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Box Office News

'Rio' tops Friday B.O.

3D toon earns \$10.2 mil in U.S.

By Michael Sullivan



'Rio'

Twentieth Century Fox's 3D animated pic "Rio" perched atop Friday grosses in its opening weekend, drawing \$10.2 million at 3,826 U.S. locations.

The toon is expected to pick up steam with families over the weekend, likely putting it just north of \$30 million. This is "Rio's" first sesh Stateside, but the pic cumed an impressive \$64.4 million in international markets as of Tuesday.

Weinstein Co.'s "Scream 4" debuted in second place, scaring up \$8.3 million at 3,305 domestic engagements, including midnight screenings in select markets. But its take could drop off significantly on Saturday as the bulk of "Scream's" fanboy aud likely rushed out opening night.

Conversely, "Rio's" aud should increase Saturday and Sunday as most families avoid opening night rush. In its opening frame this time last year, Par's "How To Train Your Dragon" saw a 45% uptick from Friday to Saturday, which should bode well for "Rio" as the toon will see a similar upswing.

Universal's "Hop" came in third with \$2.3 million from 3,608 locations, down 59% from last Friday. The pic has cumed \$73.7 million so far, showing off the live action-animation hybrid's legs.

Competition was tight for the rest of Friday's tops. It's a horse race for fourth to sixth place with Sony's "Soul Surfer" pulling down \$2.125 million from 2,214 locations. Focus Features' "Hanna" came in with slightly less at \$2.124 million from 2,545 playdates, followed by Warner Brothers' "Arthur" with \$2.1 million from 3,276.

"Soul Surfer" and "Hanna" are the best bets at maintaining momentum in their sophomore session. Sony's faith-based surfer pic has built up the best exit-poll ratings, while "Hanna" was second only to "Hop" for mid-week figures.

The big comeback weekend to pull Hollywood out of its B.O. slump is off to a less-than-expected start. Pundits hoped this frame would start the momentum into the summer sked, but Friday's figures are lower than anticipated.

Also opening this weekend was Roadside Attractions' "The Conspirator" at 707 locations, ranking No. 10 with \$1.07 million.

Contact the variety newsroom at news@variety.com