



## IMAX® Soars To \$30.4 Million Global Opening for “Superman”

July 14, 2025

**Market Share Dominance Continues as IMAX Delivers 15.6% of the North American Debut – a Record Result for a Film Opening Above \$100 Million Domestically**

NEW YORK--(BUSINESS WIRE)--Jul. 14, 2025-- IMAX Corporation (NYSE: IMAX) today announced a superpowered opening weekend for Warner Bros./DC Studios' highly anticipated “Superman,” which took flight with an impressive global opening of \$30.4 million. The first entry in DC Studios' new era under director James Gunn and Peter Safran, “Superman” is a *Filmed for IMAX* release shot with IMAX-certified digital cameras and featuring scenes in IMAX-exclusive expanded aspect ratio.

Results were highlighted by a \$19.1 million IMAX debut for “Superman” in North America — good for 15.6% of the film's Domestic debut, the highest ever IMAX market share for a film opening to more than \$100 million domestically. “Superman” marks the seventh consecutive *Filmed for IMAX* release for which IMAX has delivered 10% or better of the North American opening weekend on just over 400 screens, as the company continues to command strong market share. Internationally, “Superman” delivered another \$11.3 million in IMAX box office.

“‘Superman’ makes excellent use of IMAX technology to deliver the scale and spectacle audiences expect from this iconic hero, and audiences turned out to IMAX in droves as a result,” said Rich Gelfond, CEO of IMAX. “‘Superman’ continues the most consistent trend we've seen at the global box office this summer — filmmakers lean into IMAX, audiences turn out to IMAX in outsized numbers, IMAX overdelivers in the worldwide results and drives continued growth in its global network.”

“‘Superman’ arrives on the heels of IMAX's industry-leading performance on Apple Original Films and Warner Bros. Pictures' “F1®: The Movie,” which has surpassed expectations in grossing \$73 million on IMAX screens to date — an impressive 18.5% of the film's global total. “F1®: The Movie ” was shot with more than a dozen newly designed IMAX-certified digital cameras strategically positioned on purpose-built F1 cars and presented entirely in IMAX's exclusive 1.90:1 expanded aspect ratio and with a custom sound mix tailored to IMAX's acoustician-designed sound system.

“‘Superman’ will continue to play next week in the IMAX global network. The film will be followed by Disney/Marvel's highly anticipated “Fantastic Four: The First Steps” — the eighth consecutive *Filmed for IMAX* release this summer — on July 25. Additionally, Toho's highly anticipated anime film “Demon Slayer: Kimetsu No Yaiba Infinity Castle” makes its debut in Japan on July 18.

### About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture, and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX systems to connect with audiences in extraordinary ways, making IMAX's network among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of March 31, 2025, there were 1,810 IMAX systems (1,738 commercial multiplexes, 11 commercial destinations, 61 institutional) operating in 89 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code “1970”.

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