

Outline of the contents of
THE HORROR MOVIE REPORT

The Horror Movie Report

Overview

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 also covers marketing strategies, including poster design and trailers, and examines how horror films are received by critics, audiences, and film festivals, highlighting their cultural impact and lasting appeal.

Audience

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.

Author

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.



Section 1 – “It Lives!”

How horror movies have grown in production, popularity, and audience demographics across different regions and social groups.

Topics

- Number of horror movies produced and their percentage of all movies globally.
- Countries that dominate horror movie production, including the US, Japan, the UK, Italy, Australia, Canada, Turkey, and Indonesia.
- Zombie representation in horror movies.
- Horror movies’ share of global box office revenue and European cinema admissions.
- Age demographics of cinema audiences, including under 18, 18-24, 25-44, and over 45 years old.
- Gender distribution of cinema audiences.
- Social grade of cinema audiences and how it compares to the general population.

Graphs

1. Number of horror movies produced
2. Horror movies as a percentage of all movies produced
3. Percentage of global horror movies that were produced in America
4. Country of origin for horror movies
5. Percentage of global horror movies that were produced in Japan
6. Percentage of global horror movies that were produced in the UK
7. Percentage of global horror movies that were produced in Italy
8. Percentage of global horror movies that were produced in Australia
9. Percentage of global horror movies that were produced in Canada
10. Percentage of global horror movies that were produced in Turkey
11. Horror movies as a percentage of all movies produced
12. Percentage of global horror movies that were produced in Indonesia
13. Percentage of horror movies which feature zombies
14. Horror movies as a percentage of global box office revenue
15. Percentage of European cinema admissions which went to horror movies
16. Percentage of cinema admissions which went to horror movies
17. Percentage of cinema audiences who were under 18 years old
18. Percentage of cinema audiences who were between 18 and 24 years old
19. Percentage of cinema audiences who were between 25 and 44 years old
20. Percentage of cinema audiences who were over 45 years old
21. Gender of cinema audiences



Section 2 – "Mutation"

A breakdown of the various horror subgenres, exploring the psychological, supernatural, survival, and other specific themes that shape the genre.

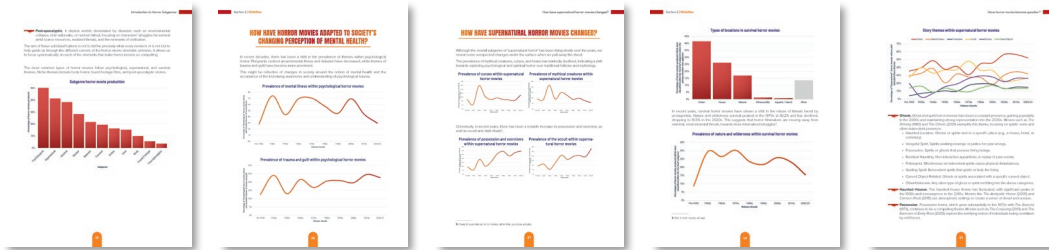
Topics

- Prevalence of psychological horror and its themes, including mental illness, trauma, and guilt.
- Supernatural horror focusing on ghosts, curses, mythical creatures, and possession.
- Survival horror, highlighting on-screen environments, threats, and protagonist goals.
- Slasher horror themes, with a focus on victims, settings, and the motivations of killers.
- Monster horror, exploring vampires, werewolves, zombies, and giant creatures.
- Body horror and transformation, covering infection, parasitism, and physical grotesqueries.
- Torment horror, with emphasis on stalkers, home invasions, and themes of revenge.
- Post-apocalyptic horror, examining viral outbreaks, nuclear threats, and societal collapse.

