

# 6-Weeks Out Film Tracking Report

The  
Quorum

Date

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August 11, 2022

8/5/22 - 8/11/22

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
BODIES BODIES BODIES	8/12/22	A24	Horror	22	2	33	5.0	-1	5.3	51	0	52	71	0	71
FALL	8/12/22	LGF	Orig. - Low	23	3	28	5.0	-1	5.1	50	-3	47	67	-2	68
BEAST	8/19/22	UNI	Orig. - Low	35	3	24	5.4	1	5.0	55	1	45	73	1	68
INVITATION, THE	8/26/22	SNY	Horror	25	4	27	5.0	1	5.1	52	2	49	72	4	70
THREE THOUSAND YEARS OF...	8/26/22	UAR	Orig. - High	16	1	34	2.9	0	5.2	53	2	52	72	3	72
BARBARIAN	9/9/22	20th	Horror	19	3	25	5.0	0	5.0	49	1	48	72	4	69
PEARL*	9/16/22	A24	Horror	9	0	24	5.0	0	5.0	48	0	48	67	0	68
WOMAN KING, THE	9/16/22	SNY	Orig. - Low	20	3	19	2.0	0	4.8	54	-2	45	72	-1	66
DON'T WORRY DARLIG	9/23/22	WB	Orig. - Low	18	1	18	5.1	0	4.9	53	-1	44	68	-3	65

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- Awareness
- Interest
- Theater or Home
- Fee or Free
- Groups
- Change
- Group Average
- Methodology

The percentage of respondents who are familiar with the film.  
 The average level of interest on a scale from 1.0 to 10.0.  
 The percentage of respondents who would prefer to watch the film in a theater instead of at home.  
 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.  
 All films are sorted into one of seven groups. Go to the last page to learn more about groups.  
 The change in score from last week.  
 The average score for films in the group at the same distance from release.  
 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.  
 \* Film was not fielded this week.

## 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.

<b>Awareness</b> Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
BODIES BODIES BODIES	8/12/22	A24	TBD	20	20	19	20	20	20	22
THE BLACK PHONE	6/24/22	UNI	\$24M							
X	3/18/22	A24	\$4M							
STUDIO 666	2/25/22	ORF	\$2M							
GROUP AVERAGE			\$17M							

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<b>Interest</b> How interested are you in watching this movie? (from 1.0 - 10.0)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
BODIES BODIES BODIES	8/12/22	A24	TBD	5.2	5.2	5.2	5.3	5.1	5.1	5.0
THE BLACK PHONE	6/24/22	UNI	\$24M							
X	3/18/22	A24	\$4M							
STUDIO 666	2/25/22	ORF	\$2M							
GROUP AVERAGE			\$17M							

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<b>Theater or Home</b> Would you watch this movie in a theater? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
BODIES BODIES BODIES	8/12/22	A24	TBD	53	56	55	54	51	51	51
THE BLACK PHONE	6/24/22	UNI	\$24M							
X	3/18/22	A24	\$4M							
STUDIO 666	2/25/22	ORF	\$2M							
GROUP AVERAGE			\$17M							

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<b>Fee or Free</b> Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
BODIES BODIES BODIES	8/12/22	A24	TBD	72	72	72	73	71	71	71
THE BLACK PHONE	6/24/22	UNI	\$31M							
X	3/18/22	A24	\$17M							
STUDIO 666	2/25/22	ORF	\$5M							
GROUP AVERAGE			\$17M							

