6-Weeks Out Film Tracking Report

TheQuorum

Date

June 22, 2023

TheQuorum

6-Week Out Film Tracking Report

6/16/23 - 6/22/23

					Unaided Awareness	Awareness Percent aware of the film.					Interest Percent expressing top two box interest in the film.					In A Theater Percent who would watch in a theater vs. at home.					Pay To See Percent who would pay to watch the movie vs. watching for free.					PWP Avg PRICE people WOULD PAY for a ticket.
Film	Date	Dist.	Group	Rating	Rating	All	F<35	F35+	M<35	M35+	All	F<35	F35+	M<35	M35+	All	F<35	F35+	M<35	M35+	All	F<35	F35+	M<35	M35+	Avg. Ticket Price
ASTEROID CITY	6/23/23	FOC	LOW2	13	2	31	24	28	32	42	40	35	30	43	51	39	39	28	42	47	54	56	43	59	60	$7.30
NO HARD FEELINGS	6/23/23	SNY	LOW	R	2	43	49	47	35	41	49	53	51	47	47	43	46	35	50	43	59	60	56	64	57	$7.77
INDIANA JONES AND THE DIAL…	6/30/23	DIS	TENTPOLE	13	8	59	47	64	55	70	54	40	56	50	71	54	45	54	53	65	68	61	68	69	75	$8.80
RUBY GILLMAN: TEENAGE…	6/30/23	UNI	ANI/FAM	PG	0	28	31	27	29	24	31	31	28	33	32	34	33	30	38	36	46	46	39	54	46	$5.53
INSIDIOUS: THE RED DOOR	7/6/23	SNY	HOR	13	2	45	50	43	43	44	49	53	46	49	48	47	50	39	54	44	61	64	49	71	58	$7.97
JOY RIDE	7/6/23	LGF	LOW	R	1	26	31	25	24	24	36	40	36	30	37	31	37	25	31	29	45	48	40	46	43	$5.84
MISSION: IMPOSSIBLE - DEAD…	7/14/23	PAR	TENTPOLE	TBD	3	50	35	55	45	64	47	34	43	47	66	47	37	41	51	57	60	50	51	67	69	$8.53
BARBIE	7/21/23	WB	MEDIUM	13	10	54	69	57	49	43	44	60	37	43	35	44	59	34	42	40	54	70	41	57	48	$7.36
OPPENHEIMER	7/21/23	UNI	MEDIUM	R	3	29	22	22	32	41	46	40	37	48	57	43	39	33	52	49	60	58	50	68	63	$7.72
HAUNTED MANSION	7/28/23	DIS	MEDIUM	13	0	37	35	38	38	36	51	55	51	47	50	46	48	41	46	46	60	62	54	64	61	$7.38
TALK TO ME	7/28/23	A24	HOR	R	0	20	18	16	23	24	41	40	40	42	42	38	39	35	43	36	52	53	46	58	52	$6.17
TEENAGE MUTANT NINJA…	8/2/23	PAR	ANI/FAM	TBD	1	41	41	36	49	41	45	43	33	56	49	46	47	32	54	50	58	58	45	69	59	$7.34
MEG 2: THE TRENCH	8/4/23	WB	MEDIUM	13	0	32	33	29	29	35	42	45	41	42	41	40	44	34	42	41	53	56	45	56	54	$7.23

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Shaded Box = Strongest Demo

Groups

Table A-1.

Group Hierarchy

ANIMATION/FAMILY	ANIMATED AND LIVE-ACTION FILMS TARGETING A FAMILY AUDIENCE
DC/MCU	FILMS FROM THE DC OR MARVEL UNIVERSES
HORROR	HORROR FILMS
TENTPOLE	SEQUELS WITH A BUDGET ABOVE $100M THAT ARE NOT PART OF DC/MCU
MEDIUM BUDGET	FILMS WITH A PRODUCTION BUDGET OVER $50M INCLUDING NON-SEQUELS WITH BUDGET ABOVE $100M
LOW BUDGET	FILMS WITH A PRODUCTION BUDGET BELOW $50M

Groups are in a hierarchy.
A film may belong to multiple groups but will be placed in the one that sits highest in the hierarchy.
For example, SPIDER-MAN: ACROSS THE SPIDER-VERSE qualifies as ANIMATION/FAMILY and DC/MCU, but it is allocated to the ANIMATION/FAMILY group since that group sits higher in the hierarchy. Likewise, HALLOWEEN ENDS is both HORROR and a SEQUEL, but it belongs to the HORROR group since that is higher in the hierarchy.

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Unaided Awareness

Off the top of your head, what upcoming fims are you aware of?
% who have unaided awareness of each film.

Film	Date	Dist.	Group	Rating	Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
BARBIE	7/21/23	WB	MEDIUM	13	8																				
INDIANA JONES AND THE DIAL…	6/30/23	DIS	TENTPOLE	13	6																				
OPPENHEIMER	7/21/23	UNI	MEDIUM	R	3																				
MISSION: IMPOSSIBLE - DEAD…	7/14/23	PAR	TENTPOLE	TBD	2																				
NO HARD FEELINGS	6/23/23	SNY	LOW	R	2																				
INSIDIOUS: THE RED DOOR	7/6/23	SNY	HOR	13	3																				
ASTEROID CITY	6/23/23	FOC	LOW2	13	2																				
CHALLENGERS	9/5/23	MGM	LOW	R	0																				
TEENAGE MUTANT NINJA…	8/2/23	PAR	ANI/FAM	TBD	0																				
THE MARVELS	11/10/23	DIS	DC/MCU	TBD	1																				
BLUE BEETLE	8/18/23	WB	DC/MCU	13	1																				
KRAVEN THE HUNTER	10/6/23	SNY	DC/MCU	TBD	0																				
FIVE NIGHTS AT FREDDY'S	10/27/23	UNI	HORROR	TBD	2																				
JOY RIDE	7/6/23	LGF	LOW	R	1																				

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Asteroid City

6/23/23, Focus, Low

The Box Office Universe

What is the Box Office Universe (BOU)? It is a list of comp titles based on various factors, including the month of release, rating, genre, theater count, etc. The variables used in selecting the BOU can change from film to film. The ones for this film are listed below in red. The BOU provides context o n where the subject film might perform at the high and low end of the box office. It's also helpful in identifying the sweet spot where most of these films perform.

OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
Fruitvale Station	7/26/13	TWC	R	$4.6	$6.0	1064	$16.1
Hell Or High Water	9/2/16	LGF	R	$4.4	$5.4	1303	$27.0
Blue Jasmine	8/23/13	PC	13	$4.0	$5.2	1283	$33.4
The Peanut Butter Falcon	8/30/19	ROA	13	$3.0	$3.4	1249	$20.5
Begin Again	7/18/14	TWC	R	$2.6	$3.4	1302	$16.1
Chef	6/6/14	ORF	R	$2.6	$3.4	1298	$31.4
Brittant Runs A Marathon	9/20/19	AMZ	R	$1.0	$1.1	1033	$7.2

INCLUDES: Summer platforms, opened in 5 or fewer theater. Opening weekend = week of 1,000+ theaters (2013-2022)

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

Low | Low | Low | Low

PROJECTED OPENING WEEKEND
AVERAGE OPENING FOR GROUP: $8.1M
$7M - $9M
Last Week: $3M - $4M

The Tracking

The Quorum surveys 2,000 people weekly and asks them about upcoming film releases. We ask several questions, including:

- Are you aware of the film? (Awareness)
- How interested are you in seeing the film? (Interest).
- Would you want to watch this in a theater or at home? (In A Theater)
- Would you pay to watch this movie or only watch it if it was free? (Would Pay)

The scores below reflect the subject film and a high, medium, and low box office comp. Note, these may not be the same films as those in the BOU.
The average for the group is also included.
This chart shows how the numbers change across the six-week period before release.

Awareness — Percent aware of the film.
Interest — Percent expressing top two box interest in the film.
In A Theater — Percent who would watch in a theater vs. at home.
Pay To See — Percent who would pay to watch the movie vs. watching for free.
PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Asteroid City**	**6/23/23**	**FOC**	**TBD**	**13**	**31**	**24**	**28**	**32**	**42**	**40**	**35**	**30**	**43**	**51**	**39**	**39**	**28**	**42**	**47**	**54**	**56**	**43**	**59**	**60**	**$7.30**
	A Man Called Otto	1/13/23	SNY	$12.8	13	39	29	44	35	48	48	43	51	44	52	47	44	45	51	49	63	61	63	67	63	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	33	29	33	31	39	41	33	43	39	47	41	36	40	48	42	55	50	51	63	55	
	Easter Sunday	8/5/22	UNI	$5.4	13	26	21	34	22	28	36	35	41	34	33	38	34	38	43	37	52	51	50	56	51	
	Group Average (Low):			*$8.1*		*32*	*29*	*33*	*30*	*35*	*44*	*41*	*43*	*43*	*48*	*42*	*40*	*37*	*45*	*44*	*57*	*55*	*50*	*61*	*59*	
7 Days Out	**Asteroid City**	**6/23/23**	**FOC**	**TBD**	**13**	**21**	**18**	**19**	**22**	**23**	**32**	**26**	**29**	**33**	**39**	**33**	**31**	**25**	**40**	**34**	**46**	**44**	**38**	**56**	**47**	**$6.49**
	A Man Called Otto	1/13/23	SNY	$12.8	13	35	26	40	30	43	46	42	51	43	49	46	48	39	50	48	62	64	55	64	62	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	27	22	29	29	29	41	35	43	40	46	38	32	35	46	38	52	47	49	60	53	
	Easter Sunday	8/5/22	UNI	$5.4	13	23	20	28	17	25	37	37	34	39	37	39	41	31	44	42	52	55	44	56	54	
	Group Average (Low):			*$8.1*		*27*	*25*	*27*	*26*	*30*	*43*	*41*	*41*	*43*	*45*	*41*	*40*	*35*	*45*	*43*	*55*	*54*	*49*	*60*	*57*	
14 Days Out	**Asteroid City**	**6/23/23**	**FOC**	**TBD**	**13**	**17**	**15**	**15**	**21**	**19**	**32**	**25**	**28**	**35**	**39**	**32**	**32**	**21**	**40**	**35**	**46**	**46**	**36**	**55**	**47**	**$6.21**
	A Man Called Otto	1/13/23	SNY	$12.8	13	29	24	31	25	35	44	41	49	40	47	46	49	41	45	50	61	64	58	59	64	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	24	21	24	26	25	42	39	40	41	49	38	35	35	41	41	54	49	50	58	58	
	Easter Sunday	8/5/22	UNI	$5.4	13	20	20	23	15	23	36	34	36	37	37	39	39	33	41	43	52	53	46	56	54	
	Group Average (Low):			*$8.1*		*25*	*23*	*24*	*25*	*28*	*43*	*41*	*41*	*43*	*45*	*41*	*41*	*36*	*45*	*43*	*56*	*55*	*50*	*60*	*57*	

21 Days Out	**Asteroid City**	**6/23/23**	**FOC**	**TBD**	**13**	**16**	**14**	**10**	**21**	**18**	**32**	**30**	**29**	**37**	**34**	**36**	**38**	**25**	**46**	**37**	**50**	**49**	**40**	**59**	**50**	**$6.44**
	A Man Called Otto	1/13/23	SNY	$12.8	13	27	22	29	25	32	44	38	50	41	48	46	46	41	47	48	61	61	57	62	62	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	21	17	22	21	22	41	41	38	39	49	38	36	37	38	42	54	49	51	56	57	
	Easter Sunday	8/5/22	UNI	$5.4	13	20	22	18	16	23	36	32	37	36	39	40	40	36	40	44	53	53	48	55	55	
	Group Average (Low):			*$8.1*		*23*	*21*	*22*	*23*	*25*	*42*	*40*	*40*	*42*	*45*	*41*	*40*	*36*	*44*	*43*	*55*	*55*	*49*	*59*	*56*	
28 Days Out	**Asteroid City**	**6/23/23**	**FOC**	**TBD**	**13**	**17**	**14**	**12**	**19**	**21**	**34**	**31**	**28**	**37**	**39**	**38**	**42**	**28**	**44**	**39**	**52**	**52**	**42**	**61**	**52**	**$6.70**
	A Man Called Otto	1/13/23	SNY	$12.8	13	23	20	24	22	28	42	38	43	39	47	42	40	37	44	45	57	54	52	59	61	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	20	16	18	20	23	43	43	41	40	49	40	38	37	42	45	56	52	52	60	61	
	Easter Sunday	8/5/22	UNI	$5.4	13	19	20	15	20	23	37	32	38	38	41	40	41	36	42	42	53	54	48	55	54	
	Group Average (Low):			*$8.1*		*21*	*19*	*19*	*22*	*24*	*41*	*39*	*40*	*41*	*44*	*40*	*39*	*35*	*43*	*42*	*54*	*54*	*49*	*59*	*56*	
35 Days Out	**Asteroid City**	**6/23/23**	**FOC**	**TBD**	**13**	**17**	**16**	**14**	**18**	**21**	**36**	**33**	**32**	**38**	**41**	**41**	**43**	**34**	**48**	**41**	**55**	**53**	**45**	**66**	**56**	**$7.13**
	A Man Called Otto	1/13/23	SNY	$12.8	13	23	20	24	22	28	42	38	43	39	47	42	40	37	44	45	57	54	52	59	61	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	18	13	16	20	21	40	37	41	39	44	41	36	35	48	44	56	50	50	64	60	
	Easter Sunday	8/5/22	UNI	$5.4	13	19	20	15	20	23	37	32	38	38	41	40	41	36	42	42	53	54	48	55	54	
	Group Average (Low):			*$8.1*		*21*	*19*	*19*	*22*	*24*	*42*	*39*	*40*	*41*	*45*	*40*	*39*	*35*	*44*	*43*	*55*	*53*	*49*	*59*	*56*	
42 Days Out	**Asteroid City**	**6/23/23**	**FOC**	**TBD**	**13**	**15**	**13**	**13**	**16**	**17**	**37**	**34**	**34**	**40**	**42**	**41**	**41**	**36**	**46**	**43**	**57**	**54**	**48**	**67**	**59**	**$7.04**
	A Man Called Otto	1/13/23	SNY	$12.8	13	22	17	24	20	25	42	39	46	39	45	44	42	42	47	43	59	57	56	62	59	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	17	12	14	18	22	37	32	39	38	39	35	32	32	40	37	51	45	45	56	56	
	Easter Sunday	8/5/22	UNI	$5.4	13	20	21	14	22	24	39	35	39	37	42	42	44	37	44	44	54	57	47	55	58	
	Group Average (Low):			*$8.1*		*21*	*19*	*18*	*22*	*24*	*42*	*39*	*40*	*41*	*45*	*40*	*39*	*35*	*43*	*42*	*54*	*53*	*49*	*58*	*57*	

