



Screendollars Newsletter

May 12, 2020

No. 116

**For Exhibitors
About Films, the Film Industry
and Cinema Advertising**

We honor the film career of Katherine Hepburn to celebrate of her 113th birthday on Tuesday May 12th. She was born into a New England family of culture, if not wealth, and attended Bryn Mawr College outside Philadelphia where she fell in love with acting. After graduating in 1928, she began acting on stage in New York where she caught the attention of Hollywood producers. Over a film career that spanned more than 60 years, she starred in



Little Women (1933)

(Click to Play)

some of the most celebrated pictures of all time: *The Philadelphia Story* (1940), *The African Queen* (1951), *Long Day's Journey Into Night* (1962), *Guess Who's Coming to Dinner* (1967), *The Lion in Winter* (1968), *On Golden Pond* (1981). Hepburn was renowned for her wit, charm and independence. She was nominated for 12 Academy Awards, winning a record 4 times. In 1999 the American Film Institute ranked her as the top American screen legend of all time.

If you always do what interests you, at least one person is pleased.

- Katherine Hepburn



Philadelphia Story (1940)

(Click to Play)

2020 Film Industry Survey

By Stephen Follows and Screendollars

<https://www.surveymonkey.co.uk/r/film2020survey>

The COVID-19 pandemic has caused massive disruptions to the industry, forcing everyone to pause to re-assess their own individual role, the health of their organization, the future and film and entertainment. There's no better time than now for us to ask readers to share your own experiences and predictions for the future of the industry. Screendollars has partnered with Stephen Follows, the UK-based Film Data Researcher, to create the [2020 Film Industry Survey](#). We encourage everyone to **take approximately five minutes** to answer the (mostly) multiple choice questions.

Survey responses should be submitted by Friday May 15th. Survey results will be published in the May 25th edition of the Screendollars Newsletter and on [Stephen Follows: Film Data and Education](#).

Implementing Enhance Procedures for Sanitization and Hygiene

By Thaddeus Bouchard, Screendollars

A big challenge awaits exhibitors even after re-opening their theatres: reassuring the public that it's safe to return to their local theatre to enjoy a night out at the movies. Industry groups are compiling [checklists and guidance](#) to help exhibitors prepare their buildings and re-imagine operations to deliver a touch-less and healthy theatre going experience. **Cielo QR** is a solution for exhibitors to help implement a program of enhanced sanitization and hygiene. Theater management can define stations in the building where regular cleaning and maintenance tasks are performed, station by station, task by task. For example, every 2 hours, check the area near the self-serve drink dispenser to wipe down the counters with Clorox cleaner, mop the floor with a diluted Clorox and soapy water solution, check and replace the napkin dispenser, etc.... After procedures for each station in the building have been defined, a unique ID for that station is printed as a QR code which is printed and posted at the station. Every time a staff member performs scheduled cleaning and maintenance, the event is recorded by the staff member using his mobile phone. Theatre management, staff and customers all have access to these cleaning records and have the ability to note exceptions or issues that need follow up. John Marmo, VP of Digital Training and Compliance at Screenvision Media, commented, "Screenvision's partnership with CIELO is based on trust, professionalism and innovative solutions to complex problems. When we saw their CIELO QR platform, we knew that they had the perfect solution for restoring the guests' faith in the cinema going experience.

CIELO QR is being offered FREE to all exhibitors for a period lasting from now through 60 days after a theatre reopens. More information is available at <https://cieloconnects.com/products/cielo-qr>.

See also: [How Movie Theaters are Redefining Sanitation Standards Post-COVID-19](#) (BoxofficePro)



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Thaddeus Bouchard, President · John Shaw, Communications · Tami Morris, Exhibitor Relations · Nicolas Bouchard, Film Distribution

Notable Industry News and Commentary (5/4-5/10)

[Tribeca Partners with AT&T and IMAX to Launch Summer Movie Drive-In Series](#) (The Verge)

Approximately 90 drive-ins are operating across the US and each week more are opening up for the summer 2020 season. However, one key question facing drive-in exhibitors is deciding what films to show on their screens, since major Hollywood studios are still on temporary hiatus from releasing new titles. Last week, Tribeca Partners announced that it was partnering with AT&T and IMAX to bring a summer movie series to Drive-Ins consisting of both new and classic films as well as recorded concerts and sporting events. The specific slate of films and events will be announced shortly, with a target availability for titles to begin on June 25th. IMAX will use its proprietary technology to enhance the image and sound quality of the presentation. Tribeca's Co-Founder and CEO Jane Rosenthal said, "At a time when people are eager to connect and convene again after months-long social distancing, we're taking the spirit of Tribeca around the country by creating a safe environment where audiences can come together and enjoy the sense of connection found by going to the movies."



