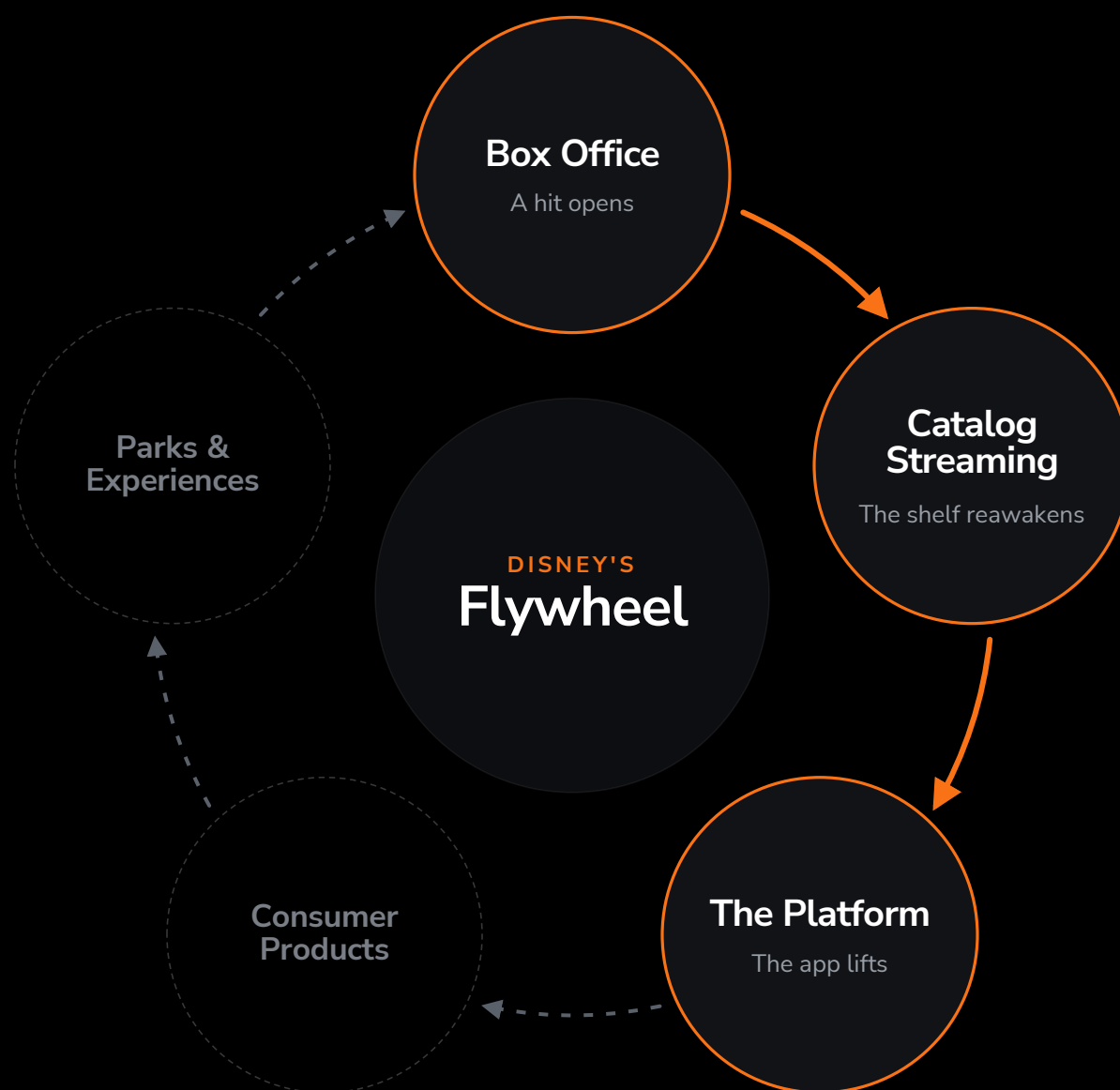


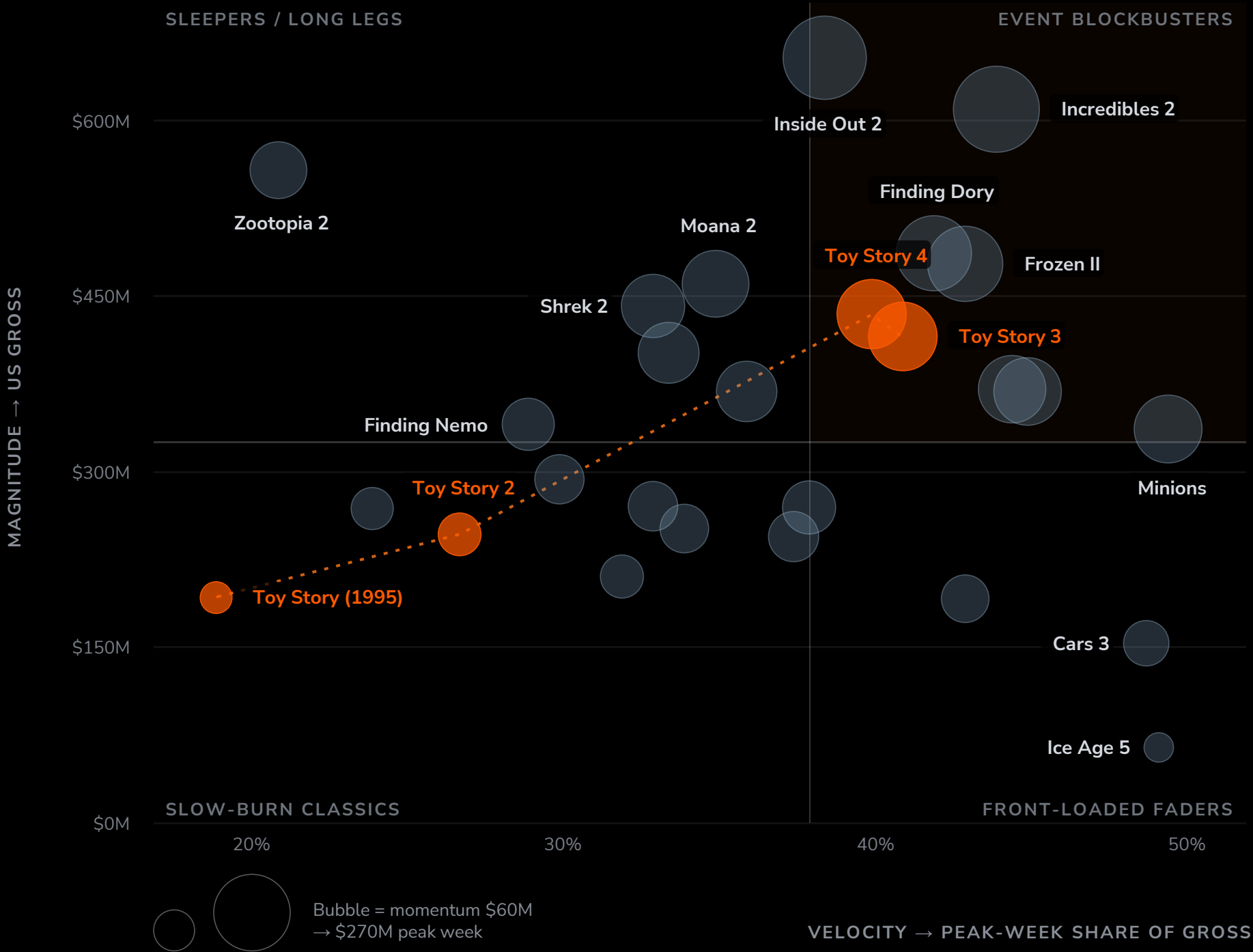
The **Toy Story 5** release, and three steps of Disney's flywheel

Disney's Q3 FY26 ended as **Toy Story 5** opened. The Carbon Arc platform can follow one theatrical release's impact through multiple connected steps: **box office** → **catalog OTT viewing** → **the app platform**. It's one segment of a larger flywheel that also runs through parks, experiences, and consumer products.



It starts with an opening

Magnitude (total US gross) × **Velocity** (peak-week share) = **Momentum**, drawn as bubble size. The Toy Story trail shows the franchise building into an event-opening profile. Toy Story 5 appears on track to land among “Event Blockbusters”. Data covers US animated releases.