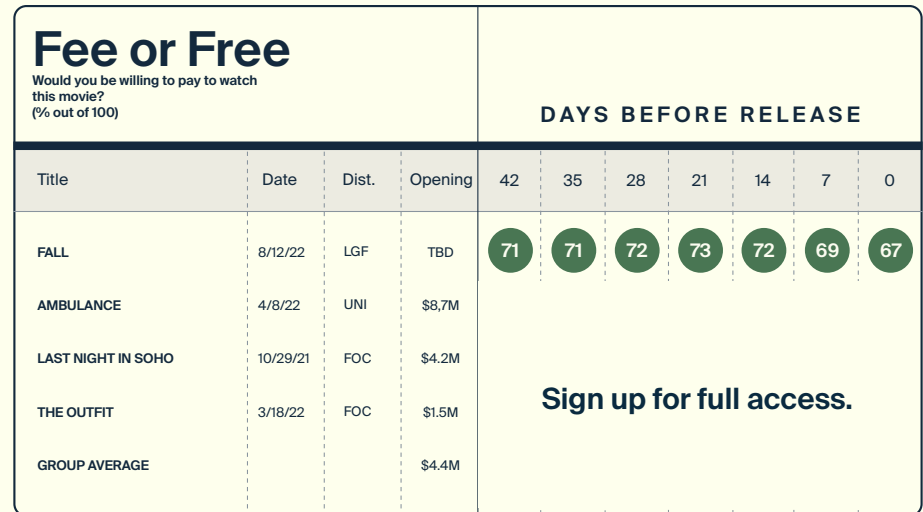
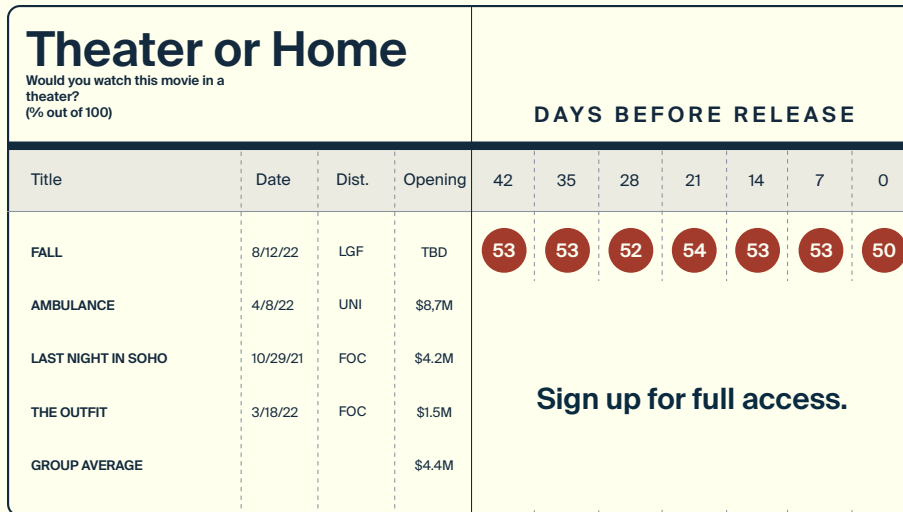
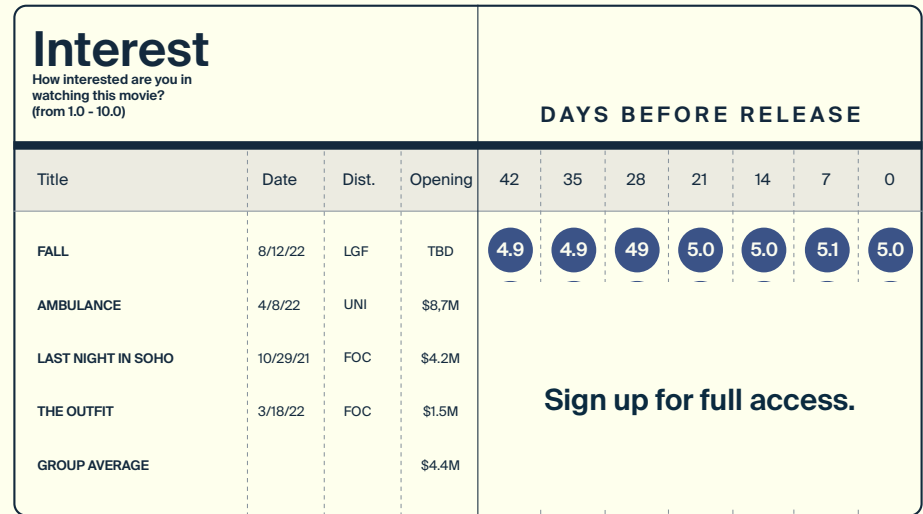
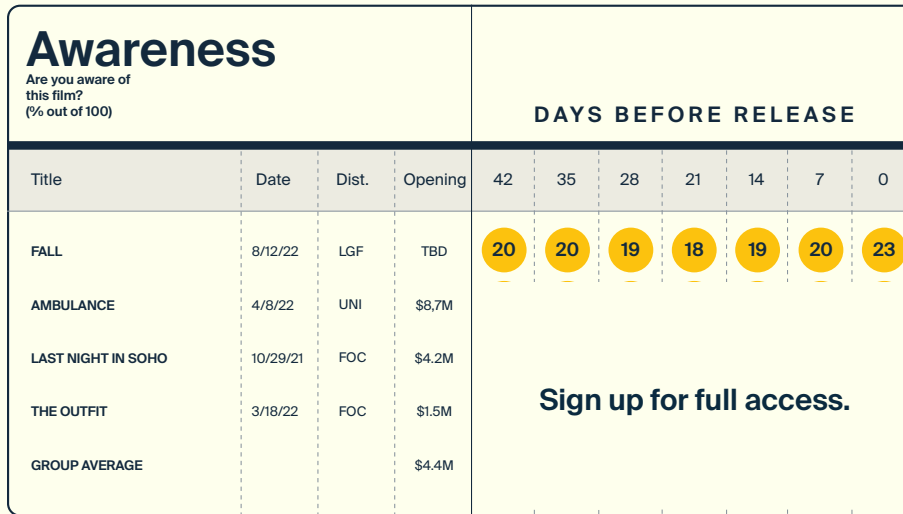
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## Tracking Comps Over Time

### Fall

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.

