

SCREAMIFY BECOMES FIRST STREAMER TO LAUNCH DEDICATED MICRO HORRORS™ VERTICAL

Screamify unveils Micro Horrors™, becoming the first streaming platform to launch a dedicated vertical for mobile-first, short-form horror storytelling.

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EINPresswire.com/ -- [Screamify](#), the premier [independent horror streaming](#) platform

based in Nashville, Tennessee, today announced the launch of its groundbreaking [Micro Horrors™](#) vertical. Screamify becomes the first major streaming service to dedicate a category exclusively to this

new format, capitalizing on the global rise of mobile-first, short-form narrative content.



Promo artwork for Screamify's new Micro Horrors™ vertical, showcasing mobile-first, bite-sized horror episodes designed for fast, frightening viewing on the Screamify app.

Micro Horrors™ are Screamify's terrifying adaptation of the rapidly growing "Micro Drama" trend. Micro

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Micro Horrors™ deliver maximum terror in minimal time, giving today's mobile-first horror fans a new way to experience scares.”

Screamify Spokesperson

Dramas are scripted, serialized stories optimized for mobile viewing—featuring episodes that typically run between one and three minutes, shot in a vertical (9:16) aspect ratio. The format thrives on accelerated pacing and intense cliffhangers designed to compel binge-watching during short breaks. Screamify's Micro Horrors™ apply this structure to deliver rapid-fire scares and concentrated tension directly to users' phones.

The inaugural Micro Horrors™ series will be produced and directed by acclaimed genre filmmaker Trent

Duncan, the award-winning creator of the feature film *Axes and Os*, which is currently touring the horror festival circuit. Screamify is already developing several additional Micro Horrors™ series with filmmakers and independent creators, expanding the vertical into a recurring content slate.

“Micro Horrors™ are about delivering maximum terror in minimal time—perfect for the modern horror fan who lives on their phone,” said a Screamify spokesperson. “By focusing on vertical storytelling and the hyper-serialized model, we’re not following a trend; we’re leading the next wave of horror consumption and giving independent filmmakers like Trent Duncan an entirely new canvas for storytelling.”

The new vertical-format Micro Horrors™ experience will be integrated directly into the Screamify iOS and Android mobile apps later this year as a dedicated feature, ensuring seamless, on-the-go viewing.

Screamify continues to gain market share as the go-to platform for independent horror, offering a curated library of films and series often overlooked by mainstream streamers. Beyond the Micro Horrors™ vertical, the company is developing a slate of Screamify Originals, underscoring its commitment to empowering independent creators through its own proprietary development process designed for both short-form and feature-length, high-impact storytelling. Screamify is also expanding its reach through a growing slate of horror-adjacent podcasts and audio storytelling projects, further deepening its connection to fans of the genre.

Availability: Screamify is available on iOS, Android, Roku, Apple TV, Fire TV, and Android TV, with Samsung and LG TV apps coming later this year.

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