



HBO Hotel Guide

12.30.19

Hotel Guide Version 1



Monthly



Bimonthly



Quarterly



- multiple-title cover with headline
- January programming only
- headline messaging throughout
- descriptions include rating
- multiple-title "coming soon" back

HBO JANUARY

NEW YEAR ALL NEW LINEUP

THE NEW POPE
PREMIERES 1/13
NEW EPISODES EVERY MONDAY
New drama series
 Jude Law and John Malkovich star in this series that continues where *The Young Pope* left off. TV-MA

AVENUE 5
PREMIERES 1/19
NEW EPISODES EVERY SUNDAY
New comedy series
 Hugh Laurie stars as the captain of space cruise ship Avenue 5 in this space tourism comedy set 40 years in the future. TV-MA

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HBO JANUARY

THE CURSE OF LA LLORONA
PREMIERES 1/25
New horror movie
 The legendary ghost La Llorona is stalking the night—and the children, in '70s LA. R

ENTERTAINMENT FOR EVERY MOOD

PREMIERES 1/12
NEW EPISODES EVERY SUNDAY
New limited drama series
 Adapted from Stephen King's bestselling novel, this supernatural thriller follows the murder of a young boy and the search for his killer. TV-MA

Curb Your Enthusiasm
PREMIERES 1/19
NEW EPISODES EVERY SUNDAY
New season
 Larry David is back, starring as...Larry David, living the good life in Los Angeles and hilariously stumbling through life. TV-MA

THE OUTSIDER

HBO JANUARY

123
SESAME STREET

NEW EPISODES EVERY SUNDAY
The world's most celebrated children's series continues its landmark 50th season. TV-G

**ENDLESS
POSSIBILITIES.**

CHAPTER
JOHN 3 WICK
PARABELLUM

PREMIERES 1/11
New action movie
The legendary hit man has a \$14 million bounty on his head, as he becomes the target of the world's most ruthless killers. R

**GODZILLA
KING OF THE MONSTERS**

PREMIERES 1/18
New action movie
Ancient monsters rise again, as Godzilla collides with Mothra, Rodan and the three-headed King Ghidorah. PG-13

HBO COMING SOON



MA
PREMIERES 2/8
New horror movie
Oscar-winner Octavia Spencer plays a desperate stalker in this thriller. R

ANNABELLE COMES HOME
PREMIERES 2/22
New horror movie
A teenager and her friend unknowingly awaken an evil spirit trapped in a doll. R

ALITA BATTLE ANGEL
PREMIERES 2/1
New sci-fi movie
A deactivated cyborg with no memory goes on a quest to find out who she is. PG-13

SHAFT
PREMIERES 2/15
New action movie
The next chapter in the film franchise featuring the coolest private eye in New York City. R



- single-title key art cover without headline
- January and February programming
- headline messaging throughout
- descriptions include rating
- multiple-title “coming soon” back

NEW YEAR. ALL NEW LINEUP.

THE NEW POPE
PREMIERES 1/13
 NEW EPISODES EVERY MONDAY
New limited drama series
 Jude Law and John Malkovich star in this series that continues where *The Young Pope* left off. TV-MA

THE OUTSIDER
PREMIERES 1/12
 NEW EPISODES EVERY SUNDAY
New limited drama series
 Adapted from Stephen King's bestselling novel, this supernatural thriller follows the murder of a young boy and the search for his killer. TV-MA

AVENUE 5
PREMIERES 1/19
 NEW EPISODES EVERY SUNDAY
New comedy series
 Hugh Laurie stars as the captain of space cruise ship Avenue 5 in this space tourism comedy set 40 years in the future. TV-MA

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CURB YOUR ENTHUSIASM®
PREMIERES 1/19
NEW EPISODES EVERY SUNDAY
New season
Larry David is back, starring as...Larry David, living the good life in LA and hilariously stumbling through life. TV-MA

MCMILLIONS
PREMIERES 2/3
NEW EPISODES EVERY SUNDAY
New season
A stranger-than-fiction story of the McDonald's game scam of the 1990s. TV-MA

SESAME STREET®
AVAILABLE NOW
NEW EPISODES EVERY SUNDAY
New season
The celebrated children's series is in its landmark 50th season. TV-MA

