

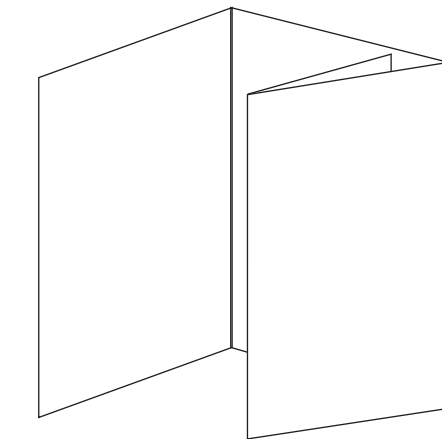


# HBO 3Q19 POS September Brochure

7.22.19

# Concept 1 | **Your search is over**

Looking for great entertainment? Your search is over: it's all happening on HBO. From great stories to blockbuster movies, from dramatic moments to laugh-out-loud comedy, there's only one place to be this Fall. HBO.



roll fold

YOUR SEARCH IS OVER. IT'S ALL HAPPENING ON **HBO**

**HBO** TV. STREAMING. ON DEMAND.

ALWAYS FREE WITH YOUR SUBSCRIPTION.

YOUR SEARCH FOR **BLOCKBUSTERS**



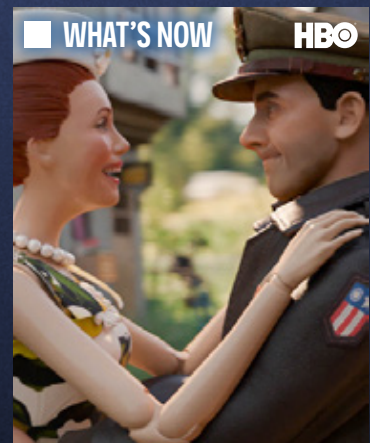
*New Movie* PREMIERES 9/21  
In this latest Lego movie megahit, there's a huge new threat: invaders from outer space, wrecking everything in sight.

WHAT'S NOW



GLASS

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M. Night Shyamalan wrote and directed this explosive thriller starring James McAvoy, as Kevin Wendell Crumb—a man with multiple personalities.



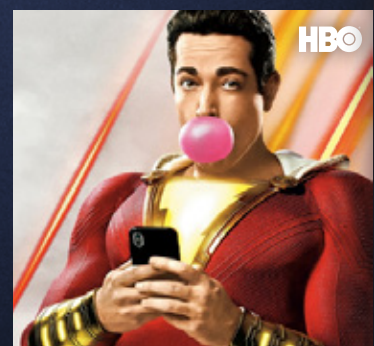
WELCOME TO MARWEN

*New Movie* PREMIERES 9/14  
After a man loses all his memories, he creates a miniature fantasy town where he can heal and be a hero.



US

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Lupita Nyong'o stars in the latest horror film written and directed by Jordan Peele, as a family's beach vacation turns into a nightmare.



SHAZAM!

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Enjoy some superhero magic with 14-year-old Billy Batson—when he shouts out one word, he transforms into the adult superhero Shazam.

YOUR SEARCH FOR **GREAT STORIES**

FIRST LOOK

**WATCHMEN**

*New Series* PREMIERES IN OCTOBER  
From the groundbreaking graphic novel set in an alternate history where "superheroes" are treated as outlaws.

HBO



**HIS DARK MATERIALS**

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A brave young woman from another world is on a quest to find her kidnapped friend, while uncovering sinister plots and encountering extraordinary beings.

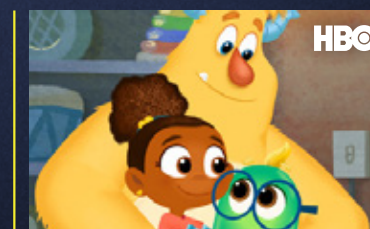
HBO

YOUR SEARCH FOR **FAMILY TIME**



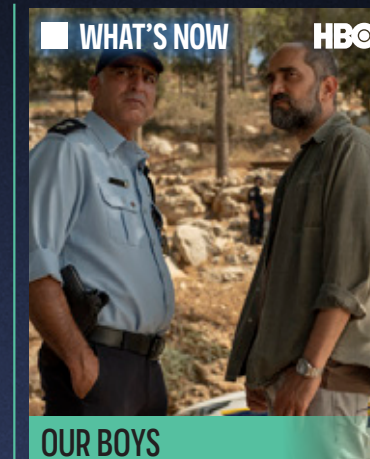
SESAME STREET

*New Special* PREMIERES 11/9  
SESAME STREET 50TH ANNIVERSARY SPECIAL  
Tune in for celebrity guests, new takes on classic segments, and visits from Sesame Street icons for this very special celebration.



ESME AND ROY

*Family Series* AVAILABLE NOW  
Little monsters overcome big challenges in this animated series from the makers of *Sesame Street*.



OUR BOYS

*New Series* NEW EPISODES  
Based on a true story about an investigator searching for three missing Israeli teenagers in the summer of 2014.



ROOM 104

*Series* NEW SEASON PREMIERES 9/13  
Set in a single hotel room, every week reveals different guests with unique circumstances and stories.

