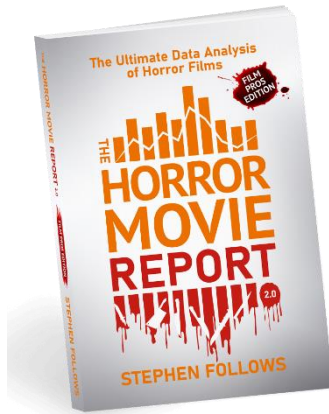# Selected pages from
'The Horror Movie Report'

The enclosed pages are selected excerpts from The Horror Movie Report, a comprehensive analysis of the horror genre spanning over 400 pages.

The Horror Movie Report is a study of all 27,000+ horror films ever made through the lens of data, with over 350 charts and graphs.

It explores production trends, key themes, and how different subgenres like psychological, supernatural, survival, and monster horror have developed. It looks at the financial side of filmmaking, from budgets and profitability to the role of directors, producers, and crew members, as well as how horror films are distributed through physical media, streaming, and television.

The report is offered in English and Spanish and comes in two editions**:**

- **Film Fan Edition** is aimed at general audiences.
- **Film Professional Edition** is designed for those in the film industry and includes extra insights on profitability, and budgets, and comes with all the data as spreadsheets.

Stephen Follows is a world-leading film industry analyst whose research has been featured in almost every major newspaper and magazine, including The New York Times, The Guardian, and The Times.

He is a consultant for Guinness World Records and the chairman of the Central Film School. Stephen's expertise is sought by major Hollywood studios, and he has taught producers, filmmakers, and students around the world.
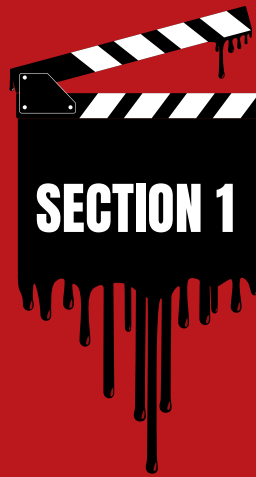
The Ultimate Data Analysis of Horror Films

FILM PROS EDITION

THE HORROR MOVIE REPORT

2.0

STEPHEN FOLLOWS

TABLE OF CONTENTS

SECTION 1

IT LIVES!

Exploring what defines a horror movie and the current state of the genre

INTRODUCTION

When I wrote the first edition of the Horror Report in 2017, I studied all 9,000+ horror movies made up to that point. I thought I'd covered all there was to say about the genre and didn't imagine I'd need to revisit the topic.

Seven years later, I now see how naive that was! For one, the number of horror films has skyrocketed to over 27,000. In that time, many readers reached out with insightful questions that opened up new avenues of research. Moreover, the tools at my disposal have advanced considerably. While AI wasn't used in writing this report, it was indispensable in developing Python code to analyse massive datasets.

I've thoroughly enjoyed the process of researching and writing this new edition. Nearly every statistic and chart in The Horror Movie Report represents a fresh discovery that I personally explored specifically for this project. I've made it a priority to think from first principles, avoiding the simple republishing of work found elsewhere.

The journey has been both exciting and challenging, as I've sought to uncover patterns and insights that even seasoned horror fans and industry professionals might not have considered. This report is not just a collection of numbers; it's a deep dive into the evolving world of horror filmmaking.

What surprised me most is how dynamic the horror landscape has become. The sheer diversity of films being made—across countries, budgets, and storytelling styles—is staggering. While big-budget films dominate box offices, it's often the smaller, more experimental works that are pushing the boundaries and reshaping what horror can be. This balance between the mainstream and the niche is a core theme in this report.

At its heart, horror is a reflection of society's fears and anxieties. In an era marked by unprecedented global challenges, it's no wonder the genre has exploded in both volume and variety. My hope is that this report will serve not only as a resource for filmmakers, critics, and fans but also as a lens through which we can better understand how our world influences—and is influenced by—horror.

Thank you for buying this report and for supporting my research. I hope you enjoy dissecting it as much as I have enjoyed putting it together.

Stephen Follows

WHAT IS A HORROR MOVIE, ANYWAY?

After studying the data behind horror movies for over a decade, I will start by saying I don't know what a horror movie is.

Well, kinda.

We all instinctively know that horror movies are entertainment that seeks to make us feel fear, shock, and sometimes revulsion. They are safe spaces where we can dangerously confront, explore and understand our fears and anxieties. They reveal the unknown, the supernatural, the terrifying, the impossible and the downright disgusting.

These vivid stories tackle taboos, skewer society's norms, and bite their thumbs at authority. And, if we can make it through to the end, they provide catharsis, which spills over to relief in the real world (as shown by the rise in horror interest during the pandemic[1]).

Which is great… but when we start performing data analysis, we must turn everything into a value. A movie must either 'be' or 'not be' a horror movie. It's binary. And therein lies the rub.

The exact nature of a movie genre has always been hard to pin down. Some genres refer to the tone (e.g., comedy), format (documentary), audience (family), setting (western), what the characters face (action), and what the audience feels (thriller), and to some degree, every film is a drama.

So we have to ask - what even is horror anyway?

Even the best abstract description of horror won't survive contact with the real world. For example, let's look at Van Helsing (2004). It's a movie in which good battles evil and eventually succumbs to mediocrity (Van Helsing, Dracula and the script, respectively), but is it a horror movie?

I found five major movie sites which say yes (All Movie, Google, JustWatch, TMDB, Wikidata, and Wikipedia) and five that say no (Apple, IMDb, Metacritic, Rotten Tomatoes, and The Numbers).

The tiebreaker could have been Amazon.com, except that while their official taxonomy does not list it as horror, the text of the product listing for the DVD does, and 12.2%[2] of their user reviews mention horror[3].

Even narrowing in on a few of the best movie databases still produces edge cases.

---

1. Horror Sells as Commodity: Examining Socio-psychological Effects of Horror Film among Adults during Covid-19 https://pssr.org.pk/article/horror-sells-as-commodity-examining-socio-psychological-effects-of-horror-film-among-adults-during-covid-19

2. If you think this is going into a little bit too much detail on an inconsequential point then I suggest you buckle up, as this report frequently goes too deep into such rabbit holes.

3. Also, while I'm discussing the Amazon user reviews for *Van Helsing*, can I just say how bat-shit crazy (pun intended) they are. They range from "*great homage to Universal Horror genre*", to "*I've seen it described as a horror movie, but it's more fun than that*" and "*A Good horror film*" from a user calling him/herself "SATAN". But my personal favourite was "*Good film did not download properly on Kindle*", bearing in mind that this was for the single disc DVD edition.

Guess which of the eight movies below is the only one
IMDb, Letterboxd and The-Numbers all agree is a horror film...
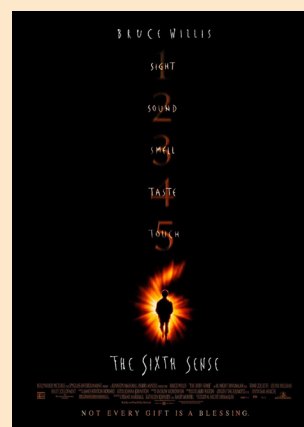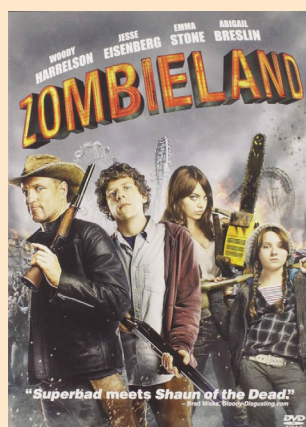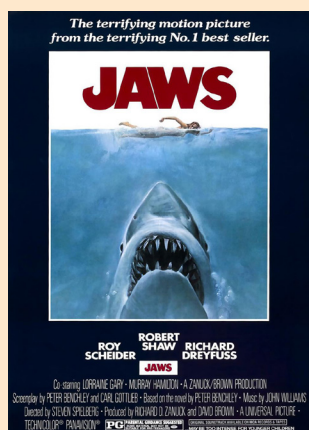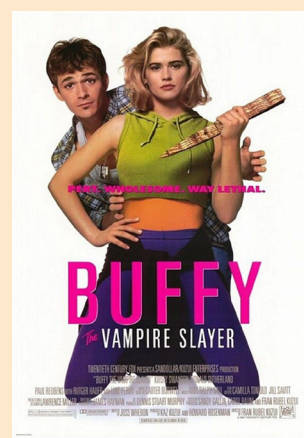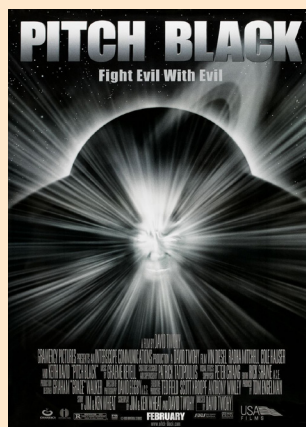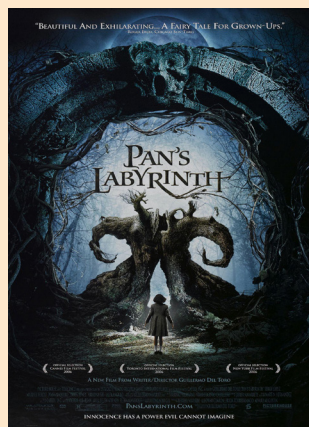
In fact, only 83.3% of movies across those sites are classified as horror on all three.
One in six possible horror movies is a cuckoo in the nest.

How movie review sites classify possible horror movies

IMDb

The-Numbers

Letterboxd
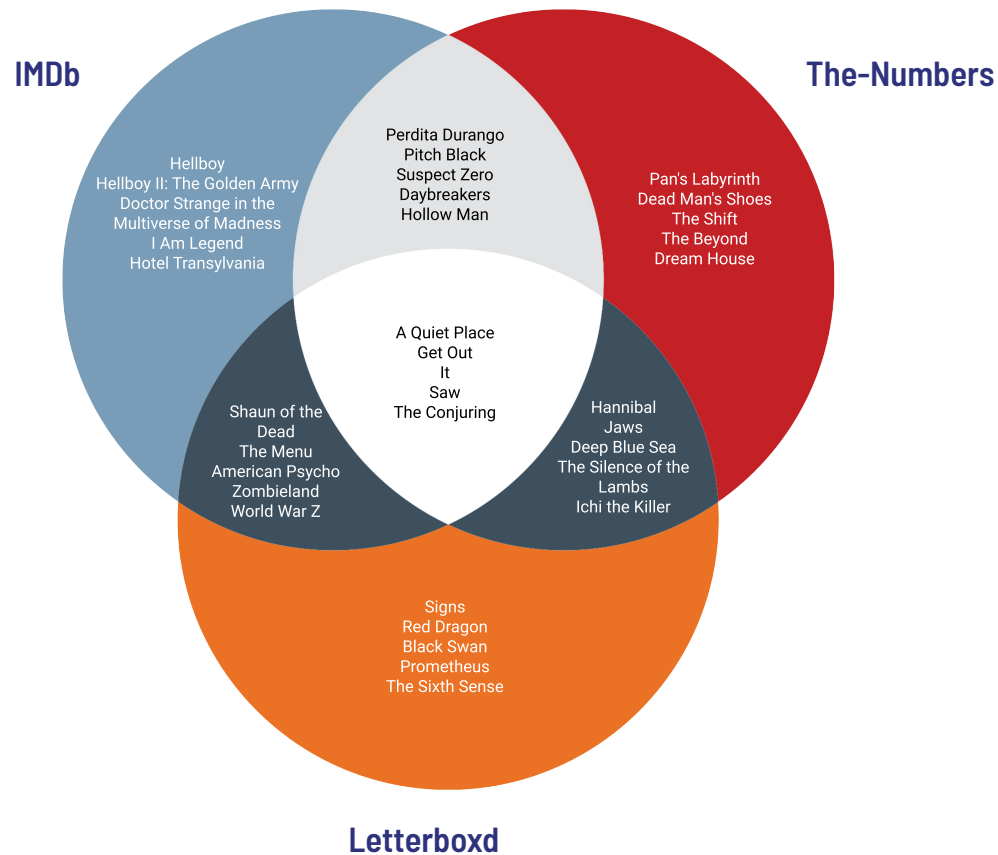
Movie classification is in the eye of the beholder. It's only possible to develop hard-and-fast rules that some will agree with. Nonetheless, to study the horror genre, I had to find ways to turn an extensive collection of movies into datasets of movies and metadata.

If the majority of sources classified a movie as a horror, I would concur. In borderline cases, I erred on inclusion rather than exclusion.

This study, therefore, dispenses with *SpongeBob SquarePants the Movie* (2004) (although some might argue it's a different kind of horror) and welcomes *Van Helsing* (2004) with open arms.

With our methodology in place, we can delve into the world of horror movies[4].

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4. Oh, and the answer to the question of "Which is the only consensus horror movie?" from earlier on is *Buffy The Vampire Slayer* (1992).

ARE WE IN A HORROR MOVIE BOOM?

Horror movies have multiplied over the past few decades, outpacing every other movie genre.

This explosion is part of a broader trend in the film industry, but horror's growth spurt is particularly impressive.

It wasn't until 1970 that worldwide production of horror movies hit triple figures (110 horror movies made that year), and it took another seventeen years to reach above 200.

The high point of the 20th century came in 1988 when 275 horror movies were made. The softening of production figures in the 1990s led some to assume the horror bubble had popped, whereas, in fact, the 21st century saw another massive growth spurt.

In the past few years, production levels have exceeded 1,500 horror movies annually — five times the figure of just twenty years prior.

