

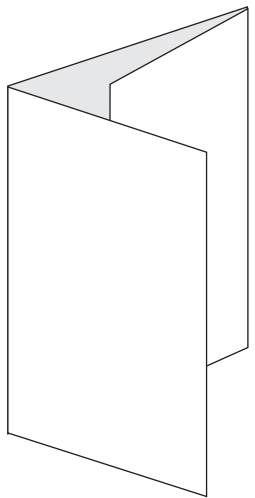


HBO 1Q20 POS JAN Brochure

10.22.19

Concept 1 | Get in with the NEW

Welcoming the new year with new shows, new seasons and unlimited access to the best entertainment.



c-fold

NEW YEAR. ALL NEW LINEUP.

HBO
THE NEW POPE
NEW SERIES
PREMIERES 1/13

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



UNLIMITED ACCESS
TO ALL OF HBO WITH
HBO GO

“...there will always be that one unbelievable thing Larry says that will make you shake your head as you laugh, really hard.”

” —NY POST

HBO
CURB YOUR ENTHUSIASM

NEW SEASON
PREMIERES 1/19

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

UNLOCK
WHAT YOU'VE
BEEN **MISSING.**

HBO

AVENUE 5

NEW SERIES
PREMIERES 1/19

Hugh Laurie stars as the captain of space cruise ship Avenue 5 in this space tourism comedy set 40 years in the future.

COMING SOON

CINEMAX

STRIKE BACK

FINAL SEASON | COMING IN FEBRUARY

Get your pulse pounding with a new season of action-packed adventures for special-ops team Section 20.

**CATCH UP ON
SEASONS 1-6!**

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HBO
THE CURSE OF LA LLORNA
NEW MOVIE | PREMIERES 1/25
The legendary ghost La Llorona is stalking the night—and the children, in 70s LA.



CINEMAX
NIGHT SCHOOL
NEW MOVIE | PREMIERES 1/24
Laughs are in session with Tiffany Haddish and Kevin Hart.

HBO
ICE ON FIRE
NEW DOCUMENTARY | PREMIERES 1/21
An eye-opening film focusing on hopeful, never-before-seen solutions to slow down the current climate crisis.



HBO
HIGH MAINTENANCE
NEW SEASON | PREMIERES 1/24
Catch the buzz when High Maintenance returns with new episodes following "The Guy," a bike-riding weed-delivery salesman.



HBO

THE BEST SHOWS AND MOVIES.
THE BEST ENTERTAINMENT VALUE.

**TV. STREAMING.
ON DEMAND.**

ANYTIME, ANYWHERE, ANY SCREEN.

HBO
GODZILLA: KING OF THE MONSTERS
NEW MOVIE | PREMIERES 1/18
Ancient monsters rise again, as Godzilla collides with Mothra, Rodan and the three-headed King Ghidorah.



HBO
THE OUTSIDER
NEW MINISERIES
PREMIERES 1/12
Adapted from Stephen King's bestselling novel, this supernatural thriller follows the murder of a young boy and the search for his killer.



HBO
JOHN WICK: CHAPTER 3—PARABELLUM
NEW MOVIE | PREMIERES 1/11
The legendary hit man has a \$14 million bounty on his head, as he becomes the target of the world's most ruthless killers.



OPTIMIZE YOUR NEW DEVICES WITH ENTERTAINMENT FOR EVERY MOOD.

Need to decompress?

Try some out-of-this-world comedy with new series *Avenue 5*™ starring Hugh Laurie.

Want some big screen TV chills?

Tune in to Steven King's new supernatural drama *The Outsider*.

Got the winter blues?

With **HBO GO** on your new phone or tablet, you've got the perfect antidote, wherever you go, watching the hilarious new season of *Curb Your Enthusiasm*™.

Craving some me-time?

No more fighting for the remote—adults can check out *The New Pope*™ and the little ones can plug in to their phones or tablets with **HBO GO**, and enjoy *Sesame Street*™.



ONE HOUSE.
ENDLESS
POSSIBILITIES.



