

THE REWIND

THIS WEEK'S FILM INSIGHTS FROM FLASHBACK PICTURES



Netflix finally shows up for theaters

Greta Gerwig pushed Netflix into its first-ever wide theatrical release with a 49-day window for Narnia. With AMC topping \$1B in Q1 and every major studio aligned around 45 days, Netflix is the last holdout. If Narnia performs, that changes.

SAG-AFTRA locks in AI guardrails

Actors secured a 4-year deal with AI protections as the explicit price. DGA negotiations begin May 11 – when they're done, the industry has labor peace through 2030. The first OpenAI-produced feature heads to Cannes at \$30M. The guardrails matter.

Theatrical is back – but the playbook is changing

Mortal Kombat II and Devil Wears Prada 2 together are expected to beat the entire box office from a year ago this weekend. Legacy IP with original stars is the clearest formula. While every CA governor candidate is running on film tax credits, Star Wars is tracking for its lowest opening since Solo and AMC is adding concerts to fill in for the lack of reliable studio output.



Weekend Box Office

May 4, 2026



Rank Prev	Title	Gross	Daily Change	Theaters	Theater Average	Total Gross	Days in Release
1	(1) The Devil Wears Prada 2	\$5,697,142	-70%	4,150	\$1,373	\$82,444,217	4
2	(2) Michael	\$4,575,814	-73%	3,955	\$1,157	\$188,782,898	11
3	(4) Project Hail Mary	\$731,945	-70%	3,017	\$243	\$319,033,750	46

Pizza Guys vs Vampires wins big at Vertical Awards!

Flashback Pictures' \$45k indie action/comedy **Pizza Guys vs Vampires** took home runner-up for **Vertical Of The Year**, facing off against China's billion-dollar platforms ReelShort and DramaBox.

April 23, 2026 - El Portal Theatre



Hot off the presses!

MEDIUM: Rising Star