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No Hard Feelings

6/23/23, Sony, Low

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The Box Office Universe

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OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
Central Intelligence	6/17/16	WB	13	$35.5	$43.2	3,508	$127.4
Spy	6/5/15	20TH	R	$29.1	$36.3	3,711	$110.8
Yesterday	6/28/19	UNI	13	$17.0	$19.5	2,603	$73.3
Uncle Drew	6/29/18	LGF	13	$15.2	$17.5	2,742	$42.5
Tag	6/15/18	WB	R	$14.9	$17.1	3,382	$54.7
The House	6/30/17	WB	R	$8.7	$10.2	3,134	$25.6
Rough Night	6/16/17	SNY	R	$8.0	$9.4	3,162	$22.1

INCLUDES: June comedies (2015-2022)

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Very High	High	Average	Average

PROJECTED OPENING WEEKEND
AVERAGE OPENING FOR GROUP: $8.1M
$14M - $16M
Last Week: $13M - $15M

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PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**No Hard Feelings**	**6/23/23**	**SNY**	**TBD**	**R**	**43**	**49**	**47**	**35**	**41**	**49**	**53**	**51**	**47**	**47**	**43**	**46**	**35**	**50**	**43**	**59**	**60**	**56**	**64**	**57**	**$7.77**
	Cocaine Bear	2/24/23	UNI	$23.3	R	49	38	47	54	56	53	44	49	58	61	52	49	39	61	57	67	64	58	74	70	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	33	29	33	31	39	41	33	43	39	47	41	36	40	48	42	55	50	51	63	55	
	Bros	9/30/22	UNI	$4.9	R	35	40	36	31	33	36	40	31	40	35	37	40	28	45	35	50	54	40	58	49	
	Group Average (Low):			*$8.1*		*32*	*29*	*33*	*30*	*35*	*44*	*41*	*43*	*43*	*48*	*42*	*40*	*37*	*45*	*44*	*57*	*55*	*50*	*61*	*59*	
7 Days Out	**No Hard Feelings**	**6/23/23**	**SNY**	**TBD**	**R**	**35**	**43**	**34**	**35**	**30**	**45**	**53**	**51**	**40**	**37**	**42**	**48**	**36**	**44**	**38**	**56**	**61**	**51**	**61**	**50**	**$7.41**
	Cocaine Bear	2/24/23	UNI	$23.3	R	44	34	41	49	51	54	52	48	60	58	50	52	43	55	51	63	63	57	68	64	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	27	22	29	29	29	41	35	43	40	46	38	32	35	46	38	52	47	49	60	53	
	Bros	9/30/22	UNI	$4.9	R	28	27	22	31	30	38	39	34	43	35	35	31	26	44	38	49	49	37	58	51	
	Group Average (Low):			*$8.1*		*27*	*25*	*27*	*26*	*30*	*43*	*41*	*41*	*43*	*45*	*41*	*40*	*35*	*45*	*43*	*55*	*54*	*49*	*60*	*57*	
14 Days Out	**No Hard Feelings**	**6/23/23**	**SNY**	**TBD**	**R**	**33**	**41**	**31**	**32**	**27**	**45**	**52**	**51**	**40**	**36**	**41**	**47**	**37**	**43**	**36**	**55**	**62**	**50**	**58**	**48**	**$7.10**
	Cocaine Bear	2/24/23	UNI	$23.3	R	38	29	34	43	45	52	49	46	57	54	47	51	37	53	48	61	63	51	68	63	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	24	21	24	26	25	42	39	40	41	49	38	35	35	41	41	54	49	50	58	58	
	Bros	9/30/22	UNI	$4.9	R	25	25	19	31	26	36	39	32	40	32	34	34	23	41	37	46	50	33	54	49	
	Group Average (Low):			*$8.1*		*25*	*23*	*24*	*25*	*28*	*43*	*41*	*41*	*43*	*45*	*41*	*41*	*36*	*45*	*43*	*56*	*55*	*50*	*60*	*57*	

21 Days Out	**No Hard Feelings**	**6/23/23**	**SNY**	**TBD**	**R**	**27**	**32**	**25**	**26**	**24**	**43**	**48**	**46**	**43**	**37**	**42**	**47**	**37**	**46**	**37**	**57**	**63**	**52**	**63**	**51**	**$7.23**
	Cocaine Bear	2/24/23	UNI	$23.3	R	35	27	27	39	46	52	48	46	55	58	48	50	37	54	54	63	63	52	70	68	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	21	17	22	21	22	41	41	38	39	49	38	36	37	38	42	54	49	51	56	57	
	Bros	9/30/22	UNI	$4.9	R	21	22	18	24	20	36	39	33	37	33	33	38	23	37	32	45	50	36	48	44	
	Group Average (Low):			*$8.1*		*23*	*21*	*22*	*23*	*25*	*42*	*40*	*40*	*42*	*45*	*41*	*40*	*36*	*44*	*43*	*55*	*55*	*49*	*59*	*56*	
28 Days Out	**No Hard Feelings**	**6/23/23**	**SNY**	**TBD**	**R**	**22**	**27**	**21**	**21**	**20**	**43**	**47**	**44**	**41**	**40**	**40**	**42**	**36**	**47**	**36**	**57**	**61**	**52**	**63**	**49**	**$7.12**
	Cocaine Bear	2/24/23	UNI	$23.3	R	32	27	23	34	42	50	42	50	51	55	49	45	41	59	49	64	60	56	76	66	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	20	16	18	20	23	43	43	41	40	49	40	38	37	42	45	56	52	52	60	61	
	Bros	9/30/22	UNI	$4.9	R	19	22	16	22	16	34	40	30	37	31	32	41	25	34	28	43	52	36	46	39	
	Group Average (Low):			*$8.1*		*21*	*19*	*19*	*22*	*24*	*41*	*39*	*40*	*41*	*44*	*40*	*39*	*35*	*43*	*42*	*54*	*54*	*49*	*59*	*56*	
35 Days Out	**No Hard Feelings**	**6/23/23**	**SNY**	**TBD**	**R**	**20**	**22**	**17**	**21**	**20**	**44**	**48**	**45**	**43**	**42**	**43**	**45**	**36**	**54**	**37**	**59**	**63**	**51**	**69**	**52**	**$7.09**
	Cocaine Bear	2/24/23	UNI	$23.3	R	31	25	20	36	42	50	42	53	48	57	50	47	44	59	50	66	59	60	75	67	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	18	13	16	20	21	40	37	41	39	44	41	36	35	48	44	56	50	50	64	60	
	Bros	9/30/22	UNI	$4.9	R	17	21	14	18	14	36	42	32	36	34	33	39	27	34	31	45	52	39	47	41	
	Group Average (Low):			*$8.1*		*21*	*19*	*19*	*22*	*24*	*42*	*39*	*40*	*41*	*45*	*40*	*39*	*35*	*44*	*43*	*55*	*53*	*49*	*59*	*56*	
42 Days Out	**No Hard Feelings**	**6/23/23**	**SNY**	**TBD**	**R**	**20**	**23**	**15**	**22**	**18**	**45**	**51**	**46**	**42**	**42**	**44**	**45**	**36**	**57**	**36**	**60**	**65**	**52**	**71**	**50**	**$6.91**
	Cocaine Bear	2/24/23	UNI	$23.3	R	29	21	23	33	39	50	45	50	48	55	49	45	50	57	43	64	59	64	71	63	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	17	12	14	18	22	37	32	39	38	39	35	32	32	40	37	51	45	45	56	56	
	Bros	9/30/22	UNI	$4.9	R	17	21	14	18	14	36	42	32	36	34	33	39	27	34	31	45	52	39	47	41	
	Group Average (Low):			*$8.1*		*21*	*19*	*18*	*22*	*24*	*42*	*39*	*40*	*41*	*45*	*40*	*39*	*35*	*43*	*42*	*54*	*53*	*49*	*58*	*57*	

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Indiana Jones And The Dial Of Destiny

6/30/23, Disney, Tentpole

TheQuorum

The Box Office Universe

What is the Box Office Universe (BOU)? It is a list of comp titles based on various factors, including the month of release, rating, genre, theater count, etc. The variables used in selecting the BOU can change from film to film. The ones for this film are listed below in red. The BOU provides context o n where the subject film might perform at the high and low end of the box office. It's also helpful in identifying the sweet spot where most of these films perform.
OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
Thor: Love and Thunder	7/8/22	DIS	13	$144.2	$144.2	4,375	$343.3
Spider-Man: Homecoming	7/7/17	SNY	13	$117.0	$137.3	4,348	$334.2
Transformers: Age of Extinction	6/27/14	PAR	13	$100.0	$117.4	4,233	$245.4
Ant-Man and the Wasp	7/6/18	DIS	13	$75.8	$87.1	4,206	$216.6
Dawn of the Planet of the Apes	7/11/14	20TH	13	$72.6	$93.6	3,967	$208.5
F9: The Fast Saga	6/25/21	UNI	13	$70.0	$72.5	4,179	$173.0
War for the Planet of the Apes	7/14/17	20TH	13	$56.3	$68.4	4,022	$146.9
Independence Day: Resurgence	6/24/16	20TH	13	$41.0	$49.9	4,130	$103.1

INCLUDES: Tentpoles sequels released between June 15 - July 15, Friday releases only (2013-2022)

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

Average	Average	Average	High

PROJECTED OPENING WEEKEND:
AVERAGE OPENING FOR GROUP: $81.8M

$60M - $70M

Last Week: $60M - $70M

The Tracking

The Quorum surveys 2,000 people weekly and asks them about upcoming film releases. We ask several questions, including:
- Are you aware of the film? (Awareness)
- How interested are you in seeing the film? (Interest).
- Would you want to watch this in a theater or at home? (In A Theater)
- Would you pay to watch this movie or only watch it if it was free? (Would Pay)

The scores below reflect the subject film and a high, medium, and low box office comp. Note, these may not be the same films as those in the BOU.
The average for the group is also included.
This chart shows how the numbers change across the six-week period before release.

Awareness — Percent aware of the film.
Interest — Percent expressing top two box interest in the film.
In A Theater — Percent who would watch in a theater vs. at home.
Pay To See — Percent who would pay to watch the movie vs. watching for free.
PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Indiana Jones And The Dial…**	**6/30/23**	**DIS**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Fast X	5/19/23	UNI	$68.0	13	62	58	61	64	65	53	50	54	54	54	52	50	48	57	52	65	63	61	70	64	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	62	51	59	66	71	54	43	46	61	65	52	46	43	59	60	63	57	54	69	70	
	No Time To Die	10/8/21	UAR	$55.2	13	50	38	50	50	58	51	39	39	54	66	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*57*	*52*	*55*	*59*	*63*	*54*	*49*	*48*	*56*	*63*	*53*	*49*	*46*	*57*	*58*	*66*	*62*	*58*	*72*	*72*	
7 Days Out	**Indiana Jones And The Dial…**	**6/30/23**	**DIS**	**TBD**	**13**	**59**	**47**	**64**	**55**	**70**	**54**	**40**	**56**	**50**	**71**	**54**	**45**	**54**	**53**	**65**	**68**	**61**	**68**	**69**	**75**	**$8.80**
	Fast X	5/19/23	UNI	$68.0	13	58	58	54	63	57	56	54	52	62	55	56	55	48	65	54	67	65	59	75	69	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	56	49	56	58	61	54	50	49	61	56	50	47	41	59	53	63	60	53	73	64	
	No Time To Die	10/8/21	UAR	$55.2	13	49	38	45	53	57	50	40	38	58	63	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*55*	*51*	*52*	*55*	*61*	*53*	*49*	*46*	*55*	*62*	*51*	*48*	*46*	*52*	*57*	*64*	*62*	*57*	*67*	*70*	
14 Days Out	**Indiana Jones And The Dial…**	**6/30/23**	**DIS**	**TBD**	**13**	**58**	**45**	**65**	**53**	**69**	**54**	**39**	**59**	**48**	**71**	**52**	**41**	**55**	**48**	**66**	**67**	**58**	**70**	**64**	**77**	**$8.42**
	Fast X	5/19/23	UNI	$68.0	13	56	56	56	60	52	55	52	54	60	54	56	55	52	63	53	66	65	61	74	65	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	54	48	49	59	59	55	49	46	63	60	52	48	40	60	58	63	60	52	72	68	
	No Time To Die	10/8/21	UAR	$55.2	13	47	39	45	48	53	50	42	38	59	62	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*53*	*48*	*50*	*55*	*59*	*54*	*49*	*46*	*58*	*62*	*51*	*47*	*46*	*54*	*56*	*65*	*62*	*58*	*70*	*69*	

