

# 2025 Holiday Forecast Preview: Where Spectacle Meets Sentiment

Information generated by The AI Box Office AI model and curated by Sarbjit Singh.

The AI Box Office forecasting project is still in its early stages.

This is a new initiative, and we're actively learning, refining, and improving our methods with each report.  
These early forecasts are part of that learning process.



The AI **BOX OFFICE**

## 2025 Holiday Forecast Preview: Where Spectacle Meets Sentiment

### *An Early AI Box Office Outlook — Projections Subject to Change*

---

#### Overview

This early forecast provides an AI-driven look at seven key releases shaping the **2025 holiday box office season**. Figures and insights reflect current data, social-media momentum, and modeled audience behavior as of **early November 2025**.

With over six weeks remaining before release, marketing campaigns, reviews, and competitive positioning may significantly shift these projections. Updated reports will follow closer to opening weekends.

---

#### 📁 Holiday 2025 Forecast Lineup

- 
- |   |    |
|---|----|
| 1. <b>Avatar: Fire and Ash</b> .....                        | 3  |
| 2. <b>The SpongeBob Movie: Search for Squarepants</b> ..... | 9  |
| 3. <b>The Housemaid</b> .....                               | 15 |
| 4. <b>Anaconda</b> .....                                    | 21 |
| 5. <b>Marty Supreme</b> .....                               | 28 |
| 6. <b>Song Sung Blue</b> .....                              | 34 |
| 7. <b>David</b> .....                                       | 40 |
| 8. <b>2025 AI Box Office Forecast Summary</b> .....         | 46 |

---

Forecasts combine AI modeling, comparative film analysis, historical genre performance, and early social-media engagement data to project opening weekends, total domestic grosses, and audience behavior trends.

These insights are designed to support **exhibitors, programmers, and marketers** in early planning for staffing, scheduling, and promotional strategy.

---

*AI Forecasts that go beyond numbers — translating audience behavior into programming, staffing, and marketing insight.*

## Avatar: Fire and Ash (2025)

Distributor / Studio: 20th Century Studios / Lightstorm Entertainment [Wikipedia+2Avatar.com+2](#)

Release Date (Domestic U.S.): December 19, 2025 [IMDb+2Movie Insider+2](#)

Genre / MPAA Rating: Epic sci-fi action adventure, PG-13 (Intense violence/action, thematic elements) [Rotten Tomatoes+1](#)

Data Confidence: **High** — major franchise, long-lead tracking, wide release.

---

### 1 Opening Weekend (Domestic U.S.)

**Projected** (Fri–Sun) — given the December 19, 2025, release in a holiday corridor with a strong brand.

- Low: **\$150 M**
- Midpoint: **\$180 M**
- High: **\$210 M**

**AI Midpoint Forecast: \$180M**

Comments:

- Franchise strength (the first film remains highest grossing ever, the second did ~\$684M domestic) suggests a strong draw.
  - Premium formats (IMAX/3D/large-screen) will likely boost the opening.
  - December/holiday frame tends to support extended legs rather than purely front-loaded.
  - Runtime reportedly longer than its predecessor (~3h12m), which may limit showtimes slightly but increase value per ticket. [People.com+1](#)
- 

### 2 Total Domestic Gross

**Projected**

- Low scenario: **\$500M** ( $\approx 2.8\times$  OW)
- Mid scenario: **\$720M** ( $\approx 4.0\times$  OW)
- High scenario: **\$900M** ( $\approx 5.0\times$  OW)

Canada Estimate (8-12% of domestic):

- Low: ~\$40-60M
- Mid: ~\$60-90M
- High: ~\$70-110M

Context:

- The first two Avatar films show a pattern of very strong legs; the December release supports sustained hold.
- Given large scale and expectation for spectacle, mid scenario (~\$720M) is plausible.
- High scenario depends on exceptional word-of-mouth + global pull.
- The “Ash People” new tribe plus expanded world suggest fresh material which helps reduce sequel fatigue risk. [Reuters+1](#)

### 3 Weekend-to-Weekend Drop Curve

Assuming Mid scenario OW of \$180M:

Weekend	% Drop (Est.)	Commentary
1 → 2	–50%	Despite holiday frame, large first weekend and fewer highly motivated late adopters.
2 → 3	–30%	Carry over through Christmas & holiday week, supporting strong second weekend.
3 → 4	–27%	Early January sees slower competition, good hold for a blockbuster.

Estimated Total Multiplier:  $\approx 4\times$  **OW** (leading to  $\sim$ \$720M domestic in mid scenario).

### 4 Audience Demographic Breakdown (AI Estimate)

Segment	% of Audience	Comment
Male 13–24	24%	Young male sci-fi/action fans, big for PLF and spectacle.
Female 13–24	20%	Younger female fans of the franchise and spectacle.
Male 25–49	26%	Probably the core adult male demo for a franchise blockbuster.
Female 25–49	20%	Couples, families, and adult female viewers §shows broad appeal.

## The AI BOX OFFICE

50+	10%	Older cinephiles and family stalwarts who attend during holiday.
Family / Kids	~18%	Family outings during holiday frame, though runtime may limit younger kids.

Dominant demos: 18–49 adult audience with strong male skew. Underserved: Very young kids (due to long runtime) and older segments beyond 50.

### 5 Comparable Films (5-8)

Film	Opening Weekend	Total Domestic	Drop 1-2 %	Why Comparable
Avatar (2009)	~\$77M	~\$785M	~-2% (holiday)	Same director/world; massive spectacle.
Avatar: The Way of Water (2022)	~\$134M	~\$684M	~-53% 2nd weekend	Direct predecessor; PLF heavy.
Star Wars: The Force Awakens (2015)	~\$248M	~\$936M	~-38% 2nd weekend	Holiday event blockbuster with fandom.
Jurassic World (2015)	~\$208M	~\$652M	~-49%	Effects-heavy franchise revival.
Dune: Part Two (2024)	~\$82.5M	~\$282M	~-45%	Sci-fi epic, adult skew, PLF draw.
The Lion King (2019 remake)	~\$191.8M	~\$543.6M	~-60%	Big event, family orientated, Disney IP.

These comps frame the expectation: Avatar: Fire and Ash has the potential to match or exceed mid-range if conditions are favourable.

**6 Social Media & Sentiment Snapshot**

Platform	Engagement / Views	Sentiment	Commentary
YouTube	Trailer views in million+ range	Positive	Emphasis on new tribe “Ash People”, spectacle.
TikTok	Fan edits, visual teasers trending	Positive / Building	Younger demo creating early hype.
X (Twitter)	Fandom and box office watchers	Mixed-to-Positive	Franchise fatigue concerns balanced by new hook.
Reddit	r/movies / r/boxoffice discussions	Positive / Analytical	Talking about new visuals, runtime, and stakes.

Overall: **Accelerating** — strong buzz, especially among franchise fans and PLF-goers. Holiday release and massive brand help drive awareness.

**7 AI Operations Impact Forecast**

Factor	AI Estimate	Rationale
Concession Spend per Capita	~\$9.75	Big PLF audience, premium pricing, long runtime → higher basket.
Staffing Intensity Index (1-5)	5	Big opening holiday, long runtime → high staff/marshalling need.
Showtime Clustering	Evening heavy; strong holiday matinees	Prime slots are evenings; holiday mornings/afternoons used.

## The AI BOX OFFICE

Premium Format Demand	~35-45% of BO from PLF	Franchise and Cameron + December release encourage big format.
Cultural/Community Activation	High	Big event film: cross-promo, school holidays, international markets.

→ Operations Insight: Expect **very strong evening and holiday-matinee bookings**, high concession demand, and heavy premium-format seats. Staff accordingly; prioritize large houses for PLF showings; manage lobby flow given long runtime and holiday traffic.

### 8 AI Box Office Projection Table

Range	Opening Weekend (US)	Total Domestic (US)	Canada Estimate	Worldwide Estimate
Low	~\$150M	~\$500M	~\$40-60M	~\$1.4B
Mid	~\$180M	~\$720M	~\$60-90M	~\$2.2B
High	~\$210M	~\$900M	~\$70-110M	~\$2.8B

\*Worldwide estimate accounts for strong international appeal of the franchise and large December window.

### 9 Executive Summary

“Avatar: Fire and Ash” enters the marketplace as one of the biggest tentpole releases of 2025. With the franchise pedigree of the first two films — particularly the monumental success of Avatar (2009) and its immediate sequel — this third chapter arrives in a prime December holiday slot, with strong audience demand and expansive premium format distribution. The forecast midpoint of a ~\$180M opening and ~\$720M domestic total reflects both the scale and risk: big upside, but also high expectations.

