

6-Weeks Out Film Tracking Report

The
Quorum

Date

September 29, 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
BROS	9/30/22	UNI	Orig. - Low	35	7	29	4.7	.2	5.2	54	3	49	72	1	68
SMILE	9/30/22	PAR	Horror	43	9	30	5.9	.3	5.9	60	4	51	77	4	71
AMSTERDAM	10/7/22	20TH	Orig. - High	28	3	32	5.4	0	5.3	54	3	53	72	1	72
LYLE, LYLE, CROCODILE	10/7/22	SNY	Ani./Family	32	2	43	4.9	0	5.4	52	1	58	71	3	74
HALLOWEEN ENDS (H)	10/14/22	UNI	Horror	54	2	25	6.6	.2	5.1	69	3	50	83	2	70
BLACK ADAM	10/21/22	WB	DC/MCU	52	2	50	5.9	0	6.1	67	3	60	81	2	78
TICKET TO PARADISE	10/21/22	UNI	Orig. - High	30	1	29	5.2	-.1	5.3	51	1	50	72	2	70
PREY FOR THE DEVIL	10/28/22	LGF	Horror	26	4	23	5.2	.1	5.0	57	2	49	74	1	69
CALL JANE	10/28/22	RSA	Orig. - Low	18	-1	20	4.9	-.1	5.0	51	-2	46	71	-1	66
BLACK PANTHER: WAKANDA...	11/11/22	DIS	DC/MCU	62	0	47	6.7	0	6.0	70	0	60	83	0	78

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

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	28	35	
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			\$5.6M	19	19	20	21	23	25	29	

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	4.5	4.7	
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			\$5.6M	4.9	5.0	5.0	5.0	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	
BROS	9/30/22	UNI	TBD	49	49	49	49	50	51	54	
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			\$5.6M	46	46	46	46	46	47	49	

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	71	72	
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			\$5.6M	66	66	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	34	43
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	22	22	23	24	25	27	30

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	5.6	5.9
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	4.9	4.9	5.0	5.0	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	56	60
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	49	49	49	50	50	51	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	73	77
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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
AMSTERDAM	10/7/22	20TH	TBD	15	16	18	21	25	28	●
ELVIS	6/24/22	WB	\$31M	27	29	30	35	41	45	49
HOUSE OF GUCCI	11/24/21	UAR	\$14M	28	28	28	29	36	42	44
THREE THOUSAND YEARS...	8/26/22	UAR	\$3M	15	15	15	15	16	17	20
GROUP AVERAGE			\$16M	26	27	28	29	32	35	40

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
AMSTERDAM	10/7/22	20TH	TBD	5.2	5.3	5.3	5.5	5.4	5.4	●
ELVIS	6/24/22	WB	\$31M	5.1	5.2	5.1	5.3	5.4	5.5	5.9
HOUSE OF GUCCI	11/24/21	UAR	\$14M	4.9	4.9	4.9	5.0	4.9	5.7	5.8
THREE THOUSAND YEARS...	8/26/22	UAR	\$3M	4.6	4.8	4.8	4.6	4.6	4.6	4.7
GROUP AVERAGE			\$16M	5.3	5.3	5.4	5.3	5.3	5.5	5.6

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
AMSTERDAM	10/7/22	20TH	TBD	50	52	50	51	51	54	●
ELVIS	6/24/22	WB	\$31M	54	55	52	54	55	58	56
HOUSE OF GUCCI	11/24/21	UAR	\$14M	40	43	43	42	41	45	48
THREE THOUSAND YEARS...	8/26/22	UAR	\$3M	48	51	51	51	51	51	54
GROUP AVERAGE			\$16M	49	49	49	50	52	53	53

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
AMSTERDAM	10/7/22	20TH	TBD	68	70	70	70	71	72	●
ELVIS	6/24/22	WB	\$31M	73	74	72	73	73	75	73
HOUSE OF GUCCI	11/24/21	UAR	\$14M	62	63	63	65	61	66	67
THREE THOUSAND YEARS...	8/26/22	UAR	\$3M	68	70	70	69	72	70	70
GROUP AVERAGE			\$16M	69	70	69	70	72	72	71

