



CREED REVISITED

Pleasant surprises were delivered last weekend when the two wide releases opened at the top of our expected range, or well beyond. **Cocaine Bear** delivered manic action to an eager audience, and **Jesus Revolution** opened to almost double anyone's expectations with credit to clever advance marketing. This week, we have two notable wide releases that aim to extend the market's winning streak. *(Unless noted, figures in this report are USD millions).*



[Creed III \(United Artists, PG13\)](#)

Adonis Creed's life is good, thriving in fact, but when a childhood friend and former boxing prodigy resurfaces, he is compelled to face off in the ring with implications beyond just the bout's outcome.

Several cast members return including Michael B. Jordan, Tessa Thompson, Phylicia Rashad, and Woody Harris. Notably missing is Sly Stallone whose absence may dent prospects a bit. Creed II opened to \$35.6M (2018) fueled by its debut over the Thanksgiving weekend. Ticket prices have risen considerably since then, and interest for this third installment is good. Expect an opening between \$30M and \$36M for the weekend, and a likely end of the run total in the \$95-110M range.



[Operation Fortune: Ruse de guerre \(Lionsgate, R\)](#)

Operation Fortune has had the misfortune of being bounced around the release schedule due to the pandemic. Once attributed to STX, it landed with Lionsgate, at this point a far better outcome.

Guy Ritchie directs some of his often-recurring cast members including Jason Statham and Hugh Grant. Joining them are Aubrey Plaza, Cary Elwes, Josh Hartnett and Bugzy Malone. The story revolves around a team of super spy operatives who recruit one of Hollywood's top stars to help them avert the sale of deadly new weapons tech.

Despite the reasonably distinguished cast, the film has not performed well internationally grossing about \$30.6M overseas. By comparison, Ritchie's film Wrath of Man opened to about \$8.3M in North America and ended up at \$27.5 total but over \$76M internationally. We forecast something in the range of a \$3-6M given its lighter overseas tally.



[Demon Slayer: Kimetsu No Yaiba – To the Swordsmith Village \(Crunchyroll, R\)](#)

Tanjirō goes to the Swordsmith Village to have his sword restored, while higher-level demons gather. The last entry in the Demon Slayer movie pantheon, Demon Slayer the Movie: Mugen Train, opened to 21.3M and reached \$49.5M in North America. In Japan, Swordsmith Village opened to \$8.8M and is currently showing a \$19.7M total in its 4th week. Anime/manga are hard to predict, but applying historical similar ratios, Swordsmith Village might open in the \$5-9M range.



AG FILM ANALYTICS – NORTH AMERICA WEEKEND PREVIEW

AG Film Analytics Forecast (Millions)			
Rank	Title	Low Est.	High Est
1	Creed III	\$30M	\$35M
2	Operation Fortune: Ruse de guerre	\$4M	\$7M
3	Demon Slayer: to the Swordsmith Village	\$3M	\$5M

LOOKING AHEAD

March 10

- **65 (Sony)** After a catastrophic crash on an unknown planet, pilot Mills (Adam Driver) he finds himself on Earth, 65 million years in the past. He and the only other survivor, teenager Koa (Ariana Greenblatt) have one chance for rescue - across a prehistoric landscape, packed with predatory dinosaurs. Interest is muted, pointing to an opening of \$8-13M toward a full run of \$22-32M.
- **Scream VI (Paramount)** It is really hard to keep a good Ghostface down. Migrating to New York to spread new waves of terror in the Big Apple, the seemingly immortal dude with the big mouth strikes again. Repeating from 2022's Scream are Melissa Barera as Sam Carpenter, Courtney Cox as Gale Weathers, and Jenna Ortega as Tara Carpenter. We expect Scream-o-philes to fall in line again, with a performance similar to the last installment's open over \$30M and total of \$82M.
- **Champions (Focus, PG13)** Woody Harrelson stars as a down on his luck former minor-league basketball coach who is court-ordered to manage a team of players with intellectual disabilities. Despite his misgivings, he realizes there is much more potential than he imagined. We expect an opening in the mid-single digit millions.

March 17

- **Shazam! Fury of the Gods (Warners)** Billy Batson must revisit his Shazam alter-ego in order to stop the Daughters of Atlas from using a weapon that could destroy the world. Shazam! in 2019 opened to \$53.5M on its way to \$140.4M for a 2.6x multiple of its opening weekend. Comps are all over the place, but we expect a modest decline from the original, and in the range of \$40-50M.
- There are a couple other films listed as wide on March 17, **Moving On** from Roadside and **A Snowy Day in Oakland** (PoC Studios). These typically debut on more a moderate pattern, we will continue to monitor.