The audience is broad: action-sci-fi fans, family groups during holidays, PLF enthusiasts, and international audiences. The key behavior driver is premium format and spectacle; programming should emphasise IMAX/Dolby/3D and peak showtimes. Exhibitors should plan for heavy holiday traffic, elevated concession spend, and high staffing levels in the opening weeks. On marketing and operations, the focus should be on **event-status screenings**, premium pricing, and maximizing premium-format seating. A

## The AI **BOX OFFICE**

strong opening will also boost holiday business into January and catalyse repeat viewings and international legs.

For exhibitors and programmers: treat this as the **anchor title** of Q4 2025 into early 2026. Optimize large auditoriums, ensure premium formats are front and centre, schedule early matinees for families and large groups, and staff for high volume at concessions. If the film hits its mid-case path (or surpasses it), it will be not just a box office triumph but a strategic driver for your cinema programming schedule and profitability.





## The SpongeBob Movie: Search for SquarePants (2025)

Distributor / Studio: Paramount Pictures / Nickelodeon Movies / Paramount Animation  
Release Date (U.S.): December 19, 2025 [Wikipedia+1](#)  
Genre / MPAA Rating: Animated family adventure-comedy (PG) [Fandango+1](#)  
Data Confidence: **Medium** (Strong brand, known release date, but no full tracking yet)

---

### 1 Opening Weekend (Domestic U.S.) — Projected

#### Assumptions & Context:

- Previous entries:
  - *The SpongeBob Movie: Sponge Out of Water* (2015) opened ~\$55.4 M domestic and grossed ~\$163 M domestic. [The Numbers+1](#)
  - *The SpongeBob SquarePants Movie* (2004) opened ~\$32.0 M domestic, grossed ~\$85.4 M domestic. [Box Office Mojo](#)
- The 2025 film releases in a holiday corridor (Dec 19), which supports family multiplex attendance.
- Brand remains strong; however, animation/feature-film competition is intense and premium format may be less of a driver compared to major tentpoles.
- Expect moderate uplift vs earlier titles but tempered by typical family movie constraints (runtime, screen counts, competition).

#### Projected 3-day Opening Weekend (Dom. U.S.):

- Low: **\$45 M**
- Midpoint: **\$65 M**
- High: **\$85 M**

AI Midpoint Forecast: **~\$65M**

#### Notes:

- Holiday release may extend the “first frame” beyond 3 days, so this number is conservative.
- Premium formats (3D/large screens) might add a slight uplift, but not to the level of blockbuster tentpoles.

### 2 Total Domestic Gross — Projected

#### Multiplier expectations & context:

- Family/animated titles often achieve multipliers around ~2.5× to ~3.5× depending on legs and reviews.
- Given brand strength + holiday release, a 3.0–3.5× multiplier is reasonable.

#### Projected Total Domestic (U.S.):

- Low: **\$120 M** ( $\approx 1.85\times$  OW) — minimal legs scenario
- Mid: **\$195 M** ( $\approx 3.0\times$  OW)
- High: **\$280 M** ( $\approx 4.3\times$  OW) — optimistic scenario if strong word-of-mouth and holiday hold

**Canada Estimate (8–12% of domestic):**

- Low: ~\$10-15 M
- Mid: ~\$15-23 M
- High: ~\$22-34 M

**Context:**

- With brand but modest previous grosses, mid-\$195M domestic would mark a meaningful uptick.
- International grosses not included here but will add further global scale.

**3 Weekend-to-Weekend Drop Curve — Projected**

Assuming Midcase OW ~\$65M:

Weekend	% Drop (Est.)	Commentary
1 → 2	–40%	The holiday frame helps retention but many families go early.
2 → 3	–30%	School break still in effect; strong afternoon/weekday showings.
3 → 4	–35%	Competition increases (post-holiday new releases); family novelty fades.

Estimated total multiplier:  $\approx 3.0\times$  OW (midcase) → ~\$195M.

**4 Audience Demographic Breakdown (AI Estimate)**

Segment	% of Audience	Comment
Children (6-12)	~30%	Core kid demo for SpongeBob; matinee/family shows strong.
Teens (13-17)	~15%	Slightly smaller but share interest via pop culture.

## The AI BOX OFFICE

Adults 18-34	~25%	Parents + young adults nostalgic for SpongeBob.
Adults 35-49	~20%	Family attending with kids; broad adult appeal.
50+	~10%	Lower share but contributes via family outings.

**Dominant audience:** Families with children, young adults and nostalgic viewers.

**Underserved:** Strictly adult audiences without children; less PLF-driven than big tentpoles.

### 5 Comparable Films (5-8)

Film	Opening Weekend (US)	Total Domestic	Drop 1→2 % approx	Why Comparable
The SpongeBob Movie: Sponge Out of Water	~\$55.4M	~\$163M	~48% (first week)	Previous major SpongeBob theatrical film
The SpongeBob SquarePants Movie	~\$32.0M	~\$85.4M	~44% (approx)	Earlier franchise entry with smaller scale
The Secret Life of Pets 2 (2019)	~\$46M	~\$188M	~42%	Family franchise sequel, strong kid/family draw
Sing 2 (2021)	~\$47M	~\$192M	~45%	Animated family brand, modest upgrade
Hotel Transylvania 3	~\$44M	~\$167M	~45%	Family animated franchise sequel

These comps show family animation sequels in the ~\$40-60M OW range and ~\$150-200M domestic range. Search for SquarePants is positioned on the higher side of that given holiday timing and brand recognition.

**6 Social Media & Sentiment Snapshot**

Platform	Engagement / Views	Sentiment	Commentary
YouTube	Teaser trailer released July 2025 with several million views. <a href="#">YouTube+1</a>	Positive	Fans excited; nostalgia angle strong.
TikTok	Hashtags around “SpongeBob big guy” and “Flying Dutchman” trending among kids/teens.	Positive	Shareable visuals and character reveals driving buzz.
X/Twitter	Industry tweets + family-movie watchers mention holiday release and legacy characters.	Mixed-to-Positive	Family movie rather than event blockbuster; expectation moderate.
Reddit	r/movies and r/animation discussing brand, previous box office, and whether “another SpongeBob movie” can break out. <a href="#">Reddit</a>	Analytical	Some skepticism about major box office potential, but enthusiasm among fans.

**Overall:** The online energy is **building steadily**. Strong brand and holiday timing help; however, it lacks the “tentpole blockbuster” hype of mega franchises. Social chatter is more in the family/kid/nostalgia lane.

**7 AI Operations Impact Forecast**

Factor	AI Estimate	Rationale
Concession Spend per Capita	~\$7.50	Family audiences, younger demographics; moderate basket size.
Staffing Intensity Index	3 (opening week)	Not a massive tentpole but solid family turnout; typical multiplex staffing.

## The AI BOX OFFICE

Showtime Clustering	Heavy matinee + early evening	Family daytimes strong; 10 a.m.–3 p.m. matinees matter.
Premium Format Demand	Low (~10% of BO)	Animated family films typically use standard screens more than PLFs.
Cultural / Community Activation	Moderate	SpongeBob has wide appeal, but less “event” than adult tentpoles; tie-ins (toys, kids clubs) will help.

### → Operations Insight:

For exhibitors: This is a **reliable family tentpole** for the December holiday window. Prioritize **morning matinees and early-evening shows**, ensure kid-friendly lobby and concessions (lower ticket price sensitivity), and ensure staffing is smooth for high family traffic (strollers, groups, early dismissals). Premium format upsells likely minimal – focus efforts on volume, concessions and family-package deals.

## 8 AI Box Office Projection Table

(All values USD)

Range	Opening Weekend (US)	Total Domestic (US)	Canada Estimate	Worldwide (estimate)
Low	~\$45 M	~\$120 M	~\$10-15 M	~\$250-300M
Mid	~\$65 M	~\$195 M	~\$15-23 M	~\$400-450M
High	~\$85 M	~\$280 M	~\$22-34 M	~\$550-600M

## 9 Executive Summary

### Why the film lands in this forecast range:

The SpongeBob brand remains strong and beloved by children, families, and nostalgic adults alike. The December 19, 2025 holiday release positions this film to take advantage of school breaks and family movie outings. While it does not carry the same blockbuster scale as some mega-franchise tentpoles, it's well-placed as a **premium family entertainment offering**. Our midpoint of ~\$65M opening and ~\$195M

## The AI **BOX OFFICE**

domestic total reflects a well-executed release leveraging brand and timing, while acknowledging limits of scope and competition in the animated space.

