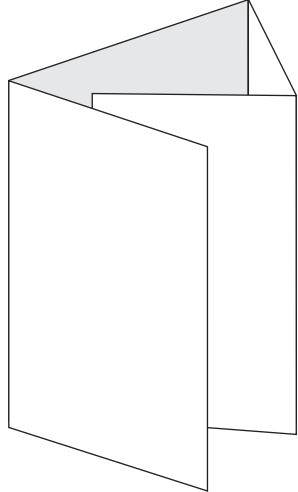
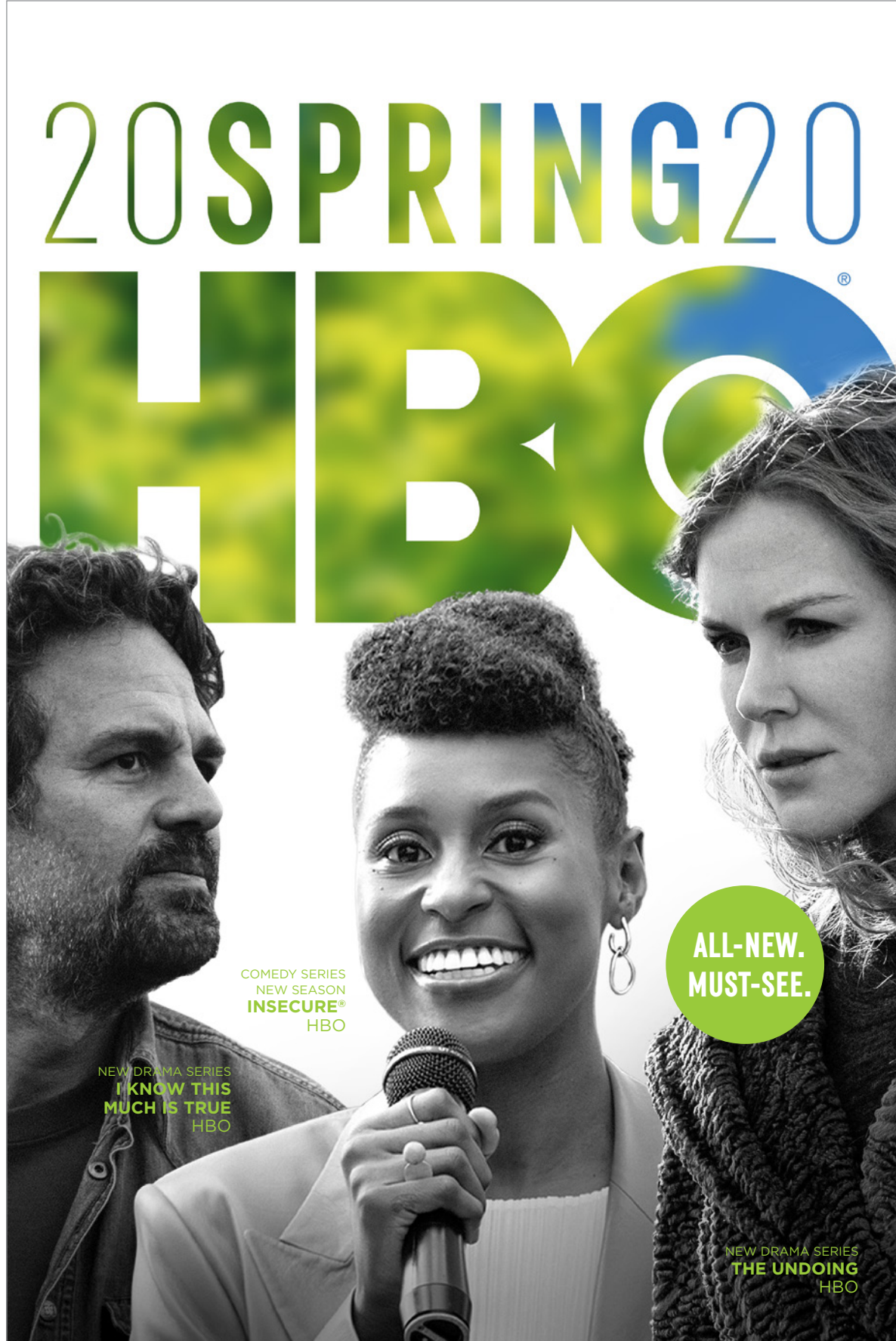


Spring POS Brochure: April/May 2020

3 brochure.
8 alternate covers.



