

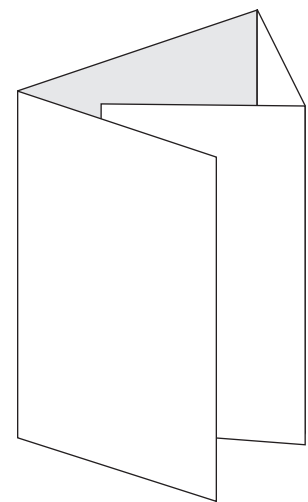


HBO 1Q20 POS MARCH Brochure

12.16.19

A Whole New World

A bold, iconic and event-worthy POS creative piece that not only sets the stage for Westworld season 3, but the “world” in which you access with your HBO subscription. It’s a best-in-every-class tapestry of premium entertainment. The new season of Westworld is futuristic, luxurious and aspirational: qualities that are reflected in the creative.



4-panel roll fold
gloss varnish on logos;
soft-touch finish



A WHOLE NEW WORLD



HBO

THANDIE NEWTON
Maeve Millay

WESTWORLD IS
THE PREMIERE OF 2020



TESSA THOMPSON
Charlotte Hale



EVAN RACHEL WOOD
Dolores Abernathy



AARON PAUL
Caleb

WESTWORLD
SEASON III
PREMIERES MARCH 15

This dark sci-fi epic about the dawn of artificial consciousness begins a new chapter on March 15. Now the robots have escaped from the park and they're out in the real world, pretending to be human. Joining the stellar cast for the new season are Aaron Paul, Lena Waithe and Marshawn Lynch.

A WHOLE NEW WORLD



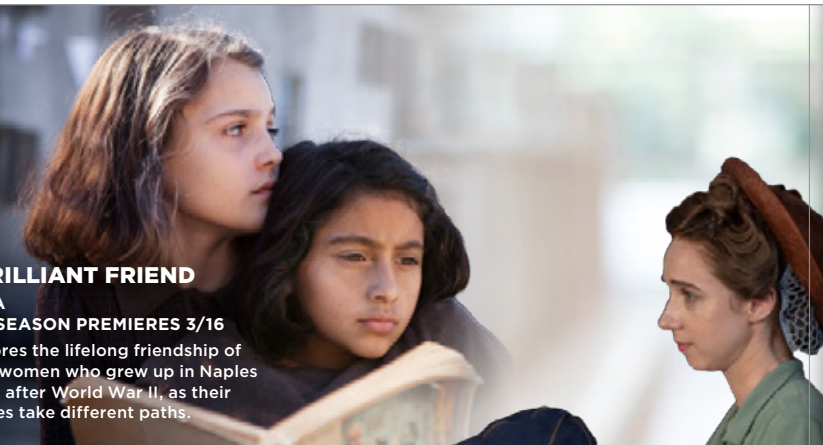
THANDIE NEWTON
Maeve Millay



HBO

MY BRILLIANT FRIEND

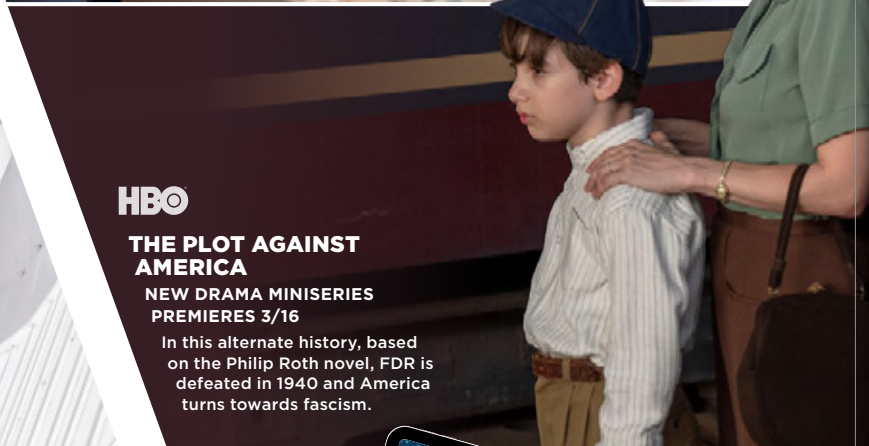
DRAMA
NEW SEASON PREMIERES 3/16
Explores the lifelong friendship of two women who grew up in Naples just after World War II, as their lives take different paths.



