

THIS WEEK	LAST WEEK	<b>International Boxoffice Charts</b>		WKS. IN RELEASE	NO. OF SCREENS	BOXOFFICE THIS WEEK	BOXOFFICE LAST WEEK	BOXOFFICE TOTAL
		All boxoffice figures are in U.S. Dollars PICTURE U.S./FOREIGN DISTRIBUTOR						
<b>UNITED KINGDOM BOXOFFICE (Week ending April 23, 1992)</b>								
1	1	HOOK COLUMBIA TRISTAR	2	318	\$6,419,988	\$6,671,966	\$13,091,954	
2	2	CAPE FEAR UIP	6	213	\$1,003,117	\$1,109,321	\$14,629,592	
3	3	FINAL ANALYSIS WARNER BROS	2	159	\$804,284	\$911,067	\$1,715,351	
4	—	STOP! OR MY MOM WILL SHOOT UIP	1	176	\$739,895	—	\$739,895	
5	5	DECEIVED WARNER BROS	3	119	\$464,332	\$559,385	\$1,917,763	
6	4	KUFFS ENTERTAINMENT	3	127	\$425,061	\$639,392	\$1,764,651	
7	6	THE FATHER OF THE BRIDE WARNER BROS	9	135	\$405,825	\$460,542	\$11,007,551	
8	7	FRIED GREEN TOMATOES RANK	6	79	\$308,433	\$330,506	\$2,450,183	
9	—	THE DOCTOR WARNER BROS	2	70	\$227,462	\$71,225	\$298,687	
10	—	HEAR AMY SONG MIRAMAX	6	39	\$157,737	\$112,143	\$842,756	
Computed at US1 = 0.56 pounds sterling, 7-day gross/*weekend.								
<b>FRANCE BOXOFFICE (Week ending April 14, 1992)</b>								
1	1	HOOK COLUMBIA	2	86	\$1,768,263	\$2,748,591	\$4,516,854	
2	—	TOUTES PEINES CONFONDUES AMLF	1	64	\$1,004,595	—	\$1,004,595	
3	—	FINAL ANALYSIS WARNER BROS	1	64	\$910,889	—	\$910,889	
4	2	CAPE FEAR UIP	4	65	\$447,379	\$783,287	\$4,158,409	
5	3	LA BELLE HISTORIE AFMD	3	37	\$268,581	\$462,224	\$1,342,050	
6	7	SILENCE OF THE LAMBS COLUMBIA	53	37	\$268,581	\$184,050	\$9,158,390	
7	5	KAFKA AMLF	3	28	\$175,289	\$286,644	\$873,113	
8	—	LOULOU GRAFFITI GAUMONT	1	39	\$137,101	—	\$137,101	
9	4	BUGSY COLUMBIA	4	26	\$117,961	\$328,426	\$1,771,460	
10	—	JOHNNY STECCHINO ARIA	1	26	\$109,820	—	\$109,820	
US1 = 5.0 FF, 7-day gross/ Metro Paris & 12 key cities								
<b>GERMANY BOXOFFICE (Week ending April 20, 1992)</b>								
1	1	HOOK COLUMBIA TRISTAR	4	554	\$2,412,946	\$1,912,172	\$14,013,841	
2	2	BEETHOVEN UNIVERSAL/UIP	2	356	\$1,988,634	\$1,423,615	\$4,133,658	
3	—	FINAL ANALYSIS WARNER BROS	1	125	\$1,059,445	—	\$1,059,445	
4	3	SCHTONKI NEUE CONSTANTIN	6	285	\$874,861	\$701,333	\$7,594,281	
5	—	FATHER OF THE BRIDE BUENA VISTA/WARNER BROS.	1	135	\$808,413	—	\$808,413	
6	4	THE PRINCE OF TIDES COLUMBIA/TRISTAR	8	244	\$580,671	\$622,744	\$6,364,836	
7	7	SNOW WHITE BUENA VISTA/WARNER BROS	3	162	\$460,940	\$283,846	\$1,561,617	
8	5	JFK WARNER BROS	13	243	\$448,235	\$408,261	\$17,623,381	
9	12	SILENCE OF THE LAMBS reissue COLUMBIA/TRISTAR	3	141	\$174,560	\$772,927	\$402,385	
10	6	THE LAST BOY SCOUT WARNER BROS	6	168	\$312,505	\$352,992	\$4,569,454	
Computed at US1 = DM 1.66, 4-day weekend/*Not reported last week								
<b>AUSTRALIA BOXOFFICE (Week ending April 22, 1992)</b>								
1	1	HOOK TRISTAR	4	119	\$1,723,526	\$1,293,047	\$5,797,672	
2	3	BEETHOVEN UIP	2	82	\$1,073,224	\$595,163	\$1,787,955	
3	2	MY GIRL COLUMBIA	2	90	\$910,091	\$775,946	\$1,672,903	
4	6	SNOW WHITE & THE SEVEN DWARFS DISNEY	2	105	\$512,717	\$293,877	\$809,361	
5	—	GRAND CANYON FOX	1*	49	\$375,336	\$4,804	\$376,207	
6	4	STOP! OR MY MOM WILL SHOOT UIP	3	68	\$364,300	\$301,996	\$1,089,682	
7	5	MEMOIRS OF AN INVISIBLE MAN WARNER BROS	2	71	\$267,100	\$298,281	\$560,563	
8	9	PEOPLE UNDER THE STAIRS UIP	2	45	\$177,128	\$158,042	\$332,495	
9	7	FINAL ANALYSIS WARNER BROS	4	38	\$174,558	\$167,823	\$978,198	
10	—	HARLEY DAVIDSON & THE MARLBORO MAN UIP	1	36	\$173,998	—	\$173,998	
Computed at US1 = AUS1.34, 7-day gross / *previews								
<b>JAPAN BOXOFFICE (Week ending April 16, 1992)</b>								
1	1	JFK WARNER BROS	4	8	\$795,285	\$931,402	\$3,877,954	
2	—	FREE JACK TOHO-TOWA	1	9	\$468,037	—	\$468,037	
3	—	HAND THAT ROCKS CRADLE BUENA VISTA/WARNER BROS	1	5	\$299,104	—	\$299,104	
4	2	MY GIRL SPE/COLUMBIA	6	7	\$245,820	\$416,833	\$3,119,074	
5	3	FOR THE BOYS 20TH CENTURY FOX	3	8	\$223,873	\$291,828	\$909,159	
6	—	SHINING THROUGH 20TH CENTURY FOX	1	7	\$208,216	—	\$208,216	
7	4	NAKED GUN 2½ UIP/PARAMOUNT	5	9	\$202,198	\$280,040	\$1,936,026	
8	7	BUGSY SPE/TRISTAR	8	5	\$120,895	\$166,565	\$2,509,043	
9	8	FISHER KING SPE/TRISTAR	2	4	\$113,534	\$130,778	\$244,312	
10	—	THE SUPER HERALD	1	4	\$97,889	—	\$97,889	
Computed at US1 = 130 Yen, 7-day gross.								
<b>HONG KONG BOXOFFICE (Week ending April 22, 1992)</b>								
1	2	ONCE UPON A TIME IN CHINA II GOLDEN HARVEST	1*	25	\$1,738,110	\$381,255	\$2,119,365	
2	3	HARD BOILED GOLDEN PRINCESS	1*	22	\$1,377,194	\$232,969	\$1,610,164	
3	1	FIGHT BACK TO SCHOOL II NEWPORT	3	25	\$1,023,909	\$2,109,927	\$3,675,298	
4	—	THE LOWER EDKO	1	12	\$612,034	—	\$612,034	
5	—	THE ADDAMS FAMILY FOX	1	6	\$421,610	—	\$421,610	
6	11	HEART AGAINST HEARTS REGAL	1*	27	\$407,806	\$56,956	\$464,762	
7	—	JFK WARNER BROS	1	5	\$139,548	—	\$139,548	
8	—	BEETHOVEN PANASIA/UIP	1	10	\$130,367	—	\$130,367	
9	18	RUN FOR FREEDOM UNITED	1*	8	\$92,262	\$17,237	\$109,499	
10	—	EVIL BLACK MAGIC CINE-STAR	1	11	\$91,794	—	\$91,794	
Computed at US1 = HK7.80, 7-day gross/*Includes Pre-Release Show								

