

AI-STRUCTURED BOX OFFICE FORECAST REPORT

APRIL 2026 — COMPLETE SLATE FINAL EDITION

Easter Tentpole • MJ • Zendaya • The Mummy • April Delivers

Report Date: March 31, 2026 | TheAIBoxOffices.com

APRIL 2026 — SLATE AT A GLANCE – it has spoilers

Date	Film	Studio	IMAX	Confidence
Apr 1	The Super Mario Galaxy Movie	Universal / Illumination / Nintendo	YES	HIGH
Apr 3	The Drama	A24	No	MEDIUM
Apr 10	You, Me & Tuscany	Universal / Will Packer	No	MEDIUM-LOW
Apr 17	The Mummy	Warner Bros. / Blumhouse	No	MEDIUM-LOW
Apr 24	Michael	Lionsgate / Universal (Intl)	YES	HIGH / VOLATILE

FILM 1 THE SUPER MARIO GALAXY MOVIE

April 1, 2026 • Easter Wednesday • IMAX Confirmed

Director: Aaron Horvath & Michael Jelenic

Voice Cast: Chris Pratt, Anya Taylor-Joy, Jack Black, Charlie Day, Donald Glover (Yoshi), Benny Safdie, Brie Larson

Distributor: Universal / Illumination / Nintendo

Budget: ~\$100M | Runtime: 1h 38m | Rating: PG

IMAX: YES — Full premium screen spread (IMAX, Dolby, PLF, RealD 3D)

Data Confidence: HIGH

Market Position

The heat on tracking is better than the 2023 movie, which did a 5-day of \$204.6M and a 3-day of \$146.3M. BoxOffice Pro's latest update predicts \$150M-\$165M over the 3-day weekend and \$185M-\$200M over the full 5-day Easter frame. There is no other family-friendly tentpole until The Mandalorian & Grogu in late May and no animated competitor until Toy Story 5 in mid-June. First reactions from the Kyoto premiere describe it as a sugar rush of fan service and Illumination's most beautiful looking film.

Social Media Intelligence

Platform	Volume / Signal	Sentiment	Key Story
TikTok	1.4M followers / 19.1M likes on official account	Very Positive	Yoshi character content dominating FYP — viral branded content with Old Spice, Nintendo World activations

Platform	Volume / Signal	Sentiment	Key Story
X / Twitter	High volume, trending regularly	Very Positive	Fox McCloud reveal went viral — fans comparing it to Nick Fury / Nintendo Cinematic Universe speculation
YouTube	Trailer & clips tens of millions of views	Very Positive	First reactions from Kyoto premiere flooding in — consistent praise for visuals and fan service
Reddit	r/nintendo, r/movies very active	Positive	Fox McCloud inclusion sparking Smash Bros. movie universe theories — organic engagement driving pre-sales
Instagram	Heavy marketing presence	Very Positive	Influencer watch parties, Mumbai landmark projections, cast at Tokyo Tower — global campaign firing on all cylinders

Calibration Factors

STRENGTHS

- Easter 5-day frame — the single most valuable family film window of the year
- First-choice tracking above Lilo & Stitch (\$182.6M) and A Minecraft Movie (\$162.8M)
- Fox McCloud viral reveal driving Nintendo universe speculation and organic engagement
- Full premium screen spread — IMAX, Dolby, PLF, RealD 3D all confirmed
- First reactions from Kyoto premiere: 'Illumination's most beautiful looking movie'

RISKS

- BoxOfficeTheory's conservative camp projects \$101M-\$130M 3-day — a credible dissenting view
- Sequel fatigue risk if audiences feel the story has run its natural course

Opening Weekend Projections (North America)

Range	OW 3-Day	Canada (~10%)	Total Domestic
Low	\$120M	\$12M	\$340M+
Mid	\$155M	\$15.5M	\$475M+
High	\$170M	\$17M	\$600M+

Note: 5-Day Easter Frame adds approximately \$37M-\$45M above 3-day figure.

Exhibition Operations

Mario carries a 3-week minimum commitment from April 1. Plan all other April bookings around this anchor.