### **Audience behavior & who it appeals to:**

This film will draw **families with children (6-12)**, alongside teens/young adults with nostalgic tastes and parents who grew up with the original series. Expect high afternoon/matinee attendance on weekends and strong holiday week throughput. Concession spend will be steady, but families are price-sensitive; promotions and value packages help. Premium formats will have a limited incremental impact.

### **What exhibitors & marketers should do:**

- Promote early-show packages and day-part programming targeting families (e.g., "Kids Club" mornings, group discounts).
- Emphasize the **holiday event status** but keep pricing accessible for families; consider bundle deals (ticket + popcorn + drink).
- Schedule **multiple matinees and early evening prime shows**, especially Fri–Sun, and consider school-holiday themed activities (costume contests, SpongeBob trivia).
- Marketing: leverage nostalgia by including original voice cast, highlight “search for the Flying Dutchman”, tie-ins with toys and kids brands, and use social media to target both kids (via parents) and nostalgic adults.

In sum: *Search for SquarePants* is not the summer superhero juggernaut, but it is a **high-value family holiday release** with strong upside for exhibitors who program for family traffic, optimize matinees and lobby concessions, and treat it as the center of a holiday family-movie promotion.



The AI **BOX OFFICE**

## The Housemaid (2025)

**Distributor / Studio:** Lionsgate / Hidden Pictures / Feigco Entertainment [Wikipedia+1](#)

**Release Date (Domestic U.S.):** December 19, 2025 [IMDb+2People.com+2](#)

**Genre / MPAA Rating:** Psychological thriller (est. PG-13 or possibly R depending on intensity)

**Data Confidence: Medium** — well-known cast & novel adaptation, but tracking data and marketing rollout still limited.

---

### 1 Opening Weekend (Domestic U.S.)

**Projected (Fri–Sun):**

- **Low:** ~\$12 M
- **Mid:** ~\$20 M
- **High:** ~\$30 M

**AI Midpoint Forecast:** ~\$20 M

**Rationale:**

- Based on a bestselling novel (The Housemaid by Freida McFadden) and strong cast (Sydney Sweeney, Amanda Seyfried) and a known director (Paul Feig) [People.com+2Wikipedia+2](#)
  - However, the thriller genre and the December slot mean more moderate scale vs big franchise tentpoles.
  - Release date near end of year brings window for legs and awards whispering, but initial opening likely modest.
- 

### 2 Total Domestic Gross

**Projected:**

- **Low:** ~\$45 M
- **Mid:** ~\$85 M
- **High:** ~\$130 M

**Canada Estimate (8-12% of domestic):**

- **Low:** ~\$3.5-5 M
- **Mid:** ~\$7-10 M
- **High:** ~\$10-15 M

**Context:**

- Novel adaptation with adult audience; if positive reviews & word-of-mouth, legs could push into the upper range.
  - December release may give extra days of holiday attendance and a slower competition window, helping the multiplier beyond the typical thriller.
  - But it's not a built-in franchise or huge event film so ceiling is limited compared to blockbusters.
-

3 Weekend-to-Weekend Drop Curve (Projected)

Assuming a mid-case opening of ~\$20 M:

Weekend	% Drop (Est.)	Commentary
1 → 2	–40%	Strong if reviews & social buzz click, but typical dip for non-event title.
2 → 3	–30%	Holiday season may boost retention; early adopters done, but mainstream still coming.
3 → 4	–35%	Move into January, more competition, slower show counts.

Estimated total multiplier: ≈ 4× for mid-case → ~\$85 M total domestic.

4 Audience Demographic Breakdown (AI Estimate)

Segment	% of Audience	Comment
Male 13–24	~10%	Younger male thriller fans, but not dominant.
Female 13–24	~18%	Novel readers, Sydney Sweeney fans, social-media influenced.
Male 25–49	~30%	Adult thriller audience; likely strong demo.
Female 25–49	~30%	Broad adult female appeal (psychological thriller, star power).
50+	~12%	Smaller share but possible with adult thriller crowd.



## The AI BOX OFFICE

Family / Kids	~5%	Not the primary family film; more adult focus.
---------------	-----	--

**Dominant demos:** Adults 25–49 (both sexes) leaning slightly female.

**Underserved:** Kids/families and very young male action crowd.

### 5 Comparable Films (5–8)

Film	Opening Weekend	Total Domestic	Drop 1-2 %	Why Comparable
'Gone Girl' (2014)	~\$38 M	~\$167 M	~26%	Adult thriller, star power from Rosamund Pike & Ben Affleck; novel adaptation.
'A Simple Favor' (2018)	~\$16 M	~\$97 M	~45%	Stylish thriller, strong female cast, modest opening.
'The Girl on the Train' (2016)	~\$24.6 M	~\$75 M	~44%	Thriller adaptation with female lead(s).
'You People' (2023)	~\$3.9 M (limited)	~\$17 M	—	Small scale adult-comedy drama; shows niche ceiling.
'Knives Out' (2019)	~\$41 M	~\$165 M	~39%	Big star ensemble, adult-oriented, strong legs.

From these comps, The Housemaid's mid-range forecast aligns with ~\$20M OW and ~\$85M total domestic.

### 6 Social Media & Sentiment Snapshot

Platform	Engagement / Views	Sentiment	Commentary
----------	--------------------	-----------	------------

## The AI BOX OFFICE

YouTube	First trailer released Sept 2025; multi-million views. <a href="#">People.com+1</a>	Positive	Strong visuals, cast appeal.
TikTok	Novel had BookTok success; adaptation leverage potential. <a href="#">ELLE</a>	Positive niche	Engaged younger female readers/BookTok fans.
X/Twitter	Industry and thriller fans discussing cast and twists.	Neutral-to-Positive	Not yet viral, but building.
Reddit	r/movies discussions on author, casting; some “which household is more dangerous” memes. <a href="#">Reddit</a>	Analytical	Good niche word-of-mouth potential.

**Overall Online Energy:** Growing steadily, especially among novel fans and adult thriller audiences — but not yet reaching wide mainstream hype levels.

### 7 AI Operations Impact Forecast

Factor	AI Estimate	Rationale
Concession Spend per Capita	~\$6.75	Adult thriller audience; mid-ticket price, moderate concessions.
Staffing Intensity Index (1-5)	3	Openings moderate; not blockbuster scale, but enough traffic to warrant solid staffing.
Showtime Clustering	Evening heavy; some Saturday matinees	Adult audience skew means later shows more prominent; Saturday afternoon matinee less dominant but still relevant.
Premium Format Demand	Low (~5-10% of BO)	Thriller; premium formats likely used but not major sell-point compared to spectacle films.

The AI BOX OFFICE

Cultural / Community Activation	Moderate	Novel adaptation with BookTok base; potential reading-clubs tie-ins, but less large-scale event sweep.
---------------------------------	----------	--

→ **Operations Insight:**  
The Housemaid represents a **solid adult-audience theatrical play** rather than a family or event blockbuster. Exhibitors should **prioritize evening and late-night screens**, ensure comfortable adult-oriented seating (less a kids-crowd), and refine staffing to focus on **quiet but steady occupancy** rather than massive surges. Concessions should cater to adult pairs/groups rather than large families. Consider tie-ins with book clubs, thriller-theme nights, and promotional events in upscale markets.

8 AI Box Office Projection Table

(All figures USD)

Range	Opening Weekend (US)	Total Domestic (US)	Canada Estimate	Worldwide Estimate*
Low	~\$12 M	~\$45 M	~\$3.5-5 M	~\$90-110 M
Mid	~\$20 M	~\$85 M	~\$7-10 M	~\$160-200 M
High	~\$30 M	~\$130 M	~\$10-15 M	~\$240-300 M

\*Worldwide estimate assumes modest international rollout; more data needed for precision.

9 Executive Summary

**Why the film lands in this forecast range:**  
The Housemaid comes into theaters as a psychological thriller with reputable source material (a bestselling novel), a strong cast (Sydney Sweeney, Amanda Seyfried) and a reputable director (Paul Feig). However, it lacks the built-in franchise momentum and spectacle of bigger tentpoles, which caps its upside. The December release gives it a favorable window for adult audiences seeking holiday cinematic fare, but competition and modest genre scale mean its projection is more moderate: **mid-case around \$20M opening and ~\$85M total domestic.**

**Who its audience is and how they behave:**  
This film targets adults 25–49 (both male and female) who enjoy twisty thrillers, literate adaptations, and stardriven cinema. The younger adult female segment (BookTok-influenced) will be especially important.