Number of horror movies produced

Release year
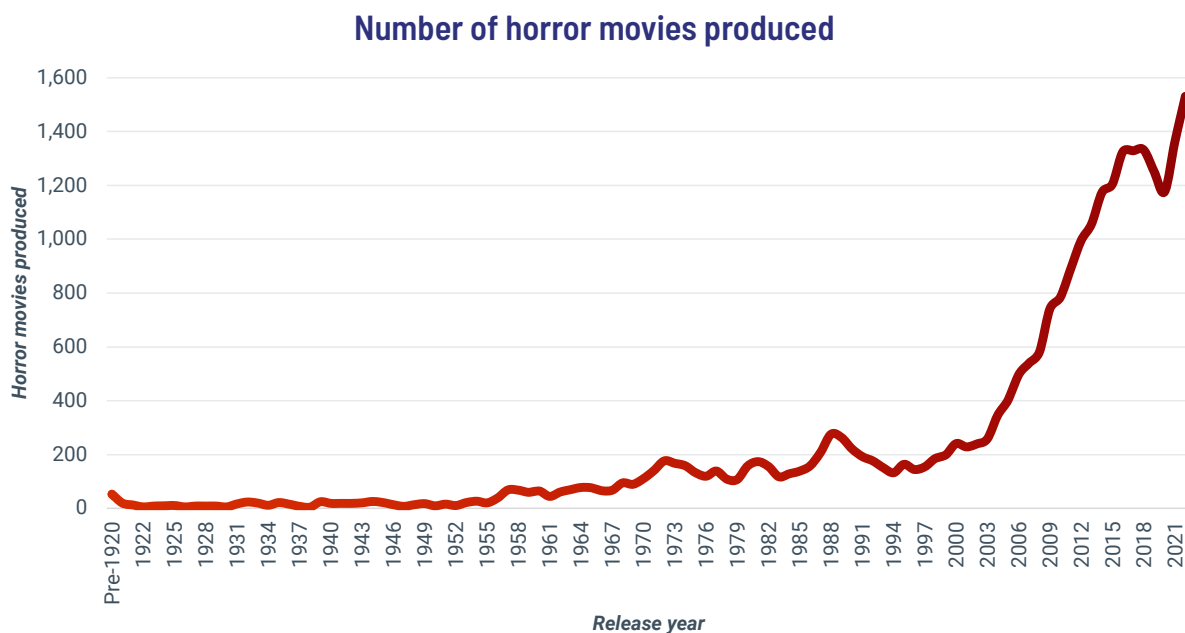
This surge isn't just about raw numbers; horror's share of overall movie production has also ballooned. No other genre has seen this speed of growth over the same period.

Only 1.1% of the movies made in the 1930s were horrors. By the 1960s, that had tripled to 3.0%, and the 1980s saw another massive growth in market share to 6.5% of movies made.

The 1990s saw a slight dip, but before long, the relentless upward march continued. By 2003, horror movies accounted for about 7% of global movie production and by 2013, the figure was 13.2%, meaning that today, roughly one in every eight movies produced is a horror movie.

Horror movies as a percentage of all movies produced
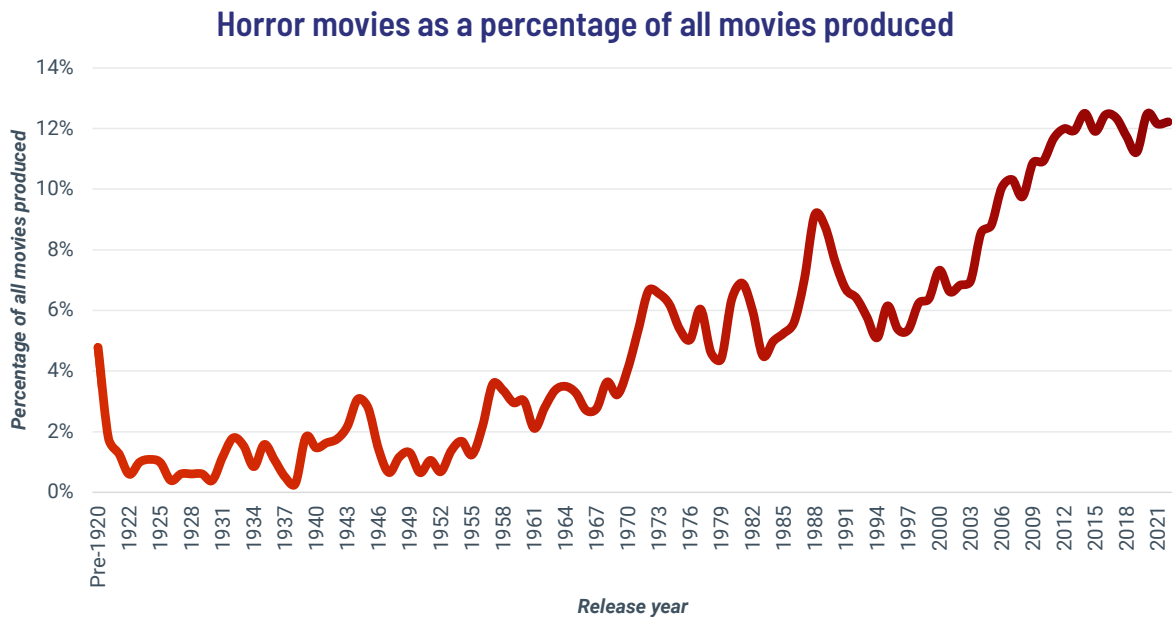
Back-of-the-napkin calculations suggest that all movies will be horror movies by the turn of the next century - 2104, to be precise[5].

So, what's driving this growth? A few different things have come together to make the world a more horror-able place:

- **Any idiot can make a movie these days.** It's never been cheaper, easier or quicker to make a movie. This has buoyed all moviemaking but mainly plays into horror's strengths. More than all other genres, horror thrives on a lower budget and where low production values can even add to, rather than detract from, the overall effect. A case in point would be *The Blair Witch Project* (1999) and *Paranormal Activity* (2007).

- **You know where you can stick your horror movie.** The rise of streaming platforms has opened new avenues for horror movies to reach audiences. Services like Shudder cater specifically to horror fans, while major platforms like Netflix and Amazon Prime regularly feature horror content. This means more eyeballs on more horror movies, both increasing the outlets for producing horror content and increasing the awareness of horror as a mainstream genre.

- **Putting the 'gross' in box office gross.** Horror movies often have modest budgets but the potential for high returns. This financial allure makes horror an attractive proposition for both major studios and independent filmmakers. *Saw* (2004) was made for just over $1.2 million but grossed 100 times that in cinemas worldwide, spawning a seemingly never-ending franchise.

---

5. Using an exponential growth model based on historical data, we get $P(t) = 1.10 * e^{(0.0244 * t)}$, where t is the year and 1.10 is the initial percentage of horror movies from the early 20th century. The growth rate, 0.0244, was determined by fitting the model to data points from 1930 to 2023. Solving for $P(t) = 100$ (i.e., 100% of movies being horror) gives us the year 2104. I'm not saying this will definitely happen, but I feel the onus of proof is on others to show that it won't. Much like how given enough time everything evolves into a crab, with enough time all movies will become horror movies.

➤ **Shame has morphed into pride**. There was a time when making a horror movie could be seen as a career blemish. The 'video nasties' era of the 1980s saw horror movies face censorship and moral outrage[6]. But the generation that grew up on these VHS gems is now in charge. These filmmakers and producers, unapologetically passionate about horror, have elevated the genre's status. Making a horror movie is no longer a guilty pleasure; it's a badge of honour.

➤ **We've stopped lying about horror movies.** Due in part to the 'horror shame' mentioned above, a number of movies that may not previously have been classified as horror movies might be identified as such today[7]. Even today, IMDb refers to *Jaws* (1975) as an "adventure drama thriller" and labels Stephen King's *Misery* (1990) as a "drama thriller", thereby putting it in the same categories as other drama thrillers such as *The Imitation Game* (2014), *Glass Onion* (2022) and *Eyes Wide Shut* (1999).

---

6. David Kerekes and David Slater, *Cannibal Error: Anti-Film Propaganda and the "Video Nasties" Panic of the 1980s,* 2nd edition (Headpress, 2024).

7. Although not entirely. The creators of *Devil's Due* (2014) said that rather than see the movie as a horror movie they approached it as a "creepy thriller" and an "unsettling love story". Similarly, Director Mike Flanagan opposed the classification of *Before I Wake* (2016) as a horror movie preferring to describe it as a "fable" or a "supernatural drama."

SLASHER HORROR

Slasher horror is a subgenre characterised by its focus on a relentless killer who methodically hunts down and murders a series of victims, often brutally and graphically.

These movies typically follow a formula where the killer, often masked or otherwise disguised, stalks and kills their victims one by one, usually culminating in a final confrontation with a lone survivor who ultimately faces the killer.

The emphasis on suspense, gore, and the fear of being hunted defines this subgenre. Classic examples include *Halloween* (1978) and *Friday the 13th* (1980), which set the standard for slasher tropes.

WHEN WAS THE GOLDEN ERA OF SLASHER MOVIES?

Slasher themes[10] have been popular in horror movies for the past century, although their relative popularity among horror filmmakers has declined slowly since their peak in the 1970s.

Prevalence of slasher horror movies

Percentage of horror movies produced which were classified within the 'Slasher' subgenre (y-axis: 0% to 45%)

Release decade (x-axis: Pre-1930, 1930s, 1940s, 1950s, 1960s, 1970s, 1980s, 1990s, 2000s, 2010s, 2020-23)

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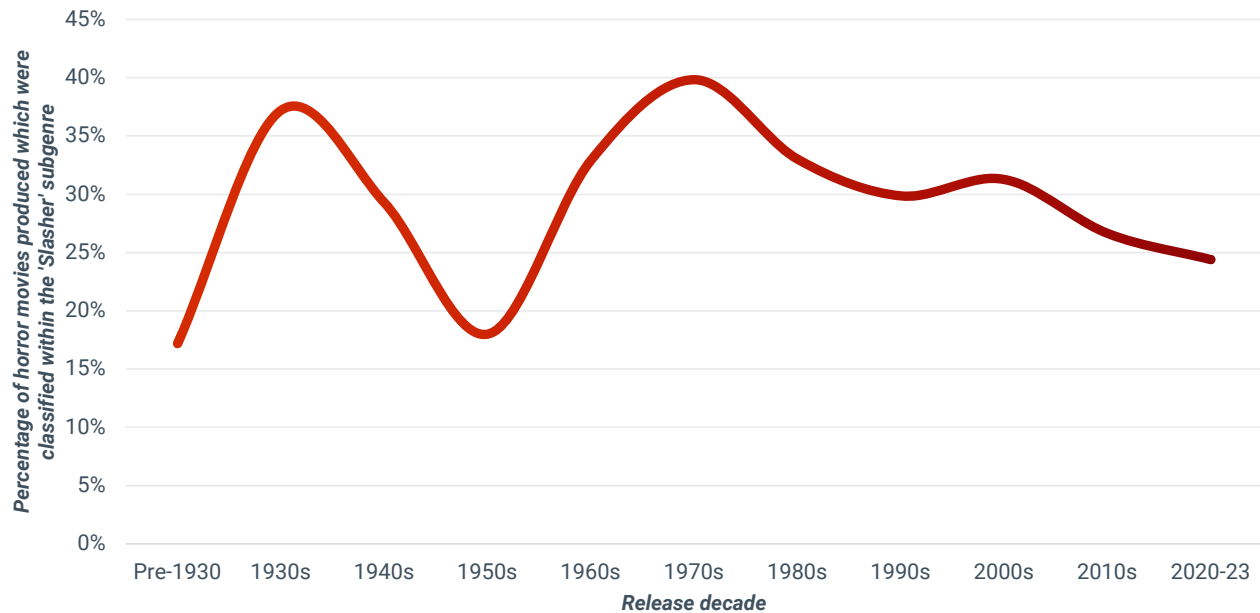
10. This data focuses on the tropes and themes within the movie, rather than how the movie was categorised at the time of its initial release. Just how movies made before 1930 were not referred to as 'horror movies' at the time, while *Peeping Tom* (1960) is considered one of the earliest examples of a movie being classed as 'slasher movie', slasher themes existed prior. Not only that, but despite what the characters in *Scream 4* (2011) claim, it was not the first movie to tell the story from the perspective of the murderer; as this had previously been done in both *The Lodger* (1944) and *Hangover Square* (1945).

WHERE DO KILLERS HANG OUT?

The setting of a slasher horror movie significantly influences its atmosphere and the sense of isolation or vulnerability experienced by the characters. Rural or nature settings are the most popular, comprising 24.4% of slasher films, capitalising on the vast, open spaces and the feeling of being far from help.

