

Press Release

AMC Theatres Announce Collaboration with Netflix for Halloween Weekend Return of 'KPop Demon Hunters'

Record-Breaking Netflix Film Returns to Cinemas Globally, Marking Historic Partnership Between World's Largest Streaming Service and Theatre Chain

DENVER, COLO – October 17, 2025 – Netflix and AMC Theatres announced their groundbreaking collaboration that will bring the sing-along version of *KPop Demon Hunters* back to theaters over Halloween weekend, October 31 through November 2, 2025.

KPop Demon Hunters has achieved unprecedented success on Netflix, amassing over 541.8 million global hours viewed. During its initial theatrical run in August 2025, the film topped the box office with a \$19 million opening weekend, playing in Regal, Cinemark, and other circuits. The most-watched movie in Netflix history will play on approximately 400 AMC screens across the United States and Europe, in addition to continuing its engagement with Regal, Cinemark, and other theater circuits.

"Netflix, the world's largest streaming service, and AMC Entertainment, the world's largest theatre chain, have jointly decided to work together," said an AMC Theatres spokesperson. "While the two companies have not had a commercial relationship in recent years, both Netflix and AMC are intrigued by the mutually beneficial opportunities that could arise from this and future collaborations."

Directed by Maggie Kang and Chris Appelhans and produced by Sony Animation, the film follows Rumi, Mira, and Zoey, members of the K-pop supergroup Huntr/x, who balance chart-topping success with their secret lives as demon hunters protecting their fans from supernatural threats. When a demonic enemy forms a rival boy band designed to steal fans' souls, the trio must fight to save their followers while preserving their friendship.

The Halloween weekend re-release comes at an ideal time, giving fans the opportunity to sing with their favorite demon hunters for spooky season.

Both companies confirmed that discussions are underway regarding potential future collaborations, though no additional details are being disclosed at this time. A sequel to *KPop Demon Hunters* is currently in development.

For theater locations and showtimes, visit your local AMC, Regal, or Cinemark theater websites.

About AMC

AMC Entertainment Holdings, Inc. Is the largest movie theater chain in the world. With over 860 theatres and 9,700 screens across the world, AMC currently holds the largest share of the U.S. theatre market and operates the largest cinema circuit in Europe under the Odeon name. The current CEO of AMC, Adam Aron, joined the company as CEO and President in 2016, and became Chairman & CEO in 2021. AMC Theatres mission is to deliver the very best in moviegoing to hundreds of millions of moviegoers each year.

Media Inquiries

Mia Buchholz

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Pitch 1:

FROM: mfbuchholz@colorado.edu

TO: Peter Debruge, Chief Film Critic, Variety

SUBJECT: EXCLUSIVE: Huntrix is Coming from Couch to Theatre!

Hi Peter,

I have an industry-shifting story that marks a reversal in the streaming-theatrical landscape: Netflix and AMC Theatres are ending their years-long commercial freeze with a new collaboration.

Netflix's record-breaking animated hit *KPop Demon Hunters* (541.8 million hours viewed, \$19M opening weekend) is returning to theaters October 31-November 2 for a sing-along event, and this time it's playing on approximately 400 AMC screens across the US and Europe in addition to Regal and Cinemark locations.

I wanted to make you aware of a major industry shift happening this Halloween weekend. Netflix and AMC Theatres are ending their years-long commercial freeze with their first collaboration, and you regularly cover animation and industry trends, so I thought you should be aware of this partnership before it reshapes how streaming giants and theater chains work together.

I've attached all the necessary information for you to cover it along with the press release to this email. If you need any more information about the story, feel free to contact me.

Best regards,

Mia Buchholz

Mfbuchholz@gmail.com

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Pitch 2:

FROM: mfbuchholz@colorado.edu

TO: Jeff Benjamin, K-Pop Expert & Journalist

SUBJECT: KPop Demon Hunters Taking Over Halloween at AMC

Hi Jeff,

Given your thorough coverage of K-pop's global takeover, I wanted to share a story that bridges K-pop fandom with mainstream cinema in a unique way.

I'm sure you know about the global phenomenon, Netflix's *K-Pop Demon Hunters*. This is Netflix's most-watched movie ever at 541.8 million global hours viewed, and it's playing on approximately 400 AMC screens plus Regal and Cinemark locations nationwide. Huntrix and the Soju boys will be returning to theaters October 31-November 2 as a sing-along experience!

The Halloween timing is perfect because the film taps into K-pop's darker aesthetic that groups like Dreamcatcher and (G)I-DLE have made popular. Plus, the story explores the intense relationship between idols and fans in a way that resonates deeply with K-pop fandom culture.

You've covered K-pop's expansion into Western mainstream media better than anyone, so I thought you should know about this before the weekend hits. Major theater chains and Netflix working together on this also shows the theatrical pull of K-pop-adjacent content.

If you're interested in this story for Billboard, I've attached all the necessary information needed to cover it along with the press release to this email. If you need any more information about the story, feel free to contact me.

Best,

Mia Buchholz

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Media Contact List

Outlet	Name	Beat/Role	Email	LinkedIn	Why They're a Good Fit
Denver Post	Lisa Kennedy	Film and theatre specialist	lkennedywriter@gmail.com		Local Denver angle—story originates from Colorado; covers theatrical releases
TikTok	Kit Lazer	TV/Film influencer (800k+ followers)	kitlazer@select.co		Reaches young demographic aligned with K-pop audience; visual platform for sing-along clips
Multiple	Chris Nashawaty	Film Critic, Netflix specialist		linkedin.com/in/chris-nashawaty-3627154	Regular Netflix coverage in Esquire, Vanity Fair, NYT—perfect for streaming angle
Billboard	Jeff Benjamin	K-Pop Expert & Journalist	JeffBenjaminWrites@gmail.com		Leading K-pop authority (270k followers); covers K-pop's crossover into mainstream
Variety	Peter Debruge	Chief Film Critic		linkedin.com/in/peter-debruge-2540661	Covers animation and industry trends; perfect for Netflix-AMC partnership angle
The Hollywood Reporter	Pamela McClintock	Box Office/Exhibition Reporter		linkedin.com/in/pamela-mcclintock	Covers theatrical exhibition and streaming-cinema dynamics; key for AMC partnership story
Deadline Hollywood	Anthony D'Alessandro	Box Office/Exhibition Editor		linkedin.com/in/anthony-d-alessandro-8866711	Leads box office coverage; previously covered film's \$19M opening; follow-up story
Animation Magazine	Mercedes Milligan	Senior Editor	mmilligan@animationmagazine.net		Dedicated animation industry coverage; Sony Animation production angle
Collider	Jeff Sneider	Entertainment Reporter/Podcaster		linkedin.com/in/jeff-sneider-62148616	Covers streaming and theatrical news; large

					podcast audience for amplification
The Verge	Julia Alexander	Entertainment & Streaming Reporter	julia@theverge.com	linkedin.com/in/julia-alexander	Covers streaming industry strategy; Netflix-AMC partnership signals platform evolution