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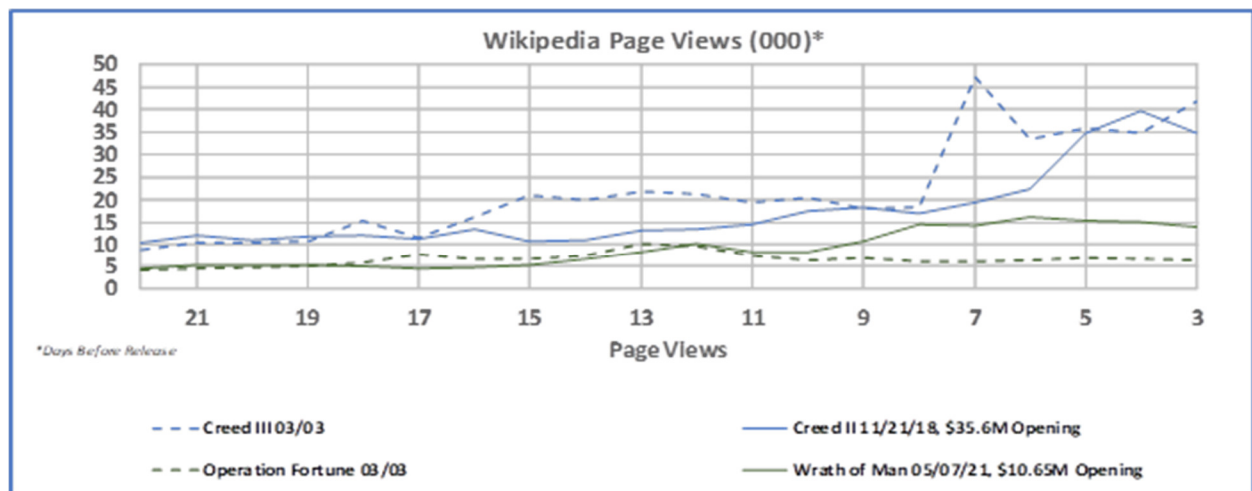
INTEREST INDICATORS

HSX (HOLLYWOOD STOCK EXCHANGE) TRADING*						
Date	Title	Distributor	Opening Wknd	Thru Wknd 4	Tot Est*	Wknd 1 Multiple
Mar 03	Creed III	United Artists	39.4	97.0	107.8	2.7
Mar 03	Operation Fortune	Lionsgate	4.4	12.4	13.8	3.1
Mar 03	Demon Slayer: Kimetsu	Crunchyroll	6.1	12.2	13.56	2.2

*Approx. 90% of gross accumulated through 4th weekend.

DEMOGRAPHIC SEGMENT RELATIVE INTEREST COMPARISONS*					
Film Comparisons	Total	M<25	M>25	F<25	F>25
Demon Slayer: Kimetsu Vs. Demon Slayer Mugen Train (21.2M)	93%	96%	84%	93%	104%
Creed III Vs. Creed II (35.6M)	94%	91%	90%	118%	100%
Operation Fortune Vs. Wrath of Man (8.3M)	80%	78%	77%	84%	92%

