

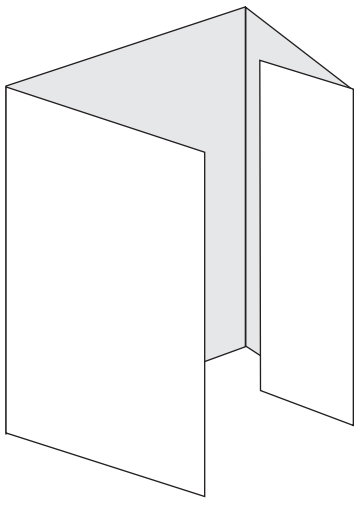


# HBO 1Q20 POS FEB Brochure

11.04.19

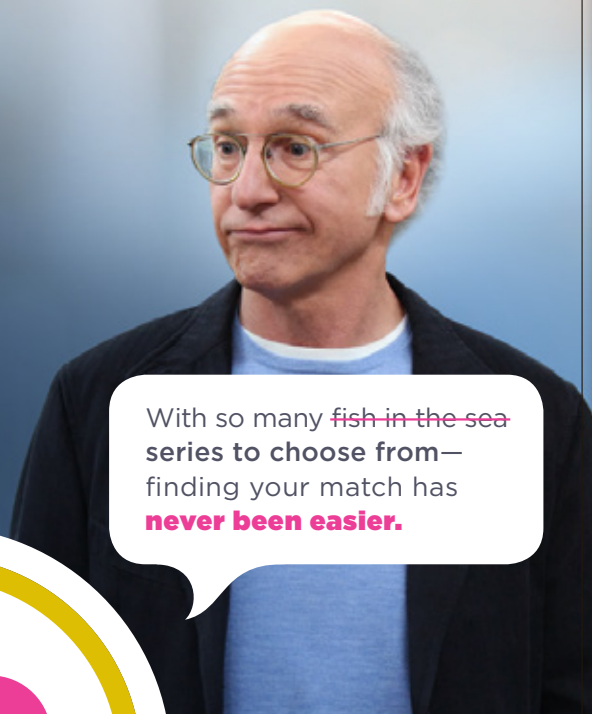
# Concept 1 | HBO: Your Perfect Match

Look no further for the best entertainment – HBO is your perfect match. With new series, riveting documentaries, family favorites and thrilling movies, HBO offers a love connection for every member of the household. And with HBO GO, you can find your perfect match any time, anywhere.



roll fold

# Meet **YOUR MATCH.**



With so many *fish in the sea* series to choose from—finding your match has **never been easier.**



Never worry about Saturday night plans again. **We've got you.**

Do you love **HORROR?**  
Are you a sucker for **ROMANTIC COMEDIES?**  
Fan of pulse-pounding **THRILLERS?**

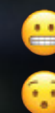
**HBO**  
**HAS IT ALL.**

BASED ON **STEPHEN KING'S** BESTSELLING NOVEL



*The HBO adaptation of Stephen King's best recent novel looks loyal and terrifying.*

—Polygon



**HBO**

## THE OUTSIDER

NEW MINISERIES | NEW EPISODES

Adapted from Stephen King's bestselling novel, this supernatural thriller follows the murder of a young boy and the search for his killer.



TAKE IT TO THE **NEXT LEVEL**

WITH

**HBO GO**

Always **FREE** with Your Subscription

COMING SOON



**HBO**

**WESTWORLD**

NEW SEASON | PREMIERES IN MARCH

This dark sci-fi epic about the dawn of artificial consciousness begins a new chapter.



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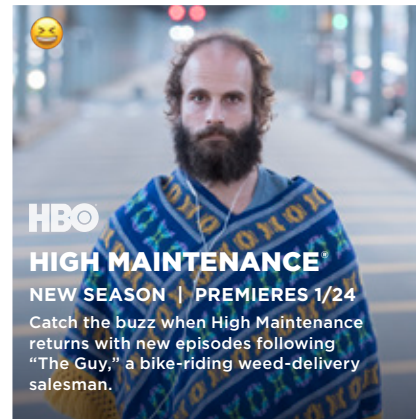


With so many ~~fish in the sea~~ series to choose from—finding your match has **never been easier.**



## 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.



## 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 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 NEW POPE

**NEW SERIES | PREMIERES 1/13**  
Jude Law and John Malkovich star in this series that continues where *The Young Pope* left off.



