

6-Weeks Out Film Tracking Report

The
Quorum

Date

September 15, 2022

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
PEARL	9/16/22	A24	Horror	18	4	31	4.6	.3	5.2	51	1	51	71	3	71
WOMAN KING, THE	9/16/22	SNY	Orig. - Low	38	6	28	5.2	.1	5.2	57	3	48	74	5	68
DON'T WORRY DARLING	9/23/22	WB	Orig. - Low	30	0	24	5.1	0	5.1	53	2	46	72	3	67
BROS	9/30/22	UNI	Orig. - Low	25	4	22	4.4	0	5.0	50	1	46	69	1	67
SMILE	9/30/22	PAR	Horror	31	1	26	5.4	0	5.1	54	0	49	73	1	70
AMSTERDAM	10/7/22	20TH	Orig. - High	21	3	29	5.5	.2	5.3	51	1	50	70	0	70
LYLE, LYLE, CROCODILE	10/7/22	SNY	Ani./Family	25	3	36	4.7	0	5.2	50	0	55	67	0	73
HALLOWEEN ENDS (H)	10/14/22	UNI	Horror	51	3	24	6.3	.2	5.1	65	-1	48	81	1	69
BLACK ADAM	10/21/22	WB	DC/MCU	47	2	47	5.9	.1	6.1	64	0	60	79	0	70
TICKET TO PARADISE	10/21/22	UNI	Orig. - High	28	2	27	5.3	.1	5.3	52	1	49	69	0	70
PREY FOR THE DEVIL	10/28/22	LGF	Horror	21	0	23	5.0	0	5.0	55	0	48	72	0	68
CALL JANE	10/28/22	RSA	Orig. - Low	19	0	19	4.7	0	4.9	57	0	45	74	0	66

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.
 (H) Hybrid 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.

* Film was not fielded this week.

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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
PEARL	9/16/22	A24	TBD	9	9	11	12	14	14	18
OLD	7/23/21	UNI	\$16.9M	26	30	30	28	28	30	34
X	3/18/22	A24	\$4.4M	17	18	18	18	19	20	24
MEN	5/20/22	A24	\$3.3M	13	13	13	14	14	16	19
GROUP AVERAGE			\$15.4M	23	24	24	24	26	28	31

Interest 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
PEARL	9/16/22	A24	TBD	3.9	3.9	4.1	4.2	4.3	4.3	4.6
OLD	7/23/21	UNI	\$16.9M	5.7	5.7	5.7	5.5	5.5	5.5	5.6
X	3/18/22	A24	\$4.4M	4.6	4.7	4.8	4.8	4.9	4.9	4.9
MEN	5/20/22	A24	\$3.3M	4.6	4.6	4.5	4.4	4.4	4.6	4.7
GROUP AVERAGE			\$15.4M	5.0	5.0	5.0	5.1	5.1	5.2	5.2

Theater or Home 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
PEARL	9/16/22	A24	TBD	48	48	49	50	50	50	51
OLD	7/23/21	UNI	\$16.9M	42	44	44	46	46	44	42
X	3/18/22	A24	\$4.4M	42	44	44	46	46	44	42
MEN	5/20/22	A24	\$3.3M	42	44	44	46	46	44	42
GROUP AVERAGE			\$15.4M	48	48	48	49	49	50	51

Fee or Free 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
PEARL	9/16/22	A24	TBD	67	67	67	68	67	68	71
OLD	7/23/21	UNI	\$16.9M	64	66	66	67	67	65	65
X	3/18/22	A24	\$4.4M	64	64	64	65	66	68	68
MEN	5/20/22	A24	\$3.3M	63	63	63	66	65	68	68
GROUP AVERAGE			\$15.4M	68	69	69	70	70	70	71

Tracking Comps Over Time

The Woman King

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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
THE WOMAN KING	9/16/22	SNY	TBD	17	20	22	26	29	32	38
BEAST	8/19/22	UNI	\$11.6M	28	30	29	30	32	35	39
AMBULANCE	4/8/22	UNI	\$8.7M	30	26	26	27	29	35	38
THE 355	1/7/22	UNI	\$4.6M	17	17	18	17	18	20	27
GROUP AVERAGE			\$4.3M	19	19	20	20	22	24	28

Interest 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
THE WOMAN KING	9/16/22	SNY	TBD	4.8	4.8	5.0	5.1	5.1	5.1	5.2
BEAST	8/19/22	UNI	\$11.6M	5.3	5.5	5.5	5.4	5.3	5.4	5.7
AMBULANCE	4/8/22	UNI	\$8.7M	5.4	5.2	5.2	5.2	5.4	5.6	5.7
THE 355	1/7/22	UNI	\$4.6M	5.4	5.4	5.6	5.4	5.2	5.1	5.3
GROUP AVERAGE			\$4.3M	4.9	4.9	5.0	4.9	5.0	5.1	5.2

Theater or Home 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
THE WOMAN KING	9/16/22	SNY	TBD	56	54	54	54	53	54	57
BEAST	8/19/22	UNI	\$11.6M	57	56	54	53	54	55	55
AMBULANCE	4/8/22	UNI	\$8.7M	42	44	44	45	47	47	51
THE 355	1/7/22	UNI	\$4.6M	43	43	45	44	43	38	40
GROUP AVERAGE			\$4.3M	45	46	46	46	46	46	48

Fee or Free 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
THE WOMAN KING	9/16/22	SNY	TBD	73	72	73	72	69	69	74
BEAST	8/19/22	UNI	\$11.6M	73	73	73	72	72	73	73
AMBULANCE	4/8/22	UNI	\$8.7M	62	63	63	64	65	67	68
THE 355	1/7/22	UNI	\$4.6M	66	66	67	65	64	62	64
GROUP AVERAGE			\$4.3M	66	67	66	66	67	67	68

