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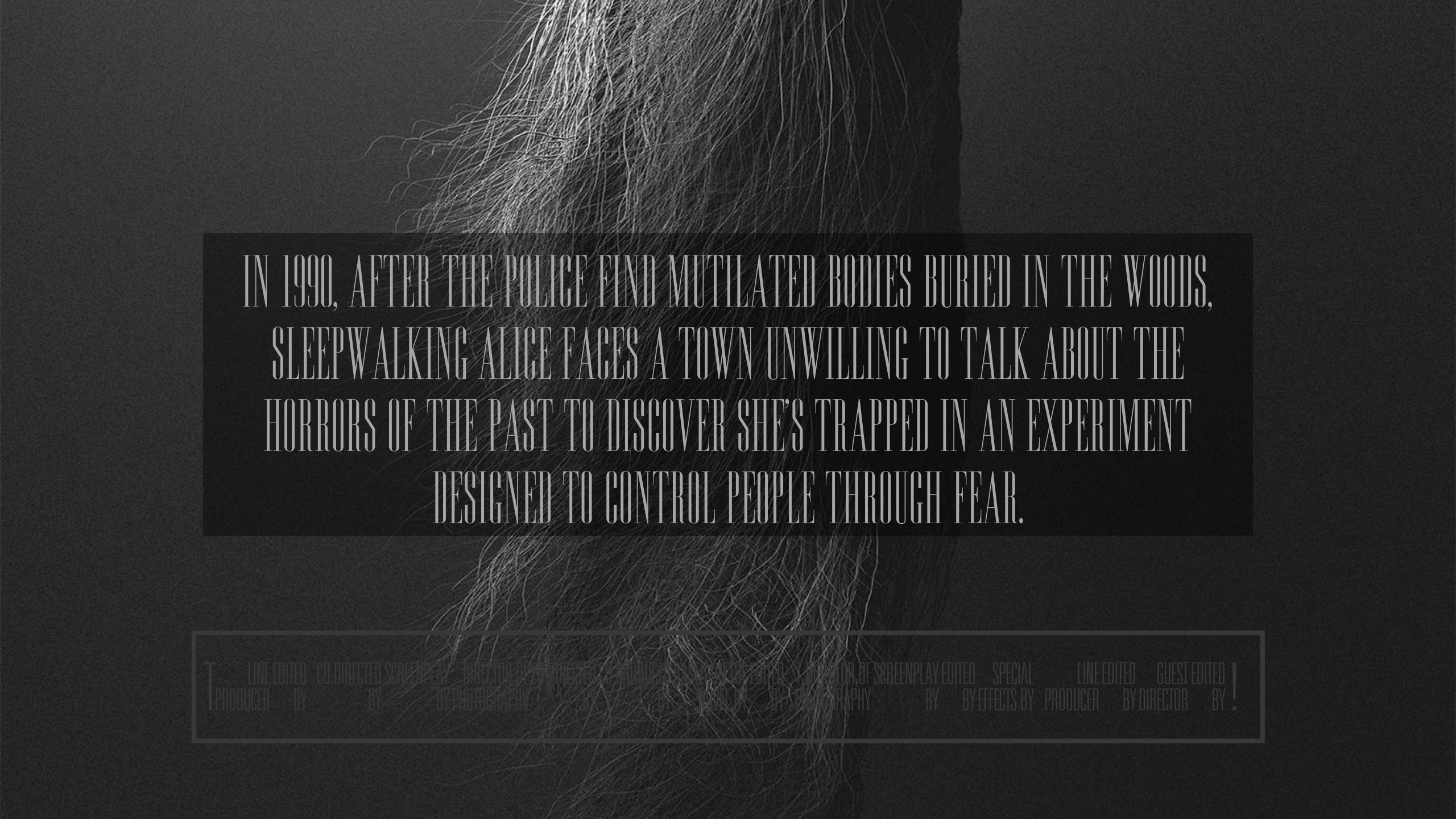


# THE MEANING OF SUFFERING

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HOPE GIVES YOU THE STRENGTH TO ENDURE SUFFERING.