## HBO MA

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



## HBO SHAFT

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



## HBO LAST WEEK TONIGHT WITH JOHN OLIVER

**NEW SEASON | PREMIERES 2/16**  
Your weekly dose of news and politics with a biting, funny twist.

Your new must-have, *can't miss* favorite is here. 🥰

# HBO

## TV. STREAMING. ON DEMAND.

ANYTIME, ANYWHERE, ANY SCREEN.

Always **FREE** with Your Subscription



**MCMILLIONS**  
NEW DOCUMENTARY SERIES  
PREMIERES 2/3  
From executive producer Mark Wahlberg, a stranger-than-fiction story of the McDonald's Monopoly game scam during the 1990s.



## HBO ALITA: BATTLE ANGEL

**NEW MOVIE PREMIERES 2/1**  
A deactivated cyborg with no memory goes on a quest to find out who she is.

Never worry about Saturday night plans again. **We've got you.**



TAKE IT TO THE **NEXT LEVEL**

WITH **HBO GO**

Always **FREE** with Your Subscription

Your connected devices become the perfect matchmakers with the **HBO GO** app.

Unlimited access to all of HBO.

Entertainment that's with you 24/7

No commercial breaks, ever.



Ask your agents what questions they'll ask to find out their customers' likes, so they can recommend a great programming **match** they'll love.

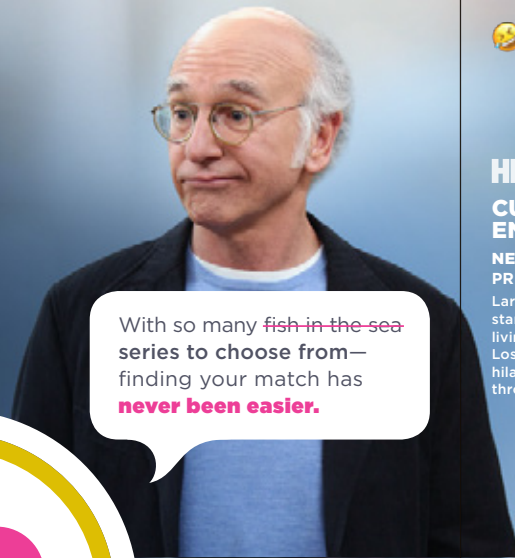
COACH'S CORNER

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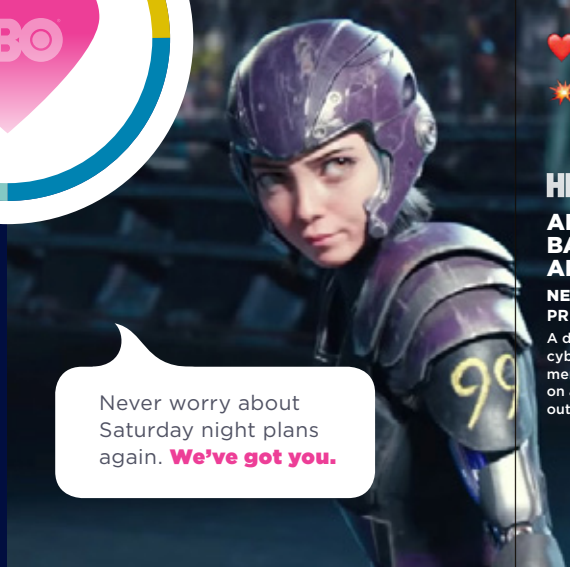
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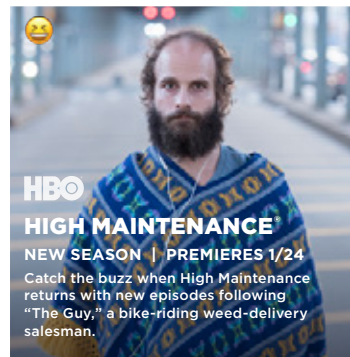
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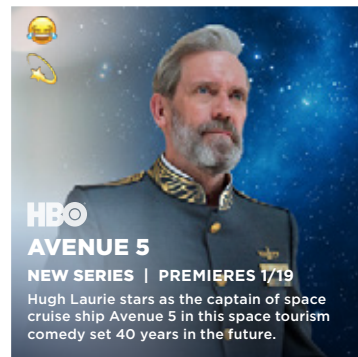
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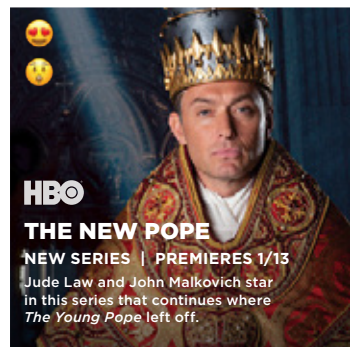
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NEW SEASON | PREMIERES 2/16  
Your weekly dose of news and politics with a biting, funny twist.