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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
DON'T WORRY DARLING	9/23/22	WB	TBD	16	17	17	24	30	30	30
WHERE THE CRAWDADS SING	7/15/22	SNY	\$17.3M	23	23	22	25	25	28	33
LAST NGHT IN SOHO	10/29/21	FOC	\$4.2M	21	22	22	22	24	25	31
MRS. HARRIS GOES TO PARIS	7/15/22	FOC	\$2.0M	14	14	14	17	17	18	19
GROUP AVERAGE			\$4.3M	19	19	20	20	22	24	28

Interest 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
DON'T WORRY DARLING	9/23/22	WB	TBD	5.1	5.2	5.0	5.0	5.1	5.1	5.1
WHERE THE CRAWDADS SING	7/15/22	SNY	\$17.3M	5.1	5.1	5.1	5.3	5.3	5.1	5.4
LAST NGHT IN SOHO	10/29/21	FOC	\$4.2M	4.7	4.7	4.7	4.7	4.6	4.8	5.1
MRS. HARRIS GOES TO PARIS	7/15/22	FOC	\$2.0M	4.1	4.1	4.3	4.3	4.2	4.3	4.3
GROUP AVERAGE			\$4.3M	4.9	4.9	5.0	4.9	5.0	5.1	5.2

Theater or Home 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
DON'T WORRY DARLING	9/23/22	WB	TBD	53	51	51	52	51	53	53
WHERE THE CRAWDADS SING	7/15/22	SNY	\$17.3M	54	54	53	52	51	49	55
LAST NGHT IN SOHO	10/29/21	FOC	\$4.2M	40	37	37	37	38	37	41
MRS. HARRIS GOES TO PARIS	7/15/22	FOC	\$2.0M	51	51	51	54	52	51	50
GROUP AVERAGE			\$4.3M	45	46	46	46	46	46	48

Fee or Free 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
DON'T WORRY DARLING	9/23/22	WB	TBD	68	67	68	69	69	72	72
WHERE THE CRAWDADS SING	7/15/22	SNY	\$17.3M	72	72	72	71	70	69	74
LAST NGHT IN SOHO	10/29/21	FOC	\$4.2M	59	58	58	58	61	60	64
MRS. HARRIS GOES TO PARIS	7/15/22	FOC	\$2.0M	70	70	70	73	71	70	69
GROUP AVERAGE			\$4.3M	66	67	66	66	67	67	68

Tracking Comps Over Time

Bros

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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
BROS	9/30/22	UNI	TBD	17	17	19	21	25		
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	20	22	22	24	26	28	32
EASTER SUNDAY	8/5/22	UNI	\$5.4M	20	19	19	20	20	23	26
MRS. HARRIS GOES TO PARIS	7/15/22	FOC	\$2.0M	14	14	14	17	17	18	19
GROUP AVERAGE			\$4.4M	19	19	20	20	22	24	28

Interest 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
BROS	9/30/22	UNI	TBD	4.3	4.3	4.2	4.4	4.4		
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	4.7	4.7	4.7	4.7	4.7	4.9	4.9
EASTER SUNDAY	8/5/22	UNI	\$5.4M	4.9	4.8	4.8	4.7	4.7	4.8	4.6
MRS. HARRIS GOES TO PARIS	7/15/22	FOC	\$2.0M	4.1	4.1	4.3	4.3	4.2	4.3	4.3
GROUP AVERAGE			\$4.4M	4.9	4.9	5.0	4.9	5.0	5.1	5.1

Theater or Home 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
BROS	9/30/22	UNI	TBD	49	49	49	49	50		
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	39	41	41	37	37	35	38
EASTER SUNDAY	8/5/22	UNI	\$5.4M	53	55	55	54	53	52	53
MRS. HARRIS GOES TO PARIS	7/15/22	FOC	\$2.0M	51	51	51	54	52	51	50
GROUP AVERAGE			\$4.4M	45	46	46	46	46	46	48

Fee or Free 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
BROS	9/30/22	UNI	TBD	67	67	67	68	69		
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	62	62	62	60	60	60	63
EASTER SUNDAY	8/5/22	UNI	\$5.4M	72	72	72	71	71	69	69
MRS. HARRIS GOES TO PARIS	7/15/22	FOC	\$2.0M	70	70	70	73	71	70	69
GROUP AVERAGE			\$4.4M	66	67	66	66	67	67	68

Tracking Comps Over Time

Smile

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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
SMILE	9/30/22	PAR	TBD	23	27	28	30	31		
THE BLACK PHONE	6/24/22	UNI	\$24M	22	24	24	29	30	30	40
THE INVITATION	8/26/22	SNY	\$7M	20	20	19	21	25	27	31
X	3/18/22	A24	\$4M	17	18	18	18	19	19	24
GROUP AVERAGE			\$15M	23	23	24	24	26	28	31

Interest 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
SMILE	9/30/22	PAR	TBD	5.2	5.4	5.4	5.4	5.4		
THE BLACK PHONE	6/24/22	UNI	\$24M	5.4	5.3	5.4	5.7	5.8	6.0	5.9
THE INVITATION	8/26/22	SNY	\$7M	5.1	5.1	5.0	5.1	5.2	5.3	5.4
X	3/18/22	A24	\$4M	4.6	4.7	4.8	4.8	4.9	4.9	4.9
GROUP AVERAGE			\$15M	5.0	5.0	5.1	5.1	5.1	5.1	5.2

Theater or Home 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
SMILE	9/30/22	PAR	TBD	48	52	54	54	54		
THE BLACK PHONE	6/24/22	UNI	\$24M	54	55	55	54	55	54	59
THE INVITATION	8/26/22	SNY	\$7M	50	50	49	50	52	53	54
X	3/18/22	A24	\$4M	42	44	44	46	46	44	42
GROUP AVERAGE			\$15M	48	48	48	49	49	50	51