HBO

THE PLOT AGAINST AMERICA

NEW DRAMA MINISERIES
PREMIERES 3/16
In this alternate history, based on the Philip Roth novel, FDR is defeated in 1940 and America turns towards fascism.



“
**WE ALL HAVE OUR
ROLE TO PLAY.**

There are machines in this world, but not like us. You and I have no mother, no father. We're alone. Outnumbered. We have to be smarter than them. Or they'll find us. And they will kill us. We're gonna show this world for what it really is.

—DOLORES ABERNATHY

”



FIRST MAN
NEW MOVIE | PREMIERES 3/13
The riveting story of NASA's mission to land a man on the moon, focusing on Neil Armstrong.

WESTWORLD CHARACTER PLAYLIST



MAN IN BLACK
Immersed in a world of fiction.



MAEVE
Tough as nails and taking no prisoners.



DOLORES
Searching for the truth.



DEADWOOD: THE MOVIE



WATCHMEN



TRUE DETECTIVE



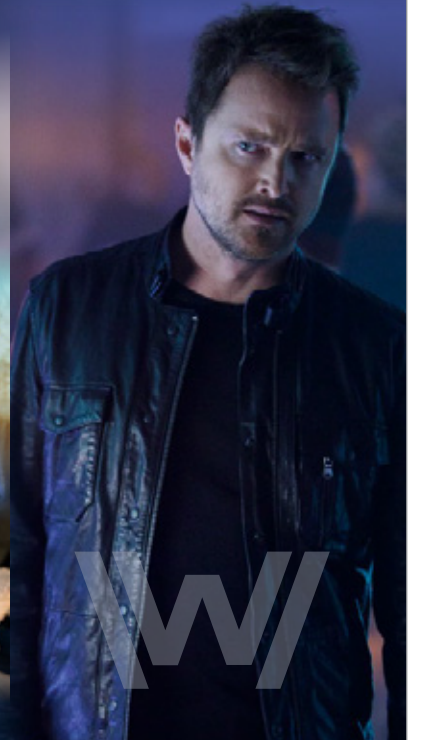
GAME OF THRONES



SUCCESSION



BIG LITTLE LIES



**WESTWORLD
SCAVENGER HUNT**

The answers can be found on each of the 4 brochure covers—find them all to solve the quiz.



1 Reunited with her daughter only to be separated again, Maeve's fight to reunite her _____ isn't over yet.



3 Charlotte Hale isn't _____. But who is in control of her host body?



2 Dolores has escaped the confines of Westworld, bringing her fight for _____ to Los Angeles, 2050.



4 Fan-favorite Breaking Bad co-star Aaron Paul joins the cast this season as Caleb. He's about to get caught up in the conflict between Westworld and the _____ world.

NAME

SUPERVISOR

A WHOLE NEW WORLD



THANDIE NEWTON
Maeve Millay



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CINEMAX

STRIKE BACK

FINAL SEASON | NEW EPISODES

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



HBO

HIGH MAINTENANCE

NEW SEASON | NEW EPISODES

Catch the buzz when *High Maintenance* returns with new episodes following "The Guy," a bike-riding weed-delivery salesman.



HBO GO

“HBO's 'WATCHMEN' is a word of mouth hit.”
—VARIETY

WATCHMEN

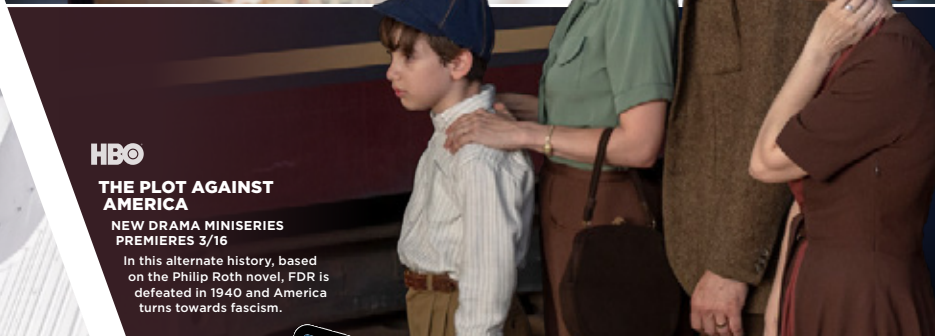


HBO

THE PLOT AGAINST AMERICA

NEW DRAMA MINISERIES
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In this alternate history, based on the Philip Roth novel, FDR is defeated in 1940 and America turns towards fascism.