## The AI **BOX OFFICE**

The behavior will skew toward **late evening screenings**, **date nights**, and **groups of friends** rather than large family matinees. The novel fanbase may drive early attendance and social sharing, which could sustain legs into early 2026.

### What exhibitors & marketers should do:

- Program the film **primarily in evening slots**, especially Thursday preview, Friday night and Saturday prime.
- Emphasize **adult groups** rather than family bulk; concessions should reflect that (drink specials, wine-pairings, premium snacks).
- Marketing should lean into the **twist-filled premise** (“nothing is as it seems”), the star power of Sweeney & Seyfried, and the BookTok origin story to activate niche but passionate audiences.
- Consider pairing with **book-club events**, **thriller-film night packages**, or upscale lobby activations that reinforce the adult, stylish tone.
- Because premium format demand is low, focus on **maximizing full auditoriums across standard screens** rather than chasing IMAX or PLF.

In summary, *The Housemaid* is a well-positioned adult thriller with good potential for theatrical success in its niche. It won't rival blockbuster scale, but for exhibitors and marketers aiming at adult audiences and quality content in a December slot, it offers a smart programming option with meaningful upside — especially if word-of-mouth and social sharing kick in.



The AI **BOX OFFICE**

## Anaconda (2025)

Distributor / Studio: Sony Pictures Releasing / Columbia Pictures / Fully Formed Entertainment

[Wikipedia+2Screen Rant+2](#)

Release Date (Domestic U.S.): December 25, 2025 — Christmas Day. [Movie Insider+2Wikipedia+2](#)

Genre / MPAA Rating: Action-Comedy/Horror (Creature feature reboot) — rating not yet publicly confirmed. [People.com+1](#)

Data Confidence: **Medium** — While the brand is established and release date set, the tracking, marketing rollout and genre hybrid nature (horror + comedy + creature-feature) introduce moderate forecasting uncertainty.

---

### 1 Opening Weekend (Domestic U.S.) – *Projected*

#### Assumptions

- This is a reboot/meta take on the 1997 cult film with big names (Paul Rudd, Jack Black) in a unusual holiday release slot. [Wikipedia+1](#)
- The genre is creature horror/action with a comedic bent, which tends to attract certain segments rather than broad four-quadrant families.
- Release on Christmas Day gives upside for holiday turnout, but also heavy competition and higher expectations.

#### Projected Domestic 3-Day Opening Weekend (Fri–Sun):

- **Low:** ~\$40 M
- **Mid:** ~\$70 M
- **High:** ~\$110 M

AI Midpoint Forecast: ~\$70 M

#### Notes:

- Premium formats may have some impact, but less than pure spectacle blockbusters.
- The hybrid genre (horror/comedy) may limit younger children and some families, but holiday timing helps.
- Familiar franchise name adds built-in awareness, but novelty/reboot risk remains.<sup>1</sup>

---

### 2 Total Domestic Gross – *Projected*

#### Multiplier assumptions & context:

- Creature-feature/monster films typically have moderate legs, especially if they find an audience; holiday release may help extension.
- Considering genre and star power, a multiplier around **3× to 4.5×** opening weekend is reasonable in mid-case.

## The AI BOX OFFICE

### Projected Total Domestic (U.S.):

- **Low:** ~\$120 M ( $\approx 3\times$  low OW)
- **Mid:** ~\$210 M ( $\approx 3\times$  mid OW)
- **High:** ~\$330 M ( $\approx 3\times$  high OW) or up to  $\sim 4.5\times$  if legs and word-of-mouth strong.

### Canada Estimate (8–12% of Domestic):

- Low: ~\$10-15 M
- Mid: ~\$17-25 M
- High: ~\$25-35 M

### Context:

- The film's release on a major holiday gives opportunity for extended legs, but because it's not a "safe family animated" title, audience drop may be sharper.
- The meta-comedy angle (friends remake the original, then real snake) may broaden appeal beyond pure horror fans. [MovieWeb+1](#)

---

### 3 Weekend-to-Weekend Drop Curve – Projected

Assuming Midcase OW ~\$70 M:

Weekend	% Drop (Est.)	Commentary
1 → 2	–45%	Big opening for holiday; second week sees some drop but holiday still supports.
2 → 3	–30%	Post-holiday hold aided by adult/adventure audience and fans of franchise.
3 → 4	–35%	New releases and lower holiday traffic begin to affect.

**Estimated Total Multiplier:**  $\sim \approx 3.0\times - 3.5\times$  in mid-case  $\rightarrow \sim \$210\text{M}$  domestic.

---

### 4 Audience Demographic Breakdown (AI Estimate)

## The AI BOX OFFICE

Segment	% of Audience	Comment
Male 13–24	~22%	Horror/adventure skew, fans of Jack Black/Paul Rudd.
Female 13–24	~18%	Possibly strong if marketing leans into comedy/horror hybrid.
Male 25–49	~30%	Likely the core/anchor demo: adult men drawn by monster action + stars.
Female 25–49	~20%	Adults who enjoy adventure/horror plus nostalgia for franchise.
Older 50+	~10%	Smaller share; older audiences less inclined to holiday horror/comedy.
Family / Kids	~15% (overlaps)	Some family attendance on holiday, but less among very young due to horror elements.

**Dominant Demographic:** Males 18–49; but female audiences also significant given comedic cast and adventure tone.

**Underserved:** Very young kids (under ~12) and older adult 50+ who favor more straightforward fare.

### 5 Comparable Films (5-8)

Film	Opening Weekend	Total Domestic	Drop 1→2 %	Why Comparable
The original <i>Anaconda</i> (1997)	~\$65.9 M	~\$65.9 M domestic (but earlier era) <a href="#">Wikipedia+1</a>	~44%	Same franchise origin.

## The AI BOX OFFICE

<i>Monster Hunter</i> (2020)	~\$17.4 M	~\$47.9 M domestic	~59%	Creature feature with star; moderate legs.
<i>Jumanji: Welcome to the Jungle</i> (2017)	~\$52 M	~\$404 M domestic	~39%	Adventure/ensemble cast; broader appeal.
<i>Goosebumps 2: Haunted Halloween</i> (2018)	~\$17.3 M	~\$46.5 M domestic	~56%	Family-friendly monster film; moderate scale.
<i>Snakes on a Plane</i> (2006)	~\$15.2 M	~\$62.2 M domestic	~49%	Over-the-top snake/creature concept; cult.

These comparables suggest that for a creature-feature reboot, a domestic total in **\$150–250M** range is plausible if it connects; slightly higher if holiday + stars + marketing align.

### 6 Social Media & Sentiment Snapshot

Platform	Engagement / Views	Sentiment	Commentary
YouTube	Trailer released Sept 2025; multi-million views. <a href="#">Variety</a>	Positive / Curious	Fans intrigued by weird combo of Jack Black + Paul Rudd + giant snake.
TikTok	Clips of trailer, “giant snake on Christmas” meme potential.	Building positive	Shareable horror/comedy mix.
X (Twitter)	Industry + fan reaction; conversation around “holiday horror” and meta tone. <a href="#">EW.com</a>	Mixed-to-Positive	Some question holiday horror; others excited.



## The AI BOX OFFICE

Reddit	r/movies discussions about reboot angle; meta plot (“we’re remaking the movie”) appealing. <a href="#">Reddit</a>	Analytical	Real potential for word-of-mouth among horror/genre fans.
--------	---	------------	---

**Overall Online Energy: Moderately positive and building.** The brand, stars, and holiday release generate buzz; novelty of meta-comedy/horror combination may help distinguish it — but not yet at blockbuster-level hype.

### 7 AI Operations Impact Forecast

Factor	AI Estimate	Rationale
Concession Spend per Capita	~\$8.50	Adult/horror/adventure crowd plus holiday outing = moderate to above average.
Staffing Intensity Index (1-5)	4	Holiday release likely sees strong traffic, but not on the scale of a franchise mega-tentpole.
Showtime Clustering	Evening prime + holiday matinees	Prime evening shows likely strongest; Christmas Day and following evening slots key.
Premium Format Demand	~20-25% of BO from PLF	Big creature feature visually; premium formats will drive higher ticket price for enthusiasts.
Cultural / Community Activation	Moderate	Creature-feature/horror niche; marketing tie-ins with horror fans, snake-enthusiast fandom, meta-film audience.

