

BOX OFFICE GROSS BY GENRE

TITLE	RELEASE DATE	ROMANIA GROSS	WORLDWIDE GROSS
The Goat and Her Three Kids*	28-Oct-22	\$600,787	-
Prey for the Devil	28-Oct-22	\$461,209	\$44,658,929
The Black Phone	24-Jun-22	\$475,691	\$161,440,742
Smile	30-Sep-22	\$316,825	\$217,408,513
Scream	14-Jan-22	\$294,549	\$137,743,924
Halloween Ends	14-Oct-22	\$228,665	\$104,310,354
Men*	9-Sep-22	\$72,838	\$11,152,071
Gretel & Hansel*	31-Jan-20	-	\$22,304,357
Midsommar*	3-Jul-19	-	\$48,058,176
The Witch*	23-Jan-15	-	\$40,423,945

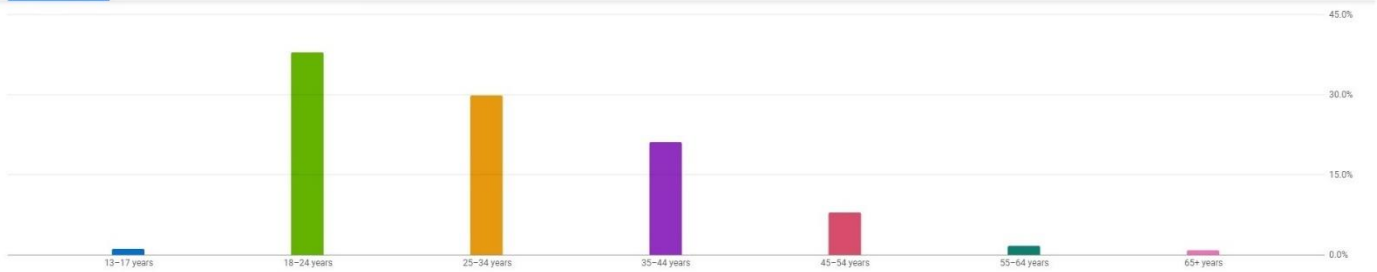
**Movies based on folktales*

More than often, The Goat and Her Three Kids has been compared by both the Romanian and the foreign audience to Robert Eggers' [The Witch](#).

THE AUDIENCE

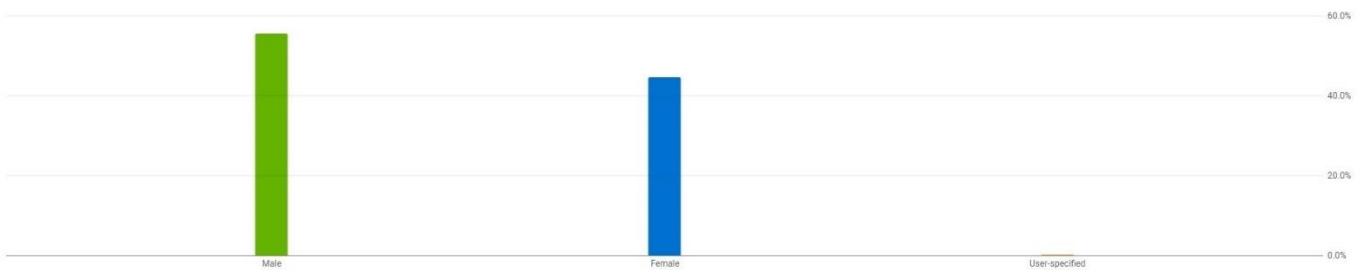
On **YouTube**, the movie's [trailer](#) has over 368.000 view. This is what the analytics tell us about the audience:

