

PRIVATE & CONFIDENTIAL

SlasherPlay.tv

Platform Advisory & Launch Readiness Review

Prepared for Platform Ownership

Private & Confidential

252

TITLES REVIEWED

7

LAUNCH PRIORITIES

5

STRATEGIC PRINCIPLES

Prepared by

CULTSCALE

Infrastructure for independent cinema

February 2026

A NOTE FROM CULTSCALE

On This Assessment

SlasherPlay occupies a distinctive position: a horror-dedicated streaming platform built for MENA audiences, backed by a regional distributor with direct access to content rights and B2B distribution channels. The market gap is real and the timing is favourable.

This report is an honest account of three things: where the platform stands today, what needs to happen before it receives press attention or early users, and what it would take to build something that defines a category rather than merely competes in one.

We reviewed the platform live, enumerated all 252 titles through the platform API, visited every publicly accessible section and sub-page, and analyzed the competitive landscape across MENA. Our findings are direct and prioritized. Where we identify issues, we also identify the path forward.

CULTSCALE Advisory
February 2026

SECTION 01

The Opportunity

The world's leading horror streaming platform does not operate in MENA. Nobody has claimed this category. That is a window. Windows do not stay open indefinitely.

The MENA Streaming Market

MENA streaming is in its second phase of growth. The first wave established the habit of paid streaming across the Gulf and Egypt, driven by Shahid, beIN, StarzPlay, and Netflix's regional investment. Those platforms competed primarily on Arabic drama, sports, and premium Hollywood content.

What they did not build, and have no strategic incentive to build, is a home for genre fans.

MENA streaming has grown substantially: SVOD subscriptions exceeded 27 million by the end of 2024, with total revenues surpassing USD 1.2 billion (Omdia, 2025). Horror is a concentrated niche within that base. Applying global genre consumption benchmarks, the addressable horror audience across the GCC, Egypt, and the Levant is estimated at 1.5 to 2.5 million active viewers, with streaming spend per capita concentrated in Saudi Arabia, the UAE, and Qatar. This audience currently watches horror through Netflix's generalist catalogue, through piracy, and through informal social viewing. No dedicated platform serves them.

The Competitive Vacuum

SHUDDER: THE KEY FACT

AMC Networks' Shudder is the global benchmark for horror SVOD, with over one million subscribers worldwide, best-in-class original programming, and genre credibility built over nearly a decade.

Shudder does not operate in MENA. It is English-only and has no announced regional expansion plans. If horror SVOD gains traction here, that will change. The window of uncontested space is estimated at 18 to 24 months.

SLASHERPLAY: THE POSITION

You occupy the only available position: a horror-specific, MENA-focused, bilingual (EN + AR) streaming platform backed by a major regional distributor.

This position cannot be easily replicated by a startup without regional relationships, or by a global platform without Arabic cultural fluency. The strategic question is not whether to compete with Netflix; it is how to own this category before anyone else recognizes it exists.

The Distributor's Structural Advantage

Your position as a major regional distributor is the platform's primary competitive asset. Three things follow directly from it.

Content access at the rights level

You can acquire exclusive MENA rights to horror titles that a new streaming startup cannot negotiate. The difference between a catalogue and a rights position is the difference between a video store and a streaming platform. The 252 titles on the platform today become defensible only if a meaningful portion carries MENA exclusivity.

Telco and IPTV access

Telco and IPTV bundle placements (STC, du, Mobily, e&) convert B2B distribution relationships into efficient B2C subscriber acquisition. At the right price point, a single bundle deal can deliver more subscribers than months of paid social advertising. This channel is explored further in Phase 2.

Regional credibility with filmmakers and press

Established relationships with Arabic horror filmmakers, regional festival programmers, and entertainment press create a credibility foundation that takes years to build from scratch. A SlasherPlay Original co-produced with a recognized regional filmmaker carries weight that paid marketing alone cannot generate.

SECTION 02

Platform Readiness

We reviewed the platform across all main sections (homepage, categories, collections, subscription, coming soon, about) and enumerated the full content catalogue via the platform’s API. The visual design and technical architecture are genuinely strong. The areas requiring attention are specific, actionable, and none are architectural.

What Reads Well

The thematic collection names (“Beyond Human Mind”, “What You Came To See”, “Blood Thirsty”), animated logo, and dark palette communicate the brand promise immediately. Navigation is clean and the overall UX is genre-appropriate.

Technical Foundation

The platform is built on a solid and scalable stack. The following components were identified through live inspection.