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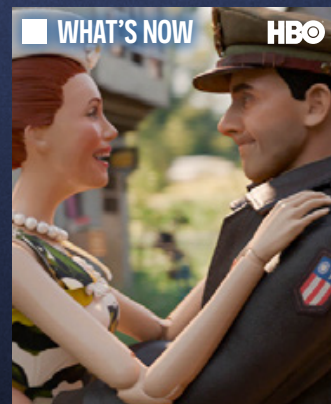
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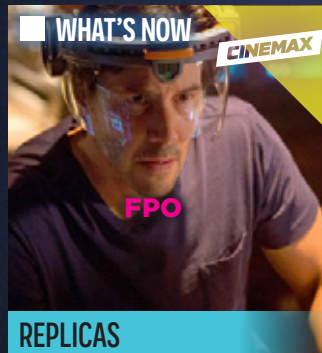
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New Movie PREMIERES 9/6  
Everyone's favorite law enforcement team is back with the long anticipated follow up to the cult comedy classic.

YOUR SEARCH FOR **TRUTH** **HBO** DOCUMENTARY FILMS



**WHAT HAPPENED ON SEPT 11TH**  
New Documentary PREMIERES 9/11  
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**EVERY CRIME HAS A STORY**  
Documentary Crime Trilogy AVAILABLE NOW  
A trilogy of compelling two-part documentaries about mysterious deaths and complicated trials. The films explore a wide range of issues, including race, gender and class bias.

**I LOVE YOU, NOW DIE**  
A sensational story ripped from the headlines about an 18-year-old who committed suicide after being urged to kill himself through a series of texts from his girlfriend.

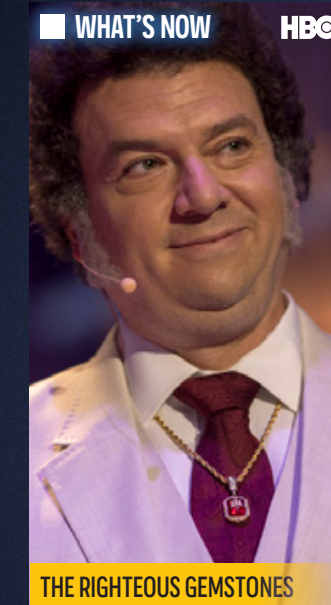


**WHO KILLED GARRETT PHILLIPS?**  
A black man is convicted of murdering a child in a mostly white community raises troubling questions of racial bias and criminal justice.



**BEHIND CLOSED DOORS**  
The mystery of this double murder of a young girl and her family's servant sparked a media frenzy and has haunted India over a decade.

YOUR SEARCH FOR **COMEDY**



**THE RIGHTEOUS GEMSTONES**  
New Series NEW EPISODES  
Danny McBride stars in this comedy about a world-famous televangelist family with a sketchy history.



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Rebel Wilson stars as a woman who gets knocked unconscious during a mugging and wakes to find herself trapped inside a romantic comedy.



**LAST WEEK TONIGHT**  
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John Oliver delivers your weekly dose of news, politics and current events—with a biting, funny twist.



**BALLERS**  
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Dwayne Johnson stars in this sports comedy about a football superstar turned financial advisor.

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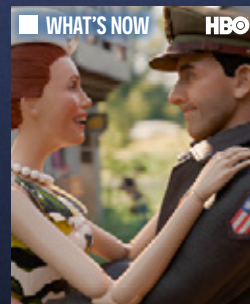
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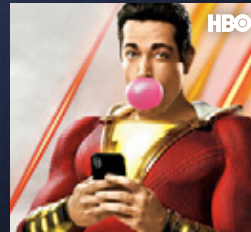
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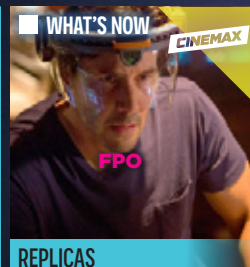
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YOUR SEARCH FOR **DRAMA**

FIRST LOOK

**THE UNDOING**  
New Limited Series COMING SOON  
Nicole Kidman, Hugh Grant and Donald Sutherland star in this story of a successful family whose lives are upended by a disappearance and a violent death.

**LOVECRAFT COUNTRY**  
New Series COMING SOON  
Executive Produced by JJ Abrams and Jordan Peele, this drama follows a man's struggle to survive and overcome the racism of 1950s Jim Crow America.

**CATHERINE THE GREAT**  
New Miniseries PREMIERES 10/21  
Oscar-winner Helen Mirren stars as Russian empress Catherine the Great, the most powerful female monarch in history.

**SUCCESSION**  
Series NEW EPISODES  
The Roy family siblings fight for control of their father's media empire.

**MARY QUEEN OF SCOTS**  
New Movie PREMIERES 9/7  
Mary Stuart's attempt to overthrow her cousin Elizabeth I, Queen of England, finds her condemned to prison before facing execution.

**THE DEUCE**  
Series SEASON 3 PREMIERES 9/9  
A gritty drama exploring the rough world of Times Square in the '70s, and the provocative beginning of a billion dollar industry.