- Schedule 4-5 shows per screen per day in your largest auditoriums Wednesday through Sunday
- Spring break overlap in many Canadian markets adds a strong weekday attendance floor
- Mario-themed popcorn buckets confirmed at release — stock up
- Staff for a full 5-day operation, not a standard 3-day weekend

FILM 2 THE DRAMA

April 3, 2026 • Easter Weekend • A24 • No IMAX

Director: Kristoffer Borgli (Dream Scenario)
Cast: Zendaya, Robert Pattinson, Alana Haim, Mamoudou Athie
Distributor: A24
Producer: Ari Aster
Genre: Dark Romantic Comedy / Psychological Thriller
IMAX: No
Data Confidence: MEDIUM

BREAKING: Major plot twist controversy has emerged ahead of release. Zendaya's character confesses to planning a school shooting in her teens. Columbine victim's father has condemned the film publicly. This is now THE defining social media story of April.

Market Position

The Drama serves as adult counter-programming over the Easter holiday weekend. This is the first of three 2026 team-ups for Zendaya and Pattinson (The Odyssey July, Dune: Part Three December), making this pairing a genuine cultural event. However, the Columbine controversy has significantly complicated the social media picture — what was a straightforward prestige launch has become a polarising national debate. This cuts both ways: controversy drives awareness, but CinemaScore risk is now very real.

Social Media Intelligence

Platform	Volume / Signal	Sentiment	Key Story
X / Twitter	Extremely High — trending daily	SPLIT / POLARISED	Columbine controversy dominating: 'handled so poorly' vs 'artistic freedom' camps. 2,000+ retweets on filmmaker condemnation threads
TikTok	Very High — Zendaya FYP dominance	Mixed	Zendaya's 2026 lineup content (5 projects) going viral — film itself generating both excitement and backlash TikToks
Reddit	r/movies, r/boxoffice very active	Mixed	Debate splitting between A24 defenders and controversy critics — 'go in blind' warnings from early viewers
Instagram	High — A24 viral marketing	Positive	Fake Boston Globe wedding announcement went viral — brilliant marketing stunt blurring fiction and reality
YouTube	Trailer 10M+ views	Positive on trailer	First reactions positive but noting film is much darker than marketed — 'NOT a rom-com' warnings circulating

SOCIAL SIGNAL IMPACT ON FORECAST: The controversy is a genuine wildcard. It drives awareness (everyone knows the film now) but risks a CinemaScore C or below if audiences feel blindsided. Low scenario now carries more weight. Revised OW slightly downward.

Calibration Factors

STRENGTHS

- Zendaya is the biggest name in Hollywood — Euphoria S3 just aired, Spider-Man follows in July
- Robert Pattinson at his biggest cultural moment since The Batman
- A24 brand = strong word-of-mouth multiplier with younger adult audience
- Controversy has massively amplified awareness — everyone knows what The Drama is now
- First reactions from premiere: 'crackling chemistry', 'provocatively intelligent film'

RISKS

- Columbine controversy: Victim's father condemned film publicly — national headlines
- Early viewers warning: 'do NOT go in expecting a cute rom-com, this is NOT that'
- A24 films structurally under-open and over-leg — front-loading not in their DNA
- Challengers (\$10M OW) and Materialists (\$7M OW) are sobering opening weekend comps
- CinemaScore risk elevated significantly by controversy and tonal mismatch vs marketing

Opening Weekend Projections (North America) — REVISED

Range	OW 3-Day	Canada (~10%)	Total Domestic
Low	\$10M	\$1M	\$35M
Mid	\$15M	\$1.5M	\$58M
High	\$26M	\$2.6M	\$95M

Note: Mid revised down slightly from \$16M due to CinemaScore risk from controversy. High scenario requires controversy to drive curiosity rather than avoidance.

Exhibition Operations

- Schedule evening shows 6PM-10PM Thursday through Sunday
- Watch Thursday previews very closely — controversy could spike or suppress opening day
- If CinemaScore comes in B or above, expand; if C or below, hold tight
- Strong legs possible if the controversy reads as Challengers-style artistic provocation rather than misstep

FILM 3 YOU, ME & TUSCANY

April 10, 2026 • Universal / Will Packer • No IMAX • PG-13

Director: Kat Coiro (Marry Me)

Cast: Halle Bailey, Rege-Jean Page, Nia Vardalos, Aziza Scott, Lorenzo de Moor, Isabella Ferrari

Distributor: Universal Pictures

Producer: Will Packer Productions

Genre: PG-13 Romantic Comedy

Runtime: 1h 44m

IMAX: No

Data Confidence: MEDIUM-LOW

BREAKING SOCIAL STORY: This film has become a cause on Black social media. A filmmaker revealed that studios are withholding greenlight decisions on multiple Black rom-coms until they see Tuscany's opening weekend. The stakes are now much bigger than this one film.

