

## **HALLOWEEN JUST GOT SCARIER**

**Blade is the top selling horror film over the last 10 years**

**Classic horror is scarier than ever on Blu-ray disc.**

30 October 2008:

Prepare to be terrified this Halloween as a bumper crop of the scariest horror movies ever made are set to hit our screens – but this time in Hi-Def. Just when you thought it was safe to come out from behind the sofa *The Omen* (20<sup>th</sup> Century Fox Home Ent), *Poltergeist* (Warner Home Video) and the *Scream Trilogy* (Walt Disney Studios Home Entertainment) are set to petrify a new generation in more nerve tingling detail than ever.

The releases come as new figures from the BVA, according to Official Charts Company data, reveal that the UK's taste for horror is stronger than ever with sales of horror films for 2008 already exceeding the total for the entire year in 1998. 8.55 million horror movies have been sold on DVD and Blu-ray between January and October 2008 compared to sales of 1.7 million on DVD & VHS 10 years ago in 1998.

The new figures show that so far this year's top seller is *Cloverfield* (Paramount Home Entertainment) with *Saw 4* (Elevation Sales) and *30 Days of Night* (Icon Home Ent) close behind while back in 1998 *Scream*, *From Dusk Till Dawn* and *The Frighteners* occupied the top spots.

The top selling horror film over the entire 10 year period since the launch of the DVD is *Blade* which on its own has sales of almost 2 million over the decade closely followed by *Van Helsing* in second place and *Blade 2* in third.

Hannah Conduct, Marketing Manager of the BVA, said:

“October 2008 will surely go down as one of the scariest months in the history of home entertainment with a host of classic horror films being released in all their terrifying detail on Blu-ray. With six times higher resolution than standard definition, a catalogue of innovative features and additional bonus material these new releases are sure to terrify and entertain in equal measure. On the back of such a strong offering of Blu-ray titles the horror genre will continue to go from strength to strength.”

Details of this year's Horror releases are available from the BVA at [www.bva.org.uk](http://www.bva.org.uk)