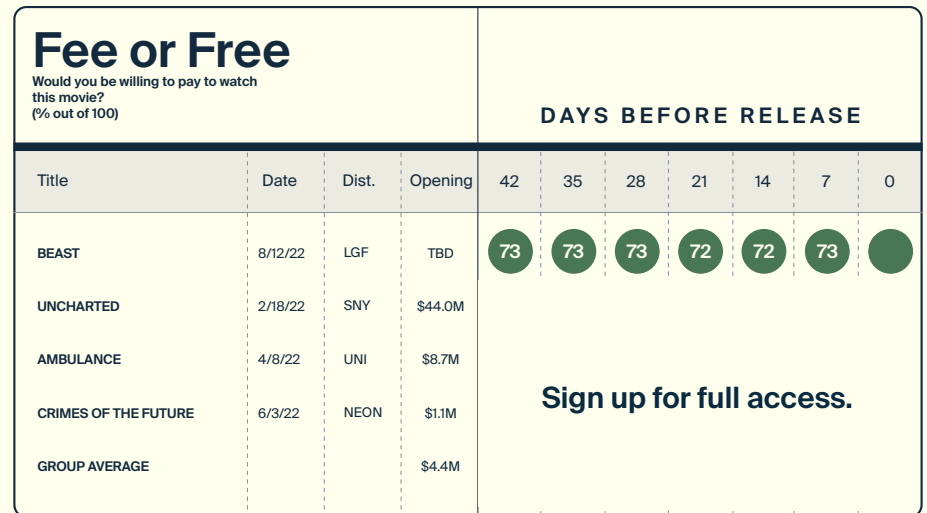
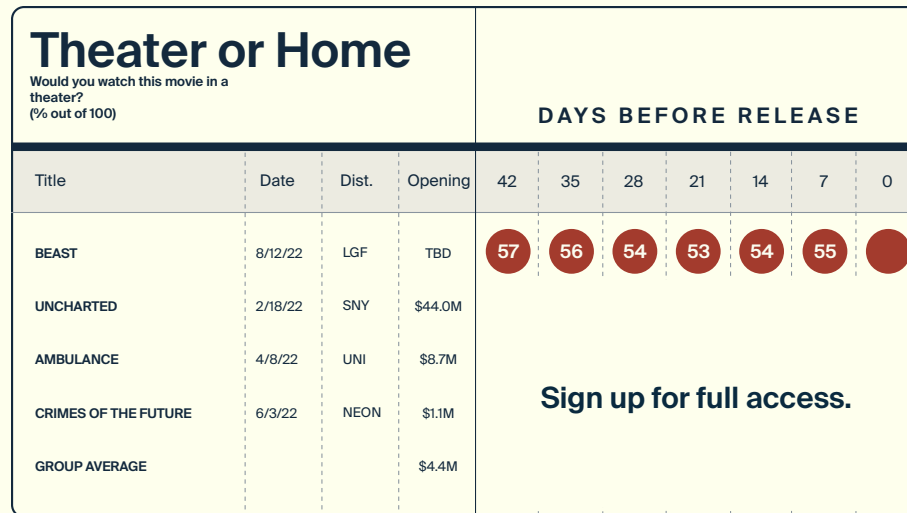
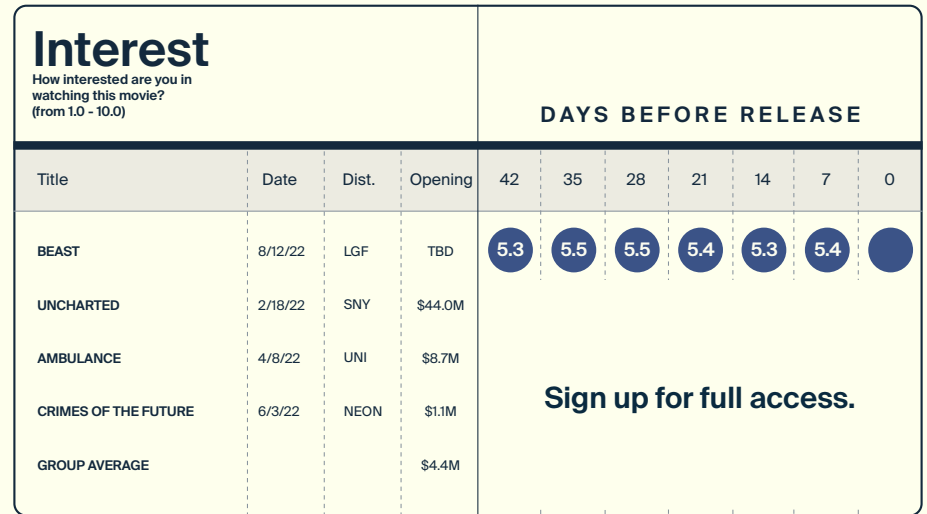
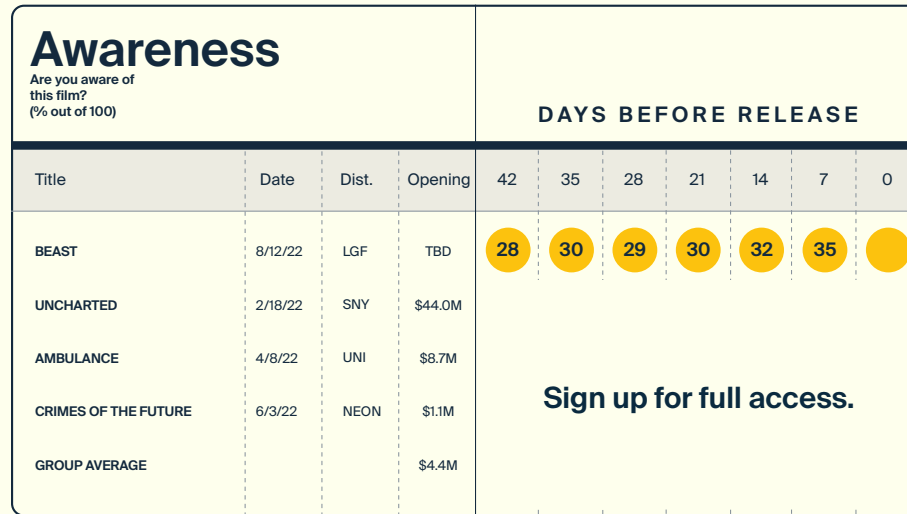


## Tracking Comps Over Time

# Beast

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.

