



Screendollars Newsletter

July 20, 2020

No. 126

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

On July 14, 1969, Columbia Pictures released *Easy Rider*, starring Peter Fonda, Dennis Hopper and Jack Nicholson. Its motorcycle-fueled road-trip story was the backdrop for a groundbreaking portrayal of hippie culture, rampant drug use and communal lifestyle. At the time, many Hollywood and cultural traditionalists felt that it glorified the aimlessness of the 60's counterculture. But many others considered it to be an essential contribution to a long-overdue re-examination of the priorities of American society.



(Click to Play)

Easy Rider achieved enormous success at the box office, earning \$60M on a production budget of only \$400K. In addition to their starring roles, Hopper directed the film and Fonda and Hopper co-wrote the screenplay with Terry Southern. Then 31-year old Nicholson earned his first major awards nomination as Best Actor in a Supporting Role at the 42nd Academy Awards.



(Click to Play)

"You know, this used to be a helluva good country."

- Jack Nicholson as George Hanson

Notable Industry News and Commentary (7/13-19)

[Netflix Names Ted Sarandos Co-CEO, Adds 10 Million Subscribers](#) (Wall Street Journal)

Netflix had a good week in the news. The streaming giant is still basking in the glow of its impressive Q2 earnings report from last Thursday. In it, the company announced that from April through June they added 10.1M net new subscribers, after having added 15M new subscribers in Q1. The total Netflix base now stands at 192M active subscribers. In a separate announcement, Netflix reported that its original programming – [including feature length films](#) – was hitting new heights in viewership. After only four weeks, the Netflix original movie [The Old Guard starring Charlize Theron has become one of most viewed titles](#) in the history of the platform. On Friday, Deadline reported that [Netflix will spend over \\$200M to produce The Grey Man](#), a spy thriller starring Ryan Gosling and Chris Evans. Ted Sarandos, Netflix's Chief



Netflix's Ted Sarandos at the Oscars in Los Angeles on 2/9/20

Content Officer and the individual most responsible for its strategy of developing original programming, [was elevated to Co-CEO](#), sharing the role with his longtime boss Reed Hastings. Only one year ago, some were predicting that Netflix was headed for turbulent waters, with Disney – the world's largest studio and entertainment company – and Apple – the world's largest technology provider – preparing to launch their competing streaming platforms. Certainly, *that* would slow Netflix's future growth. As it turns out, all streaming companies have experienced robust growth, due in large part to the impact of COVID-19 lockdowns on accelerating the trend towards at-home entertainment.

See also: [Netflix Can't Afford a Weak Sequel](#) (Wall Street Journal)

[Christopher Nolan Says "Tenet" Will Come Out this Summer. Should it?](#) (NY Times)

NY Times film journalist Kyle Buchanan discusses the ever sliding release schedule for *Tenet*, the summer's most-anticipated Hollywood release. On the one hand, director Christopher Nolan has advocated loudly for the critical role of theatres and the theatrical experience, holding out hope that a summer release for *Tenet* can help by luring movie goers back to theatres. On the other hand, the coronavirus pandemic has made it impossible to plan for a date when theatres will be allowed to re-open across the country. A mega-blockbuster on the scale of *Tenet* can only recoup its investment and turn a profit if a large number of theatres are open and able to play the film. For now, Warner Bros. is still holding firm with an August 12th release date for *Tenet*, only 3 ½ weeks away.

See also: [IMAX & Cinemark Shares Soar, Analysts Says they Should Start Releasing if they Value Theaters](#) (Deadline)

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[Telluride Film Festival Director on Why They Ultimately Pulled the Plug](#) (Variety)



Last week, the upcoming Telluride Film Festival fell victim to the COVID-19 pandemic, with plans to reconvene next year. Telluride joins the ranks of other major film festivals which have cancelled their in-place gatherings in 2020, including Berlin, SXSW and Cannes. Up until last week, festival organizers had been working on the details required to hold the Labor Day festival safely, with restricted capacity and numerous procedures to ensure safety of the attendees. Alas, the recent spike in COVID-19 cases across the country left no other choice but to cancel this year's event. See you in 2021!

[Judge Upholds Michigan Movie Theater's Closure, Denying First Amendment Claim](#) (Variety)

Last week, a US Federal Court in Michigan ruled against Emagine Theatres on a lawsuit filed by the exhibitor against the State of Michigan. Emagine was seeking an injunction to stop enforcement of a State order to keep the cinema closed. The state had ordered Emagine remain closed and not proceed with a film festival they had scheduled for their Royal Oak theatre on June 19th to commemorate the Juneteenth holiday. Emagine had argued that the State's order was unfair, saying that "Restaurants, public swimming pools, and barbershops are open, but a safety-conscious proprietor who has adopted more stringent standards than required for other businesses to reopen must remain closed." In his ruling, U.S. District Judge Paul L. Maloney wrote "Movie theaters present large, sustained, indoor gatherings. This is the type of event the CDC cautions against holding." In response to Emagine's argument that the state shutdown order infringed their First Amendment right to free speech, the judge ruled that Emagine could have celebrated the holiday without holding indoor film screenings. The legal action in Michigan follows last week's announcement by [NATO that they had joined with exhibitors AMC, Regal and Cinemark to file suit against the State of New Jersey](#) to end their order to maintain theatre closures even while churches, libraries and other public venues have been allowed to open.



Emagine's Royal Oak Theatre in Royal Oak, MI

[A Next Act for Next Act Cinema: How an Independent Cinema is Weathering the Shutdown](#) (BoxofficePro)

BoxofficePro published this profile of entrepreneurs Anthony Fykes and Robert Wright and their journey to create the Next Act Cinema. In 2017, Fykes and Wright took over of a vacant theatre in Pikesville, MD, 15 miles north of Baltimore.



Anthony Fykes and Robert Wright of Next Act Cinema

They spent two years on renovations, culminating in March 2019 with a grand re-opening of the 2-screen 1939 art deco movie house. Over the 12 months that followed, they built awareness in the community for their newly reopened theatre, with energetic and innovative marketing and film programming. Unfortunately, they have had to sit out the last four months due to the impact of the coronavirus pandemic. However, Fykes remains positive about their mission: "As a small boutique theater, even a large theater, you have to be engaged with your customer base. Theaters and customers need each other. We have issues that our community is facing, but then you have an entertainment establishment that's supposed to be uplifting. That's what we're trying to remember. That's our mission."