Top settings of slasher horror movies
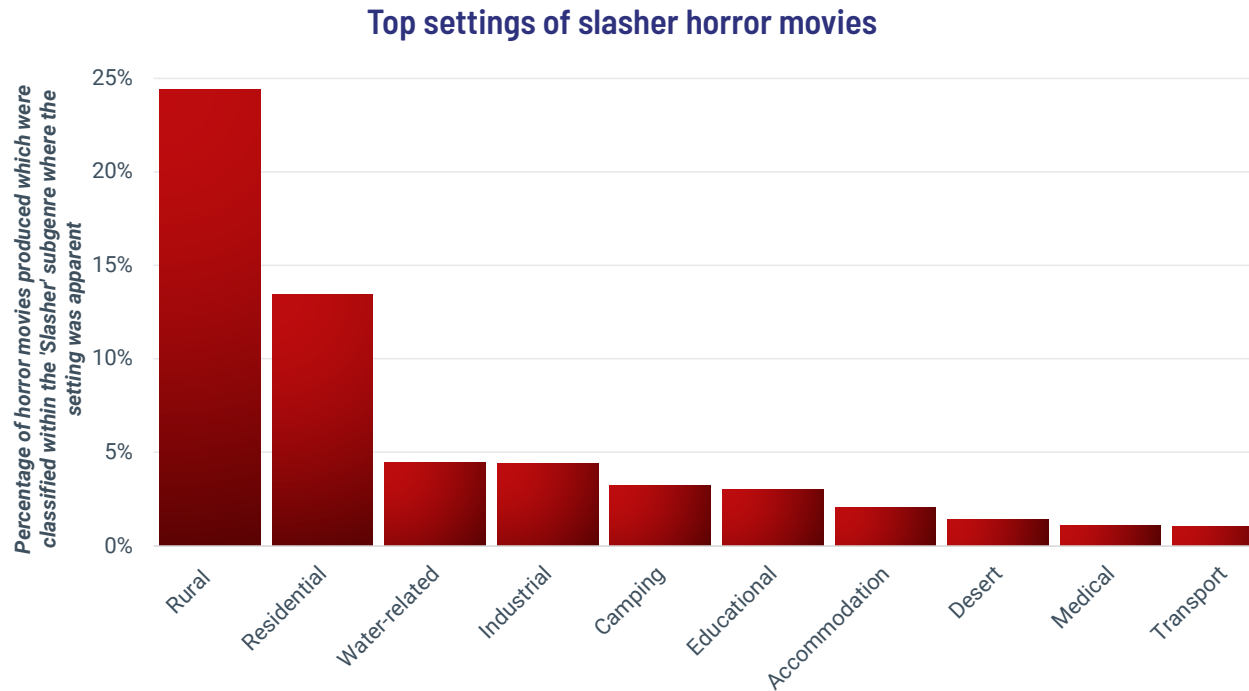
Residential areas, making up 13.4%, bring horror into the familiar, everyday environments of homes and neighbourhoods, intensifying the fear of invasion and domestic vulnerability.

Water-related settings, such as lakes or seaside locations, account for 4.5%, often using natural elements to create suspense and danger. Industrial or work-related locations (4.4%) and camping sites (3.3%) also feature prominently, utilising their inherent isolation and potential hazards.

Educational or institutional settings, including schools and colleges, represent 3.0% of slasher films, leveraging the structured yet potentially oppressive environments. Accommodation settings, like hotels and motels, make up 2.1%, playing on these places' transitory nature and anonymity. Less common settings include deserts (1.4%), medical facilities (1.1%), and transport-related locations (1.0%).

HOW LONG DOES IT TAKE TO WIN/DIE IN A SLASHER HORROR MOVIE?

Most of these movies (70.9%) span a few days, allowing for a rapid escalation of terror. A notable 27.3% of slasher movies confine their action to 24 hours or less, intensifying the sense of urgency and relentless pursuit. Extended periods, such as weeks, months, or years, are rare, comprising less than 2% of slasher movies.

On-screen timeframes in slasher horror movies

Percentage of horror movies produced which were classified within the 'Slasher' subgenre with available plot durations
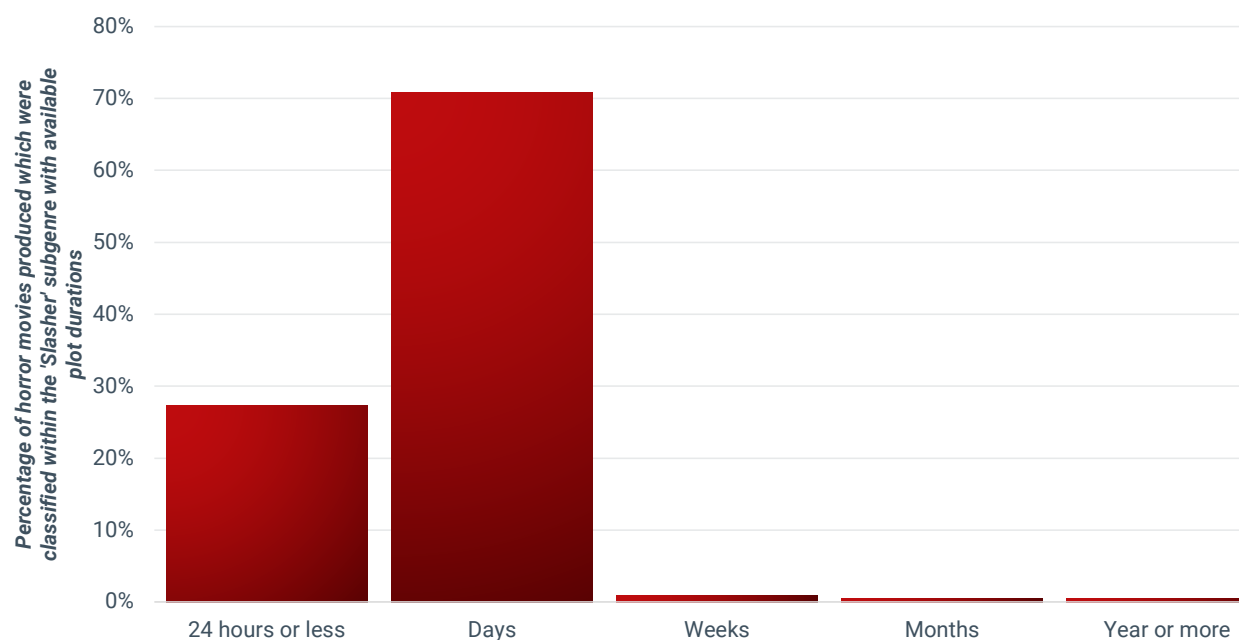
This compact timeframe is a hallmark of the slasher genre, as it compresses the terror and ensures that the audience remains on edge, experiencing the horror alongside the characters in real-time.

WHO'S BEING SLASHED?

The demographic profile of victims in slasher horror movies often reflects the genre's focus on vulnerability and innocence, with young adults making up the most common targets (45.3%).

Mixed age groups account for 38.5%, introducing a broader range of characters and dynamics. Teenagers, another critical demographic, represent 11.4% of the victims, while families and children are rarely targeted, comprising 4.6% and 0.2% of victims, respectively.

The victims of slasher horror movies
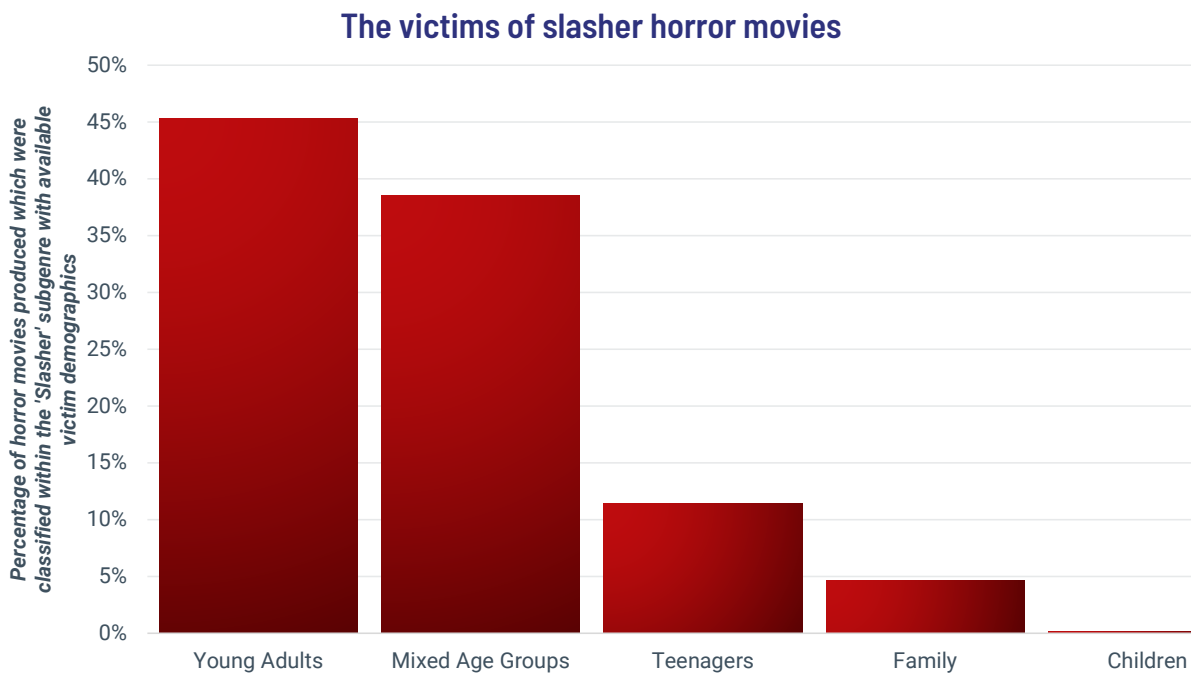
This demographic focus underscores the slasher genre's thematic exploration of innocence lost and the dangers lurking within seemingly safe environments.

Interestingly, this has changed the history of horror movies. In the 1960s, the vast majority of victims were from mixed age groups, whereas recently, we've seen more homogeneity among victims.

Mixed age groups as victims within slasher horror movies
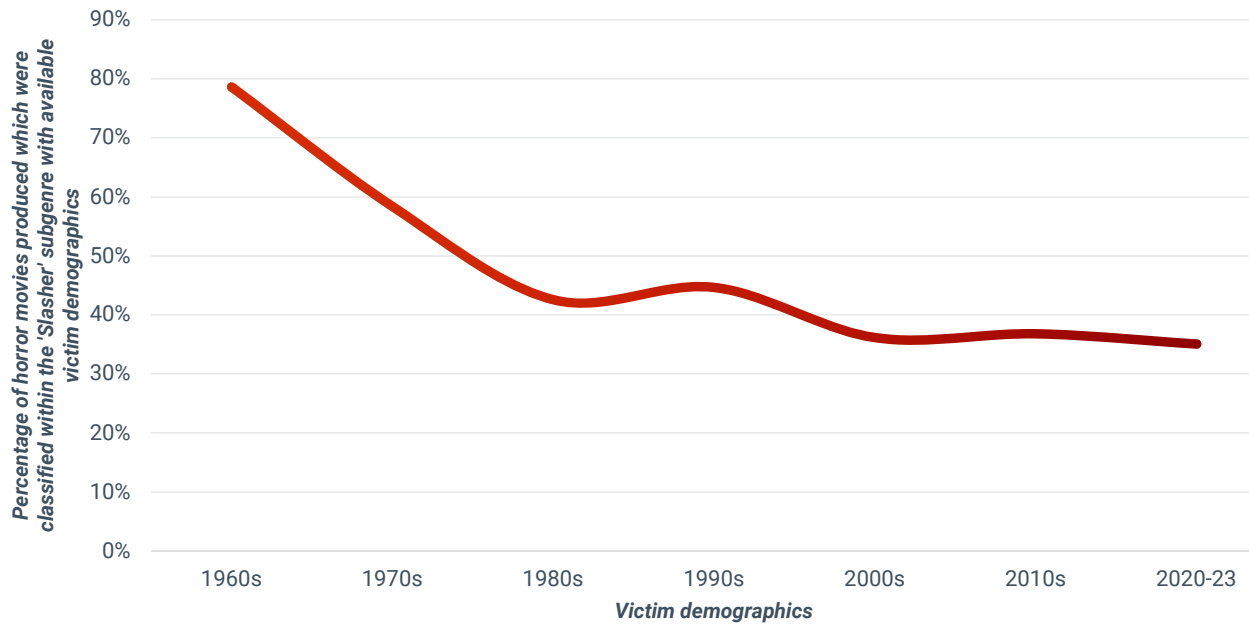
As the horror genre has evolved, the focus has shifted towards young adults and teenagers. By the 1980s, these groups became more prevalent, aligning with the rise of youth-centric horror narratives and the slasher boom.

Young adults as victims within slasher horror movies
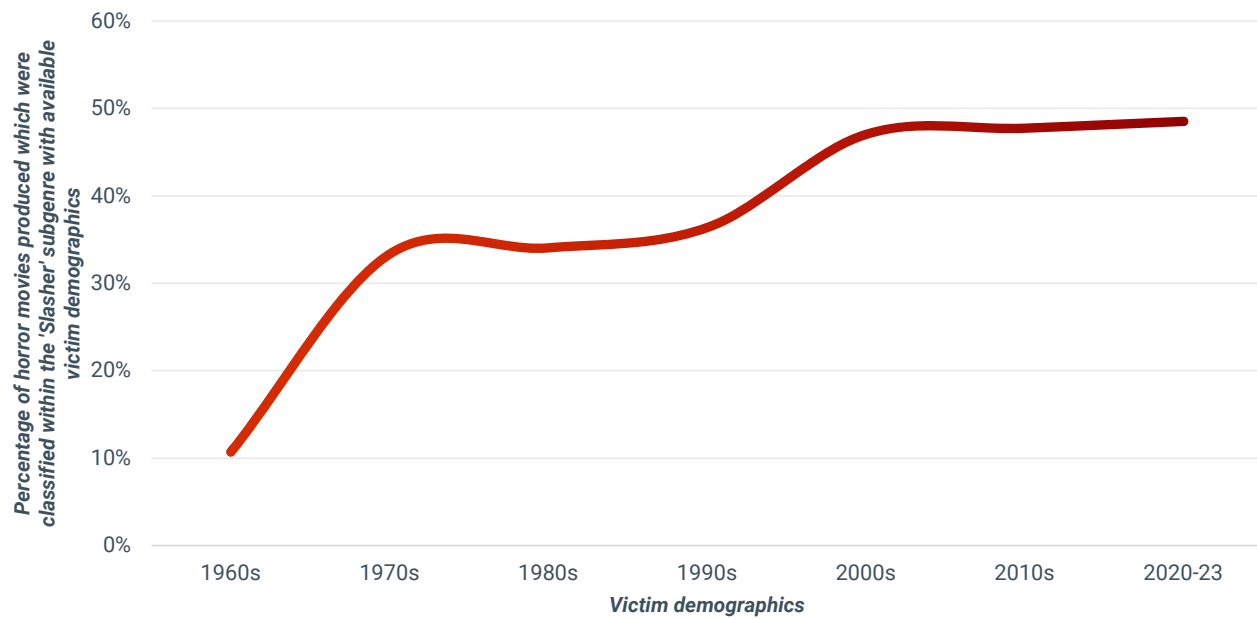
This trend continued into the 1990s and 2000s, with a significant increase in young adult victims, peaking in the 2010s and early 2020s.