COMPONENT	ROLE	NOTES
Next.js (React Server Components)	Frontend framework	Modern SSR/SSG; solid foundation for performance and SEO
Cloudflare CDN	Edge delivery & security	Static assets at edge; DDoS protection included by default
BunnyCDN	Video delivery	Purpose-built for SVOD workloads; appropriate for this scale
Versioned API (/api/v2/)	Content & catalogue	Rate-limited, structured, and expandable as the catalogue grows

A note on source code and customization access

Several items in this assessment, particularly the SEO fixes, subscription localization, and metadata corrections, require direct access to the platform codebase or CMS. Before scoping the pre-launch sprint, we recommend confirming: (1) whether the development team that built this platform is available for a 2–3 week resolution sprint; and (2) what level of customization access exists within the current architecture (full source code, CMS-only, or vendor-managed). The answer determines whether the pre-launch timeline is achievable with existing resources or requires additional development support.

Pre-Launch Items

We identified seven items requiring resolution before the platform receives any public-facing activity: press coverage, influencer review, social media visibility, or paid

marketing. Four are configuration or copy issues; three involve metadata and SEO. Full detail is in Appendix B. None require architectural changes. In our assessment, a focused development sprint of two to three weeks closes all of them.

All items are configuration, copy, or data fixes. No architectural changes required.

Subscription Model & Product Feature Gaps

The current subscription configuration is set for a South Asian market (INR pricing, INR 44/month) and needs to be rebuilt entirely for MENA before any user encounters it. Beyond localization, the subscription model itself has not yet been defined in terms of tier structure, device policy, or premium features. These decisions shape both perceived value and revenue potential, and benchmarking them against the regional market is a necessary step before pricing is set.

Pricing context. Specialist platforms in adjacent markets provide useful anchors. Shudder (US/UK) prices at \$5.99/month or \$56.99/year – a comparable niche horror SVOD. In MENA, Shahid VIP runs approximately \$8/month, OSN+ approximately \$10/month, and Netflix between \$8 and \$16 depending on tier. A MENA-priced horror specialty service at the equivalent of \$4–7/month in local currency (SAR, AED, EGP) would position competitively below generalist platforms while remaining viable. Annual plans with meaningful discounts (typically 30–40% savings) convert early adopters and reduce churn. Currency localization is the most immediate requirement.

Feature baseline. The table below compares observed feature availability on SlasherPlay against what MENA subscribers expect from a paid streaming service at this price tier.

FEATURE	SLASHERPLAY NOW	INDUSTRY STANDARD	STATUS
Pricing currency	INR (South Asia)	Local MENA currencies	Critical
Concurrent streams	Not defined	1 (basic) – 4 (premium)	Define
Offline / downloads	Not observed	Standard on mobile apps	Gap
Free trial period	Not observed	7–30 days typical	Gap
Mobile apps (iOS/Android)	Not published	Required for mobile-first MENA	Critical
Content quality declaration	Not specified	1080p minimum; 4K on premium tier	Define
Multiple user profiles	Not observed	2–5 profiles standard	Gap
Arabic subtitles / dubbing	Partial	Expected across catalogue	Gap
Age / content ratings	Not observed	Required in KSA and UAE	Gap
Watchlist / continue watching	Present	Standard	OK

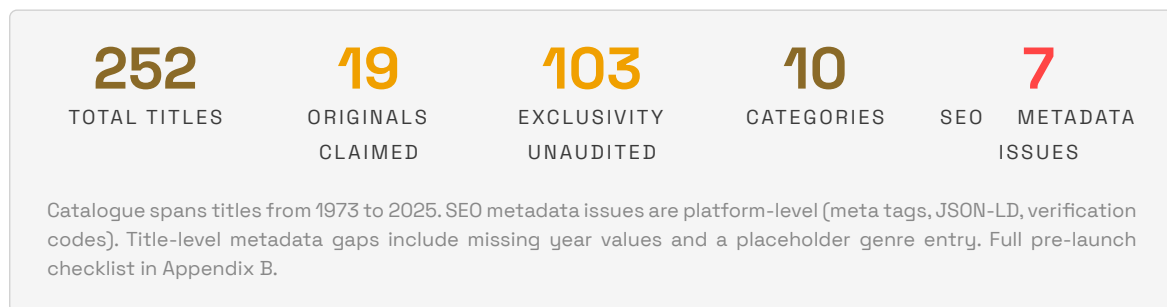
Feature decisions are not blocking for a limited beta, but need to be resolved before any public-facing marketing or press activity. The subscription module should not be visible to users in its current state.

SECTION 03

The Content Position

We catalogued 252 unique titles across all accessible categories through the platform API, including title, year, genre, runtime, availability status, and category assignment. The full catalogue is included as a companion file: `slasherplay_catalogue.csv`.

Catalogue at a Glance



Reading the Catalogue Honestly

There are genuine editorial highlights in this catalogue. **Donnie Darko**, **Angel Heart**, **Escape From New York**, **Winnie-the-Pooh: Blood and Honey 2**, the Hell House LLC franchise. The thematic collection structure (“Midnight Movies”, “Young Audiences”, “Fantasia”) shows curatorial intelligence. For context, Shudder launched with approximately 200 titles in 2015; SlasherPlay’s 252-title inventory is a credible starting position.