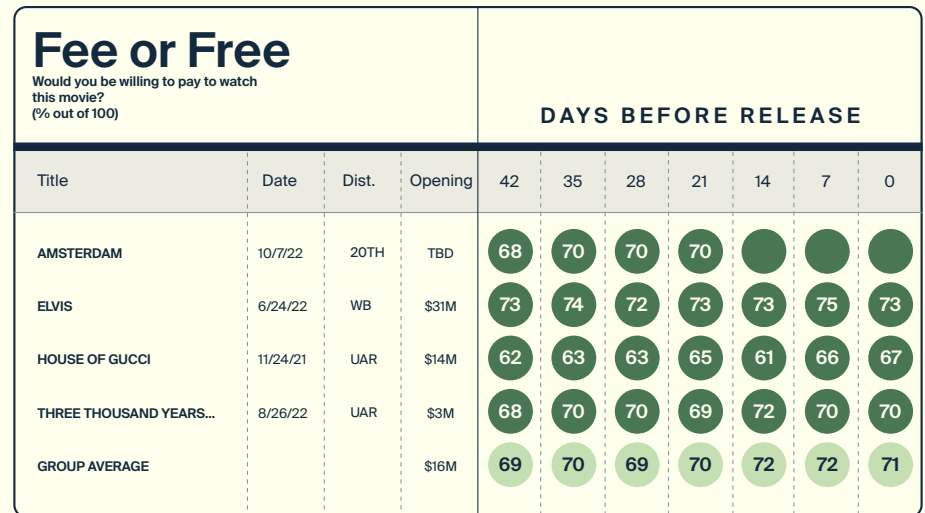
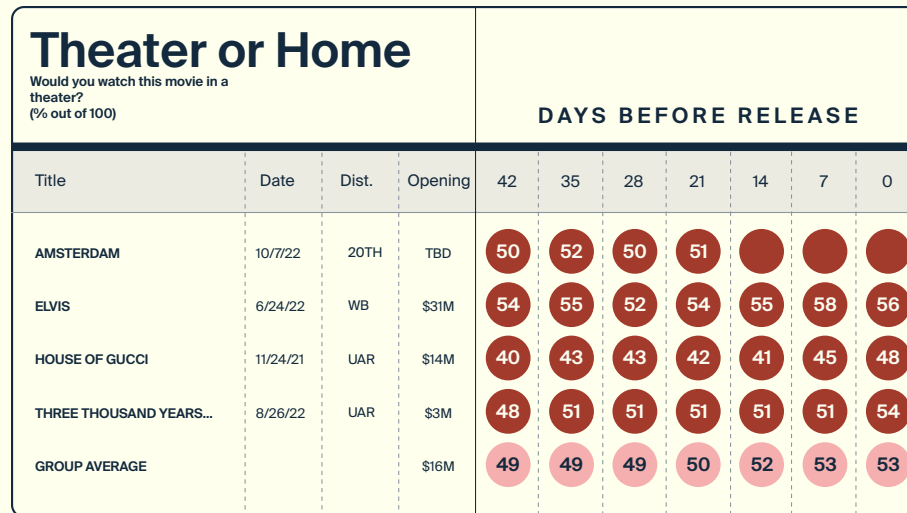
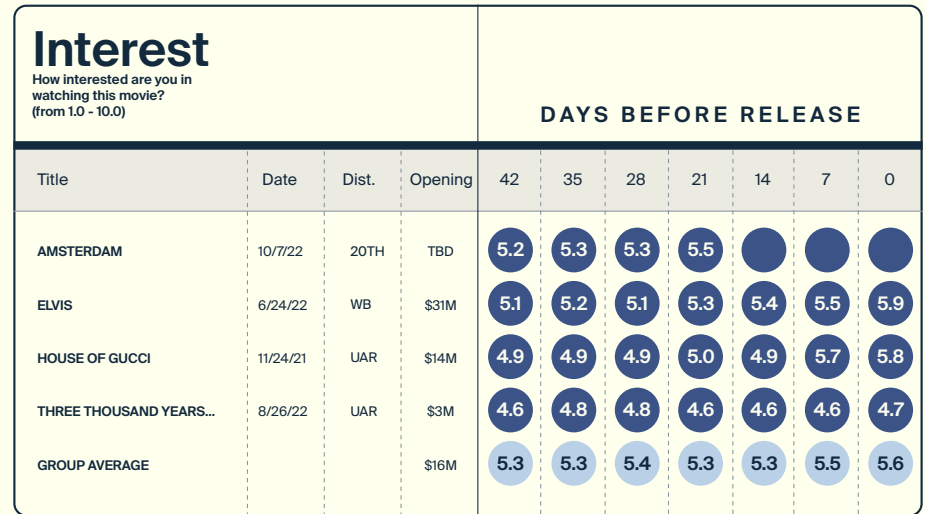
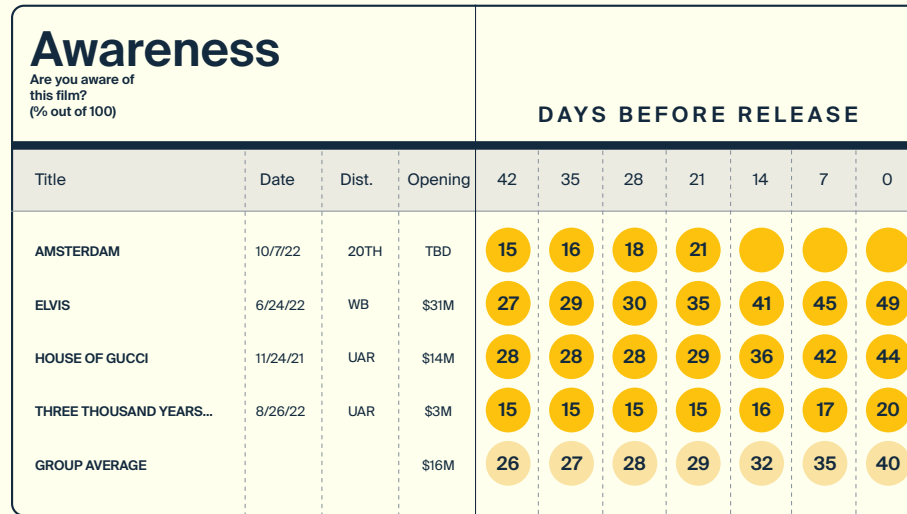
Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
SMILE	9/30/22	PAR	TBD	66	69	72	72	73		
THE BLACK PHONE	6/24/22	UNI	\$24M	72	73	73	77	78	76	75
THE INVITATION	8/26/22	SNY	\$7M	68	68	67	68	72	70	72
X	3/18/22	A24	\$4M	64	64	64	65	66	68	68
GROUP AVERAGE			\$15M	68	69	69	70	70	70	71

Tracking Comps Over Time

Amsterdam

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.