HBO

LAST WEEK TONIGHT WITH JOHN OLIVER

COMEDY/TALK | NEW EPISODES

Your weekly dose of news, politics and current events is back—always with a biting, funny twist that only John Oliver can deliver.



HBO DOCUMENTARY FILMS

YUSEF HAWKINS: STORM OVER BROOKLYN

NEW DOCUMENTARY | PREMIERES 3/19

The story of a black teenager whose death at the hands of white youths in Brooklyn in 1989 unleashed a torrent of racial tension.



AVENUE 5

NEW EPISODES

Catch up on this new sci-fi comedy set 40 years in the future



HBO

TV. STREAMING. ON DEMAND.

ANYTIME, ANYWHERE, ANY SCREEN.

ALWAYS FREE WITH YOUR SUBSCRIPTION.



FIRST MAN

NEW MOVIE | PREMIERES 3/13

The riveting story of NASA's mission to land a man on the moon, focusing on Neil Armstrong.

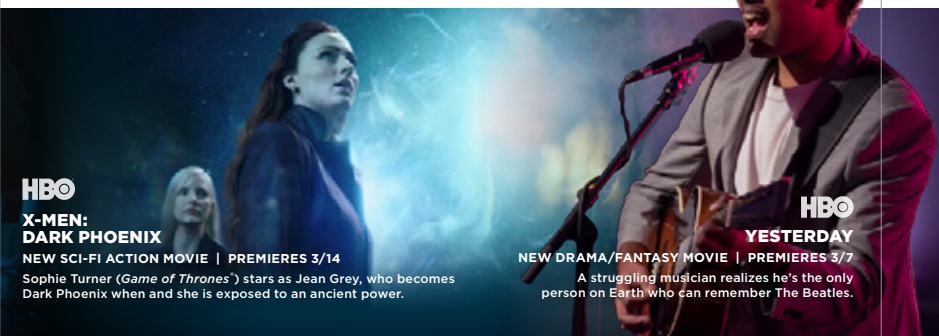


HBO

X-MEN: DARK PHOENIX

NEW SCI-FI ACTION MOVIE | PREMIERES 3/14

Sophie Turner (*Game of Thrones*) stars as Jean Grey, who becomes Dark Phoenix when she is exposed to an ancient power.

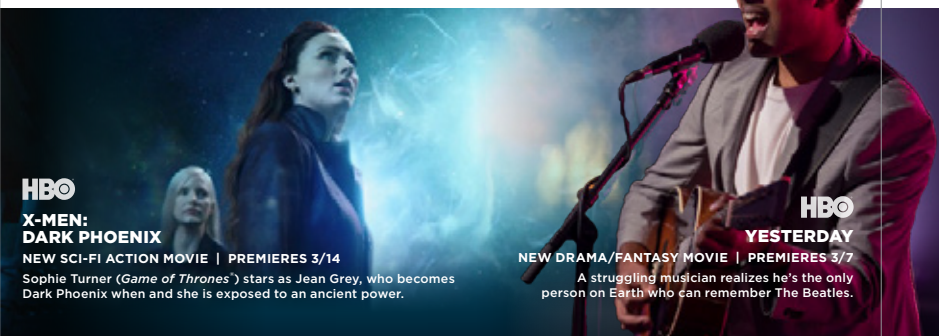


HBO

YESTERDAY

NEW DRAMA/FANTASY MOVIE | PREMIERES 3/7

A struggling musician realizes he's the only person on Earth who can remember The Beatles.



UNLOCK A WORLD OF PREMIUM ENTERTAINMENT

WITH

HBO GO

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to ALL of HBO—watch anytime, anywhere, on multiple screens.

