

'The Interview' Brings In \$15 Million on Web

By Michael Cieply

Dec. 28, 2014

LOS ANGELES — “The Interview” generated roughly \$15 million in online sales and rentals during its first four days of availability, Sony Pictures said on Sunday.

Sony did not say how much of that total represented \$6 digital rentals versus \$15 sales. The studio said there were about two million transactions over all.

“The Interview,” a farce that depicts the killing of the North Korean leader Kim Jong-un, was withdrawn from a planned theatrical release after major exhibitors declined to show it because of a terror threat. Small theater chains revived the movie in several hundred theaters, while Sony and its business partners simultaneously offered the film online.