

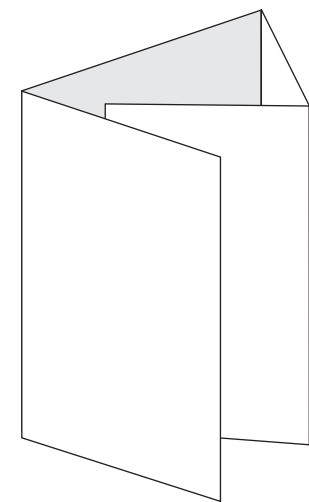


# HBO 1Q20 POS MARCH Brochure

12.23.19

# 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.



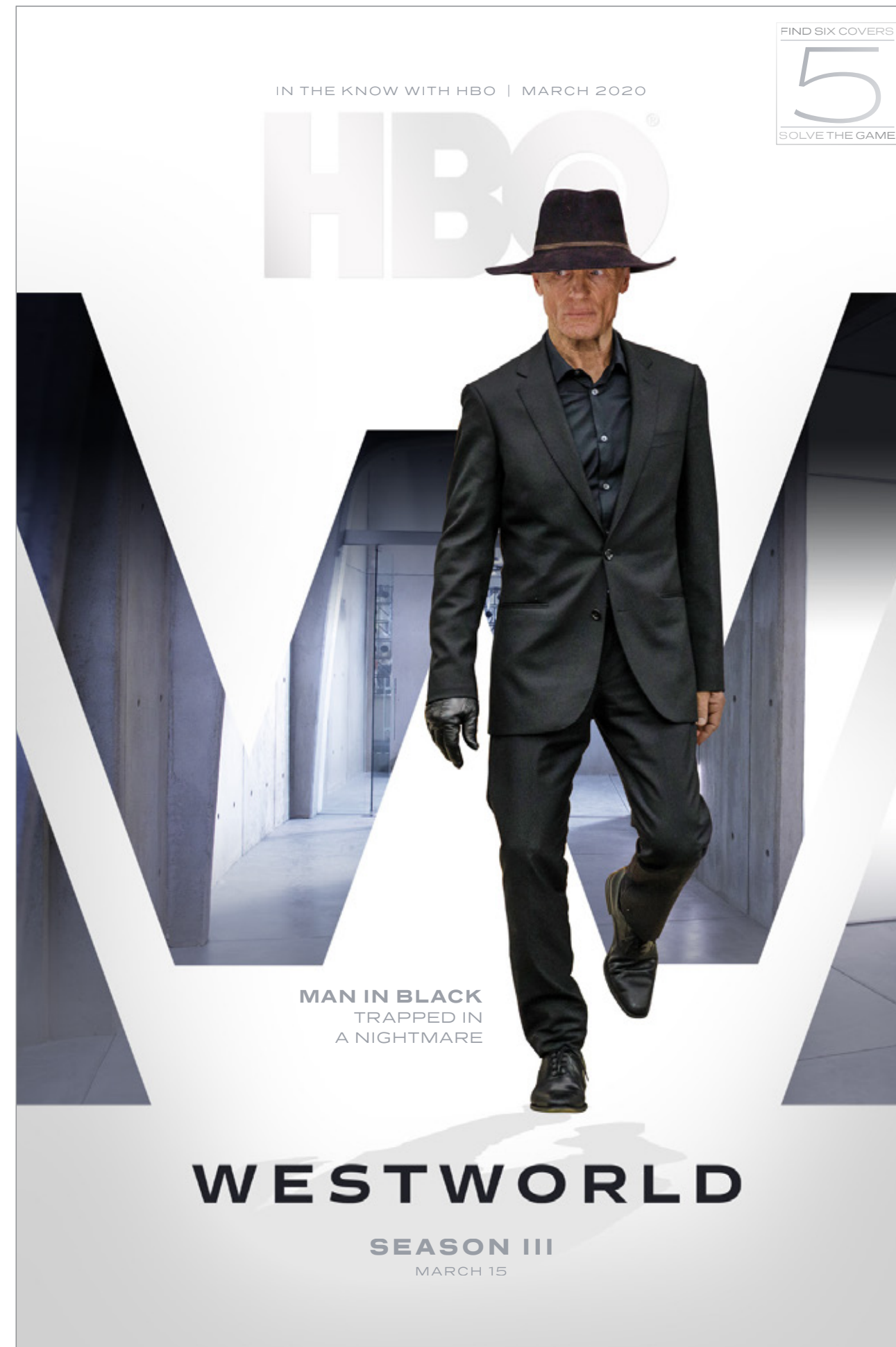
4-panel roll fold  
gloss varnish on logos;  
soft-touch finish













FIND SIX COVERS  
6  
SOLVE THE GAME



**NEW  
WORLD.  
NO LIMITS.**

**ONLY  
ON  
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, Vincent Cassel, Lena Waithe, Kid Cudi and Marshawn Lynch.