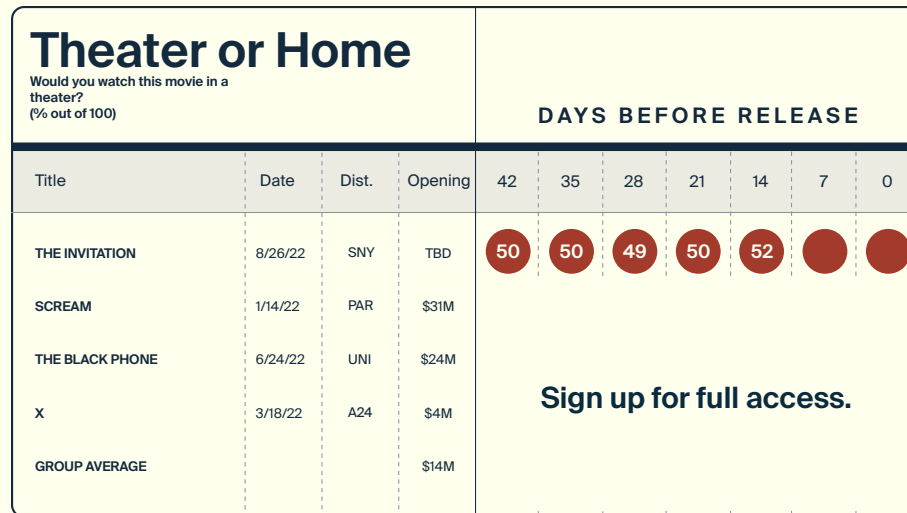
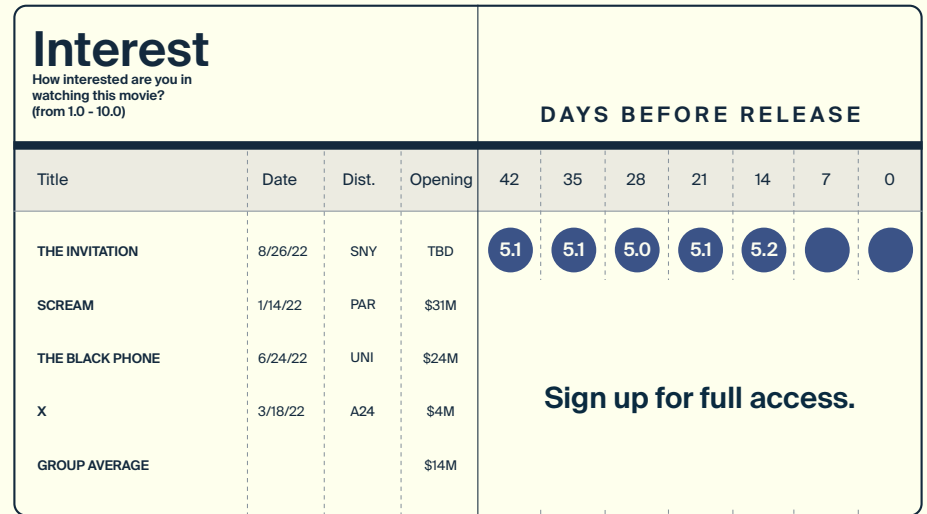
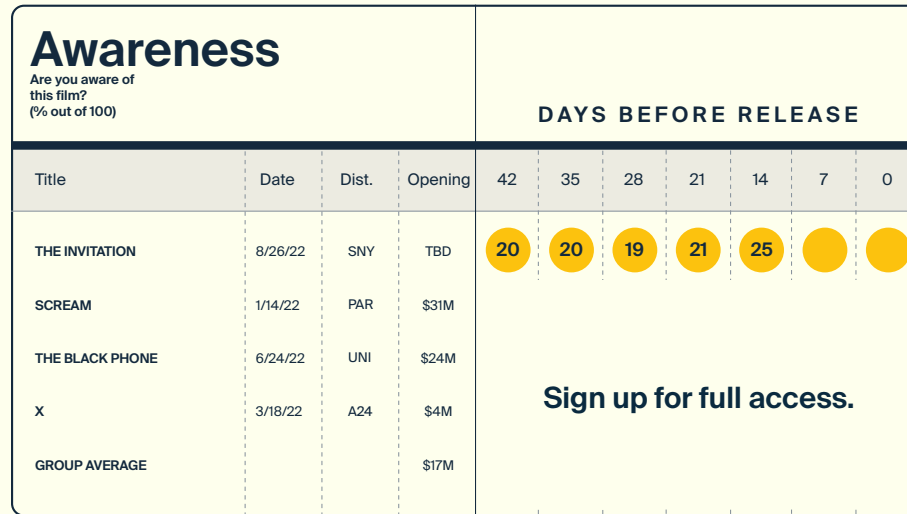


## Tracking Comps Over Time

# The Invitation

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.

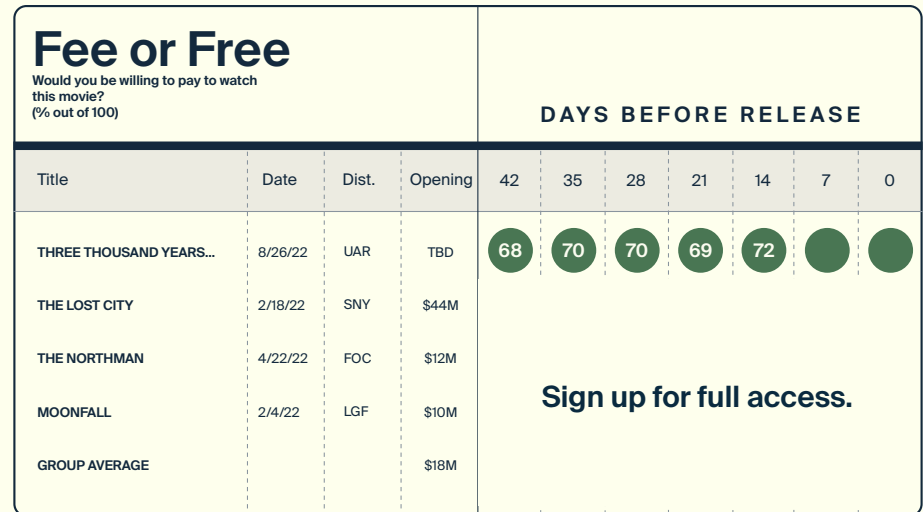
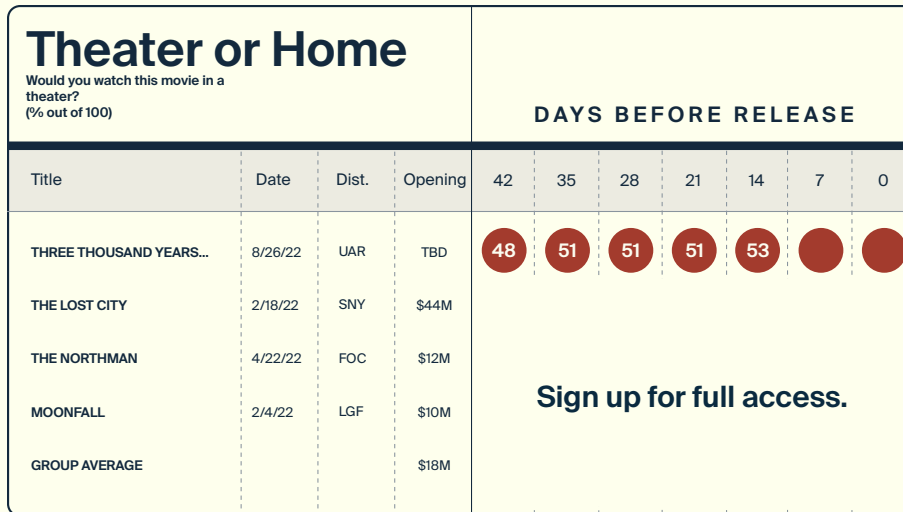
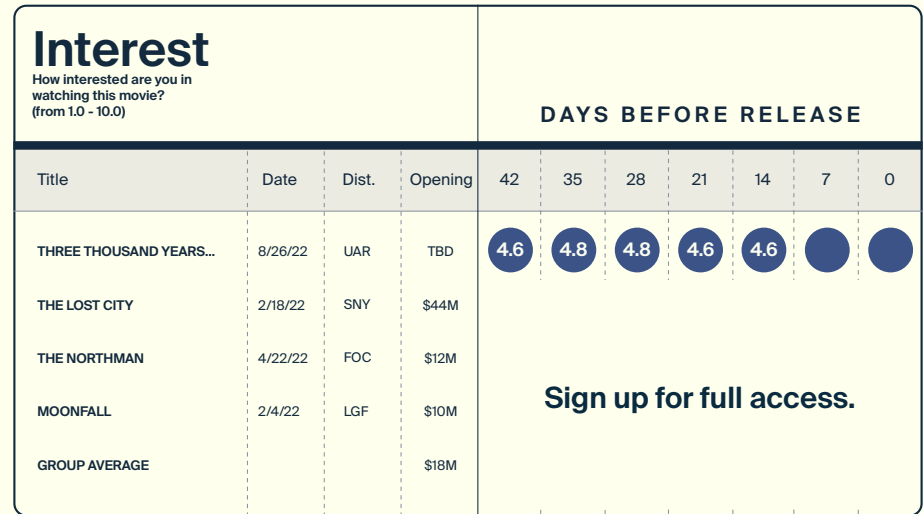
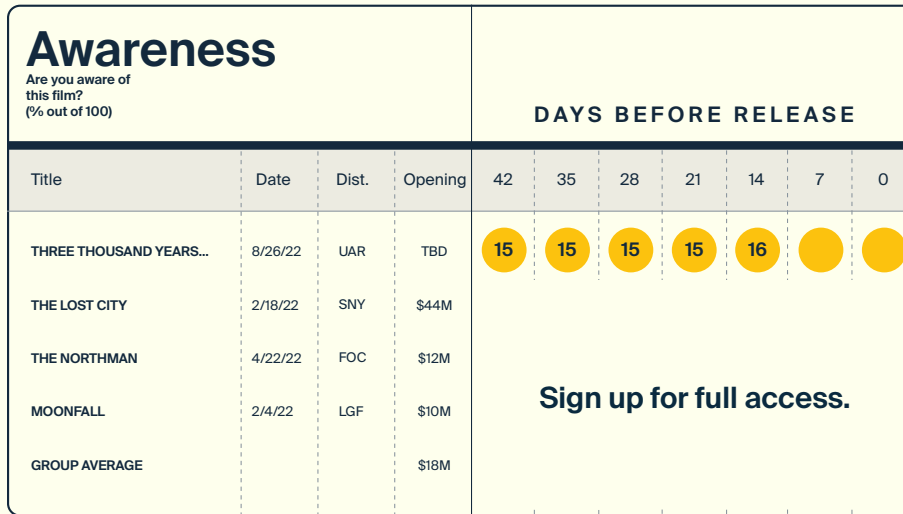


