

Bruce Nash
Founder and CEO

April 2026

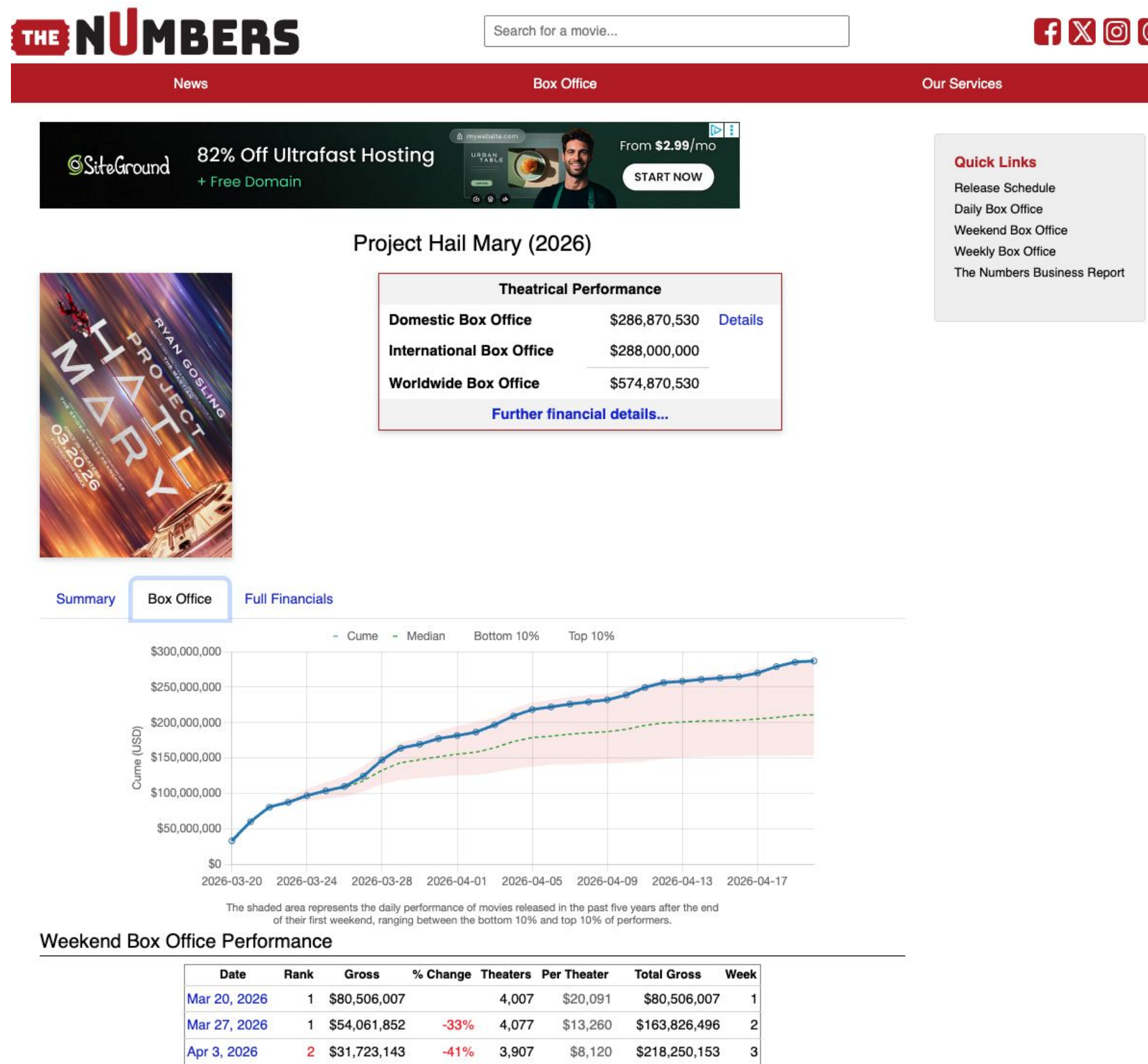
Reverse Engineering AI

**THE
NUMBERS**



NASHINFORMATION
SERVICES

The Numbers



- Live reporting on theatrical box office
- Theatrical and streaming release schedules
- Box office records, franchise, distributor, production information
- Shooting locations, plot keywords
- Film festival information
- MPA ratings
- Languages, production countries
- Etc. etc.

