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AMC Theatres Declares Netflix's *Stranger Things* Series Finale Theatrical Event a Triumph; More Joint Netflix-AMC Cooperation Envisioned in 2026 and Beyond

LEAWOOD, Kan.--(BUSINESS WIRE)-- Adam Aron, Chairman and CEO of AMC Entertainment (NYSE: AMC), the world's largest theatrical exhibitor, issued the following statement today:

"A few months ago, we announced that in September of 2025, a high-level dialogue between AMC and Netflix led to both companies pledging to explore ways to visibly begin working together.

This led quickly to AMC showing, in many of its theatres, a Halloween bring-back of Netflix's immensely popular KPop Demon Hunters. It was quite the success. AMC was responsible for more than 35% of all the attendance for KPop Demon Hunters that holiday weekend. So, the two companies immediately turned their focus to what would come next in their mutual cooperation.

That next effort took place on the just-completed New Year's Eve and New Year's Day, when AMC showed, in 231 of its U.S. theatres, the multi-hour cultural phenomenon of the series finale for Netflix's much-acclaimed *Stranger Things*. This unprecedented theatrical event was nothing less than an absolute triumph.

In addition to the countless millions of people who will enjoy *Stranger Things* on the Netflix streaming platform, in just two days, more than 753,000 *Stranger Things* fans flocked to an AMC Theatre to personally join in the celebration. AMC had slightly more than one-third of the total theatre count showing the *Stranger Things* series finale, and AMC estimates that more than half of all *Stranger Things* fans who saw the series finale in a movie theater did so at an AMC.

Consumer demand was so high that AMC repeatedly and exponentially added thousands of additional showtimes across its participating locations. In the end, AMC had more than nine times the available seating capacity allocated to *Stranger Things* than was originally envisioned. The admissions price was free, but required the mandatory purchase of a \$20 per-person food and beverage credit. As a result, AMC collected more than \$15.0 million in just two days from *Stranger Things* showtimes.

At AMC, our company is excited about the prospect of taking more Netflix content to theatre

goers, and I might add that the working relationship between the two companies in our two recent projects has been easy, creative, and seamless. It should come as no surprise then that our two companies already have actively commenced discussing what additional Netflix programming can be shown on AMC's giant screens.

I have every confidence that more enticing joint projects will emerge for Netflix and AMC in 2026 and beyond, all the while with AMC respecting its obligations to treat its many studio partners in an even-handed manner.

In our view, it especially makes sense to do so because so many of AMC's guests already are mutual customers of both Netflix and AMC. Indeed, in the United States, of the millions of members of the AMC Stubs loyalty program, approximately 2/3 of them report that they also are Netflix subscribers. Both in what we just experienced with KPop Demon Hunters and *Stranger Things*, and in what also will be coming in the months and years ahead, AMC remains committed to seeking mutually beneficial opportunities to join Netflix's award-winning content with the superb theatrical experience offered day in and day out by AMC Theatres."

About AMC Entertainment Holdings, Inc.

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 9,600 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. For more information, visit [amctheatres.com](https://www.amctheatres.com).

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