21 Days Out	**Indiana Jones And The Dial…**	**6/30/23**	**DIS**	**TBD**	**13**	**56**	**44**	**61**	**49**	**70**	**55**	**39**	**58**	**49**	**73**	**51**	**39**	**53**	**48**	**66**	**65**	**54**	**67**	**63**	**78**	**$8.21**
	Fast X	5/19/23	UNI	$68.0	13	56	52	57	58	57	57	53	59	61	58	56	53	54	61	57	68	64	64	74	70	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	50	43	44	57	55	54	51	45	63	58	55	50	42	65	62	66	63	54	76	72	
	No Time To Die	10/8/21	UAR	$55.2	13	46	39	42	48	53	51	40	38	63	64	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*52*	*47*	*49*	*53*	*59*	*53*	*48*	*45*	*59*	*62*	*51*	*47*	*45*	*56*	*55*	*65*	*61*	*56*	*72*	*69*	
28 Days Out	**Indiana Jones And The Dial…**	**6/30/23**	**DIS**	**TBD**	**13**	**50**	**38**	**57**	**43**	**63**	**54**	**38**	**57**	**51**	**71**	**51**	**37**	**52**	**49**	**65**	**65**	**51**	**68**	**65**	**77**	**$8.12**
	Fast X	5/19/23	UNI	$68.0	13	52	48	54	52	55	56	54	58	58	55	55	52	53	60	51	67	64	63	74	62	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	48	44	41	58	50	57	54	47	63	62	57	51	48	66	62	68	63	58	76	71	
	No Time To Die	10/8/21	UAR	$55.2	13	43	35	39	45	52	50	37	36	60	65	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*51*	*45*	*50*	*51*	*58*	*53*	*48*	*46*	*57*	*61*	*51*	*47*	*46*	*56*	*56*	*64*	*59*	*57*	*73*	*68*	
35 Days Out	**Indiana Jones And The Dial…**	**6/30/23**	**DIS**	**TBD**	**13**	**46**	**36**	**49**	**44**	**58**	**56**	**41**	**57**	**55**	**70**	**52**	**43**	**49**	**53**	**64**	**67**	**57**	**64**	**69**	**77**	**$8.26**
	Fast X	5/19/23	UNI	$68.0	13	53	49	51	53	58	57	55	54	59	59	54	50	51	59	53	66	62	61	73	64	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	46	41	38	53	52	57	56	48	65	59	57	52	49	69	60	69	66	59	79	70	
	No Time To Die	10/8/21	UAR	$55.2	13	40	30	35	43	48	49	34	33	58	68	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*50*	*45*	*49*	*50*	*58*	*53*	*47*	*46*	*56*	*63*	*50*	*46*	*44*	*55*	*57*	*64*	*58*	*56*	*70*	*70*	
42 Days Out	**Indiana Jones And The Dial…**	**6/30/23**	**DIS**	**TBD**	**13**	**45**	**34**	**48**	**45**	**55**	**56**	**41**	**57**	**58**	**68**	**53**	**44**	**50**	**56**	**64**	**68**	**58**	**64**	**73**	**76**	**$8.63**
	Fast X	5/19/23	UNI	$68.0	13	49	45	42	56	54	55	58	47	59	54	54	52	46	61	51	65	65	55	73	60	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	45	42	35	53	50	55	51	48	62	62	55	51	51	63	56	67	64	62	75	68	
	No Time To Die	10/8/21	UAR	$55.2	13	37	30	35	38	43	48	32	37	52	66	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*49*	*43*	*47*	*50*	*56*	*53*	*47*	*46*	*55*	*62*	*50*	*46*	*42*	*56*	*56*	*63*	*58*	*54*	*70*	*70*	

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Ruby Gillman: Teenage Kraken

6/30/23, Universal, Animation/Family

The Box Office Universe

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OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
The Emoji Movie	7/28/17	SNY	PG	$24.5	$28.8	4,075	$86.1
DC League of Super-Pets	7/29/22	WB	PG	$23.0	$23.0	4,314	$93.7
Turbo	7/17/13	20TH	PG	$21.3	$27.6	3,806	$83.0
Planes: Fire & Rescue	7/18/14	DIS	PG	$17.5	$22.6	3,826	$59.2
Teen Titans GO! To the…	7/27/18	WB	PG	$10.4	$12.0	3,188	$29.8
Paws of Fury: The Legend of…	7/15/22	PAR	PG	$6.3	$6.3	3,475	$17.8

INCLUDES: July PG non-sequel animated films (2013-2022)

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

Very Low	Very Low	Very Low	Very Low

PROJECTED OPENING WEEKEND:
AVERAGE OPENING FOR GROUP: $47.4M

$4M - $6M

Last Week: $4M - $6M

The Tracking

The Quorum surveys 2,000 people weekly and asks them about upcoming film releases. We ask several questions, including:

- **Are you aware of the film? (Awareness)**
- **How interested are you in seeing the film? (Interest).**
- **Would you want to watch this in a theater or at home? (In A Theater)**
- **Would you pay to watch this movie or only watch it if it was free? (Would Pay)**

The scores below reflect the subject film and a high, medium, and low box office comp. Note, these may not be the same films as those in the BOU.
The average for the group is also included.
This chart shows how the numbers change across the six-week period before release.

Awareness — Percent aware of the film.

Interest — Percent expressing top two box interest in the film.

In A Theater — Percent who would watch in a theater vs. at home.

Pay To See — Percent who would pay to watch the movie vs. watching for free.

PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Ruby Gillman: Teenage…**	**6/30/23**	**UNI**	**TBD**	**PG**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	DC League Of Super Pets	7/29/22	WB	$23.0	PG	58	59	59	58	57	49	48	50	50	46	47	46	42	53	46	60	61	55	67	57	
	Strange World	11/23/22	DIS	$12.2	PG	35	38	31	41	31	44	44	40	46	44	45	45	36	51	46	59	60	53	66	59	
	Ron's Gone Wrong	10/22/21	20TH	$7.3	PG	26	31	24	34	23	42	34	27	44	58	31	23	15	38	45	47	40	25	60	63	
	Group Average (Ani/Fam):			*$47.4*		*52*	*55*	*50*	*55*	*48*	*48*	*49*	*43*	*51*	*49*	*46*	*48*	*38*	*51*	*46*	*60*	*62*	*50*	*67*	*59*	
7 Days Out	**Ruby Gillman: Teenage…**	**6/30/23**	**UNI**	**TBD**	**PG**	**28**	**31**	**27**	**29**	**24**	**31**	**31**	**28**	**33**	**32**	**34**	**33**	**30**	**38**	**36**	**46**	**46**	**39**	**54**	**46**	**$5.53**
	DC League Of Super Pets	7/29/22	WB	$23.0	PG	54	51	54	58	52	48	45	47	50	50	47	48	37	52	49	61	62	55	65	63	
	Strange World	11/23/22	DIS	$12.2	PG	32	34	32	36	28	43	43	39	42	50	45	45	37	47	49	59	61	54	62	61	
	Ron's Gone Wrong	10/22/21	20TH	$7.3	PG	24	26	18	36	24	43	37	31	48	56	30	22	17	39	41	45	40	26	60	58	
	Group Average (Ani/Fam):			*$47.4*		*46*	*48*	*43*	*50*	*43*	*48*	*49*	*43*	*50*	*49*	*46*	*47*	*38*	*51*	*47*	*59*	*61*	*50*	*65*	*60*	
14 Days Out	**Ruby Gillman: Teenage…**	**6/30/23**	**UNI**	**TBD**	**PG**	**24**	**26**	**24**	**27**	**21**	**30**	**30**	**30**	**32**	**28**	**31**	**29**	**27**	**35**	**34**	**44**	**45**	**38**	**47**	**44**	**$5.33**
	DC League Of Super Pets	7/29/22	WB	$23.0	PG	50	51	47	53	51	47	43	46	49	49	46	45	37	53	50	61	59	55	67	64	
	Strange World	11/23/22	DIS	$12.2	PG	32	34	32	36	28	43	43	39	42	50	45	45	37	47	49	59	61	54	62	61	
	Ron's Gone Wrong	10/22/21	20TH	$7.3	PG	21	20	16	31	21	40	36	28	45	52	27	22	18	36	35	44	38	28	59	54	
	Group Average (Ani/Fam):			*$47.4*		*44*	*46*	*40*	*48*	*42*	*47*	*48*	*42*	*50*	*48*	*45*	*45*	*37*	*52*	*45*	*58*	*59*	*49*	*66*	*58*	

21 Days Out	**Ruby Gillman: Teenage…**	**6/30/23**	**UNI**	**TBD**	**PG**	**22**	**25**	**20**	**26**	**20**	**31**	**32**	**31**	**32**	**30**	**33**	**32**	**27**	**37**	**36**	**45**	**45**	**39**	**49**	**47**	**$5.57**
	DC League Of Super Pets	7/29/22	WB	$23.0	PG	45	47	43	46	44	47	42	44	49	51	46	44	35	53	51	61	58	53	69	65	
	Strange World	11/23/22	DIS	$12.2	PG	27	29	26	27	25	43	41	38	42	51	42	42	35	47	47	59	60	52	62	60	
	Ron's Gone Wrong	10/22/21	20TH	$7.3	PG	21	20	16	31	21	40	36	28	45	52	27	22	18	36	35	44	38	28	59	54	
	Group Average (Ani/Fam):			*$47.4*		*41*	*44*	*38*	*46*	*39*	*46*	*47*	*40*	*51*	*47*	*43*	*44*	*34*	*52*	*43*	*57*	*59*	*47*	*67*	*57*	
28 Days Out	**Ruby Gillman: Teenage…**	**6/30/23**	**UNI**	**TBD**	**PG**	**19**	**24**	**18**	**20**	**15**	**30**	**32**	**29**	**32**	**27**	**31**	**30**	**25**	**37**	**32**	**43**	**43**	**36**	**51**	**43**	**$5.69**
	DC League Of Super Pets	7/29/22	WB	$23.0	PG	40	42	37	41	39	45	41	44	47	50	46	44	42	52	49	62	57	58	70	65	
	Strange World	11/23/22	DIS	$12.2	PG	26	27	22	29	26	42	43	34	44	47	42	41	33	48	46	58	61	48	63	61	
	Ron's Gone Wrong	10/22/21	20TH	$7.3	PG	18	17	11	27	19	39	37	27	44	48	25	19	16	35	32	41	36	27	55	49	
	Group Average (Ani/Fam):			*$47.4*		*40*	*42*	*34*	*44*	*38*	*45*	*47*	*39*	*47*	*47*	*42*	*44*	*34*	*48*	*43*	*56*	*58*	*47*	*63*	*57*	
35 Days Out	**Ruby Gillman: Teenage…**	**6/30/23**	**UNI**	**TBD**	**PG**	**18**	**23**	**14**	**20**	**15**	**32**	**35**	**28**	**37**	**27**	**35**	**36**	**27**	**42**	**35**	**47**	**48**	**38**	**57**	**45**	**$6.15**
	DC League Of Super Pets	7/29/22	WB	$23.0	PG	39	39	37	43	39	47	44	43	49	51	47	44	44	53	46	62	58	59	70	62	
	Strange World	11/23/22	DIS	$12.2	PG	25	25	20	28	27	41	40	35	44	44	41	42	32	47	44	57	59	44	62	61	
	Ron's Gone Wrong	10/22/21	20TH	$7.3	PG	18	17	11	27	19	39	37	27	44	48	25	19	16	35	32	41	36	27	55	49	
	Group Average (Ani/Fam):			*$47.4*		*38*	*41*	*34*	*42*	*37*	*45*	*47*	*39*	*48*	*47*	*42*	*43*	*33*	*48*	*42*	*56*	*58*	*46*	*63*	*57*	
42 Days Out	**Ruby Gillman: Teenage…**	**6/30/23**	**UNI**	**TBD**	**PG**	**18**	**22**	**14**	**19**	**15**	**32**	**34**	**29**	**39**	**26**	**36**	**37**	**28**	**43**	**35**	**48**	**50**	**38**	**59**	**45**	**$6.17**
	DC League Of Super Pets	7/29/22	WB	$23.0	PG	39	39	37	43	39	47	44	43	49	51	47	44	44	53	46	62	58	59	70	62	
	Strange World	11/23/22	DIS	$12.2	PG	24	24	19	30	24	40	41	32	42	44	41	44	31	47	41	55	59	42	63	57	
	Ron's Gone Wrong	10/22/21	20TH	$7.3	PG	16	16	10	24	17	37	34	22	46	47	24	17	14	36	31	38	33	23	55	47	
	Group Average (Ani/Fam):			*$47.4*		*37*	*39*	*33*	*40*	*36*	*45*	*47*	*37*	*47*	*47*	*41*	*42*	*33*	*47*	*43*	*55*	*57*	*45*	*62*	*58*	

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6/22/23

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Insidious: The Red Door

7/7/23, Sony, Horror

The Box Office Universe

What is the Box Office Universe (BOU)? It is a list of comp titles based on various factors, including the month of release, rating, genre, theater count, etc. The variables used in selecting the BOU can change from film to film. The ones for this film are listed below in red. The BOU provides context o n where the subject film might perform at the high and low end of the box office. It's also helpful in identifying the sweet spot where most of these films perform.

OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
The Conjuring 2	6/10/16	WB	R	$40.4	$49.2	3,343	$102.5
The Purge: Election Year	7/1/16	UNI	R	$31.5	$38.3	2,796	$79.2
The Purge: Anarchy	7/18/14	UNI	R	$29.8	$38.4	2,805	$72.0
The Conjuring: The Devil Made M	6/4/21	WB	R	$24.1	$25.0	3,102	$65.6
Insidious: Chapter 3	6/5/15	FOC	13	$22.7	$28.4	3,002	$52.2
Annabelle Comes Home	6/26/19	WB	R	$20.3	$23.3	3,613	$74.2
The First Purge	7/4/18	UNI	R	$17.4	$20.0	3,031	$69.5
The Forever Purge	7/2/21	UNI	R	$12.6	$13.0	3,051	$44.5
Escape Room: Tournament of Ch	7/16/21	SNY	13	$8.8	$9.1	2,815	$25.3

INCLUDES: June or July horror sequels (2013-2022)

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

Very High	High	High	High

PROJECTED OPENING WEEKEND:
AVERAGE OPENING FOR GROUP: $16.7M

$22M - $27M

Last Week: $25M - $30M

The Tracking

The Quorum surveys 2,000 people weekly and asks them about upcoming film releases. We ask several questions, including:

- **Are you aware of the film? (Awareness)**
- **How interested are you in seeing the film? (Interest).**
- **Would you want to watch this in a theater or at home? (In A Theater)**
- **Would you pay to watch this movie or only watch it if it was free? (Would Pay)**

The scores below reflect the subject film and a high, medium, and low box office comp. Note, these may not be the same films as those in the BOU.
The average for the group is also included.
This chart shows how the numbers change across the six-week period before release.