# NEW WORLD. NO LIMITS.

ONLY ON HBO



**THANDIE NEWTON**  
Maeve Millay



“  
**WE ALL HAVE OUR ROLE TO PLAY.**

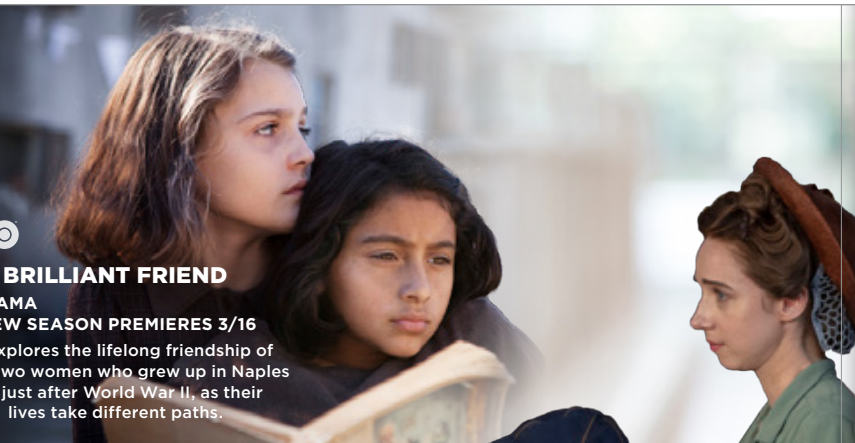
There are machines in this world, but not like us. You and I have no mother, no father. We're alone. Outnumbered. We have to be smarter than them. Or they'll find us. And they will kill us. We're gonna show this world for what it really is.

—DOLORES ABERNATHY

**HBO**

**MY BRILLIANT FRIEND**

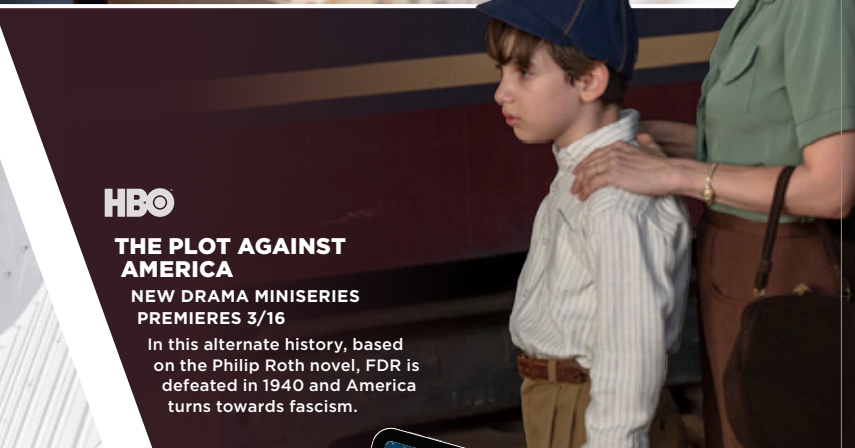
DRAMA  
NEW SEASON PREMIERES 3/16  
Explores the lifelong friendship of two women who grew up in Naples just after World War II, as their lives take different paths.



**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.



**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.

**WHAT'S ON YOUR PLAYLIST?**

With HBO there's something for everyone.

Are you a **MAN IN BLACK?**



Want to be caught up in an epic story?

Are you a **MAEVE?**



A tough character who takes no prisoners?

Are you a **DOLORES?**



Always searching for the truth?