Next Act Cinema plays the Screendollars in-theatre advertising and entertainment program to generate much-needed income for their business and create partnerships with local businesses. Exhibitors, contact Screendollars to learn more about how our program can support your theatre. Call [\(978\) 494-4150](tel:9784944150) or e-mail contactus@screendollars.com.

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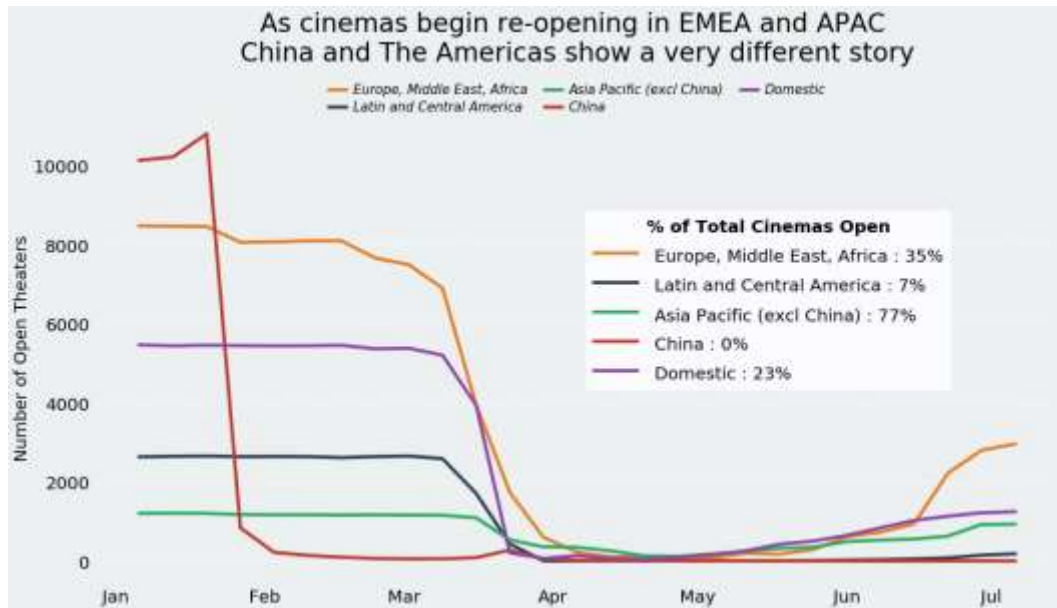
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No Time to Delay: China's Return May Offer Vital Opportunity

Courtesy of Gower Street Analytics

This week is a notable one in the recovery calendar, in large part because of what is not happening. Christopher Nolan's TENET has not opened globally. But the week also brought growth surges in a number of international markets and a key piece of news the movie world has been keenly waiting for: China is re-opening. It was also a week where one topic became hotly debated: with US virus cases surging should Hollywood studios abandon a search for potential global release dates and prioritize the international markets where exhibitors are now struggling to keep going amid a lack of major new content?

Europe and Asia: An Offer of Hope



Earlier this week Gower Street's Research Analyst, Theatrical Insights, Jamie Tonks looked at what progress has been made globally and regionally (see graph). He found that significant progress has been made since the number of global movie theaters reporting fell below 1% back in April. As of last weekend (July 10-12) 18% of global movie theaters had returned to business.

Europe and Asia Pacific (excluding China) are leading the way. Of Comscore-tracked markets 77% of physical movie theaters across the Asia Pacific region were back in business by last weekend. Across Europe, Middle East and Africa (EMEA), 35% of physical sites were back in operation.

Different World, Different Thinking

TENET provided a seemingly immovable hope for months through the theatrical industry's darkest period, holding defiantly on to a July 17 date for longer than most expected. When it eventually moved (first to July 31 then to August 14) a despondency set in once again across the industry. The latter move was followed by Disney's MULAN moving from July 24 to August 21.

No-one would fault the distributors for seeking to protect properties that represent massive investment from potential disaster. However, it was not just the delay in global release of hugely anticipated titles that brought despondency, it was the loss of a symbol; the abandonment of a goal the world's exhibitors were working toward. Once TENET, and the goal, had moved once, it was possible it would move again. Which it did. There was no longer an immovable object providing hope. The unstoppable force was winning; uncertainty reigned once more.

Uncertainty may now represent as big a challenge as closure. Closure brought massive losses across the industry (Gower Street estimates over \$16 billion to date). Now, with cases of the virus surging across the US, and in some international markets, there have been re-closures. The re-closure of Californian sites, and the possibility of other states following, has inevitably led to a presumption that August-dated releases will move once again. But is the industry being too rigid in its thinking around global releases and focusing too closely on the Domestic market, which represents a minority of global box office takings?

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The past week has brought much discussion about global strategy and whether a different world, changed by COVID-19, requires different thinking. In a Los Angeles Times article of July 11 NATO president and CEO John Fithian pointed out a vast majority of global markets would be open in time for existing August release dates, saying studios would need to release movies soon or risk lasting damage to the industry. "If the answer is, 'We're going to wait until 100% of theaters are open', we're not going to be there until a year from now when there's a vaccine," Fithian was quoted as saying. "If we go a year without new movies, it's over."

This echoed sentiments expressed in a Screendaily webinar a day earlier. "If we wait for the stars to be aligned, there may not be a European cinema sector to arrive at when we get there," said Phil Clapp, chief executive of the UK Cinema Association and president of UNIC (the International Union of Cinemas). "What we will lose in doing that is much, much greater in the grand scheme of things than some marginal reduction in revenue around a particular title. We are talking about the survival of the sector here. Piracy and marketing spend become a bit of an irrelevance."

These are vital points. Delays to later in 2020 or early 2021 offer no more guarantee of a safe space than current dates. Cases of the virus could re-surge, as many scientists anticipate for the winter, while, without a mass-produced working vaccine or cure in place, moves to spring 2021 hardly seem assured given the global pandemic took hold across much of the globe in March and April this year. Many voices across the international industry have started to argue for a return to an inverted form of the traditional staggered release model, with international markets already in play opening titles ahead of those, including Domestic, still struggling.

