Contents

1 Introduction 1
Bibliography 19

Part I Cable Television 23

2 The Rise of TV Horror 25
AMC: American Movie Classics 26
AMC Drama Strategy 27
AMC and The Walking Dead 29
The Walking Dead *and Tensions Between TV and Horror* 33
The Walking Dead *and Advertising* 35
Genre and Drama 37
Season One: October 2010–November 2010 37
Season Two: October 2011–March 2012 38
Season Three: October 2012–March 2013 39
Season Four: October 2013–March 2014 41
Season Five: October 2014–March 2015 42
Season Six: October 2015–April 2016 42
Season Seven: October 2016–April 2017 43
Bibliography 45

3 Horror and Peak TV 49
FX and Fearless Horror 51
American Horror Story: *Murder, Monsters, and Madness* 53
Ryan Murphy's Merry-Go-Round of Horror 55
The Vampire, the Parasite, and the Medical Procedure in The Strain 58
What's Your Favourite Scary Movie? 62
Seasons One and Two: A Very Simple Formula 63
The Rules of a Trilogy 65
Bibliography 68

4 TV Horror and Technical Excellence 73
Splatters, Decapitations, and Walkers-of-the-Week 76
Horror in the Public Eye 82
Del Toro's Creatures 84
American Horror Story: *A Circus of Horrors* 86
Addiction and Realism in Hotel *and* Cult 89
Bibliography 92

Part II Internet-Distributed and Pay Subscription Television 95

5 Netflix and Data-Driven Horror 97
Netflix and Original Drama 98
Data-Driven Horror 101
Three Trailers, Three Horrors 103
Trailer 1: "Allies and Enemies" 105
Trailer 2: "Blood Ties" 105
Trailer 3: "Monsters Within" 106
Revisiting Classic Monsters 107
The Werewolf Transformation 108
Plotting a Horror Through a Portal 111
A Broad Spectrum of Horror Experiences 111
Experimenting with Ghosts 114
Horror Docudrama 116
A Breathless Apocalypse 119
Horror on Netflix Diversifies 120
Bibliography 124

6 **Shudder and the Specific Niche** 129
Maintaining Subscribers 132
Digital Urban Legend: Shudder and Creepypasta 134
An Uncanny Nostalgia 137
Going to the Drive-In 140
The New Sound 142
Experimentation and Neo-Noir 144
The Sound is Everything 146
A Beloved Franchise and the Horror Family 147
Practical Authenticity 149
Creepshow and the Horror Cycle 151
Bibliography 153

7 **The Brand, the Gothic, the Cult, and the Iconic** 157
The Iconic Gothic 158
Everyone Knows Who Dracula Is 159
The Gothic Prestige 161
Plenty of Sex Please, They're British 163
Attention Grabbing Gothic 165
King of The Cult 166
A Cult of Personality 167
Feeding the Deadites 170
Splatstick: A Side-Splitting Bloodbath 171
Big Brand Horror 174
Horror, Mystery, and Shawshank? 176
Bibliography 179

Part III Network Television 183

8 **Established Horror** 185
Thursday Night Must See TV 186
Dinner Is Served 188
The Horror Procedural 189
"Have you ever seen blood in the moonlight?" 191
Broadcast Body Horror 193
Broadcast Horror and Broadcast Ratings 195
Broadcast Bites 197

Dracula and *Van Helsing*? 199
Life After Death 201
The CW: Comic World 204
A Rom-Com-Zom-Dram 204
Bibliography 208

9 Renegotiating Horror 213
Fox and the Horror Cycle 214
The Cultural Renegotiation of Horror 215
Promoting Scream Queens*: Season One* 216
Season Premiere and Ratings Spin 217
The Expansion of Scream Queens *Second Season* 218
The Slasher and Scream Queens*: Building on the Classics* 219
The Slasher: Trash or Classic? 221
Scream Queens *and Intertextuality: What Fresh Hell Is This?* 222
Murder and Homage 223
The Power of Controversy Compels You 226
Capitalizing on Controversy 227
The Exorcist *on Fox: Legacy and Homage* 229
The Devil Is in the Detail 231
Ratings, Renewals, and Risks 233
Horror: A Cornerstone of US Television 234
Bibliography 236

10 Conclusion 241
Bibliography 245

Index 247