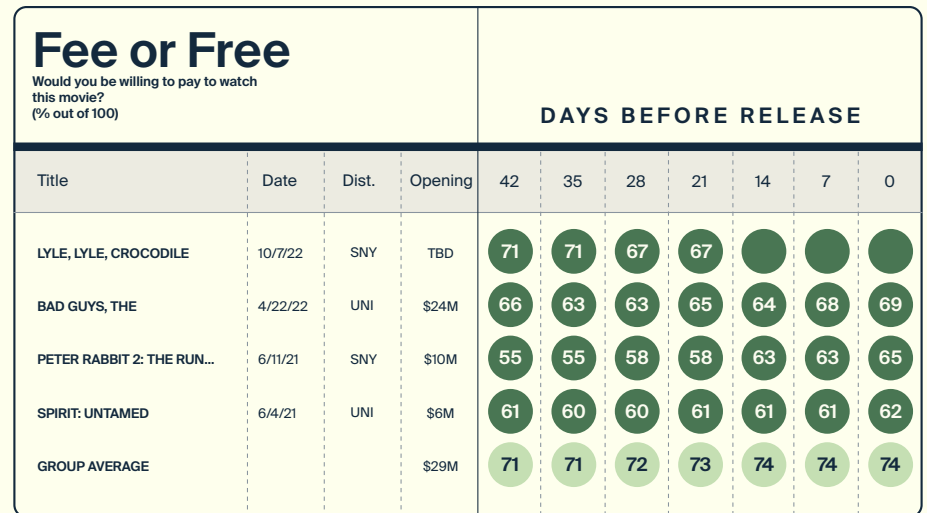
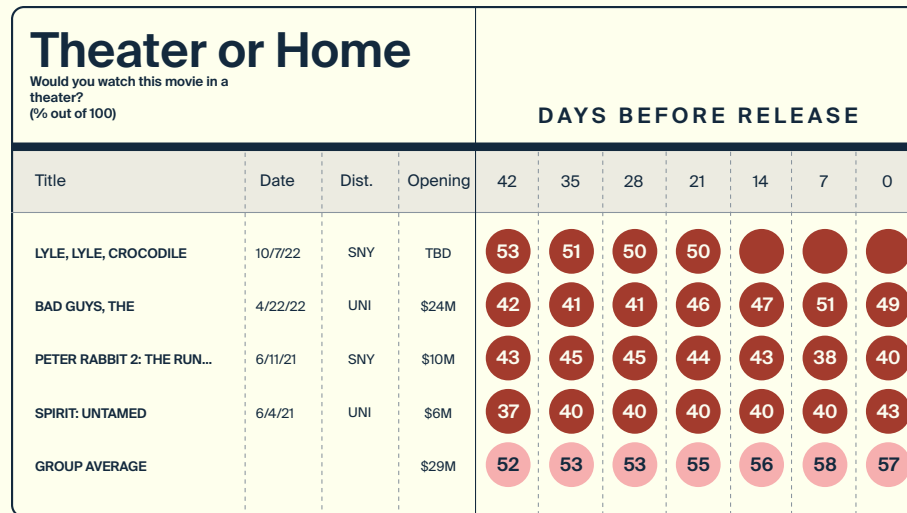
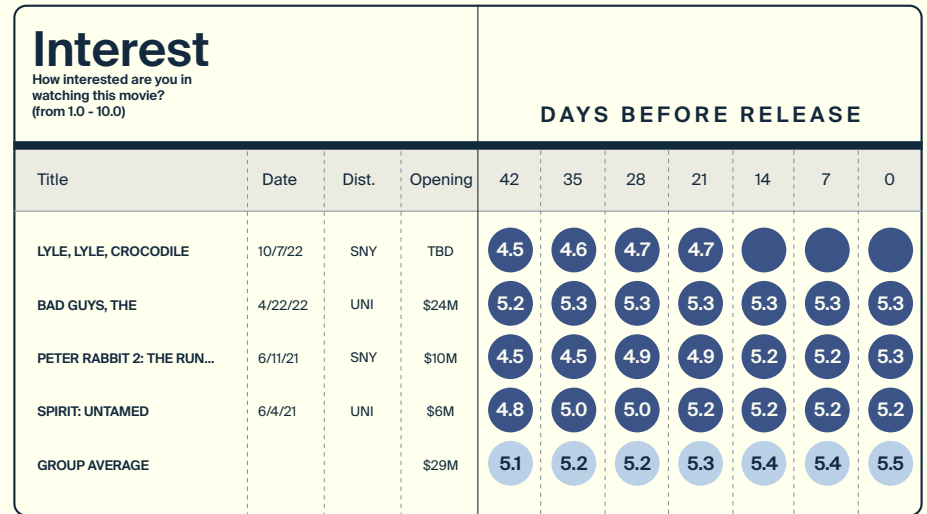
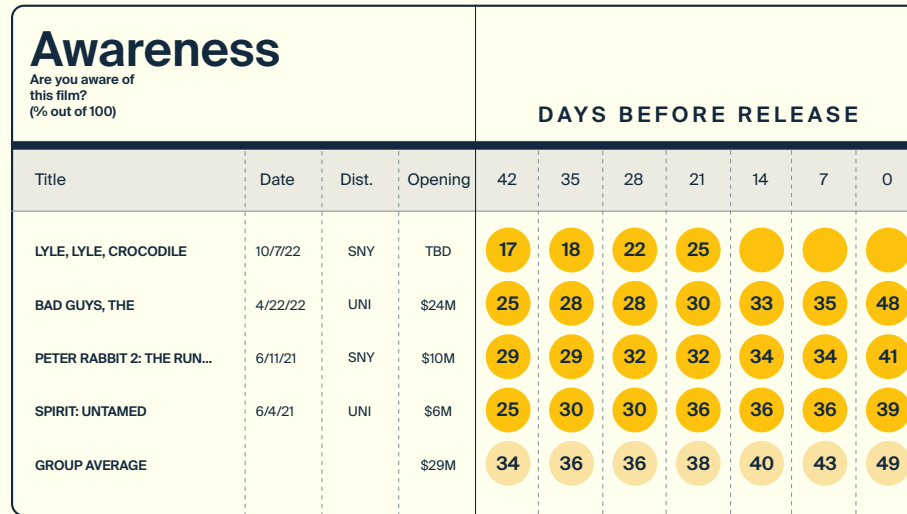