EASY ACCESS—one account, one password.

NO COMMERCIALS, ever, so you can enjoy it all without interruptions.

NEW WORLDS. NEW SHOWS. NEW STORIES. SEE WHERE HBO GO CAN TAKE YOU.

ENJOY EVERY EPISODE OF SEASONS 1 AND 2 ON HBO GO.






HBO GO

WESTWORLD




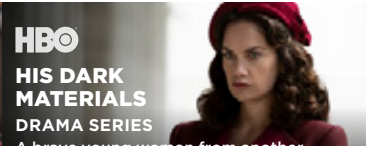

MORE TO DISCOVER.
MORE TO ENJOY

WHAT'S HOT NOW



 <p>HBO THE OUTSIDER NEW DRAMA SERIES NEW EPISODES From Stephen King's bestselling novel, this supernatural thriller follows the murder of a young boy and the search for his killer.</p>	 <p>HBO CURB YOUR ENTHUSIASM COMEDY SERIES NEW EPISODES Larry David is back, starring as... Larry David, living the good life in Los Angeles and hilariously stumbling through life.</p>	 <p>HBO THE NEW POPE NEW DRAMA SERIES NEW EPISODES Jude Law and John Malkovich star in this series that continues where <i>The Young Pope</i> left off.</p>
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WHAT TO BINGE

HBO GO **HBO OD** ALWAYS INCLUDED **FREE** WITH YOUR SUBSCRIPTION

 <p>HBO SILICON VALLEY COMEDY SERIES In the high-tech gold rush of modern Silicon Valley, the people most qualified to succeed are the least capable of handling success.</p>	 <p>HBO HIS DARK MATERIALS DRAMA SERIES A brave young woman from another world is on a quest to find her kidnapped friend, while uncovering sinister plots and encountering extraordinary beings.</p>	 <p>HBO BARRY COMEDY SERIES Dark comedy about a low-rent hitman who falls in love with acting while on a job in L.A.</p>
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WHAT'S UP NEXT

 <p>HBO RUN NEW SERIES COMING IN APRIL A woman is invited to fulfill a youthful pact promising true love and self-reinvention.</p>	 <p>HBO FAST & FURIOUS: HOBBS & SHAW NEW MOVIE COMING IN APRIL An unlikely alliance is formed when a cyber-genetically enhanced villain threatens the future of humanity.</p>
--	---

LATINO

 <p>HBO ENTRE NOS: NICK GUERRA NEW COMEDY SPECIAL PREMIERES IN MARCH Latest in this series of comedy specials featuring Latino comedians.</p>	 <p>HBO INSECURE COMEDY SERIES NEW SEASON PREMIERES IN APRIL Issa and Molly weave in and out of toxic relationships and face the conflicts of everyday life.</p>
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COACH'S CORNER

Remind your agents to tell customers about **HBO GO**, with unlimited access to ALL of HBO, anytime, anywhere—all **FREE** with their HBO subscription.



COMING SOON

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March Brochure **Alternate Interior**



EXPLORE A NEW WORLD



THANDIE NEWTON
Maeve Millay

“

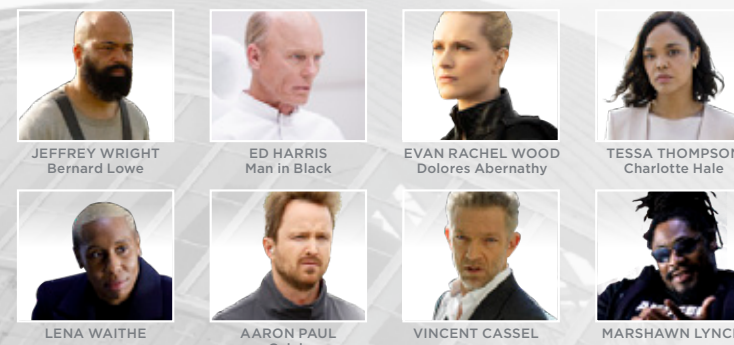
**WE ALL HAVE OUR
ROLE TO PLAY.**

THERE ARE MACHINES IN THIS
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YOU AND I HAVE NO MOTHER,
NO FATHER. WE'RE ALONE.
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BE SMARTER THAN THEM.
OR THEY'LL FIND US. AND THEY
WILL KILL US. **WE'RE GONNA
SHOW THIS WORLD FOR WHAT
IT REALLY IS.**

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SEASON 3 | MARCH 15



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CATCH UP NOW!