**DEADWOOD: THE MOVIE**



**WATCHMEN**



**TRUE DETECTIVE**



**GAME OF THRONES**



**SUCCESSION**



**BIG LITTLE LIES**



**WESTWORLD SCAVENGER HUNT**

Every Westworld character has a story, and each March cover reveals a different hint. Hunt down all 6 collectible cast covers to fill in the blanks and solve the game!



Dolores has escaped the confines of Westworld, taking her fight for \_\_\_\_\_ to Los Angeles, 2050.



Bernard has been rebuilt by Dolores; he will now oppose her to try to save \_\_\_\_\_.



Reunited with her daughter only to be separated again, Maeve's fight to find her \_\_\_\_\_ isn't over yet.



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



The Man in Black finally reaches his destination, but finds himself \_\_\_\_\_ in another time.



Fan-favorite Aaron Paul joins the cast as Caleb. He's about to get caught up in the conflict between Westworld and the \_\_\_\_\_ world.

ANSWER KEY | FREEDOM 2 HUMANITY 3 FAMILY 4 HERSELF 5 TRAPPED 6 REAL

NAME

SUPERVISOR

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Maeve Millay



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**AVENUE 5**  
NEW EPISODES  
Catch up on this new sci-fi comedy set 40 years in the future

**CINEMAX**  
**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.

**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**  
**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.

**HBO GO**

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

**WATCHMEN**

UNLOCK A WORLD OF PREMIUM ENTERTAINMENT WITH  
**HBO GO**

INCLUDED FREE WITH YOUR HBO SUBSCRIPTION.

Jump right into the hottest shows of the season like **WESTWORLD**, and all the latest hit series and movies. Get full HD access for the whole household on all your connected TV and mobile devices.

**UNLIMITED ACCESS**  
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**  
TV. STREAMING. ON DEMAND.  
ANYTIME, ANYWHERE, ANY SCREEN.



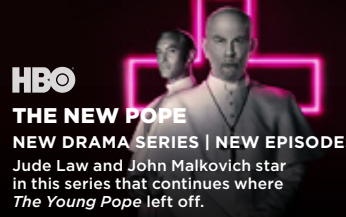
ALWAYS FREE WITH YOUR SUBSCRIPTION.

**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.




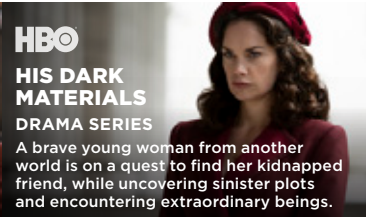

MORE TO DISCOVER.  
MORE TO ENJOY

WHAT'S HOT NOW

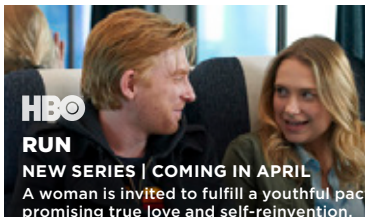
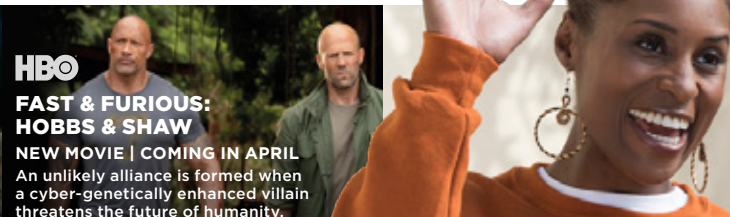
 <p><b>HBO</b> <b>THE OUTSIDER</b> NEW DRAMA SERIES   NEW EPISODES From Stephen King's bestselling novel, this supernatural thriller follows the murder of a young boy and the search for his killer.</p>	 <p><b>HBO</b> <b>CURB YOUR ENTHUSIASM</b> COMEDY SERIES   NEW EPISODES Larry David is back, starring as...Larry David, living the good life in Los Angeles and hilariously stumbling through life.</p>	 <p><b>HBO</b> <b>THE NEW POPE</b> 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