ENTERTAINMENT FOR EVERY MOOD
THERE'S SOMETHING FOR EVERYONE WITH HBO



MA
PREMIERES 2/8
HORROR MOVIE
Oscar-winner Octavia Spencer plays a desperate stalker in this thriller. TV-MA

LAST WEEK TONIGHT®
WITH JOHN OLIVER
PREMIERES 2/16
NEW EPISODES EVERY SUNDAY
New season
Your weekly dose of news and politics with a biting, funny twist. TV-MA

HIGH MAINTENANCE®
PREMIERES 2/7
NEW EPISODES EVERY SUNDAY
New season
Catch the buzz when *High Maintenance* returns with new episodes of "The Guy," a weed-delivery salesman. TV-MA

HBO JAN & FEB

THE CURSE OF LA LLORONA
PREMIERES 1/25
 New horror movie
 The legendary ghost La Llorona is stalking the night—and the children, in '70s LA. R

GODZILLA: KING OF THE MONSTERS
PREMIERES 1/18
 New action movie
 Ancient monsters rise again, as Godzilla collides with Mothra, Rodan and the three-headed King Ghidorah. PG-13

THE BIGGEST, LATEST MOVIES
 ALWAYS AVAILABLE ON HBO.

JOHN WICK: CHAPTER 3 PARABELLUM
PREMIERES 1/11
 New action movie
 The legendary hit man has a bounty on his head, as he becomes the target of the world's most ruthless killers. R

SHAFT
PREMIERES 2/15
 New action movie
 The next chapter in the film franchise featuring the coolest private eye in New York City. R

ALITA: BATTLE ANGEL
PREMIERES 2/1
 New sci fi movie
 A deactivated cyborg with no memory goes on a quest to find out who she is. R

HBO COMING SOON



INSECURE
NEW SEASON / APRIL
Issa and Molly navigate relationships and the conflicts of everyday life.

MY BRILLIANT FRIEND
NEW SEASON / MARCH
Explores the lifelong friendship of two women as their lives take different paths.

WESTWORLD
NEW SEASON / MARCH
The dark sci-fi epic about the dawn of artificial consciousness begins a new chapter.

THE PLOT AGAINST AMERICA
NEW MINISERIES / MARCH
In this alternate history, FDR is defeated in 1940 and America turns towards fascism.



- multiple title cover with headline
- Jan, Feb and March programming
- spreads organized by month
- full descriptions on main titles; abbreviated descriptions on secondary
- multiple-title “coming soon” back

HBO JANUARY

PREMIERES 1/12
NEW EPISODES
EVERY SUNDAY

New limited drama series
Adapted from Stephen King's bestselling novel, this supernatural thriller follows the murder of a young boy and the search for his killer. TV-MA

THE OUTSIDER

JOHN WICK 3: PARABELLUM
PREMIERES 1/11
New action movie | R

GODZILLA: KING OF THE MONSTERS
PREMIERES 1/18
New action movie | PG-13

AVENUE 5
PREMIERES 1/19
NEW EPISODES
EVERY SUNDAY
New comedy series | TV-MA

SESAME STREET®
NEW EPISODES
EVERY SATURDAY
Family/Educational | TV-G

CURB YOUR ENTHUSIASM®
PREMIERES 1/19
NEW EPISODES
EVERY SUNDAY
New season | TV-MA

THE NEW POPE

PREMIERES 1/13
NEW EPISODES EVERY MONDAY

New drama series
Jude Law and John Malkovich star in this series that continues where *The Young Pope* left off. TV-MA

HBO FEBRUARY



**ANNABELLE
COMES HOME**
PREMIERES 2/22
New horror movie | R



MA
PREMIERES 2/8
New horror movie | R



SHAFT

PREMIERES 2/15
New action movie
The next chapter in the film
franchise featuring the coolest
private eye in New York City. R



**ALITA
BATTLE ANGEL**

PREMIERES 2/1
New sci-fi movie
A deactivated cyborg with no memory goes
on a quest to find out who she is. PG-13



ANNA
PREMIERES 2/8
New action movie | R

MCMILLIONS
PREMIERES 2/3
New documentary
series | TV-MA

**LAST WEEK TONIGHT
WITH JOHN OLIVER**
NEW EPISODES
EVERY SUNDAY
Comedy/talk | TV-MA

HBO MARCH

WESTWORLD

SEASON 3 PREMIERES 3/15
NEW EPISODES EVERY SUNDAY

Sci-fi action series
This dark sci-fi epic about the dawn of artificial consciousness begins a new chapter. TV-MA



