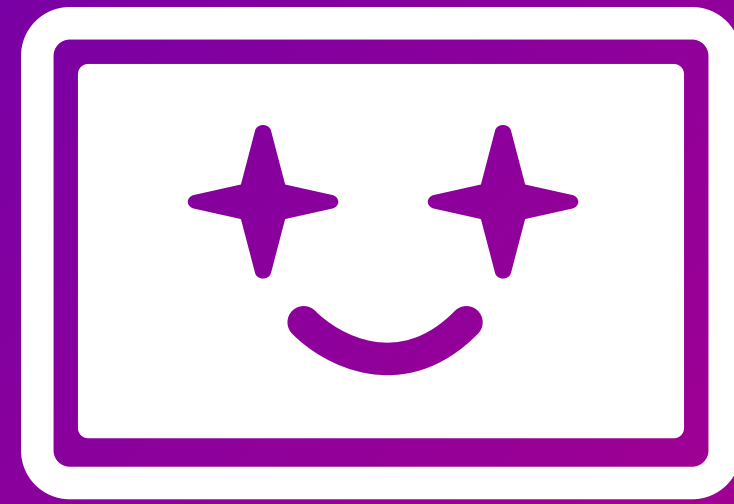




sugoi

BLEACH: Thousand Year Blood War The Calamity

Australian Theatrical Release — June 2026

Wrap Report

EXECUTIVE SUMMARY

A\$232,747

Final Australian box office — ~2.9× the original A\$80,000 projection.

11,856

TOTAL ADMITS

34

SCREENS

RATING

MA15+

A dormant-franchise forecast underestimated younger audience demand. The result aligns with strong in-season anime previews rather than the conservative legacy-title comps used in the pre-release model.

DAILY BOX OFFICE · 21-DAY RUN

Day 1	\$35,350	Day 2	\$27,085
Day 3	\$43,311	Day 4	\$35,147
Day 5	\$15,073	Day 6	\$12,424
Day 7	\$13,374	Day 8	\$5,458
Day 9	\$6,438	Day 10	\$10,286
Day 11	\$8,197	Day 12	\$5,446
Day 13	\$4,719	Day 14	\$4,936
Day 15	\$337	Day 16	\$269
Day 17	\$621	Day 18	\$421
Day 19	\$217	Day 20	\$224
Day 21	\$302		

PREMIERE EVENT

Sydney, 22 June 2026

Photo backdrop, cosplayers, and strong attendance. "Bleach World Tour in Sydney" banner with fans.



PARTNER OUTREACH

~44 ticket comps across 14 partners

Supanova Sydney + Perth — dedicated banner, trailer on convention main stage

Kinokuniya Sydney — best-performing partner: giveaway post, 5,300 views / 122 likes / 16 shares

Zing Pop Culture — social feature post across channels

University anime clubs, trade press (ANN AU, Anime Inferno), and anime retailers



Are you ready for a CINEMATIC month? Because June is jam-packed full of new releases!

Get a heavy dose of nostalgia from Masters of the Universe and Toy Story 5! Or get your adrenaline up with Bleach and Supergirl! ✂️ 🦹‍♀️

