



AG FILM ANALYTICS – NORTH AMERICA WEEKEND PREVIEW

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HIGHWAY TO THE BOX OFFICE ZONE



May 27 – We’ve been waiting a long time for this one. **Top Gun: Maverick** originally scheduled for 2020 and pandemic delayed finally gets its date. Tom Cruise is adamant about theatrical playoff, thus the film is theatrical only for, well who knows how long.

Critics are falling all over themselves praising the film with at this point only seven of 223 clearly dispeptic critics unhappy with the film. Audiences at Cinemacon were shedding tears, though it isn’t clear whether it was the content of the film or the bountiful potential gross that was moving them.

In any case they were tears of joy.

The film has been previewed by some of the public, and the scores are equally stunning with a Rotten Tomatoes like rating of 99%.

So, where does that leave us in terms of a box office projection? Looking at our model using trailer views, our indication is that Maverick would open on a non-holiday three day weekend to about 113M. Over a four day weekend this number would be increased by about 12 - 18% so 3 days, somewhere between 125 and 140M. Four days, tack on probably 25M. Let’s go with a 4 day total of between 150 and 165M.

The only issue that might debit those numbers a bit is that the film is definitely playing strongly to an older crowd that loved the original in 1986, but we think that will not really influence the numbers a lot.



The Bob’s Burgers Movie has been languishing in the pandemic delay wilderness for a bit. Interest in the film is middling, but should appeal to its solid fans and provide some counter programming appeal to those who aren’t rushing out to see Top Gun: Maverick.

We are looking at an estimated 3 day total of about 8 – 11M with a four day number of between 10 and 14M

LOOKING AHEAD

We are moving into the summer with some highly anticipated blockbusters on the docket. In the next couple months we’ll be knee deep in big budget potentially big grossing product. The period from now until mid July looks especially productive of box office.

In particular, **Jurassic World: Dominion** may well exceed 150M on opening with **Lightyear** in a position to extend the Toy Story Saga. Toy Story 4 as we recall opened over 120M in 2019. While Lightyear may not reach that lofty total it should open to perhaps over 75M. After that, the always profitable Gru comes back to the screen in **Minions: The Rise of Gru**. The last of the Minions franchise, Despicable Me 3 opened to about 72.3M. We’d expect at least a similar or better number here.

After that, Marvel’s god of thunder returns in **Thor: Love and Thunder**. Surely, we will see a massive opening here too.



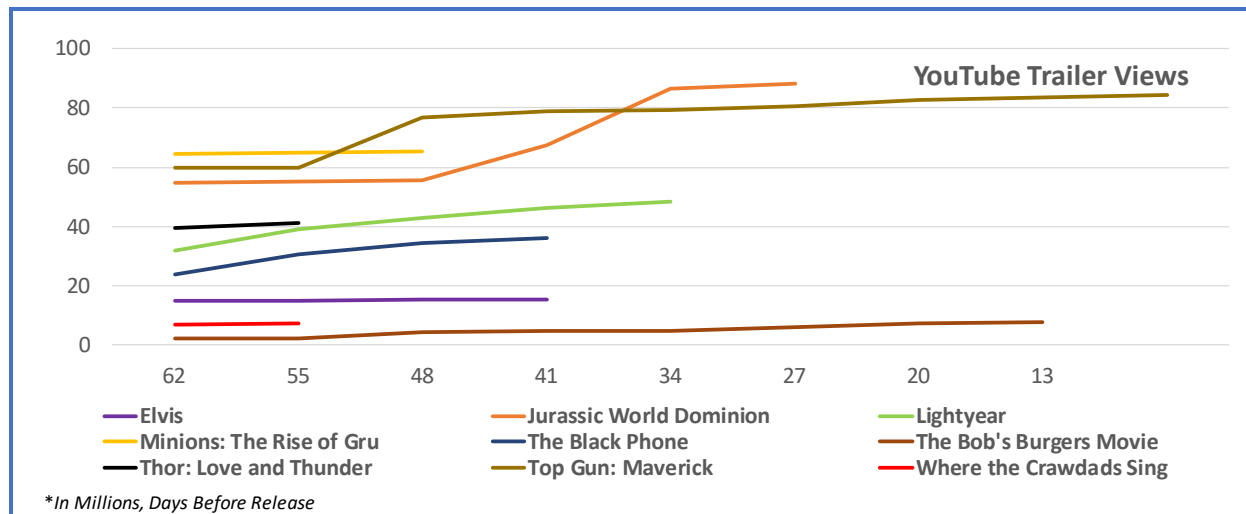
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INTEREST INDICATORS