The more important question, and where the strategic conversation needs to focus, is rights rather than volume.

A catalogue is what you have access to. A rights position is what you own. The value of this content library depends entirely on what percentage carries exclusive MENA rights, and for how long.

The bulk of the library, particularly titles from 2015–2020, consists of catalog horror simultaneously available on other platforms. At launch, subscribers choose platforms for the destination experience – the curation, the brand, the community – and the catalogue composition becomes more important over time. The moat is built through exclusive windows, originals, and editorial identity.

On the Exclusivity and Originals Labels

The platform applies two distinct content labels that carry marketing weight and subscriber trust implications. Both require verification before they appear in any subscriber-facing communications.

Originals (19 titles, is_original flag): The platform’s data model designates 19 titles as SlasherPlay original productions. At the time of this assessment, all 19 were cross-checked against major MENA streaming catalogues and none were found available elsewhere – which is consistent with a platform-exclusive production. However, the designation has not been independently verified: commission agreements, co-production credits, and chain-of-title documentation have not been reviewed. These materials should be assembled and available ahead of any press or marketing activity that references them.

Exclusive category (103 titles): The platform applies an “exclusive” editorial label to 103 titles: the 19 claimed Originals above, plus 84 additional licensed titles for which SlasherPlay appears to hold exclusive MENA distribution rights. One title within this broader group, **Donnie Darko**, was found concurrently available on OSN+, directly contradicting the exclusive designation. The remaining 83 licensed titles can only be verified through the underlying distribution agreements.

Both labels require internal audit before public use. The Originals claim needs production documentation. The Exclusive claim needs a rights agreement review. One confirmed exception has already been identified – there may be others.

The content position as it stands: **19 titles claimed as original productions (credentials unverified). 84 titles with claimed exclusive MENA licensing (one confirmed exception found). 149 titles with no exclusivity designation.**

SECTION 04

The Competitive Landscape

MENA streaming comprises overlapping territories with different dominant players, regulatory environments, and audience behaviors. Understanding the competitive map is what allows a platform to choose a position rather than react to one.

Platform Comparison

PLATFORM	MENA PRESENCE	HORROR FOCUS	LANGUAGE	RELEVANCE
Shahid (MBC)	60M+ users, dominant	None	Arabic-first	Indirect
Netflix MENA	Active, growing fast	Buried in catalogue	EN + AR dub	Monitor closely
OSN Streaming	GCC-focused	Minimal	EN + AR	Low threat
StarzPlay / Lionsgate	Active MENA	Some genre titles	EN primarily	Indirect
Amazon Prime MENA	Growing	Limited	EN + AR	Indirect
Shudder (AMC Networks)	NOT IN MENA	100% horror	EN only	Watch closely
SlasherPlay	MENA: first mover	100% horror	EN + AR	You are here

Cultural Context: Horror in MENA

Horror has specific resonances across MENA that generalist platforms cannot navigate effectively, which is exactly where a specialist platform has an edge.

The demand is real. Gen Z audiences across the region (born 1997–2012) are the most horror-literate cohort in MENA’s media history. They grew up on international horror content, participate actively in global horror communities on TikTok, Reddit, and Discord, and are actively looking for a platform that takes their taste seriously.

The cultural material is rich and underexplored. The Arabic horror tradition (djinn, sihr, the ayn, folk demons, haunted sacred spaces) sits at the intersection of deeply local cultural memory and global genre entertainment. No international platform has built an editorial identity around it. That gap belongs to whoever moves first.

The regulatory picture is navigable. Content classification requirements vary by territory: the UAE and Saudi Arabia have active frameworks; Egypt has specific considerations around religious imagery. The platform’s 18+ rating system is the right infrastructure. A MENA-specific content policy, reviewed against the regulatory requirements of the priority territories, should be finalized before any marketing campaign.

SECTION 05

The Conditions for Category Ownership

Category-defining platforms share a recognizable pattern. They focus narrowly, activate structural advantages early, and move with discipline during the window when their category is unclaimed. The following five principles, drawn from our analysis of specialist streaming platforms globally, describe what that approach looks like for SlasherPlay.

01 Own the niche completely before expanding it

The horror audience in MENA is estimated at 1.5 to 2.5 million passionate viewers. That is a small enough market to serve distinctively, and a large enough market to build a real business. Every sci-fi title, every crime thriller, every non-horror entry in the catalogue is a small compromise of the identity. Understandable at launch, and worth monitoring. The platforms that built durable category positions focused on their core before expanding. Owning the full attention of the horror audience in MENA is the prerequisite for everything that follows.

02 Your distribution relationships are the moat

Distribution relationships are the hardest competitive asset to replicate. They manifest in two directions: B2B bundle placements that acquire subscribers efficiently, and exclusive content rights negotiated at terms a new entrant cannot access. Both advantages degrade if not activated in the first 12 months.