#### → Operations Insight:

For exhibitors: Treat *Anaconda (2025)* as a **holiday event creature-feature**. Give it strong evening showtimes on Christmas Day and next few days, allocate a good number of premium format (IMAX/Dolby) screenings for enthusiasts, and ensure concession staffing is prepared for slightly higher per-cap spend. While not a universal family film, the holiday timing means families + older teens might attend matinees — schedule accordingly. Position it as “fun holiday horror/adventure” in marketing to widen beyond core horror fans.

## 8 AI Box Office Projection Table

(All figures USD)

Range	Opening Weekend (US)	Total Domestic (US)	Canada Estimate	Worldwide Estimate*
Low	~\$40 M	~\$120 M	~\$10-15 M	~\$250-300 M
Mid	~\$70 M	~\$210 M	~\$17-25 M	~\$450-500 M
High	~\$110 M	~\$330 M	~\$25-35 M	~\$700-800 M

\*Worldwide estimate based on franchise recognition and potential international holiday window; large variance due to international horror/comedy appeal.

## 9 Executive Summary

### Why the film lands in this forecast range:

*Anaconda (2025)* leverages a recognizable franchise, high-profile comedic stars (Paul Rudd, Jack Black), and a dramatic holiday release date (Christmas Day) to position itself as a “holiday horror/adventure” event. The meta-plot (two friends remaking their childhood favorite, then real snake chaos) offers novelty and broader appeal beyond just horror fans. However, the hybrid genre and adult orientation limit some family segments, and the creature-feature category typically doesn’t reach the ultra-high grosses of superhero tentpoles. The mid-case forecast of **\$70M opening and ~\$210M domestic** reflects these dynamics.

### Who its audience is and how they behave:

The core audience will be adults 18–49 (particularly male but significant female share) drawn to adventure, horror/comedy, star power, and event cinema. The holiday release means evening shows post-Christmas Day, groups of friends, couples and adult audiences seeking something different will dominate. Premium formats will attract enthusiasts, while matinees may draw older teens and families who are comfortable with horror/adventure tone.

### What exhibitors & marketers should do:

- Market this film as **“a big scary fun holiday event”**, emphasizing the giant snake, the comedic stars, and the meta-twist on the original.
- Allocate a **significant number of premium format showings** (IMAX/Dolby) early in release when interest is highest.
- Emphasize evening prime slots and holiday day shows (Christmas Day into the weekend).
- For concessions and staffing: prepare for strong per-cap spend and moderate-to-high volume around key showtimes; staffing index at 4 means full staffing of concessions and FOH during evenings for the first few days.

## The AI **BOX OFFICE**

- Position special promotions: “See it with friends”, “Holiday creature-feature thrill night”, social media tie-ins (giant snake visuals), possibly VR/AR lobby experiences decorating the theatre for jungle/snake theme.

If the film hits its mid-case path or better, it becomes a **solid holiday blockbuster** in the creature-feature/adventure genre, delivering both occupancy and premium yield for exhibitors. It's not guaranteed to hit superhero levels, but with smart programming and promotion it can be a **profitable and memorable seasonal event**.



## Marty Supreme (2025)

Distributor / Studio: A24 [a24films.com+1](https://a24films.com)

Release Date (U.S.): December 25, 2025 [Movie Insider+1](#)

Genre / MPAA Rating: Sports-drama / comedy-drama (inspired by ping-pong champion) [Wikipedia+1](#)

Data Confidence: **Medium** — well-known cast and distributor, clear release date, but niche sports subject and moderate tracking data.

---

### 1 Opening Weekend (Domestic U.S.) — *Projected*

#### Assumptions

- Directed by Josh Safdie (of *Uncut Gems* fame) and starring Timothée Chalamet. [TheGWW.com+1](#)
- Release on Christmas Day: premium holiday date but crowded release window.
- Subject: 1950s era ping-pong prodigy; somewhat niche compared to large action tentpoles.

#### Projected Opening Weekend (Fri–Sun):

- Low: ~\$12M
- Mid: ~\$20M
- High: ~\$30M

#### AI Midpoint Forecast: ~\$20M

#### Notes:

- As a sports drama under a boutique distributor, it will likely rely on strong critical acclaim and word-of-mouth rather than mass blockbuster muscle.
  - The Christmas release gives some boost, but competition will be heavy.
  - Premium format share is likely modest.
- 

### 2 Total Domestic Gross — *Projected*

#### Multiplier expectation & context

- For this type of title, a multiplier of ~3× Opening Weekend is reasonable if legs are good; if very niche, could be lower (~2.5×).
- Because of the December release, some holiday legs may extend earnings.

#### Projected Total Domestic (U.S.):

- Low: \$45M
- Mid: \$60M
- High: \$90M

#### Canada Estimate (8–12% of Domestic):

- Low: ~\$3.5-5.5M
- Mid: ~\$5-7M
- High: ~\$7-10M

**Context:**

- If the film connects as a 'prestige' sports drama with a major star and gets awards buzz, higher end of range possible.
- But niche subject and boutique marketing means it's unlikely to hit blockbuster domestic numbers.

**3 Weekend-to-Weekend Drop Curve — Projected**

Assuming Midcase Opening ~\$20M:

Weekend	% Drop (Est.)	Commentary
1 → 2	~40%	Many sports dramas see a sharper second weekend unless strong word-of-mouth kicks in.
2 → 3	~30%	Holiday week sustained audience and possibly awards/critics attention will help stabilize.
3 → 4	~35%	Post-holiday drop with fewer show counts and newer releases entering.

Estimated multiplier:  $\approx 3 \times \text{OW}$  → ~\$60M domestic in midcase.

**4 Audience Demographic Breakdown (AI Estimate)**

Segment	% of Audience	Comment
Male 13–24	~15%	Young male demographic possibly drawn by Chalamet and sports elements.
Female 13–24	~12%	Chalamet's fan base; but subject may appeal less to casual young female audience.

## The AI BOX OFFICE

Male 25–49	~30%	Core adult sports-drama audience; key demographic.
Female 25–49	~25%	Adult female audience drawn to prestige drama, star cast, period setting.
50+	~10%	Older adult demographic may come for star or awards buzz, but less dominant.
Family / Kids	~5%	Not primarily family film.

**Dominant demos:** Adults 25–49 (male skew slightly).

**Underserved / Opportunity areas:** Younger female audiences and older 50+ audiences – thoughtful marketing could help widen appeal.

### 5 Comparable Films (5-8)

Film	Opening Weekend	Total Domestic	Drop 1→2 %	Why Comparable
<i>Moneyball</i> (2011)	~\$20.7M	~\$75.6M	~-30%	Sports-drama with major star and period setting.
<i>The Fighter</i> (2010)	~\$12.8M	~\$129.2M	~-26%	Boxing drama, strong critical & awards tie-in.
<i>Rush</i> (2013)	~\$26.9M	~\$90.6M	~-23%	Period sports drama (F1 racing) with high production values.
<i>Creed II</i> (2018)	~\$35.1M	~\$214M	~-44%	Sports sequel with larger scale – upper bound.

## The AI BOX OFFICE

<i>The Blind Side</i> (2009)	~\$34.1M	~\$309M	~-38%	Sports drama with broad family appeal; larger scale.
------------------------------	----------	---------	-------	--

These comps suggest that for a high-quality sports drama, domestic totals in the ~\$60-100M range are realistic depending on appeal and legs.

### 6 Social Media & Sentiment Snapshot

Platform	Engagement / Views	Sentiment	Commentary
YouTube	Official teaser/trailer posts in mid-2025; growing views. <a href="#">YouTube+1</a>	Positive	Early buzz from star cast and director.
TikTok	Emerging content around Chalamet's training, vintage 1950s ping-pong vibe.	Positive niche	Sports-drama + retro aesthetic appeals to certain fanbases.
X (Twitter)	Film-industry and cinephile discussions about Safdie + Chalamet combo. <a href="#">CBR</a>	Mixed-to-Positive	Some skepticism about "ping-pong drama" subject; strong director attachment.
Reddit	r/movies, r/boxoffice discussions about upcoming film, star cast, release slot.	Analytical	Moderate anticipation, not blockbuster-level hype yet.

**Overall online energy:** Building steadily, especially among cinephile and sports-drama fans. Not massive mainstream pre-buzz, but promising in context of boutique auteur release.

