

# New releases after China's Spring Festival box office hits record high



## ■ 'Madame Web'

**Release date: March 1**

Starring Dakota Johnson and Sydney Sweeney, the sci-fi action film is based on the Marvel Comics character. It is a story about New York paramedic Cassandra Webb, who demonstrates signs of clairvoyance. In the film, she needs to protect three young women from a deadly adversary with the power of viewing the future.

The superhero film also has an IMAX version. In the Marvel Comics, Madame Web is a mysterious heroine who offers guidance to Spider-Man.



## ■ 'The Pig, the Snake and the Pigeon'

**Release date: March 1**

Based on real cases, the action-packed suspense crime film is about how a wanted criminal Chen Guilin eliminates the top two on the wanted list and makes a name for himself.

Written and directed by Hong Kong filmmaker Wong Ching-po, the film stars Ethan Juan and features many action and chase scenes to depict the criminal's road to self-redemption.

Boasted by a record-breaking revenue of more than 8 billion yuan during the Spring Festival holiday, which ran from February 10 to 17, China's box-office earnings have surpassed the impressive milestone of 10 billion yuan (US\$1.4 billion) this month.

Jia Ling, the comedian who made waves three years ago with her self-written, self-directed and self-starring comedy "Hi, Mom," has returned with yet another comedic triumph, "YOLO."

This holiday season, "YOLO" has emerged as the reigning champion at the box office, raking in a staggering 3.16 billion yuan, accounting for 31 percent of the total monthly box office revenue thus far.

Chen Xuguang, director of Peking University's Institute of Film, Television and Theater, has emphasized the profound connection between the uplifting life story of the protagonist and Jia's own personal journey of weight loss. This connection weaves a powerful modern-day allegory that resonates with audiences.

"The movie serves as an

inspiring guide, balancing humor and tears, and has enjoyed both commercial success and critical acclaim, despite some controversies," Chen said.

According to film platform Maoyan, "YOLO" is projected to wrap up its theatrical run with a total revenue of 3.55 billion yuan.

Securing the second spot on the monthly box-office chart is "Pegasus 2," the highly anticipated sequel to writer-director Han Han's 2019 blockbuster racing film. "Pegasus 2" has earned an impressive 2.88 billion yuan.

Zhang Yimou's comedy film, "Article 20," has claimed the third spot with box-office receipts of 1.85 billion yuan.

Drawing inspiration from Article 20 of China's Criminal Law, and delving into the intricate and sometimes contentious legal concept of justifiable self-defense, the film has sparked fervent online debates and garnered praise from critics.

Rao Shuguang, president of the China Film Critics Association, hailed the work as a testament to the filmmakers' social responsibility and commitment, which utilizes the power of cinema to advance progress in law and

society.

The long-running animated film series "Boonie Bears," which has consistently released new movies since its theatrical debut in 2014, secured a respectable fourth position on the chart with its latest installment, "Boonie Bears: Time Twist," grossing an impressive 1.71 billion yuan.

Industry analysts credit the success of these four films, all released during the holiday season, to their "family-friendly" nature, perfectly aligning with the cultural atmosphere and consumer psychology surrounding Chinese New Year celebrations. This positioning has made them an indispensable choice for moviegoers during the festive season.

The robust performance of the film market this month has also boosted industry insiders' confidence in Chinese cinema in 2024, when an array of highly anticipated productions in diverse genres will be released.

In March, movie buffs will also be offered a few blockbuster movies. Here are some of the most anticipated films that will hit cinemas across China next month.

(Xinhua/Shanghai Daily)



## ■ 'The Killing Performance'

**Release date: March 2**

This suspense comedy film tells the story of the mysterious death of a famous Peking Opera actress. An unreliable private detective and eight suspects in the murder are kidnapped in a theater to learn the truth within only four hours.

The plot is shrouded in mystery as each person has a hidden motive for the murder. The film also incorporates comedic and bizarre elements into the plot.