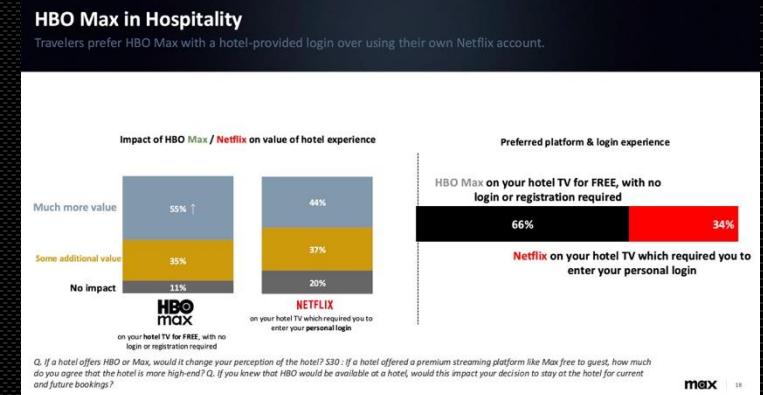
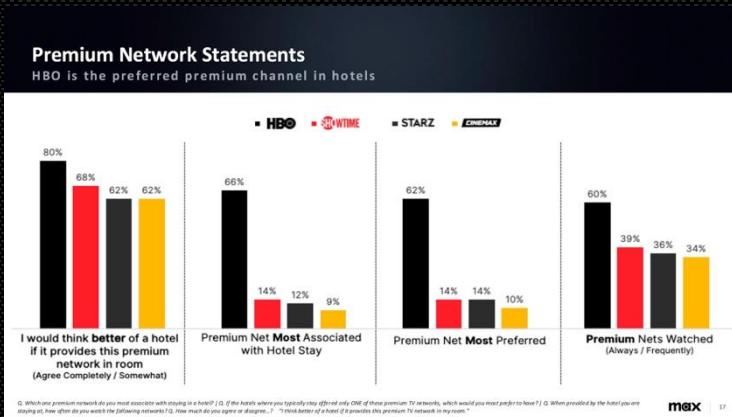
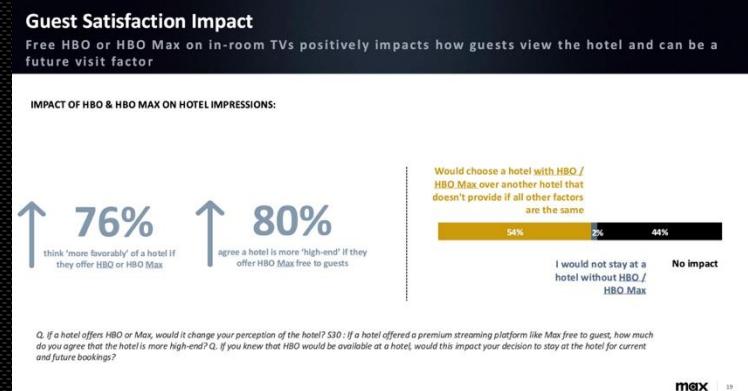
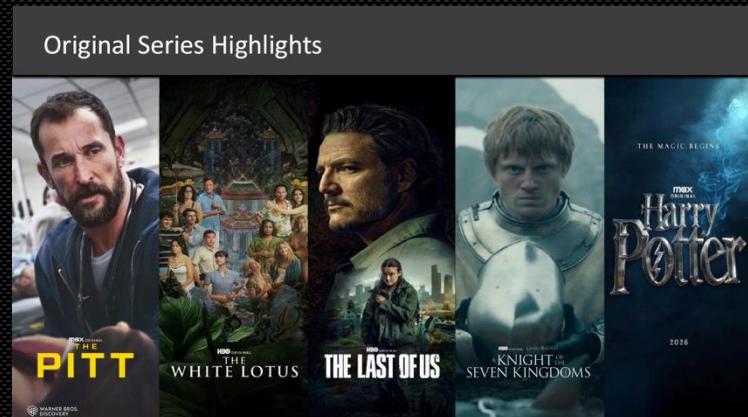


The Brief:

Refresh and unify existing HBO sales materials for the primary audience of hotel owners through a cohesive visual system and refined slide design. Beyond elevating individual slides, bring together fragmented materials into a singular narrative to create a clear, engaging, and audience-ready presentation that can stand on its own.

Scope: Visual design refresh, narrative cohesion, presentation systemization



THE VALUE OF **HBO**

THE PREMIUM NETWORK GUESTS TRUST

The #1 ranked PREMIUM CHANNEL is



A FREE-TO-GUEST NETWORK OFFERING THE BIGGEST HIT MOVIES FROM  WARNER BROS.
DISCOVERY

A STREAMING SERVICE DESIGNED FOR HOSPITALITY IN  HBO
max

AND A LEGENDARY ARCHIVE OF ACTION AND CLASSIC FILMS INCLUDED ON





80% of guests are
**MORE LIKELY
TO MAKE
RETURN VISITS**

and have a better perception of a
hotel that provides HBO.



MOST AWARDED NETWORK

across all channels and
streaming services.



HBO



Guests are
**MORE THAN
TWICE AS LIKELY
TO WATCH HBO**

over Showtime and Starz *combined*.



EASY TO ADD

to hotel properties' current
channel lineup.

