

# Horror movie profitability

This section uses data from two sources:

1. **The 'Nash' dataset.** Nash Information Services, LLC (and their public-facing sister site The-Numbers.com) are the film industry's leading provider of 'Comp Reports' for movie business plans and they have kindly shared with me their internal projections of profit and loss for 2,819 movies. They use a variety of sources to provide figures on how much movies have recouped from each part of the film value chain. Producers, investors and organisations use this data to find successful movies comparable to theirs (known as "comps") to inform their production and investment decisions.
2. **The 'Complete' dataset.** This includes the 4,092 movies released theatrically in the US between 1996 and 2016 for which there is a budget figure online. I created my own rules of thumb, based on real-world examples and projects, in order to estimate the likelihood that each film reached breakeven after all income and costs were taken into account.

## The overall profitability of horror movies

Across all movies released in US cinemas between 1996 and 2016, horror movies appear to have the highest chance of making a profit, when compared to movies within other genres. I estimate that over this period 53% of horror movies released theatrically were likely to have generated profit.

This compares well with the industry average of 37% across all genres, and dramatically outperforms westerns (16% of which are likely to have been profitable), black comedies (28%) drama (31%), and thrillers (32%).