CELEBRATING **HISPANIC HERITAGE MONTH**

**CHUMEL CON CHUMEL TORRES**  
Talk Show NEW EPISODES  
Stay current in news and politics from across Mexico and Latin America in this funny late-night talk show.

**A VIDA SECRETA DOS CASAIS**  
New Season COMING IN OCTOBER  
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Brazilian original series revolves around a young drug trafficker who decides to leave criminal life and try to make a business selling legalized marijuana.

**KANY GARCIA: SOY YO EN VIVO**  
Concert COMING IN OCTOBER  
Renowned singer-songwriter Kany headlines this sold-out concert at the Coliseo de Puerto Rico, along with special guest artists.

STRIKE **THE RIGHT MOOD**

"I'm feeling kind of CHILL." Then check out Dwayne Johnson living the high life in the new season of *Ballerz*®.

So try a new hit movie like *Isn't It Romantic* or *The LEGO Movie 2: The 2nd Part*. "I'm so OVER IT"

"I'm feeling SERIOUS." It's the perfect time to catch a new documentary, *Four Blocks from the Towers: Stuyvesant on 9/11*. "I'm in the mood for REVENGE." So binge watch all 6 seasons of *The Sopranos*®.

"I feel MOTIVATED" Maybe it's finally time to start watching *Game of Thrones*®.

**HBO in the NEWS**

HBO dominated the 2019 Emmy Nominations with a record-setting total of 137 nominations. Nominated shows include *Chernobyl*, *Barry*, *Veep*, *Last Week Tonight with John Oliver*, *True Detective* and *Game of Thrones*.

HBO renewed the hit drama series *EUPHORIA* for a second season. Starring Zendaya, *EUPHORIA* follows a group of high school students navigating a minefield of drugs, sex, social media, love and friendship.

Presented by HBO, the New York Latino Film Festival—the nation's premier and most diverse Latino film festival—was held in August, featuring emerging and established Latino actors, filmmakers, influencers, and more.



Always more to watch

### WHAT'S NOW



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**BALLERS**

*Series*. NEW EPISODES  
Dwayne Johnson stars in this sports comedy about a football superstar turned financial advisor.



**A BLACK LADY SKETCH SHOW**

*Series*. NEW EPISODES  
First-of-its-kind sketch comedy written by, directed and starring black women—including Robin Thede and Issa Rae.

### WHAT'S NEXT



**SILICON VALLEY**

*New Season*. PREMIERES IN OCTOBER  
In the high-tech gold rush of modern Silicon Valley, the people most qualified to succeed are the least capable of handling success.



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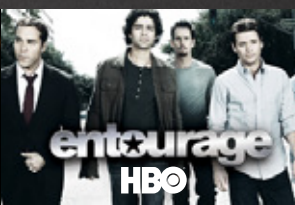
*New Movie*. PREMIERES 10/19  
M. Night Shyamalan wrote and directed this explosive thriller starring James McAvoy, as a man with multiple personalities.



**HAPPY DEATH DAY 2U**

*New Movie*. PREMIERES 10/12  
A college student wakes up to learn that she's stuck in a parallel universe and finds herself the target of a masked killer.

### TOP FAVES



ALWAYS AVAILABLE STREAMING & ON DEMAND

### The TRUTH about HBO

Answer TRUE or FALSE to the questions below to discover fun facts about HBO.

- 1. HBO gives you the biggest bang for your buck with the best entertainment for the whole family. **T/F**
- 2. Enjoy more big hit movies like *The LEGO Movie 2* and *Isn't it Romantic* on HBO before any other service. **T/F**
- 3. You can catch all the hot new shows everyone's talking about, like *Succession* and *EUPHORIA*, all on HBO. **T/F**
- 4. All of HBO is available anytime, anywhere, on any screen—hit movies, groundbreaking shows, fascinating documentaries and so much more. **T/F**

### COACH'S CORNER

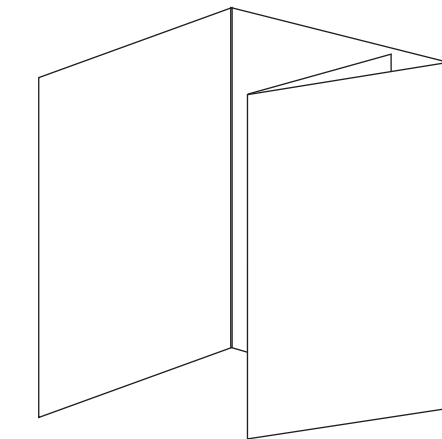
ASK YOUR AGENTS HOW THEY WILL PROMOTE ALL THE GREAT ENTERTAINMENT COMING UP THIS FALL.

NAME

SUPERVISOR

# Concept 2 | Fall In

Summer is over; it's time for everyone to fall in for great entertainment. You'll fall for great stories. The latest hit movies. And you'll fall for new original series, about to become must-watch obsessions you'll want to share with your friends.



roll fold

# FALL FOR GREAT STORIES

## HBO ISN'T IT ROMANTIC

NEW MOVIE | PREMIERES 9/28  
Rebel Wilson stars as a woman who gets knocked unconscious during a mugging and wakes to find herself trapped inside a romantic comedy.