Market Position

The structural reality of PG-13 rom-coms remains challenging, but something significant has shifted in the social media landscape. A viral Twitter thread by filmmaker Nina Lee revealed that studios are explicitly withholding deals on other Black-led rom-coms until they see how Tuscany performs. This galvanised Black social media and the film community into a genuine rallying movement — comparing the moment to how audiences showed up for Sinners. Will Packer himself engaged with the tweet calling it a potential game-changer. This organic community mobilisation is a wildcard that could meaningfully outperform the structural comp data.

Social Media Intelligence

Platform	Volume / Signal	Sentiment	Key Story
X / Twitter	Viral — 2,000+ retweets on Nina Lee thread	Very Positive / Community Rally	Nina Lee's tweets about studios holding back Black rom-coms until Tuscany performs went viral — turning this into a cause, not just a film
TikTok	Active — growing momentum	Positive	#TuscanyTuesday campaign running weekly. Halle Bailey and Rege-Jean Page chemistry clips driving shares among 18-34 female audience
Instagram	Strong — weekly campaign posts	Positive	Cast press tour content performing well. UK screening footage circulated by Reuters. Romance and travel aesthetic resonating
Reddit	r/movies, r/blackcommunity active	Positive	Community rallying visible — comparisons to Sinners overperformance being made. Genuine excitement about Black rom-com representation
YouTube	Trailer moderate views	Positive	First Look featurette released — audience enthusiasm for Bailey/Page chemistry in comments

SOCIAL UPLIFT FORECAST REVISION: The Nina Lee viral thread is a genuine demand signal that was not in the original forecast. Community mobilisation has changed the demand picture. Revised mid OW upward from \$10M to \$12M — 'Sinners effect' possible in best case.

Calibration Factors

STRENGTHS

- Nina Lee viral thread turned this into a community cause — 'show up for Black rom-coms' energy
- Will Packer's engagement amplified the rallying call to millions of followers
- Halle Bailey and Rege-Jean Page chemistry generating strong social traction
- Mother's Day proximity (May 10) gives legs potential if word of mouth builds
- Comparison to Sinners overperformance circulating as inspiration on social media

RISKS

- PG-13 rom-com structural ceiling remains real despite social momentum
- Marry Me (\$7.9M) still the most honest technical comp
- No IMAX, no premium format revenue layer
- Social enthusiasm does not always translate directly to ticket purchases

Opening Weekend Projections (North America) — REVISED UPWARD

Range	OW 3-Day	Canada (~10%)	Total Domestic
Low	\$7M	\$700K	\$20M
Mid	\$12M	\$1.2M	\$38M
High	\$22M	\$2.2M	\$75M

High scenario = community mobilisation succeeds at Sinners-level. Mid revised up from \$10M due to Nina Lee viral effect. Low remains Marry Me baseline.

Exhibition Operations

- 1-2 standard screens — community mobilisation makes Thursday/Friday a more important watch than usual
- Female 25-45 evening audience — schedule 6PM-10PM shows accordingly
- Monitor Black Twitter and TikTok opening day chatter in real time — this film's word of mouth will spread fast if it delivers
- Mother's Day proximity (May 10) creates strong legs opportunity if opening weekend has positive community energy

FILM 4 THE MUMMY

April 17, 2026 • Warner Bros. / Blumhouse • No IMAX • R (expected)

Director: Lee Cronin (Evil Dead Rise)
Cast: Jack Reynor, Laia Costa, Veronica Falcon, May Calamawy, Natalie Grace
Producers: James Wan (Atomic Monster) / Jason Blum (Blumhouse)
Distributor: Warner Bros. / New Line Cinema
Genre: Supernatural Horror
Rating: R (expected)
IMAX: No
Data Confidence: MEDIUM-LOW — DOWNGRADED

MAJOR DEVELOPMENT: Negative test screening buzz leaked in January 2026 — reports that James Wan walked out of the screening. Film was temporarily retitled 'The Resurrected' before reverting. These reports may be exaggerated but cannot be ignored.

