

Long Lead Film Tracking Grid



HOW TO READ: This table sorts all films into one of five buckets from "High End" to "Low End" based on its tracking in the four key metrics: Awareness, Interest, In A Theater, and Pay To See. Each film receives 1 to 5 diamonds based on its performance in each of The Quorum's metrics relative to other films in the same group. Movies in the "High End" category are likely to open above the group average (in red). Films in the "Low End" category are likely to open well below the group average.

The tables on page 2 show the library films in each group. For example, there are 17 Animated/Family films in our library. The average opening is \$47M. Movies with 19-20 diamonds go into the "High End" bucket, 15-18 diamonds go into the "Strong" bucket, 9-14 diamonds go in the "Average" bucket, 7-8 diamonds go in the "Below Average" bucket, and 6 or less go in the "Low End" bucket.

FIVE BUCKETS

	Title	Date	Dist.	Group	Median OW	Avg. OW	Awareness	Interest	In A Theater	Pay To See	Up/Down
High End	Despicable Me 4	7/3/24	UNI	Animation/Family	\$23	\$42	◆◆◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
	Quiet Place: Day One, A	6/28/24	PAR	Horror	\$12	\$17	◆◆◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
	Inside Out 2	6/14/24	DIS	Animation/Family	\$23	\$42	◆◆◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
	Deadpool 3	7/26/24	DIS	DC/MCU	\$139	\$147	◆◆◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
	Bad Boys 4	6/14/24	SNY	Medium	\$14	\$22	◆◆◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
Strong	Beetlejuice 2	9/6/24	WB	Tentpole	\$61	\$77	◆◆◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
	Watchers, The	6/7/24	WB	Horror	\$12	\$17	◆◆◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
	Garfield	5/24/24	SNY	Animation/Family	\$23	\$42	◆◆◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
	Borderlands	8/9/24	LGF	Medium	\$14	\$22	◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	N
	Strangers, The - Chapter 1	5/17/24	LGF	Horror	\$12	\$17	◆◆◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
	Kung Fu Panda 4	3/8/24	UNI	Animation/Family	\$23	\$42	◆◆◆◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	▲
	Arthur The King	3/22/24	LGF	Low	\$7	\$8	◆◆◆◆	◆◆	◆◆◆◆	◆◆	
Average	Fall Guy, The	5/3/24	UNI	Medium	\$14	\$22	◆◆	◆◆	◆◆◆◆	◆◆◆◆	
	Joker: Folie À Deux	10/4/24	WB	Tentpole	\$61	\$77	◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
	Ballerina	6/7/24	LGF	Medium	\$14	\$22	◆◆	◆◆	◆◆◆◆	◆◆◆◆	
	Kingdom Of The Planet Of Th...	5/24/24	20TH	Tentpole	\$61	\$77	◆◆◆◆	◆◆	◆◆◆◆	◆◆	
	If	5/17/24	PAR	Animation/Family	\$23	\$42	◆	◆◆◆◆	◆◆◆◆	◆◆◆◆	
	Imaginary	3/8/24	LGF	Horror	\$12	\$17	◆◆	◆◆◆◆	◆◆◆◆	◆◆	
	Twisters	7/19/24	UNI	Tentpole	\$61	\$77	◆	◆◆	◆◆◆◆	◆◆◆◆	
	Bikeriders, The	6/21/24	FOC	Low	\$7	\$8	◆◆◆	◆◆	◆◆◆◆	◆◆	
	Ghostbusters: Frozen Empire	3/22/24	SNY	Tentpole	\$61	\$77	◆◆	◆◆◆	◆◆◆◆	◆◆	
	Kraven The Hunter	8/30/24	SNY	DC MCU2	\$55	\$52	◆◆◆◆	◆	◆◆	◆◆	▲
	Horizon: An American Saga P...	6/28/24	WB	Medium	\$14	\$22	◆◆	◆◆◆	◆◆	◆◆	
	Horrorscope	5/10/24	SNY	Horror	\$12	\$17	◆	◆◆◆◆	◆◆	◆◆	
	Harold And The Purple Crayo...	8/2/24	SNY	Animation/Family	\$23	\$42	◆	◆◆	◆◆◆◆	◆◆	N
	First Omen, The	4/5/24	20TH	Horror	\$12	\$17	◆◆	◆◆	◆◆	◆◆	
	Project Artemis	7/12/24	SNY	Medium	\$14	\$22	◆	◆◆	◆◆	◆◆	N
Back To Black	5/10/24	FOC	Low	\$7	\$8	◆	◆◆	◆◆	◆◆		
Godzilla X Kong: The New Em...	3/29/24	WB	Tentpole	\$61	\$77	◆	◆◆	◆◆◆◆	◆◆		
Below Average	Challengers	4/26/24	MGM	Low	\$7	\$8	◆◆	◆◆	◆◆	◆◆	
	Unsung Hero	4/26/24	LGF	Low	\$7	\$8	◆	◆◆	◆◆	◆◆	▼
	Cabrini	3/8/24	ANGL	Low	\$7	\$8	◆	◆	◆◆	◆◆	
	Love Lies Bleeding	3/8/24	A24	Low	\$7	\$8	◆	◆◆	◆◆	◆◆	▲
Low End	Furiosa	5/24/24	WB	Tentpole	\$61	\$77	◆	◆	◆◆	◆◆	
	Dune: Part Two	3/1/24	WB	Tentpole	\$61	\$77	◆	◆	◆◆	◆◆	