Graphs

1. Subgenre horror movie production
2. Prevalence of psychological horror movies
3. Common themes within psychological horror movies
4. Prevalence of mental illness within psychological horror movies
5. Prevalence of trauma and guilt within psychological horror movies
6. Prevalence of supernatural horror movies
7. Story themes within supernatural horror movies
8. Story elements within supernatural horror movies about ghosts
9. Types of objects cursed in supernatural horror movies
10. Prevalence of curses within supernatural horror movies
11. Prevalence of mythical creatures within supernatural horror movies
12. Prevalence of possession and exorcisms within supernatural horror movies
13. Prevalence of the occult within supernatural horror movies
14. Prevalence of parallel worlds or dimensions within supernatural horror movies
15. Prevalence of survival horror movies
16. On-screen timeframes in survival horror movies
17. Protagonist goals in survival horror movies
18. Survivor groups in survival horror movies
19. Types of threats in survival horror movies
20. The physical environments of survival horror movies
21. Types of locations in survival horror movies
22. Prevalence of nature and wilderness within survival horror movies
23. Prevalence of isolation within survival horror movies
24. Prevalence of mental resilience within survival horror movies
25. Prevalence of slasher horror movies
26. Top settings of slasher horror movies
27. On-screen timeframes in slasher horror movies
28. The victims of slasher horror movies
29. Mixed age groups as victims within slasher horror movies
30. Young adults as victims within slasher horror movies
31. Teenagers as victims within slasher horror movies
32. The primary objective of protagonists of slasher horror movies
33. The killer's motivation in slasher horror movies
34. Types of villains in slasher horror movies
35. The presence of serial killers in horror movies
36. The presence of serial killers in horror movies
37. The presence of serial killers in horror movies and real life
38. Christmas slasher horror movies
39. Prevalence of monster horror movies
40. Prevalence of vampires within horror movies
41. Prevalence of werewolves within horror movies
42. Prevalence of zombies within horror movies
43. Prevalence of animal monsters within horror movies
44. Prevalence of different types of animals in monster horror movies
45. Prevalence of giant creatures within horror movies
46. Types of giant monsters in monster horror movies
47. Prevalence of extraterrestrial beings within giant monster horror movies
48. Prevalence of man-made monsters within giant monster horror movies
49. Prevalence of prehistoric creatures within giant monster horror movies
50. Prevalence of aquatic monsters within giant monster horror movies
51. Prevalence of small creatures within horror movies
52. Prevalence of small creature horror movies featuring scientific experiments
53. Story themes within small creature horror movies
54. Prevalence of classic monsters in horror movies
55. Appearances of classic monsters within monster horror movies
56. Prevalence of neo-monsters in horror movies
57. Inanimate objects brought to life in monster horror movies
58. Threatening advanced technology or AI in monster horror movies
59. Prevalence of torment horror movies
60. Prevalence of stalkers in torment horror movies
61. Prevalence of home invasions in torment horror movies
62. Prevalence of a creepy kid in torment horror movies
63. Themes of revenge and retribution in torment horror movies
64. Prevalence of clowns within horror movies
65. Horror subgenres most likely to feature clowns
66. Prevalence of gothic horror movies

67. Prevalence of classic gothic horror movies
68. Prevalence of urban horror movies
69. Prevalence of suburban horror movies
70. Prevalence of Southern gothic horror movies
71. Prevalence of gore horror movies
72. Percentage of gore horror movies which featured cannibalism
73. Splatterpunk as a percentage of all horror movies
74. Prevalence of body horror movies
75. Prevalence of transformation body horror movies
76. Prevalence of infection body horror movies
77. Prevalence of parasitic body horror movies
78. Percentage body horror movies which feature an attack on the brain or mind
79. Source of the horror in body horror movies
80. Prevalence of found footage horror movies
81. Common themes in found footage movies
82. Prevalence of post-apocalyptic horror movies
83. Prevalence of viral outbreaks in horror movies (decades)
84. Prevalence of viral outbreaks in horror movies (annual)
85. Percentage of horror movies which featured a natural disaster
86. Percentage of horror movies which feature nuclear elements
87. Major belief systems found in supernatural horror movies
88. Percentage of small creature™ horror movies that feature an invasive species



Section 3 – "Gestation"

Where horror movie scripts come from, whether based on original ideas, adaptations, or remakes, and their impact on the genre.

Topics

- Origin of horror movie scripts from 2000-2023, including original screenplays and adaptations.
- The percentage of horror movies that were original screenplays, real-life stories, or adapted from fictional books or short stories.
- The most commonly adapted books and authors in horror movies, including appearances by iconic characters like Dracula and Frankenstein.
- The highest-grossing horror movies based on short films.
- The prevalence of remakes and sequels, and their box office performance.
- Adaptations of Stephen King's short stories into short films.