Viewer age



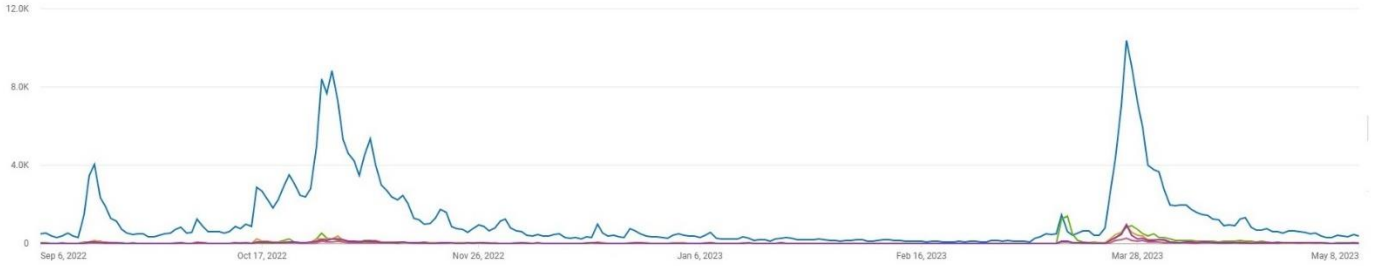
Viewer age ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
13-17 years	1.1%	1:06	56.8%	1.0%
18-24 years	37.9%	1:14	63.4%	37.2%
25-34 years	29.8%	1:16	65.5%	30.2%
35-44 years	21.0%	1:17	65.9%	21.4%
45-54 years	7.8%	1:16	65.5%	7.9%
55-64 years	1.6%	1:13	63.1%	1.6%
65+ years	0.8%	1:12	61.6%	0.8%