(Click for more information)



Evo Entertainment Operates Pop-up Drive-ins at their Schertz and Kyle TX Locations

[Parking Lot Cinema: How Movie Theaters Are Converting to Drive-Ins During the Pandemic](#) (BoxOfficePro)

One trendy topic in the exhibition community has been converting cinema parking lots into a pop-up drive-in theatre, as a creative approach to showing movies while the theatre building is still required to be closed. BoxOfficePro interviewed both theater owners who have gone through the installation and construction experts that have analyzed the pros and cons. Exhibitors who are tempted by the lure of drive-in operations should examine the costs and many challenges closely.

[Alamo Drafthouse Launches Video-On-Demand Program](#) (Variety)

Art House theater chain Alamo Drafthouse has launched an in-house VOD channel which offers its loyal customers the chance to watch films on-line which have been chosen by Alamo's programmers as "the best" independent films. Titles currently available to stream from Alamo on-Demand are *Parasite*, *Knives Out* and *Portrait of a Lady on Fire*. Each film rental builds credits for future in-theatre purchases when their theater's venues re-open. In fact, even after theatres re-open Alamo On-Demand will give Alamo's customers the opportunity to show their love by channeling at least some of their on-line movie rentals through Alamo. Will large circuits such as [AMC](#) be successful with similar initiatives, or do big-chain customers not feel the same brand loyalty as Art Houses?



[China to reopen theaters with preorders, limited number of visitors](#) (Global Times)

China is finalizing preparations in the long march to re-open its cinemas to the public. On Friday, the State Council of China's Cabinet announced that entertainment venues including movie theatres would begin re-opening after implementing virus prevention and control measures which are still being finalized by the state and local authorities. While it will likely take some time to finalize these details, polls in China indicate some amount of pent up demand to have the opportunity to get out to the cinema and



see movies. When theatres do re-open, the initial film product showing at theatres will likely be re-releases of blockbusters that had begun to play just prior to the shutdown in January, and a handful of new Hollywood titles. Local Chinese wide release films may be held back from release until attendance levels rise to close-to-normal levels. Many analysts predict that when all is said and done, 2020 Chinese Box Office Revenues will come in at roughly one half the record-breaking results of 2019.

See also: [Chinese Cinemas Set To Gradually Re-Open After Authorities Give Green Light](#) (Deadline)

[Coronavirus: Germany Biggest State to Re-Open Cinemas May 30th](#) (Hollywood Reporter)

This week, many countries began announcing roadmaps for re-opening their economies, including public entertainment venues such as movie theatres. Most plans require businesses to re-configure operations to ensure fewer interactions between customers and staff as one key measure to control the spread of coronavirus infections. [Germany's largest](#)

[state North Rhine Westphalia](#) has announced a re-opening date of May 30th under rules for modified operations.

Norway allowed its theatres to re-open beginning on May 7th and the Czech Republic's theatres can begin operations again starting on May 11th. [UK exhibitors](#) expect re-opening in late-June. Australia has announced a target re-opening in July.

Kristian Connelly, the CEO of Australian circuit Cinema Nova, told The Sydney Morning Herald, "Nolan's film *Tenet* is like a totem guiding the industry towards its reboot."

Warner Bros. has scheduled the worldwide theatrical release of *Tenet* on July 17th.



Warner Bros. release of Christopher Nolan's *Tenet* is scheduled for 7/17

See also: [Christopher Nolan Still Pushing For New Movie Tenet To Open Theaters, But It's Not His Choice](#) (CinemaBlend)

If You Re-Build It... Social Distancing At The Movies

Courtesy of Gower Street Analytics

The central mantra of 1989 American movie classic *FIELD OF DREAMS* is often misquoted as "If you build it, they will come". It was in fact "he" not "they" but, misquote or not, it feels appropriate right now. Movie theaters around the country, and the world, are contemplating re-openings and what they might expect as different levels of social distancing measures are implemented. Two key questions arise: Will the audiences return? and What impact will social distancing have?

We are already getting a sense of an answer to the first question. Drive-In theaters around the country have been re-opening with numerous reports of sold out shows. Programming ranges from new releases like this weekend's *VALLEY GIRL*, to recent hits like *BAD BOYS FOR LIFE*, to classics like *JURASSIC PARK* and, yes, *FIELD OF DREAMS*.