Market Position

Lee Cronin's reimagining takes The Mummy into full domestic horror territory — described by Cronin as a blend of Se7en and Poltergeist, set within a fractured family. This is a sharp tonal departure from both the Fraser adventure-comedy era and the Cruise action version. The positive signal: recent marketing has been praised as 'surprisingly effective' with genuinely frightening short social spots. The negative signal: test screening reports from January were damaging, with social media comments trending toward 'I'll wait for the Brendan Fraser Mummy 4.'

Social Media Intelligence

Platform	Volume / Signal	Sentiment	Key Story
X / Twitter	Moderate — mostly horror community	MIXED / NEGATIVE UNDERCURRENT	Test screening walkout reports (James Wan) spread widely in January. Recent marketing clips praised but IP confusion comments dominant: 'I'll wait for Fraser Mummy 4'
TikTok	Low-moderate	Mixed	Horror community engaged with recent disturbing short spots ('Wake Up Katie' Morse code teaser). General audience largely unaware vs Mario
Reddit	r/horror active, r/movies mixed	Mixed	r/horror cautiously optimistic about domestic horror angle. r/movies community sceptical given test screening reports
YouTube	Trailer moderate views	Mixed	Marketing described as 'surprisingly effective' by horror press — body horror visuals in recent clips landing well with target demo
Instagram	Low general, moderate horror niche	Neutral	Horror accounts sharing clips. Ominous 'Wake Up Katie' campaign working in the horror community but not crossing over broadly

FORECAST REVISION: Confidence downgraded from MEDIUM to MEDIUM-LOW. Test screening reports and IP confusion lower the floor. Marketing improvement in March raises the ceiling slightly. OW mid revised down.

Calibration Factors

STRENGTHS

- Recent marketing clips praised as 'genuinely scary' — horror community engaged
- Domestic horror angle (Se7en meets Poltergeist) is genuinely fresh for the IP
- Blumhouse + Atomic Monster combination = proven horror pedigree
- 'Wake Up Katie' Morse code campaign working as viral horror marketing in niche community
- April post-Easter lull = clean competitive environment

RISKS

- Test screening reports: James Wan walkout — serious negative signal even if exaggerated
- Film was temporarily retitled 'The Resurrected' — IP distancing attempt that leaked
- Social media comments trending: 'No thanks, I'll wait for the Fraser Mummy 4'
- Tonal confusion risk — general audiences expect adventure, not domestic horror
- R-rating eliminates family crossover entirely

Opening Weekend Projections (North America) — REVISED DOWNWARD

Range	OW 3-Day	Canada (~10%)	Total Domestic
Low	\$12M	\$1.2M	\$32M
Mid	\$22M	\$2.2M	\$58M
High	\$35M	\$3.5M	\$92M

Mid revised down from \$28M to \$22M due to test screening negative buzz and IP confusion signals. High scenario requires controversy to be exaggerated and strong horror WOM.

Exhibition Operations

- 2-3 standard screens — horror audiences are reliable Thursday night openers
- Strong preview numbers will tell you quickly whether test screening concerns were overblown
- Watch horror community social reaction closely opening night — this demographic moves fast
- If test screening reports prove accurate, be ready to drop screens in week 2

FILM 5 MICHAEL

April 24, 2026 • Lionsgate / Universal (Intl) • IMAX Confirmed • HIGH VOLATILITY

Director: Antoine Fuqua (Training Day)

Cast: Jaafar Jackson (MJ), Colman Domingo, Nia Long, Miles Teller, Laura Harrier, Larenz Tate

Distributor: Lionsgate (US) / Universal Pictures (International)

Budget: \$155M | Runtime: ~127 min | Part 1 of planned 2

IMAX: YES — Confirmed | Fandango \$7 off IMAX code: MICHAELIMAX

Data Confidence: HIGH with HIGH VOLATILITY (+/-35%)

Market Position

This is the most hotly debated forecast of the month — two credible analyst camps sitting \$30M apart. The official trailer shattered Lionsgate viewership records with 116.2 million views in its first 24 hours — the largest for any musical biopic trailer in history, surpassing Taylor Swift: The Eras Tour at 96.1 million views. Internal tracking is hinting at \$80M-\$90M opening weekend. But the film is Part 1 of 2, the sequel only confirmed if this lands big.