# YOU SHOULD AVOID SUFFERING BY BURYING IT UNDERGROUND

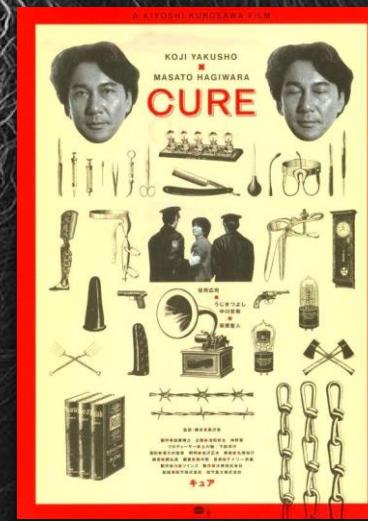
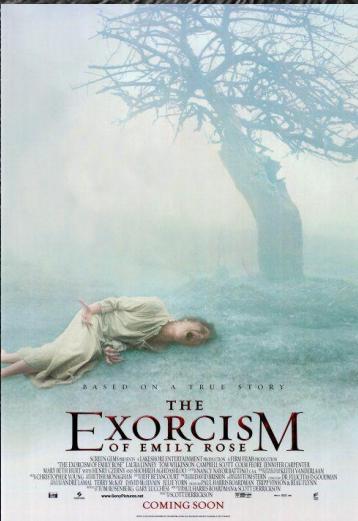


IN 1990, AFTER THE POLICE FIND MUTILATED BODIES BURIED IN THE WOODS,  
SLEEPWALKING ALICE FACES A TOWN UNWILLING TO TALK ABOUT THE  
HORRORS OF THE PAST TO DISCOVER SHE'S TRAPPED IN AN EXPERIMENT  
DESIGNED TO CONTROL PEOPLE THROUGH FEAR.

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AN EXPERIMENT IS TAKING PLACE

SHOCK AND TRAUMA

ISOLATION

MISSING BOYFRIEND

SERIAL KILLER ON TRIAL

CONFLICTING REPORTS

MISSING PERSON CASE

PUBLIC BACKLASH

LOCAL FOLKLORE

SMALL TOWN

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HIGH CONCEPT & INSPIRING CAPACITY

THE USE OF A FORMER TORTURED AS A HEROINE

THE STRENGTH TO ENDURE EVEN IN THE FACE OF HORROR.