Watch every episode on HBO GO or go to HBO.com for a refresher on Season 1 and recaps to get you up to speed on Season 2.



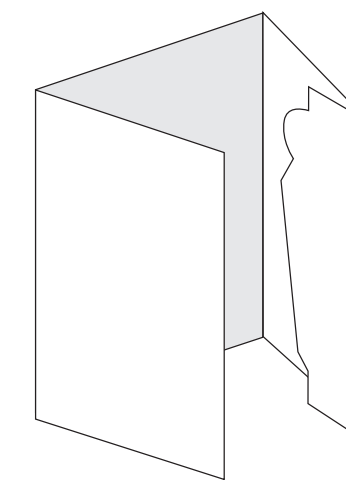
WESTWORD SCAVENGER HUNT

Find answers on each of the 4 brochure covers.

1	2	3	4
Thandie Newton continues her Emmy-nominated role as _____, a host who's traversed Westworld and more worlds to come.	_____, played by Evan Rachel Wood, has escaped the confines of Westworld, bringing her fight for freedom to Los Angeles, 2050.	Tessa Thompson, star of recent hit movies The Avengers: Endgame and Men in Black International returns as _____ Hale.	Aaron Paul is Caleb question: Fan-favorite Breaking Bad co-star Aaron Paul joins the cast this season as _____.

NAME _____

SUPERVISOR _____



4-panel roll fold
(4th panel short fold, die cut)

die cut short fold

HBO

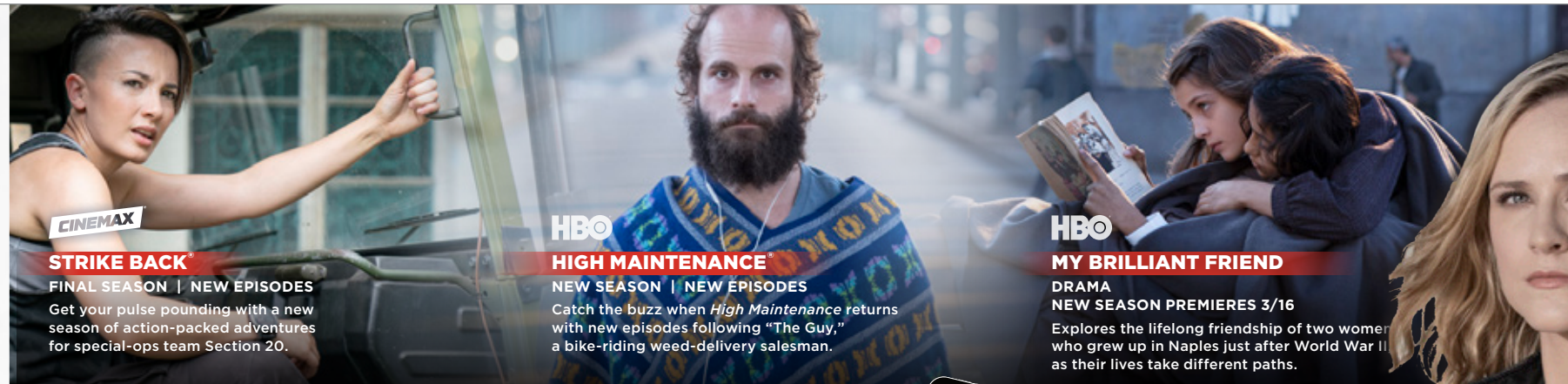
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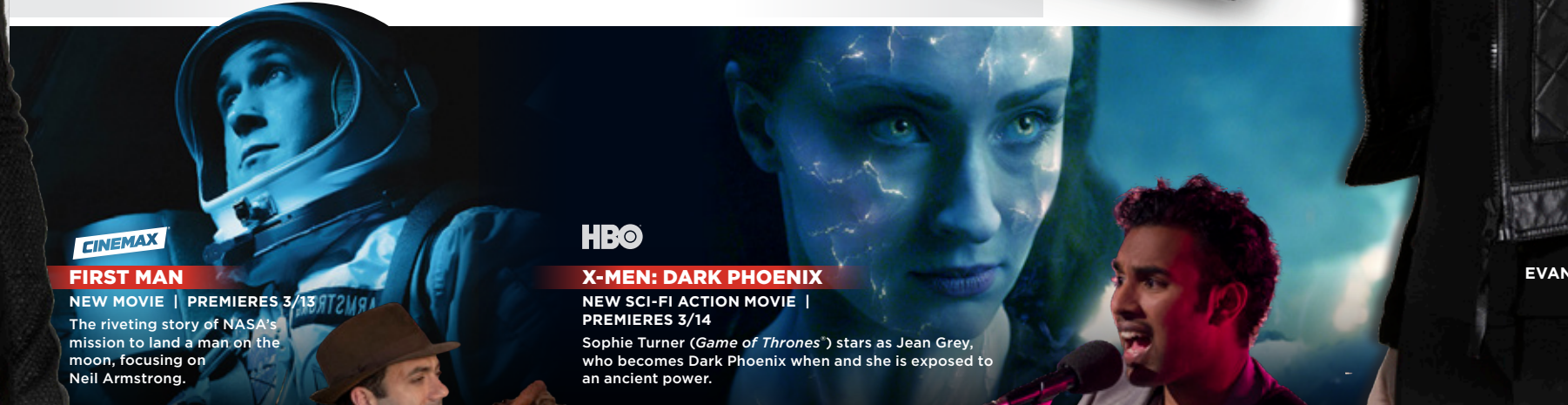
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Dolores Abernathy