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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
LYLE, LYLE, CROCODILE	10/7/22	SNY	TBD	17	18	22	25	30	32	41
BAD GUYS, THE	4/22/22	UNI	\$24M	25	28	28	30	33	35	48
PETER RABBIT 2: THE RUN...	6/11/21	SNY	\$10M	29	29	32	32	34	34	41
SPIRIT: UNTAMED	6/4/21	UNI	\$6M	25	30	30	36	36	36	39
GROUP AVERAGE			\$29M	34	36	36	38	40	43	49

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
LYLE, LYLE, CROCODILE	10/7/22	SNY	TBD	4.5	4.6	4.7	4.7	4.9	4.9	5.3
BAD GUYS, THE	4/22/22	UNI	\$24M	5.2	5.3	5.3	5.3	5.3	5.3	5.3
PETER RABBIT 2: THE RUN...	6/11/21	SNY	\$10M	4.5	4.5	4.9	4.9	5.2	5.2	5.3
SPIRIT: UNTAMED	6/4/21	UNI	\$6M	4.8	5.0	5.0	5.2	5.2	5.2	5.2
GROUP AVERAGE			\$29M	5.1	5.2	5.2	5.3	5.4	5.4	5.5

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
LYLE, LYLE, CROCODILE	10/7/22	SNY	TBD	53	51	50	50	51	52	57
BAD GUYS, THE	4/22/22	UNI	\$24M	42	41	41	46	47	51	49
PETER RABBIT 2: THE RUN...	6/11/21	SNY	\$10M	43	45	45	44	43	38	40
SPIRIT: UNTAMED	6/4/21	UNI	\$6M	37	40	40	40	40	40	43
GROUP AVERAGE			\$29M	52	53	53	55	56	58	57

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
LYLE, LYLE, CROCODILE	10/7/22	SNY	TBD	71	71	67	67	68	71	74
BAD GUYS, THE	4/22/22	UNI	\$24M	66	63	63	65	64	68	69
PETER RABBIT 2: THE RUN...	6/11/21	SNY	\$10M	55	55	58	58	63	63	65
SPIRIT: UNTAMED	6/4/21	UNI	\$6M	61	60	60	61	61	61	62
GROUP AVERAGE			\$29M	71	71	72	73	74	74	74

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	52	54		
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	22	22	23	24	25	27	30

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	6.4	6.6		
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	4.9	4.9	5.0	5.0	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
HALLOWEEN ENDS (H)	10/14/22	UNI	TBD	67	66	65	66	69		
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	49	49	49	50	50	51	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	81	83		
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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
BLACK ADAM	10/21/22	WB	TBD	45	47	50	52			
THE BATMAN	3/4/22	WB	\$134M	61	66	69	71	70	70	75
VENOM: LET THERE BE CAR...	10/1/21	SNY	\$90M	42	47	47	50	50	52	54
SHANG CHI AND THE LEGE...	9/3/21	DIS	\$75M	32	32	33	33	35	41	43
GROUP AVERAGE			\$125M	47	48	49	50	52	54	61

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
BLACK ADAM	10/21/22	WB	TBD	5.8	5.9	5.9	5.9			
THE BATMAN	3/4/22	WB	\$134M	6.5	6.7	6.7	6.6	6.7	6.9	6.9
VENOM: LET THERE BE CAR...	10/1/21	SNY	\$90M	5.6	5.7	5.8	5.7	5.8	5.7	5.8
SHANG CHI AND THE LEGE...	9/3/21	DIS	\$75M	5.2	5.1	5.1	5.1	5.3	5.4	5.6
GROUP AVERAGE			\$125M	6.0	6.1	6.1	6.1	6.1	6.2	6.5

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
BLACK ADAM	10/21/22	WB	TBD	64	64	64	67			
THE BATMAN	3/4/22	WB	\$134M	57	57	56	56	59	61	67
VENOM: LET THERE BE CAR...	10/1/21	SNY	\$90M	51	50	50	50	52	50	48
SHANG CHI AND THE LEGE...	9/3/21	DIS	\$75M	44	44	44	44	46	47	47
GROUP AVERAGE			\$125M	60	60	60	60	60	61	63