Which ones are being added to your watchlist? 🤔



OWNED CHANNEL PERFORMANCE

Organic reach across the campaign

2,600

YouTube trailer views

11.5K

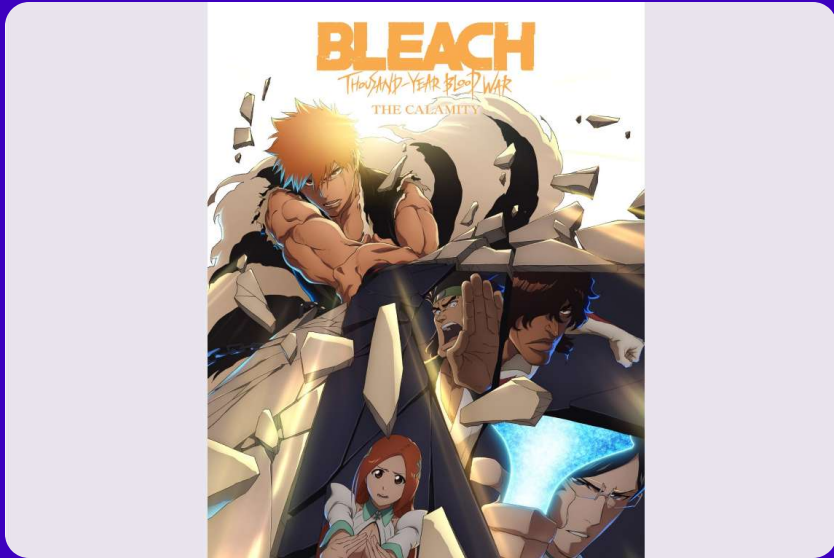
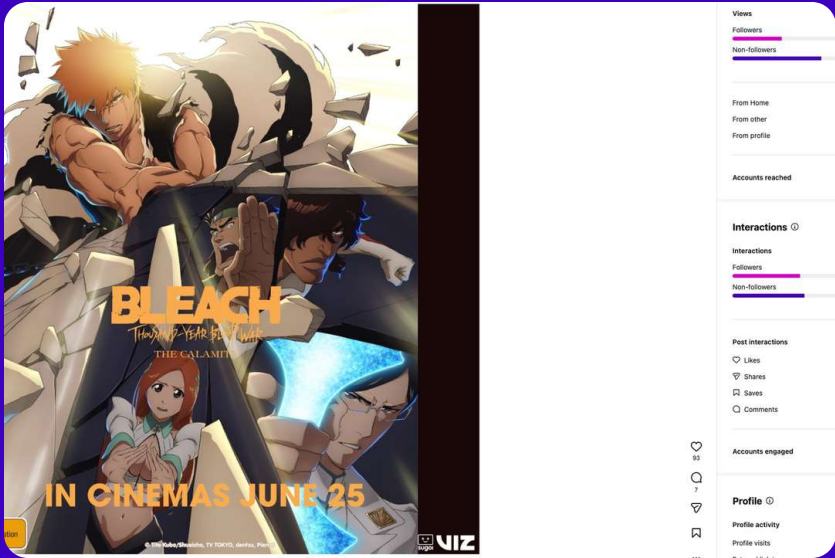
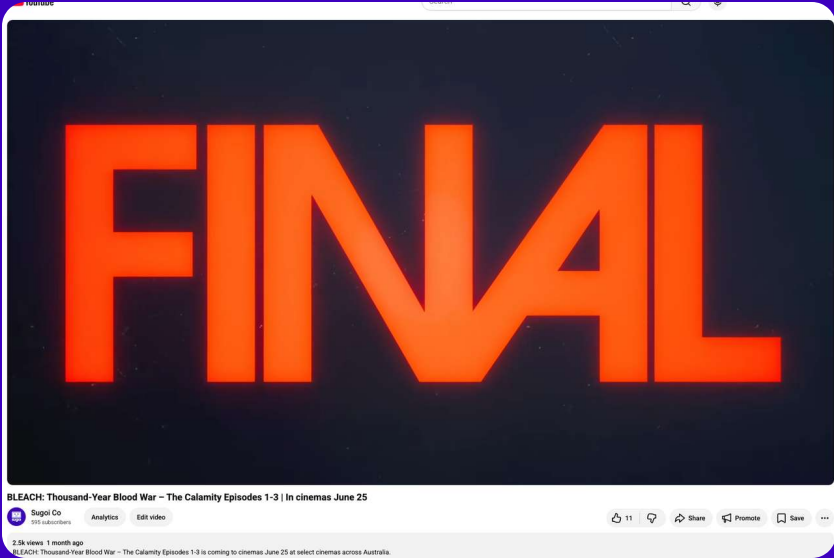
Facebook reach · 16K views · 91 shares
Largest single post of the campaign