Traditional theaters have also started to re-open in some states. Last weekend (May 3-5) saw Texas, among others, allow re-openings with a 25% capacity restriction. Box office in the state, which already had open drive-ins, increased nearly four-fold from \$33,400 the previous weekend to \$122,400. This is hardly cause for major celebration – the entire weekend result is only one fifth of the lowest single-day (March 2) of box office recorded in Texas in 2020 ahead of the crisis shutdown – but it's a step in the right direction.

The Hollywood Reporter reported that Santikos Entertainment had attracted nearly 3,000 moviegoers to three San Antonio locations with a discounted ticket price of \$5.41. The three sites collectively delivered just shy of \$16,000 with the Palladium 19 IMAX accounting for over \$7,000 (approximately 1,300 customers). The Palladium showcased 13 films, including *BLOODSHOT* and *I STILL BELIEVE* (both released March 13, the last weekend before mass shutdown) and locally flavored Jennifer Lopez classic *SELENA* (1997), a biopic of Texas-born singer Selena Quintanilla-Perez.

So, what about the impact of social distancing measures? In mid-May, Cinemark CFO and COO Sean Gamble addressed the issue of limited capacity head-on. Gamble told investors: "Even at peak periods of time in a normal environment, our

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occupancy levels on average typically range between 20% and 30%, and we can operate very profitably in those scenarios. Our lowest attended month had occupancy levels of 10% and we still operated profitability.”

While the same may not be true for all exhibitors, the statement suggested Cinemark was relatively unconcerned about the impact of such measures.

Gower Street has been examining how social distancing could affect daily box office potential. Understanding the implications of these constraints enables us to continue making long-term forecasts and make sense of the post-lockdown cinematic landscape.

To determine how much one cinema can gross in a single day, we use the following equation:

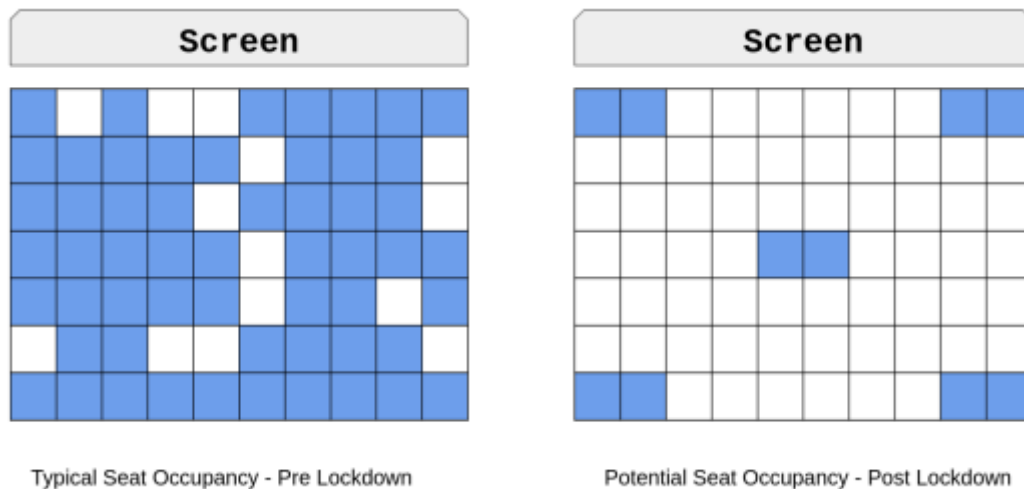
$$\text{Maximum Day Gross} = \text{No.Seats} \times \text{No.Shows} \times \text{Ticket Price} \times \text{Occupancy Factor}$$

As an example, let’s calculate the maximum day gross potential for one site in Texas. The sample theater chosen has approximately 6,000 seats (across 30 auditoria) and for illustrative purposes we assume an average ticket price of \$10 with 4 showings a day. In normal operating conditions the occupancy factor is 1, meaning that every seat ‘can’ be filled per show.

$$\text{Maximum Day Gross} = 6000 \times 4 \times \$10 \times 1 = \$240k$$

This number reflects the *maximum* potential gross on any given day, if every seat for every show was sold at the given ticket price. Of course, it is a simple abstraction that doesn’t account for different ticket price structures, deals, etc. However, simple methods allow reasonable estimates to be made from a few assumptions and little information, which is useful from a forecasting perspective in the current, fluid situation.

Now, what does the maximum potential for the sample theater look like when we account for strict social distancing measures, assuming couples can sit in pairs but must be 2 meters from other customers? The figures below demonstrate what a typical seating chart may look like pre- and post-lockdown.



