

Four New Films to Challenge Universal's "Hop"

By Bill Bonfanti and Tzukai Hung

Opening Weekend Box Office Predictions

Predictions for the Weekend of April 8-10, 2011

Title (Distributor)	HSX Market Forecast	HSX Staff "Whisper" Forecast	FilmGo Forecast	HSX Market 4-Week Forecast
Your Highness (Universal)	\$15.67M	\$14.0M	\$16.0M	\$39.02M
Arthur (Warner Bros.)	\$15.71M	\$16.0M	\$14.0M	\$43.13M
Hanna (Focus Features)	\$9.48M	\$9.5M	\$8.0M	\$26.13M
Soul Surfer (FilmDistrict/TriStar)	\$9.45M	\$10.0M	\$9.0M	\$27.46M

Forecasts as of April 7. Click on the hyperlinked numbers above to see the latest HSX forecasts.

WEEKEND OVERVIEW

This weekend four new releases arrive to challenge Universal's *Hop* (HSX: [IHOP](#)) for box office dominance. Universal's sword and sorcery comedy *Your Highness* (HSX: [YURHI](#) H\$15.67 -2.52 for the week) starring Danny McBride and James Franco hopes to draw in young men looking for a few laughs. Warner Bros. remake *Arthur* (HSX: [ATHUR](#) H\$15.71 +0.71 for the week) starring Russell Brand and Helen Mirren will attempt to lure the date crowd. Of the new releases, these two films have the best chance of striking box office gold. The final two releases for the weekend, Focus Features' *Hanna* (HSX: [HANA1](#) H\$9.48 -0.81 for the week) and *Soul Surfer* (HSX: [SOSRF](#) H\$9.45 +1.45 for the week) from FilmDistrict/TriStar, will likely have a difficult time finding an audience. One way or the other, none of the new films should be able to replace *Hop* as the number one film in the country.

YOUR HIGHNESS

Universal's *Your Highness* starring Danny McBride, James Franco, Natalie Portman and Zooey Deschanel is from the director of *Pineapple Express*, David Gordon Green. The film is about a handsome prince who, with the help of his slacker brother, embarks on a quest to save his future wife from the clutches of an evil wizard. The R-rated comedy is like a mix of *The Princess Bride* and *Pineapple Express* and should appeal to young men, but will have a difficult time pulling in other demographics.

Although the film's cast consists of well-known actors, none of them are major draws at the box office. James Franco is coming off an Oscar nomination for *127 Hours* while Natalie Portman just won an Oscar for *Black Swan*, but this means very little when trying to convince audiences to see a stoner comedy. Portman did just score a solid box office hit this past January with *No Strings Attached*, but the actress has been overexposed in the last few months and a backlash cannot be that far behind. McBride has been building a solid fan base over the last few years,

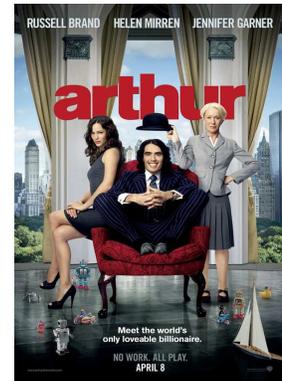


co-starring in quite a few hit comedies, but he has yet to prove himself to be able to shoulder a movie as the lead. Trading on the Hollywood Stock Exchange indicates that **Your Highness** will open from \$14-\$15 million while FilmGo.net predicts the film to collect about \$16 million this weekend.

ARTHUR

Arthur, from Warner Bros., is a remake of Dudley Moore's classic 1981 comedy with Russell Brand stepping into the role. Helen Mirren and Jennifer Garner co-star in the film which should appeal to the adult date crowd. It is highly doubtful that the nostalgia factor will bring in fans of the original film. In fact, fans of the original may outright skip the film to preserve their memories of the beloved comedy.

