# Cynthia Nixon's boycott of Disney sparks wider debate over free speech and a $1.5 billion loss for the company



Actress Cynthia Nixon has taken a vocal stand against Disney’s handling of Jimmy Kimmel’s suspension, publicly cancelling her family's Disney+ and Hulu subscriptions in a bold act of protest. Through her social media platform, Nixon urged her followers to join her in boycotting all Disney products, citing concerns over free speech and the First Amendment.

Over the weekend, Nixon shared a video on Instagram where she demonstrated her subscription cancellation on her iPad. She explained her motivation succinctly: 'I just cancelled my Disney+ and Hulu subscriptions. They asked me why, I hit "other" and wrote: Because I believe in the First Amendment. Reinstate Jimmy Kimmel, now.' The actress added a rallying cry: 'My whole family is really gonna miss Abbott Elementary. We are really gonna miss Only Murders in the Building. But you know what? We would miss the First Amendment a whole lot more. Don’t go to the theme parks. Don’t go on the cruises. Cancel your subscriptions now.'

Nixon’s stance echoes a broader, growing movement among celebrities and audiences advocating for a boycott of Disney following the suspension of talk show host Jimmy Kimmel. Kimmel was pulled from the air 'indefinitely' last week after making comments about the murder of right-wing commentator Charlie Kirk, which critics deemed offensive and insensitive amid an already fraught political climate.

Notable figures like Tatiana Maslany, star of Disney+’s She-Hulk: Attorney at Law, also voiced support for the boycott by sharing a photo from the set of her Marvel series and urging followers to cancel their subscriptions to Disney+, Hulu, and ESPN. Similarly, actor Noah Centineo announced that he had cancelled his Disney+ subscription, although some social media users questioned the sincerity of his actions, noting that his initial subscription was listed as ending on September 18, 2026—implying he might have only recently purchased a one-year subscription before deciding to cancel.

The call for boycotts has gained momentum on social media, with users sharing screenshots of their cancelled Disney+ subscriptions and voicing disapproval over the company's handling of Kimmel's suspension. Many cited the incident as a stand for free speech, reflecting a deepening divide over perspectives on humour and moderation in media.

A particularly inflated claim circulated online claiming Disney had lost US$3.87 billion in market value in just one day due to the PR fallout. However, fact-checking by the International Business Times indicated the actual figure was closer to US$1.5 billion, still a significant impact but less catastrophic than reported.

Meanwhile, Jimmy Kimmel’s Jimmy Kimmel Live! appears to be on indefinite hiatus. Footage from the show’s studio lot on Friday showed crew members disassembling the set and loading trucks, indicating that production has halted. Kimmel’s recent comments about Charlie Kirk, whom he described as MAGA, and his subsequent jokes about President Donald Trump's response to Kirk’s death, drew sharp criticism. The move by broadcast media giant Nexstar to suspend Kimmel’s show was justified by the company as a response to the 'offensive and insensitive' content released at a sensitive time in American political discourse.

## Bibliography

1. <https://www.ndtv.com/world-news/hollywood-stars-lead-call-to-boycott-disney-as-abc-cancels-jimmy-kimmel-show-9316032/amp/1> - This article reports on Cynthia Nixon's call for a boycott of Disney's streaming services, including Disney+ and Hulu, following the suspension of Jimmy Kimmel's show.
2. <https://www.primetimer.com/news/disney-loses-billions-amongst-boycott-calls-due-to-jimmy-kimmels-suspension-over-charlie-kirk-comment> - This piece discusses the significant market value loss Disney experienced due to the public backlash and calls for boycotts following Jimmy Kimmel's suspension.
3. <https://www.ibtimes.co.uk/did-jimmy-kimmel-really-cost-disney-387b-we-ran-numbers-internets-claim-falls-apart-1744745> - This article examines the accuracy of claims that Disney lost $3.87 billion in market value due to Jimmy Kimmel's suspension, providing a fact-check on the figure.
4. <https://www.thewrap.com/hollywood-calls-cancel-disney-hulu-jimmy-kimmel-boycott/> - This report highlights the growing movement among Hollywood figures and audiences advocating for a boycott of Disney's streaming services in response to Jimmy Kimmel's suspension.