

Despite Boycotts, 'Beauty and the Beast' Garner \$350M Opening Weekend

Disney's *Beauty and the Beast* is a global box office sensation. The fairy tale remake debuted to a majestic \$350 million worldwide during its first weekend in theaters.

The live-action update of the 1991 animated classic scored the second biggest March debut on a global basis, coming in behind *Batman v. Superman: Dawn of Justice*'s \$424.1 million launch.

Beauty and the Beast earned \$180 million internationally and an additional \$170 million at the domestic box office, a sterling result for the \$160 million-budgeted film. In a sign of its popularity, *Beauty and the Beast* topped the box office in nearly every market where it screened. The fairy-tale romance earned \$44.8 million in China, grossed \$22.8 million in the United Kingdom, grabbed \$11.9 million in South Korea, nabbed \$10.7 million in Germany and picked up \$7.6 million in Italy. *Beauty and the Beast* even performed well in Russia, where its opening was overshadowed by controversy surrounding the inclusion of a gay character. Russian authorities gave the film a higher rating to limit younger audience's access. Russia has a number of anti-LGBT laws in place.

It played in 44 major international locations, representing 66% of the international market. The film has yet to open in France, Australia and Japan. {eoa}