The Numbers and LLMs

Ready when you are.

+ what were the highest grossing movies in 2025?

Here's a summary of the **highest-grossing movies of 2025 worldwide** based on box office totals from major reporting sources: [The Numbers +1](#)

Top Grossing Films Worldwide in 2025

1. **Ne Zha 2** – ~\$2.0 billion+ — The biggest global box office hit of 2025, and one of the highest-grossing films ever, driven primarily by the Chinese market. [The Numbers](#)
2. **Zootopia 2** – ~\$1.78 billion — Disney's animated sequel enjoyed huge international success and became one of the top global earners of the year. [The Numbers](#)
3. **Avatar: Fire and Ash** – ~\$1.41 billion — The latest *Avatar* installment grossed strongly worldwide despite a late-year release. [The Numbers](#)
4. **Lilo & Stitch** – ~\$1.04 billion — Disney's live-action/CG remake crossed the \$1 billion mark. [The Numbers](#)
5. **A Minecraft Movie** – ~\$958 million — Big box office for this video game adaptation. [The Numbers](#)
6. **Jurassic World: Rebirth** – ~\$869 million — Solid global performance for this dinosaur franchise entry. [The Numbers](#)
7. **Demon Slayer: Kimetsu no Yaiba – The Movie: Infinity Castle** – ~\$779 million — A major anime release hit worldwide. [The Numbers](#)

Other notable 2025 films that also made significant money include titles like *How to Train Your Dragon* and *F1: The Movie*, each grossing hundreds of millions globally, though outside the very top tier. [The Numbers](#)

These figures combine domestic (U.S. & Canada) and international ticket sales to give a full worldwide picture of box office performance. [The Numbers](#)

Would you like the **top 10 domestic (U.S. & Canada)** list too? (It's a bit different from the global rankings.)

[Sources](#)