Awareness — Percent aware of the film.
Interest — Percent expressing top two box interest in the film.
In A Theater — Percent who would watch in a theater vs. at home.
Pay To See — Percent who would pay to watch the movie vs. watching for free.
PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Insidious: The Red Door**	**7/6/23**	**SNY**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Scream VI	3/10/23	PAR	$44.4	R	64	68	59	69	60	54	60	48	58	50	54	57	42	56	49	67	73	54	69	60	
	M3gan	1/6/23	UNI	$30.4	13	50	60	48	49	45	56	57	54	55	55	52	56	45	56	51	67	72	58	72	67	
	Evil Dead Rise	4/21/23	WB	$24.5	R	41	43	34	45	43	51	52	47	52	52	52	56	44	58	52	64	67	55	72	63	
	Group Average (Horror):			*$16.7*		*36*	*38*	*32*	*37*	*35*	*47*	*49*	*44*	*47*	*49*	*46*	*48*	*38*	*50*	*46*	*59*	*62*	*51*	*65*	*60*	
7 Days Out	**Insidious: The Red Door**	**7/6/23**	**SNY**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Scream VI	3/10/23	PAR	$44.4	R	60	58	60	66	56	57	58	52	60	57	55	58	47	57	57	68	69	60	72	70	
	M3gan	1/6/23	UNI	$30.4	13	46	58	41	44	42	54	56	53	50	56	50	51	48	50	51	65	68	62	64	65	
	Evil Dead Rise	4/21/23	WB	$24.5	R	35	41	23	46	30	47	51	38	51	50	49	50	35	58	46	61	62	47	69	57	
	Group Average (Horror):			*$16.7*		*31*	*33*	*26*	*33*	*31*	*46*	*47*	*42*	*46*	*48*	*44*	*45*	*36*	*48*	*46*	*58*	*60*	*49*	*63*	*59*	
14 Days Out	**Insidious: The Red Door**	**7/6/23**	**SNY**	**TBD**	**13**	**45**	**50**	**43**	**43**	**44**	**49**	**53**	**46**	**49**	**48**	**47**	**50**	**39**	**54**	**44**	**61**	**64**	**49**	**71**	**58**	**$7.97**
	Scream VI	3/10/23	PAR	$44.4	R	56	59	54	59	53	57	57	52	61	58	54	56	47	57	54	68	67	62	74	69	
	M3gan	1/6/23	UNI	$30.4	13	40	54	39	34	33	52	56	55	44	53	50	56	43	53	50	66	72	57	68	65	
	Evil Dead Rise	4/21/23	WB	$24.5	R	33	35	21	49	30	47	49	38	55	46	48	49	36	58	43	59	58	48	70	53	
	Group Average (Horror):			*$16.7*		*28*	*30*	*24*	*31*	*29*	*46*	*47*	*41*	*46*	*48*	*44*	*45*	*36*	*49*	*45*	*58*	*60*	*49*	*65*	*60*	

21 Days Out	**Insidious: The Red Door**	**7/6/23**	**SNY**	**TBD**	**13**	**44**	**51**	**39**	**43**	**41**	**49**	**54**	**45**	**48**	**49**	**46**	**51**	**40**	**51**	**43**	**59**	**65**	**51**	**66**	**56**	**$7.86**
	Scream VI	3/10/23	PAR	$44.4	R	56	60	51	56	55	57	56	51	63	59	55	56	49	58	56	68	67	61	74	71	
	M3gan	1/6/23	UNI	$30.4	13	38	48	36	35	31	51	53	54	44	52	49	54	42	49	52	64	68	56	66	66	
	Evil Dead Rise	4/21/23	WB	$24.5	R	30	31	21	43	28	49	50	40	57	49	49	50	38	61	48	62	62	52	75	59	
	Group Average (Horror):			*$16.7*		*27*	*28*	*22*	*29*	*27*	*45*	*46*	*40*	*45*	*48*	*43*	*44*	*35*	*48*	*45*	*58*	*58*	*49*	*64*	*60*	
28 Days Out	**Insidious: The Red Door**	**7/6/23**	**SNY**	**TBD**	**13**	**41**	**51**	**32**	**45**	**36**	**48**	**53**	**41**	**51**	**48**	**46**	**52**	**38**	**50**	**43**	**58**	**64**	**48**	**65**	**54**	**$7.63**
	Scream VI	3/10/23	PAR	$44.4	R	56	61	53	56	56	57	53	53	60	60	54	53	48	58	58	68	66	59	75	72	
	M3gan	1/6/23	UNI	$30.4	13	35	47	30	34	28	52	49	52	52	54	48	49	40	48	53	62	63	54	66	66	
	Evil Dead Rise	4/21/23	WB	$24.5	R	32	29	24	43	34	48	49	41	52	50	48	48	37	57	50	61	61	50	71	62	
	Group Average (Horror):			*$16.7*		*26*	*27*	*21*	*28*	*26*	*44*	*45*	*40*	*45*	*48*	*43*	*43*	*35*	*47*	*45*	*57*	*57*	*48*	*63*	*60*	
35 Days Out	**Insidious: The Red Door**	**7/6/23**	**SNY**	**TBD**	**13**	**40**	**48**	**34**	**44**	**36**	**50**	**54**	**45**	**55**	**47**	**48**	**52**	**41**	**56**	**43**	**60**	**64**	**53**	**68**	**55**	**$8.15**
	Scream VI	3/10/23	PAR	$44.4	R	56	60	53	59	53	56	53	55	59	56	56	56	49	62	56	69	67	59	79	69	
	M3gan	1/6/23	UNI	$30.4	13	35	46	27	36	30	51	47	48	56	52	46	46	39	48	50	60	60	52	64	63	
	Evil Dead Rise	4/21/23	WB	$24.5	R	30	31	24	33	34	48	48	40	49	54	48	45	38	53	55	62	62	54	68	66	
	Group Average (Horror):			*$16.7*		*24*	*26*	*20*	*27*	*25*	*43*	*43*	*40*	*44*	*47*	*42*	*42*	*35*	*46*	*44*	*56*	*56*	*48*	*62*	*59*	
42 Days Out	**Insidious: The Red Door**	**7/6/23**	**SNY**	**TBD**	**13**	**38**	**42**	**35**	**40**	**34**	**50**	**52**	**46**	**55**	**48**	**47**	**48**	**41**	**53**	**44**	**60**	**60**	**55**	**65**	**57**	**$7.94**
	Scream VI	3/10/23	PAR	$44.4	R	54	56	51	59	50	55	53	56	55	57	56	57	52	61	55	69	67	62	75	70	
	M3gan	1/6/23	UNI	$30.4	13	35	46	27	36	30	51	47	48	56	52	46	46	39	48	50	60	60	52	64	63	
	Evil Dead Rise	4/21/23	WB	$24.5	R	33	35	24	35	37	47	46	41	46	56	47	45	35	50	57	61	61	52	66	67	
	Group Average (Horror):			*$16.7*		*24*	*26*	*19*	*26*	*24*	*43*	*43*	*40*	*43*	*46*	*41*	*41*	*34*	*46*	*43*	*55*	*55*	*48*	*61*	*57*	

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Joy Ride

7/7/23, Lionsgate, Low

The Box Office Universe

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OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
Girls Trip	7/21/17	UNI	R	$31.2	$36.6	2,591	$115.2
Trainwreck	7/17/15	UNI	R	$30.1	$37.6	3,158	$110.2
Bad Moms	7/29/16	STX	R	$23.8	$29.0	3,215	$113.3
Tammy	7/2/14	WB	R	$21.6	$27.8	3,465	$84.5
Mike and Dave Need Wedding…	7/8/16	20TH	R	$16.6	$20.2	2,982	$46.0
Sex Tape	7/18/14	SNY	R	$14.6	$18.8	3,062	$38.5
Stuber	7/12/19	20TH	R	$8.2	$9.4	3,050	$22.4

INCLUDES: July R-rated comedies (2014-2022)

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

Average	Very Low	Very Low	Very Low

PROJECTED OPENING WEEKEND
AVERAGE OPENING FOR GROUP: $8.1M

$5M - $7M

Last Week: $5M- $7M

The Tracking

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- Are you aware of the film? (Awareness)
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In A Theater — Percent who would watch in a theater vs. at home.

Pay To See — Percent who would pay to watch the movie vs. watching for free.

PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Joy Ride**	**7/6/23**	**LGF**	**TBD**	**R**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Cocaine Bear	2/24/23	UNI	$23.3	R	49	38	47	54	56	53	44	49	58	61	52	49	39	61	57	67	64	58	74	70	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	33	29	33	31	39	41	33	43	39	47	41	36	40	48	42	55	50	51	63	55	
	Bros	9/30/22	UNI	$4.9	R	35	40	36	31	33	36	40	31	40	35	37	40	28	45	35	50	54	40	58	49	
	Group Average (Low):			*$8.1*		*32*	*29*	*33*	*30*	*35*	*44*	*41*	*43*	*43*	*48*	*42*	*40*	*37*	*45*	*44*	*57*	*55*	*50*	*61*	*59*	
7 Days Out	**Joy Ride**	**7/6/23**	**LGF**	**TBD**	**R**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Cocaine Bear	2/24/23	UNI	$23.3	R	44	34	41	49	51	54	52	48	60	58	50	52	43	55	51	63	63	57	68	64	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	27	22	29	29	29	41	35	43	40	46	38	32	35	46	38	52	47	49	60	53	
	Bros	9/30/22	UNI	$4.9	R	28	27	22	31	30	38	39	34	43	35	35	31	26	44	38	49	49	37	58	51	
	Group Average (Low):			*$8.1*		*27*	*25*	*27*	*26*	*30*	*43*	*41*	*41*	*43*	*45*	*41*	*40*	*35*	*45*	*43*	*55*	*54*	*49*	*60*	*57*	
14 Days Out	**Joy Ride**	**7/6/23**	**LGF**	**TBD**	**R**	**26**	**31**	**25**	**24**	**24**	**36**	**40**	**36**	**30**	**37**	**31**	**37**	**25**	**31**	**29**	**45**	**48**	**40**	**46**	**43**	**$5.84**
	Cocaine Bear	2/24/23	UNI	$23.3	R	38	29	34	43	45	52	49	46	57	54	47	51	37	53	48	61	63	51	68	63	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	24	21	24	26	25	42	39	40	41	49	38	35	35	41	41	54	49	50	58	58	
	Bros	9/30/22	UNI	$4.9	R	25	25	19	31	26	36	39	32	40	32	34	34	23	41	37	46	50	33	54	49	
	Group Average (Low):			*$8.1*		*25*	*23*	*24*	*25*	*28*	*43*	*41*	*41*	*43*	*45*	*41*	*41*	*36*	*45*	*43*	*56*	*55*	*50*	*60*	*57*	

21 Days Out	**Joy Ride**	**7/6/23**	**LGF**	**TBD**	**R**	**22**	**26**	**23**	**21**	**20**	**34**	**36**	**39**	**29**	**34**	**32**	**38**	**30**	**34**	**26**	**45**	**49**	**43**	**45**	**43**	**$6.22**
	Cocaine Bear	2/24/23	UNI	$23.3	R	35	27	27	39	46	52	48	46	55	58	48	50	37	54	54	63	63	52	70	68	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	21	17	22	21	22	41	41	38	39	49	38	36	37	38	42	54	49	51	56	57	
	Bros	9/30/22	UNI	$4.9	R	21	22	18	24	20	36	39	33	37	33	33	38	23	37	32	45	50	36	48	44	
	Group Average (Low):			*$8.1*		*23*	*21*	*22*	*23*	*25*	*42*	*40*	*40*	*42*	*45*	*41*	*40*	*36*	*44*	*43*	*55*	*55*	*49*	*59*	*56*	
28 Days Out	**Joy Ride**	**7/6/23**	**LGF**	**TBD**	**R**	**21**	**21**	**22**	**21**	**21**	**37**	**39**	**41**	**34**	**35**	**35**	**40**	**32**	**38**	**30**	**50**	**53**	**47**	**52**	**47**	**$6.60**
	Cocaine Bear	2/24/23	UNI	$23.3	R	32	27	23	34	42	50	42	50	51	55	49	45	41	59	49	64	60	56	76	66	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	20	16	18	20	23	43	43	41	40	49	40	38	37	42	45	56	52	52	60	61	
	Bros	9/30/22	UNI	$4.9	R	19	22	16	22	16	34	40	30	37	31	32	41	25	34	28	43	52	36	46	39	
	Group Average (Low):			*$8.1*		*21*	*19*	*19*	*22*	*24*	*41*	*39*	*40*	*41*	*44*	*40*	*39*	*35*	*43*	*42*	*54*	*54*	*49*	*59*	*56*	
35 Days Out	**Joy Ride**	**7/6/23**	**LGF**	**TBD**	**R**	**21**	**21**	**20**	**20**	**22**	**39**	**41**	**42**	**39**	**34**	**39**	**42**	**35**	**46**	**32**	**54**	**57**	**48**	**59**	**50**	**$6.64**
	Cocaine Bear	2/24/23	UNI	$23.3	R	31	25	20	36	42	50	42	53	48	57	50	47	44	59	50	66	59	60	75	67	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	18	13	16	20	21	40	37	41	39	44	41	36	35	48	44	56	50	50	64	60	
	Bros	9/30/22	UNI	$4.9	R	17	21	14	18	14	36	42	32	36	34	33	39	27	34	31	45	52	39	47	41	
	Group Average (Low):			*$8.1*		*21*	*19*	*19*	*22*	*24*	*42*	*39*	*40*	*41*	*45*	*40*	*39*	*35*	*44*	*43*	*55*	*53*	*49*	*59*	*56*	
42 Days Out	**Joy Ride**	**7/6/23**	**LGF**	**TBD**	**R**	**21**	**21**	**17**	**22**	**23**	**40**	**44**	**39**	**44**	**33**	**39**	**41**	**32**	**49**	**33**	**53**	**57**	**46**	**61**	**47**	**$6.79**
	Cocaine Bear	2/24/23	UNI	$23.3	R	29	21	23	33	39	50	45	50	48	55	49	45	50	57	43	64	59	64	71	63	
	Unbearable Weight Of…	4/22/22	LGF	$7.1	R	17	12	14	18	22	37	32	39	38	39	35	32	32	40	37	51	45	45	56	56	
	Bros	9/30/22	UNI	$4.9	R	17	21	14	18	14	36	42	32	36	34	33	39	27	34	31	45	52	39	47	41	
	Group Average (Low):			*$8.1*		*21*	*19*	*18*	*22*	*24*	*42*	*39*	*40*	*41*	*45*	*40*	*39*	*35*	*43*	*42*	*54*	*53*	*49*	*58*	*57*	