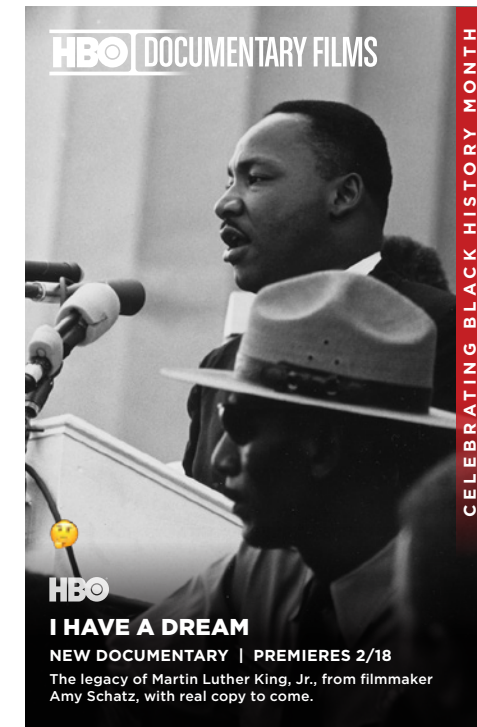
Your new must-have, *can't miss* favorite **is here.**



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ANYTIME, ANYWHERE, ANY SCREEN.

Always **FREE** with Your Subscription



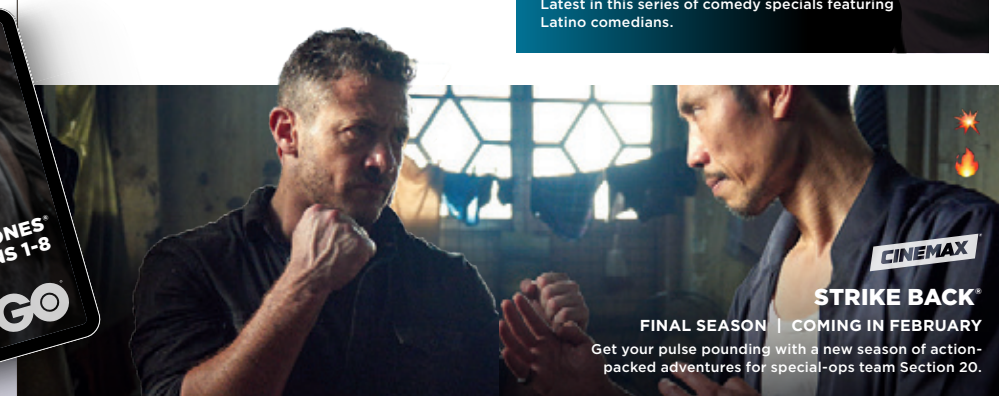
## HBO I HAVE A DREAM

NEW DOCUMENTARY | PREMIERES 2/18  
The legacy of Martin Luther King, Jr., from filmmaker Amy Schatz, with real copy to come.



## HBO LATINO

ENTRE NOS: NICK GUERRA  
COMEDY SPECIAL | PREMIERES IN FEBRUARY  
Latest in this series of comedy specials featuring Latino comedians.



## CINEMAX STRIKE BACK\*

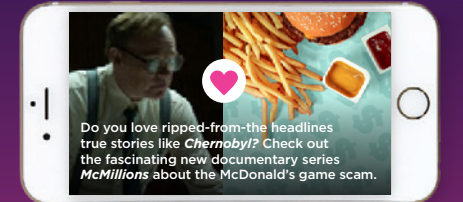
FINAL SEASON | COMING IN FEBRUARY  
Get your pulse pounding with a new season of action-packed adventures for special-ops team Section 20.

Have you met your **MATCH** yet?