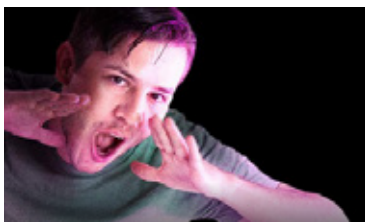
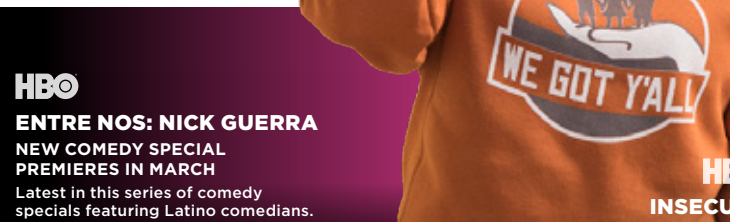
HBO GO HBO OD ALWAYS INCLUDED FREE WITH YOUR SUBSCRIPTION

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

 <p><b>HBO</b> <b>ENTRE NOS: NICK GUERRA</b> NEW COMEDY SPECIAL PREMIERES IN MARCH Latest in this series of comedy specials featuring Latino comedians.</p>	 <p><b>HBO</b> <b>INSECURE</b> 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.

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COMING SOON

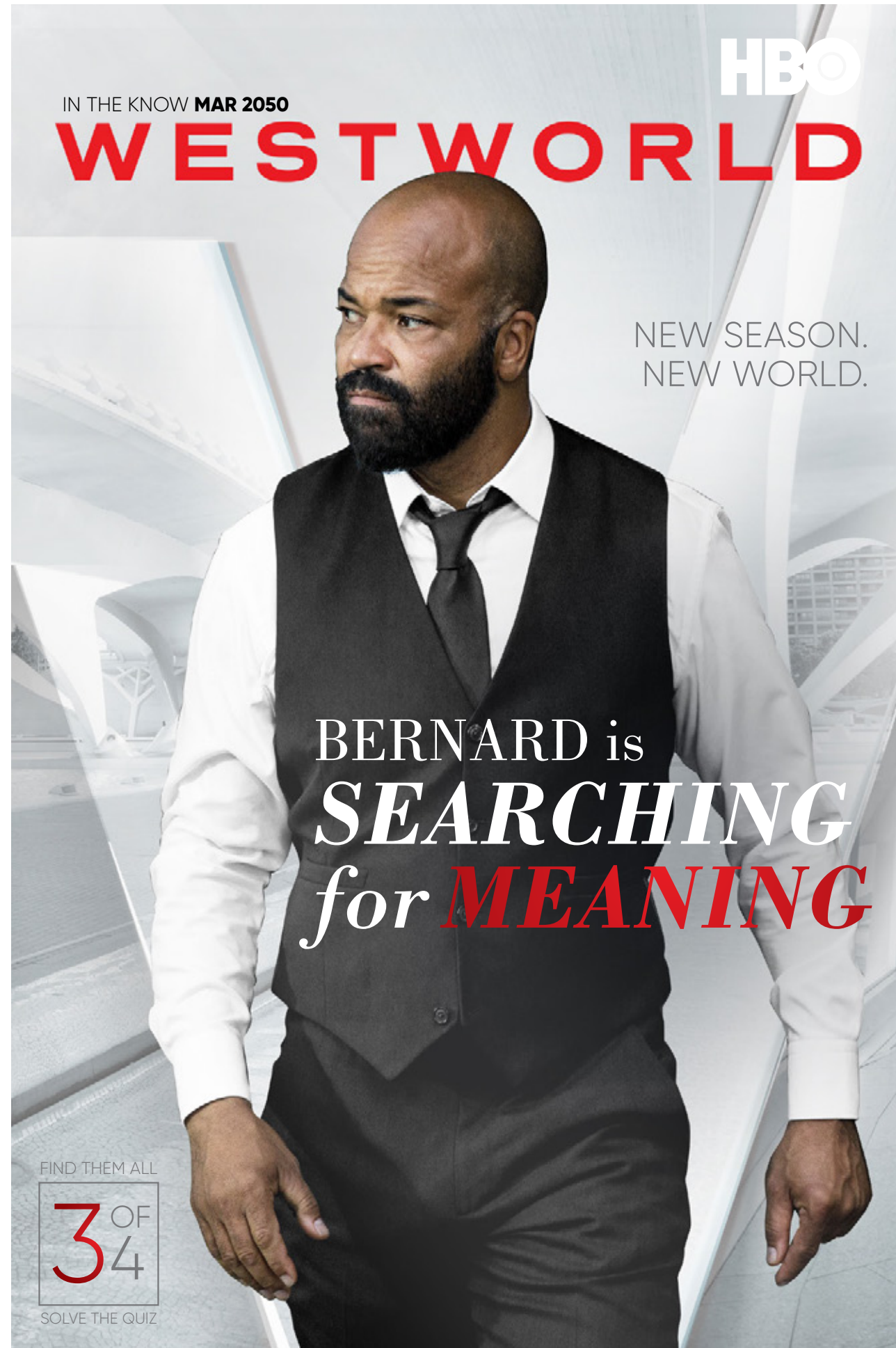
