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Hollywood’s summer isn’t so sunny at the box office

BY JOSH ROTTENBERG

Los Angeles Times

July 22, 2014

HOLLYWOOD — It’s summer — and it’s barely starting.

That’s because for all the studio execs’ hype about their summer slates, the actual numbers at the box office have been problematic. "Irresistible"营销 campaign notwithstanding (aka Doc Ock).

What has caught Hollywood by surprise is how poorly this summer’s movies have performed at the box office and how quickly their opening weekends have faltered. Of more than 50 percent from their opening weekends, "Guardians of the Galaxy" and "X-Men: Days of Future Past" aren’t even the biggest jumpers among this summer’s movies. In fact, the biggest jumpers of the season so far are "Guardians of the Galaxy" and "X-Men: Days of Future Past."

The studio’s marketing campaign for "Guardians of the Galaxy" has been so successful that it’s hard to believe that it could be a box office disappointment. And "X-Men: Days of Future Past" is expected to gross more than $500 million domestically, which would make it the biggest opening weekend for a summer movie in history.

So far this summer, only two movies have passed the $500 million mark at the box office: "Guardians of the Galaxy" and "X-Men: Days of Future Past."

The two biggest jumpers of the season so far are "Guardians of the Galaxy" and "X-Men: Days of Future Past."

"Guardians of the Galaxy" has grossed $374 million domestically and $868 million internationally, while "X-Men: Days of Future Past" has grossed $285 million domestically and $700 million internationally.

"Noah" is a big disappointment for its distributors, the Weinstein Company, which has invested $150 million in the film. The movie has earned just $54 million domestically and $110 million internationally.

"The Fault in Our Stars" is another big disappointment for its distributor, Summit Entertainment, which has invested $35 million in the film. The movie has earned just $69 million domestically and $116 million internationally.

Despite the disappointing performances of "Noah" and "The Fault in Our Stars," the movie industry is still on track to break the $10 billion mark at the box office this summer. The industry has earned $9.5 billion domestically and $10.2 billion internationally through July 20.

But the industry is also feeling the pressure of a diminishing audience base.

"The industry is experiencing a demographic problem," said Rich Florida, a marketing executive at Fox Searchlight Pictures. "We’re seeing an aging audience base, and we’re also seeing a decrease in the number of young people coming to the movies."