

Mainland Box Office: Three Chinese New Year films Surpass RMB 2 billion

“Operation Red Sea”, “Monster Hunt 2” and “Detective Chinatown 2” opened on 16 February (1st day of Lunar New Year). Each of the three releases grossed more than RMB 2 billion, as of 25 February (10th day of Lunar New Year). The record-smashing run saw the domestic box office of “Operation Red Sea” at RMB 2.12 billion, “Monster Hunt 2” at RMB 2.022 billion and “Detective Chinatown 2” at RMB 2.645 billion.

The three releases locked horns at box office. “Monster Hunt 2” shot to top spot on the opening day with RMB 583 million, and remained on top for the following two days. On the third day (3rd day of Lunar New Year), “Detective Chinatown 2” buckled up and took over with RMB 323 million, but edged out by “Operation Red Sea” with RMB 237 million on the 7th day of Lunar New Year. “Operation Red Sea” remained a chart-topper for days after. The three releases together grossed a massive RMB 6.787 billion as of the 10th day of Lunar New Year. “The Monkey King 3” was a disappointment. The sequel struggled to bring in only RMB 680 million in 10 days. Animation “Boonie Bears: The Big Shrink” also delivered an impressive RMB 534 million. China’s box office totalled RMB 5.7 billion as of the 10th day of Lunar New Year, which accounts for an average of RMB 700 million daily. The February box office is expected to surpass RMB 9 billion, breaking the record of July 2011 when “Harry Potter and the Cursed Child” and “Transformers: Dark of the Moon” together brought in RMB 1.395 billion— the biggest box office month in a single market.

Currently ranked third, “Monster Hunt 2” edged out “Transformers: Age of Extinction” (RMB 1.877 billion), ranked ninth in China’s box office.

“Operation Red Sea”, “Monster Hunt 2” and “Detective Chinatown 2” are still showing in the theatres with an unknown run schedule. Will any of them become the next box office miracle?