# FALL PREVIEW FIRST LOOKS

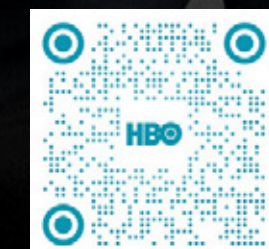
SCAN THE QR CODES  
THROUGHOUT THIS BROCHURE  
TO SEE SPECIAL FEATURES  
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From the groundbreaking graphic novel set in an alternate history where "superheroes" are treated as outlaws.

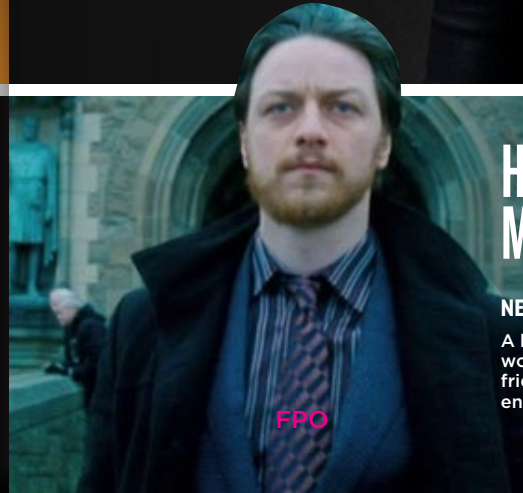
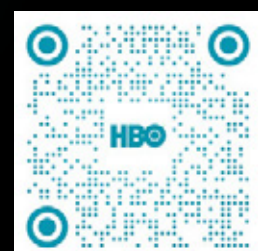
-FIRSTLOOK-



## HBO LOVECRAFT COUNTRY

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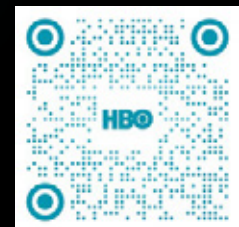
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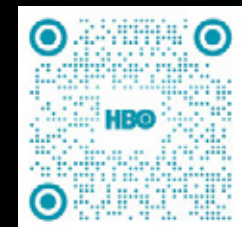
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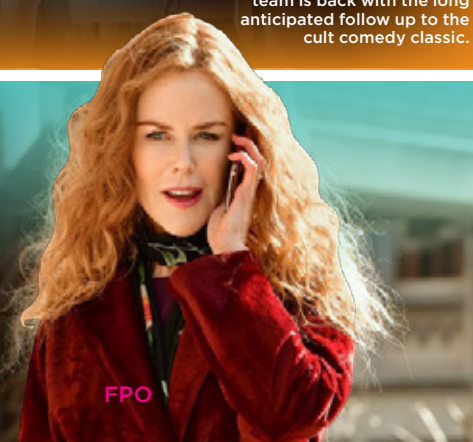


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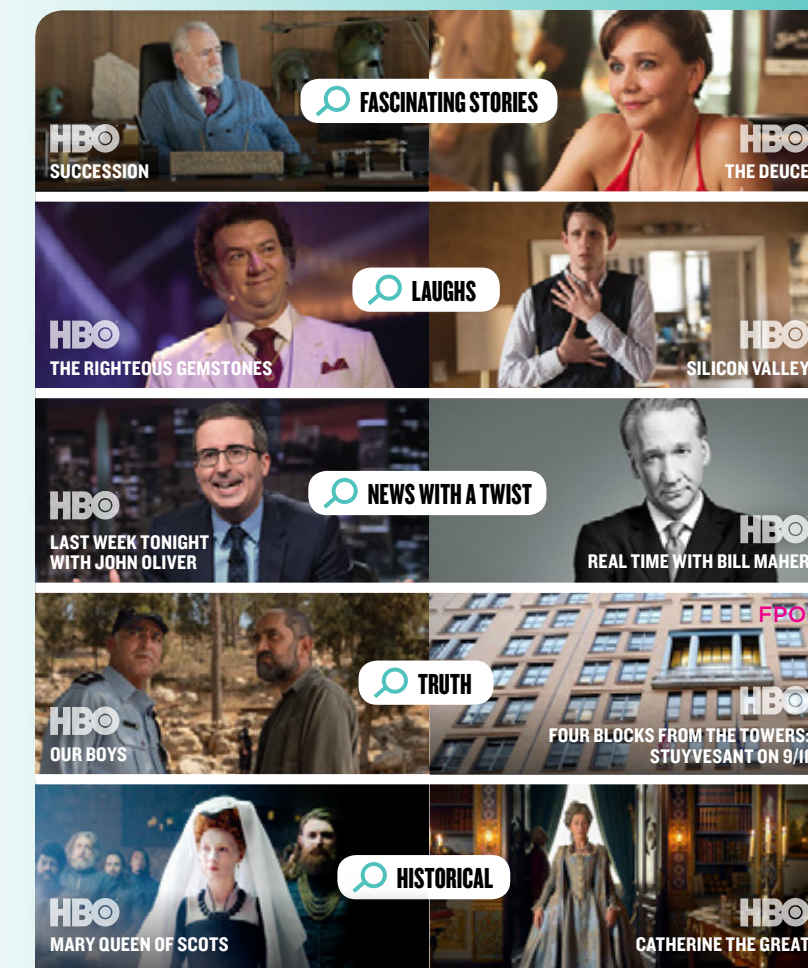


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FASCINATING STORIES

LAUGHS

NEWS WITH A TWIST

TRUTH

HISTORICAL

## HBO IN THE NEWS



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### EUPHORIA RENEWED FOR SECOND SEASON

HBO renewed the hit drama series EUPHORIA for a second season. STARRING ZENDAYA, EUPHORIA follows a group of high school students navigating a minefield of drugs, sex, social media, love and friendship.