6,100

X impressions · 139 likes · 15 reposts
Best X performance, ~2× announce post

56.7%

EDM open rate (Premiere RSVP)
3 sends total · 18.3% click



PAID MEDIA

A\$2,000 budget — efficient delivery

\$499

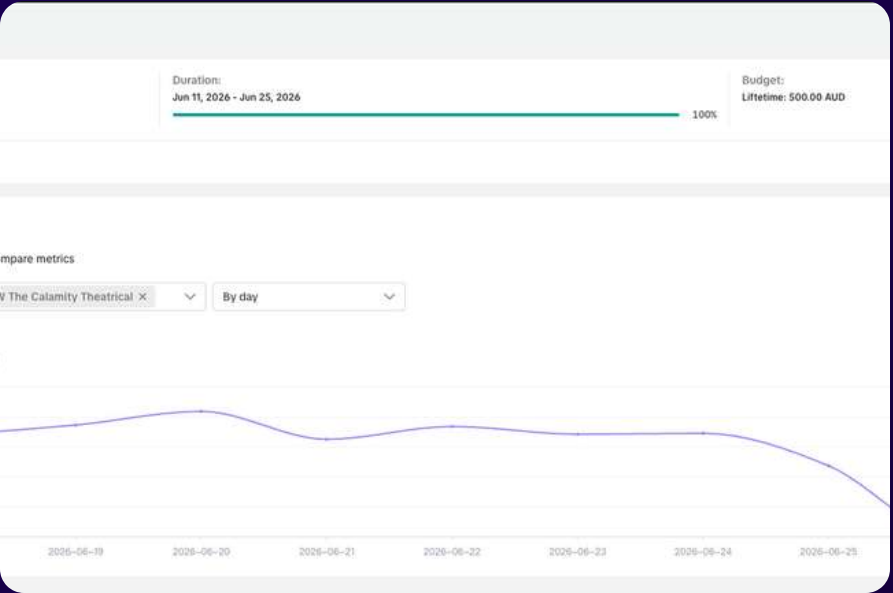
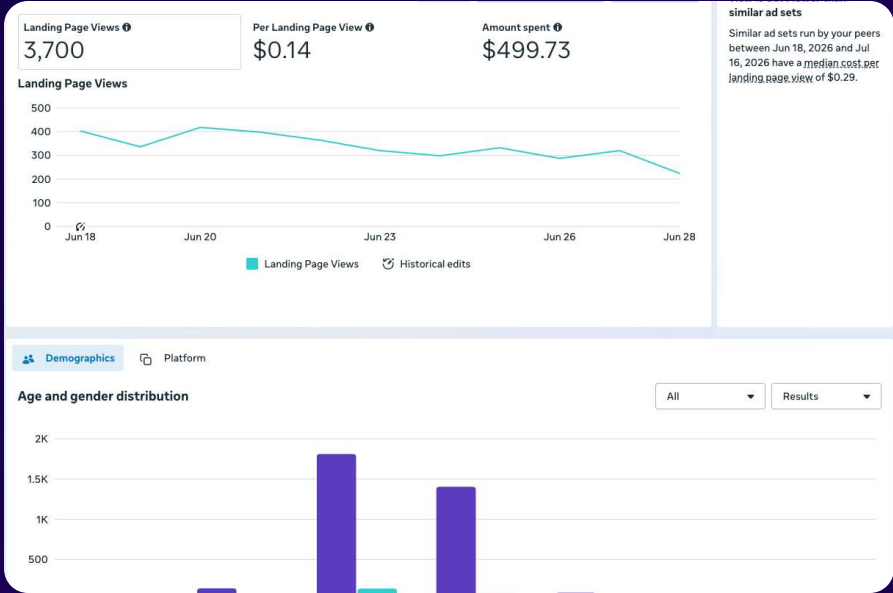
Meta (IG/FB)
103,813 impressions
3,700 LP views · **\$0.14/result**