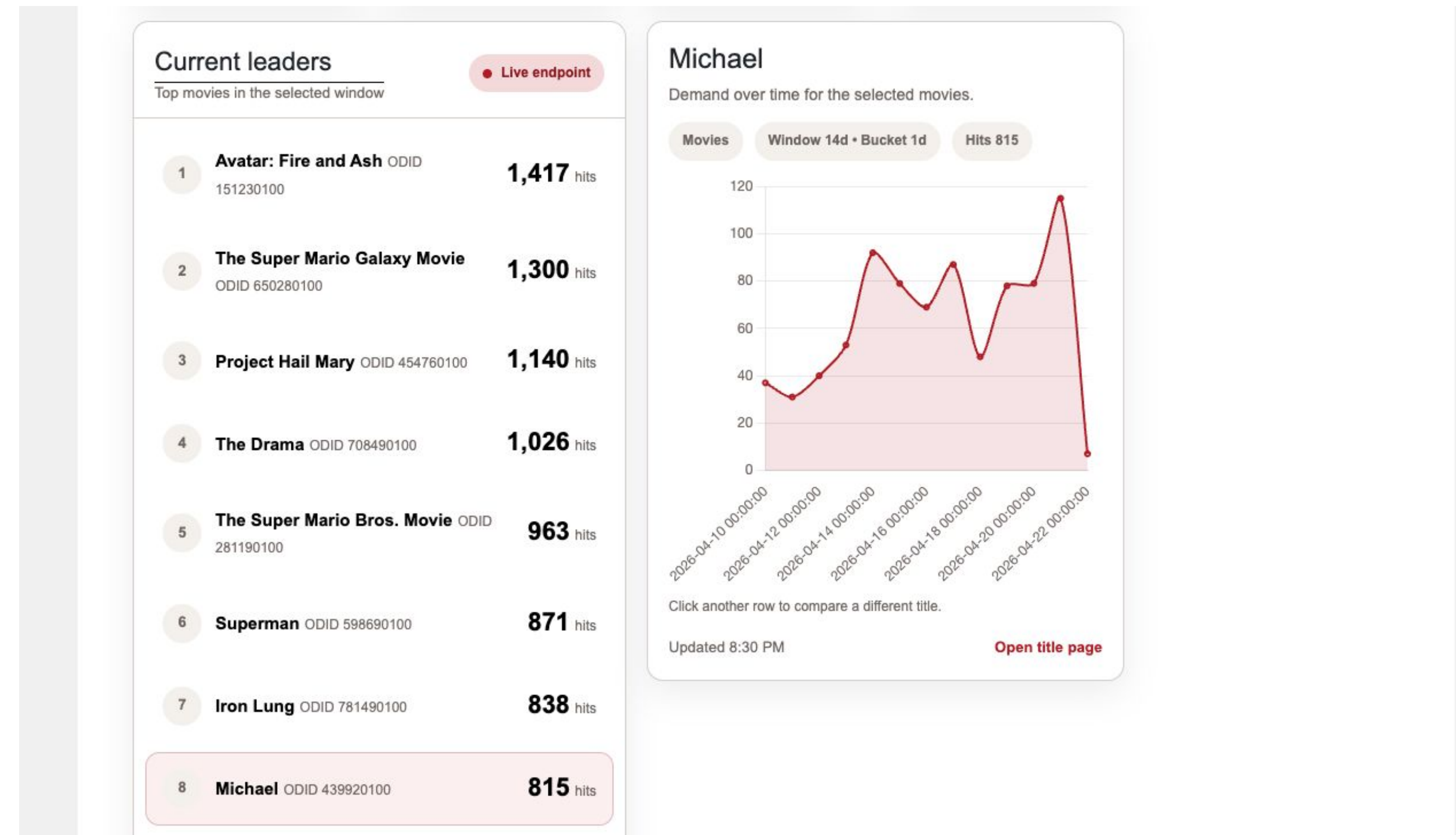
The Numbers Live AI Search monitoring

- Approximately 1 million–2 million page requests/day on The Numbers
- Three distinct types of traffic
 - ~10% Human beings
 - ~80% Web crawlers (Google, Bing, OpenAI, Anthropic etc.)
 - ~10% live search AI agents (ChatGPT, Perplexity etc.)
- AI systems generally have a crawler and a live search agent. For example...
 - GPTBot: basically a traditional web crawler
 - ChatGPT-User: live search agent that loads pages in response to user queries
- AI agents generate *enormous* amounts of traffic. ChatGPT-User produces ~100,000 page requests/day
- Monitoring AI agent requests provides a real-time unfiltered view of what people are asking about
 - Compare to traditional search engines, where we only see traffic if someone clicks through a link