DARK PHOENIX

PREMIERES 3/21
New sci-fi action movie
Sophie Turner (*Game of Thrones*) stars as Jean Grey, who becomes Dark Phoenix when she is exposed to an ancient power. PG-13



YESTERDAY
PREMIERES 3/7
New drama/fantasy movie | PG-13

THE KITCHEN
PREMIERES 3/28
New drama movie | R



MY BRILLIANT FRIEND
SEASON PREMIERES 3/16
NEW EPISODES EVERY SUNDAY
New drama | TV-MA

THE PLOT AGAINST AMERICA
PREMIERES 3/16
NEW EPISODES EVERY MONDAY
New drama miniseries | TV-MA

HBO COMING SOON

DOWNTON ABBEY
NEW MOVIE / MAY
 A royal visit unleashes scandal, romance and intrigue at Downton.

RUN
NEW SERIES / APRIL
 A woman steps out of her humdrum life to take a journey with her oldest flame.

insecure
NEW SEASON / APRIL
 Issa and Molly return to navigate the relationships and conflicts of everyday life.

JOKER
NEW MOVIE / MAY
 The chilling origin story of the famous villain.

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Hotel Guide Version 2



Monthly



Bimonthly



Quarterly



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- no added headlines
- emphasis on show times
- url for full schedule in headers
- single-title “coming soon” back

JANUARY

VISIT HBO.COM/SCHEDULE

HBO GUIDE

PREMIERES
JAN 19
SUNDAYS 10PM



AVENUE 5

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

PREMIERES
JAN 19
SUNDAYS 10:30PM



Curb Your Enthusiasm

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

PREMIERES
JAN 17 10PM



REAL TIME WITH BILL MAHER

TALK SHOW, NEW SEASON
Bill Maher and a rotating panel of guests return for the 18th season of Maher's award-winning talk/comedy series.

NEW **9AM**
SATURDAYS



123
SESAME STREET

FAMILY SERIES, NEW EPISODES
The celebrated children's series is in its landmark 50th season.

JANUARY

VISIT HBO.COM/SCHEDULE

HBO GUIDE

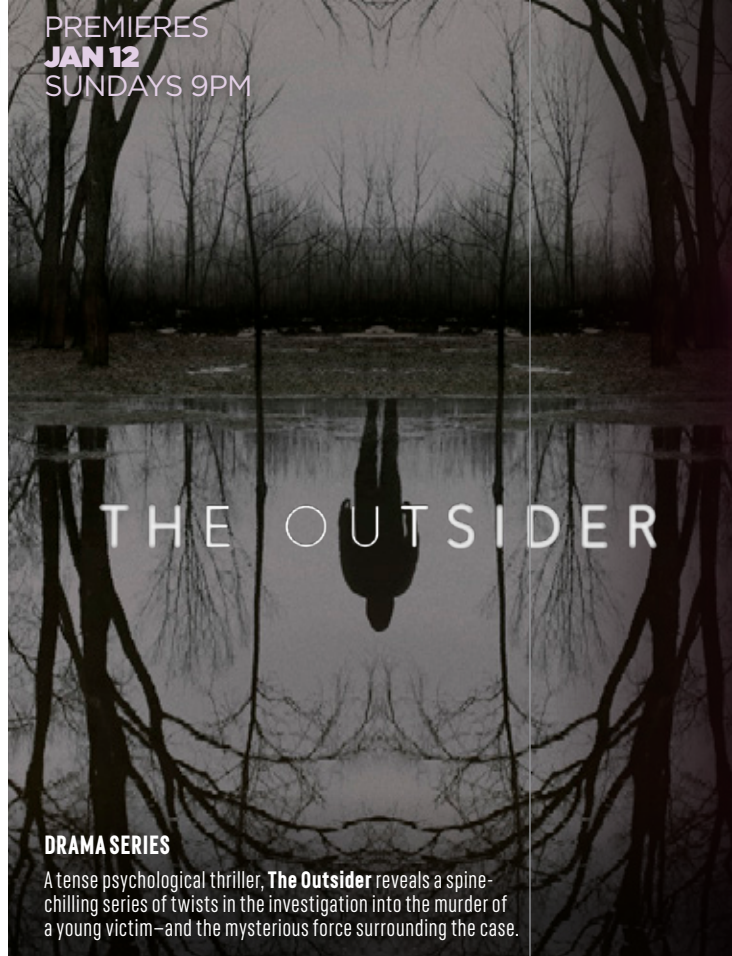
PREMIERES
JAN 25



THE CURSE OF
LA LLORONA

NEW HORROR MOVIE
The legendary ghost La Llorona is stalking the night—and the children, in 70s L.A.