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
BLACK ADAM	10/21/22	WB	TBD	79	79	79	81			
THE BATMAN	3/4/22	WB	\$134M	78	77	75	76	76	78	80
VENOM: LET THERE BE CAR...	10/1/21	SNY	\$90M	73	72	73	73	74	74	71
SHANG CHI AND THE LEGE...	9/3/21	DIS	\$75M	65	65	65	65	68	70	69
GROUP AVERAGE			\$125M	78	78	78	78	78	79	79

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.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
TICKET TO PARADISE	10/21/22	UNI	TBD	26	28	29	30			
THE LOST CITY	3/25/22	PAR	\$30M	40	44	48	47	48	52	58
HOUSE OF GUCCI	11/24/21	UAR	\$14M	28	28	28	29	36	42	44
UNBEARABLE WEIGHT OF...	4/22/22	LGF	\$7M	17	18	20	21	21	24	25
GROUP AVERAGE			\$16M	26	27	28	29	32	35	40

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
TICKET TO PARADISE	10/21/22	UNI	TBD	5.2	5.3	5.3	5.2			
THE LOST CITY	3/25/22	PAR	\$30M	5.3	5.5	5.7	5.6	5.8	6.1	6.1
HOUSE OF GUCCI	11/24/21	UAR	\$14M	4.9	4.9	4.9	5.0	4.9	5.7	5.8
UNBEARABLE WEIGHT OF...	4/22/22	LGF	\$7M	4.9	5.2	5.3	5.2	5.2	5.2	5.3
GROUP AVERAGE			\$16M	5.3	5.3	5.4	5.3	5.3	5.5	5.6

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
TICKET TO PARADISE	10/7/22	20TH	TBD	51	52	50	51			
THE LOST CITY	6/24/22	WB	\$31M	40	44	48	51	55	54	57
HOUSE OF GUCCI	11/24/21	UAR	\$14M	40	43	43	42	41	45	48
UNBEARABLE WEIGHT OF...	8/26/22	UAR	\$3M	44	49	49	48	48	48	52
GROUP AVERAGE			\$16M	49	49	49	50	52	53	53

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
TICKET TO PARADISE	10/21/22	UNI	TBD	69	69	70	72			
THE LOST CITY	3/25/22	PAR	\$30M	62	66	67	65	64	62	64
HOUSE OF GUCCI	11/24/21	UAR	\$14M	62	63	63	65	61	66	67
UNBEARABLE WEIGHT OF...	4/22/22	LGF	\$7M	63	68	67	67	67	67	69
GROUP AVERAGE			\$16M	69	70	69	70	72	72	71

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	22	26					
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	22	22	23	24	25	27	30	

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	5.1	5.2					
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	4.9	4.9	5.0	5.0	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	55	57					
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	49	49	49	50	50	51	51	