The Numbers ChatGPT-User traffic

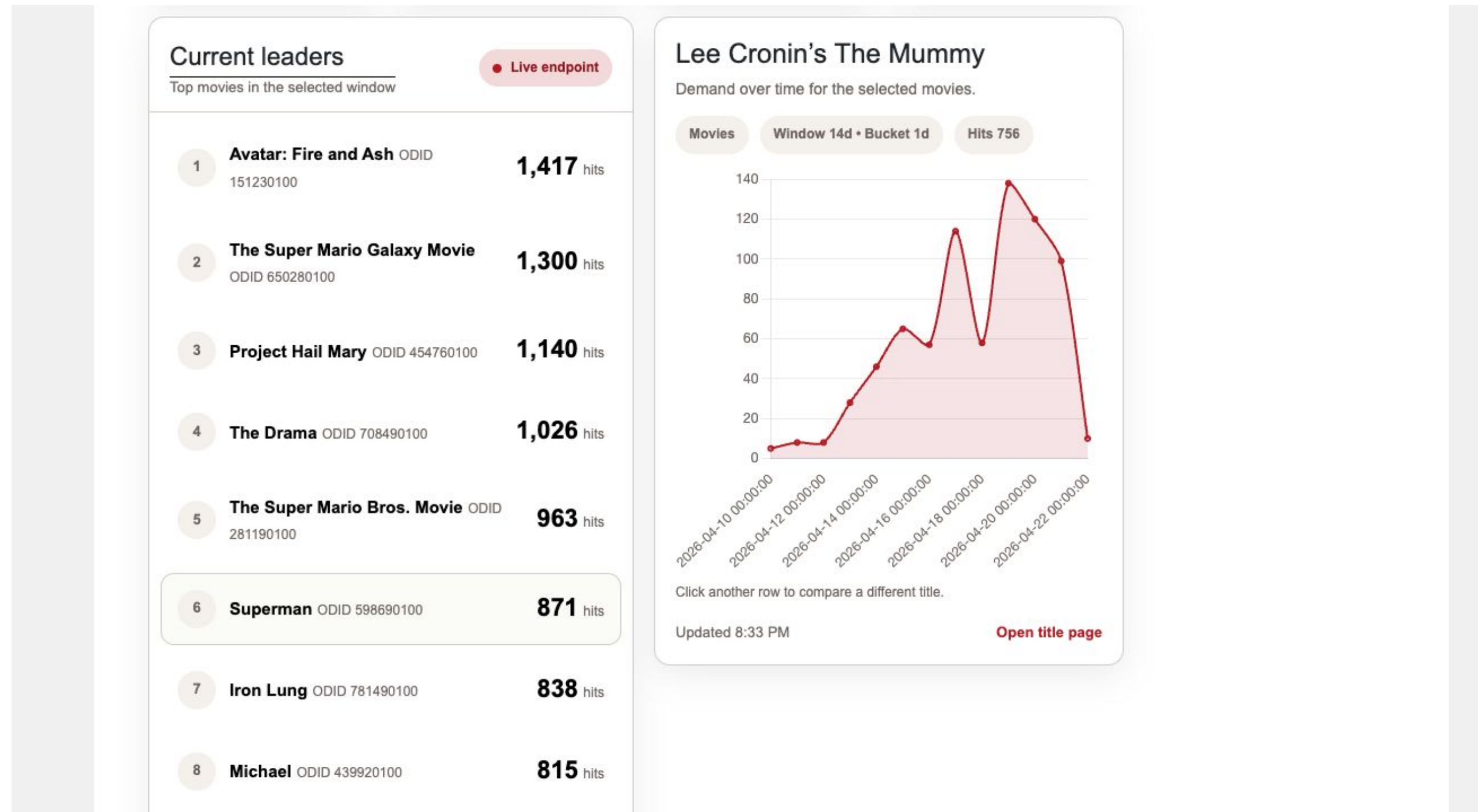
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Numbers-live - DigitalOcean Droplet Web Console
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Build-up to opening weekend