03 There is a content opportunity the global platforms cannot see

The Arabic horror tradition (djinn, sihr, folk demons, the ayn) is one of the richest untapped territories in contemporary media. It is largely inaccessible to Western-origin platforms because they are structurally English-language-first. Shudder, Screambox, and Arrow are incapable of making Arabic horror the center of their editorial identity. You are not. Beyond Arabic-language originals, SlasherPlay can build a broader “dark genre” identity for MENA: psychological thriller, folk horror, creature features, and genre-adjacent crime. Shudder itself expanded in exactly this direction. The path from horror platform to dark genre destination is well-mapped and available to you first.

04 Community converts subscribers into advocates; it cannot be bought

Horror fans are among the most tribal audiences in entertainment. They rank films obsessively, discover titles together, and share them through tight communities on TikTok, Reddit, and Discord. A platform that builds owned community infrastructure (watchalongs, editorial voice, director conversations, curated user shelves) creates switching costs that no competitor can acquire. This infrastructure is inexpensive to build and nearly impossible to replicate once it is established. Platforms are replaced by better catalogues; communities are not.

05 The window is open; it will not remain so indefinitely

This category has not been claimed in MENA. That changes if Shudder expands regionally, if Netflix creates a dedicated horror vertical, or if another distributor with comparable relationships moves first. The window identified in Section 01 is sufficient to establish brand identity, lock in exclusive rights, and close initial B2B deals. Execution speed during this period determines whether SlasherPlay defines the category or competes within one that someone else builds.

SECTION 06

The Roadmap

Phase 1: Pre-Launch Resolution (2–3 Weeks)

The items in this phase are prerequisites for any public-facing activity. The platform should be fully resolved on all seven points before receiving press coverage, influencer attention, or paid marketing.

#	ACTION	OWNER
1	Replace all placeholder page titles and meta descriptions	Tech / Content
2	Localize subscription pricing to MENA currencies and appropriate price points	Product / Finance
3	Activate or remove social media links; remove unpublished app store links	Marketing / Tech
4	Complete transcoding audit; flag unplayable titles for immediate resolution	Tech
5	Fix title metadata: missing values, placeholder genre entry, collection label typos	Content / Tech
6	Fix SEO metadata: OG title, site description, JSON-LD schema, Google Search Console	Tech / Marketing
7	Replace Korean-language privacy policy with a MENA-localized document	Legal / Tech

Phase 2: 90-Day Launch Strategy

A Build the first audience before any public announcement

A measured soft-launch with 500 to 1,000 horror fans across KSA and UAE, recruited through existing communities and regional film festival networks. Free access in exchange for honest feedback. This cohort validates the product, surfaces UX issues before a wider audience encounters them, and generates organic word-of-mouth that paid campaigns cannot replicate.

B Activate B2B distribution as the primary subscriber acquisition channel

Approach STC, du, Mobily, and e& with a bundle proposition structured for streaming economics. A single telco agreement at favourable terms can deliver more subscribers than months of paid social advertising, at a fraction of the cost per acquisition. This should be initiated before public launch.

C Launch the Arabic horror editorial identity

Publish a curated editorial piece: “The Best Arabic Horror Films on SlasherPlay.” This establishes editorial voice, drives SEO, demonstrates MENA focus, and gives regional entertainment press a genuine story to cover. If the current catalogue lacks sufficient Arabic-language titles, that is the immediate content acquisition brief.

D Define the genre strategy before the catalogue grows further

The most important editorial decision to make now is how broadly “horror” should be defined. Shudder expanded from core horror into psychological thriller, folk horror, creature features, and dark fantasy without losing its identity. SlasherPlay can take the same path for MENA, building toward a “dark genre” destination that is broader than slasher film but narrower than a generalist service. These editorial decisions compound. Making them intentionally now, before the catalogue grows to 500 titles, is how you build a recognizable identity rather than a miscellaneous one. The originals programme, when ready, should be anchored to this definition.

Phase 3: The 12-Month Moat**Claim the dark genre space in MENA.**

Horror, thriller, folk horror, psychological drama, and creature features share a single audience in MENA: the same Gen Z viewer who follows RLM on YouTube also watches Saudi crime drama and Egyptian supernatural films. No platform in the region has explicitly built for this overlap. The catalogue curation, marketing language, and content acquisition brief for the next 12 months should be built around owning this audience rather than describing a film genre. “Dark genre” as a positioning is harder to replicate than “horror streaming service.” It is also the natural evolution of the platform’s current identity.

Build community infrastructure before the audience forms elsewhere.

Horror fans self-organize. When they don’t find infrastructure on a platform, they build it externally, on Discord, Reddit, TikTok, and those spaces become loyalty anchors the platform cannot dislodge. SlasherPlay should own this infrastructure: platform-native watchalong features, curated user rankings, director conversations, horror editorial. The investment is modest. Being the place where MENA horror culture happens is not.

