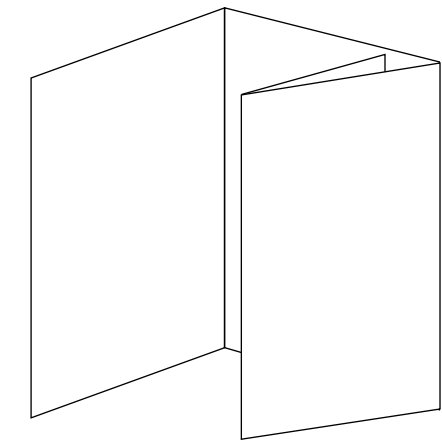


HBO MAX May launch PoS brochure

Round 3
03.26.2020

sji* strategic
creative



8x12
4-panel roll fold
satin aqueous
spot uv on logos

front cover

We've got your heroes

From superheroes to everyday heroes, we've got 'em. Get blown away by the entire DC Comics library, from the heroes you know and love like **Aquaman** and **Batman**, to new ones waiting to be discovered like **Watchmen™** and **Doom Patrol**.

Aquaman Justice League Wonder Woman Watchmen™

Introducing
HBO
 maxSM

The new streaming service that gives you all of the characters you love and the stories you grew up with, cheered on, cried over and laughed with, on any device, anytime! Plus, keep up with the latest and greatest shows and movies everyone is talking about.

Who is HBO MAX for?

Game of Thrones®

Rick and Morty

first reveal

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Aquaman Justice League Wonder Woman Watchmen™

We've got your best friends

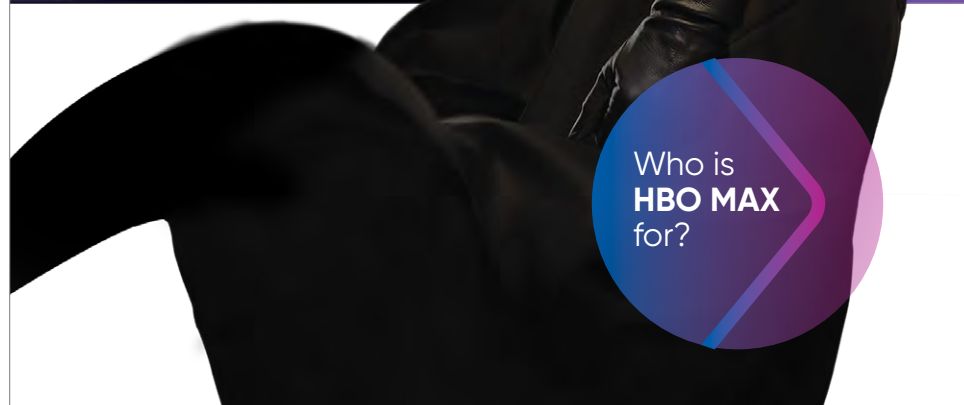
HBO Max has the shows you've fallen in love with, the ones you can't wait to settle in and enjoy again and again. Whether you want to binge all of **Friends**, laugh along with **The Big Bang Theory**, or head on down to **South Park**, you'll have yourself a time.

The Big Bang Theory South Park Friends

We've got your epic adventures.

HBO Max is where heroes are born. Where great journeys begin. It's where epics call home. Live and relive every moment of **The Lord of the Rings** trilogy. Enter the mind-bending action of **The Matrix**. And experience the greatest epic series of all, **The Game of Thrones**.

The Matrix Game of Thrones Adventure Time Lord of the Rings: the Two Towers Fantastic Beasts And Where To Find Them



Who is HBO MAX for?

WOMEN 25+
You're a strong female lead? So are these ladies!

- Crazy Rich Asians
- True Blood*
- A Star is Born
- Wonder Woman

GEN Z
Shows that are like watching your best friends (if they are infamously scandalous).

- Gossip Girl
- Euphoria™
- 13 Going on 30
- Pretty Little Liars

BINGE WATCHERS
Settle in and enjoy whole seasons and series of the very best shows.

