

The Sony 'Ghostbusters' Franchise is in Serious Trouble

By [MrDisgusting @bradmiska](#)



There's such a weird ongoing debate when it comes to making a huge studio movie. We beg for originality, uniqueness, and creative freedom for the filmmakers, but the masses fail to show up the majority of the time, which cause the Hollywood brass to revert back to their old ways of being "safe".

Yes, Columbia Pictures' *Ghostbusters* is a reboot ("safe"), but they gave director Paul Feig creative freedom ("dangerous"). I'm sure the thought behind the studio executives was that the brand was bigger than any decisions the filmmakers would have, but I'm not quite sure they expected the (ridiculous) backlash at an all-female Ghostbusters troupe.

In theaters July 15, *Ghostbusters* follows a paranormal researcher (Melissa McCarthy), a physicist (Kristen Wiig), a nuclear engineer (Kate McKinnon) and a subway worker (Leslie Jones) who attempt to rid New York of ghosts that can possess humans.

It's unclear from where we stand if the brunt of negativity stems from the fact that Feig cast the aforementioned comic actors, or [because the trailers pretty much suck](#) (according to the consensus).

Whatever the case, the negative public perception is winning, and the franchise is in serious trouble.

Sony's *Ghostbusters* popped up on tracking Thursday, according to [THR](#), with early estimates suggesting a North American debut in the \$40 million to \$50 million range over the July 15-17 weekend. The studio, which has yet to wage its biggest and final marketing push, is no doubt hoping for the higher end, considering the movie cost a hefty \$154 million to make.

Yes, *Ghostbusters* cost \$150 million, and with a \$50 million opening the domestic life of the film can be guesstimated at between \$150 to \$200 million ([here are some comps](#)), well below the budget when you consider this doesn't include marketing costs (it also doesn't include international numbers; *Terminator Genisys* did huge overseas and is [still having trouble getting another sequel off the ground](#)) or the fact that the studios only get *half* the box office take (ouch).

Females over the age of 25 are by far the most interested in seeing the new *Ghostbusters*, according to those with access to prerelease tracking. However, Sony has three weeks left to whip up additional interest among males and younger females, adds the site.

But this isn't a good sign, considering Sony already *has* made a massive push towards male viewers. Basketball fans will recall the heavy marketing campaign during the NBA Playoffs and Finals in which Carmelo Anthony and other New York Knick legends strapped on Proton Packs for a ghost hunt, as did the Lakers' Kobe Bryant. These campaigns had *zero* women in them and clearly were catering to men (it's called marketing and I have no quarrel with it).

[In an interview with THR](#), Sony movie studio chief Tom Rothman went even further, saying the controversy is "the greatest thing that ever happened." He added, "Are you kidding me? We're in the national debate, thank you. Can we please get some more haters to say stupid things?"

Yes, having a national debate is a good thing, especially if it brings to attention some of the social issues we have in this country, but I think Sony's *Ghostbusters* is proving that not all negative press is good press. And this is really, really bad for those of us who had hopes of seeing the [expanded universe that was originally in play](#). A box office bomb likely kills this franchise once and for all. No more Ecto Cooler, no more theme park attractions, toys, movies or video games – at least until remakes become popular again in 2026.

The New Sony Ghostbusters Movie Has Totally Failed



By Audrey Emory

Los Angeles- Sony's failed and fired Amy Pascal has delivered a racist, patriarchal driven shade of the original Bill Murray Ghostbusters. Relying on marketing that focuses on images of Kate McKinnon pretending to give oral sexual pleasure to her penis-like gun clearly demonstrates why Amy Pascal's dirty leaked emails show her to be trying, desperately, to tell her Sony frat boy executives: "look I can be rude and nasty and act like a guy, too". Her attempt at trying to show that "women can act just like men", utterly fails.

Sony's new Ghostbusters wants you to know that black women can only be fat, loud, pushy and obnoxious. Sony's Ghostbusters wants you to know that Sony has to use all of the old highlight monsters because it isn't creative enough to come up with any new ones. Even the special effects are all just the same exact particle effects edge glow with the luminance setting turned up 20% higher. There is nothing new here.

Many are calling for a global boycott of Sony's movie but I say GO SEE IT AND TALK AND HISS all the way through it! Let everybody in the audience know that you think it sucks. MAKE SOME NOISE IN THE MOVIE so that Amy Pascal hears it all the way back to one of her Malibu McMansion's. Don't boycott it, Drown it out in the theater!

In the Sony leaked emails, the world got a taste of the misogynistic, racist world of Sony Pictures. Amy Pascal was the leader of the social injustices, it seems. While she wasn't bribing the White House to get them to order the CIA to give her national secrets for Zero Dark Thirty, she was talking shit behind almost everybody's back in Hollywood. You can read, the Wikileaks Sony Leaks about how Pascal self-promotes her delight in hanging out with Obama and (illegally?) getting CIA Director Leon Panetta to disclose tactical secrets in exchange for Sony's campaign financing of Obama's election and marketing costs.

Just for fun, Sony says that they will get all Social Justice Warrior by making a MAN be the Ghostbusters secretary: A MAN! Ohhhhhhh...So brave. Except there is one problem. The guy that plays the secretary is always known for playing hunks. By making a classic male hunk become a secretary, Ghostbusters is simply using the 1940's reverse type-casting platitude that is as out-dated as the banana pratfall.