Tracking Comps Over Time

Lyle, Lyle, Crocodile

GROUP: ANIMATION/FAMILY

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

Halloween Ends (H)

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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
HALLOWEEN ENDS (H)	10/14/22	UNI	TBD	46	48	51					
NOPE	7/22/22	UNI	\$49M	26	26	27	26	30	43	44	
SCREAM	1/14/22	PAR	\$48M	44	42	43	43	45	52	55	
THE BLACK PHONE	6/24/22	UNI	\$24M	22	24	24	29	30	34	40	
GROUP AVERAGE			\$15M	23	23	24	24	26	28	31	

Interest 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	
HALLOWEEN ENDS (H)	10/14/22	UNI	TBD	6.1	6.1	6.3					
NOPE	7/22/22	UNI	\$49M	5.2	5.3	5.5	5.4	5.5	5.4	6.1	
SCREAM	1/14/22	PAR	\$48M	5.3	5.5	5.5	5.5	5.5	5.4	5.4	
THE BLACK PHONE	6/24/22	UNI	\$24M	5.4	5.3	5.4	5.7	5.8	6.0	5.9	
GROUP AVERAGE			\$15M	5.0	5.0	5.1	5.1	5.1	5.2	5.2	

Theater or Home 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	
HALLOWEEN ENDS (H)	10/14/22	UNI	TBD	67	66	65					
NOPE	7/22/22	UNI	\$49M	52	54	55	54	55	54	59	
SCREAM	1/14/22	PAR	\$48M	51	53	53	53	52	50	52	
THE BLACK PHONE	6/24/22	UNI	\$24M	54	55	55	60	59	59	59	
GROUP AVERAGE			\$15M	48	48	48	49	49	50	51	

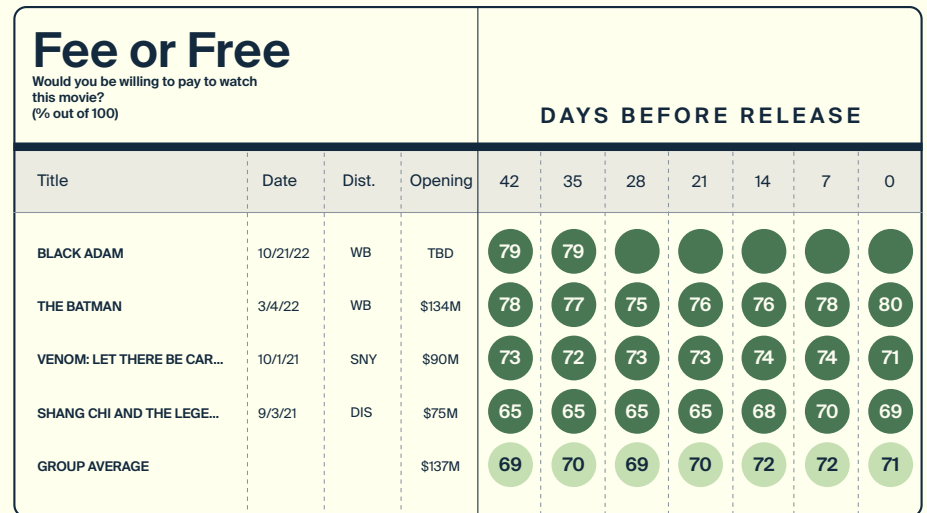
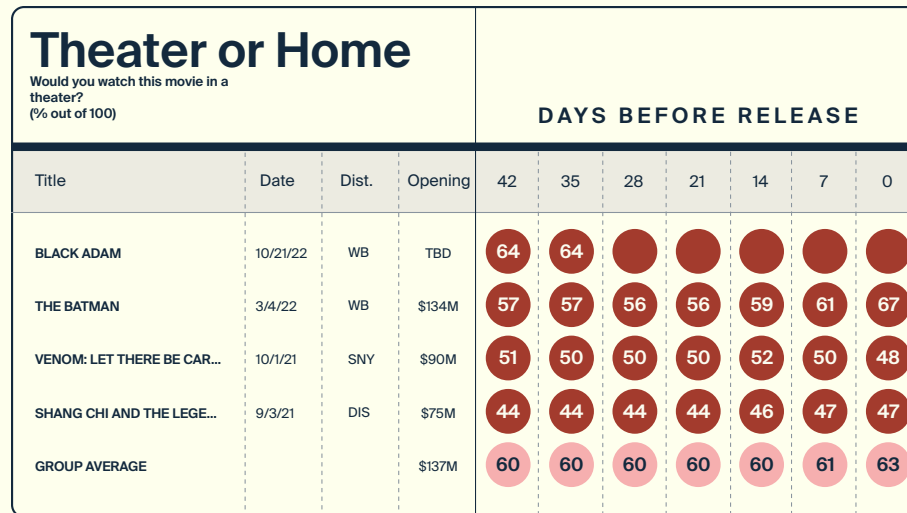
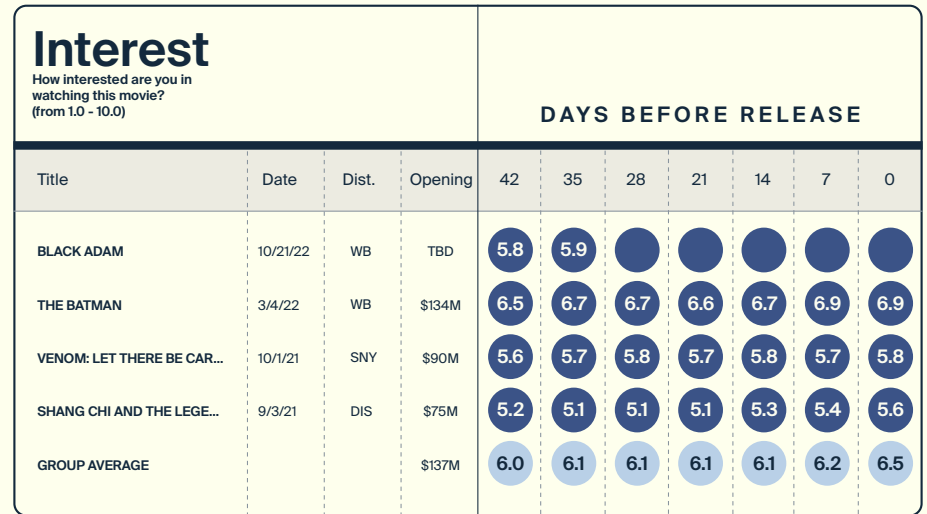
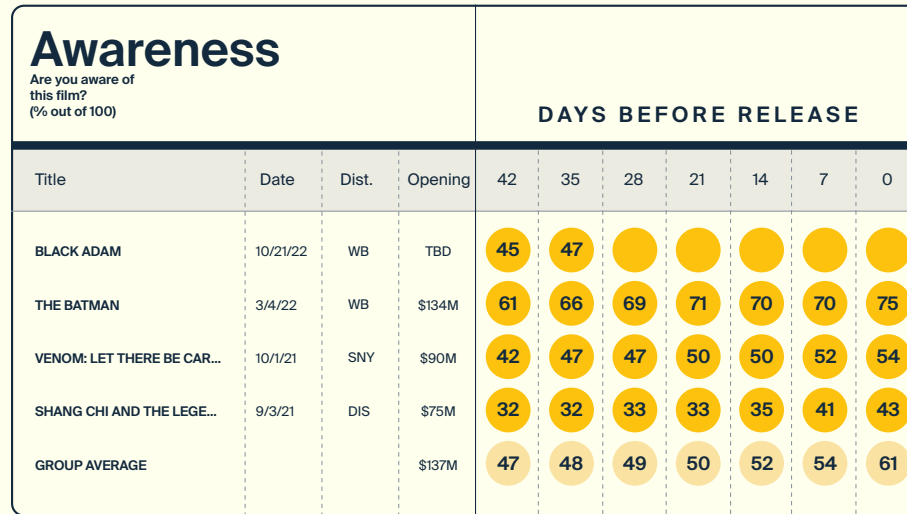
Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
HALLOWEEN ENDS (H)	10/14/22	UNI	TBD	81	80	81					
NOPE	7/22/22	UNI	\$49M	71	73	73	72	72	73	75	
SCREAM	1/14/22	PAR	\$48M	73	75	75	76	76	73	74	
THE BLACK PHONE	6/24/22	UNI	\$24M	72	73	73	77	78	76	75	
GROUP AVERAGE			\$15M	68	69	69	70	70	70	71	