Teenagers as victims within slasher horror movies

Percentage of horror movies produced which were classified within the 'Slasher' subgenre with available victim demographics

Victim demographics
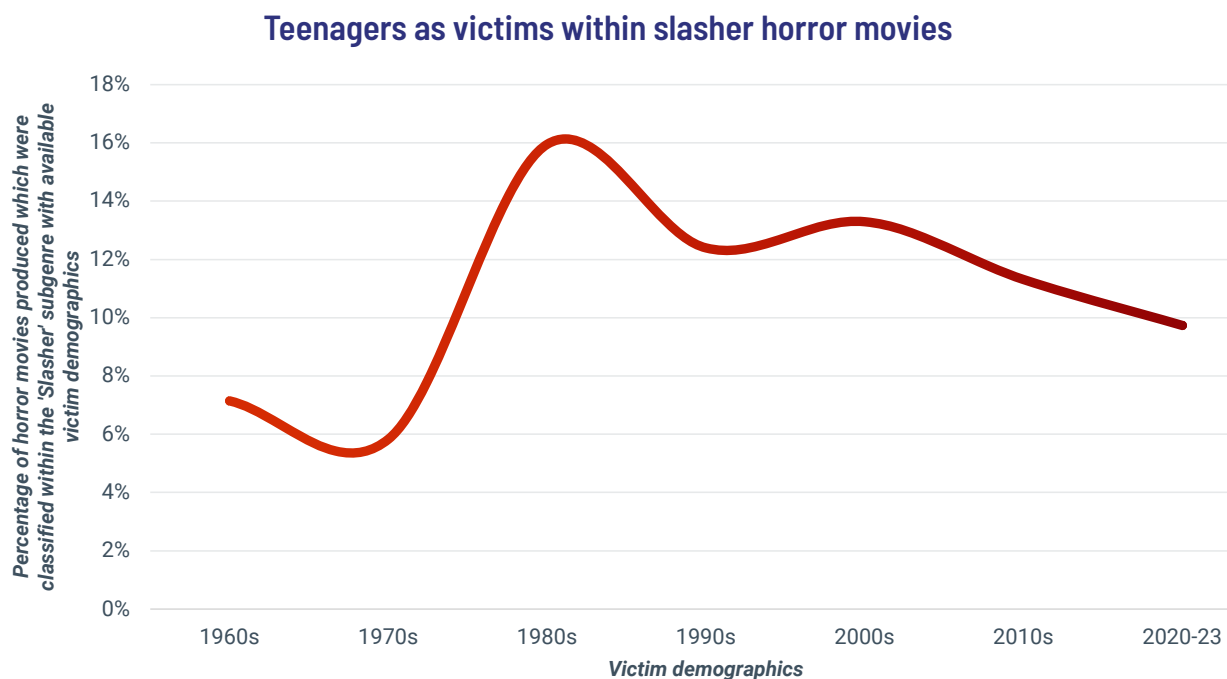
WHAT DO PEOPLE IN SLASHER MOVIES WANT?

Well, to not die, obviously. However, while in most cases that is their sole aim - 68.6% of characters are focused on surviving the ordeal - some have other goals. These include uncovering the killer's identity (11.7%), rescue missions (5.7%), escaping (5.7%), and revenge (1.9%).

The primary objective of protagonists of slasher horror movies
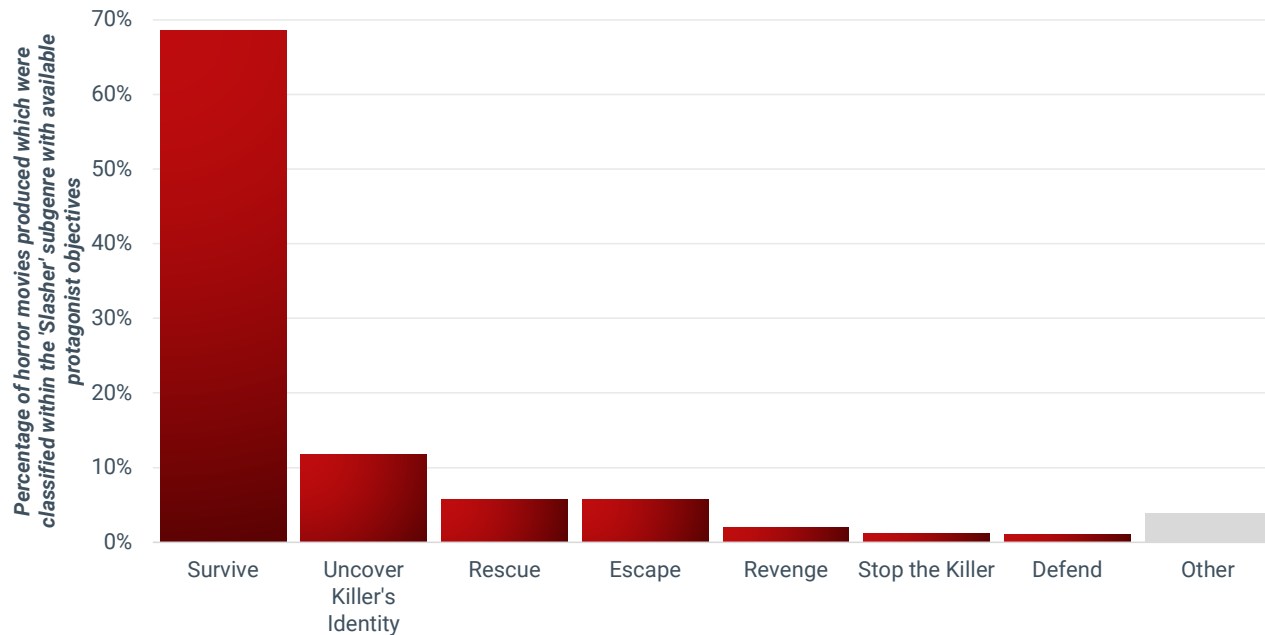
WHY DO SLASHERS SLASH?

Understanding the killer's motivation in slasher horror movies provides insight into the genre's underlying themes and psychological complexities.

Many movies don't provide a clear motivation (or at least it's so incidental that it's not mentioned in extended plot summaries), but of the ones we can know, psychosis is the biggest driver (30.7%), followed by revenge (22.8%) and supernatural elements (16.4%).

Miscellaneous other motives include hunting people for sport (*Boyz in the Wood*, 2015), selling body parts on the black market (*Sutures*, 2009), and collecting slaves for paradise (*Night of the Zodiac*, 2022).

The killer's motivation in slasher horror movies

DO CHARACTERS ALREADY KNOW THEIR KILLER IN SLASHER MOVIES?

The identity of the villain in horror movies featuring slasher themes varies considerably.

In just over a third of such movies, the villain is already known to the audience or characters throughout the movie. 29.5% of villains remain unknown for most or all of the movie. Supernatural elements comprise 19.4% of slasher villains, and masked killers account for another 10.1%.

Types of villains in slasher horror movies
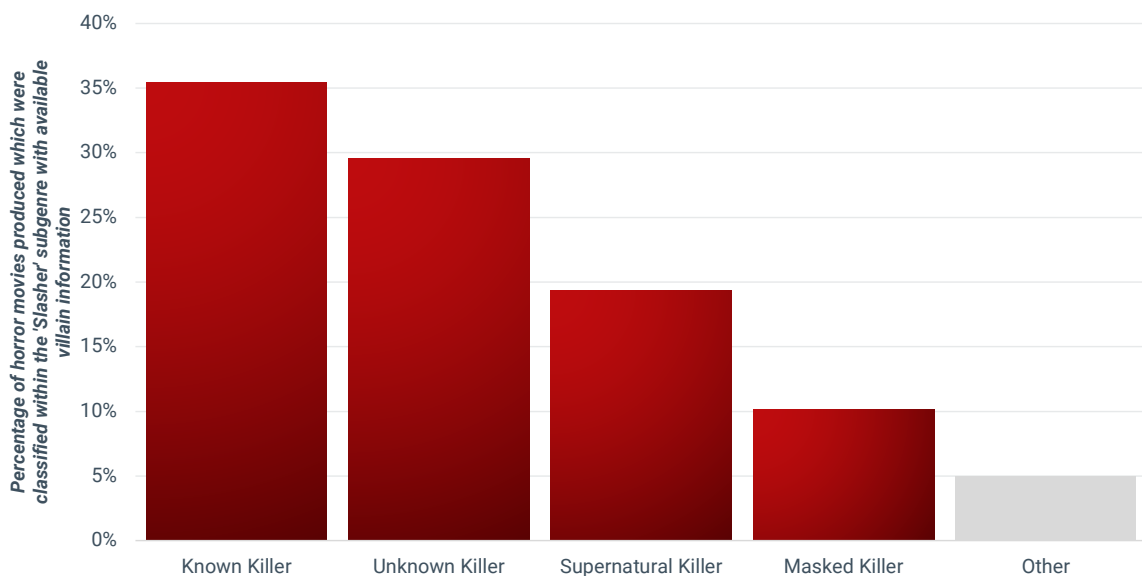
An intriguing variation within the slasher subgenre is the portrayal of serial killers as protagonists. This perspective allows viewers to delve into the killer's mind, exploring their motivations, methods, and psychological complexities. These movies often blur the lines between villain and anti-hero, offering a darkly compelling narrative.

Examples of slasher movies featuring serial killers as protagonists include:

- In the *Halloween* series (1978-) Michael Myers, the masked killer, becomes an iconic figure, with the movie offering glimpses into his disturbed psyche and relentless pursuit of his victims.

- *Maniac* (1980). This movie provides a chilling look into the life of Frank Zito, a disturbed individual driven to kill women as he grapples with his traumatic past.

- *Henry: Portrait of a Serial Killer* (1986). Based on real-life serial killer Henry Lee Lucas, this movie offers a harrowing and unflinching depiction of a murderer's life, presenting a stark and disturbing perspective on his actions.

HOW OFTEN DO HORROR MOVIES FEATURE SERIAL KILLERS?

Early horror films, pre-1930, rarely featured serial killers, appearing in just 4.1% of films. These early efforts were more likely to rely on supernatural elements, reflecting the genre's infancy. The 1960s saw a notable uptick, reaching 15.2%, as societal fears shifted and filmmakers started exploring more human threats.

However, in the 1970s and 1980s, the slasher movie truly hit its stride, giving rise to what many consider the Golden Age of the slasher genre.

The presence of serial killers in horror movies
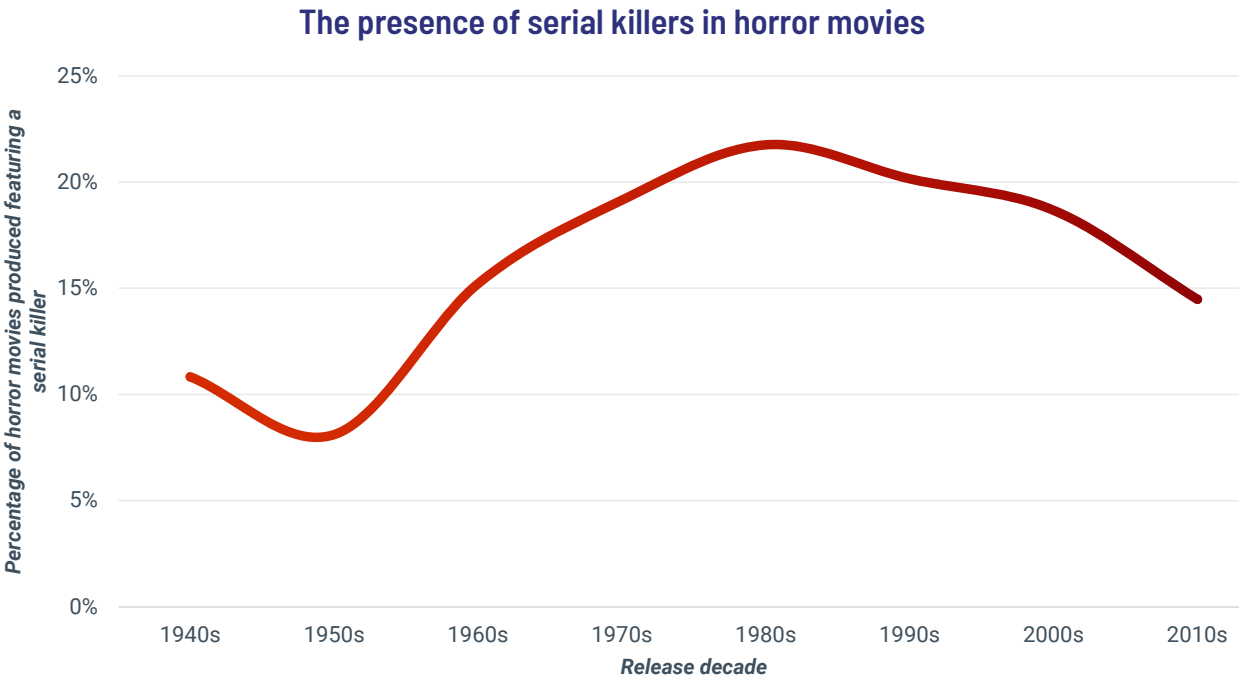
The 1980s, in particular, saw a surge in serial killers in horror movies, with their presence peaking at 27% in 1981 and 1982. This era was defined by iconic franchises such as *Halloween*, *Friday the 13th*, and *A Nightmare on Elm Street, which* cemented characters like Michael Myers, Jason Voorhees, and Freddy Krueger as household names.