Viewer gender



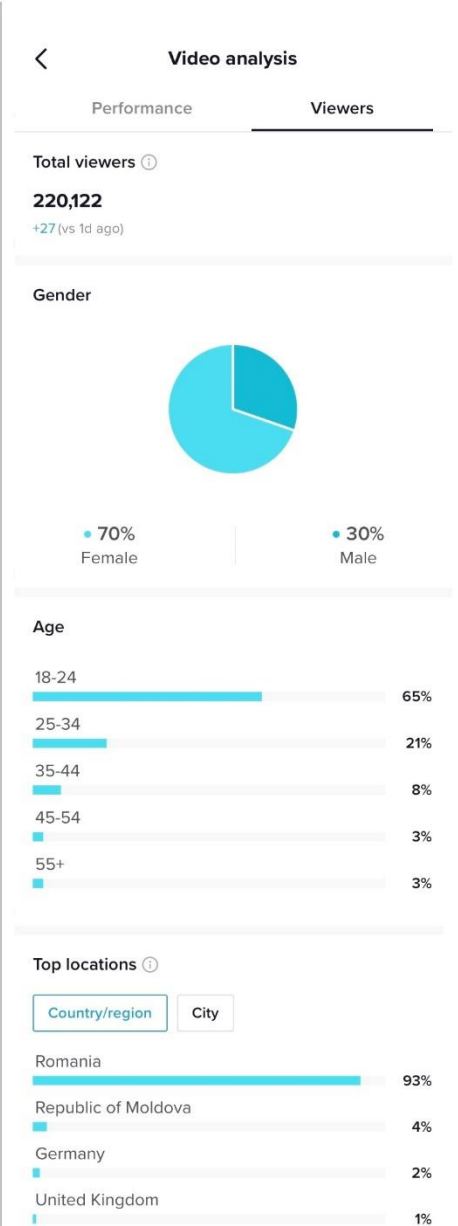
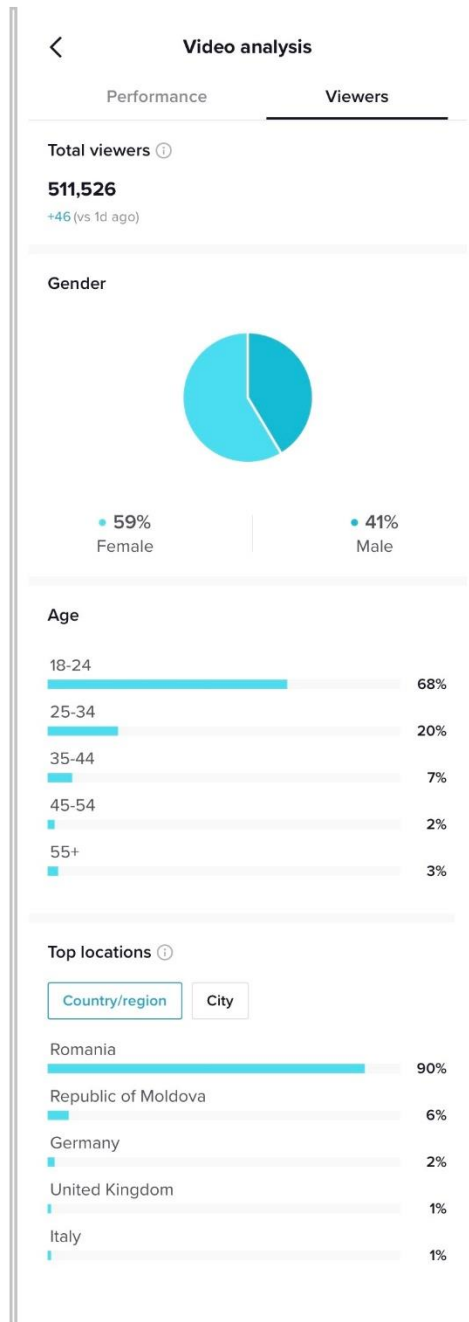
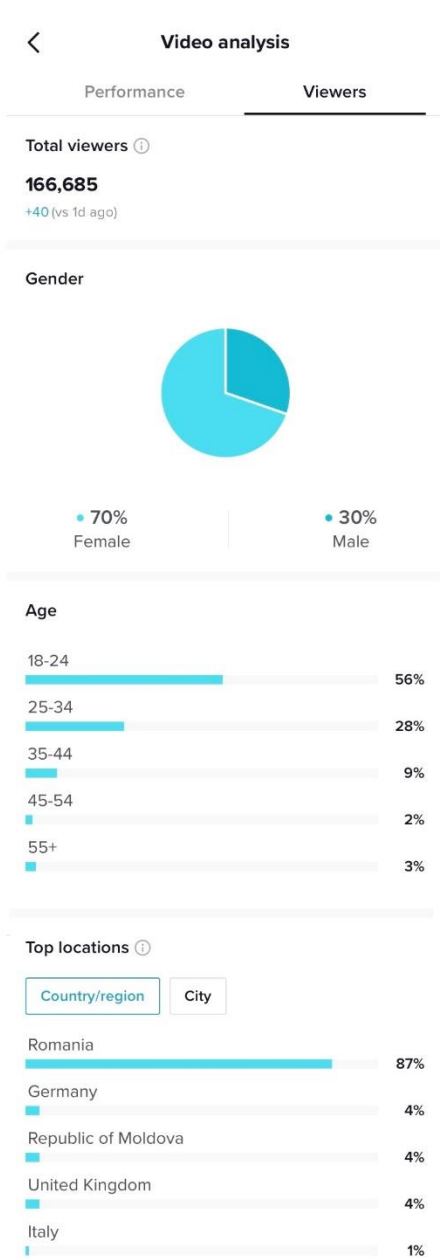
Viewer gender ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
Female	44.6%	1:14	63.8%	44.2%
Male	55.4%	1:15	64.8%	55.8%
User-specified	0%	1:36	82.3%	0%

