

Tom

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<https://www.businessresearchinsights.com/market-reports/horror-film-market-117666>

<https://alts.co/state-of-the-horror-movie-market/>

Release Window	Rationale & Opportunities	Potential Challenges & Considerations
January - February		
Low Competition: Known as "dump months"; major studios avoid releasing tentpole films. Proven Success: Breakout horror hits like <i>The Devil Inside</i> , <i>Mama</i> , and the Oscar-winning <i>Get Out</i> released during this period		
. Lower Audience Numbers: Post-holiday spending dip and winter weather can keep audiences home		
. Reliance on Marketing: Films need a strong hook and effective marketing to succeed in this window		
August - September		
Lead-in to Halloween: Perfect timing to capitalize on the building anticipation for the horror season. Showcase Opportunity: Less crowded than October, allowing smaller films to stand out. Major horror releases like <i>Weapons</i> and series like <i>Alien: Earth</i> are scheduled for August 2025		
Potential Crowding: As a viable release period, competition can increase from other horror titles		

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