However, as we move into the 1990s and beyond, the presence of serial killers in horror movies began to decline.

The presence of serial killers in horror movies
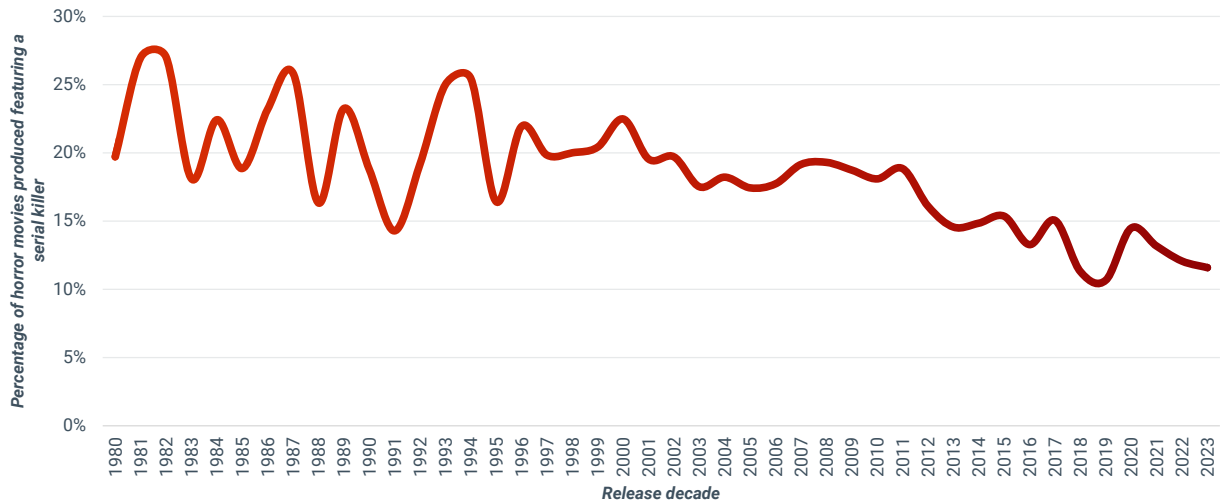
Several factors explain this decline. Horror is a genre that needs to keep reinventing itself to feed audiences' insatiable desire for new stories and innovative storytelling techniques. This, coupled with the oversaturation of slasher movies in the market, may have led to a sense of fatigue.

However, there is another possible contributing factor. The pattern we have seen above in horror movies mirrors serial killer's real-world statistics.

Data from academic research[11] indicates a very high correlation[12] between the rise and fall of serial killers active in the United States and their depiction in horror movies over the same period.

The presence of serial killers in horror movies and real life

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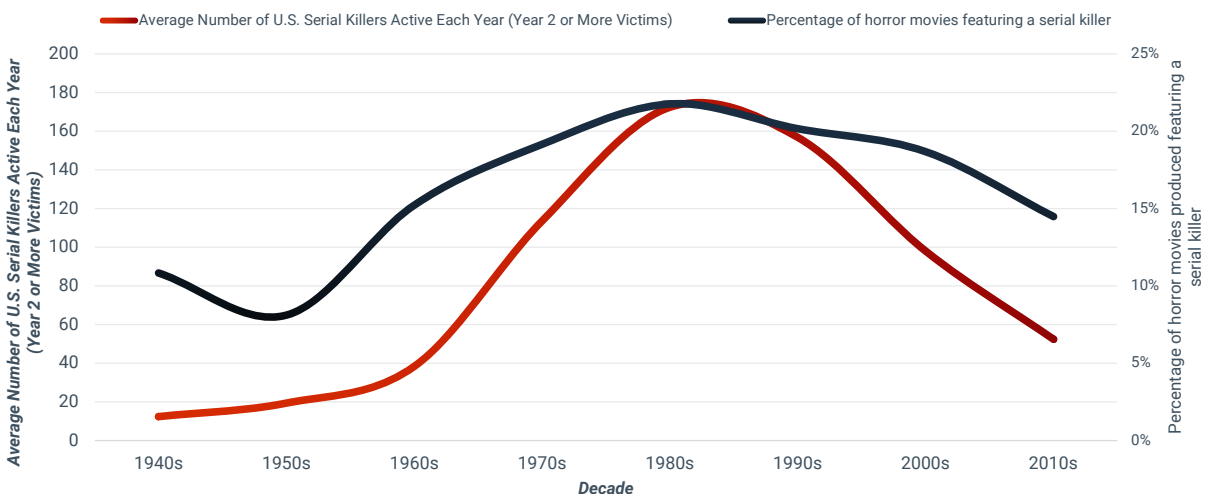
11. Aamodt, M. G., Leary, T., & Girimurugan, S. (2023). Radford/FGCU Annual Report on Serial Killer Statistics: 2023. Technical Report. DOI: 10.13140/RG.2.2.14080.20489

12. Pearson correlation coefficient of 0.92

WHAT'S A SERIAL KILLER'S FAVOURITE HOLIDAY?

Holiday slashers are a popular variation within the slasher subgenre. By setting the horrific events around specific holidays[13] or celebrations, these movies exploit the juxtaposition of festivity and terror, turning joyful occasions into nightmares.

The killers in holiday slashers often have a thematic connection to a holiday. This can include a Santa Claus figure in *Silent Night, Deadly Night* (1984) or a masked figure targeting Valentine's Day revellers in *My Bloody Valentine* (2009).

Across all subgenres, only 2.8% of horror movies are set at Christmas, Easter or Halloween, but for slasher movies that figure rises to 7.6%.

Christmas-themed slasher movies have seen variable production rates over the decades, with the 1980s[14] and recent years particularly strong.

Christmas slasher horror movies

Percentage of horror movies produced which were classified within the 'Slasher' subgenre which take place around Christmas (y-axis)

Release decade (x-axis: Pre-1960, 1960s, 1970s, 1980s, 1990s, 2000s, 2010s)

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13. Rob Zombie has said that he chose to set *31* (2016) on Halloween due to a statistic he read that more people go missing in America on that day than on any other.

14. *Silent Night, Deadly Night* (1984) faced significant backlash upon its release, with protests from outraged parents who objected to the portrayal of Santa Claus as a killer wielding an axe. This controversy arose despite similar depictions in earlier works, such as *Tales from the Crypt* (1972) and *Christmas Evil* (1980). The movie was pulled from cinemas after just two weeks, although released uncut on VHS a year later.

POSTER TROPE 1: LARGE FACE
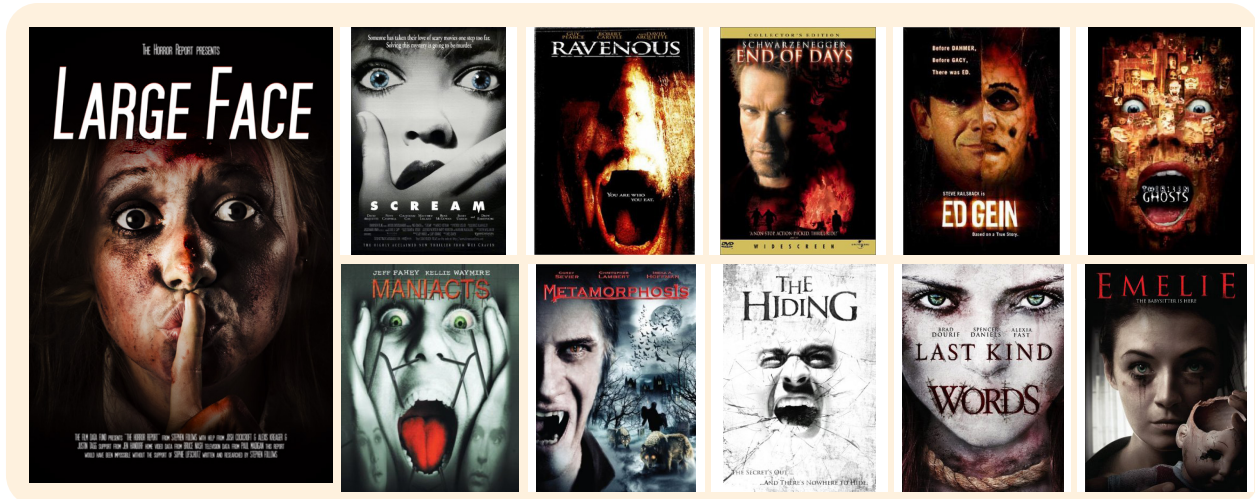
The most commonly used trope is a single large face, with 52.7% of movies using some variant of this. Of these, over 67.1% of posters had the featured character looking directly at the viewer.

Posters using this trope typically aim to evoke fear or unease in the viewer. Posters with large faces looking directly at the viewer draw the prospective audience in by placing them in direct interaction with the protagonist, whether victim or villain.

The effect is so compelling that even a photo of a passive clown for Eli Roth's *Clown* (2014) led to the poster being banned in Italy.

Even a seemingly-happy face has the power to unnerve, such as the iconic look created for *Smile* (2022).

The large face trope is notably underutilised in horror comedies, perhaps due to the lack of comic potential, with the exception of the 'meta' horror-comedy-whodunnit *Scream* (1996) and slapstick horror comedy *Braindead* (1992), directed by Peter Jackson.

Percentage of horror movie posters which feature a large face

No large face
47%

Large face
53%

Where the large face is looking in horror movie posters

Facing away
33%

Looking at the viewer
67%
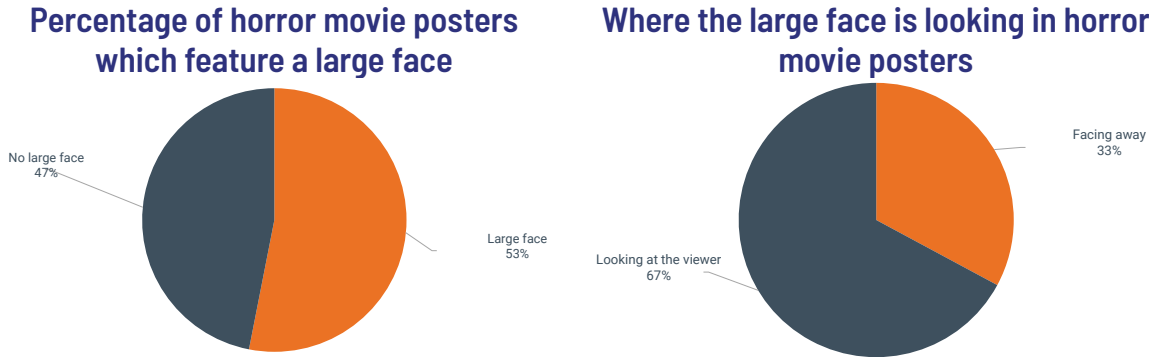
In the vast majority of cases, large faces belong to human adults; in only a small number of instances, the poster fully reveals a non-human villain to the viewer.

Types of large faces in horror movie posters

Percentage of horror movie posters studied where there is a large face present

| Female adult | Male adult | Not human | Female child | Male child |
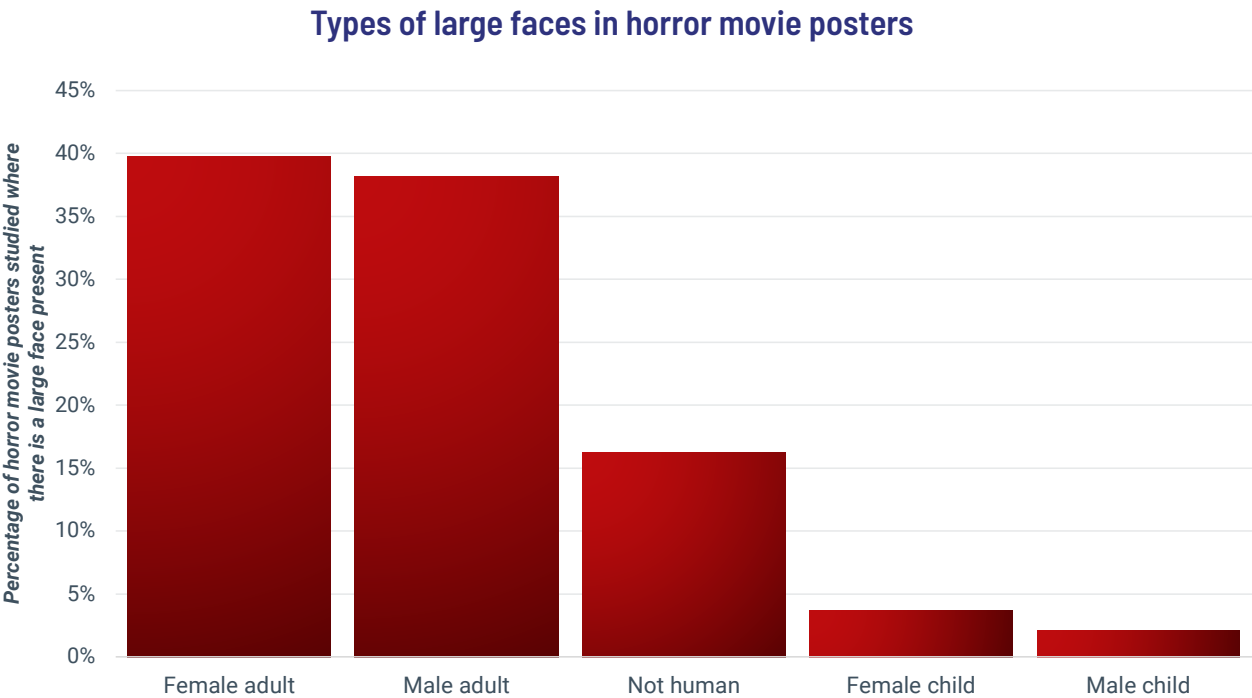
Large faces are most likely to belong to female or male adults, with victims and villains far more likely than heroes. This is a direct departure from most films, which highlight the hero[1].

