**Estimate: "Mulan" Earned $33M From Disney+ PVOD Debut**

Disney+ reaped $33.5 million in revenue and a marked rise in new subscriptions from its Labor Day weekend debut of the film "Mulan" after Walt Disney pulled the film from a theater debut in favor a $29.99 premium video-on-demand offering, Samba TV estimated. Disney's Christine McCarthy said the studio opted for PVOD after determining that families would be reluctant to return to theaters right now.

***Media Play News 9.9.20***

[***https://www.mediaplaynews.com/disney-cfo-on-mulan-by-passing-theaters-would-a-family-go-probably-not/***](https://www.mediaplaynews.com/disney-cfo-on-mulan-by-passing-theaters-would-a-family-go-probably-not/)

***Image credit:***

[***https://ksassets.timeincuk.net/wp/uploads/sites/54/2020/09/Mulan-Disney-Plus.jpg***](https://ksassets.timeincuk.net/wp/uploads/sites/54/2020/09/Mulan-Disney-Plus.jpg)