The example shows a screening with 80% of seats sold, typical of an opening night of a big release pre-lockdown. This is contrasted by a sparsely populated seating chart, where patrons have to be spaced approximately 2 meters or more. Accounting for the wide range of seating width in theaters, we determined a strict 2-meter spacing would result in a maximum occupancy factor of roughly 14% post-lockdown.

If rules are relaxed to allow closer seating, we determined an upper bound of roughly 33% occupancy factor. Of course, rules for social distancing will vary across states and layout, seat size and booking patterns will vary from theater to theater. However, this simple idea allows us to try and account for the impact of distancing measures going forward.

Lastly, there is an additional assumption that exhibitors may have to reduce shows from 4 to 3 per day, either running at reduced capacity or to carry out time-intensive deep-cleaning between shows. Coming back to our Texas sample theater, with a strict social distancing protocol and reduced shows, we can evaluate its new maximum daily potential:

$$\text{Maximum Day Gross} = 6000 \times 3 \times \$10 \times 0.14 = \$25.2k$$

Clearly, that would be a staggering drop in potential revenue. In 2019, the theater in question grossed more than \$25.2k on half of the days in the year. However, if measures were relaxed to allow a 33% occupancy factor that would allow for an upper limit of \$59.4k. Only 22 days in 2019 delivered higher results.

This is a simple example to illustrate the methodology. We can now extrapolate it up to calculate potential daily maximums constrained by social distancing for the entire Domestic market, by treating the territory as one gigantic theater. We have about 60% coverage of seat numbers per theater across the Domestic market, which we use to extrapolate a full estimate for total number of seats, approximately 7.7 million. We use an average ticket price of \$9.16, based on 2019 information^[1]. Thus, for a strict 2-meter social distancing protocol, we estimate the maximum daily potential for the Domestic market is:

$$\text{Maximum Day Gross} = 7.7\text{M} \times 3 \times \$9.16 \times 0.14 \cong \$30\text{M}$$

And with relaxed social distancing protocols:

$$\text{Maximum Day Gross} = 7.7\text{M} \times 3 \times \$9.16 \times 0.33 \cong \$70\text{M}$$

We can view these as lower and upper bounds of daily potential box office gross in a post-lockdown landscape. In 2019, 165 days grossed above \$30 million (in 2019 there were 165 days accounted for by Fridays, Saturdays, Sundays and national holidays). However, only 14 days grossed above \$70 million. It is therefore easy to gauge how much more impactful strict social distancing measures will be to the daily market totals.

These constraints will inevitably require exhibitors and distributors to think about their offering, at least in the short term, to try and maximize the potential of weekday revenues and tent-pole releases. This may lead to multiplexes initially playing major blockbusters on greater numbers of screens; tent-poles playing longer in theaters; a reduced studio theatrical slate; and mid-week dynamic programming options. If exhibition and distribution can work together to overcome these restrictions the outlook need not look so bleak. After all, if the market were able to generate \$30 million every day that would deliver a near-\$11 billion calendar year.

If you have comments or questions about Gower Street's articles, please contact us via our website at: <https://gower.st>.

^[1]<https://www.statista.com/statistics/187091/average-ticket-price-at-north-american-movie-theaters-since-2001/>

Hollywood Report

by Martin Grove

If you were going to the 73rd Cannes Film Festival, you'd be on your way right now.

Pre-pandemic, Cannes and its accompanying film market were set for 5/12-23.

Unfortunately, Cannes' infectious chaos turned out to be another victim of COVID-19.

Having, myself, survived some past Cannes festivities -- hosting a chat show in the '80s that was taped mornings in the Majestic Hotel's garden and shown evenings (on VHS tape!) in hotel bars along the Croisette -- it's easy to understand how true devotees will be at loose ends this week.

Fortunately, we can make a virtual visit to Cannes and observe all the machinations for which it's so very well known. To partake, just stream (or get a DVD of) one of my favorite not-so-well known films -- Henry Jaglom's 2001 comedy [FESTIVAL IN CANNES](#) (pictured).

Anouk Aimée, Greta Scacchi, Maximilian Schell & Ron Silver are all splendid playing stars, producers and directors hoping to get at Cannes what they think they want.

Strong performances by Peter Bogdanovich as a sought-after director and Zack Norman as a hustler/producer help drive a convoluted storyline revealing "the scene behind the scenes" at Cannes.

* * *

BLACK WIDOW would have shown good box office legs over Mother's Day weekend. Disney/Marvel's female superhero spinoff with Scarlett Johansson (pictured below) as Natasha Romanoff/BW would have kicked off 5/1 to maybe \$160M. That would have been in line with D/M's \$153.4M opening 3/8/19 for its female superhero spinoff CAPTAIN MARVEL, starring Brie Larson as Carol Danvers/CM.