Pursue a regional film festival strategy.

Position SlasherPlay as the official streaming home for horror titles discovered at regional festivals. El Gouna, DIFF, Red Sea International Film Festival, and Cairo International Film Festival all carry horror-adjacent programming. A title that premieres at Red Sea and streams exclusively on SlasherPlay two weeks later is exactly the kind of content event that builds brand identity, generates editorial coverage, and gives subscribers a reason to subscribe ahead of the premiere date.

CONCLUSION

The Three Questions That Matter Most Right Now

Every strategic recommendation in this report leads back to three decisions that precede any public-facing activity.

01 What is the actual rights position?

Of the 252 titles in the catalogue, how many carry exclusive MENA rights, and for how long? The answer is the actual value of the content library. 19 claimed originals and 84 titles with asserted exclusive MENA licensing represent a meaningful foundation; the content acquisition strategy for the next 12 months should be built on top of a verified and documented rights position.

02 What does “dark genre” mean for SlasherPlay?

The platform’s long-term identity depends on whether it remains a pure horror service or evolves toward a broader dark genre destination. This decision shapes every content acquisition, every curatorial choice, and every marketing campaign for the next three years. Shudder’s expansion into thriller, folk horror, and supernatural drama did not dilute the brand; it deepened it. The question is whether SlasherPlay makes this decision intentionally or by accumulation.

03 What is the first B2B distribution deal?

One telco bundle, one IPTV placement, one airline entertainment agreement that goes live on or before launch day. This signals to content partners, press, and potential investors that SlasherPlay is building infrastructure at scale. That signal is disproportionately valuable at this stage.

This report was prepared by CULTSCALE in February 2026.

Assessment based on live platform review, full API catalogue enumeration, and MENA competitive market analysis.

For follow-up advisory: hello@cultscale.com

CULTSCALE

Infrastructure for independent cinema

SCOPE OF INTERVENTION

Where CULTSCALE Adds Value

A distribution company launching a consumer streaming platform faces a specific operational gap. The content acquisition capability, industry relationships, and B2B distribution channels are already in place. What is typically absent is the **consumer product infrastructure**: how to build, launch, and operate a streaming service that converts occasional viewers into retained subscribers.

This is a different discipline from distribution. Subscriber lifecycle management, community architecture, product feature decisions, competitive positioning for streaming, and the operational mechanics of a soft launch all sit outside the core competencies of even the most experienced content distributor. That gap is where CULTSCALE operates. Our work centers on the infrastructure layer between content and audience.

The scope below is structured in three tiers, each with defined deliverables and measurable outcomes.

Tier 1: Platform Readiness (Weeks 1 to 3)

Technical QA coordination and product configuration. CULTSCALE works directly with the development team to resolve the seven pre-launch items identified in this report, designs the subscription module for MENA (pricing tiers, currency localization, feature matrix), and coordinates the playback readiness audit across all 252 titles.

Why this requires streaming expertise: The pre-launch items are individually straightforward, but the prioritization and sequencing decisions (what blocks a beta vs. what blocks a public launch, how the subscription model affects telco bundle negotiations) require product-level context that a development team working from a ticket list will not have.

KPIs: 7/7 pre-launch items resolved. Subscription module configured for MENA with localized pricing. Platform passes a readiness review before soft launch.

Tier 2: Launch Operations (Months 1 to 3)

This is consumer-facing work: designing the soft launch, building the initial audience, establishing the editorial identity, and structuring B2B distribution deals as streaming product offerings.

Soft Launch Programme

Design and execute the beta programme: identify 500 to 1,000 horror fans across KSA and UAE through existing communities, manage the feedback loop, instrument the platform for engagement data (watch-through rates, search behavior, content discovery patterns). This cohort becomes the subscriber base that validates the product before public launch.

Content Programming for Streaming

Programming a streaming catalogue is different from licensing to third parties. Refresh cadence, editorial curation, homepage rotation, and seasonal programming all affect subscriber retention. CULTSCALE builds the content programming framework: what goes on the homepage, how often it changes, how the editorial voice evolves, and how the originals programme anchors the calendar.

B2B Deal Structuring for Streaming

The distributor's telco and IPTV relationships are the most efficient subscriber acquisition channel available. What CULTSCALE adds is the product layer: how to structure bundle pricing so it works for both the carrier and the platform's unit economics, what subscriber data flows look like in a bundle model, and how to avoid common pitfalls (cannibalization of direct subscribers, churn cliffs when bundle terms expire).

KPIs: 500+ soft-launch users onboarded with engagement data. Content programming framework delivered and approved. At least one B2B deal structured and in negotiation. Editorial voice and community infrastructure established. Rights audit complete with documented position.