**7 AI Operations Impact Forecast (Exhibitors)**

Factor	AI Estimate	Rationale
Concession Spend per Capita	~\$7.50	Adult audience, night showings, moderate family component.
Staffing Intensity Index (1-5)	3	Moderate scale; not blockbuster staffing, but still significant for a release date of Christmas.
Showtime Clustering	Evening heavy; moderate afternoon slots	Adult audience likely favors evening; some matinees for holiday crowd.
Premium Format Demand	Low (~10% of BO)	Not primarily spectacle; high production values but less PLF-driven than major tentpoles.
Cultural / Community Activation	Moderate	Possible tie-ins with ping-pong/retro culture, star-led promos; niche sports community angle.

→ **Operations Insight:**

For exhibitors: This film is best treated as a **quality adult release** in the holiday slot rather than a mass-market tentpole. Focus on **prime evening sessions**, ensure full staffing at peak showtimes especially Christmas Day and following weekend. Concessions can emphasize adult bundles (wine/premium snacks). Don't overschedule – moderate screen count, prioritize theatres with strong cinephile attendance and adult audiences. Event screenings (Q&A, director discussion) could boost legs and revenue.

**8 AI Box Office Projection Table**

(All values USD)

Range	Opening Weekend (US)	Total Domestic (US)	Canada Estimate	Worldwide Estimate*
Low	~\$12M	~\$45M	~\$3.5-5.5M	~\$80-100M



## The AI BOX OFFICE

Mid	~\$20M	~\$60M	~\$5-7M	~\$120-150M
High	~\$30M	~\$90M	~\$7-10M	~\$180-220M

\*Worldwide estimate is highly speculative, given international sports-drama plus star cast appeal; actual will depend on overseas rollout.

### 🔍 Executive Summary

#### Why the film lands in this forecast range:

“Marty Supreme” brings together director Josh Safdie (renowned for tense, character-driven films) and star Timothée Chalamet in an off-beat sports drama about a 1950s ping-pong upstart. The Christmas Day release date and strong cast give it premium positioning, yet the subject matter remains niche compared to large-scale franchises. Based on that, the mid-case projection (~\$20M opening, ~\$60M domestic) reflects respectable performance for an auteur sports drama with mainstream aspirations.

#### Who its audience is and how they behave:

The core audience will consist of adults 25-49 (both sexes) who appreciate character-driven, quality drama, period setting, and star power. Cinephiles, sports-drama fans, and Chalamet’s fanbase will drive early attendance. The film is less aimed at families or children, meaning evening and adult sessions will dominate. If positive reviews and word-of-mouth kick in, legs could extend into January, and multiplexes should consider Q&A or special showings.

#### What exhibitors & marketers should do:

- Market it as a **prestige sports/drama event**, emphasizing Chalamet, Safdie, and the unique ping-pong angle.
- Position around Christmas Day as a quality alternative to big action spectacles.
- Program theatres to prioritize **evening screenings and adult-oriented auditoriums**, with some matinees for holiday groups.
- Concessions should tailor to **adult audiences and date-night couples** (premium snacks, wine/champagne options).
- Consider **screening events** (director/actor Q&A, sports-theme night) to capture the niche audience and drive community engagement.
- Expect moderate rather than blockbuster traffic, so **optimize screen count** rather than over-deploy.

In sum: *Marty Supreme* is a strong fit for exhibitors seeking quality adult content in the holiday season that can draw both star-centric and cinephile crowds. While it won’t match franchise mega-blockbusters, with smart marketing and programming it offers meaningful upside and a unique theatrical alternative.

## Song Sung Blue (2025)

**Distributor / Studio:** Focus Features [focusfeatures.com+1](https://focusfeatures.com)

**Release Date (Domestic U.S.):** December 25, 2025 (wide) [en.wikipedia.org+2](https://en.wikipedia.org)[fandango.com+2](https://www.fandango.com)

**Genre / MPAA Rating:** Musical drama (based on a true story of a Neil Diamond tribute band) — PG-13  
[Rotten Tomatoes+1](https://www.rottentomatoes.com)

**Data Confidence:** Medium

- Known cast: Hugh Jackman & Kate Hudson. [People.com+2](https://people.com)[focusfeatures.com+2](https://focusfeatures.com)
- Clear December 25 release gives a premium date.
- But musical drama (rather than big franchise) implies a more moderate scale and higher risk.
- No public budget yet; tracking data limited.

All financial figures below are **AI projected**.

---

### 1 Opening Weekend (Domestic U.S.) — Projected

#### Assumptions & Context

- Based on the 2008 documentary of the same name, now dramatized. [en.wikipedia.org](https://en.wikipedia.org)
- December 25 release: advantageous for holiday audiences, but competition is strong for that slot.
- Musical drama with star power (Jackman & Hudson) — appeals to adult audiences, fans of musicals, and holiday groups.
- Might not command the same opening magnitude as major tentpoles, but the date and stars elevate expectations.

#### Projected 3-Day Opening Weekend (Fri–Sun)

- Low: **\$25 M**
- Midpoint: **\$40 M**
- High: **\$60 M**

**AI Midpoint Forecast: ~\$40M**

#### Notes:

- December release helps, but musicals drama often open slower than action/comedy tentpoles.
- The star names and holiday date markup suggest strong potential if marketing connects.
- Premium formats (IMAX/3D) likely minimal — standard screens dominantly.

---

### 2 Total Domestic Gross — Projected

#### Multiplier Context

- Musical/drama adult-oriented films often have multipliers in the ~2.5× to ~4× range, depending on word-of-mouth, awards buzz, and repeat viewings.
- The holiday release date may boost multiplier somewhat if the film finds broader adult and group attendance.

### Projected Total Domestic (U.S.)

- Low: **\$80 M** ( $\approx 2\times$  OW)
- Mid: **\$140 M** ( $\approx 3.5\times$  OW)
- High: **\$200 M** ( $\approx 5\times$  OW) — if the film becomes a seasonal stop-in with strong legs and soundtrack appeal.

### Canada Estimate (8–12% of Domestic):

- Low: ~\$6-10 M
- Mid: ~\$11-17 M
- High: ~\$16-24 M

### Context & Behavior

- The film's soundtrack (Neil Diamond hits) may drive repeat attendance and group bookings (holiday parties, couples nights).
- Adult demographic means fewer kids/family matinees, so evening slots and holiday adult group bookings matter.
- Awards consideration (if any) could extend run into early new year, improving legs.

### 3 Weekend-to-Weekend Drop Curve — Projected

Assuming a mid-case opening of ~\$40M:

Weekend	% Drop (Est.)	Commentary
Week 1 → 2	–45%	Big opening holiday week; drop expected but holiday week overlaps may soften the slope.
Week 2 → 3	–30%	Post-New Year weekend; adult audiences still attending, soundtracking effect.
Week 3 → 4	–35%	New release wave and seasonal wind-down begin.

Estimated total multiplier:  $\approx 3.5\times$  OW → ~\$140M domestic in mid-case.

4 Audience Demographic Breakdown (AI Estimate)

Segment	% of Audience	Comment
Male 13–24	~12%	Younger male fans of Jackman, musicals, but less core.
Female 13–24	~18%	Younger women interested in music and star cast.
Male 25–49	~28%	Adult male fans of musicals, '80s tribute culture, concerts.
Female 25–49	~30%	Likely the <b>core audience</b> : couples, adult groups, musical fans.
Age 50+	~12%	Older adults with nostalgic pull to Neil Diamond/tribute bands.
Family/Kids	~15%	Family attendance possible during holiday, but juvenile draw weaker.

**Dominant demo:** Adults 25–49, both sexes, especially female-skewed adult groups.

**Underserved:** Very young children; specialized musical fans (though could still attend) but broad skate-over children's market.

5 Comparable Films (5–8)

Film	Opening Weekend	Total Domestic	Drop 1→2 %	Why Comparable
<i>Rocketman</i> (2019)	~\$25.9M	~\$127.4M	~52%	Music biopic of Elton John; adult appeal.
<i>A Star Is Born</i> (2018)	~\$42.9M	~\$215M	~54%	Musical/drama with major star; holiday-ish.

## The AI BOX OFFICE

<i>The Greatest Showman</i> (2017)	~\$8.8M (platform)	~\$174M	~11%	Started small, legs via soundtrack, family skew.
<i>La La Land</i> (2016)	~\$27.1M	~\$151M	~44%	Musical story for adults; awards carry.
<i>Bohemian Rhapsody</i> (2018)	~\$25.4M	~\$216M	~46%	Music biopic, wide audience appeal.

From these comps, Song Sung Blue's opening and total ranges in the \$40M–\$60M OW and \$120M–\$200M domestic band seem aligned, with upside if legs are strong and soundtrack helps.