Graphs

1. Script origin of horror movies, 2000-23
2. Script origin of movies, 2000-23
3. Percentage of horror movies which were original screenplays
4. Percentage of movies which were original screenplays
5. Percentage of horror movies which were based on real-life events
6. Percentage of horror movies which were based on fictional books or short stories
7. Most commonly adapted books into horror movies
8. On-screen appearances by Dracula in horror movies
9. On-screen appearances by Frankenstein in horror movies
10. Authors whose works have been most adapted into horror movies
11. Highest grossing horror movies based on short films
12. Prevalence of movie remakes
13. Percentage of horror movies which were remakes of a previous movie
14. Prevalence of horror movie sequels
15. Production vs box office for horror movie sequels
16. Short films adapted from Stephen King stories



Section 4 – "Incantations"

What's happening in horror movie screenplays, from character names and fates to key story themes and specific language choices.

Topics

- Average number of speaking characters in horror movie screenplays.
- Most common male and female character first names.
- Fate, death rates, and cause of death for lead and top-billed characters.
- Prevalence of accidental deaths, suicides, and undead transformations among top-billed characters.
- Themes of survival, rescue missions, and the hero's primary transformation or redemption.
- Average number of scenes, screenplay length, and dialogue length in horror movies.
- Key words and phrases commonly used in horror screenplays, such as "ritual," "guttural," and "creaks."
- Characters frequently named Julie and Susan in horror movies.

Graphs

1. Average number of speaking characters in screenplays
2. Most commonly used male character first names in horror movies
3. Most commonly used female character first names in horror movies
4. Fate of lead character in horror movies
5. Confirmed character deaths for the top ten billed roles in horror movies
6. Character death rates by decade and billing position in horror movies
7. Cause of death of top ten billed characters in horror movies
8. Accidental and self-inflicted deaths among top ten billed characters in horror movies
9. Accidental character deaths by billing position in horror movies
10. Character suicides by billing position in horror movies
11. Undead transformations by billing position in horror movies
12. The rate at which allies perish in horror movies
13. Prevalence of survival challenges for the lead character in horror movies
14. Prevalence of rescue missions for the lead character in horror movies
15. Goal achievement status of lead characters in horror movies
16. Heros' primary transformation in horror movie plots
17. Prevalence of survival as a key story theme in horror movies
18. Prevalence of love as a key story theme in horror movies
19. Prevalence of redemption as a key story theme in horror movies
20. Average number of scenes in movie screenplays
21. Average number of pages in movie screenplays
22. Length of horror movie screenplays
23. How important key elements of a horror screenplay are to their rating by professional script readers
24. Percentage of screenplays taken up by dialogue
25. Average length of dialogue in movie screenplays
26. Script length to final runtime ratio
27. Average script length to final runtime ratio
28. Location of scenes in movie screenplays
29. Time of day of scenes in movie screenplays
30. Uses of the word 'scratching' in movie screenplays
31. Uses of the word 'attic' in movie screenplays
32. Uses of the word 'mangled' in movie screenplays
33. Uses of the word 'demonic' in movie screenplays
34. Uses of the word 'unnatural' in movie screenplays
35. Uses of the word 'guttural' in movie screenplays
36. Uses of the word 'ritual' in movie screenplays
37. Uses of the word 'downstairs' in movie screenplays
38. Uses of the word 'creaks' in movie screenplays
39. Average number of characters called Julie in horror movies
40. Average number of characters called Susan in horror movies



Section 5 – "Ravenous"

How much horror movies cost to make and where the money goes.

Topics

- Budget bands of movies released in cinemas worldwide.
- Correlation between budget and domestic box office.
- Prevalence of subgenres among horror movies with budgets under \$500k, \$0.5m–\$5m, \$5m–\$20m, and over \$20m.
- Reported budgets of the most expensive horror movies.
- Budget breakdowns of selected horror movies by scale.
- Cumulative production company spending on an unnamed horror movie.

