



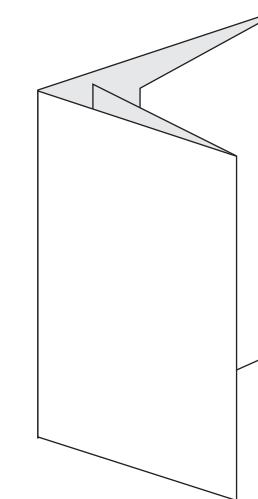
HBO 4Q19 POS NOV/DEC Brochure

9.26.19

Concept 1 | **Best in Class Binge**

Spend your holiday downtime bingeing all the most epic and talked about series of 2019.

This brochure would print with an overall soft touch coating, a translucent pearlized foil on cover headline, and spot UV throughout to highlight certain graphics.



gate fold



It's been
an epic
year.

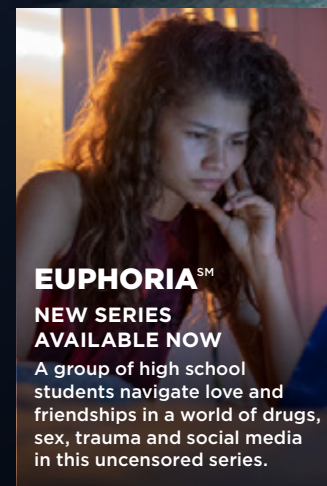
GAME OF THRONES®
BINGE SEASONS 1-8
The epic battle for the Iron Throne comes to a thrilling conclusion in HBO's biggest series yet.

WATCHMEN
NEW SERIES
NEW EPISODES
In an alternate history, society is fractured, the law wears a mask, and the lines are blurred between good and evil.



Now's your
chance to
catch up on
the shows
everyone's
talking about.

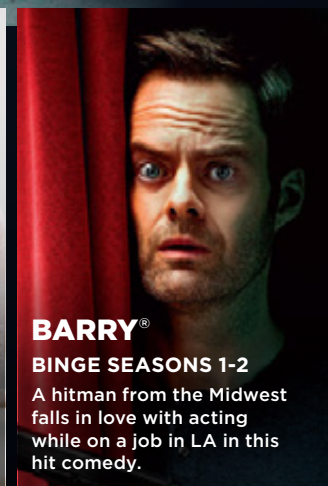
CHERNOBYL
MINISERIES
AVAILABLE NOW
The story of the 1986 nuclear accident—one of the worst man-made catastrophes in history.



EUPHORIA™
NEW SERIES
AVAILABLE NOW
A group of high school students navigate love and friendships in a world of drugs, sex, trauma and social media in this uncensored series.



BALLERS®
BINGE SEASONS 1-4
Sports comedy starring Dwayne Johnson as a retired football star turned financial advisor.



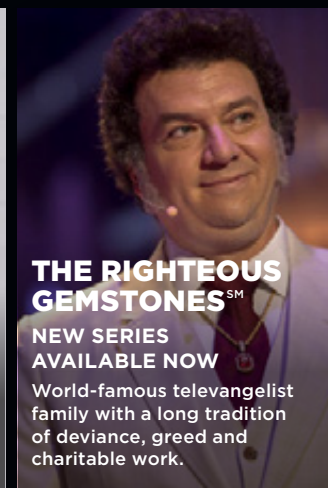
BARRY®
BINGE SEASONS 1-2
A hitman from the Midwest falls in love with acting while on a job in LA in this hit comedy.



TRUE DETECTIVE
SEASON 3
AVAILABLE NOW
Omnis sita doluptatum que cumquibus, eture pa qui ut alis magnissum.



BIG LITTLE LIES®
BINGE SEASONS 1-2
Three Monterey mothers face the consequences after their seemingly perfect lives unravel to the point of murder.



THE RIGHTEOUS GEMSTONES™
NEW SERIES
AVAILABLE NOW
World-famous televangelist family with a long tradition of deviance, greed and charitable work.



Deck your halls (or your desk!)

Flip up to reveal festive garland featuring the brightest shows on HBO.

A YEAR OF THE BEST SHOWS AND THE BIGGEST VALUE

Experience best in class entertainment & value.



HBO
HIS DARK MATERIALS
NEW SERIES | PREMIERES 11/4
A young orphan sets off on a thrilling globetrotting adventure to find her kidnapped friend.



HBO
CATHERINE THE GREAT
NEW MINISERIES
NEW EPISODES
Oscar-winner Helen Mirren stars as Russian empress Catherine the Great, the most powerful female monarch in history.