## Tracking Comps Over Time

# Three Thousand Years Of Longing

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.

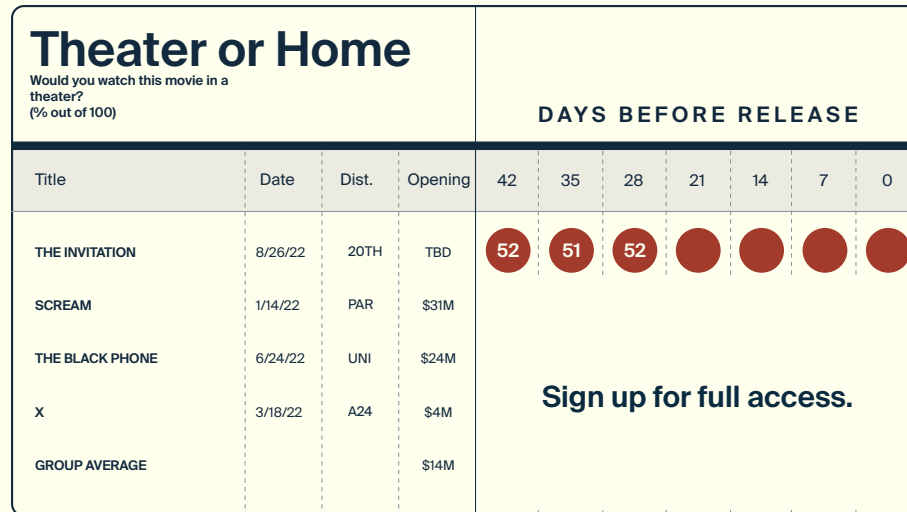
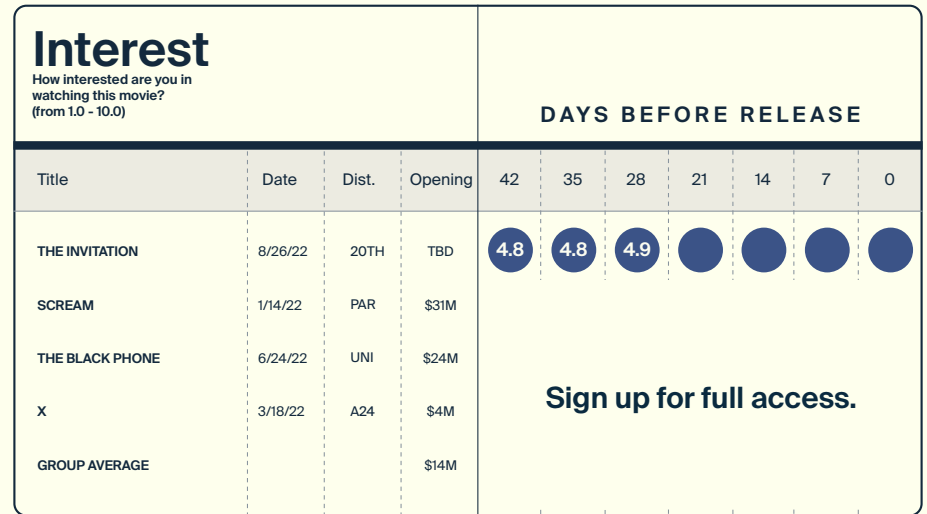
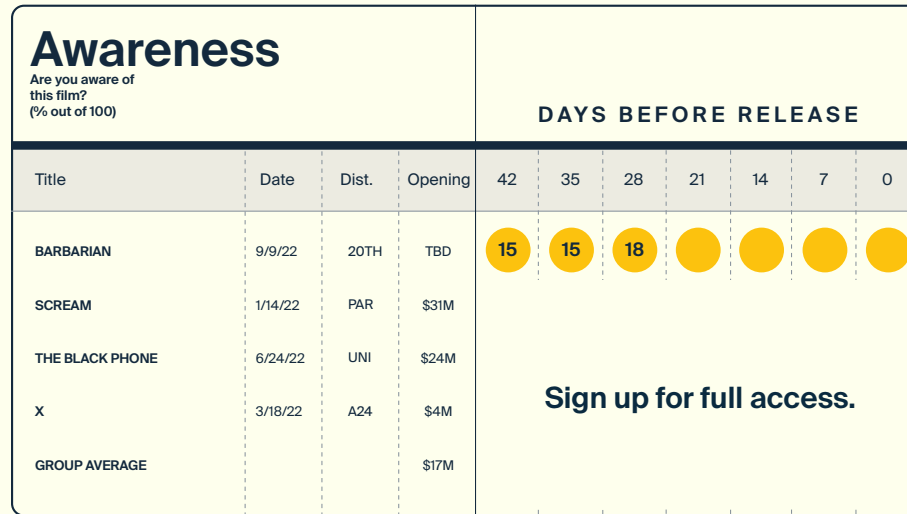