CM slid 56% in weekend 2 to \$68M. With a similar drop, BW – now opening 11/6 and playing into Thanksgiving -- would have spun a 1st place web of about \$70M.

But it would have taken more marketplace muscle to beat this time last year when D/M's AVENGERS: ENDGAME was #1 with \$63.3M in weekend 3 and WB/Legendary's family comedy POKEMON DETECTIVE PIKACHU opened #2 to \$54.4M. That weekend also saw MGM/UAR's crime comedy THE HUSTLE arrives #3 to \$13M.

This weekend would also have brought Lionsgate's mother-daughter thriller RUN with Sarah Paulson; Focus/Working Title's romantic drama THE HIGH NOTE with Dakota Johnson; and OTL's horror RUN SWEETHEART RUN with Shohreh Aghdashloo. Without tracking data, we don't know how they'd have done, but \$10-15M apiece could be the likely range.

2020 Wide Releases

Release Date	Title	Genre	Synopsis
7/3/20	Untitled A24 Film 2	TBA	(Saint Maud, The Green Knight, Minari, Zola)
7/10/20	The Forever Purge (Universal)	Horror	The Purge moves out of its usual metropolitan setting while still dealing with class and race issues in the way of previous films.
7/17/20	Tenet (Warner Bros.)	Mystery	Time altered espionage thriller
7/24/20	Mulan (Disney)	Action	A young Chinese maiden disguises herself as a male warrior in order to save her father. A live-action feature film based on Disney's 'Mulan.'
	Come Play (Focus)	Horror	A monster named Larry targets a family by manifesting through their smart phones and mobile devices.
7/31/20	Untitled A24 Film 3	TBA	(Saint Maud, The Green Knight, Minari, Zola)
8/7/20	Spongebob Movie: Sponge on the Run (Paramount)	Animation	After SpongeBob's beloved pet snail Gary is snail-napped, he and Patrick embark on an epic adventure to The Lost City of Atlantic City to bring Gary home.
	The Empty Man (20th Century)	Crime Drama Horror	On the trail of a missing girl, an ex-cop comes across a secretive group attempting to summon a terrifying supernatural entity. Based on comic book series.
8/14/20	The One and Only Ivan (Disney)	Adventure Animation Comedy	A gorilla tries to piece together his past with the help of an elephant as they hatch a plan to escape from captivity.
	Fatima (Picturehouse)	Drama	This is the story of a trial of faith unfolds at the apex of World War I, when secrets are revealed to three courageous Portuguese children through a series of apparitions, while their doubting family and aggressive government officials try to silence them. Faith based drama.
	Wonder Woman 1984 (Warner Bros.)	Fantasy	Wonder Woman squares off against the Cheetah, a villainess who possesses superhuman strength and agility.
8/21/20	Bill and Ted Face the Music (UA Releasing)	Comedy	A visitor from the future tells best friends Bill and Ted that one of their songs can save life as we know it and bring harmony to the universe.
	Antebellum (Lionsgate)	Horror	Successful author Veronica Henley finds herself trapped in a nightmarish reality and must find a way to break free of the horrors at hand.
	Let Him Go (Focus Features)	Mystery Drama	A retired sheriff and his wife search for their grandson after their son dies.
9/4/20	A Quiet Place 2 (Paramount)	Horror	Following the deadly events at home, the Abbott family must now face the terrors of the outside world as they continue their fight for survival in silence. Forced to venture into the unknown, they quickly realize that the creatures that hunt by sound are not the only threats that lurk beyond the sand path.