The Importance of the International Market

The international market consistently represents over 70% of global annual box office – 73% in 2019. Across the top 10 titles of 2019, 9 of which grossed over \$1 billion globally, international markets accounted for an average 64%. Disney's 4 live action fantasy titles last year saw international markets take an average 69% of global takings. Marvel Studio's 3 titles averaged 66% internationally. Christopher Nolan's INTERSTELLAR saw over 72% of takings come from international. James Bond's last outing, SPECTRE, achieved 77% of box office internationally. The Domestic market, still the #1 market globally, remains understandably important but should it take priority?

As Phil Clapp and John Fithian argued, continued delays in the release of major releases could have a disastrous impact on international exhibitors already able to re-open. The evidence seen in our weekly Road To Recovery reports shows audience interest waning in many early re-opening markets that are lacking new releases. If studios wait for a global release they may find a significantly reduced international market remaining, which would cause greater long-term harm.

The Opportunity of a Chinese Return

A total of 18% of global theaters open may sound low but more major markets are waiting in the wings. This week Russia, the market with the largest number of cinemas in EMEA, saw cinemas re-opening across the country. Moscow will follow August 1. The UK currently only has 17% of theaters by market share open as major exhibitors Cineworld, Odeon and Vue wait in the wings ready for a July 31 start in anticipation of major August releases. Between them the three exhibitors account for approximately two thirds of the UK market by revenue.

News also came this week that China will allow cinemas to re-open from Monday (July 20). While initially restricted to low risk areas (which excludes Beijing) things appear to quickly be ramping up since the announcement came. As reported on Deadline Friday, Universal's DOLITTLE and Sony's BLOODSHOT will be first out of the gate with July 24 releases. Releases are currently restricted to titles under 2 hours, which could also pave the way for MULAN (though not TENET).

China's return could offer a strong opportunity to make an international offering in mid-to-late August, especially with Russia also back in play and the UK circuits ready to go. If China, Russia and UK/Ireland were able to bring 70% of cinemas back online over the next month then Gower Street calculates that, alongside those already open elsewhere, more than 50% of global cinemas would be back in play.

Achieving 70% doesn't seem implausible, as our Road To Recovery reports demonstrate. Some markets, including majors Japan and France, brought back significantly more than 70% immediately. Others, like Germany and Spain, are now there after a slower start. That 50% global projection also doesn't account for other potential market growth over the next month.

The US and Latin American markets may come later, but let's look again at 2019. Total global box office, according to the MPA's 2019 THEME Report, was \$42.2 billion. Extracting Domestic and Latin American markets from that total would still leave 67% of global box office potential. If Canada were also included in the mix that number would rise to 69%. It will inevitably be a reduced box office, socially distancing measures in movie theaters seem certain to remain with us well in 2021, but major titles could dominate as exhibitors program multi-screens to meet demand while allowing for distancing – in Korea this week the Wednesday (July 15) opening day of TRAIN TO BUSAN sequel PENINSULA delivered a near 97% market share.

International exhibitors have been taking the first steps to recovery. Now major distributors need to join them. A global release may be impossible for a long time. But with much of Europe and Asia ready and waiting, and China and Russia coming back into play, an international release is less far-fetched and may be vital to ensure a strong international market remains for the future.

You can contact us with comments or questions about Gower Street's charts and articles; sign up to our free weekly newsletter; or access our free trial of the Road To Recovery reports, at our website: <https://gower.st>

Hollywood Report

by Martin Grove

August isn't usually one of Hollywood's top grossing months, but that tradition's, hopefully, about to be smashed.



If all goes well for a change, August will see theatres reopen with two must-see movies -- WB's TENET (pictured – new 8/12 poster) and Disney's MULAN (8/21). It's a 1-2 box office punch that should help exhibitors get back on their feet and knock media doom-and-gloom sayers off their feet.

Clearly, even as the pandemic worsens, people are still doing what they want to do. Airlines that were flying near empty flights are now flying packed planes with no social distancing. Passengers are breathing re-circulated air for hours to get where they want to go. People don't seem to care about "risk" if they can get the reward they want.

The first returning moviegoers will likely be -25M & -25F. Their parents & grandparents probably won't "risk it" until Thanksgiving, but millennials will accept deep-cleansing of theatres, contactless entry, social distancing, etc. in order to get out of the house and hang out with friends. Between August's tentpoles + upcoming horror thrillers, exhibitors should see a big Q3 boost followed by a Q4 surge.

* * *

In our pre-pandemic universe, TENET would have topped this weekend's box office.

WB/Syncopy's PG-13 sci-fi action thriller is directed by Christopher Nolan -- pictured while shooting INTERSTELLAR, which opened 11/5/14 to \$49.7M for 5 days (\$188M dom/\$489.4M intl).

TENET would have continued 2020's strong momentum from Q1 & Q2 must-see movies like: Paramount/Platinum Dunes' A QUIET PLACE 2 (3/20), Disney's MULAN (3/27), MGM/Universal/Eon's NO TIME TO DIE (4/10), Disney/Marvel's BLACK WIDOW (5/1), WB/DC's WONDER WOMAN 1984 (6/5), Disney/Pixar's SOUL (6/19) & Paramount/Skydance's TOP GUN: MAVERICK (6/26).

We'd have been predicting our hot summer could lead to a record-setting year. The future was looking bright with fall & holiday season titles like Disney/Marvel's THE ETERNALS (11/6), Disney's RAYA AND THE LAST DRAGON (11/25), WB/Legendary's DUNE (still 12/18) & Universal/Dreamworks' THE CROODS 2 (still 12/23).



With a cruel twist of fate, TENET will now start the summer 8/12 -- if, hopefully, things don't change. Weekend ticket sales would have fallen from this time last year when Disney's live action THE LION KING opened #1 to \$191.8M.