PREMIERES
JAN 12
SUNDAYS 9PM



THE OUTSIDER

DRAMA SERIES
A tense psychological thriller, **The Outsider** reveals a spine-chilling series of twists in the investigation into the murder of a young victim—and the mysterious force surrounding the case.

PREMIERES
JAN 13
MONDAYS 9PM



THE
NEW
POPE

DRAMA SERIES
Jude Law and John Malkovich star in this series that continues where **The Young Pope** left off.

JANUARY

VISIT [HBO.COM/SCHEDULE](https://www.hbo.com/schedule)

HBO GUIDE

PREMIERES
JAN 11



CHAPTER
JOHN WICK
PARABELLUM

ACTION MOVIE
The legendary hit man has a \$14 million bounty on his head, as he becomes the target of the world's most ruthless killers.

PREMIERES
JAN 18



GODZILLA
KING OF THE MONSTERS

ACTION MOVIE
Ancient monsters rise again, as Godzilla collides with Mothra, Rodan and the three-headed King Ghidorah.

PREMIERES
JAN 5



TOLKIEN

NEW DRAMA MOVIE
The early life of English professor J. R. R. Tolkien, author of *The Hobbit* and *The Lord of the Rings*.

PREMIERES
JAN 4



THE
AFTERMATH

NEW DRAMA MOVIE
Tragedy and romance in post-WWII Germany.





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NEW SHOWS JAN/FEB

VISIT HBO.COM/SCHEDULE

HBO GUIDE

PREMIERES
JAN 19
SUNDAYS 10PM



AVENUE 5

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

PREMIERES
JAN 19
SUNDAYS 10:30PM



Curb Your Enthusiasm

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

PREMIERES
FEB 16 11PM



LAST WEEK TONIGHT WITH JOHN OLIVER
COMEDY/TALK, NEW SEASON
Your weekly dose of news and politics with a biting, funny twist.

PREMIERES
FEB 7 11PM



HIGH MAINTENANCE
COMEDY SERIES, NEW SEASON
Catch the buzz with new episodes following "The Guy," a bike-riding weed-delivery salesman.

NEW 9AM SATURDAYS



SESAME STREET
FAMILY SERIES, NEW EPISODES
The celebrated children's series is in its landmark 50th season.

NEW SHOWS JAN/FEB

VISIT HBO.COM/SCHEDULE

HBO GUIDE

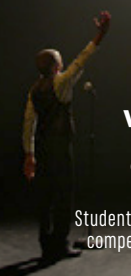
PREMIERES
FEB 3 10PM



MCMILLIONS
DOCUMENTARY SERIES

A stranger-than-fiction story of the McDonald's game scam of the 1990s.

PREMIERES
FEB 18 9PM



**WE ARE THE DREAM:
THE KIDS OF THE
OAKLAND MLK FEST**
DOCUMENTARY

Students take the stage in a public speaking competition, connecting King's legacy and the world they live in today.

PREMIERES
JAN 17 10PM



**REAL TIME
WITH BILL MAHER**
TALK SHOW, NEW SEASON

Bill Maher and a rotating panel of guests return for the 18th season of Maher's award-winning talk/comedy series.

PREMIERES
JAN 12
SUNDAYS 9PM



THE OUTSIDER

DRAMA SERIES

A tense psychological thriller, **The Outsider** reveals a spine-chilling series of twists in the investigation into the murder of a young victim—and the mysterious force surrounding the case.

PREMIERES
JAN 13
MONDAYS 9PM



**THE
NEW
POPE**

DRAMA SERIES

Jude Law and John Malkovich star in this series that continues where **The Young Pope** left off.

NEW MOVIES JAN/FEB

VISIT [HBO.COM/SCHEDULE](https://www.hbo.com/schedule)

HBO GUIDE

PREMIERES
FEB 8



MA
HORROR MOVIE
Oscar-winner Octavia Spencer plays a desperate stalker in this thriller.

