

According to Variety, early returns have indicated that The Dark Knight Rises is set to earn between \$18 million and \$20 million on Friday, putting it on course for a weekend total of \$60 million. That's roughly a 60% week-over-week drop. When compared to the 52% drop that The Dark Knight had in 2008 and Marvel's The Avengers 50% drop earlier this year, this may seem pretty steep, but it is holding well according to several studio execs. Why the drop then? Well, the audience that the threequel appeals to may play the biggest role in that. "It's a lot darker and male-driven, when you look at the trailers," the site was told by one analyst, while the Olympics are also likely to dent its box office impact. Another factor is the tragic shooting in Aurora, Colorado, last week which left 12 dead, with a recent poll revealing that 25% of

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