4-panel roll fold



SPRING LINEUP

HBO



HBO
WESTWORLD
SCI-FI DRAMA SERIES
NEW EPISODES
Dark sci-fi epic about
the dawn of artificial
consciousness.

“ If you like
**period
escapism,**
sit back
and enjoy! ”

-BritFlicks

HBO
DOWNTON ABBEY
NEW DRAMA MOVIE
PREMIERES 5/9
The beloved Crawleys
prepare for a visit from
the king and queen.



DOWNTON ABBEY

RESTRICTED
R

HBO
GOOD BOYS
NEW COMEDY MOVIE | PREMIERES 4/4
Three 6th grade boys ditch school and
embark on an epic journey.

**GOOD
BOYS**



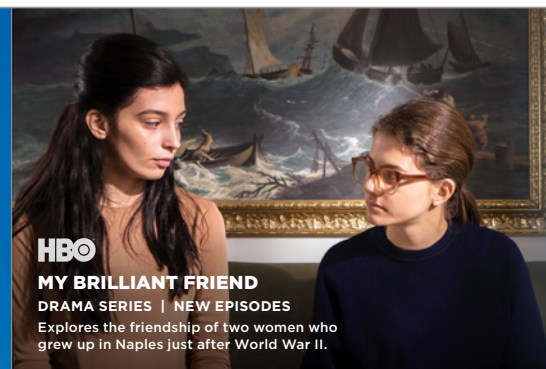
first reveal

SPRING LINEUP

HBO



HBO
WESTWORLD
 SCI-FI DRAMA SERIES
 NEW EPISODES
 Dark sci-fi epic about the dawn of artificial consciousness.



HBO
MY BRILLIANT FRIEND
 DRAMA SERIES | NEW EPISODES
 Explores the friendship of two women who grew up in Naples just after World War II.



HBO
WE'RE HERE
 NEW UNSCRIPTED SERIES | PREMIERES 4/24
 Small-town residents are recruited to participate in a one-night drag performance.

START SOMETHING NEW



HBO
RUN
 NEW COMEDY SERIES
 PREMIERES 4/12
 A woman is invited to fulfill a pact promising true love and reinvention.

HBO
THE PLOT AGAINST AMERICA
 NEW DRAMA MINISERIES
 NEW EPISODES
 In this alternate history, based on the Philip Roth novel, 1940s America turns towards fascism.



HBO
THE ART OF RACING IN THE RAIN
 NEW COMEDY/DRAMA MOVIE | PREMIERES 4/18
 Golden retriever learns life lessons with his race-car driver owner.



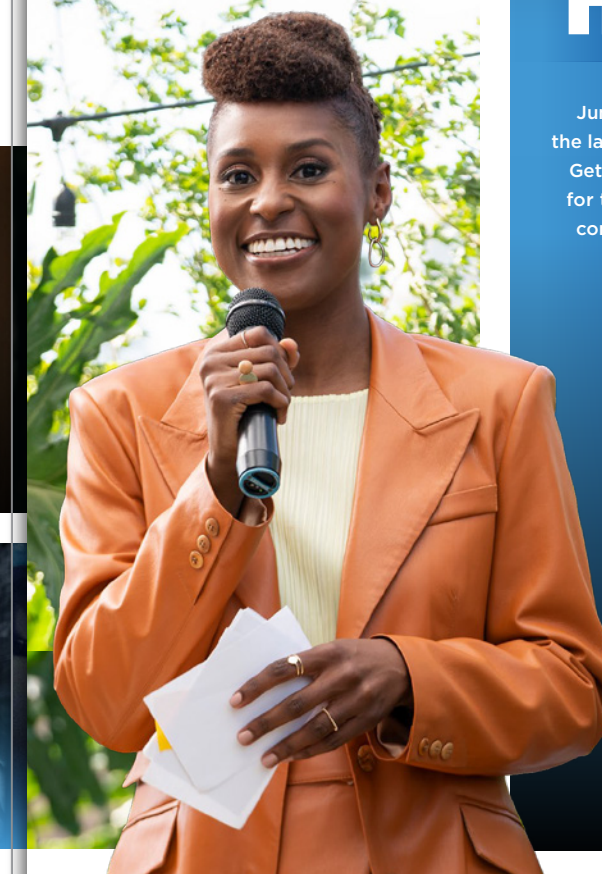
HBO
IT: CHAPTER 2
 NEW HORROR MOVIE | PREMIERES 4/11
 The evil clown Pennywise returns 27 years later to terrorize a town in Maine again.