HBO
MCMILLIONS
NEW SERIES
PREMIERES 11/18
A stranger-than-fiction story of the McDonald's Monopoly game scam during the 1990s.

HBO
SESAME STREET
NEW SEASON
PREMIERES 11/16
Brand new episodes of this educational, fun family favorite that helps kids grow smarter, stronger and kinder.

50TH ANNIVERSARY

HBO
SILICON VALLEY
FINAL SEASON
NEW EPISODES
In the high-tech gold rush of Silicon Valley, the people most qualified to succeed are the least capable of handling success.

HBO
MRS. FLETCHER™
NEW SERIES
NEW EPISODES
A coming-of-age comedy following an "empty nest" divorced mom reinventing her life, and her college freshman son.

HBO
US
NEW MOVIE
PREMIERES 11/23
Lupita Nyong'o stars in this horror film written and directed by Jordan Peele, as a family's beach vacation turns into a nightmare.

HBO
POKEMON: DETECTIVE PIKACHU
NEW MOVIE
PREMIERES IN DECEMBER
Adorable super-sleuth Detective Pikachu joins forces with a human to investigate a mysterious disappearance.

HBO
HELLBOY
NEW MOVIE
PREMIERES IN DECEMBER
The legendary half-demon Hellboy is caught in a clash between the supernatural and the human.

CINEMAX
JURASSIC WORLD: FALLEN KINGDOM
NEW MOVIE
PREMIERES 11/8
Blockbuster Jurassic film follows Owen and Claire as they try to save the remaining dinosaurs from a volcano that's about to erupt.



HBO
WATCHMEN
NEW SERIES
NEW EPISODES
In an alternate history, society is fractured, the law wears a mask, and the lines are blurred between good and evil.

HBO
SHAZAM!
NEW MOVIE
PREMIERES 11/30
Enjoy some magic with 14-year-old Billy Batson—who can transform himself into adult superhero Shazam.

It's all on
HBO
TV.
Streaming.
On Demand.

Anytime, Anywhere,
Any Screen.



Season's Tweetings

@darthmall
Finished watching #Euphoria @Zendaya broke my heart in the most beautiful way. The best thing I've seen this year 🥰

Read all about the HOT NEW SHOWS everyone's talking about.

@FilmTay
#Barry is as absurd as they come. A hitman chasing the Hollywood dream while on the run from the Chechen Mafia. Barry is brutally intense, but still finds a way to be one of the funniest shows around! Bill Hader is at his best and HBO has struck gold once again!

@FilmFatale_NYC
Halfway through the last season of #Veep — this show is sooo good. I love that they don't sugarcoat how awful Selina Meyer is.

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- @katgordon**
Damn, that Meryl Streep can make any character raw and real. #BigLittleLies

2020

Big things are coming.



WESTWORLD NEW SEASON PREMIERES IN 2020

Aaron Paul joins the cast as the battle continues between the robot hosts and their human makers.

THE OUTSIDER
NEW MINISERIES | PREMIERES IN JANUARY
Adapted from Stephen King's bestselling novel, this supernatural drama follows the murder of a young boy and the search for his killer.

CURB YOUR ENTHUSIASM®
NEW SEASON
PREMIERES IN JANUARY
Larry David is back, starring as...Larry David, living the good life in Los Angeles and hilariously stumbling through life.

THE NEW POPE
NEW SERIES
PREMIERES IN JANUARY
Jude Law stars as Pope Pius XIII, in this series that continues where *The Young Pope* left off.

INSECURE®
NEW SEASON
PREMIERES IN 2020
Issa Rae returns in Season 4 with 10 episodes, making it the biggest season yet for this Emmy-winning comedy.

COACH'S CORNER

Ask your agents how they'll recommend HBO as a high quality, high value gift for the whole family that they can enjoy all year long.



HBO HOLIDAY HANGOUT

Word Scramble Game

UNSCRAMBLE THE WORDS BELOW

for great entertainment ideas for holiday downtime.

With the little ones home and looking for something to watch, it's _____
ONKMAEP Detective Pikachu to the rescue—on HBO.

Have a ton of gifts to wrap? Binge a series of *Big Little Lies*®, and let the ladies _____
YREETMNO Bay keep you company.

HBO has more new release movies to enjoy, so with a house full of bored teens, say the word and Shazam!—you've got a fun _____
PUSEEORRH flick to watch.