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Weekly Film Calendar

7/24-30: NBA Season Resumes 7/30 (Orlando, FL) (2019 Wk 30 Box Office: \$163,662,956) 2019 openings: <i>Once Upon a Time in Hollywood</i> \$41.1M FSS, \$142.5M Total.				
Blake Shelton (Encore Drive-In Nights) This all-new, one-night-only concert feature was filmed exclusively for drive-in theaters across North America. From the safety of your vehicle, you get a night out to enjoy a cinematic concert experience under the summer sky. (Blake Shelton, Gwen Stefani, Trace Adkins).	NR	NA	Event Cinema	Drive-Ins Only 7/25
Amulet (Magnolia Pictures) An ex-soldier is offered a place to stay in a decaying, claustrophobic house occupied by a young woman and her dying mother. While falling for the young woman, he realizes there is something insidious that might be living with them. Horror.	R	99	Flat (1.85 : 1)	Limited/VOD
The Rental (IFC Films) Two couples rent a vacation home for what should be a celebratory weekend get-away. Horror Thriller.	NR	89	Flat (1.85 : 1)	Limited/VOD
Most Wanted (Saban Films) AKA: Target Number One. In 1989, a Canadian journalist investigates the circumstances surrounding the suspicious arrest of a heroin addict imprisoned in a Thai jail. Mystery Thriller.	R	135	Flat (1.85 : 1)	Limited/VOD
Tijuana Jackson: Purpose Over Prison (Good Deed Entertainment) Upon his release, an ex-convict sets out to fulfill his dream of becoming a world-renowned motivational speaker. Comedy.	NR	96	Flat (1.85 : 1) Dolby SRD	Limited/VOD
Days of the Whale (Outsider Pictures) AKA (Los días de la bellena) A quite beautiful coming of age story about two young street artist/activists fall attractively in love against the backdrop of Medellín's gang subculture, in this promising debut. Drama.	NR	80	Flat (1.85 : 1)	Limited Virtual/DVD
Babysplitters (Gravitas Ventures) When two couples with mixed feelings about having kids hatch a plan to conceive and share one baby, things spiral out of control. Comedy.	NR	115	Flat (1.85 : 1)	Limited/ VOD
The Big Ugly (Vertical Entertainment) London mob bosses invest in a West Virginia oil deal in hopes of laundering dirty money. Drama.	R	106	Flat (1.85 : 1)	Limited/VOD
SamSam (Blue Fox Entertainment) SamSam seems like he has it all: great family, great friends, and even his own flying saucer. But he's still trying to find one thing that will make his life even better - actual superpowers. Animation.	NR	80	Flat (1.85 : 1)	Limited/VOD
Radioactive (Amazon Studios) A story of the scientific and romantic passions of Marie Sklodowska-Curie (Polish scientist) and Pierre Curie, and the reverberation of their discoveries throughout the 20th century. Biography Drama Romance.	PG13	109	Scope (2.39 : 1)	Limited/ Amazon Prime
7/31-8/6: NHL Season Resumes 8/1 (Toronto and Edmonton) (2019 Wk 31 Box Office: \$149,409,407) 2019 openings: <i>Fast & Furious Presents: Hobbs & Shaw</i> \$60.0M FSS, \$174.0M Total.				
Unhinged (Solstice Studios) A woman becomes embroiled in a violent case of road rage after honking at the wrong guy. Psychological Thriller. <i>An action-packed thrill ride is the perfect film to draw young males and females.</i>	R	90	Scope (2.39 : 1), Large Formats, 4DX, Atmos	Wide (2000)
Inception (Warner Bros.) A thief who steals corporate secrets through the use of dream-sharing technology is given the inverse task of planting an idea into the mind of a C.E.O. Opening weekend: \$62.8M, USA Total:\$292.6M). <i>10th Anniversary re-release with new footage from Tenet plus exclusive looks at forthcoming select WB films.</i>	PG13	148	Scope (2.39 : 1), Quad sound, IMAX 3D	Wide
Words on Bathroom Walls (Roadside Attractions) A teenager coping with paranoid schizophrenia hopes his new experimental drug treatment will help him navigate high school and the outside world. Drama.	PG13	111	Scope (2.35 : 1), Digital	Moderate (1000)
My Brother's Crossing (Atlas Distribution) Bobby Clark and his wife, Pam, are killed by a pickup driver while riding their motorcycle. Faith based drama.	NR	97	Flat (1.90 : 1)	Moderate (50)
She Dies Tomorrow (Neon Rated) After waking up convinced that she is going to die tomorrow, Amy's carefully mended life begins to unravel. As her delusions of certain death become contagious to those around her, Amy and her friends' lives spiral out of control in a tantalizing descent into madness. Thriller.	NR	84	Flat (1.85 : 1), Dolby SRD	Limited/VOD
The Fight (Magnolia Pictures) Lawyers for the American Civil Liberties Union prosecute four key cases against the Trump administration. Documentary.	PG13	96	Flat (1.85 : 1)	Limited/VOD