Tier 3: Competitive Intelligence & Growth Advisory (Months 4 to 12)

Quarterly strategic reviews covering competitive positioning, subscriber lifecycle health, content pipeline, and market developments. CULTSCALE monitors the streaming landscape continuously (Shudder expansion signals, Netflix genre investments, regional platform moves) and advises on course corrections with the context of how those developments affect a specialist SVOD specifically.

KPIs: Subscriber milestones benchmarked against launch targets. Churn rate tracked with reduction trajectory. Content library growth toward 400+ titles. Arabic-language content as a percentage of catalogue. At least one regional festival streaming partnership activated. Subscriber LTV established and tracked.

ENGAGEMENT MODEL

Each tier can be engaged independently. Tier 1 is the recommended starting point: it produces immediate, visible results and establishes the working relationship before larger commitments are made. Pricing and terms are scoped per engagement.

APPENDIX A

Platform Readiness Scorecard

AREA	SCORE	PRIORITY	NOTES
Visual Design & Brand Expression	8/10	LOW	Strong horror aesthetic; dark palette; thematic collections
Homepage UX	7/10	LOW	Hero carousel and row layout work; clean navigation
Content Categorization	7/10	LOW	10 categories + collection curation shows editorial taste
Technical Infrastructure	8/10	LOW	Next.js, versioned API, Cloudflare + Bunny-CDN: solid stack
About Page	1/10	CRITICAL	Development placeholder live in production; replace immediately
Collections Page	2/10	CRITICAL	Development placeholder live in production; replace immediately
Subscription / Pricing	2/10	CRITICAL	Configured for South Asian market; localize to MENA
Social Media Links	0/10	CRITICAL	All links inactive; activate accounts or remove icons
App Store Links	0/10	CRITICAL	Apps not published; remove from footer until available
Playback Readiness	?/10	CRITICAL	Transcoding status unaudited; full audit required pre-launch
Content Metadata	6/10	HIGH	Missing metadata values; placeholder genre entry; collection label typo
SEO Configuration	2/10	HIGH	7 metadata issues: wrong site name, placeholder OG/Twitter/JSON-LD
Arabic Localization	4/10	HIGH	Language toggle exists; Arabic-language content is minimal
Originals Programme	5/10	MEDIUM	19 claimed originals (production credentials unverified); 84 licensed titles with claimed MENA exclusivity (one confirmed exception); full rights audit required

APPENDIX B

Pre-Launch Checklist

The following items must be resolved before any public-facing activity, listed in order of impact.

CRITICAL: Resolve before any press, influencer, or marketing activity

- **Development placeholder text on live pages.** The About page carries the HTML title “About us is here test”. The Collections page carries “Catalogue page for test”. These surface in Google search results, browser tabs, and social link previews. Resolve before any external exposure.
- **Subscription module configured for a different market.** The pricing page displays amounts in Indian Rupees (INR 44/month, INR 120/quarter, INR 450/year). The subscription module needs to be reset and localized for MENA before any users encounter it.
- **Social media and app store links are inactive.** All social media icons in the footer link to the # placeholder. The “Available On” section (App Store, Google Play) also links to #. Live accounts should be linked directly; sections for apps pending publication should be removed from the footer until launch.
- **Playback readiness audit required.** The platform API includes a transcoding status flag that returns false for a number of video files. A full audit of playback readiness across all 252 titles is necessary before launch.

HIGH: Resolve within the first month of operation

- **Content metadata gaps.** Several titles carry incomplete or placeholder metadata values: missing release year, a test genre placeholder, and a collection label spelling error (“Hystiria” should read “Hysteria”). One title with a test genre value should be removed from the live catalogue entirely until properly configured. These items should be resolved in the pre-launch sprint.
- **SEO metadata issues (7 items).** The page-level metadata carries development-phase placeholder content that will surface across search results and social sharing as the platform gains visibility. Specific issues: (1) OG title is set to “Slasher OTT Platform” (should be “SlasherPlay.tv”); (2) OG and meta description contains generic template copy unrelated to the brand; (3) OG image path points to a placeholder (/og-image.jpg); (4) Twitter/X site handle is set to @ottplatform, a development placeholder; (5) Google Search Console verification code contains the literal string “your-google-verification-code”, meaning the site is unverified with Google; (6) JSON-LD schema name is “Slasher OTT” and the search URL is malformed (missing forward slash); (7) Author and publisher fields read “OTT Platform Team” and “OTT Platform” throughout.
- **Korean-language privacy policy.** The footer includes a Privacy Policy link rendered in Korean, likely a carry-over from the development platform. This should be replaced with a properly localized MENA document before public launch.