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Mission: Impossible - Dead Reckoning, Part One

7/14/23, Paramount, Tentpole

TheQuorum

The Box Office Universe

What is the Box Office Universe (BOU)? It is a list of comp titles based on various factors, including the month of release, rating, genre, theater count, etc. The variables used in selecting the BOU can change from film to film. The ones for this film are listed below in red. The BOU provides context o n where the subject film might perform at the high and low end of the box office. It's also helpful in identifying the sweet spot where most of these films perform.
OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
Dawn of the Planet of the Apes	7/11/14	20TH	13	$72.6	$93.6	3,967	$208.5
Mission: Impossible - Fallout	7/27/18	PAR	13	$61.2	$70.4	4,386	$220.2
Star Trek Beyond	7/22/16	PAR	13	$59.3	$72.2	3,928	$158.8
Jason Bourne	7/29/16	UNI	13	$59.2	$72.1	4,026	$162.4
War for the Planet of the Apes	7/14/17	20TH	13	$56.3	$66.1	4,022	$146.9
Mission: Impossible - Rogue…	7/31/15	PAR	13	$55.5	$69.3	3,956	$195.0
The Wolverine	7/26/13	20TH	13	$53.1	$68.8	3,924	$132.6
Terminator Genisys	7/1/15	PAR	13	$27.0	$33.7	3,758	$89.8

INCLUDES: July tentpoles sequels (2013-2022)

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

Average	Low	Low	Low

PROJECTED OPENING WEEKEND:
AVERAGE OPENING FOR GROUP: $81.8M
$50M - $60M (FSS)
Last Week: $50M - $60M

The Tracking

The Quorum surveys 2,000 people weekly and asks them about upcoming film releases. We ask several questions, including:
- Are you aware of the film? (Awareness)
- How interested are you in seeing the film? (Interest).
- Would you want to watch this in a theater or at home? (In A Theater)
- Would you pay to watch this movie or only watch it if it was free? (Would Pay)

The scores below reflect the subject film and a high, medium, and low box office comp. Note, these may not be the same films as those in the BOU.
The average for the group is also included.
This chart shows how the numbers change across the six-week period before release.

Awareness — Percent aware of the film.
Interest — Percent expressing top two box interest in the film.
In A Theater — Percent who would watch in a theater vs. at home.
Pay To See — Percent who would pay to watch the movie vs. watching for free.
PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Mission: Impossible - Dead…**	**7/14/23**	**PAR**	**TBD**	**TBD**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Fast X	5/19/23	UNI	$68.0	13	62	58	61	64	65	53	50	54	54	54	52	50	48	57	52	65	63	61	70	64	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	62	51	59	66	71	54	43	46	61	65	52	46	43	59	60	63	57	54	69	70	
	No Time To Die	10/8/21	UAR	$55.2	13	50	38	50	50	58	51	39	39	54	66	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*57*	*52*	*55*	*59*	*63*	*54*	*49*	*48*	*56*	*63*	*53*	*49*	*46*	*57*	*58*	*66*	*62*	*58*	*72*	*72*	
7 Days Out	**Mission: Impossible - Dead…**	**7/14/23**	**PAR**	**TBD**	**TBD**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Fast X	5/19/23	UNI	$68.0	13	58	58	54	63	57	56	54	52	62	55	56	55	48	65	54	67	65	59	75	69	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	56	49	56	58	61	54	50	49	61	56	50	47	41	59	53	63	60	53	73	64	
	No Time To Die	10/8/21	UAR	$55.2	13	49	38	45	53	57	50	40	38	58	63	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*55*	*51*	*52*	*55*	*61*	*53*	*49*	*46*	*55*	*62*	*51*	*48*	*46*	*52*	*57*	*64*	*62*	*57*	*67*	*70*	
14 Days Out	**Mission: Impossible - Dead…**	**7/14/23**	**PAR**	**TBD**	**TBD**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Fast X	5/19/23	UNI	$68.0	13	56	56	56	60	52	55	52	54	60	54	56	55	52	63	53	66	65	61	74	65	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	54	48	49	59	59	55	49	46	63	60	52	48	40	60	58	63	60	52	72	68	
	No Time To Die	10/8/21	UAR	$55.2	13	47	39	45	48	53	50	42	38	59	62	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*53*	*48*	*50*	*55*	*59*	*54*	*49*	*46*	*58*	*62*	*51*	*47*	*46*	*54*	*56*	*65*	*62*	*58*	*70*	*69*	

21 Days Out	**Mission: Impossible - Dead…**	**7/14/23**	**PAR**	**TBD**	**TBD**	**50**	**35**	**55**	**45**	**64**	**47**	**34**	**43**	**47**	**66**	**47**	**37**	**41**	**51**	**57**	**60**	**50**	**51**	**67**	**69**	**$8.53**
	Fast X	5/19/23	UNI	$68.0	13	56	52	57	58	57	57	53	59	61	58	56	53	54	61	57	68	64	64	74	70	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	50	43	44	57	55	54	51	45	63	58	55	50	42	65	62	66	63	54	76	72	
	No Time To Die	10/8/21	UAR	$55.2	13	46	39	42	48	53	51	40	38	63	64	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*52*	*47*	*49*	*53*	*59*	*53*	*48*	*45*	*59*	*62*	*51*	*47*	*45*	*56*	*55*	*65*	*61*	*56*	*72*	*69*	
28 Days Out	**Mission: Impossible - Dead…**	**7/14/23**	**PAR**	**TBD**	**TBD**	**48**	**33**	**56**	**41**	**61**	**47**	**29**	**46**	**47**	**68**	**46**	**33**	**43**	**49**	**57**	**57**	**44**	**53**	**62**	**68**	**$8.12**
	Fast X	5/19/23	UNI	$68.0	13	52	48	54	52	55	56	54	58	58	55	55	52	53	60	51	67	64	63	74	62	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	48	44	41	58	50	57	54	47	63	62	57	51	48	66	62	68	63	58	76	71	
	No Time To Die	10/8/21	UAR	$55.2	13	43	35	39	45	52	50	37	36	60	65	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*51*	*45*	*50*	*51*	*58*	*53*	*48*	*46*	*57*	*61*	*51*	*47*	*46*	*56*	*56*	*64*	*59*	*57*	*73*	*68*	
35 Days Out	**Mission: Impossible - Dead…**	**7/14/23**	**PAR**	**TBD**	**TBD**	**51**	**34**	**55**	**49**	**65**	**49**	**29**	**46**	**51**	**68**	**46**	**32**	**41**	**51**	**59**	**59**	**46**	**54**	**65**	**70**	**$8.17**
	Fast X	5/19/23	UNI	$68.0	13	53	49	51	53	58	57	55	54	59	59	54	50	51	59	53	66	62	61	73	64	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	46	41	38	53	52	57	56	48	65	59	57	52	49	69	60	69	66	59	79	70	
	No Time To Die	10/8/21	UAR	$55.2	13	40	30	35	43	48	49	34	33	58	68	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*50*	*45*	*49*	*50*	*58*	*53*	*47*	*46*	*56*	*63*	*50*	*46*	*44*	*55*	*57*	*64*	*58*	*56*	*70*	*70*	
42 Days Out	**Mission: Impossible - Dead…**	**7/14/23**	**PAR**	**TBD**	**TBD**	**46**	**31**	**50**	**45**	**60**	**51**	**32**	**50**	**53**	**67**	**47**	**33**	**44**	**51**	**60**	**61**	**47**	**59**	**65**	**72**	**$7.95**
	Fast X	5/19/23	UNI	$68.0	13	49	45	42	56	54	55	58	47	59	54	54	52	46	61	51	65	65	55	73	60	
	Transformers: Rise Of The…	6/9/23	PAR	$61.0	13	45	42	35	53	50	55	51	48	62	62	55	51	51	63	56	67	64	62	75	68	
	No Time To Die	10/8/21	UAR	$55.2	13	37	30	35	38	43	48	32	37	52	66	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*49*	*43*	*47*	*50*	*56*	*53*	*47*	*46*	*55*	*62*	*50*	*46*	*42*	*56*	*56*	*63*	*58*	*54*	*70*	*70*	

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Barbie

7/21/23, Warner Bros., Medium

TheQuorum

The Box Office Universe

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OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
Sex And The City	5/30/08	WB	R	$57.0	$83.6	3,720	$188.0
Ghostbusters	7/15/16	SNY	13	$46.0	$56.0	3,785	$123.3
Oceans Eight	6/8/18	WB	13	$41.6	$47.8	3,659	$142.5
Hairspray	7/20/07	NL	PG	$27.8	$42.5	3,595	$72.7
Mamma Mia!	6/18/08	UNI	13	$27.8	$40.8	3,904	$89.3
The Devil Wears Prada	6/30/06	20TH	13	$27.5	$44.3	3,275	$101.8
Eat Pray Love	8/13/10	SNY	13	$23.1	$30.8	3,553	$41.2

INCLUDES: Summer event films based on known IP targeting a primarily female audience

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

Very High | Average | High | Low

PROJECTED OPENING WEEKEND:
AVERAGE OPENING FOR GROUP: $21.5M

$50M - $60M

Last Week: $45M - $55M

The Tracking

The Quorum surveys 2,000 people weekly and asks them about upcoming film releases. We ask several questions, including:
- Are you aware of the film? (Awareness)
- How interested are you in seeing the film? (Interest).
- Would you want to watch this in a theater or at home? (In A Theater)
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Interest — Percent expressing top two box interest in the film.
In A Theater — Percent who would watch in a theater vs. at home.
Pay To See — Percent who would pay to watch the movie vs. watching for free.
PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Barbie**	**7/21/23**	**WB**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	The Little Mermaid	5/26/23	DIS	$95.6	PG	70	80	75	60	64	53	68	57	43	43	49	60	52	43	41	61	73	64	55	52	
	The Lost City	3/25/22	PAR	$30.5	13	58	53	64	51	66	55	54	59	45	61	50	50	47	48	56	63	61	61	60	68	
	Ticket To Paradise	10/21/22	UNI	$16.5	13	40	37	56	27	40	47	50	57	37	44	48	46	50	48	47	64	64	66	64	61	
	Group Average (Medium):			*$21.5*		*41*	*35*	*42*	*39*	*47*	*47*	*44*	*44*	*48*	*53*	*47*	*44*	*41*	*51*	*49*	*60*	*58*	*54*	*65*	*63*	
7 Days Out	**Barbie**	**7/21/23**	**WB**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	The Little Mermaid	5/26/23	DIS	$95.6	PG	60	75	62	52	50	53	70	52	51	40	52	62	51	53	41	65	75	62	66	55	
	The Lost City	3/25/22	PAR	$30.5	13	52	54	54	45	54	54	53	59	45	58	47	47	45	44	52	63	65	58	62	64	
	Ticket To Paradise	10/21/22	UNI	$16.5	13	35	33	49	24	35	44	45	43	43	45	43	42	43	44	42	58	57	55	63	57	
	Group Average (Medium):			*$21.5*		*37*	*33*	*36*	*37*	*42*	*46*	*43*	*42*	*48*	*51*	*44*	*43*	*38*	*48*	*47*	*59*	*57*	*51*	*64*	*62*	
14 Days Out	**Barbie**	**7/21/23**	**WB**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	The Little Mermaid	5/26/23	DIS	$95.6	PG	62	76	65	55	53	54	70	53	54	39	51	59	51	55	39	64	75	62	67	53	
	The Lost City	3/25/22	PAR	$30.5	13	48	51	53	41	46	49	48	56	42	51	46	48	44	47	47	62	66	59	62	61	
	Ticket To Paradise	10/21/22	UNI	$16.5	13	33	28	46	22	35	44	46	47	41	44	41	40	42	42	41	57	59	55	58	56	
	Group Average (Medium):			*$21.5*		*34*	*31*	*33*	*34*	*39*	*45*	*41*	*42*	*46*	*50*	*44*	*41*	*38*	*48*	*47*	*58*	*57*	*51*	*63*	*61*	

21 Days Out	**Barbie**	**7/21/23**	**WB**	**TBD**	**13**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	The Little Mermaid	5/26/23	DIS	$95.6	PG	61	75	63	54	52	53	68	54	53	38	51	58	50	56	39	64	74	61	68	50	
	The Lost City	3/25/22	PAR	$30.5	13	47	49	47	40	50	47	47	48	42	50	41	44	36	45	42	57	60	51	61	58	
	Ticket To Paradise	10/21/22	UNI	$16.5	13	30	25	41	21	33	43	43	47	40	44	41	39	41	41	41	56	58	58	55	54	
	Group Average (Medium):			*$21.5*		*31*	*27*	*29*	*31*	*35*	*44*	*40*	*41*	*45*	*50*	*42*	*40*	*36*	*47*	*46*	*57*	*56*	*49*	*62*	*60*	
28 Days Out	**Barbie**	**7/21/23**	**WB**	**TBD**	**13**	**54**	**69**	**57**	**49**	**43**	**44**	**60**	**37**	**43**	**35**	**44**	**59**	**34**	**42**	**40**	**54**	**70**	**41**	**57**	**48**	**$7.36**
	The Little Mermaid	5/26/23	DIS	$95.6	PG	63	78	61	59	53	52	67	56	49	37	48	60	46	49	38	61	74	59	61	48	
	The Lost City	3/25/22	PAR	$30.5	13	48	49	47	41	54	49	49	48	44	55	40	43	33	40	43	56	56	50	60	60	
	Ticket To Paradise	10/21/22	UNI	$16.5	13	29	25	37	22	32	44	44	50	40	41	40	41	41	38	40	56	58	58	53	53	
	Group Average (Medium):			*$21.5*		*30*	*25*	*27*	*30*	*34*	*44*	*40*	*40*	*45*	*50*	*42*	*39*	*35*	*46*	*46*	*57*	*55*	*49*	*62*	*60*	
35 Days Out	**Barbie**	**7/21/23**	**WB**	**TBD**	**13**	**53**	**70**	**54**	**47**	**40**	**43**	**59**	**39**	**42**	**33**	**43**	**60**	**35**	**38**	**38**	**54**	**72**	**41**	**54**	**46**	**$7.09**
	The Little Mermaid	5/26/23	DIS	$95.6	PG	59	76	62	53	45	54	67	59	50	40	49	61	45	50	40	62	74	59	63	53	
	The Lost City	3/25/22	PAR	$30.5	13	44	44	40	41	50	47	46	41	41	56	36	39	28	33	41	54	53	47	55	59	
	Ticket To Paradise	10/21/22	UNI	$16.5	13	28	29	32	23	27	44	44	50	42	39	41	45	40	43	38	55	60	56	56	49	
	Group Average (Medium):			*$21.5*		*28*	*24*	*26*	*30*	*33*	*44*	*40*	*40*	*46*	*50*	*42*	*39*	*35*	*46*	*45*	*56*	*55*	*49*	*61*	*60*	
42 Days Out	**Barbie**	**7/21/23**	**WB**	**TBD**	**13**	**53**	**72**	**56**	**49**	**37**	**42**	**58**	**39**	**41**	**31**	**44**	**59**	**36**	**42**	**37**	**55**	**72**	**44**	**59**	**46**	**$7.13**
	The Little Mermaid	5/26/23	DIS	$95.6	PG	59	74	62	55	45	53	66	58	48	39	49	58	47	50	42	62	72	60	61	54	
	The Lost City	3/25/22	PAR	$30.5	13	40	37	34	39	46	43	42	42	32	51	32	30	25	23	43	49	48	43	43	58	
	Ticket To Paradise	10/21/22	UNI	$16.5	13	26	27	31	21	26	43	44	52	39	39	41	46	41	40	37	55	59	55	55	51	
	Group Average (Medium):			*$21.5*		*27*	*24*	*25*	*29*	*33*	*44*	*39*	*40*	*45*	*50*	*41*	*39*	*35*	*46*	*45*	*56*	*54*	*49*	*61*	*60*	