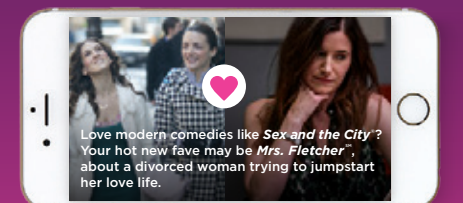
From old faves to new faves, **with HBO GO, you've got it all.**



If you loved *The Young Pope*, you're in luck—*The New Pope* picks up where the earlier series left off, with John Malkovich adding to the star power.



Do you love ripped-from-the-headlines true stories like *Chernobyl*? Check out the fascinating new documentary series *McMillions* about the McDonald's game scam.



Love modern comedies like *Sex and the City*? Your hot new fave may be *Mrs. Fletcher*, about a divorced woman trying to jumpstart her love life.



If you like mysteries like *Sharp Objects*, you'll love the new Steven King series *The Outsider*, a thrilling drama with a supernatural edge.



MORE TO LOVE

WHAT'S HOT NOW

**HBO**  
**ANNABELLE COMES HOME**  
 NEW MOVIE | PREMIERES 2/22  
 A teenager and her friend unknowingly awaken an evil spirit trapped in a doll.

**CINEMAX**  
**BAD TIMES AT EL ROYALE**  
 NEW MOVIE | PREMIERES 2/21  
 Seven strangers converge at a run-down on a fateful night when everything goes wrong in this thriller.

**HBO**  
**THE OUTSIDER**  
 NEW MINISERIES | NEW EPISODES  
 From Stephen King's bestselling novel, this supernatural thriller follows the murder of a young boy and the search for his killer.

WHAT'S UP NEXT

**HBO**  
**THE PLOT AGAINST AMERICA**  
 NEW MINISERIES  
 PREMIERES IN MARCH  
 Based on the Philip Roth novel, America turns towards fascism in an alternate history.

**HBO**  
**WESTWORLD**  
 NEW SEASON  
 PREMIERES IN MARCH  
 This dark sci-fi epic about the dawn of artificial consciousness begins a new chapter.

**HBO**  
**YESTERDAY**  
 NEW MOVIE | PREMIERES 3/7  
 A struggling musician realizes he's the only person on Earth who can remember The Beatles.

WHAT TO BINGE

**HBO**  
**BIG LITTLE LIES**

**HBO**  
**BARRY**

**HBO**  
**TRUE DETECTIVE**

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BREAKTIME CHALLENGE

FIND YOUR MATCH WITH HBO GO

There's so much to choose from, with something for everyone—from big action-adventure flicks like *Alita: Battle Angel* to new documentaries like *I Have A Dream*.

Fill in the correct answer from the word bank to help your customers find shows they'll love on HBO GO.

- HBO GO lets you take charge of your entertainment—one package gives you access for the whole household on your connected TV and mobile devices. The little ones can enjoy *Sesame Street* while mom gets sucked into the vampire fantasy \_\_\_\_\_.
- Do you love crime dramas and mob stories? Catch one of the greatest series of all time—*The Sopranos*, about a mob \_\_\_\_\_ trying to juggle his crime family and his real family.
- You have access to the full HBO \_\_\_\_\_, anytime, anywhere, so now is the perfect time to catch up on all eight epic seasons of *Game of Thrones* whenever you want.
- Comedy is even better with no commercials ever, so start a new binge with *Veep* starring \_\_\_\_\_, or *A Black Lady Sketch Show*, a hilarious sketch comedy written by, directed by, and starring black women.
- If you like mysteries like *Sharp Objects*, you'll love the new Steven King series \_\_\_\_\_, a thrilling drama with a supernatural edge.

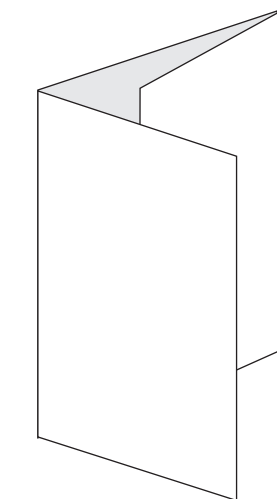
WORD BANK: BOSS LIBRARY TRUE BLOOD JULIA LOUIS-DREYFUS DOCUMENTARIES

NAME

SUPERVISOR

# Concept 2 | Find Your Match

Let HBO be your matchmaker—we've got your perfect entertainment connection. Swipe for thrills, laughs, and family fun... your true love is there for you, anytime, anywhere, with HBO GO.



trifold



HBO

**THE OUTSIDER**

NEW MINISERIES | NEW EPISODES  
From Stephen King's bestselling novel, this supernatural thriller follows the murder of a young boy and the search for his killer.