“Still one of TV’s funniest comedies.”

-Hollywood Reporter

HBO
insecure

COMEDY SERIES | PREMIERES 4/12
 Issa and Molly navigate toxic relationships and the conflicts of everyday life.



UNLOCK
 THE WHOLE WORLD OF HBO
 with
HBO GO

Jump right into the hottest shows, the latest hit series and biggest movies. Get unlimited access to ALL of HBO for the whole household on all your connected TV and mobile devices.

Watch anytime, anywhere, on multiple screens.

Easy access— one account, one password.

Enjoy it all with no commercials, ever.

Stream all of HBO GO, always included FREE with your HBO subscription.



second reveal

SPRING LINEUP



HBO
WESTWORLD
SCI-FI DRAMA SERIES
NEW EPISODES
Dark sci-fi epic about the dawn of artificial consciousness.

HBO
MY BRILLIANT FRIEND
DRAMA SERIES | NEW EPISODES
Explores the friendship of two women who grew up in Naples just after World War II.

HBO
WE'RE HERE
NEW UNSCRIPTED SERIES | PREMIERES 4/24
Small-town residents are recruited to participate in a one-night drag performance.

CINEMAX
STRIKE BACK
ACTION SERIES | NEW EPISODES
Get your pulse pounding with the final 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
AUTISM: THE SEQUEL
NEW DOCUMENTARY | PREMIERES IN APRIL
Follows five young adults on the spectrum as they navigate their early 20's.

HBO
NATALIE WOOD: WHAT REMAINS BEHIND
NEW DOCUMENTARY SERIES
PREMIERES IN MAY
Explores the actress's life and career through the unique perspective of her daughter.

START SOMETHING
NEW

DISCOVER SOMETHING
FRESH

TV. STREAMING. ON DEMAND.
ANYTIME. ANYWHERE. ANY SCREEN.
ALWAYS FREE WITH YOUR SUBSCRIPTION

HBO
RUN
NEW COMEDY SERIES
PREMIERES 4/12
A woman is invited to fulfill a pact promising true love and reinvention.

HBO
THE PLOT AGAINST AMERICA
NEW DRAMA MINISERIES
NEW EPISODES
In this alternate history, based on the Philip Roth novel, 1940s America turns towards fascism.

HBO
I KNOW THIS MUCH IS TRUE
NEW DRAMA SERIES | PREMIERES 4/27
Follows the parallel lives of identical twin brothers, played by Mark Ruffalo. Based on the bestselling novel by Wally Lamb.

HBO
THE UNDOING
NEW DRAMA SERIES | PREMIERES 5/10
Nicole Kidman stars as a therapist whose life unravels after a chain of terrible revelations about her husband.

HBO
THE THIRD DAY
NEW DRAMA SERIES | PREMIERES 5/11
Jude Law stars as a man visiting a mysterious island off the British coast, where the line between reality and fantasy begins to blur.

HBO
BETTY
NEW COMEDY SERIES | PREMIERES 5/1
A group of female skateboarders in New York have trouble breaking into a very male-dominated world.

HBO
THE ART OF RACING IN THE RAIN
NEW COMEDY/DRAMA MOVIE | PREMIERES 4/18
Golden retriever learns life lessons with his race-car driver owner.

HBO
IT: CHAPTER 2
NEW HORROR MOVIE | PREMIERES 4/11
The evil clown Pennywise returns 27 years later to terrorize a town in Maine again.

HBO
STUBER
NEW ACTION/COMEDY MOVIE
PREMIERES IN APRIL
A detective recruits his Uber driver into an unexpected night of adventure.

HBO
BAD EDUCATION
NEW COMEDY/DRAMA FILM
PREMIERES 4/25
Story of the largest public school embezzlement scandal in history.