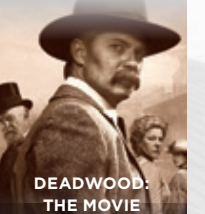
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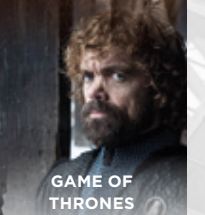
WESTWORLD CHARACTER PLAYLIST



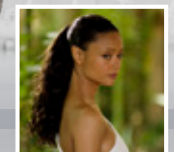
MAN IN BLACK
Immersed in a world of fiction.



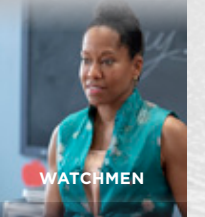
**DEADWOOD:
THE MOVIE**



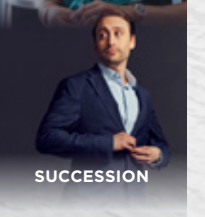
**GAME OF
THRONES**



MAEVE
Tough as nails and taking no prisoners.



WATCHMEN



SUCCESSION

March Brochure **Alternate Covers**



silk satin aqueous;
foil stamp reds



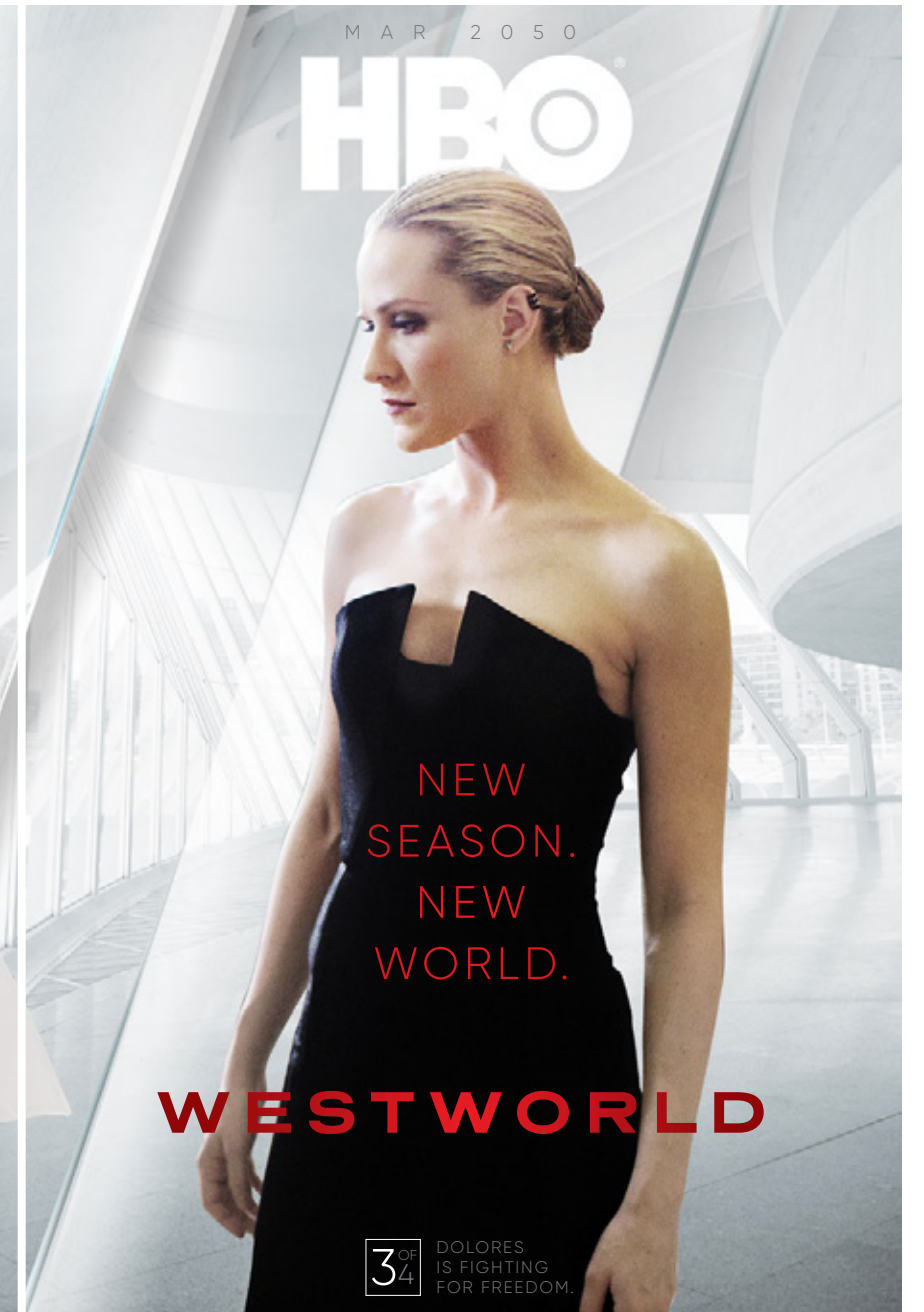
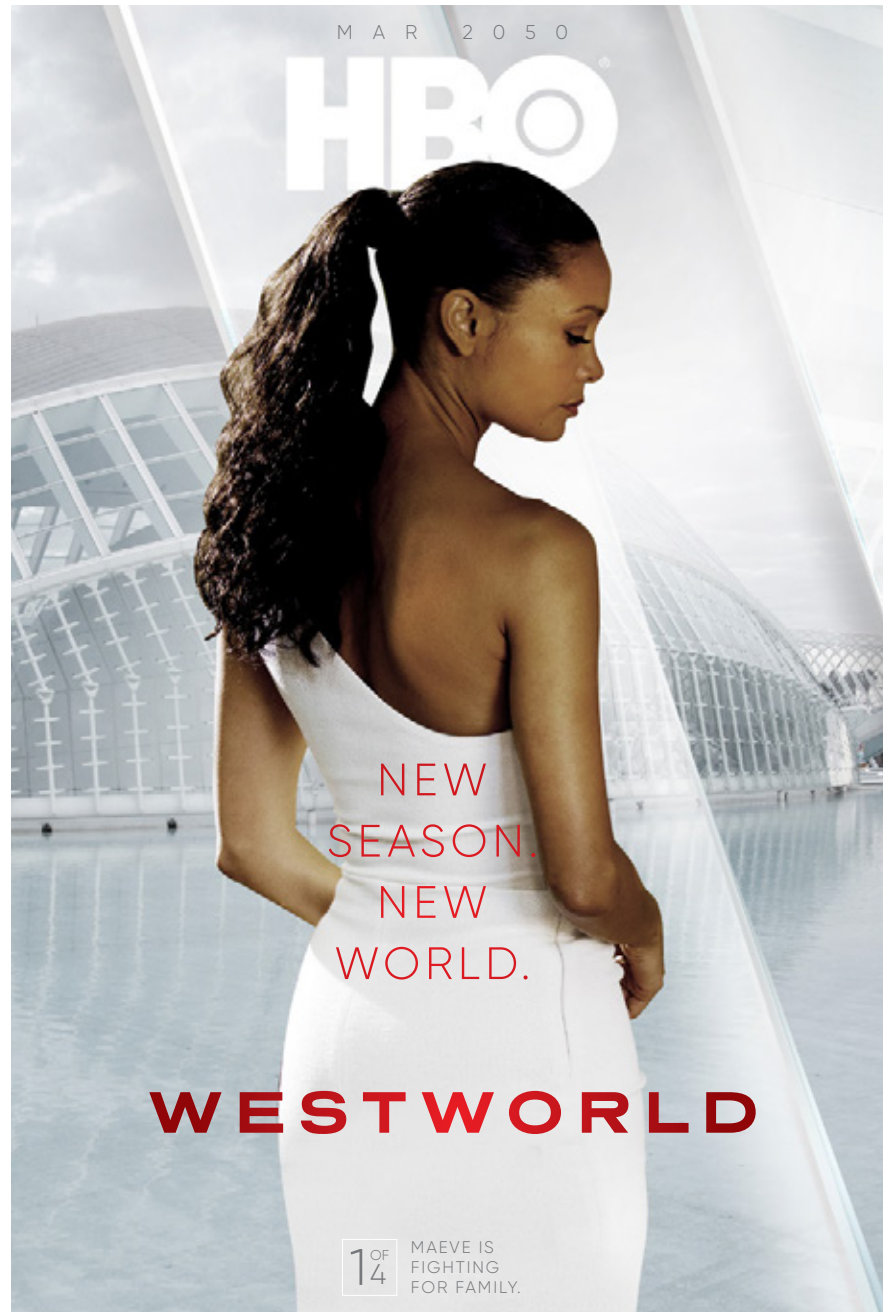
silk satin aqueous;
foil stamp reds