The faces on horror movie posters

Percentage of horror movie posters studied where there is a large face present

| Villain | Victim | Not Clear | Hero |
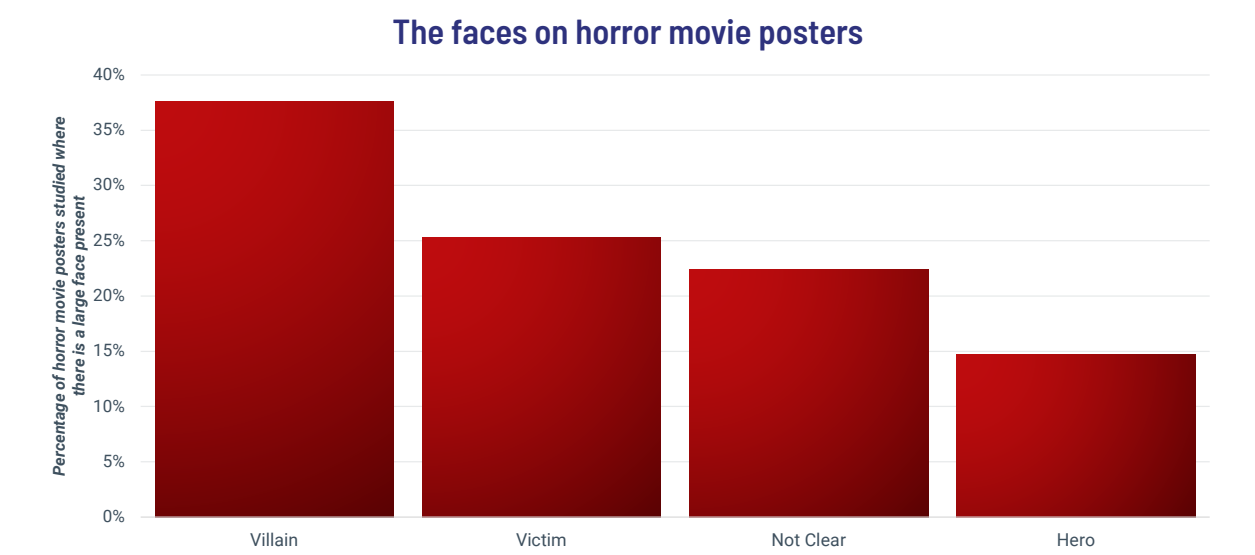
Eye colour is often used to provide a clue as to whether the face is of a villain or victim, with black or red eyes frequently used to indicate the face's malevolent intent, blue to indicate a victim, and green the supernatural[2].

Eye colour of faces in horror movie posters using the 'Large Face' trope

Percentage of horror movie posters studied in the 'large face' trope

| Black | Red | White | Gray / Silver | Blue | Green | Other |

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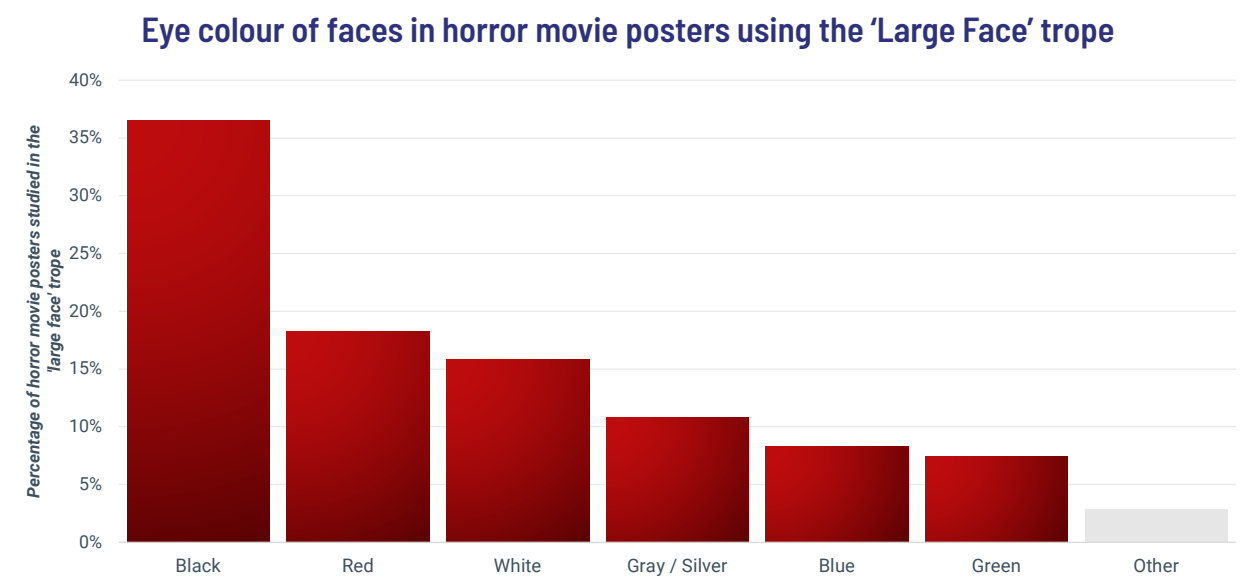
1. I used real people to help classify these posters, and I also showed the same poster to multiple people in order to get reliable data. For the vast majority of movies, this produced robust results. However, there were a few movies for which I would always get messy data on the topic of whether the poster featured the hero, the villain or the victim. When I dug into which movies were producing such strange results the problem was apparent - they were all adaptations of Dr Jekyll and Mr Hyde!

2. Eyes are often the source of a horror movie's terror. In *Village of the Damned* (1960), the unsettling appearance of the children's luminous eyes was achieved by overlaying a reversed image of their eyes onto the pupils during scenes where they used their supernatural powers. It was so effective that the UK edition of the movie had this effect removed by the British Board of Film Classification as they deemed it too frightening for an 'A' rating.

In the last few years, the use of the large-face trope has begun to decline. As the market is over-saturated with this sort of presentation, filmmakers are looking for ways to distinguish their projects from the majority already out there.

Use of 'Large Face' trope in horror movie posters
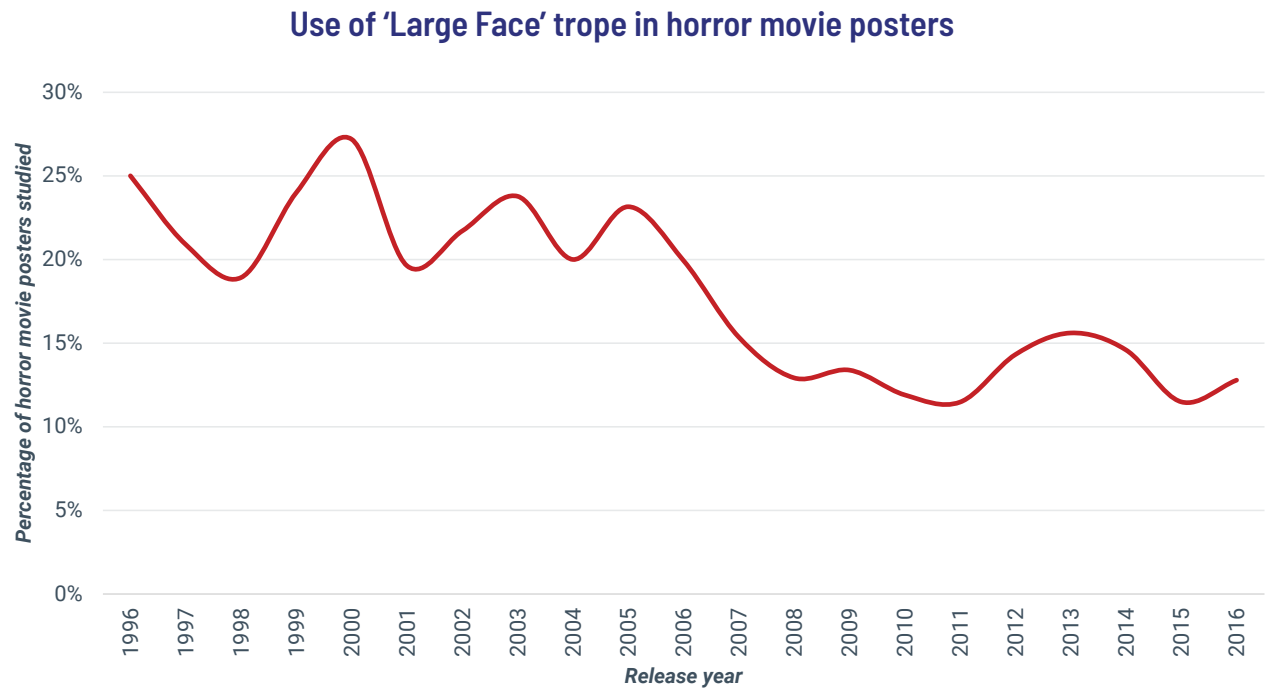
SUB-TROPE: DISFIGURED FACE

Just over half of the 'Large Face' poster also fits into a sub-trope I've called 'Disfigured Face'. These posters feature a large face that has been attacked, altered, or physically affected in some way.

Disfigured faces are a popular trope in horror movie posters, often used in body horrors such as *Contracted* (2013), *The Devil Inside* (2012), and movies heavily featuring torture.

The disfigured face can indicate either a villain or a victim and is usually used to represent someone who is 'othered' and to be avoided. Disfigurement typically focuses on the eyes or mouth, with eyes often darkened and mouths closed.

Visible status of facial elements in horror movie posters which conform to the 'Large Face' trope
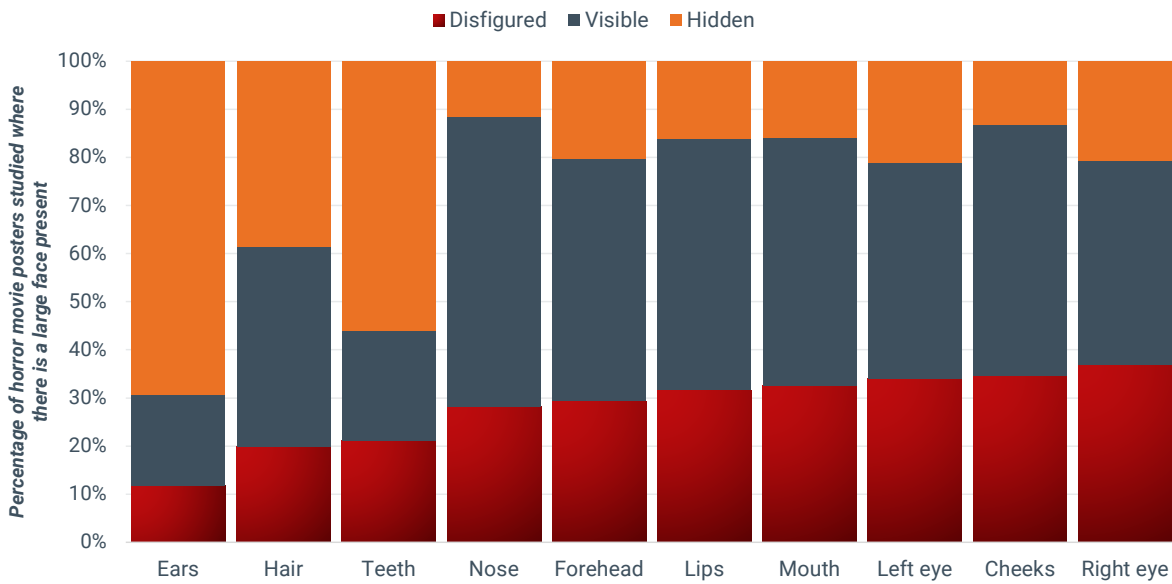
WHAT SLOTS ARE TELEVISION BROADCASTERS LOOKING TO FILL?

Television broadcasters are keenly aware of the scheduling demands of airing horror movies, especially when fitting movies into specific time slots.

The most popular broadcast slots for horror movies are between 90 and 105 minutes, with 90-minute slots accounting for 12.7% of screenings, 95 minutes for 11.8%, 100 minutes for 11.9%, and 105 minutes for 12.4%. This range offers a balance that works well for programming blocks, allowing enough time to include commercials in ad-supported networks or simply fill the standard time slots on subscription services.

Interestingly, there is also a significant peak for movies around the two-hour mark, with 120-minute slots making up 11.1% of screenings.

Very short (under 70 minutes) and very long movies (over 150 minutes) are much less common on TV, accounting for only 0.3% and 1.2% of screenings, respectively.