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Oppenheimer

7/21/23, Universal, Medium

The Box Office Universe

What is the Box Office Universe (BOU)? It is a list of comp titles based on various factors, including the month of release, rating, genre, theater count, etc. The variables used in selecting the BOU can change from film to film. The ones for this film are listed below in red. The BOU provides context o n where the subject film might perform at the high and low end of the box office. It's also helpful in identifying the sweet spot where most of these films perform.
OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
Dunkirk	7/21/17	WB	13	$50.5	$59.3	3,720	$188.0
Nope	7/22/22	UNI	R	$44.4	$44.4	3,785	$123.3
Once Upon a Time in Holly…	7/26/19	SNY	R	$41.1	$47.2	3,659	$142.5
Pacific Rim	7/12/13	WB	13	$37.3	$48.3	3,275	$101.8
Hercules	7/25/14	PAR	13	$29.8	$38.4	3,595	$72.7
The Lone Ranger	7/3/13	DIS	13	$29.2	$37.8	3,904	$89.3
Skyscraper	7/13/18	UNI	13	$24.9	$28.6	3,782	$68.4
Valerian and the City of a…	7/21/17	STX	13	$17.0	$20.0	3,553	$41.2

INCLUDES: July, larger-budget, non-superhero, non-sequels (2013-2022)

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

Average	High	High	Very High

PROJECTED OPENING WEEKEND:
AVERAGE OPENING FOR GROUP: $21.5M

$35M - $40M

Last Week: $32M - $37M

The Tracking

The Quorum surveys 2,000 people weekly and asks them about upcoming film releases. We ask several questions, including:
- Are you aware of the film? (Awareness)
- How interested are you in seeing the film? (Interest).
- Would you want to watch this in a theater or at home? (In A Theater)
- Would you pay to watch this movie or only watch it if it was free? (Would Pay)

The scores below reflect the subject film and a high, medium, and low box office comp. Note, these may not be the same films as those in the BOU.
The average for the group is also included.
This chart shows how the numbers change across the six-week period before release.

Awareness — Percent aware of the film.
Interest — Percent expressing top two box interest in the film.
In A Theater — Percent who would watch in a theater vs. at home.
Pay To See — Percent who would pay to watch the movie vs. watching for free.
PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Oppenheimer**	**7/21/23**	**UNI**	**TBD**	**R**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Creed III	3/3/23	UAR	$58.4	13	59	53	59	63	62	55	49	50	60	61	56	50	49	66	58	68	63	60	78	70	
	Elvis	6/24/22	WB	$31.2	13	49	41	62	37	57	52	50	50	51	58	48	45	44	52	49	61	60	58	63	64	
	Bullet Train	8/5/22	SNY	$30.0	R	46	36	51	42	55	55	44	57	54	63	51	45	50	54	56	66	61	62	70	69	
	Group Average (Medium):			*$21.5*		*41*	*35*	*42*	*39*	*47*	*47*	*44*	*44*	*48*	*53*	*47*	*44*	*41*	*51*	*49*	*60*	*58*	*54*	*65*	*63*	
7 Days Out	**Oppenheimer**	**7/21/23**	**UNI**	**TBD**	**R**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Creed III	3/3/23	UAR	$58.4	13	56	49	54	60	60	58	55	55	61	60	53	56	47	56	53	66	67	58	72	67	
	Elvis	6/24/22	WB	$31.2	13	45	40	51	38	49	47	47	46	45	50	48	50	43	51	48	62	62	53	68	64	
	Bullet Train	8/5/22	SNY	$30.0	R	44	33	48	42	52	55	48	56	52	62	52	46	51	53	57	67	62	67	70	70	
	Group Average (Medium):			*$21.5*		*37*	*33*	*36*	*37*	*42*	*46*	*43*	*42*	*48*	*51*	*44*	*43*	*38*	*48*	*47*	*59*	*57*	*51*	*64*	*62*	
14 Days Out	**Oppenheimer**	**7/21/23**	**UNI**	**TBD**	**R**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Creed III	3/3/23	UAR	$58.4	13	56	48	51	60	65	58	53	55	60	63	54	52	51	57	56	68	65	63	72	70	
	Elvis	6/24/22	WB	$31.2	13	41	36	46	38	42	46	48	45	44	47	45	45	40	47	49	60	59	52	66	62	
	Bullet Train	8/5/22	SNY	$30.0	R	39	30	41	37	48	54	51	50	51	66	50	44	43	56	57	66	62	62	71	71	
	Group Average (Medium):			*$21.5*		*34*	*31*	*33*	*34*	*39*	*45*	*41*	*42*	*46*	*50*	*44*	*41*	*38*	*48*	*47*	*58*	*57*	*51*	*63*	*61*	

21 Days Out	**Oppenheimer**	**7/21/23**	**UNI**	**TBD**	**R**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	Creed III	3/3/23	UAR	$58.4	13	55	46	44	63	65	57	53	53	60	60	53	51	49	56	55	66	67	61	70	66	
	Elvis	6/24/22	WB	$31.2	13	35	28	46	34	33	45	42	48	42	47	44	40	42	45	48	58	55	57	62	60	
	Bullet Train	8/5/22	SNY	$30.0	R	37	29	37	36	46	54	51	47	52	65	50	46	39	57	58	66	61	59	71	71	
	Group Average (Medium):			*$21.5*		*31*	*27*	*29*	*31*	*35*	*44*	*40*	*41*	*45*	*50*	*42*	*40*	*36*	*47*	*46*	*57*	*56*	*49*	*62*	*60*	
28 Days Out	**Oppenheimer**	**7/21/23**	**UNI**	**TBD**	**R**	**29**	**22**	**22**	**32**	**41**	**46**	**40**	**37**	**48**	**57**	**43**	**39**	**33**	**52**	**49**	**60**	**58**	**50**	**68**	**63**	**$7.72**
	Creed III	3/3/23	UAR	$58.4	13	54	44	45	65	61	55	48	51	59	62	53	47	48	59	59	68	65	61	74	70	
	Elvis	6/24/22	WB	$31.2	13	30	25	37	32	26	43	41	47	41	43	41	39	37	43	45	56	56	53	57	59	
	Bullet Train	8/5/22	SNY	$30.0	R	34	25	33	37	42	52	51	42	52	60	48	42	39	56	53	62	58	52	69	70	
	Group Average (Medium):			*$21.5*		*30*	*25*	*27*	*30*	*34*	*44*	*40*	*40*	*45*	*50*	*42*	*39*	*35*	*46*	*46*	*57*	*55*	*49*	*62*	*60*	
35 Days Out	**Oppenheimer**	**7/21/23**	**UNI**	**TBD**	**R**	**30**	**23**	**22**	**32**	**41**	**44**	**41**	**36**	**45**	**56**	**44**	**41**	**34**	**52**	**48**	**59**	**56**	**50**	**66**	**65**	**$7.80**
	Creed III	3/3/23	UAR	$58.4	13	50	41	40	62	58	54	49	47	59	61	54	49	47	62	56	68	67	60	77	68	
	Elvis	6/24/22	WB	$31.2	13	29	25	33	28	29	44	41	47	43	45	43	42	40	46	46	58	57	57	57	62	
	Bullet Train	8/5/22	SNY	$30.0	R	32	23	26	36	42	51	47	45	52	60	46	42	39	53	48	62	58	53	69	67	
	Group Average (Medium):			*$21.5*		*28*	*24*	*26*	*30*	*33*	*44*	*40*	*40*	*46*	*50*	*42*	*39*	*35*	*46*	*45*	*56*	*55*	*49*	*61*	*60*	
42 Days Out	**Oppenheimer**	**7/21/23**	**UNI**	**TBD**	**R**	**24**	**20**	**16**	**27**	**34**	**42**	**38**	**32**	**46**	**53**	**42**	**42**	**33**	**46**	**47**	**57**	**56**	**47**	**61**	**63**	**$7.35**
	Creed III	3/3/23	UAR	$58.4	13	48	38	39	59	56	54	45	49	57	64	55	48	48	63	57	70	64	63	79	72	
	Elvis	6/24/22	WB	$31.2	13	27	26	28	28	28	43	39	46	43	43	42	40	39	47	43	57	56	54	59	60	
	Bullet Train	8/5/22	SNY	$30.0	R	31	23	25	34	43	52	47	47	55	60	47	43	39	54	52	63	58	53	70	69	
	Group Average (Medium):			*$21.5*		*27*	*24*	*25*	*29*	*33*	*44*	*39*	*40*	*45*	*50*	*41*	*39*	*35*	*46*	*45*	*56*	*54*	*49*	*61*	*60*	

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Haunted Mansion

7/28/23, Disney, Medium

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Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
Teenage Mutant Ninja Turtles	8/8/14	PAR	13	$65.6	$84.6	3,845	$191.2
Free Guy	8/13/21	20TH	13	$28.4	$29.4	4,165	$121.6
Christopher Robin	8/3/18	DIS	PG	$24.6	$28.2	3,602	$99.2
Pixels	7/24/15	SNY	13	$24.0	$30.0	3,723	$78.7
Pete's Dragon	8/12/16	DIS	PG	$21.5	$26.2	3,702	$76.2
Dora and the Lost City of…	8/9/19	PAR	PG	$17.4	$20.0	3,735	$60.5
Percy Jackson: Sea of …	8/7/13	20TH	PG	$14.4	$18.7	3,031	$68.6

INCLUDES: Late July/early August higher-budget family films (2014-2022)

The Metric Overview

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Very High	Very High	Very High	High

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AVERAGE OPENING FOR GROUP: $21.5M

$35M - $40M

Last Week: $32M - $37M

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Pay To See — Percent who would pay to watch the movie vs. watching for free.
PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Haunted Mansion**	**7/28/23**	**DIS**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Fantastic Beasts: Secrets…	4/15/22	WB	$42.2	13	52	53	49	58	49	51	52	47	47	57	51	53	44	55	52	65	65	57	73	66	
	Dungeons & Dragons:…	3/31/23	PAR	$37.2	13	47	41	44	45	57	45	42	34	52	52	49	48	39	57	52	60	59	50	69	64	
	Free Guy	8/13/21	SNY	$28.4	13	45	42	40	52	47	52	47	40	61	60	-	-	-	-	-	-	-	-	-	-	
	Group Average (Medium):			*$21.5*		*41*	*35*	*42*	*39*	*47*	*47*	*44*	*44*	*48*	*53*	*47*	*44*	*41*	*51*	*49*	*60*	*58*	*54*	*65*	*63*	
7 Days Out	**Haunted Mansion**	**7/28/23**	**DIS**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Fantastic Beasts: Secrets…	4/15/22	WB	$42.2	13	48	52	48	42	49	53	60	49	53	53	48	52	42	49	49	61	65	52	65	62	
	Dungeons & Dragons:…	3/31/23	PAR	$37.2	13	46	43	41	47	53	46	40	36	55	52	49	45	38	62	51	62	59	50	73	64	
	Free Guy	8/13/21	SNY	$28.4	13	37	34	31	45	42	48	51	35	62	52	-	-	-	-	-	-	-	-	-	-	
	Group Average (Medium):			*$21.5*		*37*	*33*	*36*	*37*	*42*	*46*	*43*	*42*	*48*	*51*	*44*	*43*	*38*	*48*	*47*	*59*	*57*	*51*	*64*	*62*	
14 Days Out	**Haunted Mansion**	**7/28/23**	**DIS**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Fantastic Beasts: Secrets…	4/15/22	WB	$42.2	13	46	45	49	44	47	51	52	46	52	54	48	49	42	51	49	61	64	52	66	63	
	Dungeons & Dragons:…	3/31/23	PAR	$37.2	13	44	41	40	45	51	46	38	35	53	56	50	45	40	60	55	62	60	52	71	66	
	Free Guy	8/13/21	SNY	$28.4	13	34	35	31	37	40	47	45	34	57	55	-	-	-	-	-	-	-	-	-	-	
	Group Average (Medium):			*$21.5*		*34*	*31*	*33*	*34*	*39*	*45*	*41*	*42*	*46*	*50*	*44*	*41*	*38*	*48*	*47*	*58*	*57*	*51*	*63*	*61*	