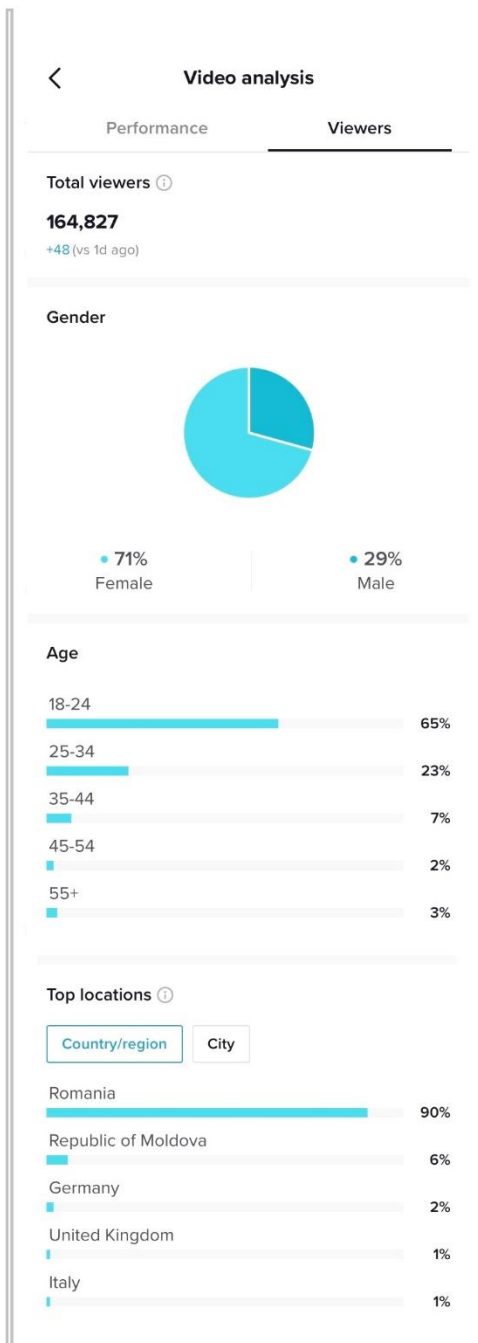
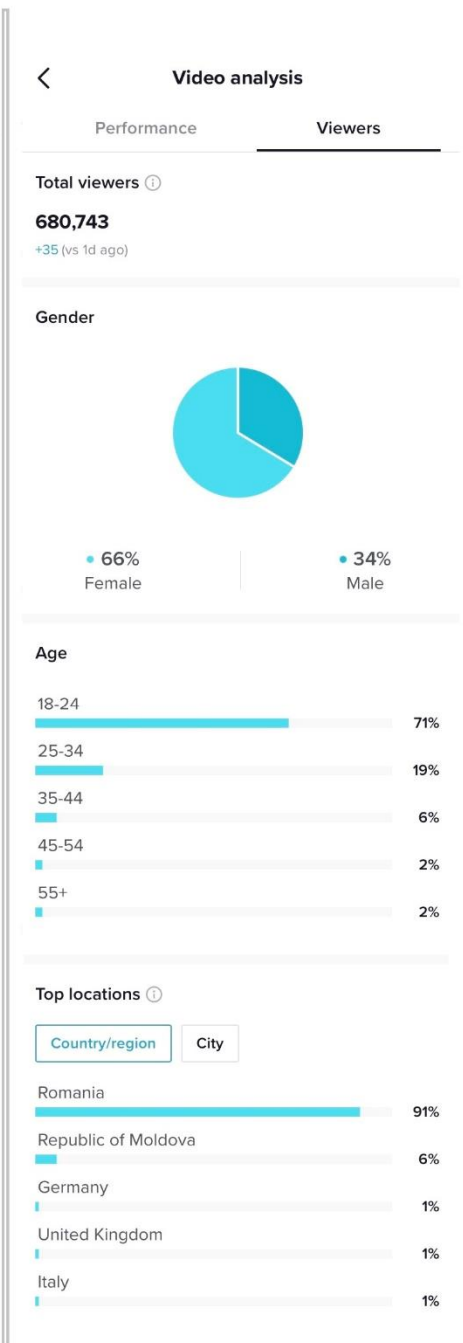
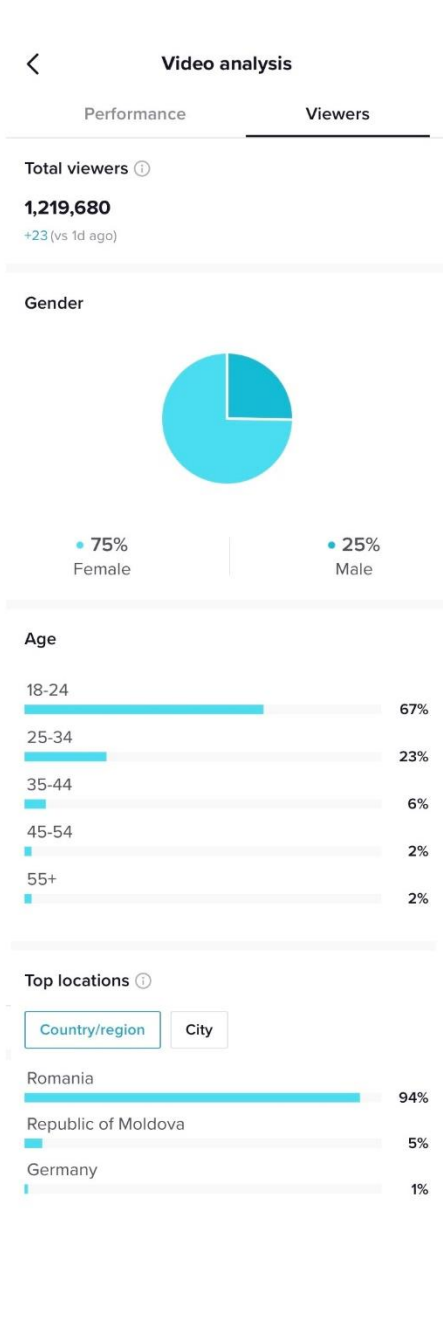
Geography