# March Brochure **Alternate Covers**



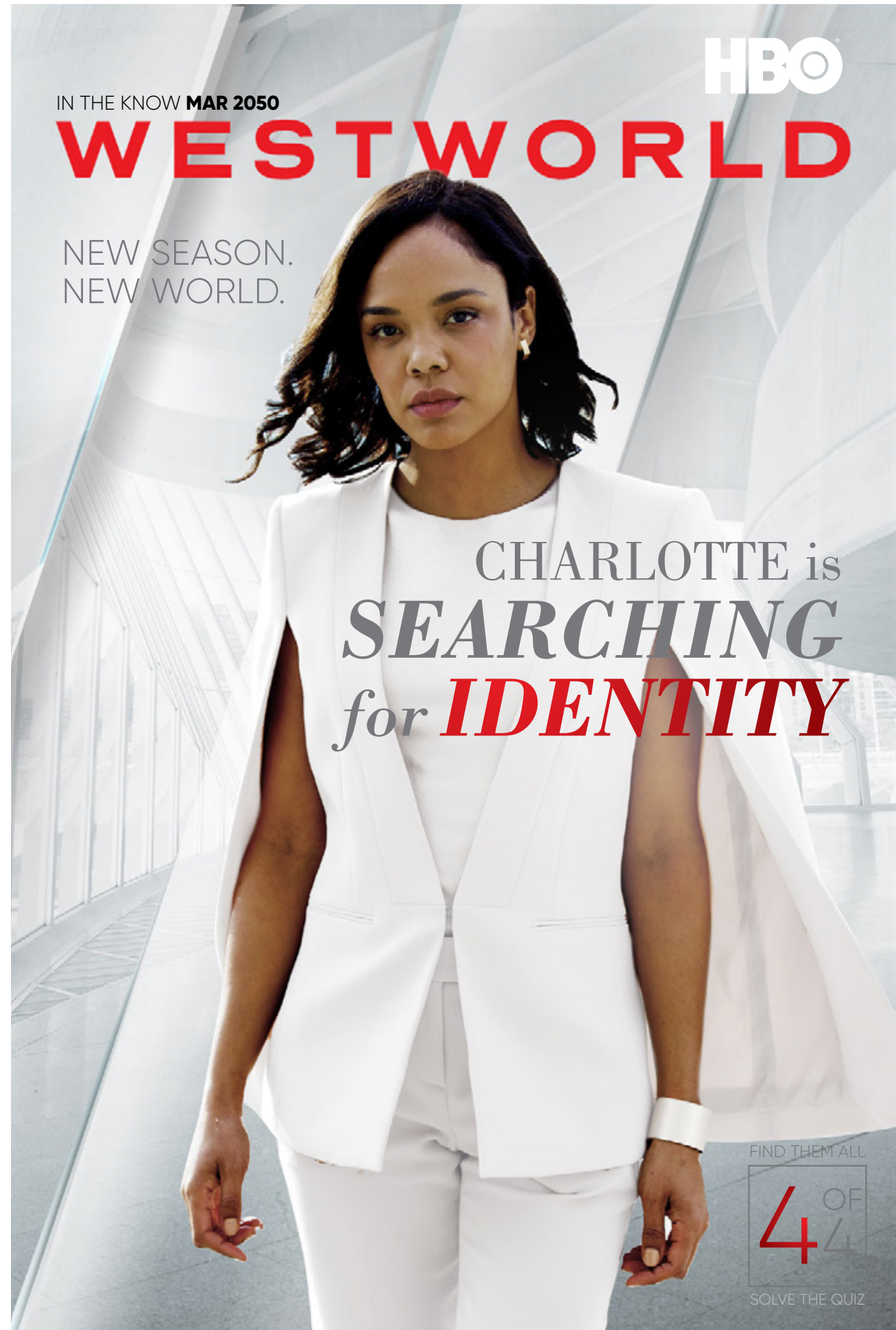
silk satin aqueous;  
foil stamp reds



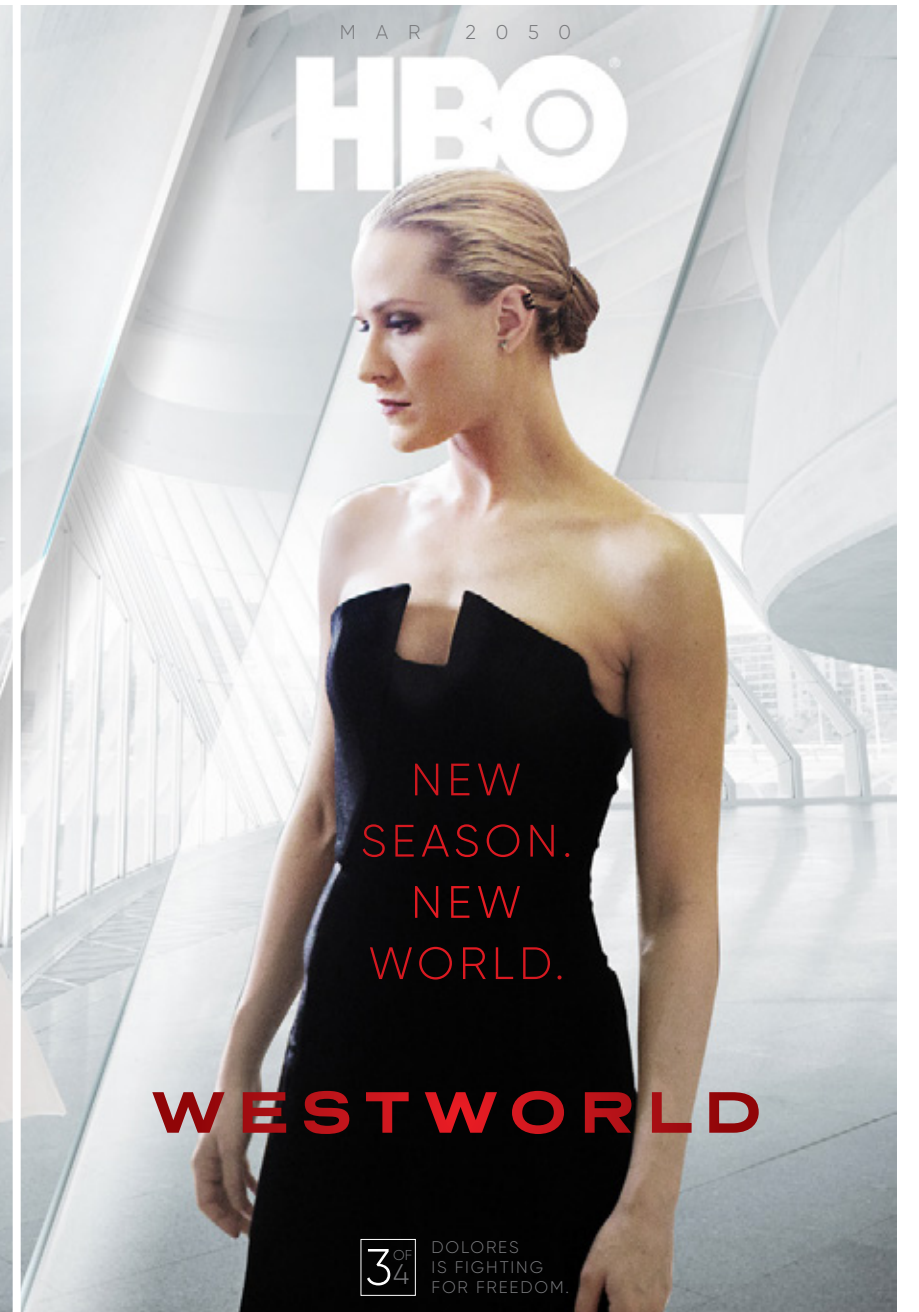
silk satin aqueous;  
foil stamp reds



silk satin aqueous;  
foil stamp reds



silk satin aqueous;  
foil stamp reds





thank you