	Monster Hunter (Sony)	Fantasy Action Thriller	A United Nations military team falls into a portal to an alternate world, where Hunters fight giant monsters. Two groups work together to defend the portal, thwarting monsters from entering and invading Earth.
	The Beatles: Get Back (Disney)	Musical Documentary	Filmmaker Peter Jackson presents restored, never-before-seen footage of the Beatles during their recording sessions of the album "Let It Be."
	Honest Thief (Briarcliff)	Action Drama	A bank robber meets the love his life who works at the front desk of a storage facility where he hid \$7 million in stolen loot.
	Unhinged (Solstice Studios)	Mystery Thriller	A woman becomes embroiled in a violent case of road rage after honking at the wrong guy.
9/11/20	The Conjuring: The Devil Made Me Do It (Warner Bros/New Line)	Supernatural Horror	A fight for the soul of a young boy, then takes the personal investigators beyond anything they'd ever seen before, to mark the first time in U.S. history that a murder suspect would claim demonic possession as a defense. Patrick Wilson and Vera Farmiga.
9/18/20	The King's Man (20th Century)	Period Action Spy Drama	As a collection of history's worst tyrants and criminal masterminds gather to plot a war to wipe out millions, one man and his protégé must race against time to stop them.
9/25/20	The Trial of The Chicago 7 (Paramount) - 9/25 Limited, 10/9 Expansion, 10/16 Wide	Crime Drama	Based on the story of the Chicago Seven, a group of seven defendants charged by the federal government with conspiracy, inciting to riot, and other charges related to anti-Vietnam War and countercultural protests that took place in Chicago, Illinois, on the occasion of the 1968 Democratic National Convention.
	Candyman (Universal)	Horror Thriller	A "spiritual sequel" to the 1992 horror film 'Candyman' that returns to the now-gentrified Chicago neighborhood where the legend began.
	What About Love (Independent)	Romantic Drama	Two young people, somewhat wary of love, spend a summer together in Europe making a film about people's attitude towards love. Sharon Stone, Andy Garcia.
10/2/20	The Trial of The Chicago 7 (Paramount) - Expansion	Crime Drama	Based on the story of the Chicago Seven, a group of seven defendants charged by the federal government with conspiracy, inciting to riot, and other charges related to anti-Vietnam War and countercultural protests that took place in Chicago, Illinois, on the occasion of the 1968 Democratic National Convention.
	Bios (Universal)	Sci-Fi Drama	An ailing inventor, the last man on Earth, builds an android to keep him and his dog company and goes on a journey across the country. Tom Hanks.
10/9/20	The Witches (Warner Bros.)	Fantasy Comedy	A little boy stumbles across a conference of witches while staying with his grandmother at a hotel and gets transformed into a mouse by the Grand High Witch.
	Death on The Nile (20th)	Mystery Thriller	Hercule Poirot is tasked with finding a murderer whilst on holiday in Egypt.
10/16/20	Untitled WB Event Film	TBA	TBA
	Tom Clancy's Without Remorse (Paramount)	Action Thriller	John Clark, a U.S. Navy SEAL, goes on a path of vengeance to solve his wife's murder only to find himself inside of a larger conspiracy.
	Halloween Kills (Universal)	Horror Sequel	Sequel to 2018's Halloween and the twelfth installment in the Halloween franchise.
10/23/20	Everybody's Talking About Jamie (20th Century)	Musical Drama	Feature film adaptation of the musical about a teenager from Sheffield, England who wants to be a drag queen.
	Snake Eyes (Paramount)	Action Adventure	The third installment of the G.I. Joe series around the character of Snake Eyes.
	Connected (Sony/Columbia)	Animation	Katie Mitchell and family drives Katie to school together when their plans are interrupted by a tech uprising. The Mitchells will have to work together to save the world.
	Untitled Universal Event Film	Comedy	TBA