Length of broadcast slot for horror movies on international television

Percentage of broadcasts on international television of horror movies

Length of broadcast slot in minutes
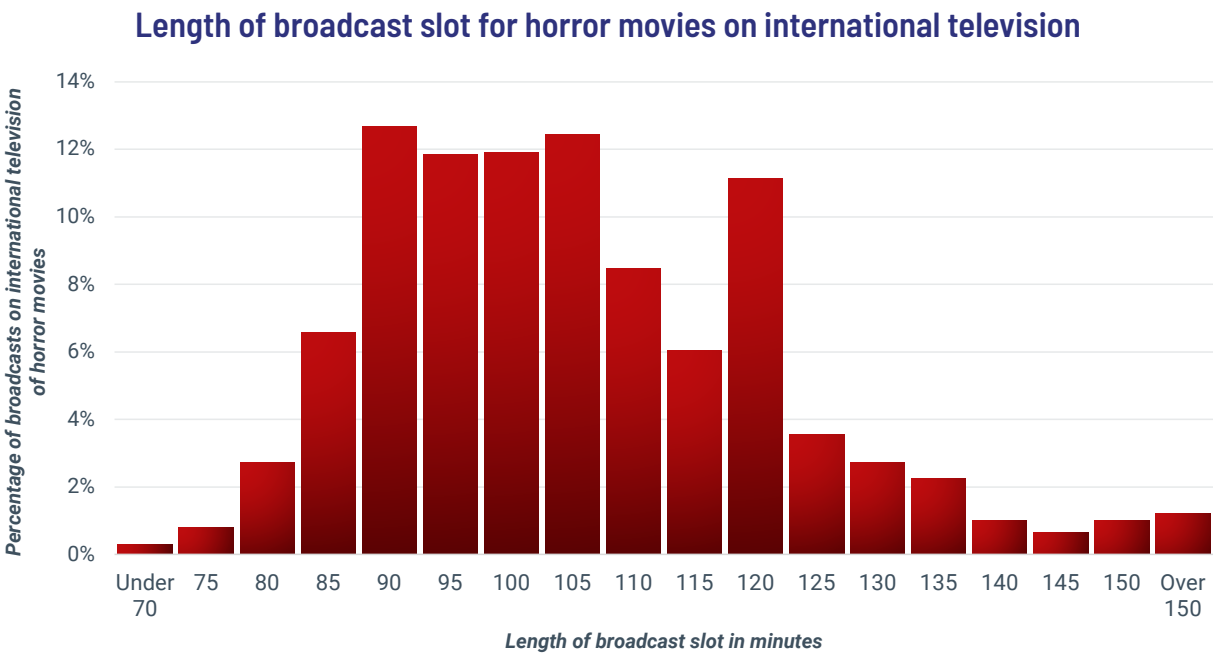
WHAT TIME DOES THE HORROR BEGIN?

No one will be surprised that television broadcasters prefer to schedule horror movies for late-night slots.

The most popular start time for horror movies is midnight, with 9.5% of screenings kicking off at this witching hour[9]. This is closely followed by the 11pm slot, accounting for 9.1% of the broadcasts, and the 10pm slot, which captures 8.9%.

However, it's important to note that horror movies are also shown throughout the day. While these daytime slots are less popular, they still account for a notable portion of the schedule. For instance, afternoon slots from 1pm to 4pm see a steady flow of broadcasts, each hovering around 2-3%.

This distribution is likely due to the need for 24-hour programming, ensuring that even during the daytime, there is content available for horror enthusiasts or perhaps for more tame, suspense-driven horror movies suitable for a broader audience[10].

Start time of horror movie television broadcasts

Percentage of broadcasts on international television of horror movies (y-axis)

Start time of broadcast slot (x-axis)

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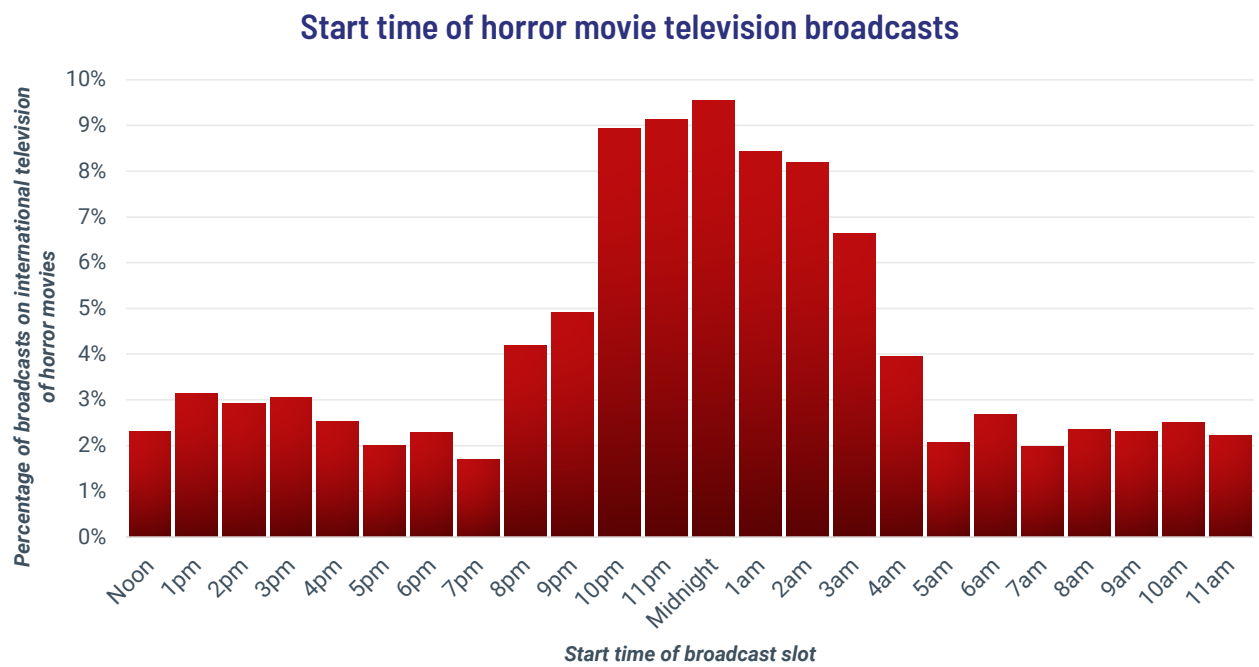
9. In *Hour of the Wolf* (1968), Ingmar Bergman describes the titular "hour" as the period between midnight and dawn, a time associated with death, profound sleep, and vivid nightmares. He suggests that during this hour, the sleepless are haunted by their deepest fears, while it is also a moment when many children enter the world.

10. It's worth noting that horror movies screened during the daytime are more likely to have been edited to have offending material removed.

Regarding the day of the week, horror movies are most frequently broadcast on weekends, with Saturdays at 15.9% and Sundays at 15.6%.

Tuesdays are the day least likely to feature horror movie screenings, accounting for just 13.1% of broadcasts.

Day of the week of horror movie television broadcasts
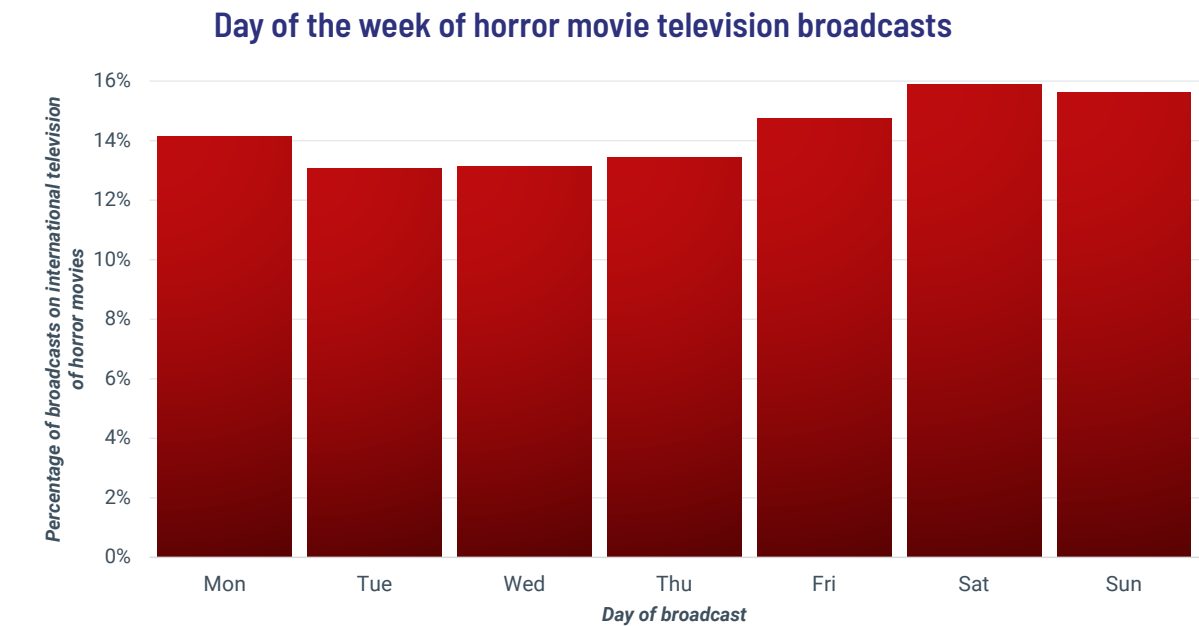
When we looked at cinema release months, we strongly preferred October due to Halloween (15.7% of all releases). While there is also a preference for horror screenings in October, its effect is much more muted, accounting for 9.8% of screenings.

Month of horror movie television broadcasts
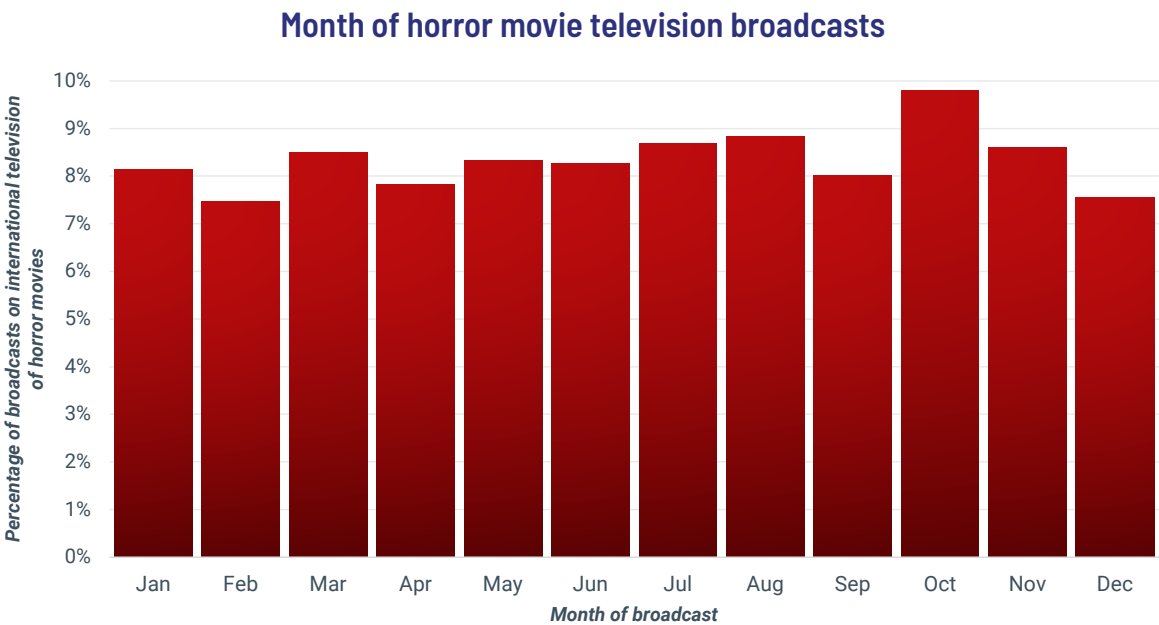
WHAT ARE THE MOVIES MOST OFTEN REFERENCED IN HORROR PODCASTS?

Horror has a vibrant and varied community of podcaster creators and listeners. In fact, more movie-centric podcasts are dedicated to horror than are dedicated to any other genre.

Genre focus of movie-centric podcasts

Percentage of movie podcasts that state movie genre focus in their show description (y-axis)

Movie genre the podcast focuses on (x-axis: Horror, Comedy, Sci-Fi, Drama, Fantasy, Action, Animation, Adventure, Mystery, Romance, Thriller, Crime, Documentary, Family, Western, Musical, Historical, War)
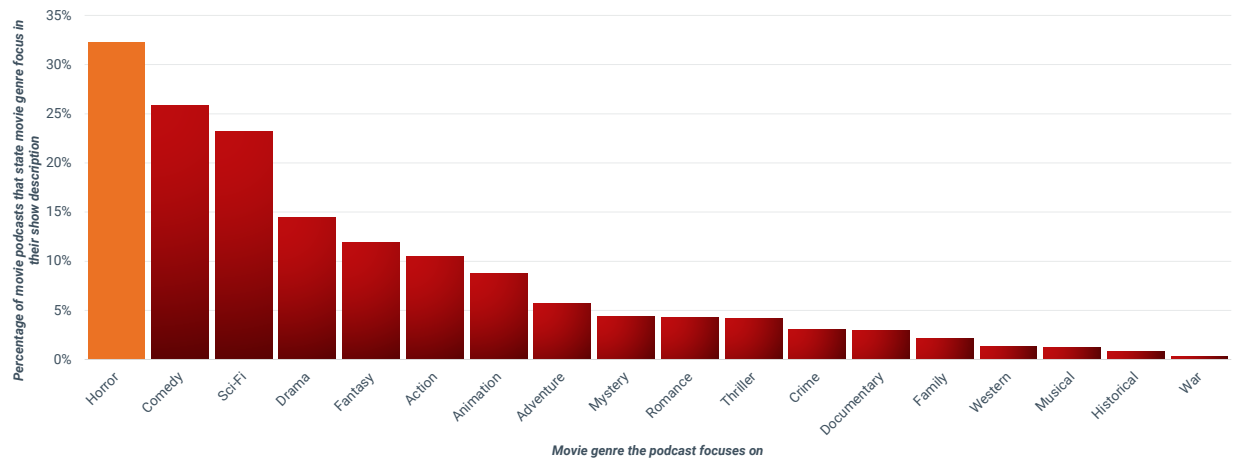
Most horror movie podcasts don't focus on one time period, but when they do, the 1980s is the clear favourite, with just over a third saying they cover such movies[2].

