

Box Office Mojo

by [Brandon Gray](#)

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[The Twilight Saga: New Moon](#) shattered the midnight opening record, raking in an estimated \$26.27 million at 3,514 sites showing the movie starting at 12:01 a.m. Friday.

The previous benchmark was [Harry Potter and the Half-Blood Prince](#), which conjured \$22.2 million at 3,003 sites for its midnight opening. That accounted for 38 percent of the picture's \$58.2 million full opening day.

The full opening day record is held by [The Dark Knight](#), which earned \$67.2 million on its first day. Its midnight-only opening was \$18.5 million at 3,040 sites.

The first [Twilight](#) drew around \$7 million for its midnight opening and, by the close of its opening day, it had made \$36 million on around 6,000 screens at 3,419 sites. The picture experienced a tremendous fan rush on that Friday, but Saturday and Sunday did not keep pace, leading to an opening weekend of \$69.6 million.

New Moon shows on approximately 8,600 screens at 4,024 sites this weekend.



'New Moon' breaks box office records

'Twilight' installment nabs \$26.3 million

By PAMELA MCCLINTOCK



'New Moon'

Summit Entertainment's sequel "New Moon" has set box office history in breaking all records for midnight runs, grossing a whopping \$26.3 million as it unspooled in 3,514 theaters at 12:01 a.m. Friday.

That easily beats the \$22.2 million collected by Warner Bros.' "Harry Potter and the Half-Blood Prince" this summer. Today, "New Moon" goes into a total of 4,024 runs domestically.

For a female-driven property to draw such a turnout is also history-making.

Next record for "New Moon" to eclipse: Best opening day. Current record-holder is Warners' "The Dark Knight," which grossed \$67.2 million from 4,366 runs on July, 18, 2008.

However the first day grosses for "New Moon" turn out, they will far exceed the \$36 million earned by "Twilight" on its first Friday exactly a year ago. (Thursday night, Summit re-issued "Twilight" in 2,057 theaters nationwide. Runs took in \$1.3 million.)

"Twilight's" opening weekend total was \$69.7 million. Already, "New Moon" is destined to do better. B.O. observers say "New Moon's" ultimate performance will depend upon how many people it can appeal to outside its core fanbase.

Overseas, early numbers for "New Moon" also are exceeding results for "Twilight."

New Moon' Shatters Opening Day Record

by [Brandon Gray](#)

November 21, 2009

Claiming the record for the biggest one-day gross, [The Twilight Saga: New Moon](#) raked in an estimated \$72.7 million on approximately 8,500 screens at 4,024 sites. [The Dark Knight](#) was the previous title holder with \$67.2 million on around 9,300 screens at 4,366 sites.

New Moon's first day more than doubled that of its predecessor [Twilight](#), which debuted to \$36 million on around 6,000 screens at 3,419 sites. **Twilight's** first weekend wound up at \$69.6 million, which was also less than **New Moon's** first day. Due to fans storming theaters on its opening day, **Twilight's** first weekend was heavily Friday-loaded, leading to much lower grosses for Saturday (\$21.3 million) and Sunday (\$12.4 million). The fan fervor was even more intense for **New Moon**, so the picture will not maintain Friday's pace throughout the weekend.

New Moon's \$72.7 million first day included an estimated \$26.3 million from its midnight opening, which was also a record. The Dark Knight made \$18.5 million on its midnight opening, which means it generated more business after its midnight showings (\$48.7 million) than **New Moon** did (\$46.4 million). The Dark Knight still holds the record for biggest weekend (Friday-Saturday-Sunday) ever: \$158.4 million.

Also debuting, The Blind Side posted a strong estimated \$10.9 million on approximately 4,100 screens at 3,110 sites, ranking as the highest-grossing opening day ever for a sports drama. 2012 plummeted 65 percent from last Friday to an estimated \$8.1 million, lifting its total to \$89.8 million in eight days. Precious expanded into nationwide release (629 theaters) and boasted a solid estimated \$3.6 million, bringing its total to \$14 million in 15 days. Meanwhile, Planet 51 opened to a modest estimated \$3.15 million on around 3,400 screens at 3,035 sites.

Fueled by **New Moon**, Friday set another milestone: the first time the Top Ten movies tallied over \$100 million in a single day. All told, the Top Ten movies grossed an estimated \$104 million. The previous high, not coincidentally, was the day **The Dark Knight** opened, July 18, 2008, which came in at \$97.5 million.