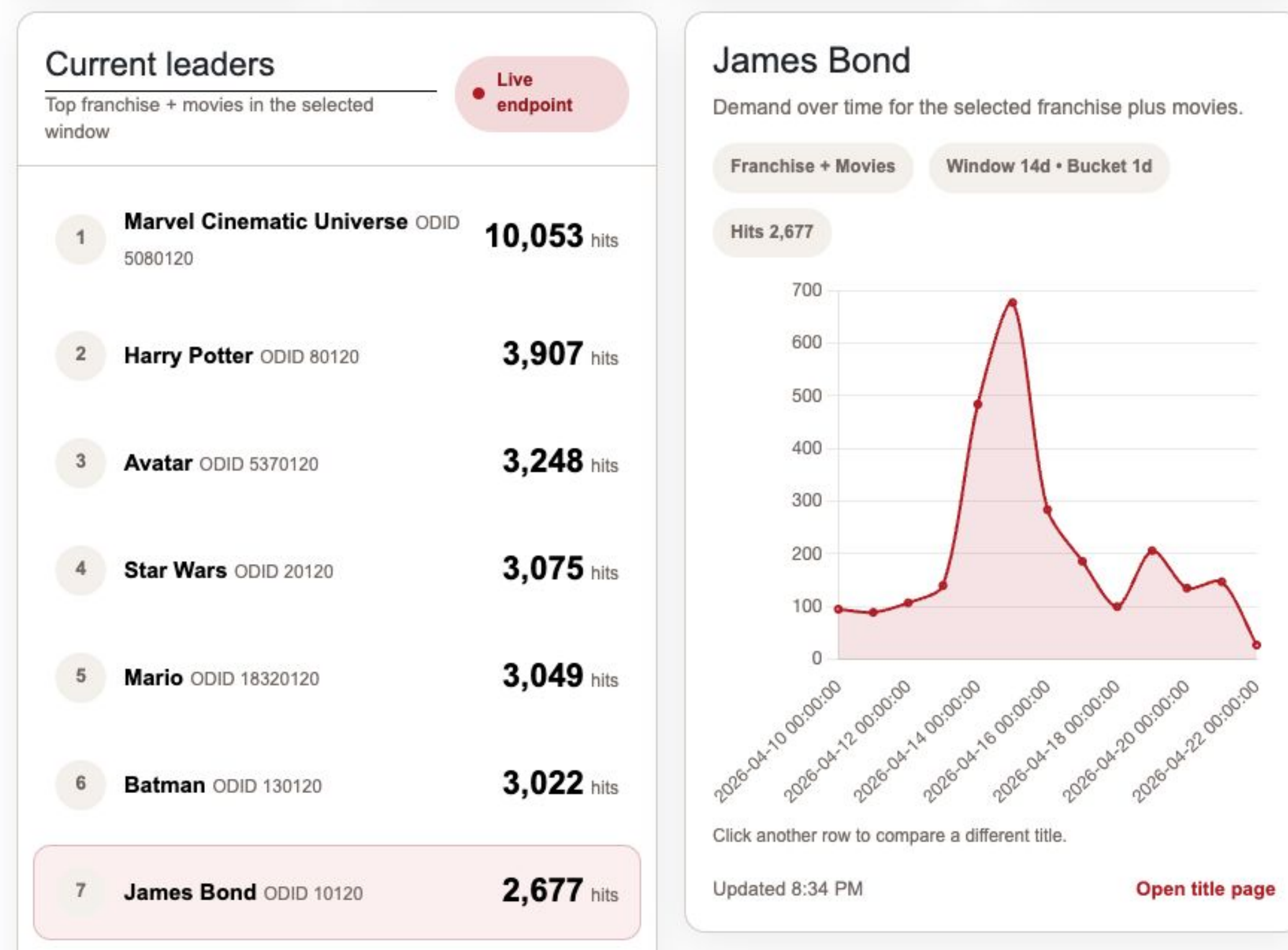
Live reporting at www.the-numbers.com/laiser/

Opening weekend



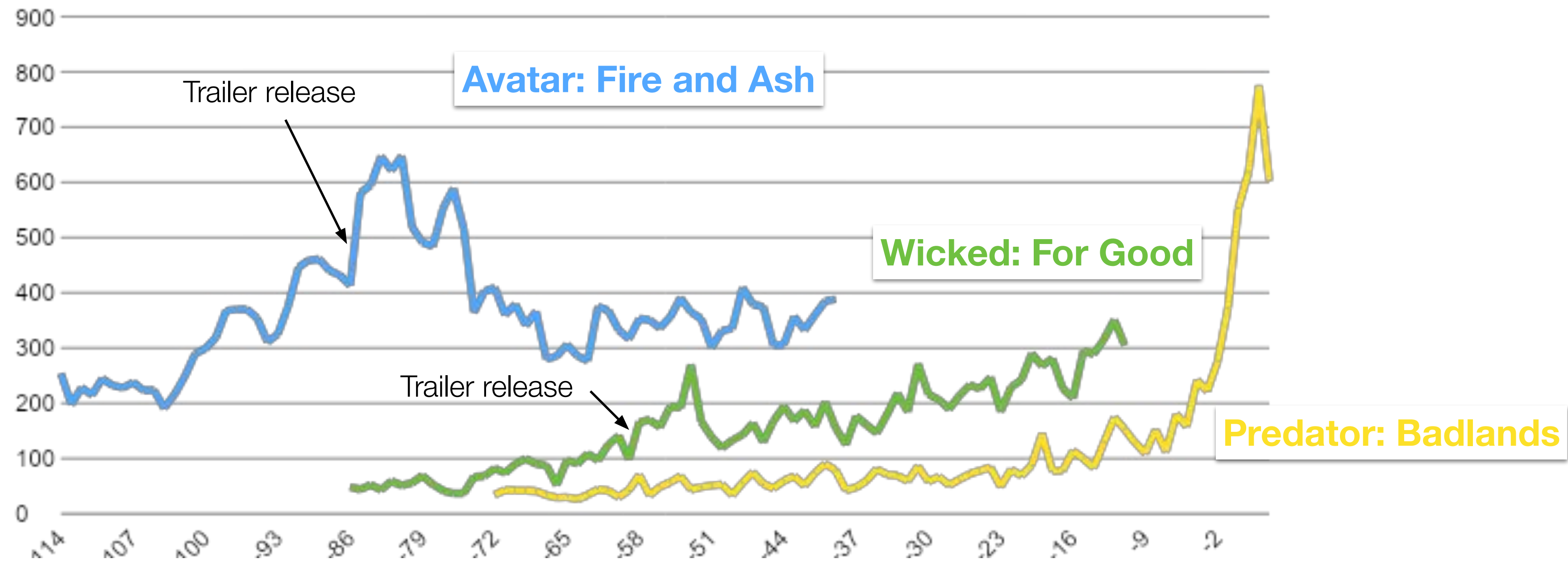
Live reporting at www.the-numbers.com/laiser/