Graphs

1. Budgets bands of movies released in cinemas worldwide
2. Pearson correlation between budget and domestic box office
3. Prevalence of subgenres among horror movies budgeted under \$500k
4. Prevalence of subgenres among horror movies budgeted between \$0.5m and \$5m
5. Prevalence of subgenres among horror movies budgeted between \$5m and \$20m
6. Prevalence of subgenres among horror movies budgeted over \$20m
7. Reported budgets of the most expensive horror movies
8. Budget breakdown of selected horror movies
9. Budget breakdown for selected horror movies by scale
10. Cumulative production company spending on an unnamed horror movie



Section 6 – "Conjurers"

The people who bring horror movies to life, from directors and producers to the creative and technical crew, and the demographics shaping the industry.

Topics

- The number of directors, producers, and screenwriters involved in horror movies.
- Representation of women in key roles such as directors, producers, and crew members.
- The average age of directors, actors, and characters in horror movies.
- The size and composition of production crews, including visual and special effects teams.
- Creative roles and the contribution of various departments like costume, makeup, and art.
- Mentions and dedications in horror movie credits, including "thanks" and memorials.

Graphs

1. Number of directors on horror movies
2. Percentage of movies with five or more credited directors
3. Women as a percentage of horror movie directors
4. Women as a percentage of movie director credits (2000-23)
5. Average age of horror movie directors
6. Number of credited producers on horror movies
7. Average number of full producers on horror movies
8. Average number of full and executive producers on horror movies
9. Average number of other producers on horror movies
10. Number of people credited as any kind of producer on horror movies
11. Women as a percentage of horror producers
12. Number of screenwriters on horror movies
13. Percentage of horror movies which had just one screenwriter
14. Software used to write horror movie screenplays
15. Average crew size on horror movies budgeted between \$1m and \$25m
16. Average size of crew on horror movies
17. Visual effects crew as a percentage of total credited crew
18. Special effects crew as a percentage of total credited crew
19. Average visual effects credits on horror movies
20. Average costume credits on horror movies
21. Average hair and make-up credits on horror movies
22. Average art department credits on horror movies
23. Women in key creative roles on horror movies
24. Percentage of horror movie crew members who were women
25. Percentage of horror movie crew members who were women
26. Age of characters in horror movie scripts
27. Average age of characters in scripts submitted to screenplay competitions
28. Average age of characters by significance in horror movie scripts
29. Average age of actors based on billing position on horror movies
30. Average age of top five billed actors on horror movies
31. Age of adult characters in horror movie screenplays and adult actors in horror movies
32. Percentage of actors on horror movies who were women
33. Average age of actors based on billing position and gender on horror movies
34. Percentage of actors on horror movies who were women
35. Percentage of horror movies which thank someone in their credits
36. Types of 'Thanks' given in horror movies credits
37. Percentage of horror movies dedicated in memory of someone
38. Screenwriter descriptions of character ages in horror movie scripts



Section 7 – "Chimaera"

The technical aspects of post-production, from editing choices to the evolution of digital filmmaking in horror movies.

Topics

- Average shot length and its role in building tension and suspense.
- The impact of director's cuts on the final runtime of horror movies.
- The use of 3D technology in horror movies and its rise and decline over time.
- Transition from black-and-white to colour and how aspect ratios have evolved in horror.
- The shift from film to digital formats and the most commonly used cameras for horror movies.
- The role of sound in horror movies and how it has shaped the genre.

Graphs

1. Average shot length
2. Percentage of movies with a director's cut
3. Differences in running time for director's cuts of horror movies
4. Differences in running time for director's cuts of movies
5. Percentage of movies which were in 3D
6. Percentage of horror movies which were in 3D
7. Number of horror movies which were in 3D
8. Prevalence of 3D versions of horror movies in a series
9. Colour horror movies
10. Aspect ratio of horror movies
11. Shooting format horror movies
12. Cameras used to shoot digitally-shot horror movies
13. Sound of horror movies
14. Median running time of horror movies
15. Median running time of movies, 2000-23
16. Percentage of horror movies which were shot on a digital format



Section 8 – "Forbidden"