Cut Throat City (Well Go USA) When Hurricane Katrina devastates New Orleans, four desperate friends band together to pull off a daring heist in the heart of the city. Heist Drama.	R	132	Flat (1.85 : 1)	Limited/VOD
Summerland (IFC Films) A private and reclusive writer finds herself being made responsible for the care of a young man after the London Blitz. Drama War.	PG	100	Flat (1.85 : 1)	Limited/VOD
The Cuban (Brainstorm Media) When a pre-med student gets her first job in a nursing home, an unexpected friendship with Luis, an elderly Cuban musician, reignites her love of music and changes her life forever. Drama.	NR	109	Flat (1.85 : 1)	LA/Select
What We Found (Freestyle) A group of friends are starting their freshmen year at a tough public high school when their friend Cassie disappears in West Baltimore. With the police unable, or unwilling, to find her, the young friends take it upon themselves to find out what happened her, undertaking harrowing journey that will change them all. Suspense Drama.	NR	120	Flat (1.85 : 1)	Limited
Rebuilding Paradise (Abromorama) The community of Paradise, California, a town in the Sierra Nevada foothills, attempts to rebuild after devastating wildfires in 2018. Documentary. Ron Howard-D (Imagine Documentaries)n	PG13	95	Scope (2.35 : 1)	Limited
The Informer (Aviron) An ex-convict working undercover intentionally gets himself incarcerated again in order to infiltrate the mob at a maximum-security prison. Crime Drama Thriller.	R	113	Scope (2.35 : 1)	Limited
8/7-13 <i>(2019 Wk 32 Box Office: \$133,448,282)</i> <i>2019 openings: Scary Stories to Tell in the Dark \$20.9M FSS, \$68.9M Total; Dora and the Lost City of Gold \$17.4M FSS, \$60.5M Total; The Art of Racing in the Rain \$8.1M FSS, \$26.4M Total; The Kitchen \$5.5M FSS, \$12.2M Total.</i>				
The Empty Man (20th Century) On the trail of a missing girl, an ex-cop comes across a secretive group attempting to summon a terrifying supernatural entity. Crime Drama Horror.	R	N/A	Scope (2.39 : 1)	Wide
The Broken Hearts Gallery (Sony) An art gallery assistant named Lucy, an "emotional hoarder" keeps souvenirs from past relationships. After her latest breakup, she decides to open a pop-up collection of her keepsakes called the Broken Heart Gallery. Romance Comedy. <i>From Tri Star pictures, this is the American/Canadian first romantic comedy of summer.</i>	PG13	108	Flat (1.85 : 1)	Wide
Train To Busan 2: Peninsula (Well Go USA) A soldier and his team battle hordes of post-apocalyptic zombies in the wastelands of the Korean Peninsula. Horror Action Adventure. Language: Korean/English	NR	116	Scope (2.35 : 1)	Limited/VOD
The Burnt Orange Heresy (Sony Pictures Classics) Hired to steal a rare painting from one of most enigmatic painters of all time, an ambitious art dealer becomes consumed by his own greed and insecurity as the operation spins out of control. Drama Suspense.	R	99	Scope (2.35 : 1)	Limited
Out Stealing Horses (Magnolia Pictures) (Norwegian: Ut og stjæle hester) A grieving widower moves to the country where a chance encounter rekindles memories from his past. Mystery Drama. At Berlin, the film won the Silver Bear for Outstanding Artistic Contribution.	NR	123	Flat (1.85 : 1)	Limited/VOD
Uncle Peckerhead (Epic Pictures) When a punk band scores their first tour, life on the road proves tough when they are joined by a man-eating demon as a roadie. Comedy Horror.	NR	96	Scope (2.35 : 1)	Limited 8/7 VOD 8/11
Creem: America's Only Rock'n' Roll Magazine (Greenwich Ent.) Documentary.	NR	75	Flat (1.85 : 1)	Limited/VOD
Made in Italy (IFC Films) A bohemian artist travels from London to Italy with his estranged son to sell the house they inherited from his late wife. Comedy.	NR	120	Flat (1.85 : 1)	Limited/VOD
I Used To Go Here (Gravitas Ventures) A successful author finds herself deeply enmeshed in the lives of a group of college students after being asked to speak at her alma mater. Comedy.	NR	86	Flat (1.85 : 1)	Limited/VOD
Spinster (Vertical Entertainment) After her partner breaks up with her on her 39th birthday, Gaby tackles her fears of loneliness as well as preconceptions of what it means for a woman to be single. Comedy	NR	87	Flat (1.85 : 1)	Limited/VOD
The Real Exorcist (Freestyle) Sayuri, a coffee shop waitress, uses her supernatural powers to help those who are troubled by spiritual phenomena, such as possession and poltergeist. She gradually gets involved in serious matters, eventually facing a fierce battle with the devil. Horror.	NR	118	Flat (1.85 : 1)	Limited

Jazz on a Summer's Day (Kino Marquee) Filmed at the 1958 Newport Jazz Festival in Rhode Island and directed by world-renowned photographer, Bert Stern. JAZZ ON A SUMMER'S DAY features intimate performances by an all-star line-up of musical legends.	NR	85	Flat (1.85 : 1)	Drive-Ins Virtual/DVD
Trump Card (Cloudburst Ent.) Dinesh D'Souza's documentary expresses his views of the Democratic party. Documentary.	PG13	NA	NA	Limited/VOD
8/14-20 (2019 Wk 33 Box Office: \$121,109,428) 2019 openings: Good Boys \$21.4M FSS, \$86.1M Total; Angry Birds 2 \$10.4M FSS, \$41.7M Total; 47 Meters Down: Uncaged \$8.4M FSS, \$22.3M Total; Blinded by the Light \$4.3M FSS, \$11.9M Total.				
Tenet (Warner Bros.) An action epic revolving around international espionage, time travel, and evolution. Possibly about a man trying to prevent World War 3 through time travel and rebirth. Action Sci-Fi. <i>New posters released Friday show the film opening "ONLY IN THEATERS" ON 8/12. Excellent news for our industry.</i>	PG13	NA	IMAX (1.43 : 1), 70mm DMR, Digital IMAX (1.90 : 1), Scope (2.39 : 1)	Wide (8/12)
Greenland (STX Films) A family struggles for survival in the face of a cataclysmic natural disaster. Action Thriller. <i>Good interest for this action film from director Ric Roman Waugh (Angel Has Fallen).</i>	PG13	NA	Scope (2.35 : 1)	Wide (2000)
Fatima (Picturehouse) In 1917, three children report witnessing multiple appearances of the Virgin Mary. Drama. <i>An international cast drives interest in this famous story where secrets are revealed to three courageous Portuguese children through a series of apparitions.</i>	PG13	113	Scope (2.35 : 1)	Moderate (1000)
The Personal History of David Copperfield (Searchlight) The life of David Copperfield is chronicled from his birth into now. The world premiere was at the Toronto International Film Festival on 9/5/19. Drama Comedy.	NA	NA	NA	Limited
Sputnik (IFC Films) The lone survivor of an enigmatic spaceship incident returns home with a dangerous creature hiding inside his body. Horror Sci-Fi.	NR	113	Flat (1.85 : 1)	Limited
The Mole Agent (Gravitas Ventures) A private investigator in Chile hires someone to work as a mole at a retirement home where a client of his suspects the caretakers of elder abuse. Documentary.	NR	90	Flat (1.85 : 1)	Limited/VOD
Happy Happy Joy Joy (Gravitas Ventures) Filmmakers Ron Cicero and Kimo Easterwood explore the rise and fall of the groundbreaking animated series "Ren and Stimpy" and its controversial creator, John Kricfalusi. Documentary.	NR	104	Flat (1.85 : 1)	Limited/VOD
Train to Busan 2: Peninsula (Well Go USA) A soldier and his team battle hordes of post-apocalyptic zombies in the wastelands of the Korean Peninsula. Horror Action Adventure.	NA	NA	Scope (2.35 : 1)	Limited to Moderate
Project Power (Netflix) When a pill that gives its users unpredictable superpowers for five minutes hits the streets of New Orleans, a teenage dealer and a local cop must team with an ex-soldier to take down the group responsible for its creation. Action Crime Sci-Fi.	R	111	Scope (2.35 : 1)	SVOD
Ravage (Brainstorm Media) When a nature photographer explains to the Police how she fought her way out of the Watchatoomy Valley, they dismiss her crazed and violent story as a meth-induced nightmare. But when they discover that she's telling the truth, it's too late. Thriller.	NR	77	Flat (1.85 : 1)	Limited 8/21 VOD
Sound of Metal (Amazon Studios) A drummer's life gets turned upside down when he suddenly loses his hearing. Drama Music.	R	130	Flat (1.85 : 1)	Limited
8/21-27 (2019 Wk 34 Box Office: \$109,212,708) 2019 openings: Angel Has Fallen \$21.4M FSS, \$69.0M Total.				
Mulan (Disney) 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.' Action Adventure Drama Family. <i>Premiered 3/9/20 to exceptional wide praise with expectations of a worldwide megahit. Additional marketing costs on an even further delayed basis would be costly to Disney.</i>	PG13	115	2D/3D, IMAX, Atmos, 4K, DBox, Screen X, D- Vision, Scope (2.39 : 1)	Wide
Antebellum (Lionsgate) A successful author finds herself trapped in a horrifying reality and must uncover the mind-bending mystery before it's too late. Horror. <i>Well regarded horror film has wide appeal especially to young females.</i>	NA	105	Scope (2.35 : 1)	Wide