Rumors and speculation...



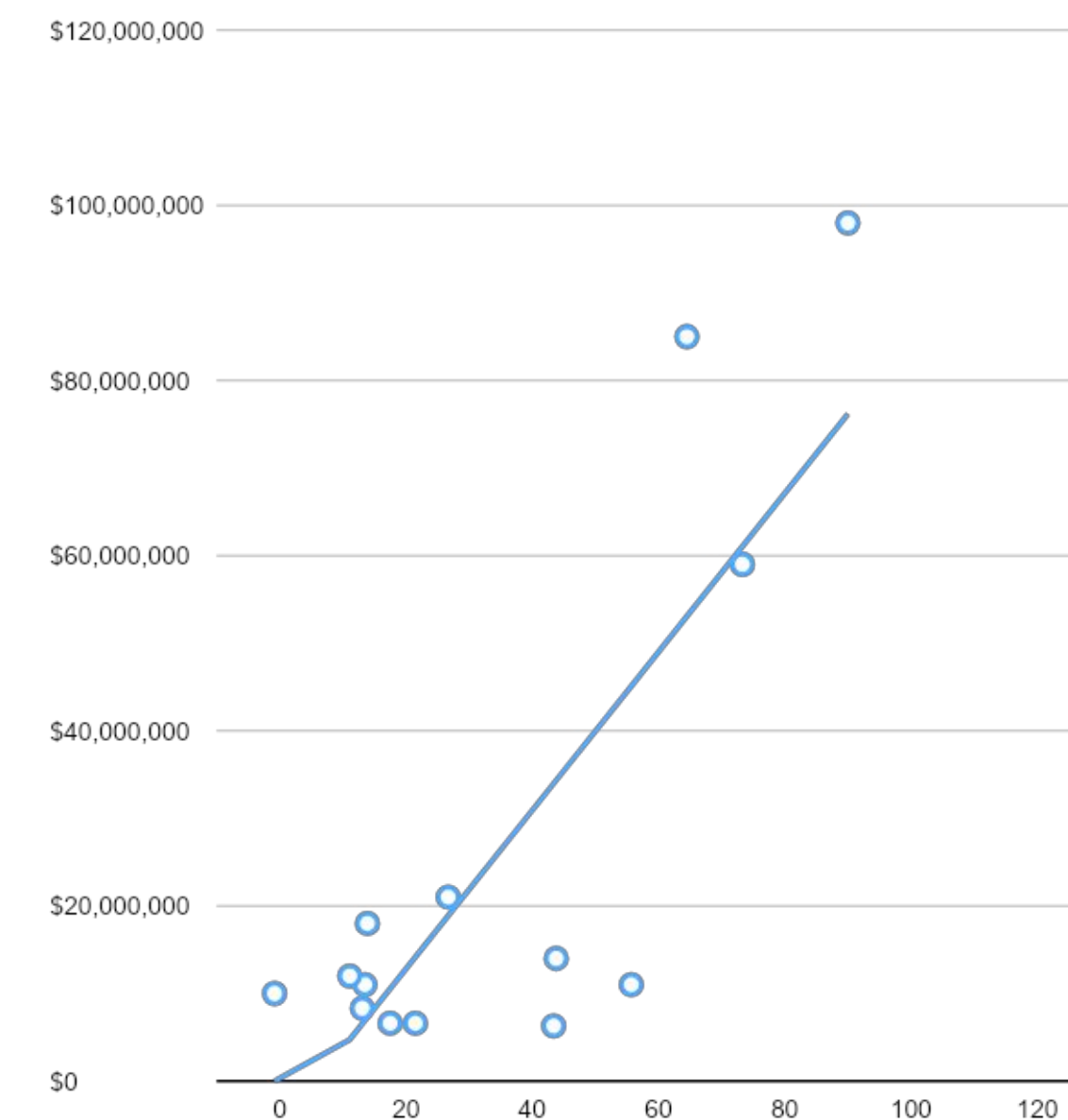
Live reporting at www.the-numbers.com/laiser/