Tired of small talk with the relatives? Try *Succession*®—dinner with the _____
OSYCDATUNFNIL Roys is way more interesting.

Holiday time is family time—enjoy HBO's new epic _____
URENTEVAD *His Dark Materials*™ together. It's perfect for young teens and up.

WORD BANK: POKEMAN MONTEREY SUPERHERO DYSFUNCTIONAL ADVENTURE

NAME _____ SUPERVISOR _____

Concept 2 | Discover. Binge. Enjoy.

Downtime is the best time to catch up on the shows everyone's talking about.

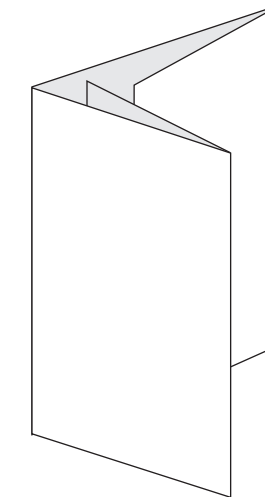
This brochure would incorporate festive gold foil on the cover, and metallic gold ink on the interior panels.

MAKE THE MOST OF YOUR HOLIDAY SEASON.

HBO® Discover.
Binge.
Enjoy.

IN THE KNOW | HOLIDAY EDITION

foil stamp / metallic ink interior



gate fold



Downtime is the best time to catch up on the shows everyone's talking about.

NOW'S YOUR CHANCE

SEASON'S TWEETINGS

Everyone's talking about HBO.

GAME OF THRONES

Retwatching Game of Thrones because...well no explanation needed @Swagg Aug 29

BALLERS

The key to #BallersHBO is that they keep throwing new scenarios at you. @antwanstaley

A BLACK LADY SKETCH SHOW

I'm so grateful that a show like #blackladysketchshow exists wow this show is needed @tayloneei Aug 20

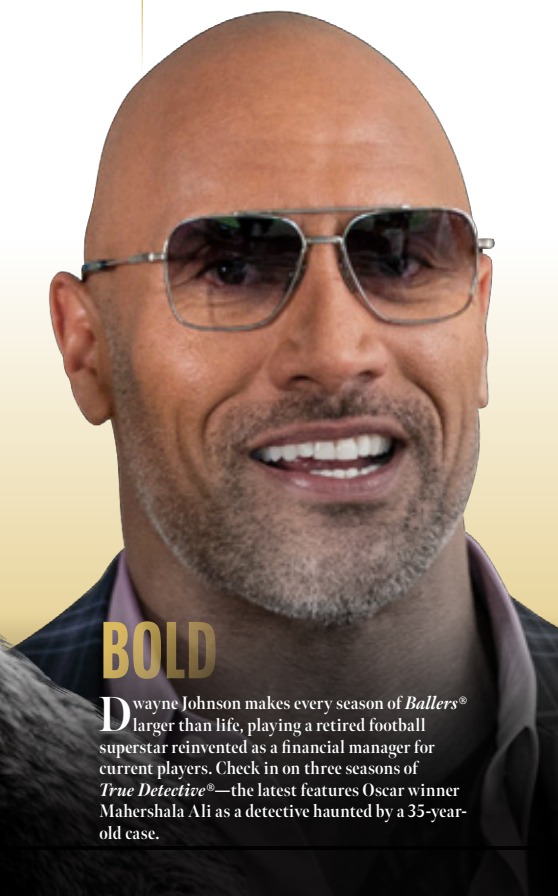
BIG LITTLE LIES

Just finished binge watching #BigLittleLies. There needs to be a season 3! Please please please! @CKightlinger



EPIC

Catch up on *Game of Thrones*, the show that dominated water cooler talk for seven seasons—and the most awarded scripted drama in Emmys history. After the battle for the Iron Throne, watch another epic struggle for control in *Succession*. The dysfunctional Roy family is filthy rich and they're all fighting to control the family's media empire.



BOLD

Wayne Johnson makes every season of *Ballers* larger than life, playing a retired football superstar reinvented as a financial manager for current players. Check in on three seasons of *True Detective*—the latest features Oscar winner Mahershala Ali as a detective haunted by a 35-year-old case.



FUNNY

Check out *A Black Lady Sketch Show*, the hilarious, first-of-its-kind sketch comedy written by, directed and starring black women, and executive produced by Issa Rae (*Insecure*). Then catch seven seasons of *Veep* with Julia Louis-Dreyfus, to see how funny politics can be.