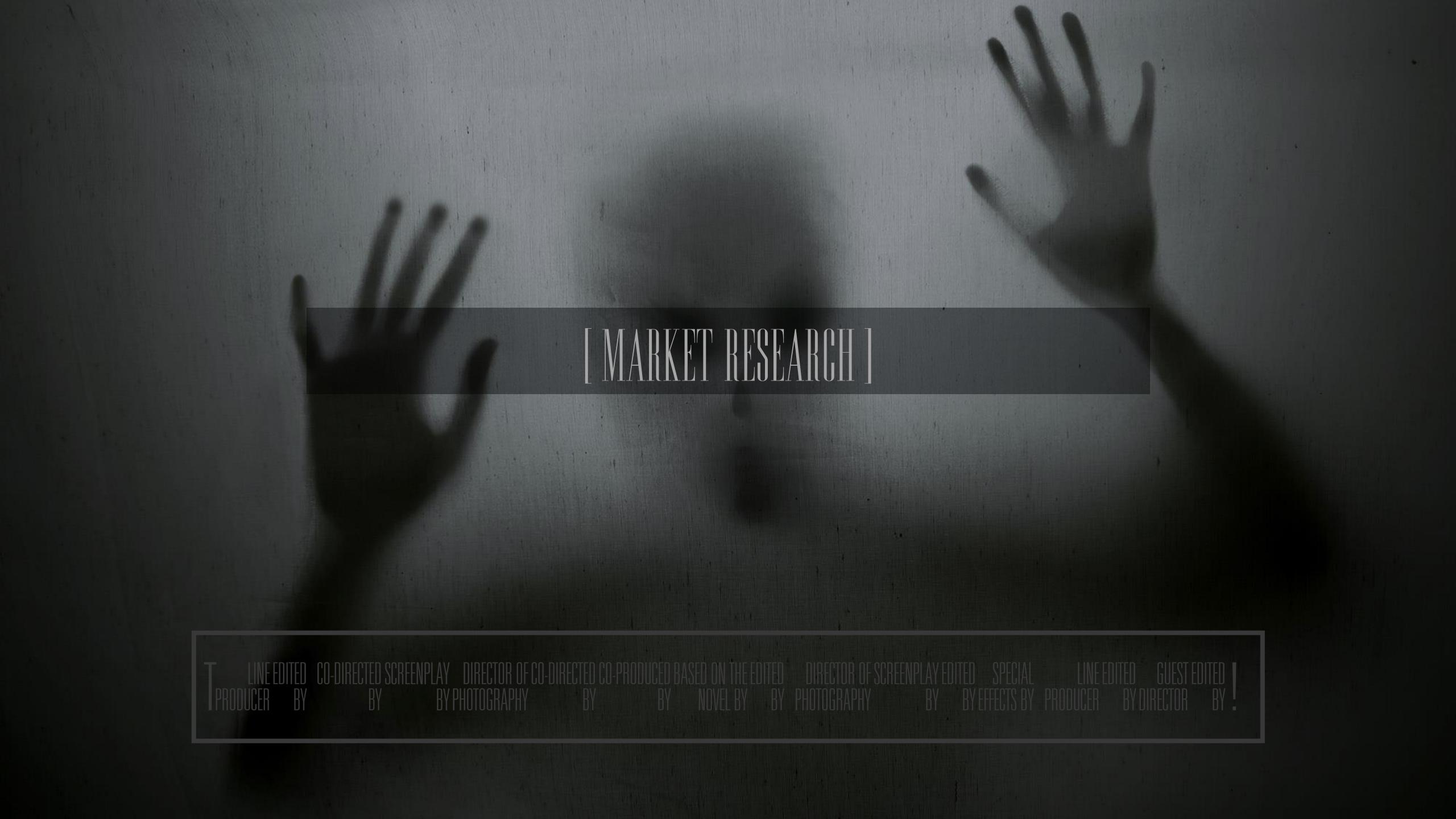
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[ STOP THE CONSPIRACY ]

[ FIND THE ORGANIZATION RESPONSIBLE FOR THE CRIME ]

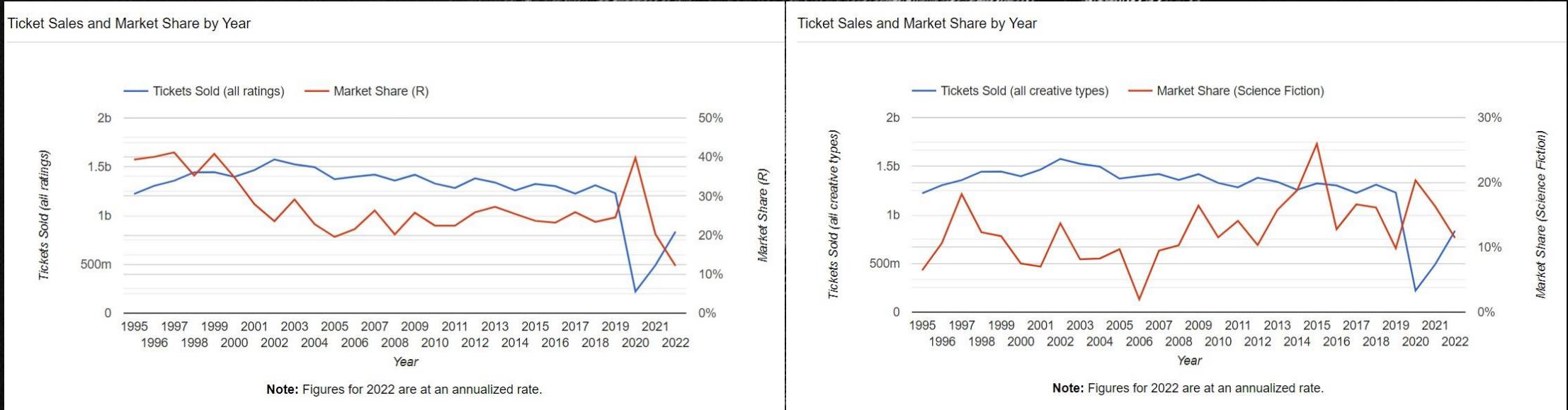
[ FIND THE RESPONSIBLE FOR THE CRIME ]

