

THE REWIND

THIS WEEK'S FILM INSIGHTS FROM FLASHBACK PICTURES



🎬 This \$1M movie just beat Star Wars

Mandalorian opened at \$100M — the lowest Disney-era Star Wars opening. Meanwhile, Obsession, a horror film made for under \$1M by a YouTuber, posted a 39% second-weekend increase — virtually unheard of — and hit \$60M domestic. The gap between what a movie costs and what audiences will show up for has never been wider.

🤖 Gen Z is done with Hollywood's output

A nationwide study of 200 teens confirmed they love theaters for the social experience — but they're actively rejecting what studios are serving: cynical remakes, oversaturated stars, spinoffs. "Hollywood is hurting if that's the best they can do." Content and concept beat star power every time. The audience is there. The product is the problem.

🎥 The IMAX sale is real

— and the buyer matters. Premium screens now account for 16% of U.S. ticket sales, up from 13% in 2021. Netflix acquiring it doesn't make sense — windowing requirements would still hamper them. Disney releases the biggest movies with the longest windows. Paramount, with Oracle money behind it, could guarantee IMAX screens for exactly the films David Ellison wants to make.



Weekend Box Office

May 22-25, 2026



Rank	Title	Gross	Weekly Change	Theaters	Theater Average	Total Gross	Days in Release
1	(new) Star Wars: The Mandalorian and Grogu	\$81,670,433		4,300	\$18,993	\$81,670,433	3
2	(3) Obsession	\$23,962,340	+39%	2,655	\$9,025	\$54,346,350	10
3	(1) Michael	\$20,625,875	-21%	3,306	\$6,239	\$314,836,064	31



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