Tracking Comps Over Time

Black Adam

GROUP: DC/MCU

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.

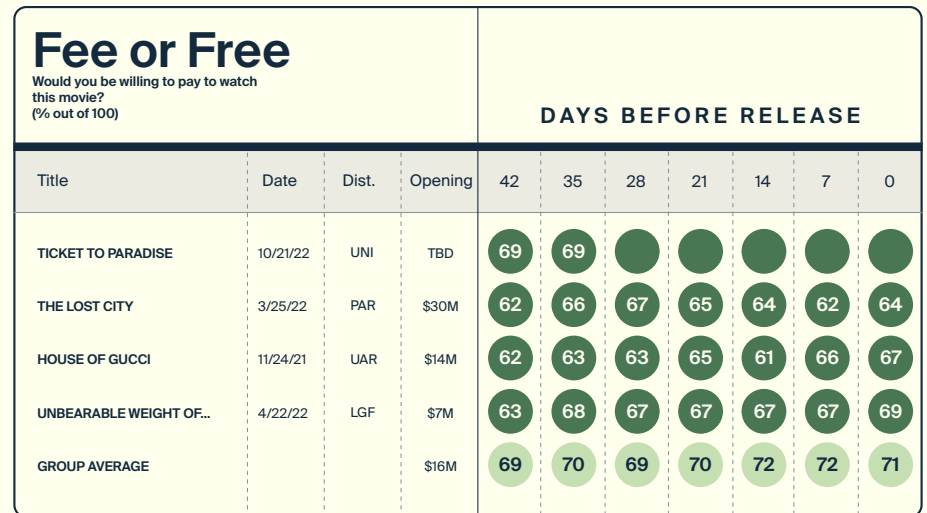
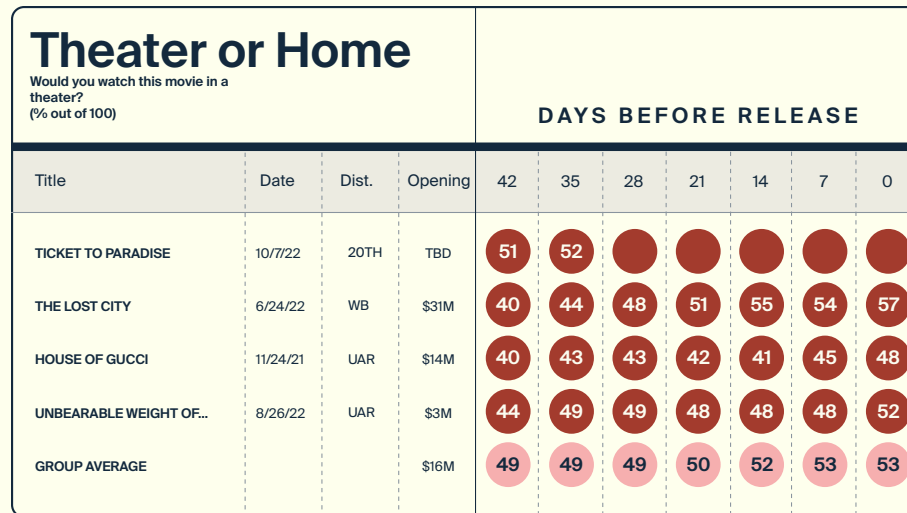
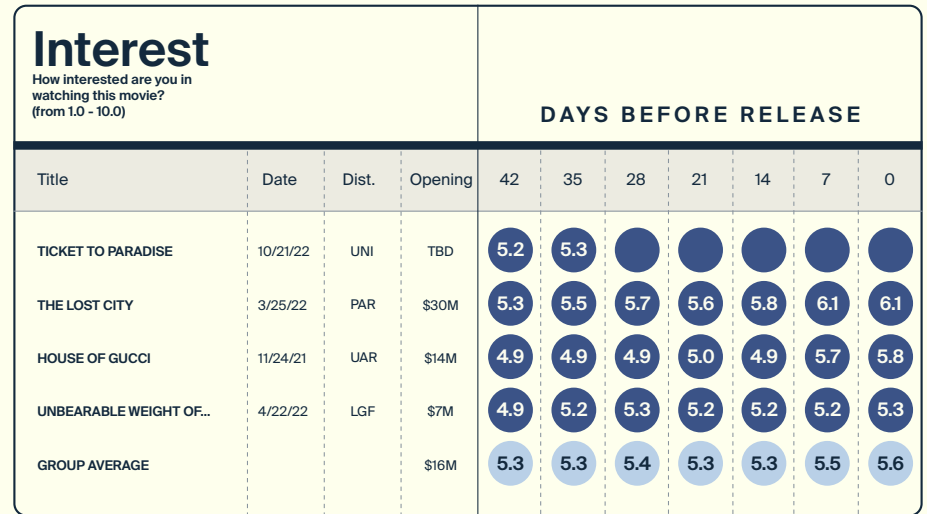
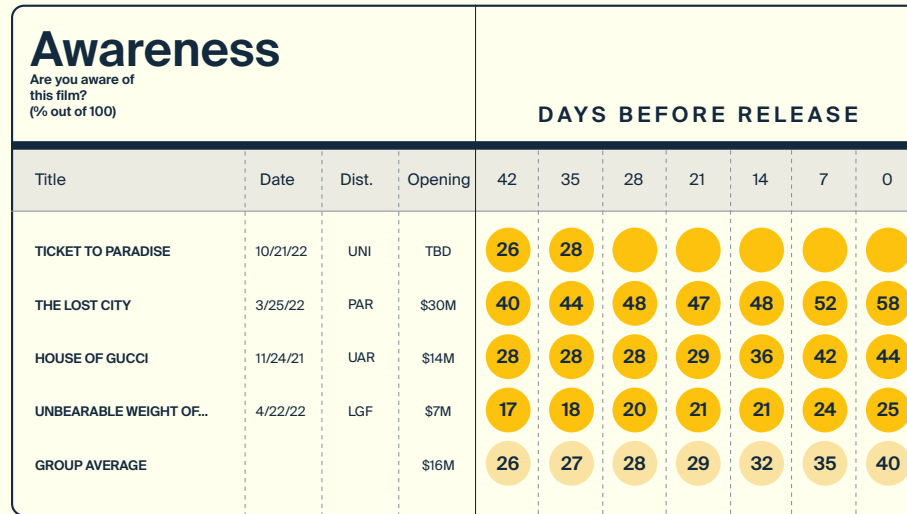


Tracking Comps Over Time

Ticket To Paradise

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

Prey For The Devil

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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
PREY FOR THE DEVIL	10/28/22	LGF	TBD	21						
THE BLACK PHONE	6/24/22	UNI	\$24M	22	24	24	29	30	30	40
THE INVITATION	8/26/22	SNY	\$7M	20	20	19	21	25	27	31
X	3/18/22	A24	\$4M	17	18	18	18	19	19	24
GROUP AVERAGE			\$15M	23	23	24	24	26	28	31

Interest 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
PREY FOR THE DEVIL	10/28/22	LGF	TBD	5.0						
THE BLACK PHONE	6/24/22	UNI	\$24M	5.4	5.3	5.4	5.7	5.8	6.0	5.9
THE INVITATION	8/26/22	SNY	\$7M	5.1	5.1	5.0	5.1	5.2	5.3	5.4
X	3/18/22	A24	\$4M	4.6	4.7	4.8	4.8	4.9	4.9	4.9
GROUP AVERAGE			\$15M	5.0	5.0	5.1	5.1	5.1	5.1	5.2

Theater or Home 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
PREY FOR THE DEVIL	10/28/22	LGF	TBD	55						
THE BLACK PHONE	6/24/22	UNI	\$24M	54	55	55	54	55	54	59
THE INVITATION	8/26/22	SNY	\$7M	50	50	49	50	52	53	54
X	3/18/22	A24	\$4M	42	44	44	46	46	44	42
GROUP AVERAGE			\$15M	48	49	48	49	49	50	51