HBO
THE JOKER
NEW DRAMA/THRILLER MOVIE
PREMIERES 5/16
Joaquin Phoenix stars in this psychological thriller origin story.

CINEMAX
THE MULE
NEW DRAMA MOVIE | PREMIERES 5/1
A ninety-year-old Korean War veteran turns drug mule for a Mexican cartel.

full reveal

FPO

HBO

A D A S T R A

NEW DRAMA MOVIE | PREMIERES 6/6

Brad Pitt stars as an astronaut on a mission to uncover the truth about his missing father—and save the universe.

COMING
THIS SUMMER

FPO

HBO

FORD v FERRARI

NEW DRAMA MOVIE | PREMIERES 6/20

Americans build a revolutionary race car for Ford to compete against Ferrari at Le Mans.

WHAT TO BINGE NOW

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

HBO

BIG LITTLE LIES

DRAMA SERIES

HBO

GAME OF THRONES

DRAMA SERIES

HBO

BARRY

COMEDY SERIES

HBO

BALLERS

DRAMA SERIES

HBO

TRUE DETECTIVE

DRAMA SERIES

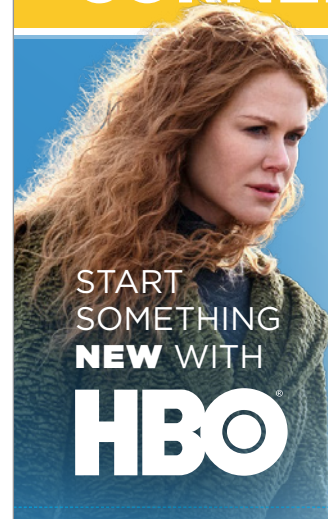
HBO

THE RIGHTEOUS GEMSTONES

COMEDY SERIES

COACH'S CORNER

Ask your agents what **brand new series** they'd recommend to position HBO's premium programming as a must-have in a crowded entertainment landscape.



- 1 If you loved Emmy-Award-winner Nicole Kidman in *Big Little Lies*, don't miss her return to HBO in the brand NEW drama series _____, premiering this May.
- 2 Supercharge your spring with a fast-paced NEW comedy series called _____, premiering on HBO this April.
- 3 Don't miss Mark Ruffalo as two identical twin brothers with a tangled family history in the shocking NEW drama series _____, only on HBO this April.
- 4 Are you a fan of Jude Law in the hit series *The New Pope*? Don't miss him in the epic NEW drama series _____, premiering this May on HBO.
- 5 New season. New relationships. Everything's NEW again for Issa Rae on _____, premiering this April on HBO.

The Undoing, Run, I Know This Much Is True, The Third Day, Insecure

back cover





alt cover 2



IN THE KNOW

NICOLE KIDMAN in
The Undoing
NEW DRAMA SERIES | HBO

MARK RUFFALO in
I Know This Much is True
NEW DRAMA SERIES | HBO

ISSA RAE in
Insecure
COMEDY SERIES | NEW SEASON | HBO

SPRING 2020

alt cover 3

IN THE KNOW
HBO[®]

APRIL/MAY
2020

SPRING
STAZZLES



NEW DRAMA SERIES
THE UNDOING
HBO

COMEDY SERIES, NEW SEASON
INSECURE[®]
HBO

NEW DRAMA SERIES
I KNOW THIS MUCH IS TRUE
HBO

alt cover 4

HBO

IN THE KNOW
APRIL/MAY 2020

in with **THE NEW!**

the Spring collection is
HERE

Nicole Kidman
stars in the new drama series **THE UNDOING**

Insecure
is back with an **ALL-NEW SEASON**

Mark Ruffalo
stars in the new series **I KNOW THIS MUCH IS TRUE**

alt cover 5



alt cover 6



HBO

IN THE KNOW
APRIL/MAY 2020

the
STARGIRLS

Mark Ruffalo
stars in the new series
**I KNOW THIS
MUCH IS TRUE**

Insecure
is back with an
ALL-NEW SEASON

Nicole Kidman
stars in the new drama series
THE UNDOING

alt cover 7

thank you.

Suzy Jurist, President
SJI Associates
212.391.7004
suzy@sjassociates.com