The Prey (Dark Star Pictures) Undercover Chinese cop Xin (newcomer Gu Shangwei), is on a secret international mission when a surprise raid puts him in a remote Cambodian jungle prison that plays by its own rules. Ruthless warden sells prisoners as human prey for rich hunters looking for thrills in the jungle. Action. Language: Cambodian and Chinese (Mandarin) with English subtitles.	NA	83	Flat (1.85 : 1)	Virtual 8/21 VOD 8/25
House of Cardin (Utopia Media) A rare look into the mind of a genius, chronicling the life and design of Cardin. Exclusive access to his archives and his empire, and unprecedented interviews at the sunset of a glorious career. Documentary.	NR	95	Flat (1.85 : 1)	Alternative Event (NYC)
Stage Mother (Momentum Pictures) Worlds collide when a Texas church choir director inherits her late son's drag queen club in San Francisco. Comedy Drama.	NR	93	Flat (1.85 : 1)	Limited/VOD
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 Drama.	PG13	96	Flat (1.85 : 1)	Limited/VOD
8/28-9/3 (2019 Wk 35 Box Office: \$121,518,452) 2019 openings: (No new wide releases)				
Bill & Ted Face the Music (UA Releasing) Once told they'd save the universe during a time-traveling adventure, 2 would-be rockers from San Dimas, California find themselves as middle-aged dads still trying to crank out a hit song and fulfill their destiny. Comedy Music Sci-Fi.	PG13	78A	Scope (2.35 : 1)	Wide
The New Mutants (20th Century) Five young mutants, just discovering their abilities while held in a secret facility against their will, fight to escape their past sins and save themselves. Action Horror Sci-Fi.	PG13	99	Flat (1.85 : 1)	Wide
Centigrade (IFC) A married couple find themselves trapped in their frozen vehicle after a blizzard and struggle to survive amid plunging temperatures and unforeseen obstacles. Thriller.	NR	87	Flat (1.85 : 1) Dolby SRD	Limited 8/26
The Courier (Roadside Attractions) Cold War spy Greville Wynne and his Russian source try to put an end to the Cuban Missile Crisis. Thriller.	PG13	111	Scope (2.35 : 1)	Moderate (350)
Untitled Trafalgar Event (Trafalgar Releasing) 8/28 - one day only.	NR	NA	NA	Event Cinema
9/4-10: Labor Day 9/7 (2019 Wk 36 Box Office: \$138,562,944) 2019 openings: <i>It Chapter Two</i> \$91.0M FSS, \$211.6M Total.				
				
A Quiet Place Part II (Paramount) Following the events at home, the Abbott family now face the terrors of the outside world. Forced to venture into the unknown, they realize the creatures that hunt by sound are not the only threats lurking beyond the sand path. Drama Horror Sci-Fi. <i>Highly anticipated horror sequel counted on to be among the top grossing films in cinema reboot.</i>	PG13	97	Scope (2.35 : 1), IMAX	Wide
Honest Thief (Briarcliff) A bank robber tries to turn himself in because he's falling in love and wants to live an honest life...but when he realizes the Feds are more corrupt than him, he must fight back to clear his name. Action Crime Drama. <i>Liam Neeson action film.</i>	NA	92	Scope (2.35 : 1)	Wide
Untitled Trafalgar Event (Trafalgar Releasing) 9/9 and 9/13 only	NR	NA	NA	Event Cinema
Untitled Trafalgar Event (Trafalgar Releasing) 9/10 only	NR	NA	NA	Event Cinema
9/11-17: NFL Opening Weekend (9/10-13) (2019 Wk 37 Box Office: \$112,695,585) 2019 openings: <i>Hustlers</i> \$33.2M FSS, \$105.0M Total; <i>The Goldfinch</i> \$2.7M FSS, \$5.3M Total.				
				
The Conjuring: The Devil Made Me Do It (Warner Bros.) Plot unknown. Paranormal investigators Ed and Lorraine Warren try to uncover the truth behind a murderer's claim of demonic possession. Horror Supernatural Thriller.	NA	NA	Scope (2.35 : 1), IMAX	Wide
Infidel (Cloudburst Entertainment) An American man, played by Jim Caviezel, is kidnapped after a friend invites him to Cairo to speak out about recent militant uprisings. His wife heads to the city after hearing the news, determined to get him back. Action Thriller.	R	107	Scope (2.35 : 1)	Wide
The Secrets We Keep (Bleecker Street) In post-WWII America, a woman (Rapace), rebuilding her life in the suburbs with her husband (Messina), kidnaps her neighbor (Kinnaman) and seeks vengeance for the heinous war crimes she believes he committed against her. Naomi Repace. Crime Drama Mystery.	NA	NA	NA	Limited 9/16