## Tracking Comps Over Time

# Barbarian

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.



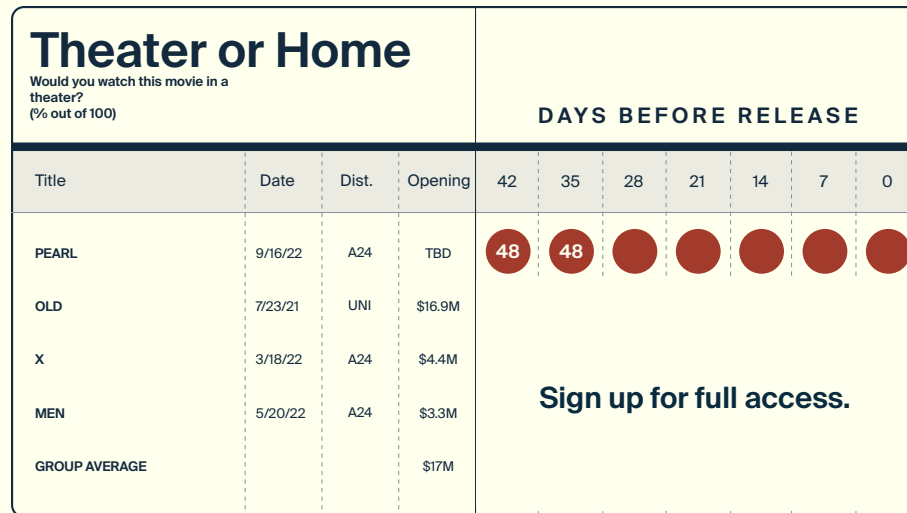
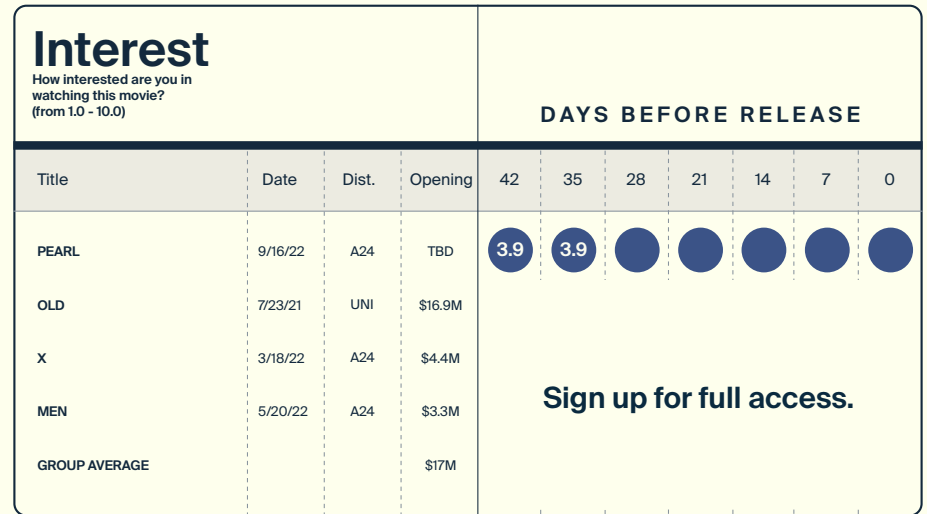
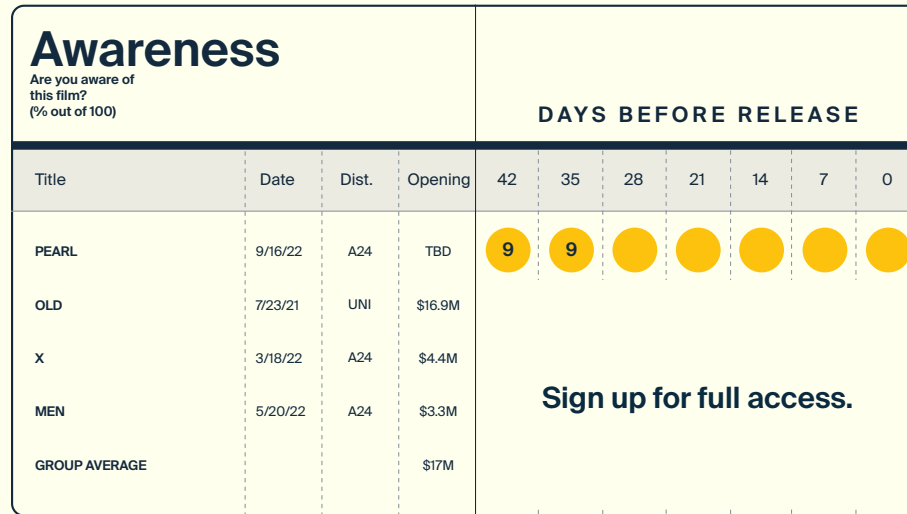


