

Deadline report that Real Steel has had a strong opening weekend, but still fell short of the figure that both Dreamworks and Disney were hoping for. There's already been talk of a sequel (director Shawn Levy recently revealed that both he and the cast were signed up for future installments) but that'll all depend on how well it ends up performing overseas when it's released over the next few weeks. Here are some excerpts from the site.

DreamWorks/Disney's Real Steel required a mammoth marketing push to pump up mediocre tracking so it could dominate the North American box office all weekend. Disney confirmed grosses went up +30% from Friday to Saturday for a \$29M opening weekend and an 'A' CinemaScore. Problem is Hollywood would have impressed if the result was \$35M because of its family overlay and \$110+M budget. Have you seen Real Steel? Do you plan to? Be sure to share

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