For more, see:

[Kevin Smith & Ralph Garman Blast New Ghostbusters Trailer](#)

[cached](#)

Movie director turned podcaster Kevin Smith, along with his co-host, entertainment reporter and actor Ralph Garman, blasted Sony's new Ghostbusters

[https://www.247famous.com/film/kevin-s\[...\].garman-blast-new-ghostbusters-trailer/](https://www.247famous.com/film/kevin-s[...].garman-blast-new-ghostbusters-trailer/)

[Kevin Smith Ripped Apart The Ghostbusters Trailer - CINEMABLEND](#)

[cached](#)

The recent Ghostbusters trailer did the movie no favors as much of the comedy fell ... this is worse than the new fantastic four movie was.. and that really, really, really by the portrayal of the only lead black person, and the trailer bloody sucks.

[http://www.cinemablend.com/new/Kevin-S\[...\]Apart-Ghostbusters-Trailer-118087.html](http://www.cinemablend.com/new/Kevin-S[...]Apart-Ghostbusters-Trailer-118087.html)

[Why the New Ghostbusters Trailer Sucks Ectoplasmic Balls ...](#)

[cached](#)

In a movie market where safe formats and nostalgia are spoon fed to us like tapioca pudding in an old folk's home, nobody should be surprised ...

[http://www.caverns-and-creatures.com/b\[...\]usters-trailer-sucks-ectoplasmic-balls](http://www.caverns-and-creatures.com/b[...]usters-trailer-sucks-ectoplasmic-balls)

[5 Reasons The Ghostbusters Trailer SUCKS - YouTube](#)

[cached](#)

Uploaded by Bobby BurnsHere are my five reasons I think the new Ghostbusters trailer is a train wreck! Watch the trailer ...

<https://www.youtube.com/watch?v=xE9r1sZreUg>

[Why the remake of Ghostbusters will suck. : ghostbusters - Reddit](#)

[cached](#)

I have to get something off my chest, since I'm a big Ghostbusters ... It's like having the original transporter sound in the new star trek movies.

[https://www.reddit.com/r/ghostbusters/\[...\]_the_remake_of_ghostbusters_will_suck/](https://www.reddit.com/r/ghostbusters/[...]_the_remake_of_ghostbusters_will_suck/)

[Ghostbusters: It's something strange, and it don't look good | Film ...](#)

[cached](#)

taken over. As a result, the Ghostbusters trailer looks fake and amateur. The new Ghostbusters trailer sucks plain and simple,. Hollywood ...

[http://www.spiked-online.com/newsite/a\[...\]\]-strange-and-it-doesnt-look-good/18125](http://www.spiked-online.com/newsite/a[...]]-strange-and-it-doesnt-look-good/18125)

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The female Ghostbusters Reboot director, Paul Feig, talks about the negative backlash about ... While promoting his new comedy Spy at SXSW, he's what he said about reaction ... Do you think it sucks like it seems or do you think it has a shot?

[http://www.comicbookmovie.com/ghost_ri\[...\]\]-feig-knows-he-is-ruining-fans-a116698](http://www.comicbookmovie.com/ghost_ri[...]]-feig-knows-he-is-ruining-fans-a116698)

[Critic's Notebook: Parsing the New 'Ghostbusters' Trailer ...](#)

[cached](#)

Critic's Notebook: Parsing the New 'Ghostbusters' Trailer crap on us...as if we' re supposed to give an "all-girl film" a pass if it sucks. And I'm ...

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[http://www.hollywoodreporter.com/news/\[...\]tebook-parsing-new-ghostbusters-872531](http://www.hollywoodreporter.com/news/[...]tebook-parsing-new-ghostbusters-872531)

The New Ghostbusters Movie Will Be Ruined By The Feminist Agenda

[cached](#)

The New Ghostbusters Movie Will Be Ruined By The Feminist Agenda ... Surely a new Ghostbusters featuring the sons (and daughters) of the core list of characters would have appealed just as much, if not Elvis sucks.

[http://www.returnofkings.com/56056/the\[...\]will-be-ruined-by-the-feminist-agenda](http://www.returnofkings.com/56056/the[...]will-be-ruined-by-the-feminist-agenda)

'Ghostbusters' 2016 Movie Trailer: Why 9,000 YouTube Dislikes In 4 ...

[cached](#)

"Ghostbusters Trailer" appeared on YouTube, did the massive amount ... A Brand New Finding Dory Trailer" published to the same YouTube ... It sucks." Wiig, McCarthy, McKinnon, and Jones are fan favorites, hailing from SNL.

[http://www.inquisitr.com/2851160/ghost\[...\]000-youtube-dislikes-in-4-hours-video/](http://www.inquisitr.com/2851160/ghost[...]000-youtube-dislikes-in-4-hours-video/)

Ghostbusters (2016) is going to fail, but not for that reason

[cached](#)

Mar 4, 2016 ... The 2016 reboot/sequel of Ghostbusters is going to fail, but not because of ... Sure, the characters have new names and everything, but you can tell Ghostbusters (2016) is looking bad or outright sucks, they HAVE TO come ...

Topics: Sony leaks, Amy Pascal, Sony Boys club, Ghostbusters, new ghostbusters, ghostbusters sucks