



The \$130 million opening of 'Moon Man' pushes China's box office into orbit.

The sci-fi comedy "Moon Man" soared to a \$130 million opening weekend, helping China's box office defy gravity.

According to data by Artisan Gateway consultancy, the picture grossed RMB873 million (\$130 million) in three days and accounted for fully 90% of the market. The weekend theatrical business in the United States was \$144 million, the third highest weekend of the year and the largest non-holiday weekend in 2022. The outstanding results occurred despite the fact that certain theatres in important cities remained closed and capacity constraints remained in place in others.

"Moon Man" depicts the story of "the last human in the cosmos," an astronaut who becomes stuck on the moon after an asteroid destroys all life on Earth. Zhang Chiyu directs, having previously directed the 2017 sports comedy smash "Never Say Die."

It was co-produced by Alibaba Pictures and Mahua FunAge, a continuously successful comedy production company with credits like "Hello Mrs. Money" and "Goodby Mr. Loser."

Imax stated that the picture made \$6.4 million (including previews) in China, making it the company's best summer three-day opening weekend since September 2019. It also said that Imax cinemas accounted for 16 of the top 20 highest-grossing theatres in the United States.

More than 1.4 million movie fans ranked Moon Man as a "want to watch" on China's online ticketing platforms ahead of its premiere, making it one of the year's most anticipated Chinese blockbusters. The film received a positive reception from moviegoers, with scores of 9.4 and 9.5 on Maoyan and Taopiaopiao, respectively.

"We are very encouraged by the stellar opening of 'Moon Man,' which offers a clear sign that audiences are eager to return to theaters for the IMAX Experience," said Edwin Tan, CEO of IMAX China. " 'Moon Man' marks a critical milestone in the recovery of the film industry this year as well as a major step forward in the production of Chinese sci-fi blockbusters."



A full-scale replica of a lunar base was made using 200 tonnes of sand and gravel spread throughout a 6,000-square-meter expanse encompassing 15 studios. Approximately 95% of "Moon Man" shots make use of special and visual effects. According to Artisan Gateway, China's year-to-date box office total is \$3.09 billion. That is still 33 percent behind 2021, but "Moon Man's" great start allows for a two-point course adjustment, compared to the previous 35 percent drift.

"Detective Vs Sleuths," the previous weekend winner, earned \$3.5 million for the weekend for a total of \$98.8 million since its July 8, 2022 debut. "Lighting Up the Stars," a previous winner that debuted in June, earned \$3.4 million in the most recent weekend for a total of \$245 million