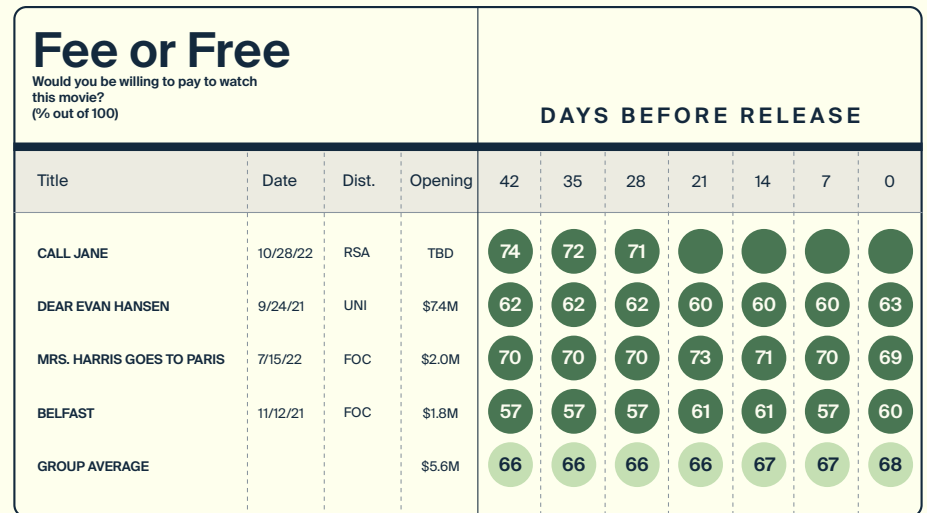
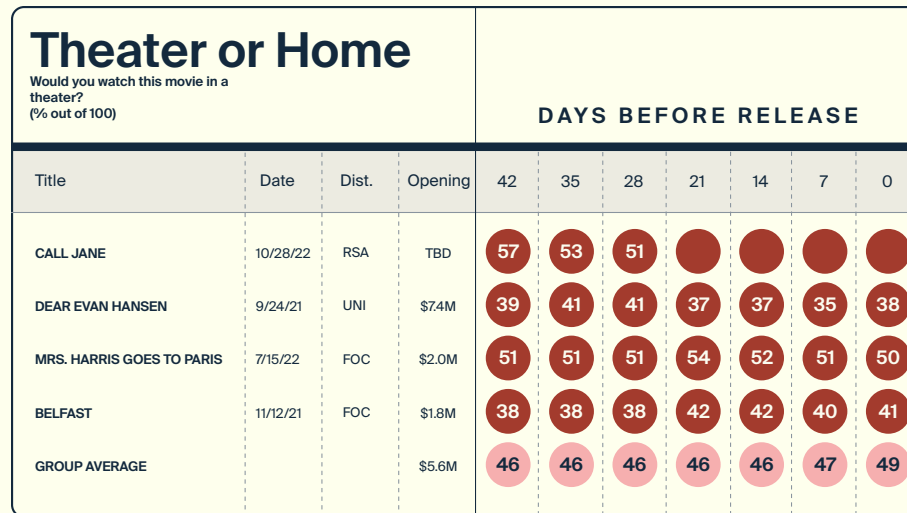
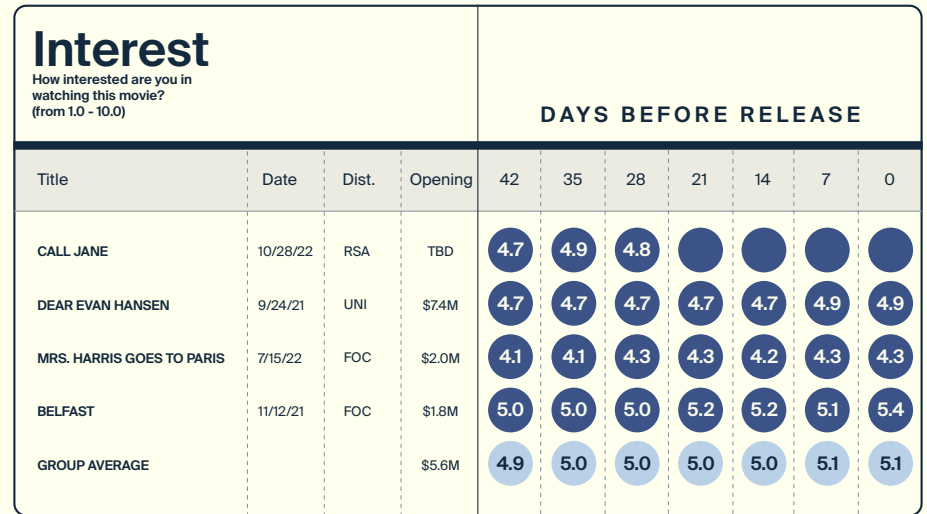
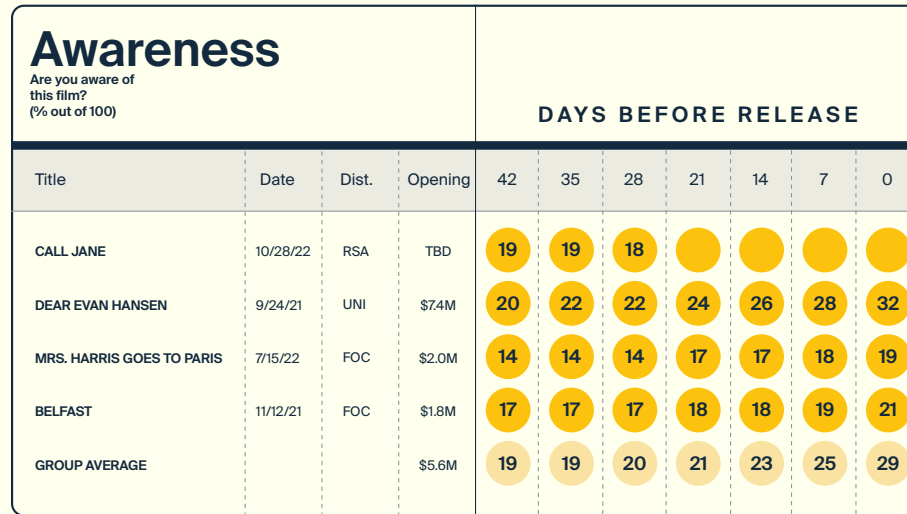
Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
PREY FOR THE DEVIL	10/28/22	LGF	TBD	72	73	74					
THE BLACK PHONE	6/24/22	UNI	\$24M	72	73	73	77	78	76	75	
THE INVITATION	8/26/22	SNY	\$7M	68	68	67	68	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.

