



Regal Launches First-Of-Its-Kind ChatGPT Moviegoer App

*New AI-Powered Solution Personalizes Guest Experiences
to Drive Showtime Discovery and Ticket Purchases*

KNOXVILLE, Tenn., April 14, 2026 - Regal Cineworld Group, a leading global theatre operator, today announced that it is launching a first-of-its-kind [ChatGPT](#) app for moviegoing in the U.S. market. Regal's millions of moviegoers will be able to harness the power of ChatGPT to get personalized, actionable movie recommendations, answers, and more. The Regal app was developed by [The Boxoffice Company](#), the theatrical e-commerce, showtimes, and data services firm, to drive moviegoer attendance, help moviegoers enjoy a seamless interest-to-purchase experience, and enhance the ticket-buying process through AI-driven solutions.

The app allows a moviegoer to search in ChatGPT and ask questions like “@Regal, what’s playing this weekend?” or “@Regal, what are the showtimes for *The Super Mario Galaxy Movie* today?” The moviegoer will then be presented with movie info (poster, ratings, running time, premium formats, etc.) plus showtimes. Clicking on showtimes redirects the user to the [Regal](#) website to complete their purchase. The new setup aims to make selecting showtimes, seats, and tickets more efficient at Regal’s 5,386 screens nationwide.

“Regal is excited to partner with The Boxoffice Company to introduce the first movie ticketing app on ChatGPT, the world’s most popular and widely used AI chatbot, to improve the moviegoer journey,” said Kelly Dowdy, Chief Digital & Technology Officer at Regal Cineworld. “Modern moviegoers are typically early adopters of novel technology, so we are consistently innovating and enhancing our digital services, theatres, premium formats, and moviegoer conveniences to create extraordinary experiences for our guests on every visit.”

“Regal's new first-of-its-kind ChatGPT moviegoing app builds on our decades of movie and showtime expertise and is destined to enhance the customer experience,” said The Boxoffice Company President & CEO Stan Ruskowski. “Regal Cineworld has always been an industry leader in innovative technology, and together we’ve built the first experience that allows Regal to turn AI conversations into movie tickets. This new AI step is our most significant move yet in The Boxoffice Company’s decades-long mission of simplifying the customer journey from intent to purchase.”

“By working closely with the visionary team at Regal, we were able to integrate their showtimes directly into the ChatGPT’s app ecosystem and meet moviegoers at the start of their discovery journey, making it easier than ever to buy tickets and speed up the checkout process,” said Marine Suttle, Managing Director of The Boxoffice Company. “Our goal is to transform a conversational interface into a conversion commerce tool. This is a logical extension of our ‘Boost’ platform, ensuring that every AI-driven recommendation is backed by real-time, accurate data, making the app a first of its kind.”

About Regal

Regal operates one of the largest and most geographically diverse theatre circuits in the United States, consisting of 5,386 screens in 394 theatres in 41 states along with the District of Columbia and Guam as of March 31, 2026. Regal is focused on delivering the best moviegoing experience by providing our guests with the largest selection of premium large formats (including 4DX, IMAX, RPX, and ScreenX), the only unlimited subscription program, and enhanced food and beverage offerings to make every visit to the theatre a truly memorable experience. Additional information is available at [REGmovies.com](https://www.REGmovies.com).

About The Boxoffice Company

The Boxoffice Company is the top provider of media, technology, and data for the global film industry, with AI innovations focused on simplifying the moviegoer journey and providing showtimes and ticketing for more than 75 million worldwide movie fans each month. More than 90% of moviegoers online visit a site powered by The Boxoffice Company with its expansive digital platform providing showtimes

and ticketing for Google, IMDb, Bing, TikTok, Apple and many others. Among the premium products in the Boxoffice network are Boost, Pulse, and Source, supporting thousands of theaters with their extensive web, mobile, and AI offerings, CRM, and online ticketing solutions, generating hundreds of millions of dollars in box office revenue every year.

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