

# Netflix is the holiday box office's biggest competition

Article

**The news:** The holiday box office is off to a strong start, with “**Wicked**,” “**Moana 2**,” and “**Gladiator 2**” generating significant box office revenues for **Comcast**, **Disney**, and **Paramount**, respectively.

- “Wicked” added \$118.2 million in box office sales over the Thanksgiving weekend, bringing its **global total to \$359.2 million.**
- “Moana 2” debuted over the holiday weekend and has **generated \$389 million globally,** adding to a string of Disney box office successes throughout 2024.
- “Gladiator 2” trailed the two leaders, but still added more than \$30 million, **bringing its total to \$111.2 million.**

**The strong performance shows an appetite among consumers for blockbuster media** ahead of a holiday season packed with major releases.

- Other notable films coming this month include **“Kraven the Hunter”** from Sony, **“Mufasa: The Lion King”** and Bob Dylan biopic **“A Complete Unknown”** from Disney, and **“Sonic The Hedgehog 3”** from Paramount.

**Competing with the couch:** While audiences have shown a desire to return to theaters throughout the year, **Netflix will compete with theaters for attention this holiday season.**

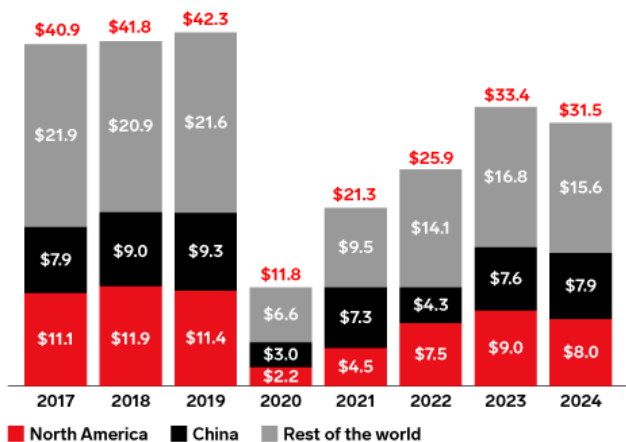
- **Netflix** is releasing the second season of South Korean hit **“Squid Game,”** the most viewed show in the streaming service’s history, on December 26. The original series debuted in 2021, and Netflix’s holiday release will test its longevity as it **prepares to sunset** some of its other tentpole franchises.
- That’s not all Netflix has up its sleeve. The streaming service scored two crucial Christmas Day **NFL** broadcasts that will put its livestreaming capabilities to the test after **a choppy boxing match** between Jake Paul and Mike Tyson.

**Our take:** The box office has enjoyed strong results in 2024 that are likely to continue through the holiday season as consumers look for in-theater experiences.

Netflix’s lineup, however, shows that premiere holiday entertainment isn’t confined to theaters. Viewership of “Squid Game” and its NFL streaming performance will be a crucial test for Netflix.

## Box Office Revenues Worldwide, 2017-2024

billions



Source: Gower Street as cited in press release, Jan 5, 2024

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