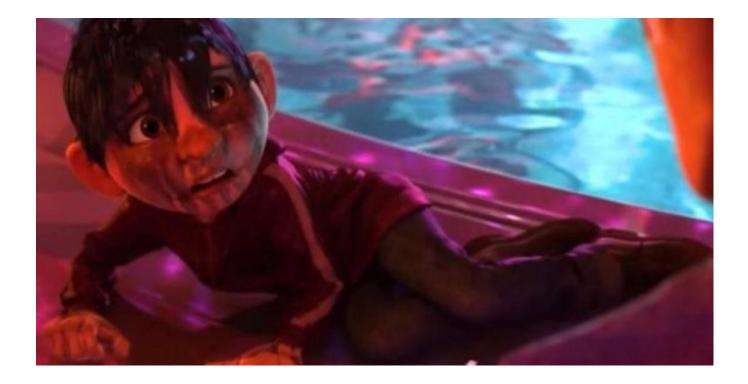


Día de los Muertos-Inspired Film Tops US Box Office on Debut

27/11/2017



"These are really solid numbers, particularly given how volatile the box office has been this year," comScore senior media analyst Paul Dergarabedian said.

"Coco" tops the U.S. box office on debut, raking in \$71.2 million over the five-day Thanksgiving holiday weekend.

## **RELATED:** <u>Highest Grossing Animated Film 'Coco' Star Dedicates It to Latino</u> <u>Children</u>

The film – which centers on Mexico's Día de los Muertos celebration – became the highest grossing film in the Latin American country's history (\$53.4 million to date), when it opened four weeks ago.

"These are really solid numbers, particularly given how volatile the box office has been this year," comScore senior media analyst Paul Dergarabedian said.

"Pixar not only focused on telling a good story, they focused on making the film as culturally relevant as possible. I think that's one of the things that make the film feel authentic for all audiences, and particularly Hispanic audiences, although this

## Cuba 🛃

is a story that resonates with everyone," says Disney distribution chief Dave Hollis.

"Coco" is the fourth-best Thanksgiving opening of all time, trailing only "Toy Story 2", "Frozen" and "Moana."

"It's another win for the Pixar brand," Dergarabedian added.

The animated feature managed to beat out second-weeker and DC Comics heavyweight, Justice League, which fell 57% from its opening week.

"Coco" also debuted in China and is currently tracking to become Pixar's biggest hit in a country, making \$18.2 million so far, after a 25 percent boost from Friday to Saturday receipts.