APPENDIX C

Catalogue Summary by Category

CATEGORY	TITLES	SELECTED TITLES
Exclusive	103	Includes 19 Originals + 84 licensed titles with claimed MENA exclusivity. One title (Donnie Darko) confirmed available on a competing platform; remainder require rights audit.
Crime	76	American Violence, Altitude, Blood Sucking Bastards, The Crime Boss
Terror	60	Texas Chainsaw Massacre, The Innkeepers, Dead Awake, Black Water
Fantasia	42	Abigail, Underworld series, dark fantasy and supernatural titles
Sci-Fi	36	Coherence, Level 16, Time Lapse, Below Zero
Slasher	21	Bastard, Hell House LLC franchise, Babysitter Must Die
Originals	19	A 100 Candles Game, A Million Days, Aftermath, Slotherhouse
Midnight Movies	13	Last Shift, House of Bodies, Coming Home in the Dark
Franchise	9	Hell House LLC 1-3, Underworld Evolution, Screamboat
Young Audiences	4	Abigail, Monster Island, Monkey King Reborn
Coming Soon	4-10	Screamboat, Mischief Night, The Devil's Doorway

Note: titles appear across multiple categories. Total unique titles: 252. The 19 titles labeled "Originals" are claimed by the platform as original productions; none were found available on other MENA platforms, though production credentials have not been independently verified. The broader "Exclusive" category (103 titles) includes claimed Originals and licensed titles with asserted MENA exclusivity; one title (Donnie Darko) was found available on a competing platform. Full catalogue with availability flags: Appendix D.

APPENDIX D

FULL CONTENT CATALOGUE

252 titles as catalogued from SlasherPlay.tv. “Original” indicates titles labeled as SlasherPlay Originals by the platform; this designation is unverified and has not been independently confirmed against commission agreements or chain-of-title documentation. “Exclusive” indicates titles tagged as MENA-exclusive to SlasherPlay; titles marked OSN+ were found available on that platform at the time of assessment. Titles with no entry in the Availability column were found on no other catalogued MENA streaming platform.

TITLE	YEAR	ORIGI-NAL	MENA AVAILABIL-ITY
A 100 Candles Game: The Last Possession	2025	•	Exclusive
A Million Days	2023	•	Exclusive
Abigail	2019		
Aftermath	2024	•	Exclusive
Alien Code	2018		
Altitude	2017		
American Violence	2017		
Angel Heart	1987		
Animal 2	2009		
Apartment 1303	2013		
Apartment 212	2018		
Apocalypse Now	-		
AUX	2018		
Awaken The Shadowman	2018		
Babysitter Must Die	2021		
Bastard	2015		
Below Zero	2012		
Better Off Zed	2019		
Black Water	2008		
Blood Sucking Bastards	2015		
Boar	2019		
Body	2015		
Braid	2019		
Bull	2022		
Bullet Proof monk	2003		
Camino	2016		
Candy Land	2023		
Caveat	2021		
Cinderella’s Revenge	2024	•	Exclusive
Clown Town	2016		
Coming Home In The Dark	2021		
Compound Fracture	2015		
Convergence	2015		
Crank 2	2021		

Ctrl Alt Delete	2016	
Danger Close	2019	
Dawn Breaks Behind The Eyes	2022	
Daylight's End	2016	
Dead Awake	2017	
Deadtectives	2019	
Death in Texas	2021	
Death Valley	2021	
Deathgasm	2015	
Deep Dark	2015	
Demon House	2019	
Desolation	2017	
Do Not Reply	2020	
Don't Look Now	1973	
Donnie Darko	2001	OSN+
Down Range	2018	
Eaten Alive	1977	
Emperor	2020	
Escape From New York	-	
Evil Dead II	1987	
Excision	2012	
Farm House	2008	
Fear Below	-	
Fear Clinic	2015	
Feedback	2019	
Fog	1980	
Followed	2020	
Frank And Penelope	2022	
Frankenstein Vs Mummy	2015	
Frankenstein's Army	2013	
Fresh Meat	2012	
From The Dark	2015	
Gallowwalkers	2014	
Gamer	2009	
Gangs Of Brooklyn	2012	
Gatlopp Hell Of A Game	2022	
Ghost of Goodnight Lane	2014	
Ghoster	2022	
Girl At The Window	2022	
Girl on the Third Floor	2019	
Grand Isle	2020	
Grindstone Road	2008	
Halloween Party	2020	
Hatchet 2	-	
Hatchet 4	2018	