## Tracking Comps Over Time

# Pearl\*

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. \* Film was not fielded this week

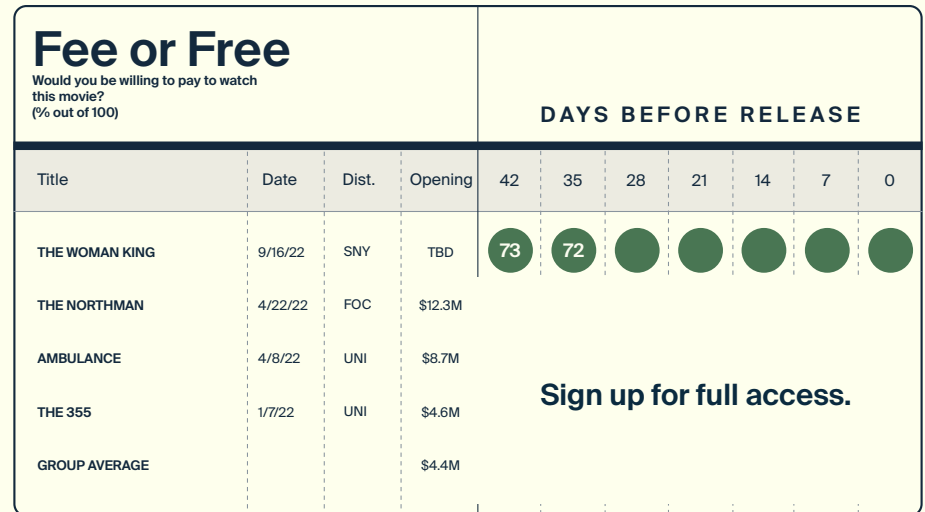
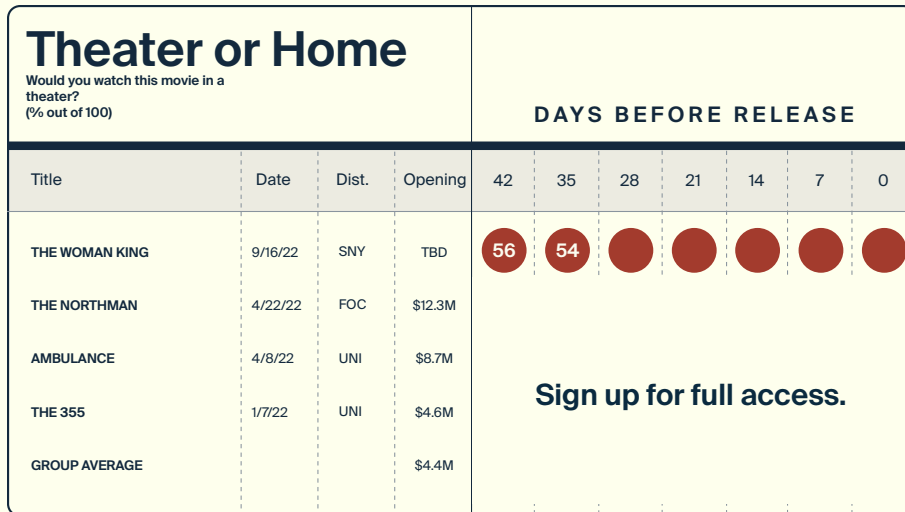
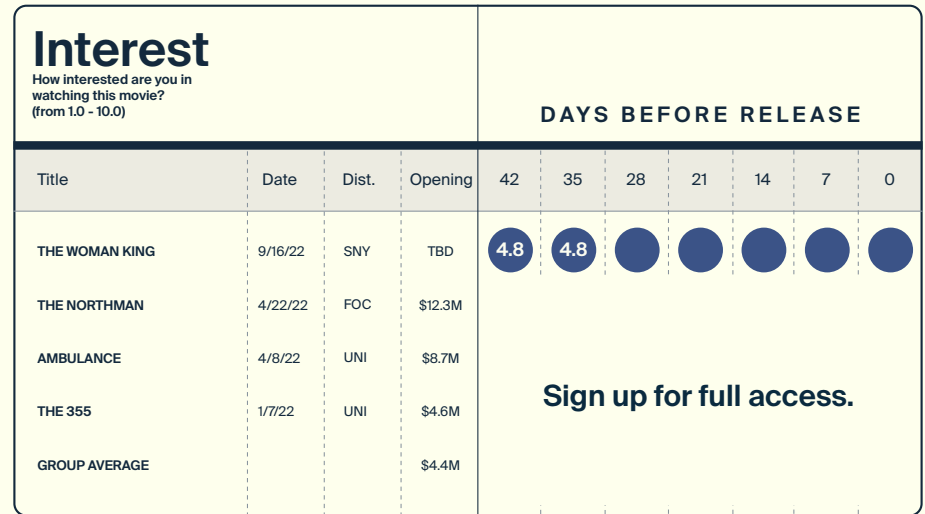
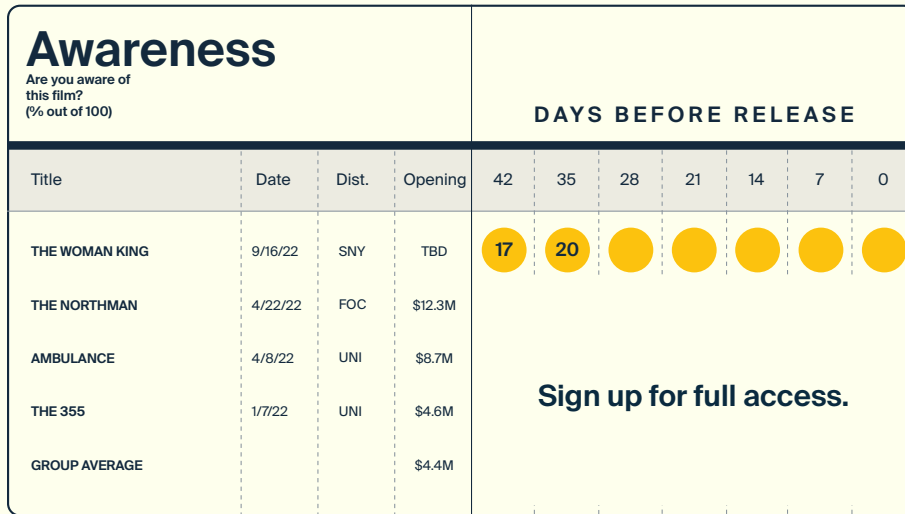