- Big Little Lies
- Deadwood*
- Rome*
- The Wire*

SCI-FI LOVERS
Step into the time machine and catch it all from **Dr. Who** to **The Matrix Trilogy**.

- Doctor Who
- The Matrix
- 2001_A Space Odyssey
- Westworld

second reveal

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- Pretty Little Liars

We've got your all-time faves

The Sopranos™ The Wizard of Oz Sesame Street™

Iconic, genre-defining shows like **The Sopranos™**. Classic films like **The Wizard of Oz**, as beloved today as they were 80 years ago. The characters of **Sesame Street™** that we all grew up with, and that continue to be our kids' favorites. HBO MAX is home to the movies and shows that are truly the best in entertainment.

FILM BUFFS
You're in cinematic heaven wherever and whenever you want to watch.

- Citizen Kane
- The Shining
- The Shawshank Redemption
- Casablanca

FAMILY TIME
HBO MAX has something for you, for them, and for everyone to watch together.

- Gemini
- Scooby Doo
- Ellen's Game of Games
- Pokemon: Detective Pikachu

HBO Max has what matters

ALL OF HBO

CULTURAL-DEFINING TV

BLOCKBUSTER MOVIES & CLASSIC FAVORITES

MAX ORIGINALS

- gossip girl
- LOVE LIFE
- RAISED BY WOLVES
- ELLEN'S DESIGN CHALLENGE

ACTION ADDICTS
Big, kick-ass movies and shows from **Godzilla** to **Lord of the Rings**.

- Kill Bill
- Strike Back
- The Lord of the Rings trilogy
- Godzilla: King of Monsters

COMIC FANS
We're giving you the keys to Gotham City and all your DC favorites.

- The Dark Knight
- Man of Steel
- Doom Patrol
- Aquaman

full reveal

This all sounds great, but how much does it cost?

Already an HBO subscriber? We have amazing news for you—HBO MAX is FREE! It's included in your subscription at no additional cost.

Don't have HBO yet? Subscribe now at the low introductory rate of \$9.99! For less than two lattes a month, you'll have access to all of HBO, TV favorites like Friends, DC blockbusters, Warner Brothers classic films like Wizard of Oz, and so much more.

How do I get in and watch?

- 1 Download the App
- 2 Login with your AT&T Credentials



AVAILABLE ON ALL YOUR DEVICES



ALL THE WAYS TO ENJOY HBO/MAX

HBO

HBO ON DEMAND

HBO GO

HBO max

	HBO	HBO ON DEMAND	HBO GO	HBO max
What is it?	HBO is a network of channels available through traditional pay TV packages (cable or satellite TV).	HBO On Demand is a service included free with your paid HBO subscription through a TV provider (e.g. AT&T TV).	HBO Go is a streaming service included free with your paid HBO subscription through a TV provider (e.g. AT&T TV).	HBO Max is a new streaming platform that bundles all of HBO together with your favorites from WarnerMedia's vast library of shows and movies, and a new collection of Max Originals.
Availability	Available through all AT&T video products and Top Tier AT&T Mobility Packages.	Customers with an AT&T video package can access HBO On Demand through their set-top boxes.	Customers with an AT&T video package can stream HBO on demand using HBO GO.	Direct to consumer, embedded in Top Tier AT&T Mobility and Broadband packages. Available for purchase for all AT&T customers. At launch provided to all HBO non-promo subs.
Content	HBO channels such as HBO East, HBO Family, and HBO Latino*	All of HBO**	All of HBO	All of HBO together with an epic library of movies, series, and new Max Originals available through the HBO Max app. The regular HBO network channels available via AT&T video products remain unchanged. (10K hours of content streaming)



*Additional linear feeds available on DIRECTV and U-Verse
**U-verse subscribers have access to over 150 hours of the best of HBO through HBO On Demand.

back cover

thank you.

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