MORE TO WATCH ON EVERY SCREEN

WHAT'S HOT NOW

HBO
JOHN WICK: CHAPTER 3 – PARABELLUM
 NEW MOVIE | PREMIERES 1/11
 The legendary hit man has a \$14 million bounty on his head, as he becomes the target of the world's most ruthless killers.

HBO
AVENUE 5
 NEW SERIES | PREMIERES 1/19
 Hugh Laurie stars as the captain of space cruise ship Avenue 5 in this space tourism comedy set 40 years in the future.

HBO
THE CURSE OF LA LLORONA
 NEW MOVIE | PREMIERES 1/25
 The legendary ghost La Llorona is stalking the night—and the children, in 70s LA.

HBO
SHAFT
 NEW MOVIE | PREMIERES 2/15
 The next chapter in the film franchise featuring the coolest private eye in New York City.

WHAT'S UP NEXT

HBO
MA
 NEW MOVIE | PREMIERES 2/8
 Oscar-winner Octavia Spencer plays a desperate stalker in this thriller.

CINEMAX
STRIKE BACK
 FINAL SEASON | COMING IN FEBRUARY
 Get your pulse pounding with a new season of action-packed adventures for special-ops team Section 20.

WHAT TO BINGE



COACH'S CORNER Ask your agents how they'll encourage their customers to bring their new screens to life with HBO's new 2020 lineup of big shows and movies.

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BREAKTIME CHALLENGE

GET GOING WITH **HBO GO**

MATCH THE BLANKS to the correct answers to learn how HBO GO adds even more value to an HBO subscription.

1. Catch up on everything you've been missing, anytime, _____ with HBO GO.
2. There's a whole world of great movies, shows, documentaries and more waiting for you on HBO GO—you have unlimited access to the whole HBO _____.
3. With HBO GO, you can watch the latest big hit _____ you really want to see, with new movies added every week.
4. HBO has great entertainment for every mood, with no _____ breaks.
5. The best entertainment is also the best value! Watch all of HBO on TV, on demand and on all your connected _____ with HBO GO, included FREE with your HBO subscription.

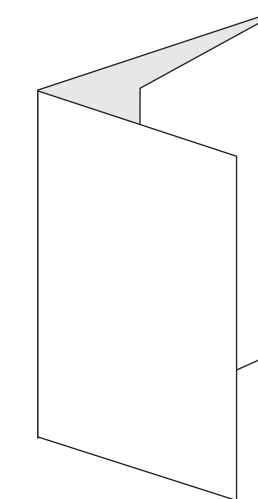
WORD BANK: LIBRARY | COMMERCIAL | ANYWHERE | DEVICES | MOVIES

NAME _____

SUPERVISOR _____

Concept 2 | IT'S ON

It's all on HBO in 2020: new series, new seasons and new hit movies.
Unlock all the drama, the laughs and the action - anywhere, any time, with HBOGO.



c-fold



HBO
THE NEW POPE
 NEW SERIES | PREMIERES 1/13
 Jude Law and John Malkovich star in this new series that picks up where *The Young Pope* left off.

A **L**

the drama.
 the laughs.
 the action.



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HBO
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N **E** **W**

series.
 seasons.



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Got the winter blues?
With **HBO GO** and **MAX GO** on your new phone or tablet, you've got the perfect antidote, wherever you go. Enjoy epic thrills with *Godzilla: King of Monsters* on any screen, or have some extracurricular laughs watching *Night School*.

HBO
GODZILLA: KING OF MONSTERS
NEW MOVIE
PREMIERES 1/13
Ancient monsters rise again, as Godzilla collides with Mothra, Rodan and the three-headed King Ghidorah.

NIGHT SCHOOL
NEW MOVIE
PREMIERES 1/24
Laughs are in session with Tiffany Haddish and Kevin Hart.

HBO GO
Craving some me time?
Parents can thrill to *The Curse of La Llorna* in the living room, and the little ones can plug in to their phones or tablets with **HBO GO**, and enjoy *Sesame Street*.

THE CURSE OF LA LLORNA
NEW MOVIE | PREMIERES 1/25

SESAME STREET
NEW EPISODES
JANUARY

any screen.
anywhere.
anytime.