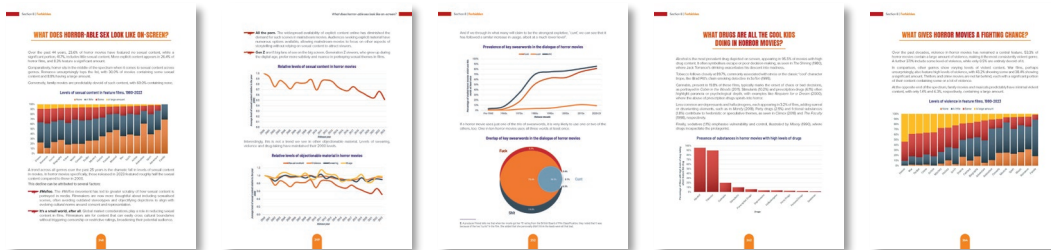
A deep dive into the objectionable and controversial content in horror movies, from sexual content and swearing to drug use and violence.

Topics

- Levels of sexual content in horror movies and how they compare to other genres.
- Frequency and evolution of swearing in horror movies, including the most common swearwords.
- The role of drugs in horror movies and the types most commonly depicted.
- The prevalence and portrayal of violence in horror movies, including the most common methods and objects of violence.
- Changes in objectionable content over time, reflecting broader cultural shifts.

Graphs

1. Levels of sexual content in feature films, 1980-2023
2. Relative levels of sexual content in horror movies
3. Relative levels of objectionable material in horror movies
4. Levels of swearing in feature films, 1980-2023
5. Prevalence of the word 'fuck' and 'shit' in the dialogue of horror movies
6. Prevalence of key swearwords in the dialogue of horror movies
7. Average uses of key swearwords in the dialogue of horror movies
8. Prevalence of the word 'bitch' in the dialogue of horror movies
9. Prevalence of the word 'bastard' in the dialogue of horror movies
10. Prevalence of the word 'dick' in the dialogue of horror movies
11. Prevalence of the word 'cock' in the dialogue of horror movies
12. Prevalence of the word 'cunt' in the dialogue of horror movies
13. Prevalence of the word 'pussy' in the dialogue of horror movies
14. Prevalence of the word 'fuck' in horror movie dialogue
15. Prevalence of the word 'douche' in horror movie dialogue
16. Prevalence of the word 'bollocks' in horror movie dialogue
17. Prevalence of the word 'dick' in horror movie dialogue
18. Prevalence of the word 'dick' in horror movie dialogue
19. Scores given by script readers to horror movie screenplays
20. Levels of drug-taking in feature films, 1980-2023
21. Relative levels of drug-taking in horror movies
22. Presence of substances in horror movies with high levels of drugs
23. Levels of violence in feature films, 1980-2023
24. Relative levels of violence in horror movies
25. Most common types of violence in horror movies
26. Most common method of violence in horror movies
27. Most common objects of violence in horror movies



Section 10 – "Branded"

The visual strategies and design elements used in horror movie posters, from common tropes to genre-specific imagery.

Topics

- The most frequently used tropes in horror movie posters, such as large faces and line-ups.
- Types and appearances of human-like figures on horror movie posters.
- Common elements like skulls, eyes, and hands in horror movie posters.
- Gender and eye colour in horror poster design, especially within the "large face" trope.
- Differences in poster design among horror subgenres like comedy, action, and thriller.

Graphs

1. Number of human-like figures who appear on horror movie posters
2. Most popular horror movie poster tropes
3. Percentage of horror movie posters which feature a large face
4. Where the large face is looking in horror movie posters
5. Types of large faces in horror movie posters
6. The faces on horror movie posters
7. Eye colour of faces in horror movie posters using the 'Large face' trope
8. Use of 'Large Face' trope in horror movie posters
9. Visible status of facial elements in horror movie posters which conform to the 'Large Face' trope
10. The number of human-like figures who appear on horror movie posters using the 'Line-Up' trope
11. Movie poster tropes among horror comedy
12. Movie poster tropes among romance horror
13. Movie poster tropes among drama horror
14. Movie poster tropes among mystery horror
15. Movie poster tropes among action horror
16. Movie poster tropes among fantasy horror
17. Movie poster tropes among sci-fi horror
18. Movie poster tropes among thriller horror



Section 12 – "Unleashed"

How horror movies are distributed and monetised, from physical media to digital platforms and international television broadcasts.