♥ MATCH

If you like mysteries like *Sharp Objects*, you'll love the new Steven King series *The Outsider*, a thrilling drama with a supernatural edge.



# DISCOVER YOUR NEW OBSESSION.

It's waiting for you on



Looking for **some action**?  
In the mood for a **mystery**?  
Love a **good laugh**?

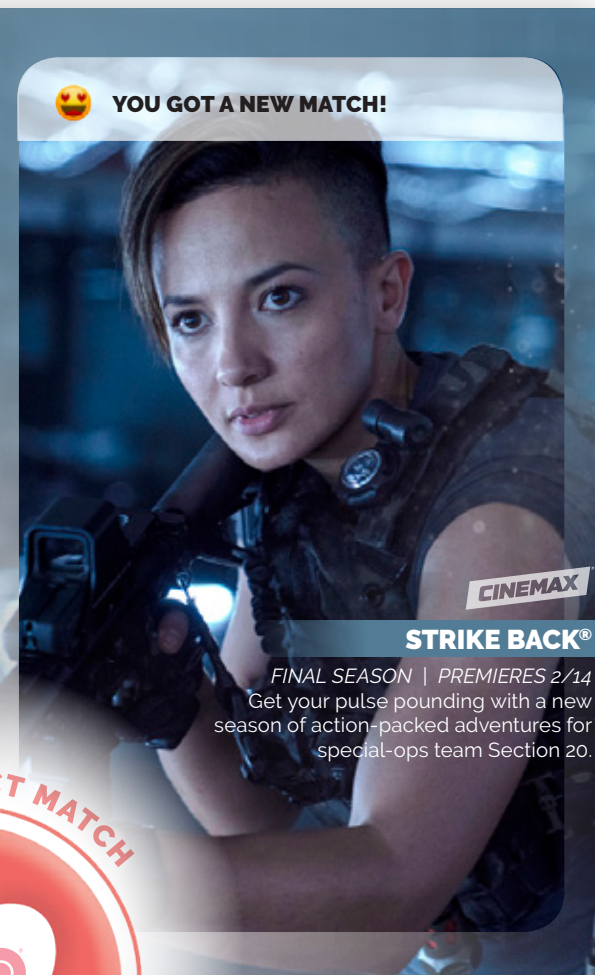
# WE'VE GOT YOU COVERED.



HBO

**LAST WEEK TONIGHT®**

NEW SEASON | PREMIERES 2/16  
Your weekly dose of news, politics and current events is back—always with a biting, funny twist that only John Oliver

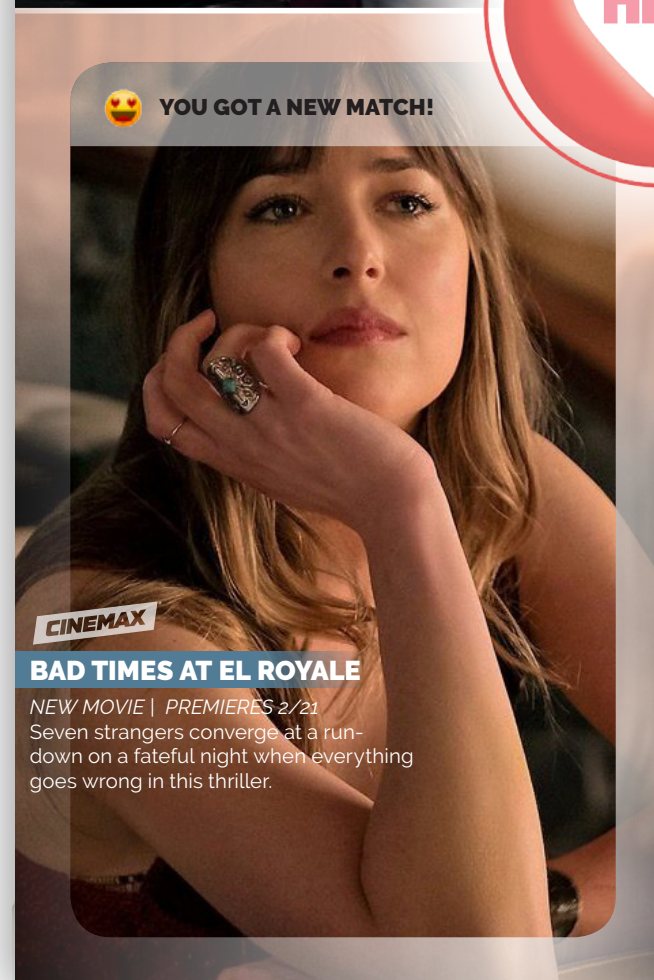


👉 YOU GOT A NEW MATCH!