21 Days Out	**Haunted Mansion**	**7/28/23**	**DIS**	**TBD**	**13**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	Fantastic Beasts: Secrets…	4/15/22	WB	$42.2	13	45	44	48	45	45	49	50	44	48	53	48	49	39	56	47	62	64	54	68	63	
	Dungeons & Dragons:…	3/31/23	PAR	$37.2	13	43	39	37	46	48	46	39	37	51	55	50	44	39	59	57	63	60	52	72	67	
	Free Guy	8/13/21	SNY	$28.4	13	28	34	31	25	38	49	44	40	46	60	-	-	-	-	-	-	-	-	-	-	
	Group Average (Medium):			*$21.5*		*31*	*27*	*29*	*31*	*35*	*44*	*40*	*41*	*45*	*50*	*42*	*40*	*36*	*47*	*46*	*57*	*56*	*49*	*62*	*60*	
28 Days Out	**Haunted Mansion**	**7/28/23**	**DIS**	**TBD**	**13**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	Fantastic Beasts: Secrets…	4/15/22	WB	$42.2	13	47	48	48	47	47	50	51	48	48	52	48	48	42	55	50	62	61	56	68	64	
	Dungeons & Dragons:…	3/31/23	PAR	$37.2	13	39	37	35	43	43	44	37	38	48	51	47	41	41	53	52	60	56	53	68	64	
	Free Guy	8/13/21	SNY	$28.4	13	28	34	31	25	38	49	44	40	46	60	-	-	-	-	-	-	-	-	-	-	
	Group Average (Medium):			*$21.5*		*30*	*25*	*27*	*30*	*34*	*44*	*40*	*40*	*45*	*50*	*42*	*39*	*35*	*46*	*46*	*57*	*55*	*49*	*62*	*60*	
35 Days Out	**Haunted Mansion**	**7/28/23**	**DIS**	**TBD**	**13**	**37**	**35**	**38**	**38**	**36**	**51**	**55**	**51**	**47**	**50**	**46**	**48**	**41**	**46**	**46**	**60**	**62**	**54**	**64**	**61**	**$7.38**
	Fantastic Beasts: Secrets…	4/15/22	WB	$42.2	13	45	49	40	43	48	51	52	46	54	55	46	48	37	51	51	61	62	52	66	65	
	Dungeons & Dragons:…	3/31/23	PAR	$37.2	13	36	31	30	40	42	45	39	41	49	49	46	43	42	51	49	61	58	56	67	63	
	Free Guy	8/13/21	SNY	$28.4	13	29	30	25	28	40	51	44	38	55	65	-	-	-	-	-	-	-	-	-	-	
	Group Average (Medium):			*$21.5*		*28*	*24*	*26*	*30*	*33*	*44*	*40*	*40*	*46*	*50*	*42*	*39*	*35*	*46*	*45*	*56*	*55*	*49*	*61*	*60*	
42 Days Out	**Haunted Mansion**	**7/28/23**	**DIS**	**TBD**	**13**	**33**	**33**	**34**	**33**	**32**	**49**	**53**	**50**	**46**	**47**	**46**	**47**	**46**	**45**	**46**	**62**	**63**	**60**	**63**	**63**	**$7.33**
	Fantastic Beasts: Secrets…	4/15/22	WB	$42.2	13	45	49	40	43	48	51	52	46	54	55	46	48	37	51	51	61	62	52	66	65	
	Dungeons & Dragons:…	3/31/23	PAR	$37.2	13	33	29	27	36	41	45	40	40	50	49	46	46	42	46	48	60	58	54	62	64	
	Free Guy	8/13/21	SNY	$28.4	13	29	28	21	30	41	52	43	38	59	68	-	-	-	-	-	-	-	-	-	-	
	Group Average (Medium):			*$21.5*		*27*	*24*	*25*	*29*	*33*	*44*	*39*	*40*	*45*	*50*	*41*	*39*	*35*	*46*	*45*	*56*	*54*	*49*	*61*	*60*	

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Talk To Me

7/28/23, A24, Horror

The Box Office Universe

What is the Box Office Universe (BOU)? It is a list of comp titles based on various factors, including the month of release, rating, genre, theater count, etc. The variables used in selecting the BOU can change from film to film. The ones for this film are listed below in red. The BOU provides context o n where the subject film might perform at the high and low end of the box office. It's also helpful in identifying the sweet spot where most of these films perform.

OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
Hereditary	6/8/18	A24	R	$13.6	$15.6	2964	$44.1
The Witch	2/19/16	A24	R	$8.8	$10.7	2046	$25.1
Midsommar	7/3/19	A24	R	$6.6	$7.6	2707	$27.4
It Comes At Night	6/9/17	A24	R	$6.0	$7.0	2533	$14.0
X	3/18/22	A24	R	$4.3	$4.3	2865	$11.8
Men	5/20/22	A24	R	$3.3	$3.3	2212	$7.6
Pearl	9/16/22	A24	R	$3.1	$3.1	2935	$9.4

INCLUDES: R-rated, A24 horror films

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

Low	Average	Low	Average

PROJECTED OPENING WEEKEND:
AVERAGE OPENING FOR GROUP: $16.7M

$3M - $5M

Last Week: $3M - $5M

The Tracking

The Quorum surveys 2,000 people weekly and asks them about upcoming film releases. We ask several questions, including:

- **Are you aware of the film? (Awareness)**
- **How interested are you in seeing the film? (Interest).**
- **Would you want to watch this in a theater or at home? (In A Theater)**
- **Would you pay to watch this movie or only watch it if it was free? (Would Pay)**

The scores below reflect the subject film and a high, medium, and low box office comp. Note, these may not be the same films as those in the BOU.
The average for the group is also included.
This chart shows how the numbers change across the six-week period before release.

Awareness — Percent aware of the film.

Interest — Percent expressing top two box interest in the film.

In A Theater — Percent who would watch in a theater vs. at home.

Pay To See — Percent who would pay to watch the movie vs. watching for free.

PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Talk To Me**	**7/28/23**	**A24**	**TBD**	**R**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	X	3/18/22	A24	$4.3	R	24	26	17	31	20	40	41	35	42	41	33	33	25	39	35	49	51	40	58	50	
	Men	5/20/22	A24	$3.3	R	19	19	16	19	20	37	37	37	36	38	37	43	30	38	38	51	58	45	52	50	
	Pearl	9/16/22	A24	$3.1	R	18	20	18	18	16	37	36	35	35	40	36	37	29	42	36	50	50	41	56	52	
	Group Average (Horror):			*$16.7*		*36*	*38*	*32*	*37*	*35*	*47*	*49*	*44*	*47*	*49*	*46*	*48*	*38*	*50*	*46*	*59*	*62*	*51*	*65*	*60*	
7 Days Out	**Talk To Me**	**7/28/23**	**A24**	**TBD**	**R**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	X	3/18/22	A24	$4.3	R	20	21	13	25	22	40	36	33	43	47	37	38	27	41	41	53	50	40	63	58	
	Men	5/20/22	A24	$3.3	R	16	11	14	19	19	35	32	32	36	40	38	34	30	43	43	49	48	41	55	54	
	Pearl	9/16/22	A24	$3.1	R	14	18	10	17	13	33	41	25	36	28	35	38	25	42	35	48	52	37	55	47	
	Group Average (Horror):			*$16.7*		*31*	*33*	*26*	*33*	*31*	*46*	*47*	*42*	*46*	*48*	*44*	*45*	*36*	*48*	*46*	*58*	*60*	*49*	*63*	*59*	
14 Days Out	**Talk To Me**	**7/28/23**	**A24**	**TBD**	**R**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	X	3/18/22	A24	$4.3	R	19	16	14	27	20	45	42	36	49	53	38	40	27	44	42	55	54	40	68	61	
	Men	5/20/22	A24	$3.3	R	14	10	9	16	20	33	29	30	36	37	36	31	32	42	37	47	45	41	55	49	
	Pearl	9/16/22	A24	$3.1	R	14	18	9	16	11	32	40	23	37	27	34	37	23	44	34	46	49	31	59	46	
	Group Average (Horror):			*$16.7*		*28*	*30*	*24*	*31*	*29*	*46*	*47*	*41*	*46*	*48*	*44*	*45*	*36*	*49*	*45*	*58*	*60*	*49*	*65*	*60*	

21 Days Out	**Talk To Me**	**7/28/23**	**A24**	**TBD**	**R**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	X	3/18/22	A24	$4.3	R	18	15	12	23	22	44	41	32	47	53	35	36	23	39	42	53	49	38	62	62		
	Men	5/20/22	A24	$3.3	R	14	12	8	16	20	34	33	30	37	38	35	33	32	39	37	48	47	42	52	50		
	Pearl	9/16/22	A24	$3.1	R	12	14	10	13	9	30	33	24	36	27	33	33	26	43	32	45	44	35	58	43		
	Group Average (Horror):			*$16.7*		*27*	*28*	*22*	*29*	*27*	*45*	*46*	*40*	*45*	*48*	*43*	*44*	*35*	*48*	*45*	*58*	*58*	*49*	*64*	*60*		
28 Days Out	**Talk To Me**	**7/28/23**	**A24**	**TBD**	**R**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	X	3/18/22	A24	$4.3	R	18	15	12	23	22	44	41	32	47	53	35	36	23	39	42	53	49	38	62	62		
	Men	5/20/22	A24	$3.3	R	13	12	6	14	19	34	35	32	33	38	32	30	32	31	35	47	45	43	48	53		
	Pearl	9/16/22	A24	$3.1	R	11	14	9	11	11	28	27	23	36	28	31	29	23	43	30	43	41	33	57	42		
	Group Average (Horror):			*$16.7*		*26*	*27*	*21*	*28*	*26*	*44*	*45*	*40*	*45*	*48*	*43*	*43*	*35*	*47*	*45*	*57*	*57*	*48*	*63*	*60*		
35 Days Out	**Talk To Me**	**7/28/23**	**A24**	**TBD**	**R**	**20**	**18**	**16**	**23**	**24**	**41**	**40**	**40**	**42**	**42**	**38**	**39**	**35**	**43**	**36**	**52**	**53**	**46**	**58**	**52**	**$6.17**	
	X	3/18/22	A24	$4.3	R	18	13	10	24	24	44	41	30	47	54	34	34	21	39	41	51	49	33	60	63		
	Men	5/20/22	A24	$3.3	R	13	13	7	13	18	35	38	32	33	36	33	31	31	32	36	48	47	44	50	53		
	Pearl	9/16/22	A24	$3.1	R	9	11	9	8	10	28	24	27	33	27	29	22	28	38	27	40	35	42	50	35		
	Group Average (Horror):			*$16.7*		*24*	*26*	*20*	*27*	*25*	*43*	*43*	*40*	*44*	*47*	*42*	*42*	*35*	*46*	*44*	*56*	*56*	*48*	*62*	*59*		
42 Days Out	**Talk To Me**	**7/28/23**	**A24**	**TBD**	**R**	**19**	**17**	**16**	**23**	**21**	**42**	**43**	**44**	**42**	**39**	**38**	**38**	**35**	**43**	**36**	**53**	**54**	**50**	**56**	**53**	**$6.30**	
	X	3/18/22	A24	$4.3	R	18	13	10	24	24	44	41	30	47	54	34	34	21	39	41	51	49	33	60	63		
	Men	5/20/22	A24	$3.3	R	13	13	7	13	18	35	38	32	33	36	33	31	31	32	36	48	47	44	50	53		
	Pearl	9/16/22	A24	$3.1	R	9	11	9	8	10	28	24	27	33	27	29	22	28	38	27	40	35	42	50	35		
	Group Average (Horror):			*$16.7*		*24*	*26*	*19*	*26*	*24*	*43*	*43*	*40*	*43*	*46*	*41*	*41*	*34*	*46*	*43*	*55*	*55*	*48*	*61*	*57*		

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Teenage Mutant Ninja Turtles: Mutant Mayhem

8/2/23, Paramount, Animation/Family

TheQuorum

The Box Office Universe

What is the Box Office Universe (BOU)? It is a list of comp titles based on various factors, including the month of release, rating, genre, theater count, etc. The variables used in selecting the BOU can change from film to film. The ones for this film are listed below in red. The BOU provides context o n where the subject film might perform at the high and low end of the box office. It's also helpful in identifying the sweet spot where most of these films perform.
OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
Teenage Mutant Ninja Turtles	8/8/14	PAR	13	$65.6	$84.6	3,845	$191.2
Free Guy	8/13/21	20TH	13	$28.4	$29.4	4,165	$121.6
Christopher Robin	8/3/18	DIS	PG	$24.6	$28.2	3,602	$99.2
Pixels	7/24/15	SNY	13	$24.0	$30.0	3,723	$78.7
Pete's Dragon	8/12/16	DIS	PG	$21.5	$26.2	3,702	$76.2
Dora and the Lost City of…	8/9/19	PAR	PG	$17.4	$20.0	3,735	$60.5
Percy Jackson: Sea of …	8/7/13	20TH	PG	$14.4	$18.7	3,031	$68.6

INCLUDES: Late July/early August higher-budget family films (2014-2022)

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

High	Average	Average	Average

PROJECTED OPENING WEEKEND:
AVERAGE OPENING FOR GROUP: $47.4M

$30M - $35M (FSS)

New

The Tracking

The Quorum surveys 2,000 people weekly and asks them about upcoming film releases. We ask several questions, including:

- Are you aware of the film? (Awareness)
- How interested are you in seeing the film? (Interest).
- Would you want to watch this in a theater or at home? (In A Theater)
- Would you pay to watch this movie or only watch it if it was free? (Would Pay)

The scores below reflect the subject film and a high, medium, and low box office comp. Note, these may not be the same films as those in the BOU.
The average for the group is also included.
This chart shows how the numbers change across the six-week period before release.

