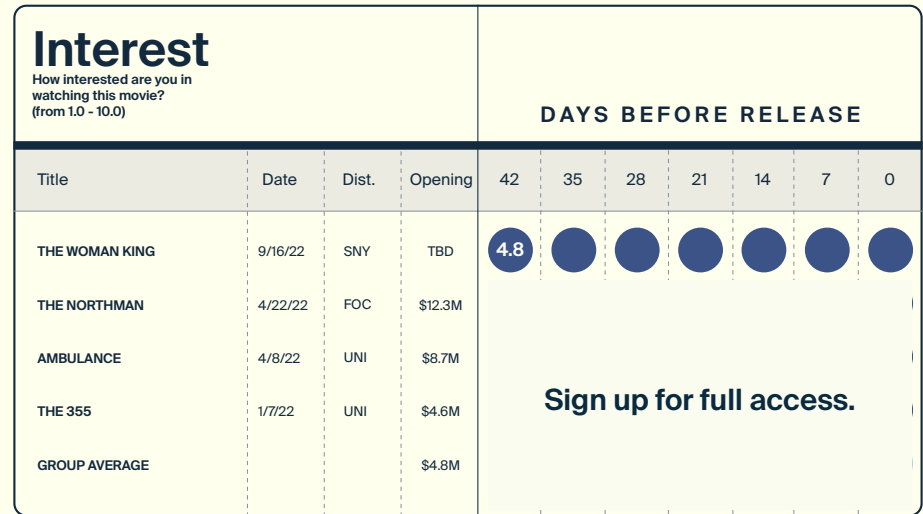
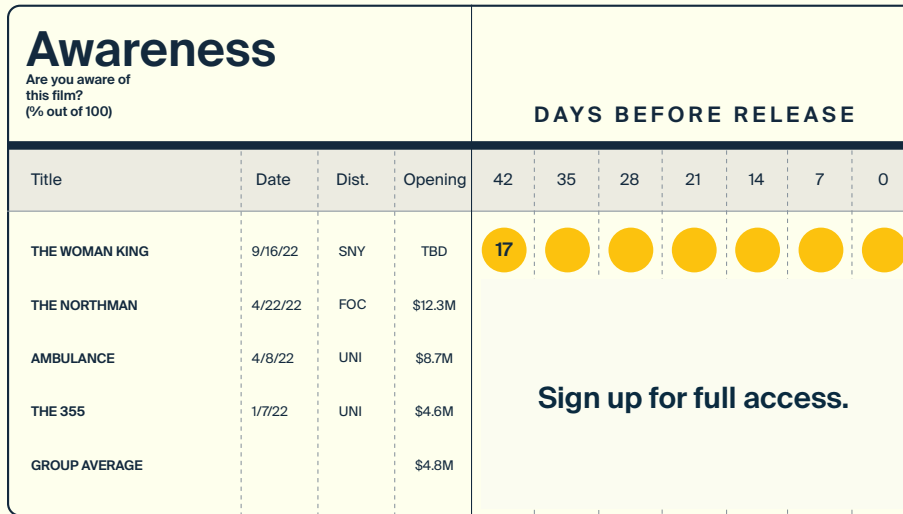


Tracking Comps Over Time

The Woman King

GROUP: ORIGINAL - SMALL

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Groups

Table A-1.

Group Hierarchy and Average Openings

Title	Date
ANIMATION/FAMILY	ANIMATED AND LIVE-ACTION FILMS TARGETING A FAMILY AUDIENCE
DC/MCU	FILMS FROM THE DC OR MARVEL UNIVERSES
HORROR	HORROR FILMS
TENTPOLE	SEQUELS WITH A BUDGET ABOVE \$100M THAT ARE NOT PART OF DC/MCU
SEQUEL	SEQUELS TO FILMS WITH A BUDGET UNDER \$100M
KNOWN IP	ORIGINAL FILMS BASED ON WIDELY KNOWN IP OR REMAKES OR SEQUELS MORE THAN TEN YEARS AFTER THE PREVIOUS FILM.
ORIGINAL - HIGH	ORIGINAL FILMS NOT BASED ON WIDELY KNOWN IP WITH A PRODUCTION BUDGET OVER \$50M
ORIGINAL - LOW	ORIGINAL FILMS NOT BASED ON WIDELY KNOWN IP WITH A PRODUCTION BUDGET BELOW \$50M

Groups are in a hierarchy.

A film may belong to multiple groups but will be placed in the one that sits highest in the hierarchy.

For example, SPIDER-MAN: ACROSS THE SPIDER-VERSE qualifies as ANIMATION/FAMILY and DC/MCU, but it is allocated to the ANIMATION/FAMILY group since that group sits higher in the hierarchy. Likewise, HALLOWEEN ENDS is both HORROR and a SEQUEL, but it belongs to the HORROR group since that is higher in the hierarchy.