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**HBO CATHERINE THE GREAT**  
NEW MINISERIES | PREMIERES 10/21  
Oscar-winner Helen Mirren stars as Russian empress Catherine the Great, the most powerful female monarch in history.



SEPT 2019  
THERE'S  
ALWAYS MORE  
TO WATCH

UNFORGETTABLE SERIES

 <p><b>SUCCESSION</b> SERIES   NEW EPISODES</p> <p>In this exciting drama, the Roy family siblings fight for control of their father's media empire.</p>	 <p><b>THE RIGHTEOUS GEMSTONES</b> SERIES   NEW EPISODES</p> <p>Danny McBride stars in this comedy about a world-famous televangelist family with a sketchy history.</p>	 <p><b>BALLERS</b> SERIES   NEW EPISODES</p> <p>Dwayne Johnson stars in this sports comedy about a football superstar turned financial advisor.</p>
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BINGEABLE FAVES ALWAYS AVAILABLE STREAMING & ON DEMAND

		
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COMING THIS FALL

 <p><b>SHAZAM!</b> FPO NEW MOVIE   PREMIERES 11/30</p> <p>Enjoy some superhero magic with 14-year-old Billy Batson—when he shouts out one word, he transforms into the adult superhero Shazam.</p>	 <p><b>SILICON VALLEY</b> NEW SEASON   PREMIERES IN OCTOBER</p> <p>The hit series returns! A team of computer nerds try to leave their mark, chasing fame and fortune on the road to success in the tech world.</p>	 <p><b>CATHERINE THE GREAT</b> NEW MINISERIES   PREMIERES 10/21</p> <p>Oscar-winner Helen Mirren stars as Russian empress Catherine the Great, the most powerful female monarch in history.</p>	 <p><b>GLASS</b> FPO NEW MOVIE   PREMIERES 10/19</p> <p>M. Night Shyamalan wrote and directed this explosive thriller starring James McAvoy as Kevin Wendell Crumb—a man with multiple personalities.</p>
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COACHES CORNER

THIS FALL FEATURES AN UNFORGETTABLE LINEUP OF FILMS, ORIGINAL SERIES AND SPECIALS ON HBO AND CINEMAX. ASK YOUR AGENTS HOW THEY WILL PROMOTE ALL THE GREAT ENTERTAINMENT COMING UP THIS FALL.

FALL INTO THE HBO SNEAK PREVIEW GAME

UNSCRAMBLE THE WORDS IN BOLD TO LEARN MORE ABOUT THE GREAT ENTERTAINMENT COMING THIS FALL.

Catch a big hit \_\_\_\_\_ (VOIEM) every Saturday night, from \_\_\_\_\_ (LYIAMF) favorites like **THE LEGO MOVIE 2** and **SHAZAM!** to scary features like **HAPPY DEATH DAY 2U** and **US**.

Like historical \_\_\_\_\_ (AMRDA)? Helen Mirren stars in the new series **CATHERINE THE GREAT**, as the Russian empress who rewrites the rules of governing and helps shape the future of \_\_\_\_\_ (SNUSIRA) politics.

Getting back into your fall \_\_\_\_\_ (OEUTRN)? Take a well-deserved break with HBO—enjoy the best entertainment anytime, \_\_\_\_\_ (RWHANEYE), on any screen.

Fall is the time for fresh starts—look for exciting new \_\_\_\_\_ (IGINARLO) series, **WATCHMEN**, **HIS DARK MATERIALS**, and **MRS. FLETCHER** coming this October, only on HBO.

NAME

SUPERVISOR

# Concept 3 | Next Up

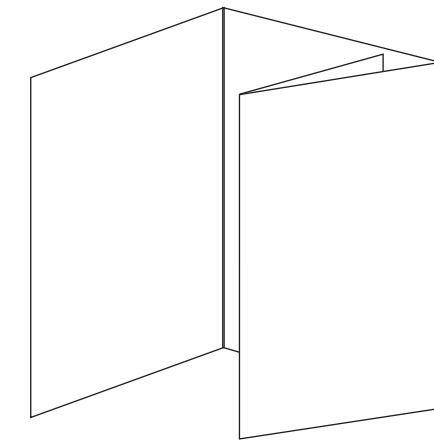
The next great original you've yet to discover. The next hit movie you've been waiting to watch. The next season of your favorite show. It's *always* coming up next on HBO.