Topics

- Time between theatrical and home entertainment releases.
- Best-selling horror DVDs and Blu-rays in America.
- Pricing of horror movies on digital platforms and its correlation with budget and box office performance.
- Availability of horror movies on subscription streaming platforms and worldwide.
- Horror movies broadcast on international television, including the time between theatrical release and TV debut.
- Television broadcast patterns by budget, broadcast slot, and objectionable content levels.

Graphs

1. Theatrical release month for movies
2. Percentage of horror movies which are first released in October
3. Global box office revenue for horror movies
4. Horror movies as a percentage of global box office revenue
5. Percentage of horror movies with a theatrical release
6. Theatrical release status of horror movies
7. Domestic box office revenue for horror movies by week
8. Percentage of horror film total domestic box office revenue which is earned in the first week of release
9. International gross as a percentage of worldwide box office
10. Time between horror movie theatrical and home entertainment releases
11. Best-selling horror DVDs in America
12. Best-selling horror Blu-rays in America
13. Average price for horror movies on Apple TV, by age of title
14. Correlation between domestic box office and purchase price on Apple TV, all movies theatrically released 2000-18
15. Correlation between budget and purchase price on UK digital channels
16. Percentage of horror movies available on subscription streaming
17. Percentage of horror movies which are available worldwide
18. Horror movies broadcast on international television
19. Days between horror movie theatrical release and television broadcast
20. Horror movies broadcast on international television
21. Budget of horror movies produced and broadcast on television
22. Percentage of horror movies with a television broadcast
23. Length of broadcast slot for horror films on international television
24. Start time of horror movie television broadcasts
25. Day of the week of horror movie television broadcasts
26. Month of horror movie television broadcasts
27. Relative levels of objectionable content in horror movies on television
28. Average price for horror movies on Apple TV, by IMDb score



Section 13 – "Judgement"

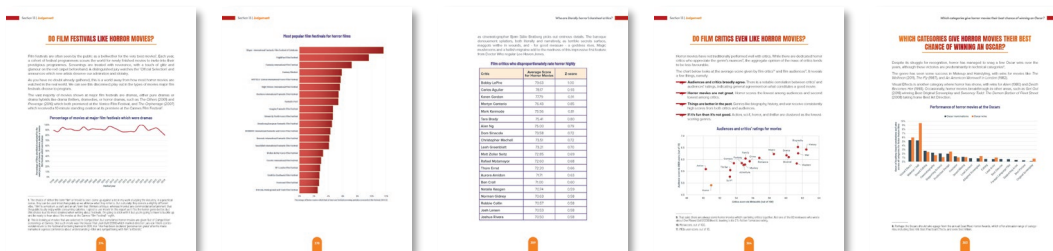
The relationship between horror movies, film festivals, and their recognition by critics and awards.

Topics

- Representation of horror movies at major film festivals and how they compare to other genres like drama.
- The most popular film festivals for showcasing horror movies and how they are rated by both critics and audiences.
- Performance of horror movies at the Oscars and their struggle to receive nominations.
- Correlation between audience and critic scores for horror movies.
- The best and worst film festivals for horror movie screenings and the timing of these festivals throughout the year.

Graphs

1. Percentage of films at major film festivals which were dramas
2. Percentage of films at major film festivals which were horrors
3. Most popular film festivals for horror films
4. Film festivals which show the best horror movies, according to audiences
5. Film festivals which show the best horror films, according to critics
6. Genre of Oscar nominations
7. Horror movies as a percentage of Oscar nominations
8. Performance of horror movies at the Oscars
9. Audiences and critics' ratings for movies
10. Correlation between audience and critics' scores
11. Correlation between audience and critics' scores for horror movies
12. Horror as a percentage of shortlisted movies at film festivals
13. Month of horror film festival screenings



Section 14 – "Aftermath"

