



LOVE IS IN THE AIR



With Valentine’s Day about a week away, this weekend is notable for a pair of genre-bending rom-coms that look to get a jump on the romantic flair of the holiday. This weekend is Super Bowl weekend, historically one of the lowest grossing weekends of the calendar year as domestic audiences focus attention on the big game. Nonetheless, having two wide releases from major studios opening this frame signals a healthier release calendar than we saw last year. Universal will be debuting the action romantic-comedy **Love Hurts** while Sony is opening slasher romantic-comedy **Heart Eyes**. It is a coin flip on which mixture of love and gore will attract more viewers this weekend.

Love Hurts, starring Academy Award winners Ke Huy Quan and Ariana Debose, is about a seemingly ordinary realtor who is pulled back into a life of crime and violence when his estranged brother discovers his whereabouts. We expect *Love Hurts* to open in the **\$8M - \$12M** range.

Heart Eyes is a horror film about a mysterious slasher known as the “Heart Eyes Killer” who targets romantic couples on Valentine’s Day. *Heart Eyes* has some strong critical reviews working in its favor with a 93% fresh rating on Rotten Tomatoes. Critics are responding well to its satirical mix of comedy, romance, and gore. We should note however, that last weekend’s similarly themed horror opener *Companion* also had strong reviews but only mustered \$9.5M in its domestic debut. Our forecast for *Heart Eyes* is also **\$8M - \$12M** in its opening this weekend.

Opposite the new openers, last weekend’s box office champ *Dog Man* is likely to repeat in the top spot this weekend, as family films remain the key draw in theaters. Though the Super Bowl will moderate this weekend’s grosses, many high-profile films kick off their marketing campaigns by debuting TV spots and trailers during the big game with millions tuning in.

Theatrical exhibition is in a much healthier place than it was at this time last year when the second weekend of *Argylle* topped all films with earnings of just \$6.2M and *Lisa Frankenstein* earned \$3.7M as the only wide opener. The weekend box office over Super Bowl weekend last year returned less than \$40M. *Dog Man*, *Love Hurts*, and *Heart Eyes* in aggregate could potentially top that this weekend, with the other holdover grosses providing additional lift. Look for the market to pick up in earnest again the following weekend as **Captain America: Brave New World** and **Paddington in Peru** open on Valentine’s Day, which happens to be part of a 4-day weekend that coincides with the observance of President’s Day on Monday, 2/17/25.

AG Film Analytics – WEEKEND FORECAST

WEEKEND FORECAST (February 7)			
TITLE	DISTRIBUTOR	LOW	HIGH
Love Hurts	Universal	8	12
Heart Eyes	Sony	8	12

Figures in \$M



AG FILM ANALYTICS – WEEKEND PREVIEW

OPENING THIS WEEKEND

February 7



Love Hurts (Universal, R) A realtor is pulled back into the life he left behind after his former partner-in-crime resurfaces with an ominous message. With his crime-lord brother also on his trail, he must confront his past and the history he never fully buried. The film should open between \$8M - \$12M.



Heart Eyes (Sony, R) When the "Heart Eyes Killer" strikes Seattle, a pair of co-workers pulling overtime on Valentine's Day are mistaken for a couple by the elusive couple-hunting killer. Now, they must spend the most romantic night of the year running for their lives. We predict an opening between \$8M - \$12M.

INTEREST METRICS

Quorum Awareness & Interest

TRACKING METRICS FOR WEEK OF 02/07/2025					
TITLE	DIST	AWARE	AVG	INT	AVG
Love Hurts	UNI	17	24	33	42
Heart Eyes	SNY	14	27	33	44

Data Source: The Quorum. Titles as Available.

Rotten Tomatoes Scores

New Releases (2/7/2025)	
TITLE	TOMATOMETER
Love Hurts	
Heart Eyes	93%

Data Source: Rotten Tomatoes Scores as Available.

HSX - Hollywood Stock Exchange Projections

TITLE	DISTRIBUTOR	2/7/2025
		Proj. Open
Heart Eyes	Sony Pictures	10.46
Love Hurts	Universal	10.24



AG FILM ANALYTICS – WEEKEND PREVIEW

RELEASE DATE CHANGES

RECENTLY REPORTED RELEASE DATE CHANGES WEEK OF Theatrical Release Changes for the Week ending 01/31/2025					
Change	Distributor/Studio	Title	Pattern	New	Previous
1/31/25	Cineverse	The Toxic Avenger	Wide	8/29/25	Unset 2025
1/30/25	Sony Pictures	Caught Stealing	Wide	8/29/25	New
1/30/25	Sony Pictures	Untitled Sony/Marvel Live Action	Wide	Unset	6/27/25
1/30/25	Sony Pictures	Sony/Blumhouse Insidious	Wide	8/21/26	New
1/30/25	Warner Bros.	Oh, The Places You'll Go	Wide	3/17/28	Unset 2027
1/29/25	Lionsgate Premiere Release	Americana	Moderate	8/22/25	New
1/28/25	Vertical Entertainment	Fight or Flight	Wide	5/9/25	New
1/27/25	Paramount Pictures	Scary Movie 6	Wide	6/12/26	New
1/27/25	Variance	Locked	Wide	3/21/25	New

FILM FORECAST

DATE	TITLE	DISTRIBUTOR	FILM FORECAST (\$M)		WEEKEND		CUME	
			LOW	HIGH	LOW	HIGH	LOW	HIGH
February 7	Love Hurts	Universal	8	12	18	27		
February 7	Heart Eyes	Sony Pictures	8	12	18	27		
February 14	Captain America: Brave New World	Walt Disney	75	85	230	270		
February 14	Paddington in Peru	Sony Pictures	12	17	36	51		
February 14	Armand	IFC Films	0.5	1	1	2		
February 21	The Monkey	Neon	10	15	27	42		
February 21	The Unbreakable Boy	Lionsgate	5	10	15	30		
February 28	The Day the Earth Blew Up: A Looney Tunes	Ketchup Entertainment	5	10	15	30		
February 28	Last Breath	Focus Features	5	10	15	30		
March 7	Mickey 17	Warner Bros.	17	21	43	53		
March 7	Queen of the Ring	Sumerian Films	0.5	1	1	2		
March 7	In the Lost Lands	Vertical Entertainment	1	3	3	7		
March 7	Rulebreakers	Angel Studios	2	4	5	10		
March 7	Night of the Zoopocalypse	Viva Pictures	1	2	2	3		

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