Geography	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> Total	365,082	7,661.7	1:15
<input checked="" type="checkbox"/> Romania	292,969 80.3%	6,158.5 80.4%	1:15
<input checked="" type="checkbox"/> Moldova	17,317 4.7%	336.8 4.4%	1:10
<input checked="" type="checkbox"/> United Kingdom	11,839 3.2%	257.8 3.4%	1:18
<input checked="" type="checkbox"/> Germany	9,412 2.6%	201.0 2.6%	1:16
<input checked="" type="checkbox"/> Italy	3,432 0.9%	75.5 1.0%	1:19
<input type="checkbox"/> United States	3,075 0.8%	69.7 0.9%	1:21
<input type="checkbox"/> France	2,149 0.6%	46.8 0.6%	1:18
<input type="checkbox"/> Spain	1,794 0.5%	39.3 0.5%	1:18
<input type="checkbox"/> Austria	1,279 0.4%	28.5 0.4%	1:20
<input type="checkbox"/> Belgium	1,255 0.3%	27.7 0.4%	1:19
<input type="checkbox"/> Netherlands	1,224 0.3%	25.5 0.3%	1:14
<input type="checkbox"/> Russia	1,000 0.3%	19.5 0.3%	1:10
<input type="checkbox"/> Indonesia	725 0.2%	11.4 0.2%	0:56
<input type="checkbox"/> Ireland	591 0.2%	12.8 0.2%	1:18
<input type="checkbox"/> Denmark	510 0.1%	11.4 0.2%	1:20
<input type="checkbox"/> Canada	430 0.1%	10.0 0.1%	1:24
<input type="checkbox"/> Portugal	420 0.1%	7.1 0.1%	1:00
<input type="checkbox"/> Ukraine	411 0.1%	8.4 0.1%	1:13
<input type="checkbox"/> Türkiye	394 0.1%	6.5 0.1%	0:59
<input type="checkbox"/> Switzerland	301 0.1%	6.7 0.1%	1:20
<input type="checkbox"/> Sweden	202 0.1%	4.5 0.1%	1:19
<input type="checkbox"/> Norway	113 0.0%	2.4 0.0%	1:17
<input type="checkbox"/> Czechia	85 0.0%	1.7 0.0%	1:12
<input type="checkbox"/> Croatia	66 0.0%	1.2 0.0%	1:05
<input type="checkbox"/> Poland	44 0.0%	1.0 0.0%	1:20
<input type="checkbox"/> Israel	43 0.0%	0.9 0.0%	1:14
<input type="checkbox"/> Greece	40 0.0%	0.9 0.0%	1:18
<input type="checkbox"/> Serbia	39 0.0%	0.7 0.0%	1:00
<input type="checkbox"/> Cyprus	15 0.0%	0.4 0.0%	1:29
<input type="checkbox"/> Belarus	14 0.0%	0.3 0.0%	1:19
<input type="checkbox"/> Kazakhstan	14 0.0%	0.3 0.0%	1:18
<input type="checkbox"/> Hungary	13 0.0%	0.2 0.0%	1:08

On TikTok, the movie was viral. The #capracutreiiezi alone gathered more than 34 million views. Here are the analytics from a few relevant videos.