### 6 Social Media & Sentiment Snapshot

Platform	Engagement / Views	Sentiment	Commentary
YouTube	Official trailer with stars Jackman & Hudson; multi-million views. <a href="#">YouTube+1</a>	Positive	Star power and holiday release create buzz.
TikTok	Clips of Jackman performing Neil Diamond hits; nostalgia for 'Sweet Caroline'.	Positive / Building	Music linkage strong; viral potential.
X (Twitter)	Industry posts and fan-musical discussions; hashtag #SongSungBlue trending around trailer drop. <a href="#">deadline.com</a>	Mixed-to-Positive	Good interest among adult musical audience.
Reddit	r/movies and r/musicals threads discussing cast, soundtrack and release date. <a href="#">Reddit</a>	Analytical / Positive	Good niche word-of-mouth potential.

**Overall online energy: Growing and promising.** The film leverages a known musical brand (Neil Diamond covers), major stars, and a holiday release date. The key will be converting that into broad adult group and event attendance.

**7 AI Operations Impact Forecast**

Factor	AI Estimate	Rationale
Concession Spend per Capita	~\$8.00	Adult audiences, date nights, music-event feel; not child-heavy so moderately higher spend.
Staffing Intensity Index (1-5)	4	Holiday release increases traffic; though less blockbuster scale, still meaningful.
Showtime Clustering	Evening and holiday matinees	Couples, adult groups in evening; holiday afternoon shows attract mixed audience.
Premium Format Demand	~15% of BO	Musical drama; some premium format showings for star fans and event audiences, but not dominant.
Cultural/Community Activation	Moderate to High	Music-event tie-ins, tribute band culture, adult holiday outing marketing.

**Operations Insight:**

Exhibitors should treat *Song Sung Blue* as a **holiday event for adult audiences and musical fans**. Prioritize evening showtimes, especially on release day (Dec 25) and following holiday weekends. Concession bundles should target adult groups (cocktails, shareable snacks). While premium formats exist, the standard large auditoriums will carry most volume. Consider themed nights (tribute band vibes, sing-along screenings, adult date-night promos) to drive attendance beyond standard theatre-going.

**8 AI Box Office Projection Table**

(All values USD)

Range	Opening Weekend (US)	Total Domestic (US)	Canada Estimate	Worldwide Estimate*
Low	~\$25M	~\$80M	~\$6-10M	~\$180-200M

## The AI **BOX OFFICE**

Mid	~\$40M	~\$140M	~\$11-17M	~\$300-350M
High	~\$60M	~\$200M	~\$16-24M	~\$450-500M

\*Worldwide estimate speculative; depends on international traction of music, adult audiences and holiday windows.

### Executive Summary

#### Why the film lands in this forecast range:

*Song Sung Blue* is a musical drama with star appeal (Jackman & Hudson), based on a true story of a Neil Diamond tribute band, and releasing on a prime holiday date (December 25). These factors give it strong positioning for the adult holiday-movie market. However, it does not carry the blockbuster tentpole scale of a franchise or broad family appeal that some holiday films command. Hence the mid-case forecast (~\$40M opening, ~\$140M domestic) reflects solid potential with notable upside if breakout occurs.

#### Who its audience is and how they behave:

The core audience will be **adults 25–49**, especially those familiar with musical/drama films, fans of the cast, and groups/couples looking for a holiday night out. The film will also attract music fans (Neil Diamond covers) and nostalgic listeners, potentially drawing older adults (50+). Behavior will skew toward evening shows, couples and small groups, rather than large family matinees. The soundtrack-driven appeal and holiday release suggest potential for **repeat viewings** and group attendance (holiday gatherings, friends nights).

#### What exhibitors and marketers should do:

- Emphasize the **event nature**: holiday release + major stars + tribute-band music.
- Prioritize **evening prime and holiday weekend** screens; plan for strong traffic on Dec 25 and first weekend, and keep showtimes well into early January.
- Concession strategy: target adult groups with shareable snacks and drink bundles, perhaps with “tribute band night” promos.
- Programming: Focus standard large auditoriums rather than oversized PLF runs; premium formats play but are secondary.
- Marketing & activation: Use live-music tie-ins (e.g., tribute-band house concerts), soundtrack playlists, and adult audience messaging (“You’re never too late to find your music”). Highlight cast transformation (Jackman & Hudson) and the holiday romance-music theme.
- Extend the run by leveraging word-of-mouth and soundtrack buzz; consider special screenings (sing-along, live band support) in week 2–3 to keep adult social groups engaged.

In sum: *Song Sung Blue* is a smart adult holiday release with meaningful upside for exhibitors who gear for adult audiences and event-style attendance rather than families or mass-market youth. With strong execution, it could deliver a very respectable result (~\$140M domestic) and act as a profitable alternative to the usual blockbuster fare.

**David (2025)**

**Distributor / Studio:** Angel Studios / Slingshot Productions / Sunrise Animation Studios

[en.wikipedia.org+2celluloidjunkie.com+2](https://en.wikipedia.org+2celluloidjunkie.com+2)

**Release Date (Domestic U.S.):** December 19, 2025 (theatrical) [en.wikipedia.org+2Movie Insider+2](https://en.wikipedia.org+2Movie Insider+2)

**Genre / MPAA Rating:** Animated biblical musical-drama (PG/PG-13 likely) [en.wikipedia.org](https://en.wikipedia.org)

**Data Confidence: Medium** — clear release date and strong brand/faith-audience backing, but niche genre and animation format for faith-market introduce higher uncertainty.

All figures below are **projected** since the film is upcoming.

---

**1 Opening Weekend (Domestic U.S.) — Projected**

**Assumptions & Context**

- The film is an animated biblical story about the life of David (biblical figure), produced via a large audience-funding campaign (~\$50 M+ raised) by faith-market specialists. [celluloidjunkie.com+2Sunrise+2](https://celluloidjunkie.com+2Sunrise+2)
- Release on December 19 positions it in the holiday window, which often helps family-faith audience films.
- Niche appeal: faith/animation hybrid rather than mainstream tentpole; likely smaller screen count, faith-audience marketing focus.

**Projected 3-Day Opening Weekend (Fri–Sun):**

- Low: **\$10 M**
- Midpoint: **\$18 M**
- High: **\$30 M**

**AI Midpoint Forecast: ~\$18 M**

**Notes:**

- Faith-animated films historically open modestly.
- Holiday timing adds upside, but limited mainstream awareness may cap scale.
- Premium formats (IMAX/3D) likely minimal — standard animation release.

---

**2 Total Domestic Gross — Projected**

**Multiplier Context:**

- Animated/adult-faith films often have multipliers ~2.5×–4× depending on word-of-mouth and market expansion.
- Faith audience can provide stable legs, though screen drop after initial weeks may be steep.

**Projected Total Domestic (U.S.):**

- Low: ~\$35 M
- Mid: ~\$60 M
- High: ~\$100 M



**Canada Estimate (8–12% of Domestic):**

- Low: ~\$3-4 M
- Mid: ~\$5-7 M
- High: ~\$8-12 M

**Context & Behavior:**

- If faith-community mobilization strong, and family groups attend during holiday weeks, mid or high case is possible.
- International rollout prospects (Christian markets, animation-friendly territories) may help but for U.S. domestic focus these are core numbers.

**3 Weekend-to-Weekend Drop Curve — Projected**

Assuming mid-case opening of ~\$18 M:

Weekend	% Drop (Est.)	Commentary
1 → 2	–45%	After the initial core audience, a drop is expected given the niche.
2 → 3	–30%	Holiday week carry-over may help some hold.
3 → 4	–35%	Screen count likely drops; legs moderate.

Estimated total multiplier:  $\approx 3.3\times$  **OW** → ~\$60 M domestic in mid-case.

**4 Audience Demographic Breakdown (AI Estimate)**

Segment	% of Audience	Comment
Children (6-12)	~25%	Family groups bringing kids for animated faith story.
Teens (13-17)	~10%	Moderate share; faith-animation less teen-action heavy.
Adults 18-34	~20%	Young adults in faith market or animation fans.
Adults 35-49	~30%	Likely core demographic: parents, church groups.
50+	~15%	Faith-oriented older adults; likely to attend with family.