FASCINATING

Get swept up in the drama of the Monterey Five with hit series *Big Little Lies*, with a star turn by Meryl Streep in the latest season. Then get blown away by top-rated miniseries *Chernobyl*, about Russia's 1986 nuclear accident—one of the worst man-made catastrophes in history.

2020 BIG THINGS ARE COMING.



INSECURE®

**NEW SEASON
PREMIERES IN 2020**

Issa Rae returns in Season 4 with 10 episodes, making it the biggest season yet for this Emmy-winning comedy.

THE NEW POPE

**NEW SERIES
PREMIERES IN JANUARY**

Jude Law stars as Pope Pius XIII, in this series that continues where The Young Pope left off.

CURB YOUR ENTHUSIASM®

**NEW SEASON
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Larry David is back, starring as... Larry David, living the good life in Los Angeles and hilariously stumbling through life.

WESTWORLD

**NEW SEASON
PREMIERES IN 2020**

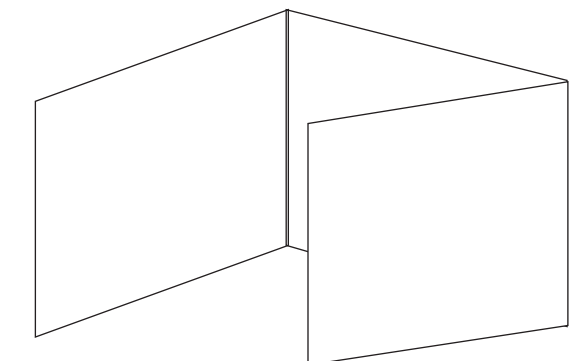
Catch up on this sci-fi drama about the dawn of artificial intelligence, before Season 3 begins with new cast members Aaron Paul and Lena Waithe.

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Concept 3 | **Binge all the Best**

Make the most of your holiday season, enjoying all biggest and best shows. Only on HBO.

This brochure would incorporate festive gold foil on the cover, and metallic gold ink on the interior panels.



roll fold

2019

Experience a big year of best in class entertainment.

EuphoriaSM

Dive into the most-buzzed about series of the Summer.



Game of Thrones[®]

Bing the entire all-time Emmy winning series!

Catherine the Great

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

Chernobyl

One of the worst man-made catastrophes in history. One of the most-talked-about miniseries of the year.

Big Little Lies[®]

Enjoy the highly-anticipated, highly-acclaimed second season, with an all-star cast.

IT'S ALL ON HBO

McMillions

NEW SERIES | PREMIERES 11/18
A stranger-than-fiction story of McDonald's Monopoly game scam.

Silicon Valley[®]

FINAL SEASON | NEW EPISODES
Comedy about the high-tech gold rush of Silicon Valley.



TV. Streaming. On Demand.

His Dark MaterialsSM

NEW SERIES | PREMIERES 11/4
A young orphan sets off on a thrilling globetrotting adventure to find her kidnapped friend.

Mrs. FletcherSM

LIMITED SERIES | NEW EPISODES
A coming-of-age comedy following a divorced mom reinventing her life.

WatchmenSM

NEW SERIES | NEW EPISODES
In an alternate history, the lines are blurred between good and evil.

SEASON'S TWEETINGS

@katgordon · Sept 13
'Damn,' that Meryl Streep can make any character raw and real. #BigLittleLies

@darthmali · Sept 11
Finished watching #Euphoria @Zendaya broke my heart in the most beautiful way. The best thing I've seen this year

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Rewatching Game of Thrones because....well no explanation needed

MUST SEE VIDEO



Scan or visit ExperienceHBO.com

2019

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MOVIES MOVIES MOVIES

Shazam!
NEW MOVIE | PREMIERES 11/30
Enjoy superhero magic with a 14-year-old who can transform into adult superhero Shazam.

Us
NEW MOVIE | PREMIERES 11/23
A family's beach vacation turns into a nightmare!

Hellboy
NEW MOVIE | PREMIERES DEC
Half-demon Hellboy is caught in a clash between the supernatural and the human.

Sesame Street[®] 50th Anniversary Celebration!
SPECIAL | PREMIERES 11/9
Celebrate the world's favorite show for children with celebrity guests!

Pokemon Detective Pikachu
NEW MOVIE | PREMIERES DEC
Adorable super-sleuth investigates a mysterious disappearance.

Esme & Roy
SERIES | AVAILABLE NOW
In this colorful world from the makers of Sesame Street, the littlest monsters can overcome big challenges together.

