

'Eclipse' Dips on Thursday, 'Airbender' Debuts Solidly

July 2, 2010



HOLLYWOOD, CA ([rushPRnews](#))
07/02/10 — by Brandon Gray

On Thursday, The Twilight Saga: Eclipse raked in \$24.2 million to lead the daily box office, while The Last Airbender blew into second with an estimated \$16.35 million first day gross.

The Twilight Saga: Eclipse

Eclipse scored the second

highest-grossing non-opening Thursday ever, behind Transformers: Revenge of the Fallen's \$29.1 million, despite plummeting 65 percent from its massive \$68.5 million Wednesday opening. Its two-day tally stands at a mighty \$92.7 million, trailing New Moon's \$115 million though flying much higher than the first Twilight's \$57.3 million.

After such a fevered opening day, an extreme drop-off was to be expected for Eclipse. After all, New Moon's second day was a Saturday, and it still fell 42 percent. Eclipse's decline, though, was the steepest on record coming off of a Wednesday opening. Transformers: Revenge of the Fallen, which previously held the Wednesday opening record with \$62 million, fell 53 percent at the same point. The more comparable Harry Potter and the Half-Blood Prince tumbled 62 percent from \$58.2 million to \$22 million, while Harry Potter and the Order of the Phoenix was off 58 percent and Star Wars: Episode I - The Phantom Menace dove 57 percent.

[Pick up the special edition Twilight Saga: Eclipse soundtrack for just \\$13.59](#)

[with coupon W9C9U3F](#)

Eclipse

has been gunning for Spider-Man 2's Independence Day record from 2004, and both pictures happened to have debuted on Wednesday, June 30, making for an apt comparison. Spider-Man 2 dipped 41 percent in its second day to \$23.8 million, lifting its two-day haul to \$64.3 million. Adjusted for ticket



The Last Airbender

price inflation, those are the equivalent of an over \$30 million Thursday and over \$82 million total. Spider-Man 2 went on to gross \$88.2 million for the weekend, or approximately \$113 million adjusted. At this rate, it would be surprising for Eclipse to continue to out-pace Spider-Man 2.

Playing on approximately 4,600 screens at 3,169 locations or considerably less than Eclipse's estimated 8,200 screens at 4,416 locations, The Last Airbender notched the fifth highest-grossing Thursday opening of all time, though it was far behind fourth place Indiana Jones and the Kingdom of the Crystal Skull's \$25 million and was a fraction of the last two Star Wars movies. Airbender's \$16.35 million more than doubled the Thursday start of the somewhat comparable title Jumper, and it was greater than Pokemon: The First Movie's first day (a Wednesday) as well as Prince of Persia: The Sands of Time's \$10.2 million Friday opening.

Last Airbender's Thursday included around \$3 million from its midnight launch, which was the largest midnight start of the summer for a non-sequel. Its location count included 1,606 venues offering 3D presentations, but the 3D share was unavailable as of this writing.

Media Contact Name: Box Office Mojo

Media Web Address: <http://www.boxofficemojo.com/news/?id=2847&p=l.htm>

Main image credits: © Images copyright their respective owners; usually the distributor of the above titled movie unless otherwise noted.

Body image credits: Industrial Light and Magic

About the author:

About Us

RushPR Tools: Public relations platform at www.rushprtools.com

Filed Under: [BREAKING NEWS](#), [ENTERTAINMENT](#), [Featured](#), [FILM](#), [PRESS RELEASE](#)

RUSH PR NEWS newswire and press release services at rushprnews.com /

AH Marketing ahmarketinggroup.com

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.