ChatGPT user searches/day leading up to movie releases



Box office predictions

ChatGPT: top May releases			
Movie	Relative traffic	Current predicted	
		Opening weekend	Total box office
The Devil Wears Prada 2	100.0	\$98,000,000	\$310,000,000
Mortal Kombat II	83.3	\$59,000,000	\$110,000,000
The Mandalorian & Grogu	74.5	\$85,000,000	\$270,000,000
In the Grey	65.7	\$11,000,000	\$24,000,000
Backrooms	53.8	\$14,000,000	\$39,000,000
Hokum	53.4	\$6,300,000	\$13,000,000
Billie Eilish: Hit Me Hard and Soft—The Tour	36.7	\$21,000,000	\$33,000,000
Pressure	31.5	\$6,600,000	\$22,000,000
That Time I Got Reincarnated as a Slime...	28.3		
The Breadwinner	27.5	\$6,600,000	\$43,000,000
The Sheep Detectives	23.9	\$18,000,000	\$58,000,000
Obsession	23.5	\$11,000,000	\$26,000,000
Animal Farm	23.1	\$8,300,000	\$20,000,000
Passenger	21.1	\$12,000,000	\$31,000,000
Deep Water	17.9		
Casa Grande: The Movie	15.9		
Iron Maiden: Burning Ambition	12.4		
Is God Is	9.2	\$10,000,000	\$25,000,000
Remarkably Bright Creatures	8.4		
Broad Trip	7.6		



Catalog title interest

ChatGPT: Movies released 2000–10	
Movie	Relative traffic
Proof of Life	100.0
Kingdom of Heaven	83.3
Shutter Island	74.5
Walk the Line	65.7
A Beautiful Mind	53.8
Gladiator	53.4
Analyze That	36.7
Das Leben der Anderen	31.5
Troy	28.3
Catch Me if You Can	27.5
Seabiscuit	23.9
Julie & Julia	23.5
Alexander	23.1
The Pursuit of Happyness	21.1
I'm Not There	17.9
The Lord of the Rings: The Fellowship of the Ring	15.9
The Holiday	12.4
How the Grinch Stole Christmas	9.2
Elf	8.4
300	7.6

* TV coming soon!

The Holy Grail



Conclusion

- Traffic from AI agents performing live search is a valuable source of information
- Agents are drawn to information-rich and frequently-updated pages
- Embedding your ID or content EIDR in the page URL allows you to link this market intelligence to other data sources—box office, movie and TV classifications in OpusData, other metadata from EIDR members
- Currently sharing ChatGPT data with select partners, full integration with OpusData planned for later in the year
- Other LLM agents (and search signals) coming soon
- The market is evolving fast! (e.g. Huge growth in traffic from autonomous agents since January)
- If you have web content that attracts live AI search, or you're interested in consumer demand let's talk!

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