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# Built By Fandom

*How TikTok Audiences Are Powering  
Modern Theatrical Success*



Prepared by

**Beth Janson & Phil Contrino**

With support from Charlie Dale & Theo George

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# INTRODUCTION

This study, developed by TikTok and Cinema United with support from Comscore, examines how engagement on TikTok, particularly fan-driven conversation, correlates with theatrical performance. TikTok's [#FilmTok](#) community has become a hub for movie fans to share reactions, reviews, and creative content around films, helping define what films resonate and gain momentum beyond opening weekend.

Comscore contributed daily box office data, while TikTok provided data on the number of user generated posts related to certain films. Together, this data provides valuable case studies on how films translate online activity into box office momentum beyond the opening weekend. The following films were selected for inclusion in the study:

- ***The Housemaid* (Lionsgate)**
- ***Sinners* (Warner Bros.)**
- ***Wicked: For Good* (Universal)**
- ***Zootopia 2* (Disney)**

The four titles were selected for this analysis in order to represent a deliberate cross-section of the modern theatrical landscape: ***The Housemaid*** (Lionsgate) is an entertaining thriller based on a best-selling book; ***Sinners*** (Warner Bros.) is a singular genre-bending film that weaves together culture, music, family and the supernatural; ***Wicked: For Good*** (Universal) is the epic conclusion of a global cinematic cultural sensation; and ***Zootopia 2*** (Disney) is a record-breaking animated feature sequel.

Each title demonstrated notable staying power at the box office, and each benefited from a mix of paid and organic promotion that made them useful subjects for examining how TikTok audience behavior intersects with sustained theatrical performance. Taken together, they offer a range of release strategies and audience profiles that make the patterns observed across them more instructive than any single title could be.

This study maps the trajectory from pre-release excitement to sustained attendance, examining retention curves and the role of fan-driven conversation in boosting a film's theatrical staying power. The findings offer exhibitors and studios actionable intelligence on how online audience behavior intersects with ticket sales, and how that data can inform smarter, more confident programming decisions.

# KEY FINDINGS







## THE CONVERSATION ABOUT A FILM DOESN'T STOP AFTER OPENING WEEKEND

*Patterns on TikTok show that engagement can remain very high even after a film's opening weekend, which shows that the cultural impact can grow as more people see a film, leading to strong holds at the box office.*

## TIKTOK CREATORS AS THEATRICAL AMBASSADORS DRIVE BOX OFFICE SUCCESS

*When influential TikTok creators tout the experience of going to see a movie on the big screen, their impact is enormous. The films that we examine in this report all connected in a big way with creators whose opinions matter to millions.*

### KEY STATS

-  In 2025, an average of 6.5 million posts about Film and TV were shared daily on TikTok, reflecting deep fan engagement on the platform
-  With over 3 million combined posts and a 54% year/year increase, #FilmTok and #MovieTok continue to shape how film culture is discovered, discussed, and celebrated.
-  47% of users say that they have discovered a new movie coming to theatres on TikTok.\*
-  After discovering a new movie on TikTok, 42% say that they looked up showtimes and 36% say that they purchased a ticket.\*\*
-  Younger audiences are shifting their preferences, as Gen Z users surveyed are 1.5X more likely to choose TikTok as their top platform for entertainment compared to the general population.\*\*\*
-  According to Comscore, Gen Z represented 39% of the domestic box office in 2025, the largest of any age group.

\*Source: TikTok Marketing Science US Custom Theatrical Survey via AYTM, October 2023, Base: TikTok Users 18+, n = 1000 (movie viewers in theaters or on streaming)

\*\*Source: TikTok Marketing Science US Custom Theatrical Survey via AYTM, October 2023, Base: TikTok Users 18+, n = 446 (have discovered a new movie from TikTok)

\*\*\*Source: TikTok Publishers Global, TikTok Entertainment Messaging Research, commissioned by TikTok in collaboration with Ipsos, Global results, Jun.-Jul. 2025

# THE HOUSEMAID

## PRE-RELEASE:

- In the week leading up to its release, *The Housemaid*-themed TikTok posts increased 100% over the previous week.
- Ahead of the film's release, industry analysts were projecting **\$15 million** opening weekend for Lionsgate.
- Pre-release buzz for *The Housemaid* was driven in part by the [#BookTok](#) community, which had driven much of the success of the 2022 book on which this film adaptation was based. During Lionsgate's presentation at CinemaCon 2025 (during which an early preview of *The Housemaid* was shown), star Sydney Sweeney remarked that *The Housemaid* book was "all over TikTok", reinforcing that *The Housemaid* would be a cultural phenomenon in both the book and film worlds.