CINEMAX

**STRIKE BACK®**

FINAL SEASON | PREMIERES 2/14  
Get your pulse pounding with a new season of action-packed adventures for special-ops team Section 20.



CINEMAX

**BAD TIMES AT EL ROYALE**

NEW MOVIE | PREMIERES 2/21  
Seven strangers converge at a run-down on a fateful night when everything goes wrong in this thriller.



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 OUTSIDER**  
NEW MINISERIES | NEW EPISODES  
From Stephen King's bestselling novel, this supernatural thriller follows the murder of a young boy and the search for his killer.

**MATCH**  
If you like mysteries like *Sharp Objects*, you'll love the new Stephen King series *The Outsider*, a thrilling drama with a supernatural edge.

**HBO GO**  
*sharp objects*

# DISCOVER YOUR NEW OBSESSION.

It's waiting for you on **HBO**

Looking for **some action**?  
In the mood for a **mystery**?

Love a **good laugh**?

# WE'VE GOT YOU COVERED.

**HBO**  
**AVENUE 5**  
NEW SERIES | NEW EPISODES  
Hugh Laurie stars in this space tourism comedy set 40 years in the future.

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

← **l-o-l COMEDY** —or— **all-out ACTION** →

## LOVE AT FIRST SWIPE

a perfect match for every mood

**HBO**  
**ANNA**  
NEW MOVIE | PREMIERES 2/29  
A striking beauty becomes one of the world's most feared government assassins.

**HBO**  
**CURB YOUR ENTHUSIASM**  
NEW SEASON | NEW EPISODES  
Larry David is back living the good life in Los Angeles and hilariously stumbling through life.

← **clever STORIES** —or— **funny FRIENDS** →

# MAKE A REAL CONNECTION.



Your phones, tablets and connected devices become the perfect matchmakers for the whole family with **HBO GO**.

With unlimited access to all of HBO, you can connect with entertainment 24/7, anytime, anywhere. And best of all, **HBO GO is free with your HBO subscription.**

## YOU GOTTA LOVE IT!



**SEASON 3 COMING IN MARCH**

**WESTWORLD**

**HBO**  
**WESTWORLD**  
NEW SEASON | PREMIERES IN MARCH  
This dark sci-fi epic about the dawn of artificial consciousness begins a new chapter.

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

**HBO**  
**ALITA: BATTLE ANGEL**  
NEW MOVIE | PREMIERES 2/1  
A deactivated cyborg with no memory goes on a quest to find out who she is.

← **dramatic TWISTS** —or— **high-wire THRILLS** →

# FEB Brochure **Alternate Covers**

**LOVE**  
*at first swipe*

New Movie  
**JOHN WICK 3: PARABELLUM**  
HBO

New Movie  
**ALITA: BATTLE ANGEL**  
HBO

New Movie  
**SHAFT**  
HBO

**HBO GO**  
ONE ACCOUNT.  
MULTIPLE SCREENS.  
EASY ACCESS.

**HBO**<sup>®</sup>  
IN THE KNOW FEB 2020

HBO IN THE KNOW | FEB 2020



THE BIGGEST MOVIES. THE HOTTEST SHOWS.  
YOUR NEXT OBSESSION IS WAITING.

**HBO**  
+  
**YOU**

HBO  
**SHAFT**  
NEW MOVIE

HBO  
**ALITA:  
BATTLE ANGEL**  
NEW MOVIE

HBO  
**SESAME STREET**  
NEW EPISODES

**A PERFECT  
MATCH**

IN THE KNOW | FEB 2020

at first  
swipe

LOVE

New Movie  
ALITA: BATTLE ANGEL  
HBO

New Episodes  
THE OUTSIDER  
HBO

HBO GO  
ONE ACCOUNT.  
MULTIPLE SCREENS.  
EASY ACCESS.

HBO®  
IN THE KNOW FEB 2020



thank you