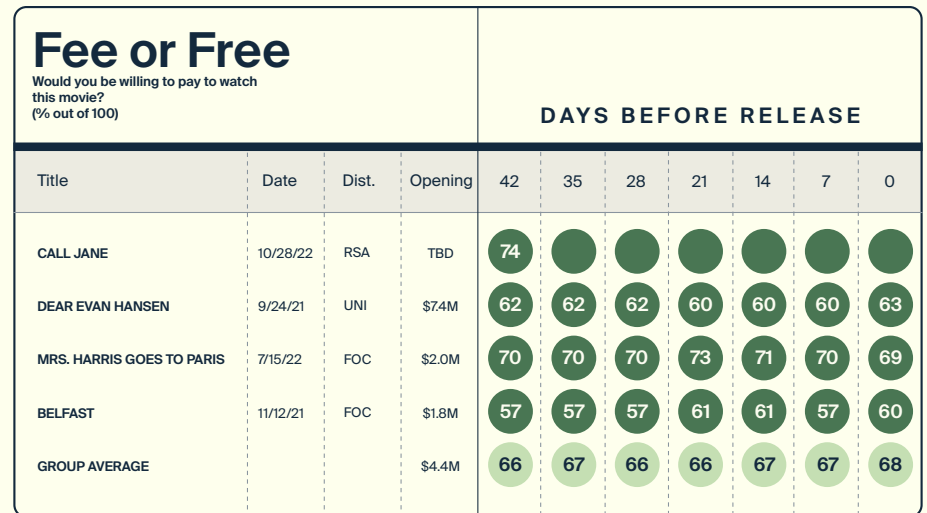
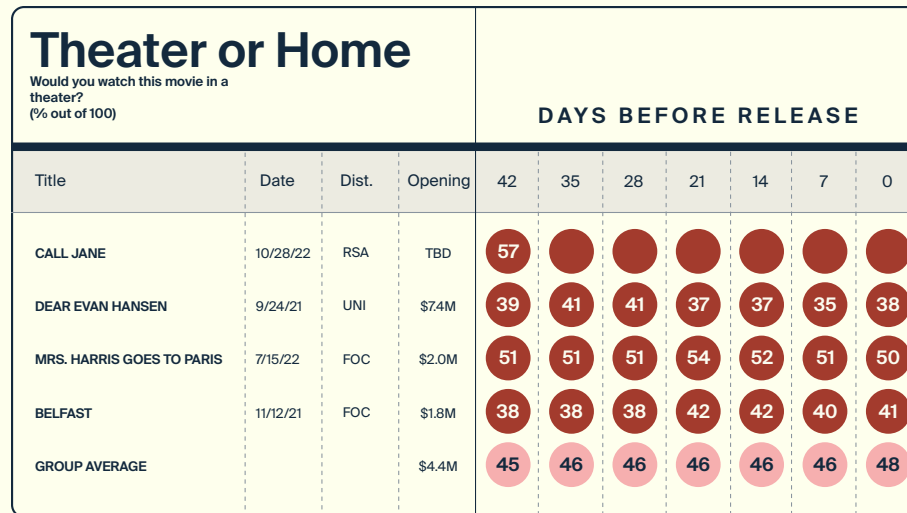
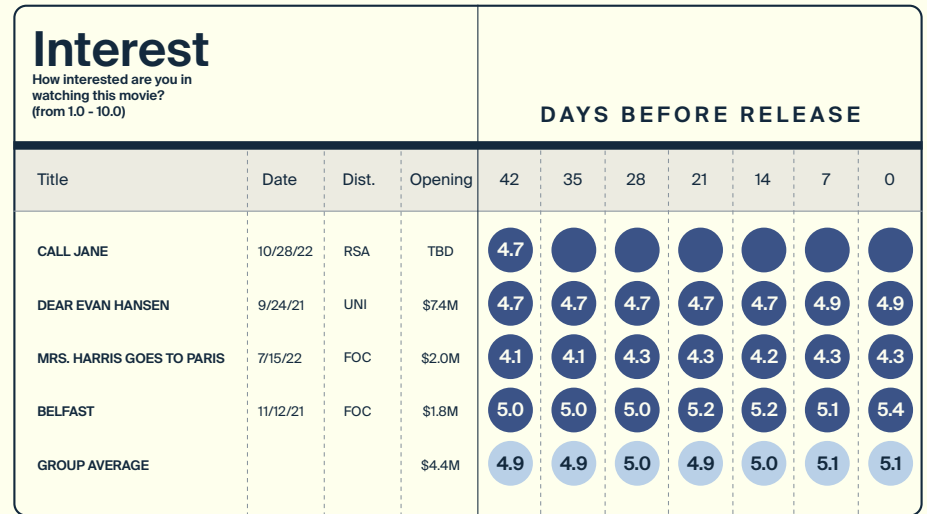
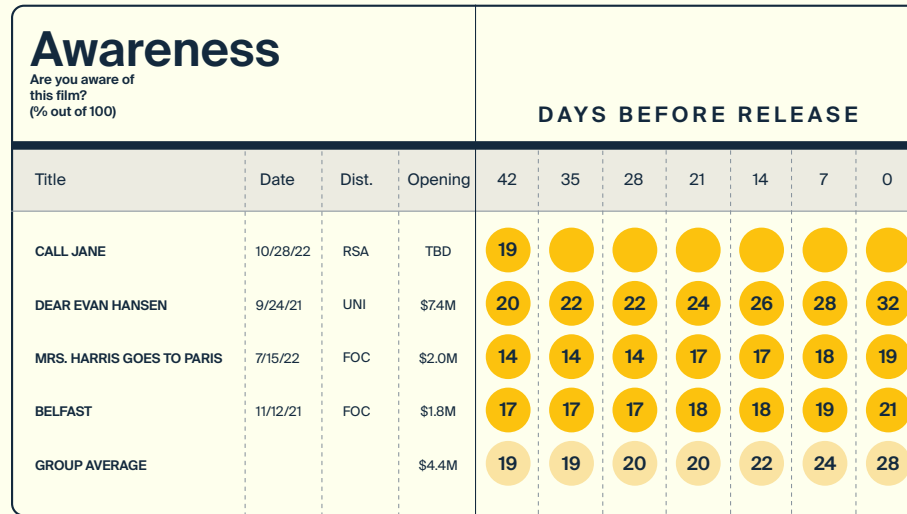
Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
PREY FOR THE DEVIL	10/28/22	LGF	TBD	72						
THE BLACK PHONE	6/24/22	UNI	\$24M	72	73	73	77	78	76	75
THE INVITATION	8/26/22	SNY	\$7M	68	68	67	68	72	70	72
X	3/18/22	A24	\$4M	64	64	64	65	66	68	68
GROUP AVERAGE			\$15M	68	69	69	70	70	70	71

Tracking Comps Over Time

Call Jane

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.