

THE FEAR REVIEW

HORROR REVIEWS FROM A LIFELONG FAN AND A RELUCTANT VIEWER—HELPING AUDIENCES DECIDE WHETHER A MOVIE IS WORTH BRAVING TOGETHER.

ABOUT US

THE FEAR REVIEW IS A YOUTUBE-FIRST HORROR REVIEW CHANNEL HOSTED BY MARRIED COUPLE WILLIAM AND AMY HOWARD, OFFERING TWO DISTINCT PERSPECTIVES ON EVERY FILM.

WILLIAM IS A LIFELONG HORROR FAN WITH DEEP GENRE KNOWLEDGE, WHILE AMY APPROACHES EACH MOVIE AS A MORE CAUTIOUS VIEWER. TOGETHER, THEY PROVIDE HONEST, ACCESSIBLE REVIEWS THAT HELP AUDIENCES UNDERSTAND NOT JUST WHETHER A MOVIE IS GOOD—BUT WHETHER IT'S THE RIGHT KIND OF SCARY TO WATCH TOGETHER.

AUDIENCE SNAPSHOT



YOUTUBE (PRIMARY):
FULL REVIEWS,
SHORTS, AND



SOCIAL MEDIA:
TIKTOK, INSTAGRAM,
FACEBOOK, YOUTUBE
SHORTS



PODCAST (SUPPLEMENTAL):
COMPANION AUDIO
EPISODES ON SPOTIFY,
APPLE, PODBEAN

WHY WORK WITH US

- TIMELY, YOUTUBE-FIRST COVERAGE OF THEATRICAL & STREAMING RELEASES
- DISTINCTIVE *BUYER / FULL PRICE / MATINEE / RENTER / STREAMER / DON'T BOTHER* RATING SCALE
- STRONG MIX OF LONG-FORM REVIEWS AND VIRAL SHORT-FORM CONTENT
- PROVEN ABILITY TO BUILD BUZZ BEFORE RELEASE WEEKENDS

ANALYTICS & MOMENTUM

CHANNEL SNAPSHOT

PRIMARY PLATFORM: YOUTUBE

SUBSCRIBERS: 144

TOTAL UPLOADS: 259

CADENCE: WEEKLY LONG-FORM REVIEWS SUPPORTED BY MULTIPLE SHORT-FORM CLIPS

ALL AUDIENCE GROWTH TO DATE HAS BEEN ORGANIC, DRIVEN BY CONSISTENT PUBLISHING AND SHORT-FORM DISCOVERY.

VIEWERSHIP PERFORMANCE

AVERAGE LONG-FORM VIEWS: ~300-350 PER EPISODE

AVERAGE SHORT-FORM VIEWS: ~1,200+ PER CLIP

PERFORMANCE HIGHLIGHTS

- RETURN TO SILENT HILL REVIEW – 1044 VIEWS
- SEND HELP REVIEW – 730 VIEWS

WHY THIS MATTERS FOR STUDIOS

- TIMELY COVERAGE ALIGNED WITH THEATRICAL AND VOD RELEASE WINDOWS
- SHORT-FORM AMPLIFICATION THAT EXTENDS REACH BEYOND INITIAL RELEASE WEEK
- CLEAR, SHAREABLE VERDICTS USING A BUYER-STYLE RATING SCALE
- BALANCED PERSPECTIVES THAT BROADEN APPEAL BEYOND CORE HORROR FANS