MAKE HOLIDAY TIME FAMILY TIME

Deck your halls (or your desk!) Pop out the detachable festive banner below featuring the brightest shows on HBO.

GET MORE ON MAX

The Meg
NEW MOVIE | PREMIERES 11/22
A 75-foot-long prehistoric shark traps a deep-sea crew at the bottom of the Pacific.

Jurassic World: Fallen Kingdom
NEW MOVIE | PREMIERES 11/8
Blockbuster Jurassic film follows Owen and Claire as they try to save the remaining dinosaurs from a volcano that's about to erupt.

Crazy Rich Asians
NEW MOVIE | PREMIERES IN DECEMBER
Romantic comedy about a native New Yorker who travels to Singapore to meet her boyfriend's (extremely wealthy) family and friends.

HBO WORD SCRAMBLE GAME

Unscramble the words below for great entertainment ideas for holiday downtime.

With the little ones home and looking for something to watch, it's _____ (ONKMAEP) Detective Pikachu to the rescue—on HBO.

Have a ton of gifts to wrap? Binge a series of Big Little Lies[®], and let the ladies _____ (YREETMNO) Bay keep you company.

HBO has more new release movies to enjoy, so with a house full of bored teens, say the word and Shazam!—you've got a fun _____ (PUSEORRH) flick to watch.

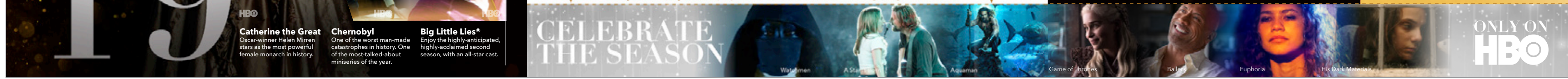
Tired of small talk with the relatives? Try Succession[®]—dinner with the _____ (OSYCDATUNFNIL) Roys is way more interesting.

Holiday time is family time—enjoy HBO's new epic _____ (URENTEVAD) His Dark MaterialsSM together. It's perfect for young teens and up.

WORD BANK: POKEMON, MONTEY, SUPERHERO, DYSFUNCTIONAL, ADVENTURE

NAME _____

SUPERVISOR _____



Coming up next: more of the best

Curb Your Enthusiasm® NEW SEASON | JAN Avenue 5 NEW SERIES | JAN The Outsider NEW MINISERIES | JAN



The New Pope NEW SERIES | JAN Insecure® NEW SEASON | 2020 High Maintenance NEW SEASON | JAN Westworld NEW SEASON | 2020



@JeffDLowe · May 19

Now that #GameOfThrones is over, go watch #VEEP. What an absolute ringer of a show. From first season to the series finale episode, perfection.



@antwanstaley · Aug 25
#BallersHBO always gets the music right. I love it



@SuperShah10 · Sept 14

I just watched the entirety of Barry Season 1 today and good lord....I think I found my new favorite show. Bill Hader is a fucking genius. #Barry @HBO

SHARE
THE JOY

NOV/DEC Brochure **Alternate Covers**

IN THE KNOW
HBO
HOLIDAY EDITION

DISCOVER. BINGE. ENJOY.



In the Know | Holiday Special

HBO

Game of Thrones

Veep

Ballers

DISCOVER. BINGE. ENJOY.

Experience
Best in Class
Entertainment
& Value

[LINK TO MUST-SEE VIDEO INSIDE](#)

A promotional poster for HBO featuring three main characters: a woman in a red dress (Veep), a woman in a dark fur coat (Game of Thrones), and a man in a blue shirt and sunglasses (Ballers). The background is a collage of various HBO show characters. The text 'In the Know | Holiday Special' is at the top, followed by the HBO logo. The main slogan 'DISCOVER. BINGE. ENJOY.' is in large white letters, with 'BINGE.' partially overlapping the red dress. To the right of the slogan is the tagline 'Experience Best in Class Entertainment & Value'. At the bottom, there is a red link 'LINK TO MUST-SEE VIDEO INSIDE'.

IN THE KNOW WITH
HBO
HOLIDAY EDITION

**BEST
BRIGHTEST
BINGY-EST**

LOOK
INSIDE FOR
SPECIAL
HOLIDAY
BANNER



MAKE THE MOST OF YOUR HOLIDAY SEASON.

HBO® Discover.
Binge.
Enjoy.



IN THE KNOW | HOLIDAY EDITION





HBO

BINGE ALL THE **BEST**
AND THE **BRIGHTEST**

IN THE KNOW
HBO
NOV/DEC





thank you