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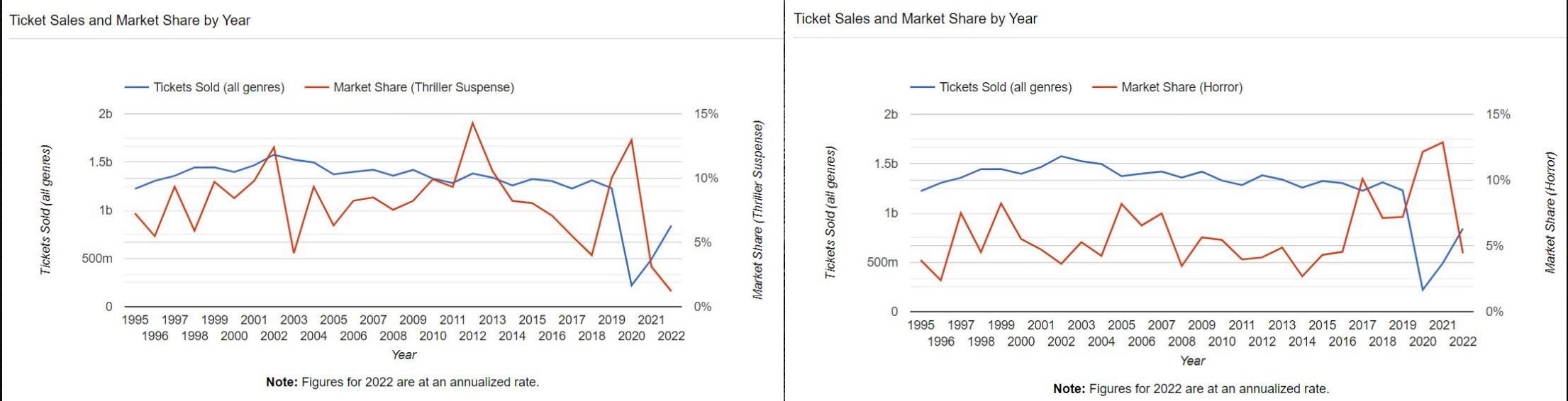


# [ MARKET RESEARCH ]

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## Top Grossing of 2021

Rank	Genre	Movies	2021 Gross	Tickets	Share
1	Action	45	\$2,299,887,706	250,805,624	50.97%
2	Adventure	27	\$774,625,743	84,473,900	17.17%
3	Horror	49	\$580,589,442	63,313,994	12.87%
4	Comedy	59	\$360,877,351	39,354,106	8.00%
5	Drama	120	\$235,373,285	25,667,704	5.22%
6	Thriller/Suspense	40	\$140,857,154	15,360,638	3.12%
7	Musical	4	\$73,147,684	7,976,846	1.62%
8	Documentary	48	\$16,274,141	1,774,695	0.36%
9	Concert/Performance	3	\$14,742,812	1,607,721	0.33%
10	Western	4	\$9,161,627	999,086	0.20%
11	Black Comedy	1	\$5,252,785	572,823	0.12%
12	Romantic Comedy	7	\$1,358,954	148,193	0.03%
13	Multiple Genres	2	\$455,295	49,650	0.01%

Our Theatrical Market pages are based on the Domestic Theatrical Market performance only. The Domestic Market is defined as the North American movie territory (consisting of the United States, Canada, Puerto Rico and Guam).

## Market Share for Each MPAA Rating in 2021

Rank	MPAA Rating	Movies	2021 Gross	Tickets	Share
1	PG-13	83	\$2,893,950,586	315,588,914	64.13%
2	R	119	\$912,030,038	99,457,986	20.21%
3	PG	36	\$642,496,716	70,065,060	14.24%
4	G	3	\$40,574,962	4,424,750	0.90%
5	Not Rated	2	\$44,361	4,837	0.00%

[See complete chart](#)

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