2019  
SEPT

THE DEUCE  
SUCCESSION™  
ADDICTIVE  
DRAMAS  
CATHERINE  
THE GREAT  
ROOM 704  
EXPLOSIVE  
ACTION  
WATCHMEN  
SHAZAM  
HIS DARK  
MATERIALS  
HILARIOUS  
LAUGHS  
SILICON  
VALLEY  
IN THE KNOW WITH  
HBO  
LAST  
WEEK  
TONIGHT  
WITH JOHN OLIVER  
BUZZ-WORTHY  
DOCS & TALK SHOWS  
VICE NEWS  
TONIGHT  
ISN'T IT  
ROMANTIC  
THE LEGO  
MOVIES  
THE  
RIGHTEOUS  
GEMSTONES  
allers  
AR  
EXPERIENCE

# NEXT UP

LOOK INSIDE FOR AN  
EXCLUSIVE SNEAK PEAK



roll fold

# YOUR NEXT FAVE FLICKS



**THE LEGO MOVIE 2**  
New Movie PREMIERES 9/21



In this latest Lego movie megahit, there's a huge new threat: invaders from outer space, wrecking everything in sight.

THRILLS



**GLASS** New Movie PREMIERES 10/19

FPO

M. Night Shyamalan wrote and directed this explosive thriller starring James McAvoy, as Kevin Wendell Crumb—a man with multiple personalities.

**US** New Movie PREMIERES 11/23

FPO

Lupita Nyong'o stars in the latest horror film written and directed by Jordan Peele, as a family's beach vacation turns into a nightmare.



**RAMPAGE** New Movie PREMIERES 10/4

CINEMAX

An adrenaline-filled ride starring Dwayne Johnson battling mutant animals to save the world from catastrophe.

**SHAZAM!** New Movie PREMIERES 11/30

HBO

Enjoy some superhero magic with 14-year-old Billy Batson—when he shouts out one word, he transforms into the adult superhero Shazam.

ACTION



**THE UNDOING**  
New Limited Series COMING SOON



Nicole Kidman, Hugh Grant and Donald Sutherland star in this story of a successful family whose lives are upended by a disappearance and a violent death.

SNEAK PEEK



THE BIGGEST STARS THE BEST NEW SHOWS

THE BEST IS ALWAYS COMING UP NEXT ON HBO

AWARD-WINNERS



**CATHERINE THE GREAT**  
New Miniseries PREMIERES 10/21



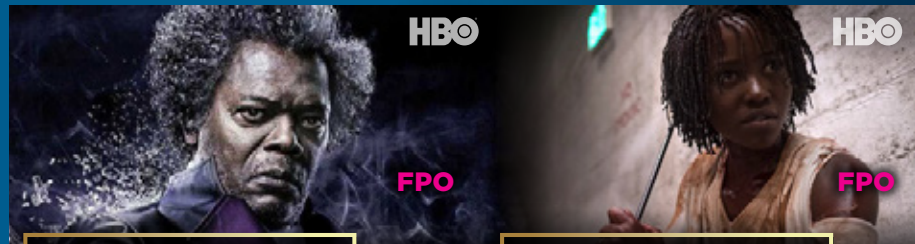
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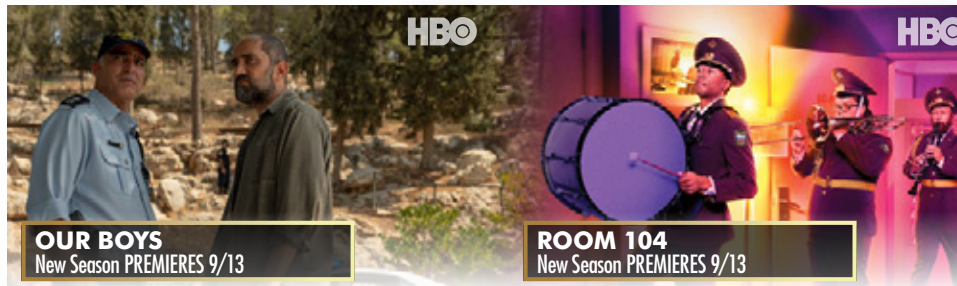
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ACTION

BINGE-TIME



**OUR BOYS**  
New Season PREMIERES 9/13

Based on a true story about an investigator searching for three missing Israeli teenagers in the summer of 2014.

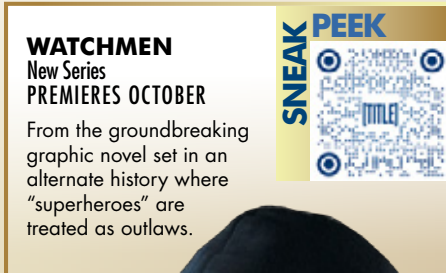
**ROOM 104**  
New Season PREMIERES 9/13

Set in a single hotel room, every week reveals different guests with unique circumstances and stories.



**HIS DARK MATERIALS**  
New Series PREMIERES 9/13

A brave young woman from another world is on a quest to find her kidnapped friend, while uncovering sinister plots and encountering extraordinary beings.



**WATCHMEN**  
New Series PREMIERES OCTOBER

From the groundbreaking graphic novel set in an alternate history where "superheroes" are treated as outlaws.