\$499

TikTok
195,504 impressions
343 conversions ·
\$1.46/conversion

\$1,000

Event Cinemas exhibitor co-op
Tier A site placements



PRESS & REVIEWS

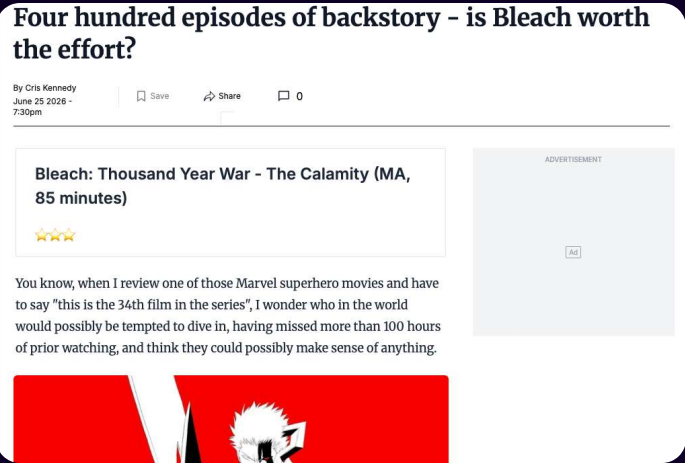
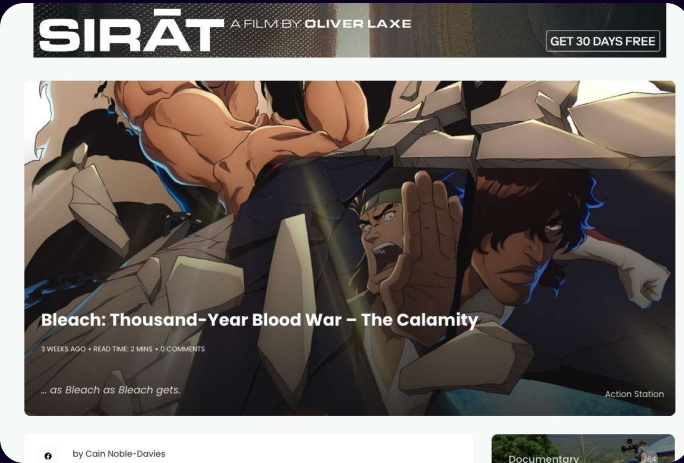
Critical reception

"Fun for what it is... more of that angsty blood-spraying eye candy"

— FILMINK · CAIN NOBLE-DAVIES · 6.5/10

"Worth seeing in cinemas"

— THE CANBERRA TIMES · CRIS KENNEDY · 3/5



PERFORMANCE ANALYSIS

2.9× projection — where the comps landed

Original estimates used seasonal anime previews + a dormant-franchise discount. The actual result tracked with in-season shōnen titles rather than legacy comps.

TITLE	GROSS BO (AUD)
Mobile Suit Gundam GQuuuuuuX	\$120,000
Dan Da Dan Evil Eye	\$130,000
Yu-Gi-Oh! The Dark Side of Dimensions	\$208,919
Jujutsu Kaisen: Hidden Inventory · Premature Death	\$204,332
My Hero Academia: You're Next! (2024)	\$264,615
SOLO LEVELING -REAWAKENING-	\$313,987
BLEACH TYBW The Calamity	\$232,747

Key insight: Younger audiences drove excitement beyond expectations. Bleach’s legacy-franchise status understated real demand — the result aligns with in-season shōnen titles (Jujutsu Kaisen, Solo Leveling, MHA) rather than the conservative seasonal-preview comps in the pre-release model.



LEARNINGS

Key takeaways



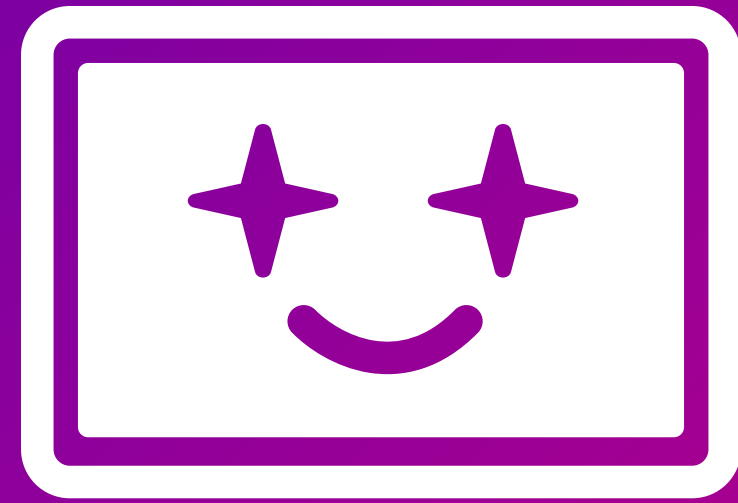
Security at premieres. We will ensure to take more precautions with security going forward for any major debuts of titles and ensure recording devices are inside sealed envelopes.



Bleach franchise strength. The Bleach franchise is still very strong in market — audience demand far exceeded the dormant-franchise assumptions in the pre-release forecast.



Suburban outperformance. Suburban locations did better than the traditional city locations for this release, suggesting that fans for this title were a lot more spread out than our traditional core base of inner-city cinema goers.



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Thank you

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