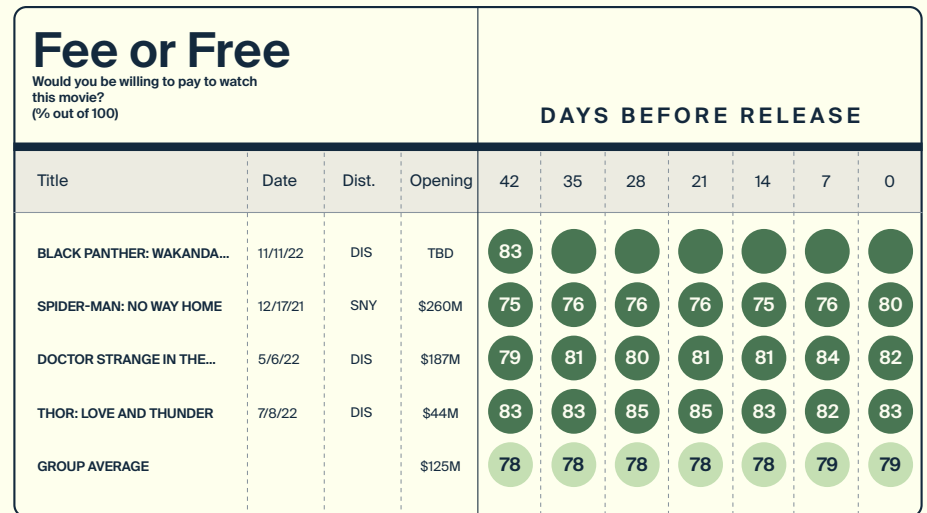
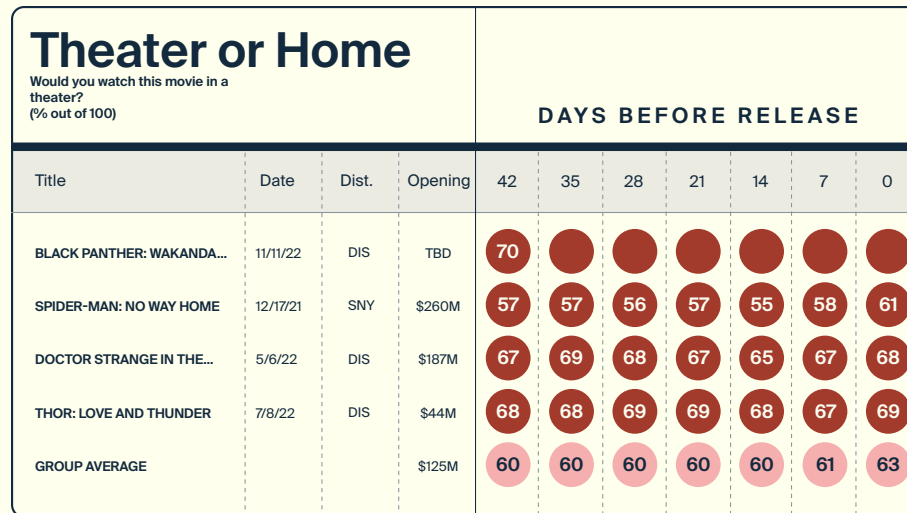
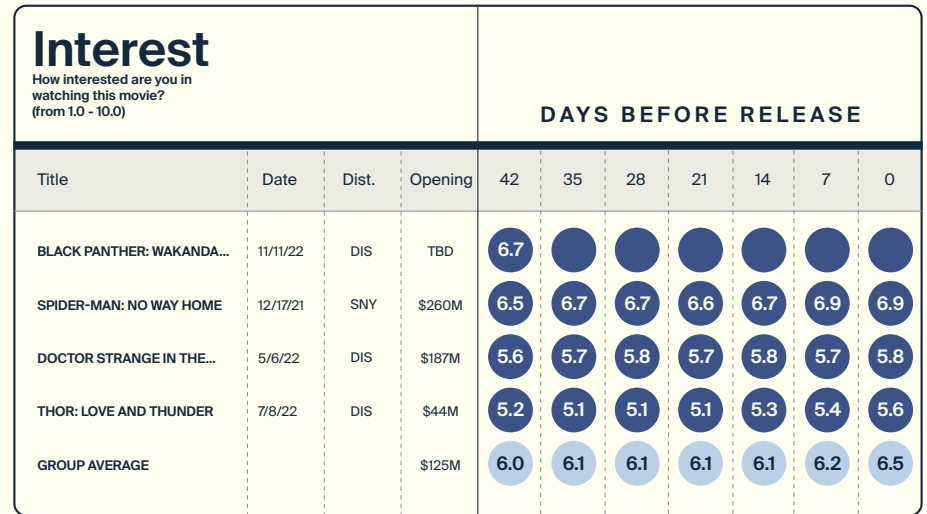
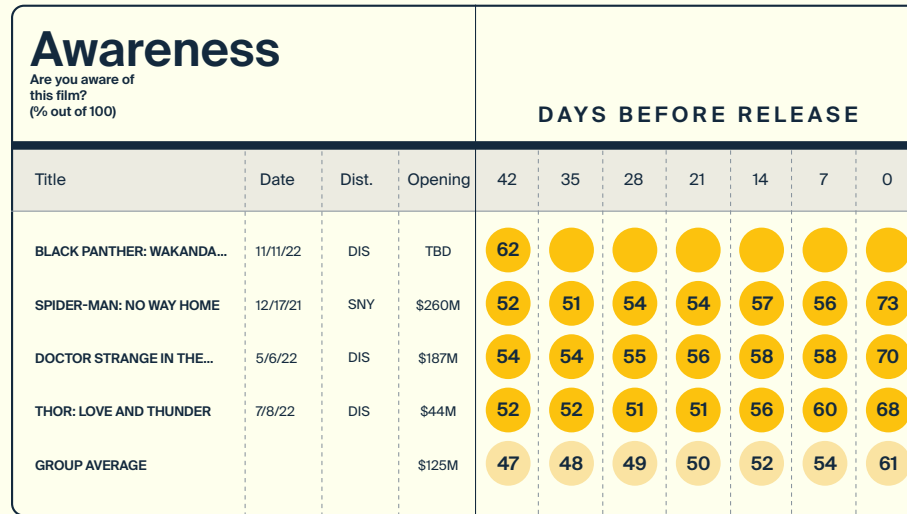


Tracking Comps Over Time

Black Panther: Wakanda Forever

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.



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.