Awareness — Percent aware of the film.
Interest — Percent expressing top two box interest in the film.
In A Theater — Percent who would watch in a theater vs. at home.
Pay To See — Percent who would pay to watch the movie vs. watching for free.
PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Teenage Mutant Ninja…**	**8/2/23**	**PAR**	**TBD**	**TBD**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Lightyear	6/17/22	DIS	$50.6	PG	62	62	57	71	60	56	56	49	59	60	55	58	45	62	55	67	72	57	75	65	
	Elemental	6/16/23	DIS	$29.6	PG	51	59	51	54	43	45	52	46	45	38	43	45	43	48	35	57	58	56	62	50	
	Lyle Lyle Crocodile	10/7/22	SNY	$11.4	PG	42	49	42	39	36	43	46	38	45	41	40	42	34	43	41	54	56	47	58	55	
	Group Average (Ani/Fam):			*$47.4*		*52*	*55*	*50*	*55*	*48*	*48*	*49*	*43*	*51*	*49*	*46*	*48*	*38*	*51*	*46*	*60*	*62*	*50*	*67*	*59*	
7 Days Out	**Teenage Mutant Ninja…**	**8/2/23**	**PAR**	**TBD**	**TBD**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Lightyear	6/17/22	DIS	$50.6	PG	61	64	55	65	59	58	55	59	58	61	55	57	49	56	59	68	71	59	73	67	
	Elemental	6/16/23	DIS	$29.6	PG	47	60	47	47	35	46	45	48	51	38	43	46	39	47	37	57	60	53	63	53	
	Lyle Lyle Crocodile	10/7/22	SNY	$11.4	PG	32	32	38	31	29	40	41	39	37	43	39	36	36	43	39	52	53	48	56	52	
	Group Average (Ani/Fam):			*$47.4*		*46*	*48*	*43*	*50*	*43*	*48*	*49*	*43*	*50*	*49*	*46*	*47*	*38*	*51*	*47*	*59*	*61*	*50*	*65*	*60*	
14 Days Out	**Teenage Mutant Ninja…**	**8/2/23**	**PAR**	**TBD**	**TBD**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Lightyear	6/17/22	DIS	$50.6	PG	57	58	51	64	55	59	56	58	61	60	56	59	48	62	57	68	71	58	74	66	
	Elemental	6/16/23	DIS	$29.6	PG	41	54	39	41	31	44	43	47	46	39	42	46	40	46	35	57	61	56	60	52	
	Lyle Lyle Crocodile	10/7/22	SNY	$11.4	PG	30	31	33	29	28	39	40	41	34	42	38	34	35	42	42	51	49	45	56	53	
	Group Average (Ani/Fam):			*$47.4*		*44*	*46*	*40*	*48*	*42*	*47*	*48*	*42*	*50*	*48*	*45*	*45*	*37*	*52*	*45*	*58*	*59*	*49*	*66*	*58*	

21 Days Out	**Teenage Mutant Ninja…**	**8/2/23**	**PAR**	**TBD**	**TBD**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	Lightyear	6/17/22	DIS	$50.6	PG	57	58	50	64	54	54	55	48	61	51	51	55	41	63	46	63	68	51	74	60	
	Elemental	6/16/23	DIS	$29.6	PG	37	47	34	38	29	42	43	44	44	37	42	46	39	46	36	57	62	51	62	54	
	Lyle Lyle Crocodile	10/7/22	SNY	$11.4	PG	24	25	25	25	21	38	39	38	37	37	38	38	33	43	37	50	51	45	55	51	
	Group Average (Ani/Fam):			*$47.4*		*41*	*44*	*38*	*46*	*39*	*46*	*47*	*40*	*51*	*47*	*43*	*44*	*34*	*52*	*43*	*57*	*59*	*47*	*67*	*57*	
28 Days Out	**Teenage Mutant Ninja…**	**8/2/23**	**PAR**	**TBD**	**TBD**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	Lightyear	6/17/22	DIS	$50.6	PG	57	60	53	60	57	53	58	46	59	49	51	54	44	60	46	63	66	55	71	60	
	Elemental	6/16/23	DIS	$29.6	PG	33	41	28	36	26	43	47	41	45	39	44	48	39	50	39	59	62	49	67	57	
	Lyle Lyle Crocodile	10/7/22	SNY	$11.4	PG	22	23	21	24	19	37	38	38	38	36	37	38	32	40	38	50	50	43	52	53	
	Group Average (Ani/Fam):			*$47.4*		*40*	*42*	*34*	*44*	*38*	*45*	*47*	*39*	*47*	*47*	*42*	*44*	*34*	*48*	*43*	*56*	*58*	*47*	*63*	*57*	
35 Days Out	**Teenage Mutant Ninja…**	**8/2/23**	**PAR**	**TBD**	**TBD**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	Lightyear	6/17/22	DIS	$50.6	PG	58	60	56	57	58	51	54	47	55	49	49	50	44	57	47	62	61	54	70	63	
	Elemental	6/16/23	DIS	$29.6	PG	35	45	28	40	28	46	48	43	51	43	47	51	40	54	44	61	65	48	71	60	
	Lyle Lyle Crocodile	10/7/22	SNY	$11.4	PG	18	20	15	20	18	37	37	34	39	37	36	40	28	41	35	50	53	41	52	51	
	Group Average (Ani/Fam):			*$47.4*		*38*	*41*	*34*	*42*	*37*	*45*	*47*	*39*	*48*	*47*	*42*	*43*	*33*	*48*	*42*	*56*	*58*	*46*	*63*	*57*	
42 Days Out	**Teenage Mutant Ninja…**	**8/2/23**	**PAR**	**TBD**	**TBD**	**41**	**41**	**36**	**49**	**41**	**45**	**43**	**33**	**56**	**49**	**46**	**47**	**32**	**54**	**50**	**58**	**58**	**45**	**69**	**59**	**$7.34**
	Lightyear	6/17/22	DIS	$50.6	PG	55	56	53	59	53	51	53	48	55	48	50	48	45	58	51	63	59	55	71	65	
	Elemental	6/16/23	DIS	$29.6	PG	35	44	28	36	30	47	49	43	48	49	47	50	40	52	45	61	63	51	70	60	
	Lyle Lyle Crocodile	10/7/22	SNY	$11.4	PG	17	18	16	17	16	36	35	33	37	38	36	35	30	42	38	49	49	40	54	51	
	Group Average (Ani/Fam):			*$47.4*		*37*	*39*	*33*	*40*	*36*	*45*	*47*	*37*	*47*	*47*	*41*	*42*	*33*	*47*	*43*	*55*	*57*	*45*	*62*	*58*	

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Meg 2: The Trench

8/4/23, Warner Bros., Tentpole

TheQuorum

The Box Office Universe

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OW: OPENING WEEKEND. OW - ADJ.: OPENING WEEKEND ADJUSTED TO AVG. TICKET PRICE IN YEAR OF RELEASE (Based on NATO figures)

Comps	Date	Dist.	Rating	OW	OW - ADJ.	Thtrs.	Total Gross
The Meg	8/10/18	WB	13	$45.4	$52.2	4,118	$145.4
Bullet Train	8/5/22	SNY	R	$30.0	$30.0	4,357	$103.4
Elysium	8/9/13	TRI	R	$29.8	$38.6	3,284	$93.1
Free Guy	8/13/21	20TH	13	$28.4	$29.4	4,165	$121.6
2 Guns	8/2/13	UNI	R	$27.1	$35.1	3,025	$75.6
The Dark Tower	8/4/17	SNY	13	$19.2	$22.5	3,451	$50.7
Percy Jackson: Sea of Monsters	8/7/13	20TH	PG	$14.4	$18.7	3,031	$68.6
The Man from U.N.C.L.E.	8/14/15	WB	13	$13.4	$16.7	3,638	$45.4

INCLUDES: Action films with budget above $50M, opened between August 1st-15th (2013-2022)

The Metric Overview

The metric overview provides a quick snapshot of the subject film's performance in the four key metrics relative to other comp titles. Scores range from: "Very Low," "Low," "Average," "High," and "Very High." High or very high scores suggest the film is positioned to overperform. Conversely, low and very low scores indicate the film may underperform.

Very Low	Very Low	Low	Very Low

PROJECTED OPENING WEEKEND:
AVERAGE OPENING FOR GROUP: $81.8M

$25M - $30M

New

The Tracking

The Quorum surveys 2,000 people weekly and asks them about upcoming film releases. We ask several questions, including:
- Are you aware of the film? (Awareness)
- How interested are you in seeing the film? (Interest).
- Would you want to watch this in a theater or at home? (In A Theater)
- Would you pay to watch this movie or only watch it if it was free? (Would Pay)

The scores below reflect the subject film and a high, medium, and low box office comp. Note, these may not be the same films as those in the BOU.
The average for the group is also included.
This chart shows how the numbers change across the six-week period before release.

Awareness — Percent aware of the film.
Interest — Percent expressing top two box interest in the film.
In A Theater — Percent who would watch in a theater vs. at home.
Pay To See — Percent who would pay to watch the movie vs. watching for free.
PWP — Average PRICE consumers WOULD PAY for a ticket.

		Date	Dist.	Opening	Rating	Awareness All	Awareness F<35	Awareness F35+	Awareness M<35	Awareness M35+	Interest All	Interest F<35	Interest F35+	Interest M<35	Interest M35+	In A Theater All	In A Theater F<35	In A Theater F35+	In A Theater M<35	In A Theater M35+	Pay To See All	Pay To See F<35	Pay To See F35+	Pay To See M<35	Pay To See M35+	PWP
0 Days Out	**Meg 2: The Trench**	**8/4/23**	**WB**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	John Wick: Chapter 4	3/24/23	LGF	$73.8	R	68	64	64	72	72	60	55	53	67	66	57	55	46	63	62	70	68	63	76	71	
	Bullet Train	8/5/22	SNY	$30.0	R	46	36	51	42	55	55	44	57	54	63	51	45	50	54	56	66	61	62	70	69	
	Free Guy	8/13/21	SNY	$28.4	13	45	42	40	52	47	52	47	40	61	60	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*57*	*52*	*55*	*59*	*63*	*54*	*49*	*48*	*56*	*63*	*53*	*49*	*46*	*57*	*58*	*66*	*62*	*58*	*72*	*72*	
7 Days Out	**Meg 2: The Trench**	**8/4/23**	**WB**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	John Wick: Chapter 4	3/24/23	LGF	$73.8	R	62	56	58	65	68	63	60	60	68	65	59	53	52	66	60	72	68	63	80	70	
	Bullet Train	8/5/22	SNY	$30.0	R	44	33	48	42	52	55	48	56	52	62	52	46	51	53	57	67	62	67	70	70	
	Free Guy	8/13/21	SNY	$28.4	13	37	34	31	45	42	48	51	35	62	52	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*55*	*51*	*52*	*55*	*61*	*53*	*49*	*46*	*55*	*62*	*51*	*48*	*46*	*52*	*57*	*64*	*62*	*57*	*67*	*70*	
14 Days Out	**Meg 2: The Trench**	**8/4/23**	**WB**	**TBD**	**13**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	John Wick: Chapter 4	3/24/23	LGF	$73.8	R	61	54	57	67	66	62	58	59	69	63	60	53	52	67	62	73	68	62	83	70	
	Bullet Train	8/5/22	SNY	$30.0	R	39	30	41	37	48	54	51	50	51	66	50	44	43	56	57	66	62	62	71	71	
	Free Guy	8/13/21	SNY	$28.4	13	34	35	31	37	40	47	45	34	57	55	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*53*	*48*	*50*	*55*	*59*	*54*	*49*	*46*	*58*	*62*	*51*	*47*	*46*	*54*	*56*	*65*	*62*	*58*	*70*	*69*	

21 Days Out	**Meg 2: The Trench**	**8/4/23**	**WB**	**TBD**	**13**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	John Wick: Chapter 4	3/24/23	LGF	$73.8	R	59	52	56	62	64	62	55	58	67	70	58	52	52	63	67	72	68	62	79	78	
	Bullet Train	8/5/22	SNY	$30.0	R	37	29	37	36	46	54	51	47	52	65	50	46	39	57	58	66	61	59	71	71	
	Free Guy	8/13/21	SNY	$28.4	13	28	34	31	25	38	49	44	40	46	60	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*52*	*47*	*49*	*53*	*59*	*53*	*48*	*45*	*59*	*62*	*51*	*47*	*45*	*56*	*55*	*65*	*61*	*56*	*72*	*69*	
28 Days Out	**Meg 2: The Trench**	**8/4/23**	**WB**	**TBD**	**13**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	John Wick: Chapter 4	3/24/23	LGF	$73.8	R	57	50	51	64	63	63	54	54	70	75	59	53	52	63	69	72	68	61	80	79	
	Bullet Train	8/5/22	SNY	$30.0	R	34	25	33	37	42	52	51	42	52	60	48	42	39	56	53	62	58	52	69	70	
	Free Guy	8/13/21	SNY	$28.4	13	28	34	31	25	38	49	44	40	46	60	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*51*	*45*	*50*	*51*	*58*	*53*	*48*	*46*	*57*	*61*	*51*	*47*	*46*	*56*	*56*	*64*	*59*	*57*	*73*	*68*	
35 Days Out	**Meg 2: The Trench**	**8/4/23**	**WB**	**TBD**	**13**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	
	John Wick: Chapter 4	3/24/23	LGF	$73.8	R	57	49	50	63	66	62	52	56	69	72	57	50	50	61	67	71	66	62	76	80	
	Bullet Train	8/5/22	SNY	$30.0	R	32	23	26	36	42	51	47	45	52	60	46	42	39	53	48	62	58	53	69	67	
	Free Guy	8/13/21	SNY	$28.4	13	29	30	25	28	40	51	44	38	55	65	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*50*	*45*	*49*	*50*	*58*	*53*	*47*	*46*	*56*	*63*	*50*	*46*	*44*	*55*	*57*	*64*	*58*	*56*	*70*	*70*	
42 Days Out	**Meg 2: The Trench**	**8/4/23**	**WB**	**TBD**	**13**	**32**	**33**	**29**	**29**	**35**	**42**	**45**	**41**	**42**	**41**	**40**	**44**	**34**	**42**	**41**	**53**	**56**	**45**	**56**	**54**	**$7.23**
	John Wick: Chapter 4	3/24/23	LGF	$73.8	R	56	45	50	65	65	62	52	58	68	69	58	50	51	63	67	72	65	64	79	79	
	Bullet Train	8/5/22	SNY	$30.0	R	31	23	25	34	43	52	47	47	55	60	47	43	39	54	52	63	58	53	70	69	
	Free Guy	8/13/21	SNY	$28.4	13	29	28	21	30	41	52	43	38	59	68	-	-	-	-	-	-	-	-	-	-	
	Group Average (Tentpole):			*#DIV/0!*		*49*	*43*	*47*	*50*	*56*	*53*	*47*	*46*	*55*	*62*	*50*	*46*	*42*	*56*	*56*	*63*	*58*	*54*	*70*	*70*	

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