## OPENING WEEKEND

- TikTok video posts for *The Housemaid* increased **258%** during its opening week compared to the previous week.
- *The Housemaid* opened ahead of pre-release tracking with a **\$19 million** domestic debut.

## 2ND WEEK

- During its second week in theatres, TikTok video posts for *The Housemaid* increased **13%** over the film's first week.
- *The Housemaid* earned **\$30 million** in its second week in theatres, down only **3.9%** from its first week.

## 3RD WEEK

- During its third week in theatres, TikTok video posts for *The Housemaid* increased another 39% over Week 2, demonstrating sustained growth in word-of-mouth on TikTok. With that increase, *The Housemaid* became one of only two theatrical releases from 2025 (the other being *28 Years Later*) that continued to grow in TikTok post activity into its third week. *The Housemaid* earned \$15 million in its third weekend in theatres, down only 1.4% from its second weekend.

# SINNERS



## PRE-RELEASE:

- In the week leading up to its release, **Sinners**-themed TikTok posts increased **40%** over the previous week.
- Ahead of the film's release, Warner Bros. was projecting a **\$35 - \$40 million** opening weekend.

## OPENING WEEKEND

- TikTok video posts for **Sinners** increased **459%** during its opening week compared to the previous week. Trends sparked by the TikTok community leaned into suspense and curiosity, with fan theories, [#HorrorTok](#) POV skits, and reaction content, amplifying the film's eerie, mysterious tone.
- **Sinners** opened well ahead of pre-release tracking with a **\$48 million** domestic debut.

## 2ND WEEKEND

- During its second week in theatres, TikTok video posts for **Sinners** increased another **7%** over the film's opening week.
- **Sinners** earned **\$45 million** in its second weekend of release, dropping only **5%** from its opening - giving it the best 2nd weekend hold of any wide release in 2025.



# WICKED: FOR GOOD



## PRE-RELEASE:

- In the week leading up to its release, **Wicked: For Good**-themed TikTok posts increased **1,056%** over the previous week, demonstrating significant buzz ahead of Opening Day.

## OPENING WEEKEND

- TikTok video posts for **Wicked: For Good** increased another **117%** during its opening week compared to the previous week. At this peak, **Wicked: For Good** was averaging nearly 60K TikTok posts per day, a higher peak than any other 2025 film measured by TikTok Spotlight.
- Trends on TikTok centered on performance and emotion, with viral singing challenges, costume and makeup transformations, and friendship-led storytelling, bringing the film's music and character dynamics to life.

## 2ND WEEK

- During its second week in theatres, **Wicked: For Good** continued to drive over 22K TikTok posts/day.



**Wicked: For Good** had a domestic debut at \$147 million and continued to show strong box office performance in the post-opening weeks.



# ZOOTOPIA 2

## PRE-RELEASE:

- In the week leading up to its release, **Zootopia 2**-themed TikTok posts increased **14%** over the previous week.
- Ahead of the film's release, Disney was projecting a **\$125 million** five-day opening during the Thanksgiving holiday period.

## OPENING WEEKEND

- TikTok video posts for **Zootopia 2** increased **31%** during its opening weekend compared to the previous weekend.
- This conversation was amplified through various TikTok Spotlight promotional levers, including Search and Comment Easter Eggs, as well as the first ever takeover of TikTok Streak Pets, where fans could turn the Streak Pet character into Nick Wilde from **Zootopia 2**.
- **Zootopia 2** opened ahead of pre-release tracking with a \$159 million 5-day domestic debut.

## 2ND WEEK

- During its second week in theatres, TikTok posts for **Zootopia 2** increased another **163%** from its first week.
- **Zootopia 2** added an impressive **\$58 million** in domestic box office during its second week in theatres, pushing its total above **\$227 million**.



# CONTACT

These findings offer a repeatable framework for reading audience signals in real time, and a case for why that intelligence belongs in every exhibitor's programming toolkit. For more information please reach out to:

Cinema United  
**Phil Contrino**  
**[phil@cinemaunited.org](mailto:phil@cinemaunited.org)**

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