



For immediate release

Avatar: The Way of Water outperforms top films of 2022 to bring infrequent moviegoers back to the big screen

Movio's opening weekend data shows the blockbuster has outperformed three of the top five films this year

Auckland, New Zealand, Tuesday 20 December: James Cameron's much-anticipated *Avatar* sequel, *Avatar: The Way of Water*, has outperformed three of the top five movies of 2022* in bringing infrequent moviegoers** out to the cinema, according to Movio's opening weekend data.

The film is currently reported to have grossed USD\$134 million domestically and USD\$441.6 million globally in its opening weekend.

Movio Research shows that 42.2% of those who attended a session of *Avatar: The Way of Water* were infrequent moviegoers and 36.9% were occasional moviegoers***. Both figures beat the average opening weekend proportions for infrequent and occasional moviegoers, which sit at 35% each in 2022.

Of the top five movies of 2022, *Avatar: The Way of Water* has outperformed *Jurassic World: Dominion*; *Black Panther: Wakanda Forever*; and *Doctor Strange in the Multiverse of Madness* in seeing infrequent moviegoers come out to cinemas.

The list below shows the percentages of infrequent moviegoers who attended an opening weekend session for each of the top five movies of 2022, and how they compare with *Avatar: The Way of Water*, according to Movio Research.

•	Top Gun: Maverick	49.2%
•	Minions: The Rise of Gru	47.8%
•	Avatar: The Way of Water	42.2%
•	Jurassic World: Dominion	40.5%
•	Black Panther: Wakanda Forever	38.2%
•	Doctor Strange in the Multiverse of Madness	34.9%

Sarah Lewthwaite, Movio CEO, commented: "It's great to see infrequent moviegoers returning to cinemas to see *Avatar: The Way of Water*, a film that's clearly meant to be experienced on the big screen. The success of this title should not just be measured by its box office grosses, but also by its ability to reignite the passion for cinema amongst the public, and to turn their visit to *Avatar: The Way of Water* into a renewed habit of moviegoing."

The domestic success of *Avatar: The Way of Water*'s opening weekend has carried over to international markets, too. Numero, the aggregated Box Office reporting platform and the official reporting authority in Australia, reported that the film opened in Australia to AUD\$16.6million.

“Avatar: The Way of Water has been such a highly anticipated movie this year and the big numbers show how a blockbuster like this can really power the moviegoer experience. It’s a very strong way to end the year and we wait with anticipation to see if *Avatar: The Way of Water* can hold as strongly at the box office as the first instalment did,” said Simon Burton, Numero CEO.

-ENDS-

*Top five movies according to the domestic box office for 2022

**Infrequent moviegoer refers to moviegoers who attended less than two sessions in the past six months

***Occasional moviegoers refers to moviegoers who attended two to five sessions in the past six months

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About Movio

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionising the way the film industry interacts with moviegoers. Supporting the world’s most comprehensive source of moviegoer data, Movio has products designed specifically with the challenges of movie marketing in mind. Movio’s most recent product, [Movio Cinema EQ](#), launched in November 2022. Movie lovers at heart, it’s our mission to connect everyone with their ideal movie. Movio is a company of Vista Group International Ltd (NZX & ASX: VGL).

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About Movio Research

Movio Research is the movie industry’s definitive theatrical audience research platform. Powered by near real-time ticket purchase data of millions of moviegoers in the US, Movio Research provides an unrivalled picture of moviegoing audiences.

About Numero

Founded in 2014 by a couple of industry experts, Numero set out to deliver a new global standard for box office reporting. Through collection, collation, and reporting of theatrical box office results for the global film industry, Numero provides an aggregated reporting platform delivering clean, fast, and effective information. Now collecting box office results across 20+ territories, Numero provides services across Asia Pacific, Europe, Africa, North America and Latin America.

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