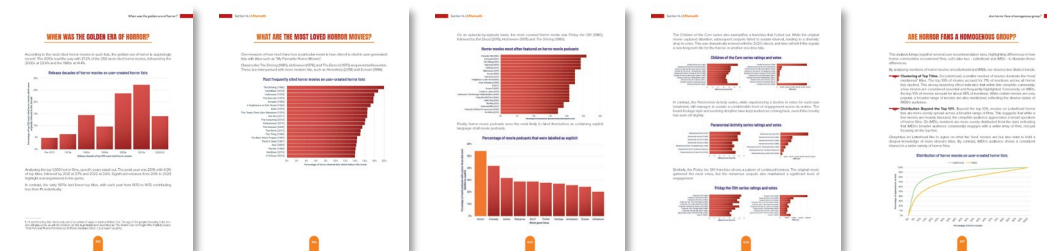
The lasting influence of horror movies on popular culture, from their presence in user-created lists to their frequent television broadcasts and podcast mentions.

Topics

- Most frequently cited horror movies on user-created lists.
- Decades and years in which the top horror movies from user lists were released.
- Distribution patterns of horror movies on user lists.
- Most frequently broadcast horror movies by decade, from the 1970s through the 2010s.
- Most commonly featured horror movies on horror-themed podcasts.
- The most spoofed horror movies across movies and TV.
- Ratings and votes for horror franchises.

Graphs

1. Most frequently cited horror movies on user-created horror lists
2. Release decades of top horror movies on user-created horror lists
3. Release years of top horror movies on user-created horror lists
4. Distribution of horror movies on user-created horror lists
5. Most frequently broadcast horror movies made before 1970
6. Most frequently broadcast horror movies made in the 1970s
7. Most frequently broadcast horror movies made in the 1980s
8. Most frequently broadcast horror movies made in the 1990s
9. Most frequently broadcast horror movies made in the 2000s
10. Most frequently broadcast horror movies made in the 2010s
11. Genre focus of movie-centric podcasts
12. Time period focus of horror movie podcasts
13. Horror movies most often featured on horror movie podcasts
14. Percentage of movie podcasts that were labelled as explicit
15. Most spoofed horror movies across movies and TV
16. The Exorcist series ratings
17. The Exorcist series votes
18. Children of the Corn series ratings
19. Children of the Corn series votes
20. Paranormal Activity series ratings
21. Paranormal Activity series votes
22. Friday the 13th series ratings
23. Friday the 13th series votes
24. Saw series ratings
25. Saw series votes



Section 15 – "Autopsy"

Analysis of the economics and profitability of horror movies, exploring costs, income, and financial trends.

Topics

- Income and costs for Hollywood horror movies, divided by budget ranges: under \$10 million, \$10 million to \$25 million, and over \$25 million.
- Contingent compensation for stars and how profit-sharing deals affect actor payouts.
- The role of airlines and music licensing in generating additional income for horror movies.
- Revenue generated by live immersive horror movie experiences, such as Secret Cinema's *28 Days Later* event.
- Estimated profitability of theatrically released horror movies, broken down by budget and IMDb ratings.
- Financial impact of hiring first-time directors, producers, or screenwriters on profitability.
- Correlation between horror movie budgets and the size of various departments

Graphs

1. Income and costs for Hollywood horror movies budgeted under \$10 million
2. Income and costs for Hollywood horror movies budgeted between \$10 million and \$25 million
3. Income and costs for Hollywood horror movies budgeted over \$25 million
4. Contingent compensation for stars of a Hollywood horror movie
5. The genre of movies shown on Air Canada and Virgin Atlantic flights
6. Income from 'Airline and Music' for selected Hollywood horror movies
7. Licensing income for an unnamed Hollywood horror movie
8. Box office gross for Secret Cinema's immersive shows of '28 Days Later'
9. Estimated profitability of theatrically-released movies, 2000-23
10. Estimated profitability of theatrically-released movies
11. Estimated profitability of theatrically released horror movies by budget
12. Financial outcomes of studied horror movies
13. Profitability of horror movies with a first-time director
14. Profitability of horror movies with a first-time producer
15. Profitability of horror movies with a first-time screenwriter
16. Profitability of horror movies with an experienced Executive Producer
17. Correlation between Metascore and profitability
18. Estimated profitability of horror movies by their IMDb user rating
19. Correlation between horror movie budgets and department sizes
20. Correlation between horror movie budgets and the number of key job roles