10/30/20	Fatale (Lionsgate)	Thriller	A married man is tricked into a murder scheme by a female police detective. Hilary Swank.
11/6/20	Black Widow (Disney)	Action Adventure	A film about Natasha Romanoff in her quests between the films Civil War and Infinity War.
11/13/20	Deep Water (20th Century)	Thriller	A well-to-do husband who allows his wife to have affairs in order to avoid a divorce becomes a prime suspect in the disappearance of her lovers.
	Clifford The Big Red Dog (Warner Bros.)	Animation Adventure Comedy	A young girl's love for a tiny puppy named Clifford, makes the dog grow to an enormous size.
	Untitled Universal Event Film	TBA	TBA
11/20/20	Godzilla vs Kong (Warner Bros.)	Sci-Fi Action	Fearsome monsters Godzilla and King Kong square off in an epic battle for the ages, while humanity looks to wipe out both of the creatures and take back the planet once and for all.
	Soul (Disney/Pixar)	Animation Drama	Joe is a middle-school band teacher whose life hasn't quite gone the way he expected. His true passion is jazz -- and he's good. But when he travels to another realm to help someone find their passion, he soon discovers what it means to have soul.
	Untitled Amblin Project (Universal)	TBA	TBA
11/27/20	No Time to Die (MGM/UA Releasing)	James Bond Action/Drama	Recruited to rescue a kidnapped scientist, globe-trotting spy James Bond finds himself hot on the trail of a mysterious villain, who's armed with a dangerous new technology.
	Voyagers (Lionsgate)	Sci Fi Thriller	Set in the near future, the film chronicles the odyssey of 30 young men and women who are sent deep into space on a multi-generational mission in search of a new home. The mission descends into madness, as the crew reverts to its most primal state, not knowing if the real threat they face is what's outside the ship or who they're becoming inside it.
	The Happiest Season (Sony)	Romantic Comedy	A young woman with a plan to propose to her girlfriend while at her family's annual holiday party discovers her partner hasn't yet come out to her conservative parents.
12/4/20	None scheduled	TBA	TBA
12/11/20	Free Guy (20th Century)	Action Adventure Comedy	A bank teller discovers that he's actually an NPC inside a brutal, open world video game. Ryan Reynolds.
12/18/20	Dune (Warner Bros.)	Epic Sci-Fi	In the far future of humanity, Duke Leto Atrides accepts stewardship of the dangerous desert planet Arrakis, also known as Dune, the only source of the most valuable substance in the universe, "the spice", a drug which extends human life, provides superhuman levels of thought, and makes foldspace travel possible.
	West Side Story (20th Century)	Broadway Musical Remake	Teenagers Tony and Maria, despite having affiliations with rival street gangs, the white Jets and Puerto Rican Sharks, fall in love in 1950s New York City
	Coming 2 America (Paramount)	Comedy	Set after the events of the first film, former Prince Akeem Joffer (Eddie Murphy) is set to become King of Zamunda when he discovers he has a son he never knew about in America – a street savvy Queens native named Lavelle (Jermaine Fowler). Honoring his royal father's (James Earl Jones) dying wish to groom this son as the crown prince, Akeem and Semmi (Arsenio Hall) set off to America once again.
12/23/20	Top Gun: Maverick (Paramount)	Action Drama	After more than thirty years of service as one of the Navy's top aviators, Pete "Maverick" Mitchell (Tom Cruise) is where he belongs, pushing the envelope as a courageous test pilot and dodging the advancement in rank that would ground him
	The Croods 2 (Universal)	Animation	Members of the prehistoric Crood family meet the advanced Betterman clan.

12/25/20	News of The World (Universal)	Western Drama	A Texan traveling across the Wild West agrees to help rescue a young girl who has been kidnapped. Tom Hanks.
	Untitled Tom and Jerry (Warner Bros.)	Animation	Adaption of the classic Hanna-Barbera property, which reveals how Tom and Jerry first meet and form their rivalry.
	The Last Duel (20th Century)	Historical Drama	In 14th century France, best friends, Jean de Carrouges and Jacques Le Gris, are ordered to fight to the death after Carrouges accuses Le Gris of raping his wife. Matt Damon, Adam Driver, Ben Affleck. Ridley Scott-D.
	Respect (UAR)	Biography	Based on the life of singer Aretha Franklin, it stars Jennifer Hudson in the leading role. Forest Whitaker, Marlon Wayans, Audra McDonald, Queen Latifah, Marc Maron, Tituss Burgess, Tate Donovan, and Mary J. Blige.

Latest Release Changes

Title	Runs	New	Former
The Truth (IFC Films) AKA; La Verite A stormy reunion occurs between an actress and her daughter after the actress publishes her memoirs. Drama.	Limited	7/3/20	6/26/20
La Belle Epoque (101 Studios) A senior technophobe and his wife are married by law but very little binds them together in romance. The wife is openly unfaithful and obvious with her mockery of her husband. After they split, the husband takes the opportunity to go back in time by using the latest technology for the experience, but what happens when he chooses the day he met his wife? (101 Studios) Comedy Drama Romance.	Limited	7/10/20	5/22/20
My Brothers' Crossing (Atlas Distribution) Bobby Clark and his wife Pam were killed while riding their motorcycle in Bassett back in August 2015. As Clark's brother, J.T., mourned, he says through his faith, he was able to forgive the pickup driver who was involved in the tragic crash. Family Drama.	Limited	7/17/20	NEW
Fatima (Picturehouse) A trial of faith unfolds at the apex of World War I, when secrets are revealed to three courageous Portuguese children through a series of apparitions, while their doubting family and aggressive government officials try to silence them. Faith based Drama.	Moderate to Wide (1000)	8/14/20	4/24/20
Sputnik (IFC Films) The lone survivor of an enigmatic spaceship incident hasn't returned back home alone hiding inside his body is a dangerous creature. Sci-fi Horror.	Limited	8/14/20	-
Tesla (IFC Films) A freewheeling take on visionary inventor Nikola Tesla, his interactions with Thomas Edison and J.P. Morgan's daughter Anne, and his breakthroughs in transmitting electrical power and light. Biography.	Limited	8/21/20	-
The Courier (Roadside Attractions) The true story of the British businessman who helped the CIA penetrate the Soviet nuclear program during the Cold War. Wynne and his Russian source, Oleg Penkovsky (codenamed Ironbark), provided crucial intelligence that ended the Cuban Missile Crisis. Drama.	Moderate	8/28/20	NEW
Untitled Universal Event Film	Wide	1/14/22	New
Untitled Universal Event Film	Wide	2/11/22	New
Untitled Universal Event Film	Wide	6/10/22	New
Untitled Transformers (Paramount) Plot unknown. Action Adventure Sci-fi.	Wide	6/24/22	
Untitled Universal Event Film	Wide	7/22/22	New
Untitled Universal Event Film	Wide	11/18/22	New
The Trial of The Chicago 7 (Paramount) n 1969, seven people were charged by the federal government with conspiracy and more, arising from the protests at the 1968 Democratic National Convention in Chicago. Drama History Thriller.	Limited Expansion Wide	9/25/20 10/9/20 10/16/20	NEW
The High Note (Focus Features) Set in the dazzling world of the LA music scene comes the story of Grace Davis, a superstar whose talent, and ego, have reached unbelievable heights. Drama Music Romance.	Removed	PVOD	5/8/20
City of A Million Soldiers (101 Studios) After inexperienced Iraqi cop Kawa is rescued from a harrowing firefight by the elite Ninevah SWAT team, he's quickly inducted into the rogue squadron, who embark on a dangerous guerrilla operation. Drama.	TBA	TBA	6/12/20
Irresistible (Focus Features) A Democrat strategist helps a retired veteran run for mayor in a small, conservative Midwest town. Comedy Drama.	TBA	TBA	5/29/20