The success of **Arthur** will totally depend on whether Brand's growing fan base will embrace him in the role. The problem is that Brand's fans are used to seeing him in raunchy comedies like last summer's **Get Him to the Greek** and may find the PG-13 rated **Arthur** to be a little tame in comparison. The presence of Helen Mirren adds pedigree to the film and may convince older moviegoers to give the film a chance. Traders on the Hollywood Stock Exchange currently have the film opening from \$15-\$16 million while FilmGo.net is forecasting a \$14 million debut.



HANNA

Hanna, from Focus Features, is about a father who is trying to protect his born-to-be-an-assassin daughter from a shadowy government agency. The film stars Eric Bana, Cate Blanchett and Saoirse Ronan, none of whom have any real strength at the box office. **Hanna** will sink or swim at the box office based on its premise alone. The PG-13 rated action film may interest a handful of teenage boys and young men but beyond that it is doubtful that there will be much of an audience for the film. HSX traders believe the film will open from \$9-\$10 million while FilmGo.net is forecasting \$8 million.



SOUL SURFER

Soul Surfer, from FilmDistrict/TriStar, is based on the true story of Bethany Hamilton, a young girl who lost her arm in a shark attack while surfing. With the love and support of her family, Hamilton was able to overcome her disability and continue to surf. The inspirational story could appeal to the Christian community. The PG rated film may inspire 'tween girls and their mothers to pay for a ticket, but there isn't much hope of spreading into other demographics. Hamilton is played by newcomer AnnaSophia Robb and the cast is rounded out by Dennis Quaid and Helen Hunt as her parents. Quaid and Hunt have had long careers in front of the camera but carry very little box office clout. HSX traders have the film pegged for an opening from \$9-\$10 million and FilmGo.net is predicting \$9 million.



Weekend Predictions for Holdover Films

Predictions for the Weekend of April 8-10, 2011

Title (Distributor)	Week #	Gross to Date	FilmGo Forecast	HSX Market 4-Week Forecast
Hop (Universal)	2	\$26.2M	\$27.0M (-28%)	\$106.90M
Source Code (Summit Entertainment)	2	\$15.9M	\$9.2M (-38%)	\$42.01M
Insidious (FilmDistrict)	2	\$14.3M	\$6.3M (-53%)	\$35.18M
Diary of a Wimpy Kid: Rodrick Rules (20 th Century Fox)	3	\$38.8M	\$5.1M (-49%)	\$54.92M
Sucker Punch (Warner Bros.)	3	\$30.3M	\$2.1M (-65%)	\$39.25M
Limitless (Relativity Media)	4	\$56.2M	\$6.0M (-35%)	\$62.60M
The Lincoln Lawyer (Lionsgate)	4	\$39.9M	\$4.6M (-33%)	\$48.20M
Paul (Universal)	4	\$32.2M	\$2.2M (-48%)	\$34.83M

Forecasts and grosses as of April 7. Click on the hyperlinked numbers above to see the latest HSX forecasts.

Preview of Films Opening Next Weekend

Predictions for the Weekend of April 15-17, 2011

There are two new films opening in wide release the weekend of April 15th: **Rio** (HSX: [RIO](#) H\$44.43 and **Scream 4** (HSX: [SCR4](#) H\$38.20).

Title (Distributor)	HSX Market Forecast	HSX Staff "Whisper" Forecast	FilmGo Forecast	HSX Market 4-Week Forecast
Rio (20 th Century Fox)	\$44.43M	\$45.5M	\$43.0M	\$123.25M
Scream 4 (Dimension Films)	\$38.20M	\$38.0M	\$42.0M	\$99.78M

Forecasts as of April 7. Click on the hyperlinked numbers above to see the latest HSX forecasts.

About the Authors

Bill Bonfanti writes daily for FilmGo.net as Box Office Analyst and Film Critic. Visit www.FilmGo.net to view the latest box office news, movie trailers and more.

Tzukai Hung is Markets Director of the Hollywood Stock Exchange and monitors the "Whisper" numbers on HSX. For more information about HSX go to www.HSX.com.

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