PREMIERES
FEB 15



SHAFT
ACTION MOVIE
The next chapter in the film franchise featuring the coolest private eye in New York City.

PREMIERES
JAN 11



CHAPTER
JOHN 3 WICK
PARABELLUM

ACTION MOVIE
The legendary hit man has a \$14 million bounty on his head, as he becomes the target of the world's most ruthless killers.

PREMIERES
FEB 1



ALITA
BATTLE ANGEL

SCI-FI MOVIE
A deactivated cyborg with no memory goes on a quest to find out who she is.

PREMIERES
FEB 22



ANNABELLE COMES HOME
HORROR MOVIE
A teenager and her friend unknowingly awaken an evil spirit trapped in a doll.

PREMIERES
JAN 18



GODZILLA:
KING OF THE MONSTERS
ACTION MOVIE
Ancient monsters rise again, as Godzilla collides with Mothra, Rodan and the three-headed King Ghidorah.





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JANUARY

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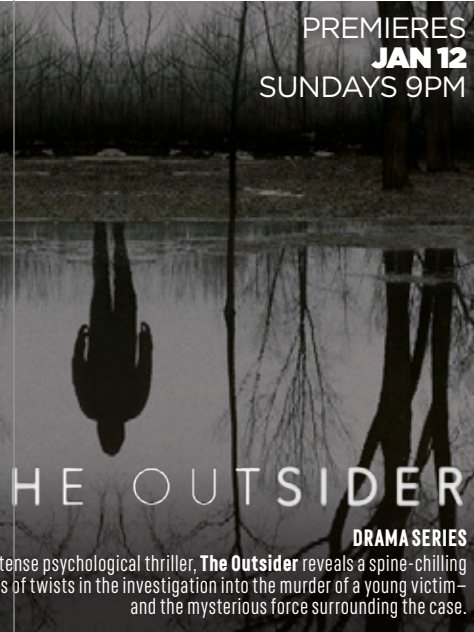
PREMIERES
JAN 19
SUNDAYS 10PM



AVENUE 5

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

PREMIERES
JAN 12
SUNDAYS 9PM



THE OUTSIDER

DRAMA SERIES
A tense psychological thriller, *The Outsider* reveals a spine-chilling series of twists in the investigation into the murder of a young victim—and the mysterious force surrounding the case.

PREMIERES
JAN 19 10:30PM



CURB YOUR ENTHUSIASM®
COMEDY SERIES, NEW SEASON
Larry David is back, living the good life in Los Angeles and hilariously stumbling through life.

PREMIERES
JAN 13 9PM



THE NEW POPE
LIMITED DRAMA SERIES
Jude Law and John Malkovich star in this series that continues where *The Young Pope* left off.

PREMIERES
JAN 11



JOHN WICK CHAPTER 3: PARABELLUM
ACTION MOVIE
The legendary hit man has a \$14 million bounty on his head, as he becomes the target of the world's most ruthless killers.

PREMIERES
JAN 18



GODZILLA: KING OF THE MONSTERS
ACTION MOVIE
Ancient monsters rise again, as Godzilla collides with Mothra, Rodan and the three-headed King Ghidorah.

PREMIERES
JAN 25



THE CURSE OF LA LLORONA
HORROR MOVIE
The legendary ghost La Llorona is stalking the night—and the children, in 70s LA.

NEW 9AM SATURDAYS



SESAME STREET®
FAMILY SERIES, NEW EPISODES
The world's most celebrated children's series continues its landmark 50th season.

FEBRUARY

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HBO GUIDE

PREMIERES
FEB 8

MA
HORROR MOVIE

Oscar-winner Octavia Spencer plays a desperate stalker in this thriller.

PREMIERES
FEB 7 11PM

HIGH MAINTENANCE

HIGH MAINTENANCE®
COMEDY SERIES, NEW SEASON

Catch the buzz with new episodes following "The Guy," a bike-riding weed-delivery salesman.

PREMIERES
FEB 1

ALITA
BATTLE ANGEL

SCI-FI MOVIE

A deactivated cyborg with no memory goes on a quest to find out who she is.

PREMIERES
FEB 15

SHAFT
ACTION MOVIE

The next chapter in the film franchise featuring the coolest private eye in New York City.