The Walrus and the Whistleblower (Gravitas Ventures) A whistleblower is sued for \$1.5 million for plotting to steal a walrus and launches into a personal quest against the backdrop to end marine mammal captivity. Documentary.	NA	90	Flat (1.85 : 1)	Limited/VOD
Rent-A-Pal (IFC Films) A lonely bachelor searches for an escape from the drudgery of caring for his aging mother. Seeking a partner through a dating service, he struggles to afford the price of admission. Thriller.	NR	108	Scope (2.35 : 1)	Limited/VOD
9/18-24 <i>(2019 Wk 38 Box Office: \$125,082,320)</i> <i>2019 openings: Rambo: The Last Blood \$18.9M FSS, \$44.8M Total; Ad Astra \$19.0M FSS, \$50.2M Total; Downtown Abbey \$31.0M FSS, \$96.9M Total.</i>				
The King's Man (20th Century) As a collection of history's worst tyrants and criminal masterminds gather to plot a war to wipe out millions, one man must race against time to stop them. Action Adventure Comedy.	NA	NA	Scope (2.35 : 1), IMAX	Wide
The War With Grandpa (101 Studios) Upset that he has to share the room he loves with his grandfather, Peter decides to declare war in an attempt to get it back. Family Comedy.	PG	94	Scope (2.35 : 1)	Wide
Kajillionaire (Focus Features) Two con artists have spent 26 years training their only daughter to swindle, scam and steal at every turn. During a desperate and hastily conceived heist, they charm a stranger into joining them, only to have their entire world turned upside down. Crime Drama.	R	106	Scope (2.35 : 1)	Limited
About Endlessness (Magnolia) AKA: Om det oändliga a reflection on human life in all its beauty and cruelty, its splendour and banality. Directed by cinematic master Swedish filmmaker Roy Andersson (A PIGEON SAT ON A BRANCH REFLECTING ON EXISTENCE). Drama.	NR	76	Flat (1.85 : 1)	Limited/VOD
The Nest (IFC Films) Life for an entrepreneur and his American family begin to take a twisted turn after moving into an English country manor. Drama.	NR	107	Scope (2.35 : 1)	Select/VOD
9/25-10/1 <i>(2019 Wk 39 Box Office: \$95,497,025)</i> <i>2019 openings: Abominable \$20.6M FSS, \$60.7M Total.</i>				
Kajillionaire (Focus Features) Two con artists have spent 26 years training their only daughter to swindle, scam and steal at every turn. During a desperate and hastily conceived heist, they charm a stranger into joining them, only to have their entire world turned upside down. Crime Drama.	R	106	Scope (2.35 : 1)	Expansion
The Nest (IFC Films) Horror thriller.	NR	107	Scope (2.35 : 1)	Expansion
The Glorias: A Life on the Road (Roadside Attractions) The life of Gloria Steinem, the former New York magazine columnist, who at various points in her life as she becomes one of the country's most celebrated crusaders for equal rights and awareness for key topics including same-sex and transgender rights, pornography and, most of all, feminism. Biography Drama.	NA	139	Scope (2.39 : 1)	Limited
10/2-8 <i>(2019 Wk 40 Box Office: \$151,766,090)</i> <i>2019 openings: Joker \$96.2M FSS, \$335.5M Total.</i>				
Wonder Woman 1984 (Warner Bros.) The next adventure finds her facing two all-new foes: Max Lord and The Cheetah. Fantasy Adventure.	PG13	NA	Scope (2.39 : 1), IMAX	Wide
Kajillionaire (Focus Features) Two con artists have spent 26 years training their only daughter to swindle, scam and steal at every turn. During a desperate and hastily conceived heist, they charm a stranger into joining them, only to have their entire world turned upside down. Crime Drama.	R	106	Scope (2.35 : 1)	Expansion
La Belle époque (101 Studios) A couple in crisis. He, disillusioned, sees his life upset the day an entrepreneur offers him to plunge back into the time of his choice. Comedy Drama Romance.	R	115	Scope (2.35 : 1)	Limited
10/9-15 <i>(2019 Wk 41 Box Office: 138,249,301)</i> <i>2019 openings: The Addams Family \$30.3M FSS, \$100.0M Total; Gemini Man \$20.6M FSS, \$48.5M Total; Jexi \$3.1M FSS, \$6.5M Total.</i>				
Death on the Nile (20th Century) While on vacation on the Nile, Hercule Poirot must investigate the murder of a young heiress. Crime Drama Mystery. Gal Gadot, Armie Hammer. Crime Drama Mystery.	NA	NA	Scope (2.35 : 1)	Wide

Latest Studio Release Changes

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

Title	Runs	New	Former
The Secrets We Keep (Bleecker Street) In post-World War II America, a woman, rebuilding her life in the suburbs with her husband, kidnaps her neighbor and seeks vengeance for the heinous war crimes she believes he committed against her. Thriller.	Limited	9/16/20	NEW
2 Hearts (Freestyle) For two couples the future unfolds in different decades and different places, but a hidden connection will bring them together in a way no one could have predicted. Drama Romance.	Wide	10/16/20	9/11/20
Blake Shelton (Encore Drive-In Nights) This all-new, one-night-only concert feature was filmed exclusively for drive-in theaters across North America. From the safety of your vehicle, you get a night out to enjoy a cinematic concert experience under the summer sky. Blake Shelton, Gwen Stefani and Trace Adkins). One night only.	Drive-Ins	7/25/20	Event
Stage Mother (Momentum Pictures) Worlds collide when a Texas church choir director inherits her late son's drag queen club in San Francisco. Comedy Drama.	Limited/ VOD	8/21/20	NEW
The Big Ugly (Vertical Entertainment) London mob bosses invest in a West Virginia oil deal in hopes of laundering dirty money. Crime Drama.	Limited/ VOD	7/24/20	NEW
SamSam (Blue Fox Entertainment) SamSam appears to have it all: his own flying saucer and great family and friends. But the one thing he has yet to attain are actual superpowers. Family Animation.	Limited/ VOD	7/24/20	8/7/20
I Used To Go Here (Gravitas Ventures) A successful author finds herself deeply enmeshed in the lives of a group of college students after being asked to speak at her alma mater. Comedy.	Limited/ VOD	8/7/20	NEW
The Mole Agent (Gravitas Ventures) A private investigator in Chile hires someone to work as a mole at a retirement home where a client of his suspects the caretakers of elder abuse. Crime Drama.	Limited/ VOD	8/14/20	NEW
Happy Happy Joy Joy (Gravitas Ventures) Filmmakers Ron Cicero and Kimo Easterwood explore the rise and fall of the groundbreaking animated series "Ren and Stimpy" and its controversial creator, John Kricfalusi. Documentary.	Limited/ VOD	8/14/20	NEW
The Walrus And The Whistleblower (Gravitas Ventures) A whistleblower is sued for \$1.5 million for plotting to steal a walrus and launches into a personal quest against the backdrop to end marine mammal captivity. Documentary.	Limited/ VOD	9/11/20	NEW
The Green Knight (A24) A fantasy re-telling of the medieval story of Sir Gawain and the Green Knight. Horror Fantasy. <i>Prove thy worth with THE GREEN KNIGHT: A FANTASY ROLEPLAYING GAME, an A24 tabletop RPG experience inspired by David Lowery's upcoming fantasy epic THE GREEN KNIGHT. This just announced fantasy role playing game is available in the A24 store. The well-regarded film release remains 2020 TBA.</i>	TBA	2020	NEW
Ravage (Brainstorm Media) When a nature photographer explains to the Police how she fought her way out of the Watchatoomy Valley, they dismiss her crazed and violent story as a meth-induced nightmare. But when they discover that she's telling the truth, it's too late. Horror.	Limited VOD	8/14/20 8/21/20	NEW
Emperor (Universal) The Story is inspired by the legend of Shields "Emperor" Green, a descendant of African kings turned outlaw slave in the pre-Civil War South. Seeking freedom for his family, Emperor fights his way north, joining the daring raid on Harper's Ferry and helping alter the course of American history.	Select/VOD/ DVD	8/18/20	March
Jazz on a Summer's Day (Kino Lorber/Kino Marquee) Filmed at the 1958 Newport Jazz Festival in Rhode Island and directed by world-renowned photographer, Bert Stern. JAZZ ON A SUMMER'S DAY features intimate performances by an all-star line-up of musical legends.	Drive-Ins/ Virtual/ Streaming/DVD	8/12/20	NEW
Lupin III: The First (GKIDS) The iconic "gentleman thief" Lupin III returns in an action-packed, continent-spanning adventure, as he and his colorful underworld companions race to uncover the secrets of the mysterious Bresson Diary, before it falls into the hands of a dark cabal that will stop at nothing to resurrect the Third Reich. Animation.	TBA	7/12/05	NEW
The Card Counter (Focus Features) A gambler and former soldier who sets out to help a young man seek revenge on a mutual enemy from their past. Drama Thriller.	TBA	2020-21	NEW
The Secret: Dare to Dream (Roadside Attractions) A widow struggling to get by meets a stranger who subscribes to a philosophy of positive thinking. Drama.	Limited/ PVOD	7/31/21	NEW
Witnesses (Purdie Distribution) Four college classmates are hunted by a ruthless drug cartel hitman when they inadvertently record a murder while shooting their student film. Crime Drama.	Limited/ VOD	11/7/20	NEW