MPAA Ratings

Amulet (Magnolia Pictures) Horror, 7/24/20	R	Some strong violence, bloody images, a sexual assault, brief language and nudity
Becoming (Netflix) Drama Sci-Fi Thriller, 3/6/20	PG	Some thematic elements and brief language
The Father (Sony Picture Classics) Drama, 11/20/20	PG13	Some strong language and thematic material

Upcoming Streaming & DVD Releases

Title	Theatrical Release	Streaming Release		DVD Release
Lovebirds, The (Paramount)		5/22/19	Netflix	
King of Staten Island, The (Universal)		6/12/19	VOD	
Rhythm Section, The (Paramount)	1/31/20	4/14/20	Streaming/VOD	4/28/20
To the Stars (Samuel Goldwyn)	1/25/19	4/24/20	Streaming	
Enemy Lines (Good Deed Ent.)		4/24/20	Streaming	
Extraction (Netflix Originals)		4/24/20	Netflix	
Robert the Bruce (Screen Media Films)		4/24/20	Streaming	
True History of the Kelly Gang (IFC)		4/24/20	Streaming	
Tammy's Always Dying (Quiver Dist.)		5/1/20	Streaming	
The Half of It (Netflix Originals)		5/1/20	Netflix	
Cry for the Bad Man (Uncork'd Ent.)		5/5/20	Streaming	
Intrigo: Samaria (Lionsgate)		5/5/20	AppleTV+	
Porno (Independent)		5/8/20	VOD	
Valley Girl (Orion Pictures)		5/8/20	PVOD	
Evil Little Things (Uncork'd Ent.)		5/12/20	Streaming	
Nun's Curse, A (Uncork'd Ent.)		5/12/20	Streaming	
Wrong Missy, The (Netflix Originals)		5/13/20	Netflix	
Scoob! (Warner Bros.)		5/15/20	Streaming	
Ovid and the Art of Love (Level 33)		5/19/20	Streaming	
Military Wives (Bleecker Street)		5/22/20	PVOD	
Villain (Saban Films)		5/22/20	Streaming	
Vast of Night, The (Amazon Studios)		5/29/20	Prime Video	
The High Note (Focus Features)		5/29/20	SVOD	
Judy and Punch (Samuel Goldwyn)		6/5/20	Streaming	
Artemis Fowl (Disney)		6/12/20	Disney+	
7500 (Amazon Studios)		6/19/20	Prime Video	
Gretel & Hansel (UA Releasing)	1/31/20			5/5/20
Birds of Prey: And the Fantabulous Emancipation of One Harley Quinn (Warner Bros.)	2/7/20			5/12/20
Fantasy Island (Sony)	2/14/20			5/12/20
Photograph, The (Universal)	2/14/20			5/12/20
Sonic the Hedgehog (Paramount)	2/14/20			5/19/20
Call of the Wild, The (20th Century)	2/21/20			5/12/20
Invisible Man, The (Universal)	2/28/20			5/26/20
Onward (Disney)	3/6/20			5/19/20