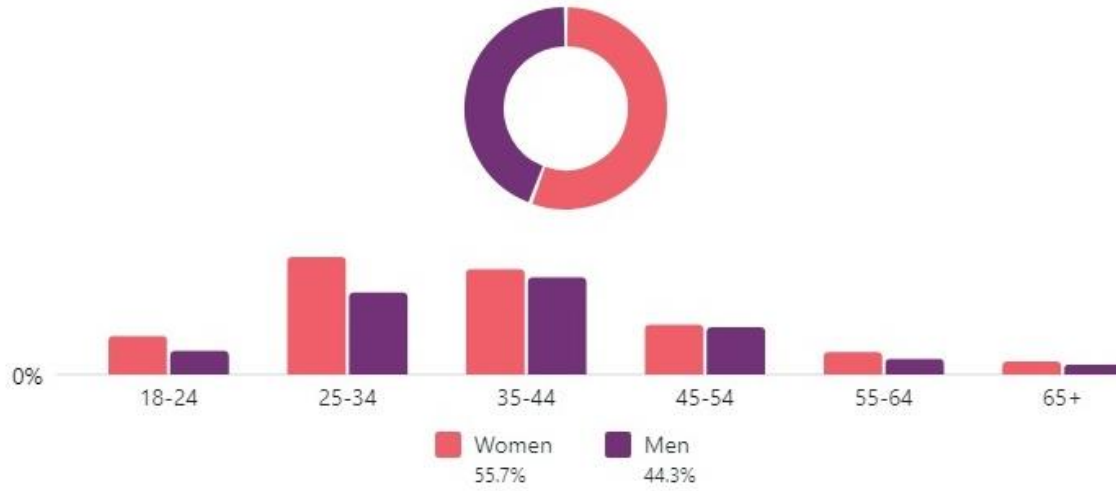


You will notice that on TikTok the number of female viewers is considerably larger than that on YouTube.

That's because this platform is predominantly used by teenagers and because teenage girls developed a crush on the oldest kid in the movie (Razvan Ilina), crush that converted into a huge number of video edits by fans (#razvanilina for example has more than 1 mil. views).

On Facebook:

Age & gender ⓘ

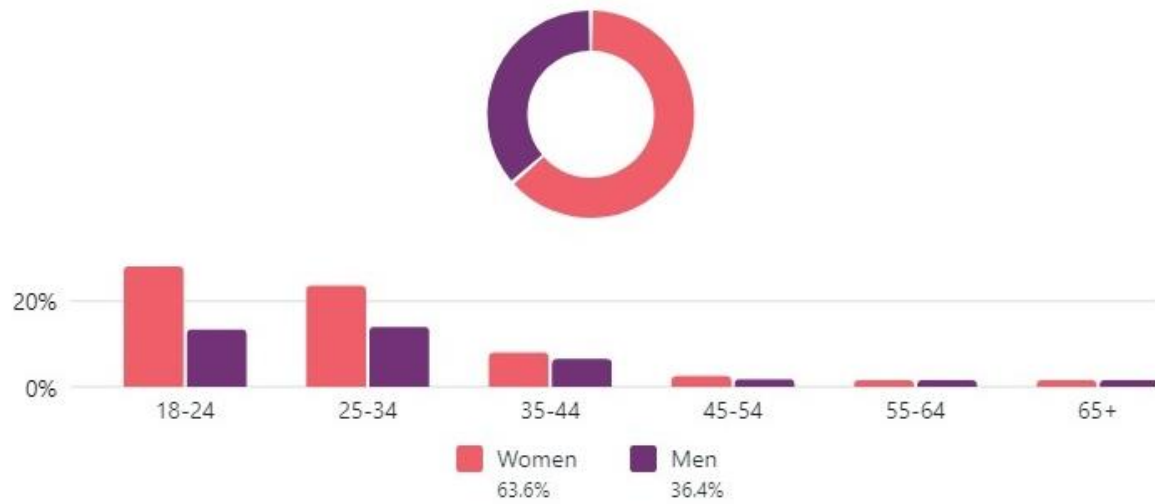


Top countries



On Instagram:

Age & gender ⓘ



Top countries



You will notice here too a slightly larger number of female viewers, generated by the fact that this platform is used by more teenagers.