HBO



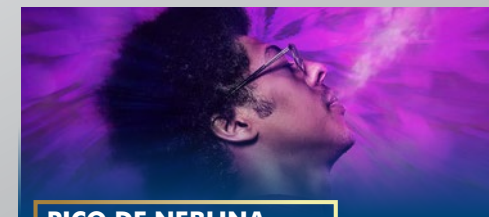
BUZZ-WORTHY

## CELEBRATING HISPANIC HERITAGE



**CHUMEL CON CHUMEL TORRES** Talk Show NEW EPISODES

Stay current in news and politics from across Mexico and Latin America in this funny late-night talk show.



**PICO DE NEBLINA**  
New Series NEW EPISODES

Brazilian original series revolves around a young drug trafficker who decides to leave criminal life and try to make a business selling legalized marijuana.



**KANY GARCIA: SOY YO EN VIVO**  
Concert COMING IN OCTOBER

Renowned singer-songwriter Kany headlines this sold-out concert at the Coliseo de Puerto Rico, along with special guests.

## WHAT MOOD ARE YOU IN?

I'm feeling kind of CHILL.

Then check out Dwayne Johnson living the high life in the new season of *BALLERS*®.

I'm so OVER IT.

So try a new hit movie like *ISN'T IT ROMANTIC* or *THE LEGO MOVIE 2: THE 2ND PART*.

I'm feeling MOTIVATED.

Maybe it's finally time to start watching all 7 seasons of *GAME OF THRONES*®.

I'm feeling SERIOUS.

It's the perfect time to catch a new documentary, *WHAT HAPPENED ON SEPTEMBER 11*.

I'm in the mood for REVENGE.

Try an epic binge of all 6 seasons of *THE SOPRANOS*®.

## BIG HBO NEWS

HBO dominated the 2019 Emmy Nominations with a record-setting total of 137 nominations. Nominated shows include *Chernobyl*, *Barry*, *Veep*, *Last Week Tonight with John Oliver*, *True Detective* and *Game of Thrones*.

HBO renewed the hit drama series *Euphoria* for a second season. Starring Zendaya, *Euphoria* follows a group of high school students navigating a minefield of drugs, sex, social media, love and friendship.

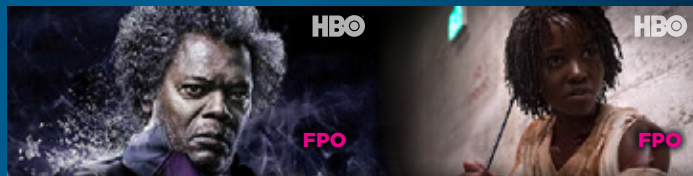
Presented by HBO, the New York Latino Film Festival—the nation's premier and most diverse Latino film festival—was held in August, featuring emerging and established Latino actors, filmmakers, influencers, and more.

# YOUR NEXT FAVE FLICKS



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New Movie PREMIERES 9/21

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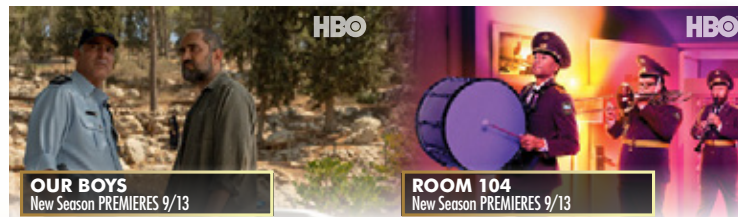
**SHAZAM!** New Movie PREMIERES 11/30

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THRILLS

ACTION

BINGETIME



**OUR BOYS**  
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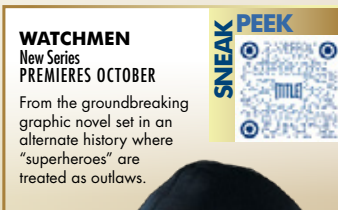
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BUZZ-WORTHY

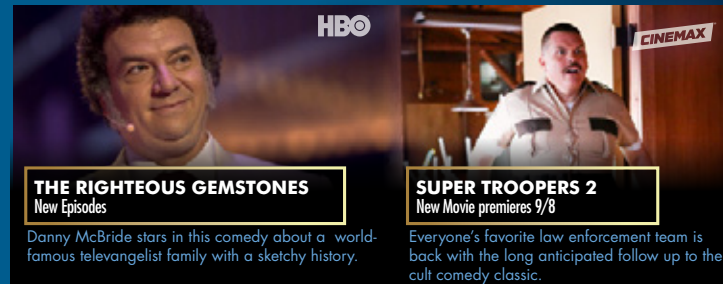
# YOUR NEXT MUST-FOLLOWS

# YOUR NEXT LOL



**ISN'T IT ROMANTIC**  
New Movie PREMIERES 9/28

Rebel Wilson stars as a woman who gets knocked unconscious during a mugging and wakes to find herself trapped inside a romantic comedy.



**THE RIGHTEOUS GEMSTONES**  
New Episodes

Danny McBride stars in this comedy about a world-famous televangelist family with a sketchy history.