MPAA Ratings

Adverse (Black JellyBeans)	R	Strong/bloody violence, language throughout, drug content and brief nudity.
Alone (Lionsgate)	R	Violence, bloody images, some language and partial nudity.
The Boys in the Band (Netflix)	R	Sexual content, language, some graphic nudity and drug use.
Distancia de Rescate (Netflix)	R	Brief sexuality and nudity.
Half Brothers (Focus Features)	PG13	Some violence and strong language.
Honest Thief (Briarcliff Entertainment)	PG13	Strong violence, crude references and brief strong language.
The King's Man (20th Century)	R	Sequences of strong/bloody violence, language, and some sexual material.
Made in Italy (IFC Films)	R	Language
Max Winslow and the House of Secrets (Skipstone Cinema)	PG	Scary situations and peril, language and thematic content.
Over the Moon (Netflix, Inc)	PG	Some thematic elements and mild action
Sea Level 2: Magic Arch (Grindstone Entertainment)	PG	Mild language and action.
The Shadow of Violence (Saban Films LLC)	R	Some strong violence, pervasive language, drug use and brief nudity.
She Dies Tomorrow (NEON)	R	Language, some sexual references, drug use and bloody images.

Notable New Trailers



Title: La Belle Epoque (101 Studios) Latest Trailer

Release Date: 10/2/20

Director: Nicolas Bedos (Mr. & Mrs. Adelman, Also actor and screenwriter)

Starring: Daniel Auteuil, Guillaume Canet, Doria Tillier.

Synopsis: A couple in crisis. He, disillusioned, sees his life upset the day an entrepreneur offers him to plunge back into the time of his choice. *This well reviewed French film is a satisfying, charming and enjoyable film with fine performances.*



Title: Stage Mother (Momentum Pictures) Latest Trailer

Release Date: 8/21/20 (Limited)

Director: Thom Fitzgerald (Splinters, Cloudburst)

Starring: Adrian Grenier, Lucy Liu, Jacki Weaver

Synopsis: A conservative church choir director inherits her late son's San Francisco drag club. Comedy Drama.

Called a splashy, big-hearted "La Cage Aux Folles," production design and costumes provide enough glitz for well-paced film.



Title: The New Mutants (20th Century) Latest Trailer (Comic Con 7/23 virtual)

Release Date: 8/28/20 (Wide)

Director: Josh Boone (The Fault Of In Our Stars, The Stand, also screenwriter, producer)

Starring: Maisie Williams, Anya Taylor-Joy, Charlie Heaton

Synopsis: Five young mutants, just discovering their abilities while held in a secret facility against their will, fight to escape their past sins and save themselves. *An obvious attraction for the 18-34 age group, the trailer plays well to its intended audience.*



Title: The Rental (IFC Films) Latest Trailer

Release Date: 7/24/20 (Limited/VOD)

Director: Dave Franco (Feature film debut, brother of actor James Franco, accomplished writer)

Starring: Dan Stevens, Alison Brie, Sheila Vand

Synopsis: wo couples rent a vacation home for what should be a celebratory weekend get-away. Horror Thriller.

Mixed reviews for this horror film that seems more drama than shudders of horror thrills. Still, actor Dave Franco's directorial debut shows promise for future projects.



Title: Blake Shelton (Encore Drive-In Nights) *You Tube trailer featuring concert coverage.*

Release Date: 7/25/20 (One Night Only)

Director: NA

Starring: Blake Shelton, Gwen Stefani, Trace Adkins

Synopsis: This all-new, one-night-only concert feature was filmed exclusively for drive-in theaters across North America. From the safety of your vehicle, you get a night out to enjoy a cinematic concert experience under the summer sky. Blake Shelton, Gwen Stefani and Trace Adkins). One night only. *Drive In, Rock Out. Tickets are \$114.99 per vehicle (up to six people).*

Recent Screenings

	Screening Date	Release Date
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. <i>Beautiful cinematography forms the backdrop for this widely known story. Cast and screenplay are well matched to create good performances. Overall, this interesting story is worth telling and looks to be moderately commercial.</i>	7/15/20	8/14/20