PREMIERES
FEB 16 11PM

LAST WEEK TONIGHT®
WITH JOHN OLIVER
COMEDY/TALK, NEW SEASON

Your weekly dose of news and politics with a biting, funny twist.

PREMIERES
FEB 3 10PM

MCMILLIONS
DOCUMENTARY SERIES

A stranger-than-fiction story of the McDonald's game scam of the 1990s.

PREMIERES
FEB 22

ANNABELLE COMES HOME
HORROR MOVIE

A teenager and her friend unknowingly awaken an evil spirit trapped in a doll.

PREMIERES
FEB 18 7PM

**WE ARE THE DREAM:
THE KIDS OF THE
OAKLAND MLK FEST**
DOCUMENTARY

Students take the stage in a public speaking competition, connecting King's legacy and the

MARCH

VISIT HBO.COM/SCHEDULE

HBO GUIDE

PREMIERES
MARCH 15 9PM

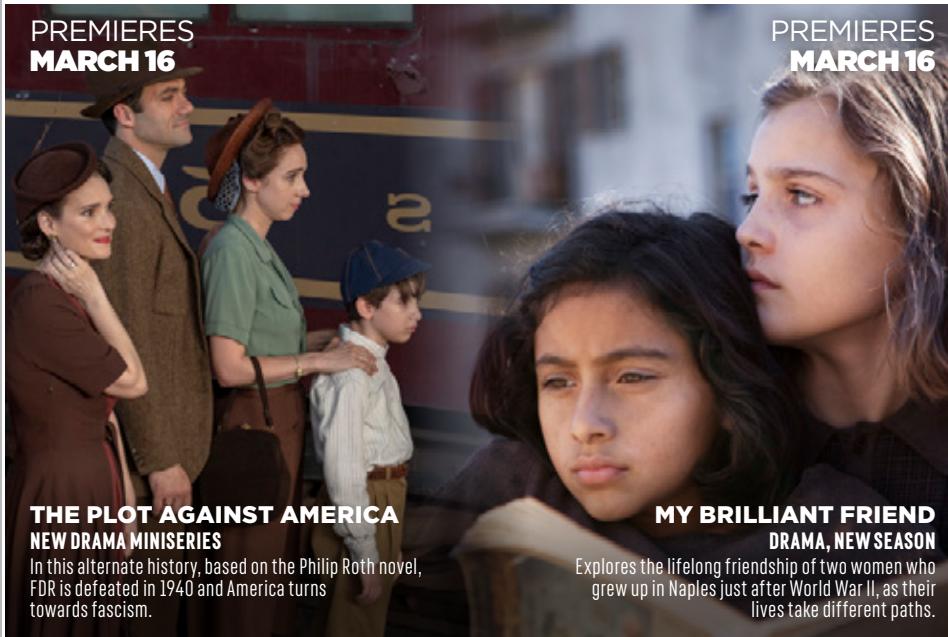


WESTWORLD

DRAMA, NEW SEASON

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

PREMIERES
MARCH 16



THE PLOT AGAINST AMERICA
NEW DRAMA MINISERIES

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

MY BRILLIANT FRIEND
DRAMA, NEW SEASON

Explores the lifelong friendship of two women who grew up in Naples just after World War II, as their lives take different paths.

PREMIERES
MARCH 21



**X-MEN:
DARK PHOENIX**
SCI-FI ACTION MOVIE

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

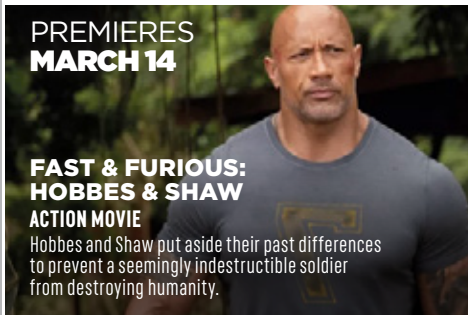
PREMIERES
MARCH 7



YESTERDAY
DRAMA/FANTASY MOVIE

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

PREMIERES
MARCH 14



**FAST & FURIOUS:
HOBBS & SHAW**
ACTION MOVIE

Hobbes and Shaw put aside their past differences to prevent a seemingly indestructible soldier from destroying humanity.

PREMIERES **MARCH 28**



THE KITCHEN
CRIME DRAMA MOVIE

When the FBI sends their husbands to prison, the three women take business into their own hands.





thank you