Unlock great entertainment on all your new devices!

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Tune in to Steven King's new supernatural drama *The Outsider*.

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THE OUTSIDER
NEW MINISERIES | PREMIERES 1/12
ADAPTED FROM STEPHEN KING'S BESTSELLING NOVEL
This supernatural thriller follows the murder of a young boy and the search for his killer.

HBO

the best originals.
the biggest movies.
the most value.

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NEW SEASON | PREMIERES 1/24
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insecure

TRUE BLOOD DEADWOOD

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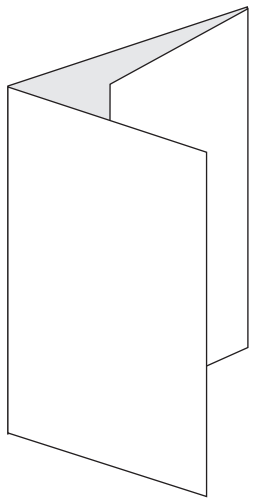
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- WORD BANK:** LIBRARY | COMMERCIAL | ANYWHERE | DEVICES | MOVIES

NAME _____ SUPERVISOR _____

Concept 2 | **IT'S ON** Color Alternate



c-fold



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JAN Brochure **Alternate Covers**

IN THE KNOW
HBO
 JAN 2020

GET IN WITH THE

NEW

NEW DRAMA SERIES
The Outsider
 HBO

NEW MOVIE
Night School
 CINEMAX

NEW DRAMA SERIES
The New Pope
 HBO

NEW
MUST-SEE
SHOWS
LARGER-THAN-
LIFE MOVIES

HBO 2020

NEW SERIES | HBO
AVENUE 5

NEW SERIES | HBO
THE NEW POPE

NEW MOVIE | CINEMAX
NIGHT SCHOOL

NEW ORIGINALS

NEW MOVIES

NEW WAYS TO WATCH

HBO IN THE KNOW | JAN 2020

HBO IN THE KNOW | JAN 2020

NEW SERIES | HBO
AVENUE 5

NEW MOVIE | CINEMAX
NIGHT SCHOOL

NEW SERIES | HBO
THE NEW POPE

NEW ORIGINALS

NEW MOVIES

NEW WAYS TO WATCH

2020 IT'S ON

IN THE KNOW
HBO
JAN 2020

THE BEST **NEVER RESTS**



JAN Brochure

Alternate Copy Concepts

Alternate Copy Concept 1

Cover

THE BEST NEVER RESTS

Inside:

The best originals you can't get enough of.

The best hit movies you really want to see.

The best entertainment anytime, anywhere.

HBO. The best just keeps getting better.

Mood copy:

Comedy. Action. Drama.

All the best entertainment for any mood.

Value copy:

The best entertainment is always worth it.

Alternate Copy Concept 2

Cover

SAY YES TO THE BEST

Inside:

In the mood for great entertainment?

Say yes to the hot new series everyone is talking about.

Say yes to the biggest and latest hit movies.

Say yes to enjoying it all anytime, anywhere.

SAY YES TO HBO.

Value copy:

HBO is worth every penny—less than a cup of coffee a day.

Alternate Copy Concept 3

Cover

THE BEST STARTS NOW

Inside:

Start the year off with...

a bang (john wick silo)

a laugh (Avenue 5 or Curb silo)

a classic (big little lies silo)

HBO.

Start watching now, anywhere, anytime (GO, OD)

Mood copy:

The best comedy / action / drama for any mood.

Value copy:

Start enjoying HBO for just pennies a day.

1Q20 Cling Option

HBO®

INSECURE® NEW SEASON **HBO**

THE NEW POPE™ NEW SERIES **HBO**

WESTWORLD NEW SEASON **HBO**

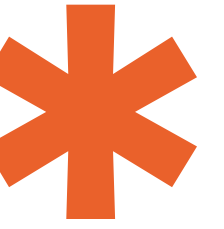


AVENUE 5™ NEW SERIES **HBO**

STRIKE BACK® NEW SEASON **CINEMAX**

BIG THINGS ARE COMING

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thank you