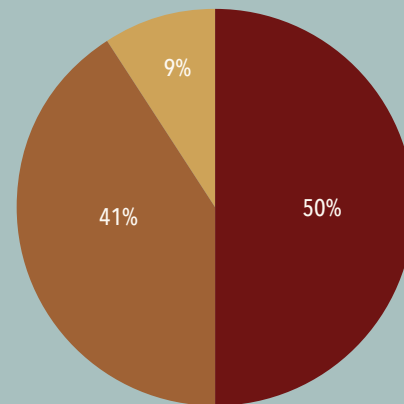
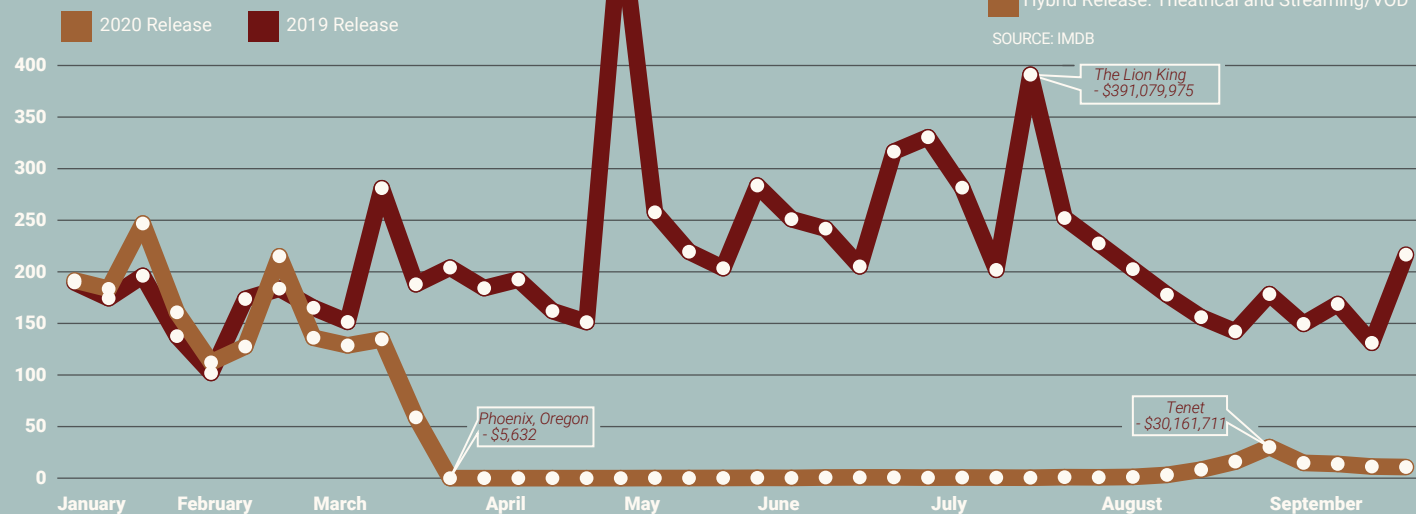


# where did all the MOVIES GO?

No one expected it to go down like it did. The weather was growing warm again. Anticipation for the summer movie season was just getting started, a promising summer of celluloid adventures if there ever was one. And then the pandemic hit the United States; panic struck, lockdowns swept across the country and the market crashed. In the week of March 27th, 2019, Jordan Peele's "US" topped a \$204,114,622 weekend at the box office. A year later, the weekly total was \$5,250. Facing tremendous revenue losses, distributors sought alternative modes of moviegoin: streaming releases, drive-in engagements, premium-priced VOD rentals. Spring sleeper hits like "The Invisible Man" quickly moved to steeply priced digital rental models. As the summer of hell dragged on, theaters gradually opened once again and new releases like Christopher Nolan's middling box office flop "Tenet" made their way onto the big screen. But regardless of how they fared, moviegoin would never be the same.



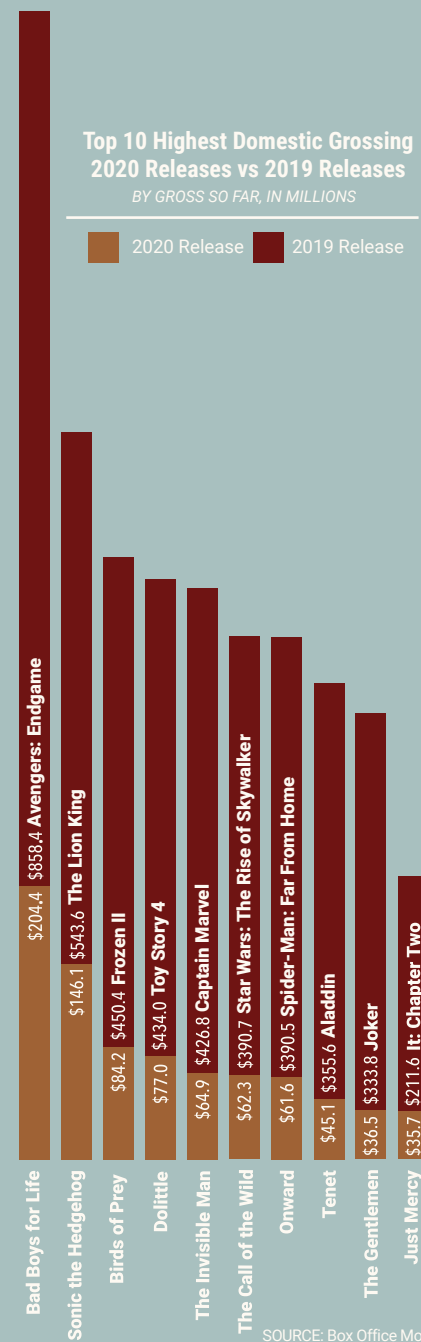
**2019 vs 2020 Domestic Box Office Weeklies**  
NUMBERS SHOWN ARE WEEKLY BOX OFFICE TOTALS FOR ALL RELEASES, IN MILLIONS



**Top 10 Highest Domestic Grossing 2020 Releases vs 2019 Releases**

BY GROSS SO FAR, IN MILLIONS

2020 Release (Brown) 2019 Release (Dark Red)



SOURCE: Box Office Mojo

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