



PRODUCT UPDATE

Content Testing for Horror Series & Films

November 2025

BACKGROUND

- Ormax's philosophy towards testing and analyzing fiction content has traditionally been genre-agnostic, with OPR (Ormax Power Rating) drivers designed to measure viewer gratification that applies universally across films or series, irrespective of their genre
- This approach has served us well across theatrical and streaming content, because it focuses on why audiences respond to stories, not just what those stories are
- However, as our testing universe has expanded, we have seen that **the horror genre operates with audience expectations so distinct, and so codified**, that applying a generic driver framework limits our ability to decode their true performance

BACKGROUND

- Multi-year data across theatrical and streaming releases shows audiences evaluate horror very differently from other genres, and conventional fiction drivers do not yield accurate or actionable insights
- These findings justified developing dedicated horror drivers, creating a more precise framework that helps platforms and creators better understand and optimise the impact of horror content, especially at the content testing stage (Ormax Moviescope or Ormax Stream Test)
- Eight drivers of the horror genre have been identified using our extensive category work over the last few years, and detailed in this product update deck hereafter

OPR DRIVERS

HORROR (FICTION) GENRE



Atmospheric Dread



Inventive Concept



Realistic Treatment



Mythical & Cultural Roots



Forbidden Themes



Plot Twists



Shock & Surprise



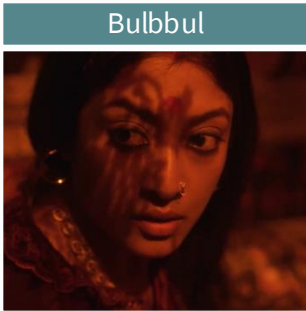
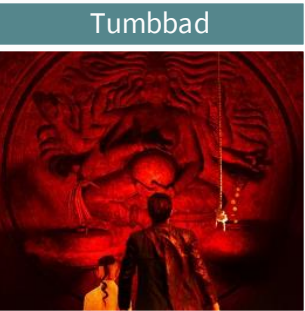
Narrative Richness

Driver weights will vary by format (series vs. film) and language

ATMOSPHERIC DREAD

Definition	The slow, creeping fear created through haunting sound design, spooky visuals, unsettling silences, and ambience
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Keywords	Creepy Haunting Suspense	Eerie Unsettling Silence
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INVENTIVE CONCEPT

Definition Original idea that break away from tropes - novel ghosts, unexpected premises or never-before-seen formats

Keywords

Fresh	Unique setting
High concept	Original thinking
Unique ghost	Innovative

Munjya



Tumbbad



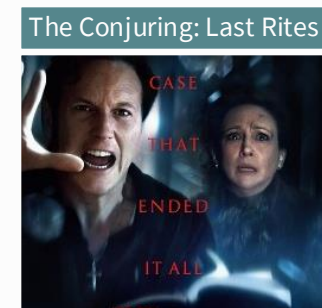
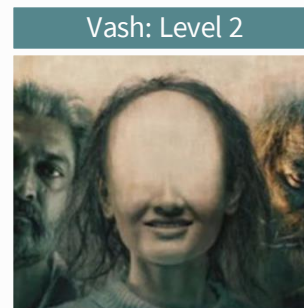
Final Destination: Bloodlines



REALISTIC TREATMENT

Definition Horror that feels disturbingly real through authentic characters, believable settings, and high-production realism

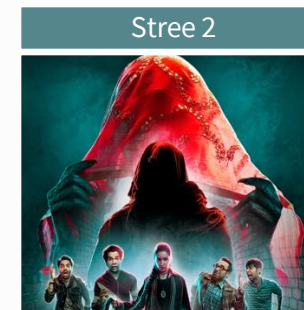
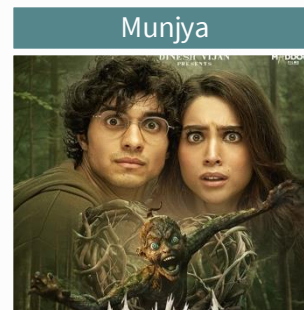
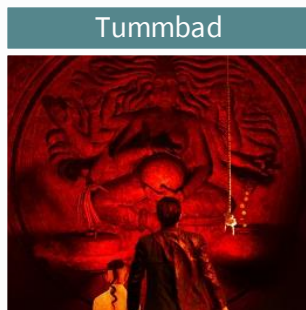
Keywords	Authentic	High-quality VFX
	Looks real	Scary visuals
	Believable	Real-looking aesthetics



MYTHICAL & CULTURAL ROOTS

Definition	Horror inspired by mythology, folklore, superstition or religious rituals that feel culturally anchored
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Keywords	Rituals	Black Magic
	Legends	Local Culture & Mythology
	Beliefs & Superstitions	Familiarity



FORBIDDEN THEMES

Definition	Horror that confronts uncomfortable, socially or morally taboo subjects, such as abuse, lust, religion, or death
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Keywords	Dark truth	Sin
	Taboo	Lust/Greed/ Abuse
	Societal stigmas	Guilt

Adhura



The Exorcist: Believer



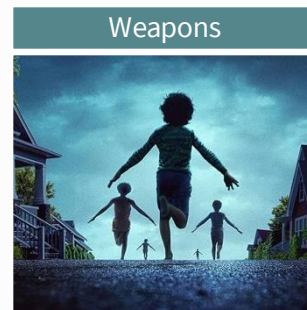
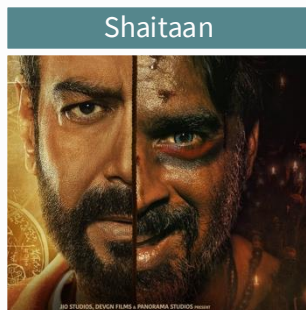
Dhootha



PLOT TWISTS

Definition	Unpredictable and suspenseful plot movements that sustain audience interest through constant uncertainty
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Keywords	Suspense Twists & turns Tension	Anticipation Didn't see that coming! Misdirection
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SHOCK & SURPRISE

Definition	Sudden, intense moments designed to jolt the viewer, through jump scares, gore, or disturbing twists
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Keywords	Jump scare Gore Unexpected	Graphic Violence Disturbing
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Final Destination: Bloodlines



Khauf



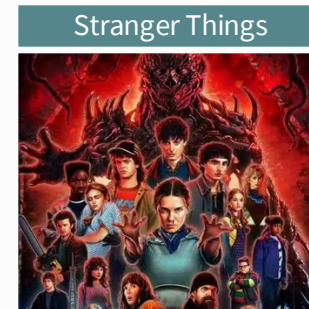
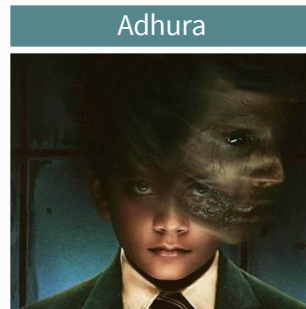
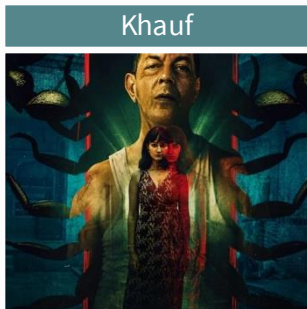
Shaitaan



NARRATIVE RICHNESS

Definition	A layered story with meaningful backstories, character arcs, and emotional or moral complexity
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Keywords	Backstory Trauma Revelations	Social commentary Character origin stories Depth of storytelling
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