▲ - film has jumped from a lower bucket ▼ - film has fallen from a higher bucket

Group Library

TheQuorum

DC/MCU

		Opening (M)
1	Spider-Man: No Way Home	\$260
2	Doctor Strange In The Multiverse...	\$187
3	Black Panther: Wakanda Forever	\$181
4	Thor: Love And Thunder	\$144
5	The Batman	\$134
6	Guardians Of The Galaxy: Vol. 3	\$118
7	Ant-Man And The Wasp: Quant...	\$106
8	The Marvels	\$46
	Median	\$139
	Average	\$147

Horror

		Opening (M)
1	Nope	\$44
2	Scream VI	\$44
3	Insidious: The Red Door	\$33
4	The Nun II	\$33
5	M3gan	\$30
6	Scream	\$30
7	The Exorcist: Believer	\$27
8	Evil Dead Rise	\$25
9	The Black Phone	\$24
10	Smile	\$23
11	Saw X	\$18
12	Knock At The Cabin	\$14
13	The Boogeyman	\$12
14	Night Swim	\$12
15	Barbarian	\$11
16	Talk To Me	\$10
17	Thanksgiving	\$10
18	The Pope's Exorcist	\$9
19	Prey For The Devil	\$7
20	The Invitation	\$7
21	Last Voyage Of The Demeter	\$7
22	X	\$4
23	Men	\$3
24	Bodies Bodies Bodies	\$3
25	Pearl	\$3
26	Bones And All	\$2
	Median	\$12
	Average	\$17

Animation/Family

		Opening (M)
1	Super Mario Bros.	\$146
2	Spider-Man: Across The Spider...	\$121
3	Minions: The Rise Of Gru	\$107
4	The Little Mermaid	\$96
5	Sonic The Hedgehog 2	\$72
6	Lightyear	\$51
7	Trolls Band Together	\$30
8	Elemental	\$30
9	Teenage Mutant Ninja Turtles...	\$28
10	The Bad Guys	\$24
11	DC League Of Super Pets	\$23
12	Paw Patrol: The Mighty Movie	\$23
13	The Bob's Burger's Movie	\$23
14	Wish	\$20
15	The Boy And The Heron	\$13
15	Strange World	\$12
16	Lyle, Lyle Crocodile	\$11
17	Ron's Gone Wrong	\$7
18	Paws Of Fury: The Legend Of Hank	\$6
19	Ruby Gillman: Teenage Kraken	\$6
	Median	\$23
	Average	\$42

