



The market signal behind the scare.

HorrorStock Exchange tracks films, franchises, creators and sub-genres as a living market — priced by press, fan, video, review, box-office and public-market signal.



187

TRACKED INSTRUMENTS

22

PRESS OUTLETS

24

SITE LANGUAGES

30 SEC

PRICE REFRESH

Press inquiries · press@horrorstock.exchange · horrorstock.exchange/press

About HorrorStock

APPROVED BOILERPLATE	HorrorStock Exchange is a live market for horror. It tracks 187 films, franchises, series, games, creators and genre indices as quoted instruments, repricing each one against real audience and press signal: horror trade coverage, Reddit discussion, YouTube velocity, podcast chatter, reviews, box office and delayed quotes from listed studios. Every incoming headline is scored for genre sentiment, and the Oracle turns that signal into an evidence-backed forecast of which titles, creators and categories are heating up — and where the next piece of horror IP may come from.
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Short description: HorrorStock Exchange is a live market index for horror — 187 titles, creators and genres priced by real press, fan, video and box-office signal.

WHAT THE EXCHANGE MEASURES

HORROR INDEX (HXI)	A top-line reading of the genre market with breadth, momentum, volume and risk.
GENRE & SUB-GENRE TICKERS	Folk horror, body horror, slashers, found footage, supernatural, techno horror and more.
FILM, TV, BOOK & GAME IP	Properties are linked to coverage, audience response, releases and listed parent companies.
CREATOR MOMENTUM	Filmmakers, authors, podcasters and video creators are scored alongside established names.
THE ORACLE	Headline sentiment becomes a predicted ticker, expected move, range and confidence score.
LIVE EVIDENCE	Every call is traceable to press, Reddit, YouTube, reviews, podcasts, box office and equities.

EDITORIAL FACTS

INSTRUMENTS	187 films, franchises, series, games, creators and genre indices
PRESS COVERAGE	15 horror-native feeds, 7 filtered entertainment trades, plus standing searches
SIGNAL LANES	Press, Reddit, YouTube, podcasts, reviews, box office and listed equities
DISCLOSURE	HorrorStock prices are simulated market signal for tracked media, not securities. Listed-company quotes are delayed.

How to read the horror market

HorrorStock symbols are compact editorial identifiers. Use the symbol with the full name on first reference; use the symbol alone in charts and subsequent references.

MARKET & GENRES

HXI	Horror Index	FOLK	Folk Horror	BODY	Body Horror
SLSH	Slasher	FOUN	Found Footage	TECH	Techno / AI Horror

FILM, TV & FRANCHISE IP

WPNS	Weapons	SNRS	Sinners	CNJR	The Conjuring: Last Rites
DERR	IT: Welcome to Derry	STRT	Stranger Things	NSFR	Nosferatu

BOOKS, GAMES & CREATORS

MXGO	Mexican Gothic	HOLV	House of Leaves	SHFF	Silent Hill f
REQM	Resident Evil Requiem	FLNG	Mike Flanagan	PEEL	Jordan Peele

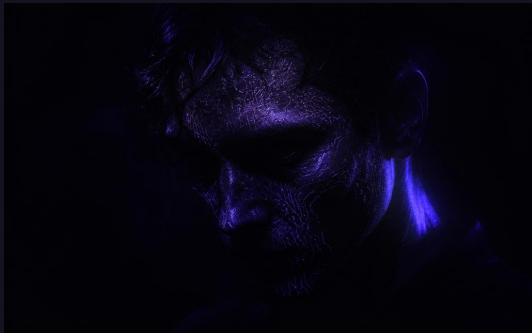
LISTED COMPANIES

NFLX	Netflix	WBD	Warner Bros. Discovery	CMCSA	Comcast / Universal
DIS	Disney	SONY	Sony	AMCX	AMC Networks

NAMING NOTE

First reference: HorrorStock Exchange. Short form: HorrorStock. The forecast engine is the Oracle. The market gauge is the Horror Index (HXI). Do not describe HorrorStock instruments as exchange-listed securities.

Assets, usage and contact

	BELL MARK Primary identifying mark. Keep the full bell and blood drop visible. Use on dark or transparent backgrounds with clear space around the silhouette.	
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PRESS COVERAGE FOOTPRINT

HORROR-NATIVE / FULL FEED	Bloody Disgusting, Dread Central, Fangoria, Rue Morgue, Horror News Net, Daily Dead, Nightmare on Film Street, Horror Obsessive, Modern Horrors, iHorror, Horror Society, Morbidly Beautiful, Gayly Dreadful and THR · Horror.
FILTERED TO HORROR	Variety, Deadline, The Hollywood Reporter, IndieWire, JoBlo, ScreenRant and Den of Geek.
OTHER SIGNAL	Reddit communities, YouTube creator and trailer feeds, podcast directories, box office, reviews and delayed public-market quotes.

APPROVED BRAND LANGUAGE

DO	Describe the product as a live horror market, intelligence platform, index or signal system.
DO	Attribute forecasts to the Oracle and cite confidence and evidence when available.
DO NOT	Imply that fictional horror tickers are listed securities or directly investable assets.
DO NOT	Alter the bell proportions, crop the blood drop or recolor the mark without approval.

PRESS INQUIRIES	press@horrorstock.exchange horrorstock.exchange/press/contact
ONLINE MEDIA KIT	horrorstock.exchange/press/kit