*M<25 = Male Under 25, etc. Comp Films Weekend \$





AG FILM ANALYTICS – NORTH AMERICA WEEKEND PREVIEW

FILM FORECAST							
Opening	Film Week	Title	Distributor	Opening		Full Run	
				Low	High	Low	High
3-Mar	3-Mar	Demon Slayer: Kimetsu No Yaiba - To the Swordsmith Village	Crunchyroll	5.0	9.0	8.9	16.1
3-Mar	3-Mar	Operation Fortune: Ruse de guerre	Lionsgate	3.0	7.0	7.4	17.2
3-Mar	3-Mar	Creed III	United Artists	37.5	42.5	102.7	116.4
10-Mar	10-Mar	Champions	Focus Features	5.0	7.0	13.7	19.2
10-Mar	10-Mar	Scream VI	Paramount Pictures	15.0	20.0	40.1	53.4
10-Mar	10-Mar	65	Sony Pictures	15.0	20.0	42.2	56.3
17-Mar	17-Mar	A Snowy Day in Oakland	PoC Studios	0.5	1.0	1.2	2.5
17-Mar	17-Mar	Moving On	Roadside Attractions	1.0	1.5	2.8	4.1
17-Mar	17-Mar	Shazam! Fury of the Gods	Warner Bros.	37.5	42.5	103.2	117.0
24-Mar	24-Mar	John Wick: Chapter 4	Lionsgate	65.0	75.0	177.9	205.3
31-Mar	31-Mar	A Thousand and One	Focus Features	1.0	2.0	2.7	5.5
31-Mar	31-Mar	Dungeons & Dragons: Honor Among Thieves	Paramount Pictures	45.0	55.0	126.7	154.9
31-Mar	31-Mar	A Good Person	United Artists	2.0	3.0	5.5	8.2
5-Apr	7-Apr	AIR	Amazon Studios	3.0	5.0	8.4	14.1
5-Apr	7-Apr	On a Wing and a Prayer	United Artists	6.0	8.0	16.9	22.5
5-Apr	7-Apr	The Super Mario Bros. Movie	Universal	35.0	40.0	105.3	120.3
7-Apr	7-Apr	Paint	IFC Films	0.5	1.0	1.2	2.4
14-Apr	14-Apr	Sweetwater	Briarcliff Entertainment	1.0	2.0	2.5	5.0
14-Apr	14-Apr	Suzume	Crunchyroll	5.0	7.0	9.3	13.0
14-Apr	14-Apr	Back on the Strip	Luminosity Entertainment	7.5	9.5	20.8	26.4
14-Apr	14-Apr	Nefarious	Soli Deo Gloria Releasing	1.0	3.0	2.5	7.5
14-Apr	14-Apr	The Pope's Exorcist	Sony Pictures	8.0	10.0	20.2	25.3
14-Apr	14-Apr	Renfield	Universal	20.0	25.0	55.5	69.4
21-Apr	21-Apr	Guy Ritchie's The Covenant	MGM	5.0	7.0	12.7	17.7
21-Apr	21-Apr	Chevalier	Searchlight Pictures	1.5	2.5	4.2	7.0
21-Apr	21-Apr	Evil Dead Rise	Warner Bros.	12.0	13.0	28.7	31.1
28-Apr	28-Apr	Polite Society	Focus Features	1.5	3.5	4.1	9.5
28-Apr	28-Apr	Are You There God? It's Me, Margaret	Lionsgate	8.0	10.0	19.9	24.9
28-Apr	28-Apr	Sisu	Lionsgate	4.0	6.0	9.7	14.6
28-Apr	28-Apr	Big George Foreman: The Miraculous Story of the Once and Future Heavyweight Champion of the World	Sony Pictures	4.0	6.0	10.9	16.4
5-May	5-May	Guardians of the Galaxy Vol 3	Walt Disney	140.0	150.0	379.7	406.8
12-May	12-May	Book Club: The Next Chapter	Focus Features	12.0	16.0	45.9	61.2
12-May	12-May	Love Again	Sony Pictures	8.0	10.0	23.0	28.7
16-May	19-May	Oggy and the Cockroaches: The Movie	Seven Minds Pictures	1.0	1.5	3.0	4.5
19-May	19-May	Fast X	Universal	65.0	75.0	157.7	181.9
26-May	26-May	Kandahar	Briarcliff Entertainment	1.0	2.0	2.8	5.6
26-May	26-May	About my Father	Lionsgate	7.5	9.5	22.2	28.2
26-May	26-May	The Machine	Sony Pictures	10.0	14.0	29.7	41.5
26-May	26-May	The Little Mermaid	Walt Disney	55.0	75.0	225.0	306.8



RELEASE DATE CHANGES

Since our Sunday Final report, the following release changes have been made to the calendar:

Recent Release Changes					
Changed	Title	Distributor	Pattern	Old Date	New Date
Feb 27	PAW Patrol: The Mighty Movie	Paramount	Wide	13-Oct-23	23-Sep-23
Feb 23	The Holdovers	Focus	Limited	17-Nov-23	10-Nov-23
Feb 23	House Party	Warners	Wide		
Feb 17	The Pope's Exorcist	Sony	Wide	7-Apr-23	14-Apr-23
Feb 17	Thomas & Friends: All Engines Go - The Mystery of Lookout Mountain	Fathom	Limited	4-Mar-23	

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