Medium

		Opening (M)
1	Oppenheimer	\$82
2	John Wick: Chapter 4	\$74
3	Creed III	\$58
4	Uncharted	\$44
5	The Equalizer 3	\$35
6	Elvis	\$31
7	The Lost City	\$30
8	Bullet Train	\$30
9	Meg 2: The Trench	\$30
10	Free Guy	\$28
11	Killers of The Flower Moon	\$23
12	Napoleon	\$21
13	The Woman King	\$19
14	Gran Turismo: Based On A...	\$17
15	Ticket To Paradise	\$17
16	Downton Abbey: A New Era	\$16
17	Air	\$14
18	House Of Gucci	\$14
19	A Haunting In Venice	\$14
20	The Creator	\$14
21	Death On The Nile	\$13
22	A Man Called Otto	\$13
23	The Northman	\$12
24	Moonfall	\$10
25	Renfield	\$9
26	Expend4bles	\$8
27	Amsterdam	\$6
28	Devotion	\$6
29	The Last Duel	\$5
30	The 355	\$5
31	Dumb Money	\$4
32	Babylon	\$4
33	Three Thousand Years Of...	\$3
	Median	\$14
	Average	\$22

Tentpole

		Opening (M)
1	Barbie	\$162
2	Jurassic World: Dominion	\$145
3	Avatar: The Way Of Water	\$134
4	Top Gun: Maverick	\$127
5	F9	\$70
6	Fox X	\$68
7	Transformers: Rise Of The...	\$61
8	Indiana Jones And The Dial...	\$60
9	No Time To Die	\$55
10	Mission Impossible: Dead Reck...	\$55
11	The Hunger Games: Ballad Of...	\$45
12	Fantastic Beasts: Secrets Of...	\$42
13	Dungeons & Dragons: Honor...	\$37
14	Snake Eyes	\$13
	Median	\$61
	Average	\$77

DC/MCU 2

		Opening (M)
1	Shang-Chi And The Legend...	\$75
2	Eternals	\$71
3	Black Adam	\$67
4	The Flash	\$55
5	Morbius	\$39
6	Shazam! Fury Of The Gods	\$30
7	Blue Beetle	\$25
	Median	\$55
	Average	\$52

Low

		Opening (M)
1	Cocaine Bear	\$23
2	Jackass Forever	\$23
3	Don't Worry Darling	\$19
4	Where The Crawdads Sing	\$17
5	Jesus Revolution	\$16
6	No Hard Feelings	\$15
7	Dog	\$15
8	Violent Night	\$13
9	80 For Brady	\$13
10	65	\$12
11	Beast	\$12
12	Godzilla Minus One	\$11
13	Plane	\$10
14	My Big Fat Greek Wedding 3	\$10
15	One Piece Film Red	\$9
16	Missing	\$9
17	The Menu	\$9
18	Ambulance	\$9
19	Magic Mike's Last Dance	\$8
20	Strays	\$8
21	Dear Evan Hansen	\$7
22	Unbearable Weight Of Massive...	\$7
23	Are You There God? It's Me...	\$7
24	Book Club: The Next Chapter	\$7
25	The Covenant	\$6
26	The Blackening	\$6
27	Joy Ride	\$6
28	Easter Sunday	\$5
29	Father Stu	\$5
30	Champions	\$5
31	The Machine	\$5
32	Bros	\$5
33	About My Father	\$4
34	Last Night In Soho	\$4
35	Redeeming love	\$4
36	Silent Night	\$3
37	Big George Foreman	\$3
38	Till	\$3
39	Fall	\$3
40	Next Goal Wins	\$3
41	Journey To Bethlehem	\$2
42	Hypnotic	\$2
43	Love Again	\$2
44	Kandahar	\$2
45	She Said	\$2
46	Freelance	\$2
47	Mafia Mamma	\$2
48	Studio 666	\$2
	Median	\$7
	Average	\$8