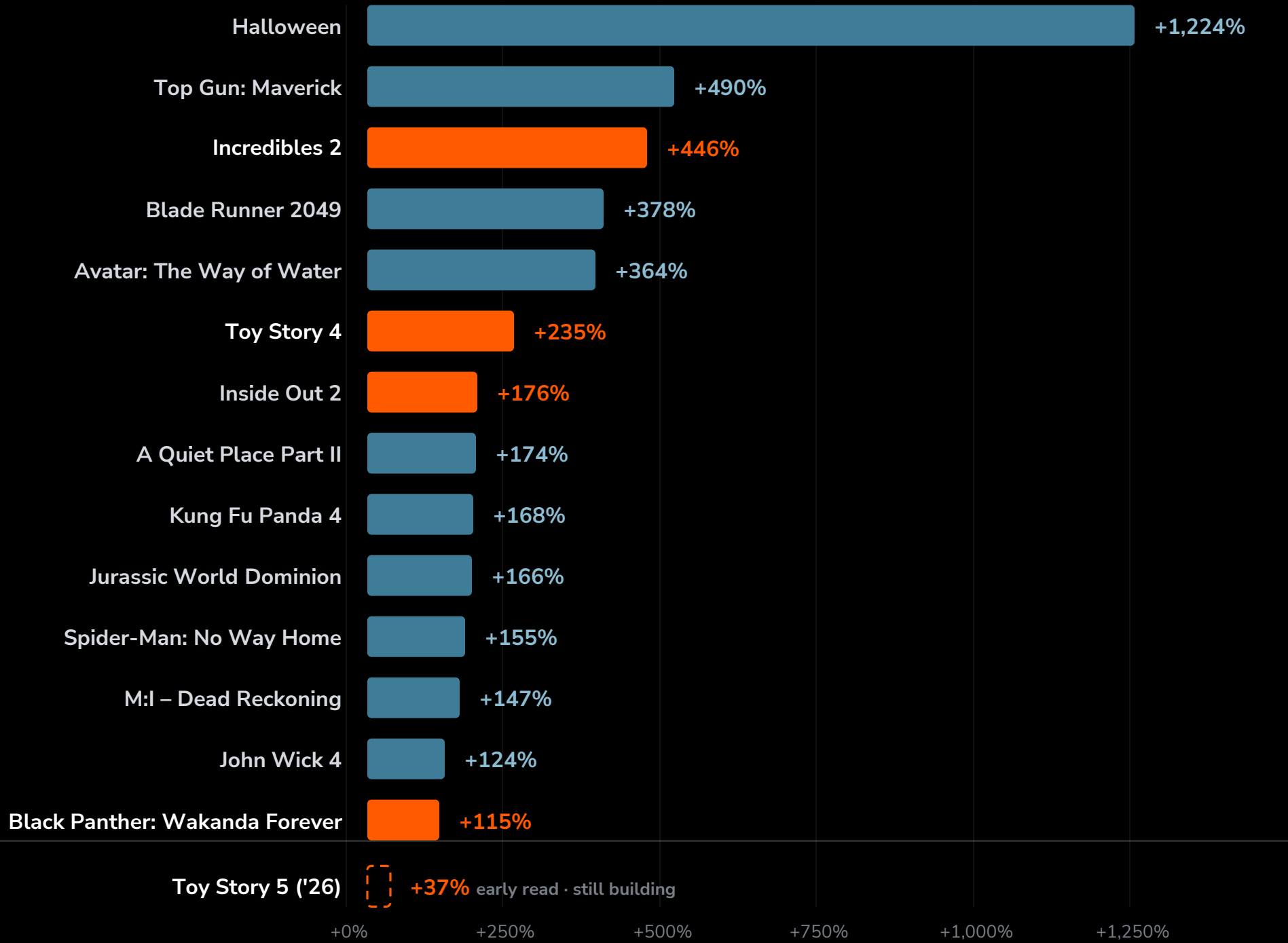


The same franchise moves across the map: **Toy Story** banked 19% of its 1995 gross in its best week; Toy Story 3 and 4 banked ~40% on roughly double the total. Toy Story 5 opened into that event lane. **So what does an opening like that set in motion?**

Note: US domestic box office. Velocity is the peak calendar week's share of the total run.

Which releases most reawaken their back catalog?

The Halo Multiplier. The release-month lift in a franchise's **pre-existing** OTT catalog when a new film opens in theaters (the new film's own streams excluded), net of seasonality. The **14 releases that at least doubled** their catalog, plus **Toy Story 5** as an early read. **Disney+ releases in orange.**