Time period focus of horror movie podcasts

Percentage of movie podcasts that state a time period focus in their show description (y-axis)

Period of movie history (x-axis: Pre 1920, 1920s, 1930s, 1940s, 1950s, 1960s, 1970s, 1980s, 1990s, 2000s, 2010s, 2020s)
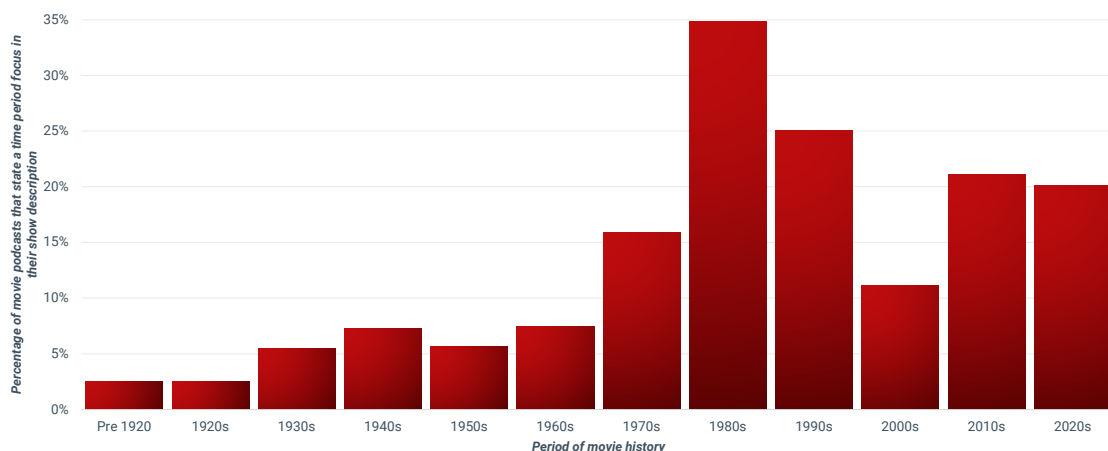
2. I used the show's description rather than individual episodes. Podcasts could cover multiple episodes, i.e. if they say they are dedicated to horror movies from 1980 to 2000, then they would show up in the 1980s and 1990s, hence why the total adds up to more than 100%.

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... not multiple times and fell out of a window, Jumped from window, Fell to his death, Left to die in the bathroom, Transformed into a shriveled homunculus and vanished, Shot and thrown from ...ndow, Stabbed and burned in fire, Turned to stone and disintegrated, Body swap and stroke-induced paralysis, Natural causes due to aging, Infected by rage virus, Disappears below the ...ter, Drowned, Restaurant fire, Assassinated, Attacked by infected person, Burns to ash in the sunlight, Drowned in a fish tank, Injected with serum-saturated blood, Head exploded in mi-...owave, Devoured by monster, Calvin enveloping him, Blood loss and pulled beneath the forest floor by yurei, Eaten by piranhas, Trapped in mirror world, Sacrifices himself by detonating ...plosives, Knocked into a vat of boiling wax, Opium overdose, Supernatural forces during tracheotomy, Murdered by an unseen assailant, Suicide by gunshot, Burned alive in a wicker man,

Infected and killed by rock aliens, Overwhelmed by rats, Impaled ...rough the heart, Sacrifices herself to save her child, Initiates nuclear core overload, Impaled by shard of glass, Burns himself alive, Impaled on butcher's block and pushed into oven, Burns ... death, Ate cursed pie, Shot by a farmer, Hurled to death against ice, Hit by car, Nuclear artillery, Fell from the fire escape, Sacrifices himself in a cave-in, Infected, Bludgeoned with a sledge-...mmer, Mutilated by entity, Killed by a vortex in the labyrinth, Stabbed with tire iron, Chopped in two with a meat cleaver, Dragged through the woods by a wolf, Grows old and decrepit, Hit ... a van, Blown up in well, Impaled with a broken table leg, Shot to death in a police shooting, Burst into flames, Torn apart by sparrows, Lethal injection, Killed by trap, Dragged to hell by ...ubus, Mortally wounded by hatch door, Stabbed to death, Killed in town-hall fire, Strangled by robot replica, Self-immolation, Died from injuries, Chainsaw wound, Throat torn open by de-...on, Strangled by her boyfriend, Shot by police and fell off balcony, Fatally knocked into high voltage electrical equipment, Thrown out of a window, Vaporized by aliens, Shot himself, Killed ... huntsman, Asphyxiation, Killed by light, Burned alive, Stabbed and shot, Burned to death, Strangled by the hand, Stabbed with a wooden arrow, Car accident, Succumbs to illness, Died ...m wounds and starvation, Killed by the mangler, Stabbed in the chest with a claw hammer, Reduced to bones by the rising sun's rays, Stabbed in the throat, Blood loss from gash and broken

...s, Decapitated with a scythe, **Throat slashed,** Arrested and later killed in prison, Natural causes, Church explosion, Stabbed and gas explosion, Killed by gargoyle, ...rown into the alligator pit, Shot by police, Shot by sheriff, Heart explosion, Swarmed by frogs, Staked through the heart, Burned in fire, Killed by cannibals, Mine cave-in, Strangled, Eaten by ...ant spider, Electrocution, Killed by zombies, Fell down the stairs, Poison, Mauled by a tiger, Accidentally shot by police, Burnt by the sun, Fell from a building, Psychosis, Killed in prison by ...other inmate in 1994, Shot himself in the head but survived due to vampirism, Earth explodes, Strangled by ghost, Burned alive in wicker man, Butchered, Presumably burned in the house,

...cident, Impregnated by alien, Dissolved into a monster's corpse, Shotgun blast to the face, **Killed by boy's father,** Tongue ripped out and eaten by the ...nductor, Asthma attack, Head crushed in apple press, Mauled by dogs, Murdered by children, Killed before her son's eyes, Immolation, Killed by police, Head injury, Suicide by hanging, ...isoned herself, Choked on a banana, Stabbed by angelic beings, Attacked by spectral creatures, Beaten to death with a phone, Slit his own throat, Disappeared when the car battery died, ...nned down by friends of the gang members he had arrested, Dismembered by horses, Killed by propeller, Radiation sickness, Taken off life support, Mauled by bear, Fatally wounded by ...e of the creatures, Car crash, Spontaneous combustion, Trapped in a cage by a monster, Shot by armed men, Injected with a syringe, Crumbled away, Shot with a silver bullet coated in ...rlic, Killed by a reckless driver, Drowned in a lake, Respiratory failure, Shot by robber in 1982, Executed in the electric chair, Run over by a van, Stabbed, Disintegrated into ash, Transformed ...o flesh-eating monster, Starvation, Mouth stitched shut and arms amputated, Trampled by customers, Blood loss, Hanged, Devoured by vampires, Drowned in a bath, Killed by the killer,

...ser accident, Disappeared after being attacked by demons, Hanging, **Impaled on cross,** Knifed, Suicide by jumping, Hit by driverless car, Consumed by flames, ...gulfed in flames after being struck by lightning, Landslide, Madness, Stabbed with crossbow bolt, Pushed into acid, Hacked to death with a meat cleaver, Dissolved by the power of the ...sanctified church, Sabotaged shotgun, Shot by their son, Stabbed through the left eye, Awaiting execution by hanging, Back broken by the creature, Impaled by a sword, Burned on hot ...als, Eaten by cats, Impaled through the heart and burned in a car explosion, Fell off a cliff, Fell down the staircase, Beheaded by guillotine, Soul transferred into a child, Drained his own ...ood and replaced it with embalming fluid, Thrown off balcony, Suicide by sunlight, Ripped apart by undead victims, Premonition, Staked by wheel, Diabetic coma, Alcohol poisoning, Fell from ...bridge, Poisoned by chemical, Axe murder, Blood drained, Gunshot, Snake bite, Shot by small army regiment, Killed by armed civilians, Cannibalized, Suicide by fire, Presumably eaten by ...gs, Crushed by a falling crucifix, Executed, Shot with a silver bullet, Impaled on a broken stake, Bled out on the beach, Buried alive by ants, Serial killings, Pick axe, Unknown method, Killed ... vampire bats, Succumbs to stab wound, Shot by police sergeant, Plane crash, Murdered by killer, Infected and drowned in pool, Fatally injured by inspector, Killed by touching the magic

...g to a crucifix, Shot with silver bullet, Killed by a killer-for-hire, **Eaten by crocodile,** Institutionalized, Thrown into a lye pit, Gunned down by police and fell ...his death, Cannibalized by slaves, Giant rats, Exploded by arrow, Bomb explosion, Overdose on sleeping pills, Killed by dogs, Slashed her own throat with a boxcutter, Infected and attacked ... an infected man, Eaten by dogs, Killed by octopus, Brainwashed and killed by cats, Staked, Eaten by cannibals, Given to the beast, Throat slashed by toy, Immolated, Killed by man-beasts,

Melted away, Eaten by the bed, Stabbed himself, Shot by alien, Hit by truck, Shot and mauled by zombies, Swept overboard, Suicide by jumping from bell tower, Killed ... the brood, Stabbed in the chest, Stabbed through the head with a large sewing needle, Heart removed, Stabbed through the chest, Heart attack, Eaten by prehistoric fish, Stabbed in the ...art, Cabin collapse, Suicide by stabbing, Face smashed into hot oven, Crushed to death by steering gear, Pulled under the sand by the creature, Murdered by guest house manager and

...-worker, Shot by police and fell off roof, Eaten by zombies, Dying from wounds, Shot multiple times and drowned, Stabbed with tattoo gun, Injected with deadly animal serum, **Di-**
...emboweled by the creature, Engulfed and destroyed in a beam of light, Burned to death in an inferno, Killed by the cat, Tortured and eaten ... natives, Eaten by lions, Drowned in swimming pool, Poison gas, Killed by newborn creature, Skewered with a javelin, Stabbed to death by the pool, Sexually molested and brutally murde-...d by zombie monks, Shot, Boat accident, Eaten by the monster, Killed by grizzly bear, Devoured by rats, Killed by monsters, Transformed into a doll, Killed by masked assailant, Killed with a ...relin, Killed by vampires, Died in a fire, Lions, Presumed dead after falling off a cliff ledge, Killed by the insect, Hit by a car, Killed by insecticides, Possessed by witch, Fantasy performance,...roat slit by hitman, Circular saw, Eaten by aunts, Murdered by the monster, Stabbed multiple times in the kidney, Crushed head, Possessed and murdered by succubus, Killed by chainsaw, ...allpox, Log bashing and tongue removal, Building collapse, Drank his own wine, Ripped himself open, Killed by the monster, Killed by vengeful spirit, Shot by the mother, Burned by lightning ...lt, Impaled on drill, Possessed by triops-like creature, Eaten by plants, Bled to death from hand injury, Suicide by jumping off the court building, Shot by daughter, Decapitated by a chainsaw, ...crifice, Killed by alligator, Turned into a monster, Murdered by monster, Killed by the escaped prisoner, Stabbed with a bottle, Possessed and killed by demon, Internal hemorrhage from glass ...ards, Killed before he can make the scandal public, Suicide by electrocution, Freezing in an avalanche, Jumped from building, Fell from a ladder and cracked his head on the floor, Raped

...d killed by unholy persons, Executed by the state, Suicide by slashing wrists, Poisoned, Bleeding to death, Long fall, Dismembered in a mixer, **Crushed by a**
...arge cross, Alien attack, Wendigo attack, Stabbed with a sickle, Shot and burned, Killed by black magic, Deactivated by removal of amulet, Vanished in sunlight, ...ring the rescue, Frightened to death by apparition, Collapsed after confessing his crime, Shot his reflection, Killed by natives, Unspecified attack, Killed by his own gas, Killed by angry ...es, Pushed off cliff, Hacked to death by beast-men, Shot and fell into vat of molten wax, Panicked fall out of a high window, Hanged and later dies after destroying his invention, Shot and ...ortally wounded, Plunges to his death, Shot by guard, Fatally injured by falling from a coal wagon, Dehydration, Struck down by the escaping panther, House fire, Suspended animation, Shot ...detectives, Sinking into quicksand, Swept away in the flood, Fatal overdose, Killed by wolf, Drowned in quicksand, Murdered, Suffocated, Mortality caught up with him, Stabbed and buried ...ve, Explosion, Killed by a giant ant, Burned to death in the furnace, Crashes into the ocean, Falls from window, Nuclear explosion, Shot by posse, Fell over stair rail, Fell into a poisonous gas ..., Eaten by carnivorous plants, Impaled on a broken piece of furniture, Injuries, Died shortly after confessing to the crimes, Avalanche, Killed by giant crabs, Head and arm crushed in a hy-...aulic press, Drained of fluids by spider, Blast of radioactive steam, Drowned in decorative pond, Impaled and disintegrated, Ship crash, Attacked by patients and brain transplanted into new ...dy, Injected with formula and rampaged, Killed by undead men, Massive explosion, Fell from lighthouse, Suicide by impalement, Vampiric killing, Struck by car, Bludgeoned with a poker, ...e, Insanity, Killed by the creature, Murdered by werewolf, Gunned down by police, Killed by a battleaxe held by a dead soldier, Poisoned by curare, Killed by big cats, Drowned in flooding

Burned in house fire, Tore out his own eyes, Rotted corpse, Killed during struggle with giant organism, Fell through a hole in the laboratory floor, Burned ...tomb collapse, Shot to death, Impaled with a thrown spear, Suffocation, Killed by a trained, werewolf-killing dog, Shot and fell off a cliff, Aged to death by sunlight, Reduced to bones, Tele-...

...rtation accident, Radiation burns and fire, Stabbed in the back, Murdered by her husband, Dying from injuries, Hacked to death with a cleaver, **Strangled by wall**
of arms, Killed by the creature while sealing the cave, Impaled on his own wax image, Poisoned by dancer, Drowned in freezing waters, Beaten by demons, Vaporized in nuclear ...plosion, Burn injuries, Falls under the spell of a man-eating cat, Lured into a volcano, Vampire bite, Drained by plant, Killed by aliens, Killed by discharging energy into the earth, Electrocuted ...ken heart, **Zombie attack,** Killed by guests, Overdose with chloroform, Childbirth complications, Homicidal rage, Suicide by setting himself on fire, Succumbs to illness