

October 6, 2025



TAYLOR SWIFT | THE OFFICIAL RELEASE PARTY OF A SHOWGIRL Is an Unprecedented, Record-Setting, Worldwide Success With More Than \$50 Million Global Box Office

With more than \$34 million in domestic box office and more than \$50 million global for the one-weekend-only event, TAYLOR SWIFT | THE OFFICIAL RELEASE PARTY OF A SHOWGIRL is now a record-setting, box office smash hit that delighted fans worldwide

The cinematic experience event is now the biggest album-debut event in cinema history, domestically and globally

TAYLOR SWIFT | THE OFFICIAL RELEASE PARTY OF A SHOWGIRL, which earned an A+ CinemaScore, was released by AMC Theatres Distribution in partnership with Variance Films in the United States and Canada, and in partnership with Piece of Magic Entertainment internationally

LEAWOOD, Kan.--(BUSINESS WIRE)-- Taylor Swift is a global icon, a record-setting artist, and, once again, a box office champion. Swift's self-directed, one-weekend-only TAYLOR SWIFT | THE OFFICIAL RELEASE PARTY OF A SHOWGIRL album-debut cinematic experience is officially the No. 1 title at the box office, both domestically and globally. The unprecedented success was driven by a 3-day domestic box office of \$34 million and an international box office of \$16 million. Globally, the event earned more than \$50 million for its one-weekend run.

Announced just two Fridays ago, the TAYLOR SWIFT | THE OFFICIAL RELEASE PARTY OF A SHOWGIRL theatrical event was timed to coincide with Swift's 12th studio album, "The Life of a Showgirl". Beginning at 3 p.m. ET on Friday, October 3, the Swifties took their celebrations to movie theatres, singing and dancing to the new album.

Audiences loved the cinematic experience, awarding the event a coveted A+ CinemaScore.

Among the most notable records and accomplishments now held by TAYLOR SWIFT | THE OFFICIAL RELEASE PARTY OF A SHOWGIRL:

- TAYLOR SWIFT | THE OFFICIAL RELEASE PARTY OF A SHOWGIRL is the biggest grossing album-debut theatrical event of all time at the domestic and global box office.
- It is the only album-debut cinematic experience in history to finish No. 1 at the domestic box office.

- It is the only “non-film” theatrical event this century to finish a weekend No. 1 at the domestic box office.

In keeping with the unique “non-film” cinematic experience of TAYLOR SWIFT | THE OFFICIAL RELEASE PARTY OF A SHOWGIRL, this was not a typical weekend release. There were no Thursday preview showtimes as there would be with a traditional release, and no showtimes on Friday morning. The first showtimes started on Friday at 3 p.m. ET and simultaneously across time zones.

TAYLOR SWIFT | THE OFFICIAL RELEASE PARTY OF A SHOWGIRL was distributed by AMC Theatres Distribution in partnership with Variance Films in the U.S. & Canada, and in partnership with Piece of Magic Entertainment internationally. Since launching in 2023, this marks the third release from AMC Theatres Distribution to finish a weekend No. 1 at the domestic box office.

AMC Chairman and CEO Adam Aron commented:

“On behalf of AMC Theatres and the entire theatrical exhibition industry, I extend our sincerest appreciation to the iconic Taylor Swift for bringing her brilliance and magic to movie theatres this weekend. Her vision to add a cinematic element to her incredible album debut was nothing less than a triumph. It was simply a wonderful gift to her passionate and enthusiastic fans, who got to see, on our giant screens, behind-the-scenes footage and insight into The Life of a Showgirl. AMC Theatres is so proud to have collaborated with Taylor. What an honor and privilege and joy it has been for us to once again play a role in her incomparable success.”

About AMC Entertainment Holdings, Inc. (NYSE:AMC)

AMC is the largest movie exhibition company in the United States, the largest in Europe and the largest throughout the world with approximately 860 theatres and 9,700 screens across the globe. AMC has propelled innovation in the exhibition industry by: deploying its Signature power-recliner seats; delivering enhanced food and beverage choices; generating greater guest engagement through its loyalty and subscription programs, website, and mobile apps; offering premium large format experiences and playing a wide variety of content including the latest Hollywood releases and independent programming. In addition, in 2023 AMC launched AMC Theatres Distribution with the highly successful releases of TAYLOR SWIFT | THE ERAS TOUR and RENAISSANCE: A FILM BY BEYONCÉ. For more information, visit www.amctheatres.com.

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