**SUPER TROOPERS 2**  
New Movie premieres 9/8

Everyone's favorite law enforcement team is back with the long anticipated follow up to the cult comedy classic.



**MRS. FLETCHER**  
New Series PREMIERES OCTOBER

A coming-of-age comedy following an "empty nest" divorced mom reinventing her life, and her college freshman son.

HILARIOUS

COMEDY

MORE LAUGHS  
MORE TO LOVE



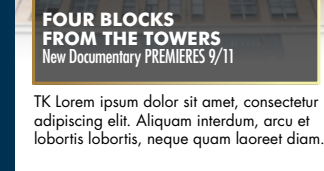
**WHAT HAPPENED ON SEPT 11TH**  
New Documentary PREMIERES 9/11

TK Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam interdum, arcu et lobortis lobortis, neque quam laoreet diam.



**WHO KILLED GARRETT PHILLIPS?**  
Crime Documentary

A black man is convicted of murdering a child in a mostly white community raises troubling questions of racial bias and criminal justice.



**BEHIND CLOSED DOORS**  
Crime Documentary

The mystery of this double murder of a young girl and her family's servant sparked a media frenzy and has haunted India over a decade.



**I LOVE YOU, NOW DIE**  
Crime Documentary

A sensational story ripped from the headlines about an 18-year-old who committed suicide after being urged to kill himself through a series of texts from his girlfriend.



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THE NEWS FROM A WHOLE NEW ANGLE

# YOUR NEXT DEEP DIVE

**LAST WEEK TONIGHT® WITH JON OLIVER**  
New Episodes

John Oliver delivers your weekly dose of news, politics and current events—with a biting, funny twist.



■ **WHAT'S HOT NOW**



**SUCCESSION**  
ORIGINAL SERIES NEW EPISODES

**THE RIGHTEOUS GEMSTONES**  
ORIGINAL SERIES NEW EPISODES

**THE BLACK LADY SKETCH SHOW**

The Roy siblings fight for control of their father's media empire.

Danny McBride stars in this comedy about a world-famous televangelist.

Sketch comedy written by, directed and starring black women.

■ **WHAT'S UP NEXT**



**SILICON VALLEY**  
NEW SEASON THIS OCTOBER

**HAPPY DEATH DAY 2U**  
NEW MOVIE THIS OCTOBER

**CATHERINE THE GREAT**  
NEW MINISERIES THIS OCTOBER

Comedy about the high-tech gold rush of Silicon Valley.

A college student is the target of a masked killer.

Helen Mirren stars as the most powerful female monarch in history.

■ **WHAT'S ALWAYS BINGE-WORTHY**



**CURB YOUR ENTHUSIASM**

**BROADWALK EMPIRE**

**INSECURE**

ALWAYS AVAILABLE STREAMING & ON DEMAND

**KNOW HBO?**

Answer TRUE or FALSE to the questions below to discover fun facts about HBO.

1. HBO gives you the biggest bang for your buck with the best entertainment for the whole family. **T/F**
2. You can catch all the hot new shows everyone's talking about, like **SUCCESSION** and **THE RIGHTEOUS GEMSTONES**, all on HBO. **T/F**
3. Enjoy more big hit movies like **THE LEGO MOVIE 2** and **ISN'T IT ROMANTIC** on HBO before any other service. **T/F**
4. All of HBO is available anytime, anywhere, on any screen—hit movies, groundbreaking shows, fascinating documentaries and so much more. **T/F**

**COACHES' CORNER**  
Ask your agents how they will promote all the great entertainment coming up this fall.

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# September Brochure **Alternate Covers**

IN THE KNOW WITH  
**HBO**<sup>®</sup>  
SEPTEMBER



**EXCLUSIVE SNEAK PEEK**

*Be on the lookout for preview codes throughout the brochure!*

# FALL PREVIEW

**NEW SERIES**  
**WATCHMEN**  
COMING THIS FALL



**NEW MINISERIES**  
**CATHERINE THE GREAT**  
COMING THIS FALL



SEPTEMBER

IN THE KNOW WITH

HBO

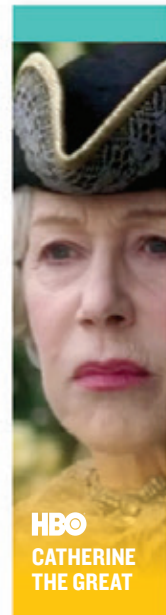
FALL

HBO  
WATCHMEN

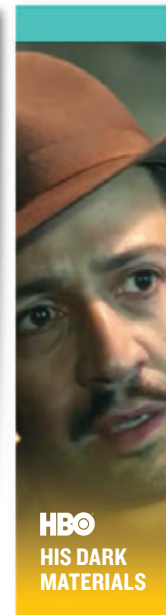
IN

FOR GREAT  
ENTERTAINMENT

EXCLUSIVE FIRST LOOKS  
BE ON THE LOOKOUT FOR PREVIEW  
CODES THROUGHOUT THE BROCHURE



HBO  
CATHERINE  
THE GREAT



HBO  
HIS DARK  
MATERIALS



HBO  
THE LEGO  
MOVIE 2



thank you