Social Media Intelligence

Platform	Volume / Signal	Sentiment	Key Story
TikTok	Extremely High — massive organic MJ content	Very Positive with controversy layer	Sped-up 'Billie Jean' edits, moonwalk challenge revival, dance recreations — Gen Z rediscovering MJ through biopic buzz. Trailer clips 'PURE FIRE' reactions dominating FYP
X / Twitter	Very High — #MichaelJacksonMovie trending	Passionate but split	Fan defenders vs. legacy controversy debaters. MJ fans mobilised strongly. Paris Jackson criticism adding heat. 'This will be massive internationally' sentiment strong
YouTube	Trailer: 116.2M views in 24 hours	Very Positive	Record-breaking trailer engagement. Behind-the-scenes clips showing Jaafar's transformation drawing massive positive reaction. Colman Domingo moonwalk teaser viral
Reddit	r/movies, r/boxoffice, r/MichaelJackson active	Very Positive with debate	BoxOffice Reddit called \$52-65M projection 'ignorant' — fans predicting \$100M+. Genuine excitement for Jaafar's performance
Spotify / Music	Streams surging across MJ catalog	Very Positive	Biopic buzz driving Billie Jean, Smooth Criminal, Thriller streams up significantly — cultural moment amplifying beyond film community

Calibration Factors

STRENGTHS

- 116.2M trailer views in 24 hours — largest musical biopic trailer in history
- IMAX confirmed with Fandango promotional code actively driving pre-sales
- Female 35+ audience highly motivated — same demographic that drove Elvis to \$151M domestic
- MJ catalog Spotify streams surging — cultural moment extending beyond film community
- TikTok moonwalk challenges and sped-up edits driving Gen Z rediscovery of MJ catalog
- Mario's 3-week commitment expires April 24 — best screen available exactly when Michael opens

RISKS

- High Volatility Rule triggered — +/-35% in either direction is realistic
- Part 1 of 2 structure risks audience frustration — sequel depends entirely on this film's performance
- Paris Jackson publicly critical of the film — adds controversy layer
- Jaafar Jackson's acting debut = unknown quantity for general audiences
- Multiple reschedulings and reshoots flagged

Opening Weekend Projections (North America)

Range	OW 3-Day	Canada (~10%)	Total Domestic
Low	\$55M	\$5.5M	\$160M WW
Mid	\$82M	\$8.2M	\$280M WW
High	\$110M	\$11M	\$400M+ WW

Exhibition Operations

Mario's 3-week commitment expires exactly as Michael opens April 24 — your best screen is finally free and Michael must take it immediately.

- Book IMAX now — this is your April premium event
- Dolby Atmos / PLF if no IMAX — premium audio for a film built around music performance
- 127-minute runtime allows comfortable 4 IMAX shows per day
- Female 35-55 demographic requires strong Thursday-Friday evening scheduling
- Group sales now: MJ fan communities, schools, arts organisations for weeks 2-3
- Elvis model suggests this film could build rather than drop steeply

APRIL 2026 — FINAL SUMMARY WITH SOCIAL REVISIONS

Date	Film	OW Mid (Original)	OW Mid (Revised)	Social Signal	Confidence
Apr 1	Super Mario Galaxy Movie	\$155M	\$155M	Very Positive	HIGH
Apr 3	The Drama	\$16M	\$15M	Split/Controversy	MEDIUM
Apr 10	You, Me & Tuscany	\$10M	\$12M	Rally/Positive	MED-LOW

Date	Film	OW Mid (Original)	OW Mid (Revised)	Social Signal	Confidence
Apr 17	The Mummy	\$28M	\$22M	Mixed/Negative	MED-LOW
Apr 24	Michael	\$82M	\$82M	Very Positive	HIGH/VOL

April Total Projected Domestic (5 films, revised mid-range): ~\$286M

Note: Devil Wears Prada 2 opens May 1 — included in May 2026 forecast report.

THE AI BOX OFFICE ANALYST

Forecasts that connect box office, audience behavior, and theatre operations — for real exhibition decisions.

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