**Dominant demo:** Adults 35-49 plus families with children.

**Underserved:** Action-oriented 13–24 male demo; high-end premium ticket buyers (PLF) somewhat less relevant.

**5 Comparable Films (5-8)**

Film	Opening Weekend	Total Domestic	Drop 1→2 %	Why Comparable
<i>The Chosen: Season 3</i> (film festival release)	smaller scale	modest	—	Faith-market crowd-funded distribution.
<i>PAW Patrol: The Mighty Movie</i> (2023)	~\$46 M	~\$76 M	~50%	Family animated release 2020s era.
<i>Fireproof</i> (2008 faith drama)	~\$5.9 M (limited)	~\$33.5 M	moderate	Faith-drama strong legs in niche market.

## The AI BOX OFFICE

<i>Joseph: King of Dreams</i> (2000 animation)	limited release	~\$4.6 M (US)	small scale	Biblical animated feature.
<i>VeggieTales: The Bob &amp; Larry Movie</i>	very small	niche	—	Christian-family animated niche.

These comps suggest that for faith/family animated content, a domestic total in the **\$50-\$80M** band is plausible if market mobilized; upper end (~\$100M) possible if crossover appeal and holiday timing help.

### 6 Social Media & Sentiment Snapshot

Platform	Engagement / Views	Sentiment	Commentary
YouTube	Official trailer accumulating faith-audience views. <a href="#">YouTube+1</a>	Positive in niche	Faith viewers excited for biblical animation.
TikTok	Clips of production, “David vs Goliath” theme, Christian youth traction.	Positive	Engagement growing within church/pop culture blend.
X/Twitter	Some industry and faith-movie chatter about animation quality and release.	Mixed-to-Positive	Carrying hope of wider reach, caution about mainstream uptake.
Reddit	r/movies/r/Christianity threads discussing faith-films and animated releases.	Analytical/Positive	Good grassroots word-of-mouth potential.

**Overall Online Energy: Building well within the faith-family niche;** mainstream awareness is still lower than major studio animated features.

### 7 AI Operations Impact Forecast (Exhibitors)

## The AI BOX OFFICE

Factor	AI Estimate	Rationale
Concession Spend per Capita	~\$6.50	Family groups, children attending so basket moderate yet stable.
Staffing Intensity Index	3	Moderate traffic; not blockbuster scale but steady holiday volume.
Showtime Clustering	Afternoon/matinee heavy; evening moderate	Animated/faith film suits family daytime; later evening less intense.
Premium Format Demand	Low (~10% of BO)	Standard screens dominant; premium formats less vital for this title.
Cultural/Community Activation	High in niche markets	Church groups, faith-community screenings, family promotions.

### → Operations Insight:

For exhibitors: *David (2025)* functions as a **holiday family/faith-oriented animated release**. Prioritize **matinee and early evening showings**, especially to target families and church groups during the holiday season. Concessions should be family-friendly deals. Screen count should be scaled according to niche appeal – pick theatres with strong family audience overlap and faith-community network outreach. Though not a premium spectacle, its holiday release gives an opportunity to maintain steady attendance through holiday week and into early January.

### 8 AI Box Office Projection Table

(All figures USD)

Range	Opening Weekend (US)	Total Domestic (US)	Canada Estimate	Worldwide Estimate*
Low	~\$10M	~\$35M	~\$3-4M	~\$80-100M

## The AI BOX OFFICE

Mid	~\$18M	~\$60M	~\$5-7M	~\$150-200M
High	~\$30M	~\$100M	~\$8-12M	~\$250-300M

\*Worldwide includes potential in international faith/family markets; high variance.

### 9 Executive Summary

#### Why the film lands in this forecast range:

*David (2025)* is a distinctive entry: an animated biblical musical-drama backed by faith-market funding, scheduled for a prime holiday release (Dec 19). This gives it strong positioning among family and faith audiences. However, its niche appeal, limited mainstream branding, and animation format for older children/adults suggest its scale will not match major studio animated blockbusters. The mid-case forecast (~\$18M opening, ~\$60M total domestic) reflects optimism around holiday timing and community-mobilized attendance, with upside (~\$100M) if broader crossover occurs.

#### Who its audience is and how they behave:

Its core audience comprises families, church groups, and faith-oriented viewers — adults 35–49 and children 6–12 being key segments. Attendance behavior will lean toward daytime shows, multiple viewers per ticket (family attendance), and holiday-week viewings. Repeat viewings and word-of-mouth inside faith networks may strengthen legs, but mainstream teen/young adult uptake may be moderate.

#### What exhibitors & marketers should do:

- **Programming:** Emphasize **matinees and early evening showings**, especially during the holiday week.
- **Marketing:** Partner with church groups, youth organizations, family networks; highlight animation, musical elements, and holiday family outing potential.
- **Concessions:** Offer family-friendly bundles, kid-oriented snacks and deals; consider promo tie-ins with faith/community events.
- **Operations:** Staff moderate levels (Intensity = 3); allocate screens in multiplexes with strong family/frequency audience; don't rely heavily on premium formats.
- **Community activation:** Offer faith-group previews, school-group screenings, special Sunday matinees; bolster legs via group attendance.

In sum: *David (2025)* is not a typical summer blockbuster, but it offers a **well-positioned family/faith animated event** in the holiday window that can deliver meaningful theatrical attendance and F&B yield—especially if faith-community mobilization and holiday family behavior are well leveraged.

## 2025 AI Box Office Forecast Summary

**2025's slate showcases one of the most diverse theatrical landscapes in years — from mega-budget franchise sequels to faith-driven animation and prestige auteur dramas.**

AI Box Office projections reveal a year defined by **polarized audience behaviors**: spectacle and nostalgia driving the highs, while emotional storytelling and niche communities fuel steady profitability across mid-tier releases.

Title	Genre / Type	AI Midpoint Forecast	Audience Focus	Key Takeaway
<b>Avatar: Fire and Ash</b>	Sci-Fi Epic / Franchise	~\$175M OW / \$650M Domestic	Global, Premium-Format heavy	James Cameron's return is expected to dominate visually and financially; PLF saturation and long legs position it as 2025's flagship blockbuster.
<b>The SpongeBob Movie: Search for Squarepants</b>	Family / Animation / Comedy	~\$35M OW / \$125M Domestic	Families, Kids, Multi-Gen	A feel-good, nostalgia-powered family hit likely to play well across spring break and early summer.
<b>The Housemaid</b>	Psychological Thriller / Adaptation	~\$20M OW / \$85M Domestic	Adult women 25–49, BookTok readers	Smart, female-driven suspense with strong streaming upside; steady theatrical performer over the holidays.

## The AI BOX OFFICE

<b>Anaconda</b>	Action-Comedy / Creature Reboot	~\$70M OW / \$210M Domestic	Adults 18–49, Holiday Crowd	Holiday event horror-comedy with Paul Rudd & Jack Black; high fun factor, moderate risk — could become a sleeper blockbuster if buzz clicks.
<b>Marty Supreme</b>	Sports-Drama / Auteur Film	~\$20M OW / \$60M Domestic	Adults 25–49, Cinephiles	Safdie-Chalamet pairing offers prestige counterprogramming; moderate box office, strong awards and critical potential.
<b>Song Sung Blue</b>	Musical Drama / True Story	~\$40M OW / \$140M Domestic	Adults 25+, Music Lovers	Holiday musical biopic poised for long legs if soundtrack resonates; strong appeal to couples and adult groups.
<b>David</b>	Faith / Animated Musical	~\$18M OW / \$60M Domestic	Families, Church Groups	Family-faith animated release likely to perform solidly in niche markets; significant community activation potential.

### AI Insights at a Glance

- Event Scale vs. Emotional Scale:** While *Avatar: Fire and Ash* and *Anaconda* will anchor PLF revenue, smaller titles (*The Housemaid*, *Marty Supreme*, *David*) emphasize emotional and community-driven engagement.

## The AI **BOX OFFICE**

- **Adult Audiences Return:** 2025 shows a resurgence of adult-oriented dramas (*Song Sung Blue*, *The Housemaid*), signaling a broader theatrical recovery beyond franchise IPs.
- **Holiday Window Strength:** Four of seven titles (*Anaconda*, *The Housemaid*, *Song Sung Blue*, *David*) release in December 2025 — positioning Q4 as an unusually packed corridor for both blockbuster and prestige fare.
- **Programming Implication:** Exhibitors should plan **heavy premium-format deployment for Avatar**, evening adult skews for *The Housemaid* / *Song Sung Blue* / *Marty Supreme*, and matinee programming for *David* and *SpongeBob*.

*2025 belongs to contrast — colossal spectacle on one end and deeply personal storytelling on the other. For exhibitors, success will hinge on flexibility: serving both the thunder of Pandora and the quiet power of a song, a prayer, or a ping-pong paddle.*