## Simpson upped to ad director Warner Far East

Joyce Simpson has been promoted to director of advertising and publicity, Far East, for Warner Bros. International.

Simpson has been manager of that division since 1986. She will continue to report to Rick Markovitz, vp of international theatrical advertising and publicity.

Simpson's new responsibilities will include supervising the studio's advertising and publicity activities in Hong Kong, Indonesia, Taiwan, Thailand, Singapore, New Zealand and the Philippines. She will also work closely with Markovitz in helping to supervise ad/pub activities in Australia, Japan and Korea.

Simpson joined Warner Bros.' international division in 1986, after a stint as an account executive at Ogilvy & Mather. She is a graduate of Temple University.

## Test

continued from page I-6 — we can work with."

These days, distributors are starting to be more discerning in how they conduct test screenings. Not every American success translates well locally.

Distributors are also starting to use test screenings to generate local interest feature articles in newspapers. For "The Silence of the Lambs" last year, Orion invited a selected team of psychologists to discuss the effects of criminal patterns in Singapore.

This year, there were similar media screenings for "JFK" for political science lecturers and medical practitioners for "The Doctor."

"If there's negative response to a particular film, then we have to re-strategize our advertising and publicity campaign," said a publicist for a major exhibition chain. "Trends change continually — and in this business, no one's quite sure what works and why. There's no science to it."

Although a major summer success in America, "City Slickers" failed to elicit popular support here. Most moviegoers mistook the film for a western, a fact which was emphasized by the Chinese title translated as "The Cowboys."

Conversely, the erotic content of "The Unbearable Lightness of Being" was so strong a draw that the film has now become the longest running film in Singapore, ousting previous record-holder "Jaws" (HR 4/21).

The real test will be Paramount's "Wayne's World," with characters drawn from television's "Saturday Night Live," a show which has never been broadcast here. — Melissa Tan