## Tracking Comps Over Time

# The Woman King

GROUP: ORIGINAL - SMALL

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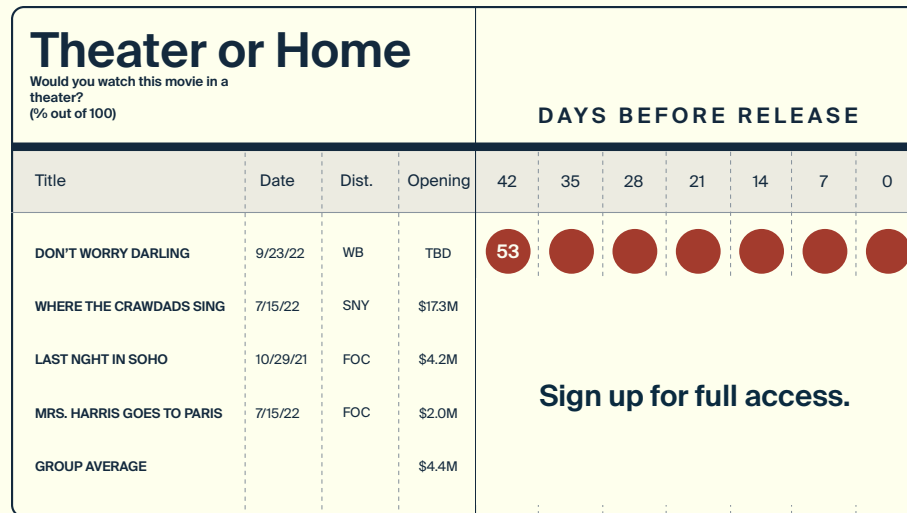
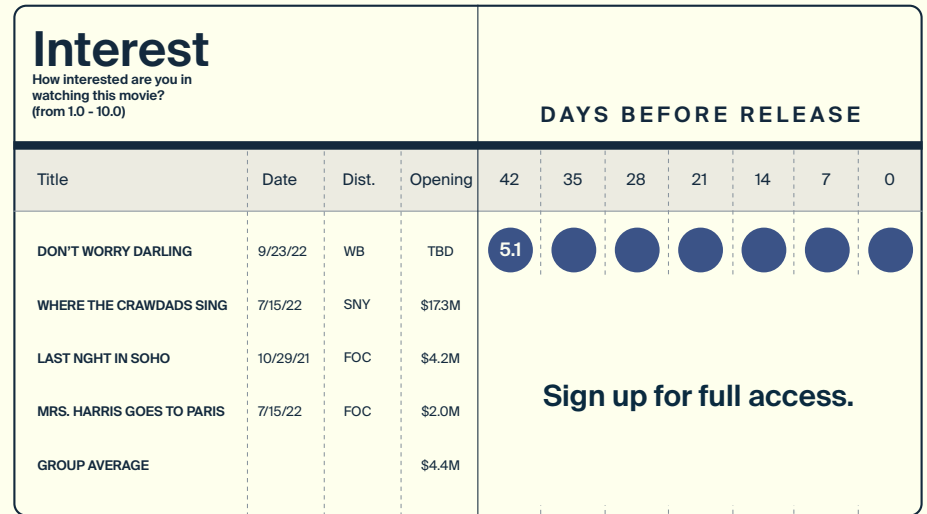
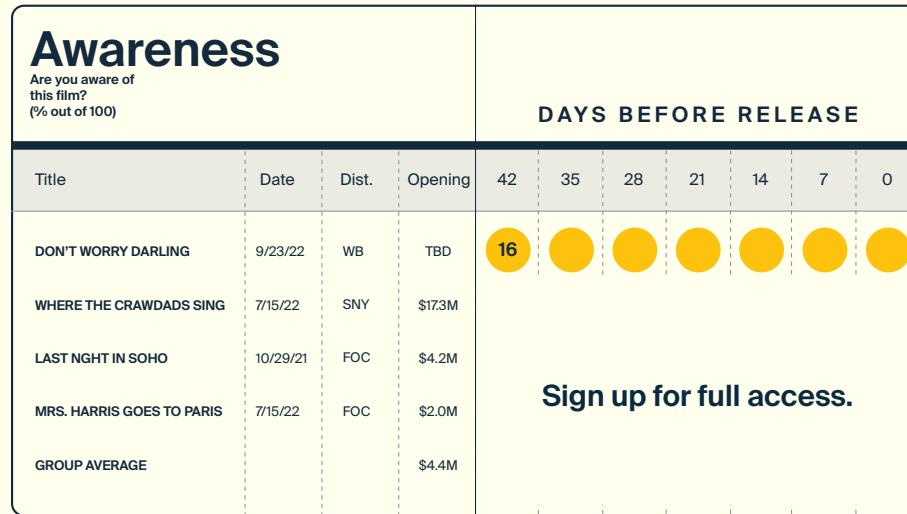


## Tracking Comps Over Time

# Don't Worry Darling

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.



## 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.