Hayride 2	2016		
Hell House 2 The Abaddon Hotel	2018		
Hell House 3 The Lake Of Fire	2019		
Hell House 4 The Origins	2023	•	Exclusive
Hell House LLC	2015		
Hellions	2016		
Henry: Portrait of a Serial Killer	1991		
Hideout	2021		
Hounded	2022		
House of Bodies	2016		
Howling	1981		
Human Capital	2020		
I Am Alone	2015		
I Spit On Your Grave	2010		
I'll Play Mother	2025	•	Exclusive
I, Frankenstein	2014		
In Plainview	2021		
In Transit	2012		
It stains The Sand Red	2017		
Itsy Bitsy Spider	2019		
Jurassic Games	2019		
Kantemir	2015		
Kill Game	2018		
Lake Alice	2018		
Land Of Smiles	2018		
Last Man Down	2021		
Last Rampage The Escape of Gary Tison	2017		
Last Shift	2015		
Late Phases: Night of the Wolf	2014		
Let the Wrong One In	2023	•	Exclusive
Level 16	2019		
Liability	2013		
Loop Track	2023		
Lost	2007		
Lost After Dark	2015		
Mafia	2013		
Making a Killing	2020		
Malasaña 32	2020		
Man Eater	2015		
Master Z: The IP Man legacy	2018		
Measure Of Revenge	2022		
Mermaid Down	2019		
Messages Deleted	2010		
Mid Century	2022		
Minor Premise	2020		

Mischief Night	2013		
Mohawk	2017		
Monkey King Reborn	2021		
Monster Island	2017		
Monsters Of Man	2020		
Motel Melati	2023	•	Exclusive
Night Drive	2021		
Night Of The Living Deb	2015		
Nightworld: Door to Hell	2017		
Nine Dead	2009		
No Visitor	2018		
Open Water 3 Cage Dive	2017		
Orca, The Killer Whale	1977		
Outlaws and Angels	2016		
Pacific Standard time	2016		
Patients Of A Saint	2020		
Percentage	2014		
Piranha Shark	2017		
Popeye The Slayer Man	-		
Post Mortem	2022		
Primal Rage	2018		
Prince of Darkness	1987		
Radioflash	2019		
Rattlesnakes	2019		
Ravage	2020		
Raven's Hollow	2022		
Realms	2019		
Removed	2012		
Rhino	2023	•	Exclusive
RIDE	2018		
Riot	2016		
Robert the bruce	2020		
Run With The Hunted	2020		
Sacrifice	2016		
Scare Me	2020		
Scare Package	2020		
Screamboat	2025	•	Exclusive
Shaun of the Dead	2004		
Slapface	2022		
Slotherhouse	2023	•	Exclusive
Some Kind of Hate	2015		
Squealer	2023	•	Exclusive
Sri Asih	2023		
Starry Eyes	2014		
Stitches	2012		

Stressed to Kill	2016		
Submerge	2016		
Sun Choke	2016		
Supercon	2020		
The Awakening	2011		
The Carrier	2019		
The Cave	2005		
The Chinese Widow	2018		
The Code of Cain	2016		
The Crime Boss	2020		
The Dark	2018		
The Deeper You Dig	2020		
The Devil's Dolls	2016		
The Devil's Doorway	2019		
The Devil's Mercy	2008		
The Fanatic	2020		
The Farm	2019		
The Field Guide To Evil	2019		
The Final	2011		
The Furies	2019		
The Gift	2001		
The Hatching	2018		
The House of the Devil	2009		
The Human Stain	2003		
The Humanity Bureau	2018		
The Hunters	2011		
The Innkeepers	2011		
The Lake	2023	•	Exclusive
The Last Breath	2024	•	Exclusive
The Last Exorcism	2010		
The Last Exorcism Part II	2013		
The Last Hitman	2004		
The Last Man	2019		
The Last Seven	2013		
The lullaby	2018		
The Maid	2020		
The Mercenary	2020		
The Night	2020		
The Others	-		
The Outer Wild	2018		
The Owners	2021		
The Pagan King	2018		
The Parts You Lose	2019		
The Piper	2024	•	Exclusive
The Price We Pay	2023	•	Exclusive

The Quarry	2020		
The Rake	2018		
The Recall	2017		
The Retaliators	2022		
The Russian Bride	2019		
The Shadow Effect	2017		
The Silent Forest	2022		
The Skeptic	2008		
The Small Hand	2020		
The Stake Land	2011		
The Stake Land 2	2017		
The Suicide Theory	2015		
The Surface	2016		
The Terror Of Halloween	2018		
The Texas Chainsaw Massacre	1974		
The Unhealer	2021		
The Vampire	2017		
The Well	2024	•	Exclusive
They Live	1988		
Those Who Walk Away	2022		
Time Lapse	2015		
Tribal: Get Out Alive	2020		
Troubled Waters	2007		
True History of Kelly Gang	2020		
Underworld Evolution	2006		
Val	2021		
Wake up	2020		
Waking Madison	2010		
Warning Shot	2018		
We Are Still Here	2015		
Welcome to Willits	2017		
Wetlands	2017		
What We Found	2020		
Wicker Park	2004		
Winnie-the-Pooh: Blood and Honey 2	2024	•	Exclusive
Writers Retreat	2015		
You Shall Not Sleep	2024	•	Exclusive
Zombies	2017		

Assessment conducted February 2026. Streaming availability subject to change. Catalogue excludes test entries identified during audit.