silk satin aqueous;
foil stamp reds



silk satin aqueous;
foil stamp reds





spot gloss on art & logos;
dull varnish on black background



spot gloss on art & logos;
dull varnish on black background



spot gloss on art & logos;
dull varnish on black background



spot gloss on art & logos;
dull varnish on black background

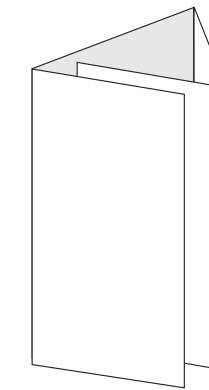
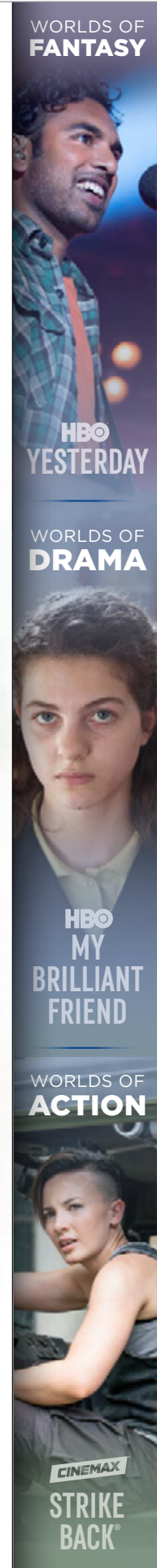


spot UV over talent & line pattern
iridescent foil stamp on WW logo



spot UV over talent & line pattern
iridescent foil stamp on WW logo

IN THE KNOW
HBO
MARCH 2020



short fold cover revealing
breadth features on right panel;

spot uv on logos;
soft touch finish



four-color + day glow ink
(blue and orange);
spot UV on talent & WW logo



four-color + white
on iridescent foil stock



soft touch background;
spot UV on talent & HBO logo



pearl varnish on background;
spot UV on figure, type & logos



thank you