



## Sony Pictures' Spider-Man: Brand New Day to Expand in IMAX® Across North America Beginning August 6

August 3, 2026

***Following a Super \$23 Million IMAX Opening across China, Japan, and South Korea, Spider-Man Swings into IMAX Locations Across North America***

NEW YORK--(BUSINESS WIRE)--Aug. 3, 2026-- IMAX® Corporation (NYSE: IMAX) today announced that Sony Pictures' *Spider-Man: Brand New Day* will expand across the IMAX network into North America beginning Thursday, August 6. The move follows a strong IMAX opening for the film in China, Japan and South Korea, where it generated \$23 million at the IMAX box office.

- In China, the film earned \$19 million in IMAX, delivering the biggest IMAX opening weekend in *Spider-Man* franchise history, while accounting for a franchise-best 16% of the film's opening weekend box office.
- In South Korea, the film set a new record for the biggest IMAX opening weekend ever in the market, earning \$2.4 million and accounting for 9% of the film's opening weekend box office.
- Despite playing on a shared IMAX schedule in Japan, the film earned \$2.2 million, with IMAX accounting for an impressive 18% of the film's opening weekend box office.

"Spider-Man has been among the most bankable superheroes at the global box office for over two decades — with the franchise delivering \$365 million in IMAX receipts to date — and *Brand New Day* is taking that legacy to new heights with its record-breaking opening weekend," said Rich Gelfond, CEO of IMAX. "We believe more Spidey fans around the world will want to experience his latest adventure in IMAX — and we hope to be a major driver of both new and repeat viewing for the latest hit in this incredible year for moviegoing."

*Spider-Man: Brand New Day* will share the IMAX global network with Christopher Nolan's *The Odyssey* across select digital IMAX locations in North America, while *The Odyssey* continues to play across all 41 IMAX 70mm Film locations worldwide. With more than \$221 million in IMAX global box office to date, *The Odyssey* will continue its IMAX rollout over the coming weeks with debuts in South Korea (August 5), China (August 14), and Japan (September 11).

### About IMAX Corporation

IMAX (NYSE: IMAX) is a global leader in entertainment technology, delivering immersive cinematic experiences through proprietary software, architecture, and projection systems. Filmmakers, studios, and artists worldwide use IMAX to connect with audiences at scale, making its network one of the most powerful platforms for blockbuster events and entertainment.

Headquartered in New York, Toronto, and Los Angeles, IMAX operates 1,876 systems across 91 countries and territories as of June 30, 2026. IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trades on the Hong Kong Stock Exchange under stock code "1970." IMAX and related marks are trademarks of IMAX Corporation. For more information, visit [www.imax.com](http://www.imax.com).

### ABOUT SPIDER-MAN: BRAND NEW DAY

It's a BRAND NEW DAY for Peter Parker. Fighting crime full-time as Spider-Man in a world that doesn't remember him—and the pressure of seeing his old friends move on without him—sparks a change in Peter he may not have the power to control. But that transformation might also be the only thing that can stop a shocking new threat to the city and those he loves - a powerful villain no one can even see. The world may have forgotten Peter Parker, but he hasn't forgotten them.

Directed by Destin Daniel Cretton. Written by Chris McKenna & Erik Sommers. Based on the MARVEL Comic Book by Stan Lee and Steve Ditko. Produced by Kevin Feige, p.g.a., Amy Pascal, p.g.a., Avi Arad, and Rachel O'Connor, p.g.a. Executive Producers are Louis D'Esposito and David Cain. The film stars Tom Holland, Zendaya, Sadie Sink, Jacob Batalon, Jon Bernthal, Tramell Tillman, Michael Mando and Mark Ruffalo.

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