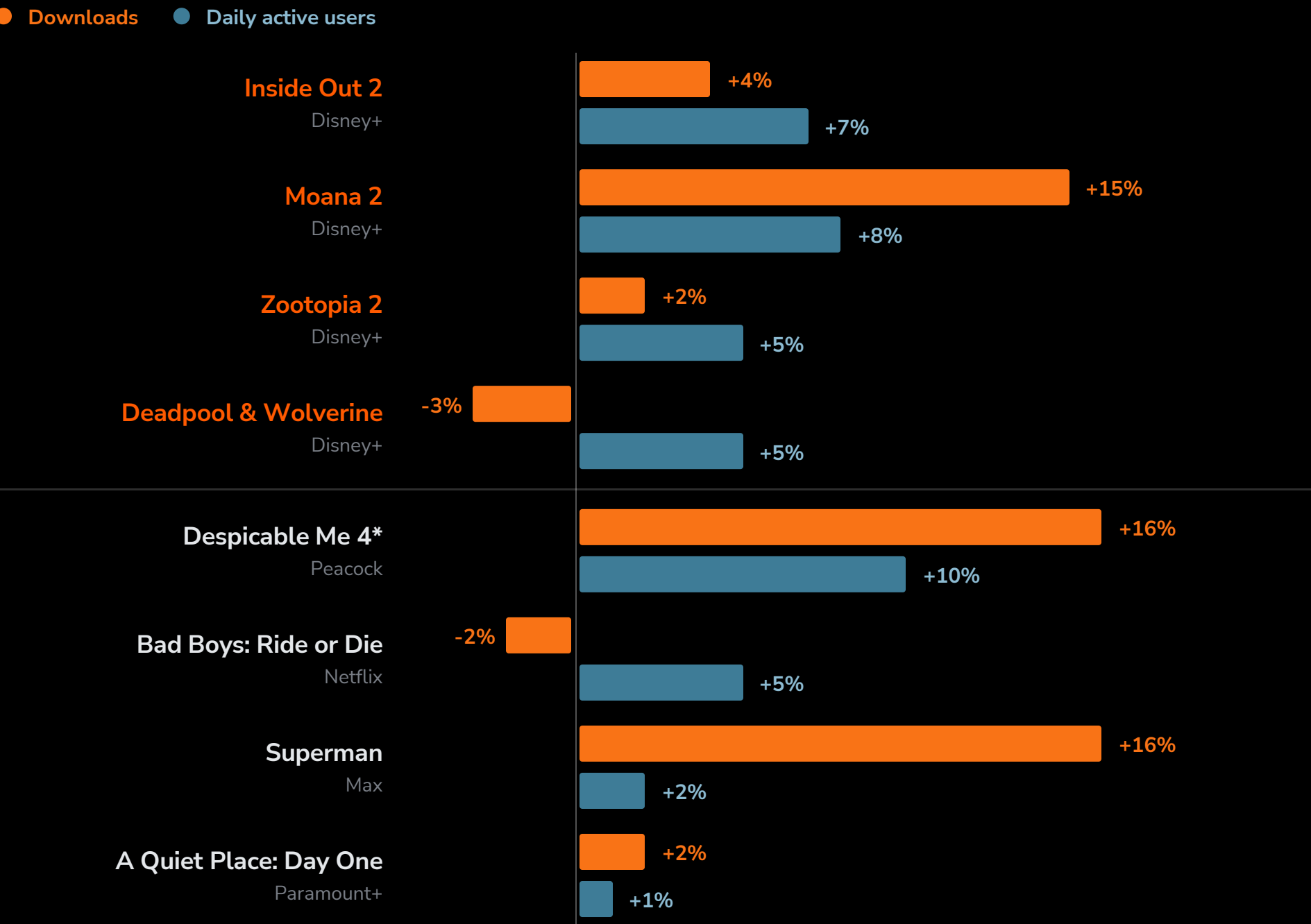


Every ranked release **at least doubled** its back-catalog streaming. Dormant, iconic libraries lead. The 1986 **Top Gun** (+490%) and 2009 **Avatar** (+364%); **Incredibles 2 #3, Toy Story 4 #6. Toy Story 5's early read (+37%) is still building**...it opened only weeks ago; Toy Story 4 lifted the catalog +235%.

Note: Catalog = the franchise's films released before the new one; lift = flagship-release month vs prior 5 months, minus the all-franchise total's same-window move. Halloween sits in October, so its figure also carries seasonal horror demand. Blade Runner is a franchise-level estimate. Toy Story 5 (Jun 2026) is an early read on a newer release, not yet directly comparable.

When a film hits streaming, does the app move?

% change in app **downloads** (new installs) and **daily active users** (engagement) over the OTT-premiere month plus the two months after, vs the prior three months. Eight recent US premieres, 2024–26. Disney+ titles above the divider.



Family animation moves platforms most — Moana 2, Inside Out 2, Zootopia 2 and Despicable Me 4 all lifted installs and daily use. Adult/action titles are spottier: Superman drove Max installs (+16%) but little daily use; Bad Boys was invisible on Netflix's much larger base. **Toy Story 5 — family animation — reaches Disney+ this fall.**