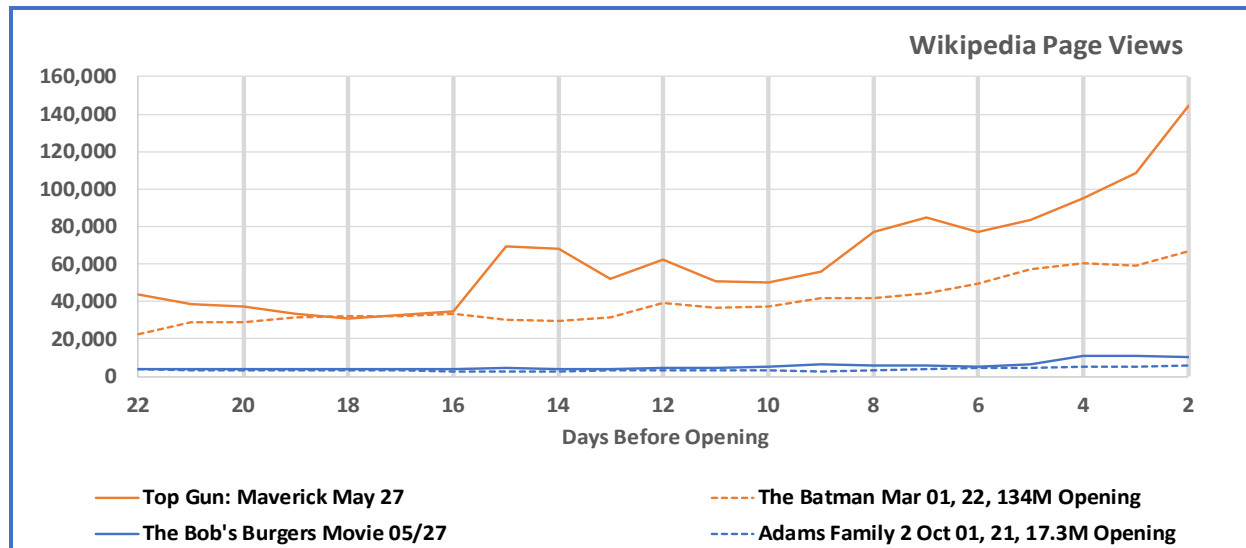
The three charts below give a picture of the interest and potential box office of films opening in the near future.

HSX (Hollywood Stock Exchange) Trading						
Date	Title	Distributor	Open Wknd	Thru Wknd 4	Tot Est*	Mult of Wknd 1
May 26	Top Gun: Maverick	Paramount	110.8	221.3	243.4	2.2
May 26	The Bob's Burgers Movie	Disney/20th Century	16.8	23.5	25.9	2.2
May 27	Jurassic World: Dominion	Universal	150.8	318.8	350.7	2.3

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



*In Millions, Days Before Release



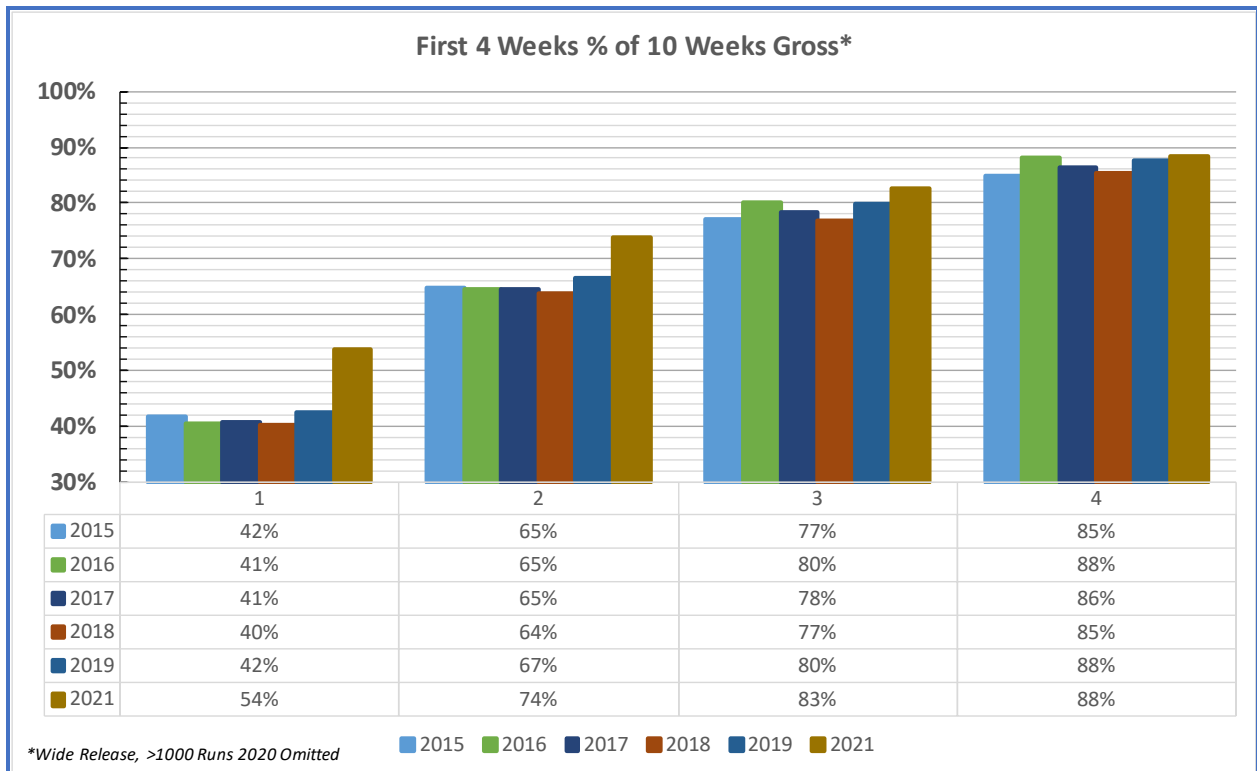


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OF INTEREST

The percentage gross in the first few weeks was fairly steady until 2020 when the Covid-19 pandemic dramatically shifted the moviegoing landscape. As 2020 was a complete aberration and provides nothing in the way of insight, it is omitted from the chart.

2021 was a year of experimentation with windows. It will be interesting as we go through 2022 to see if the trend calms or if it exacerbates in terms of front loading box office now that a more standard 45 day period has evolved



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