*Doesn't require an STB or upgrading
hotel's Wi-Fi infrastructure.*



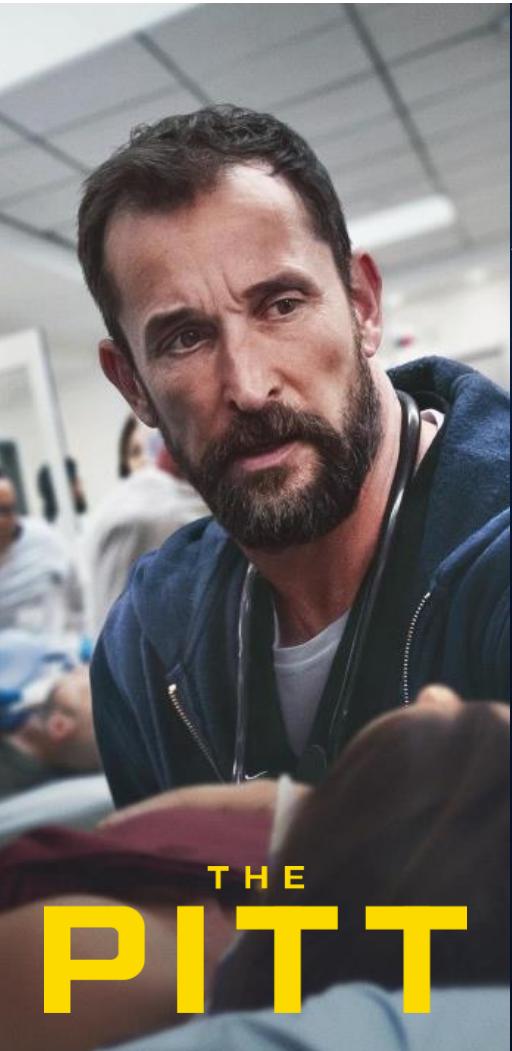
HBO

HBO
max

CINEMAX

WARNER BROS.
DISCOVERY

HBO is home to influential new and original series..



HBO has returning favorites and exciting IP expansions set to premiere new seasons in 2026.

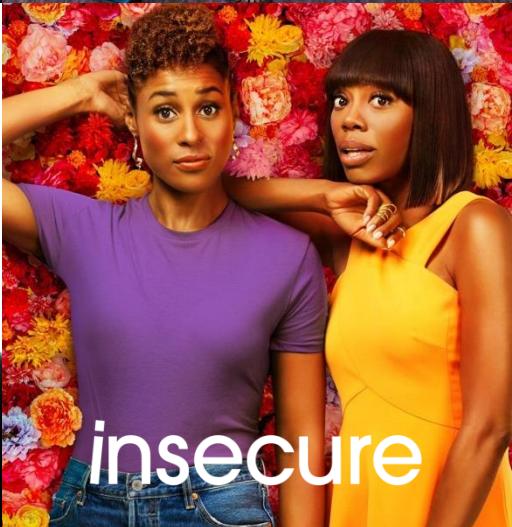
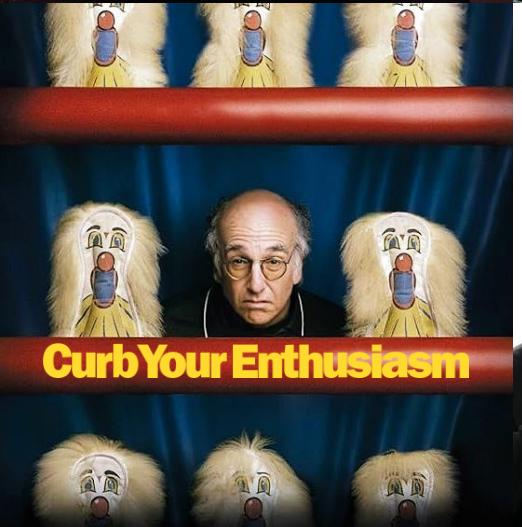
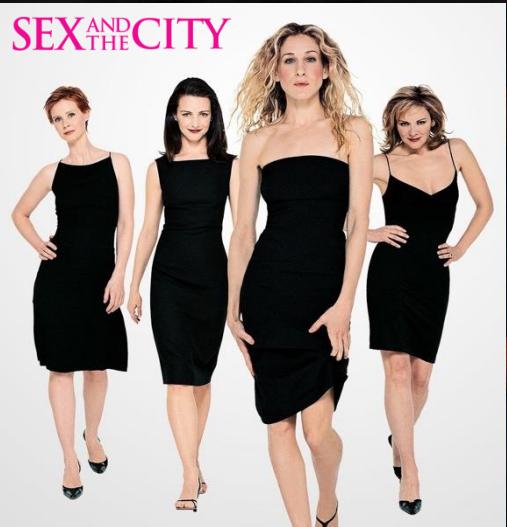
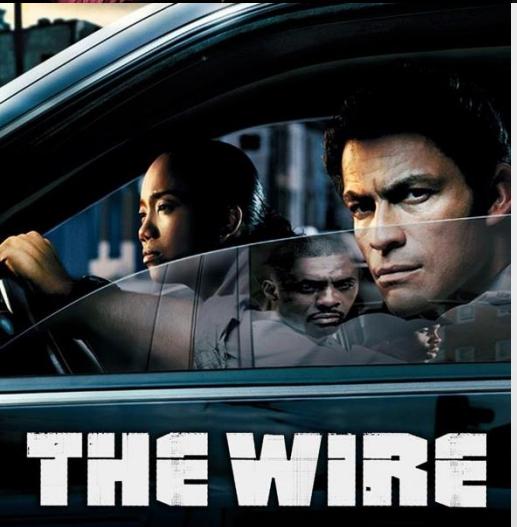
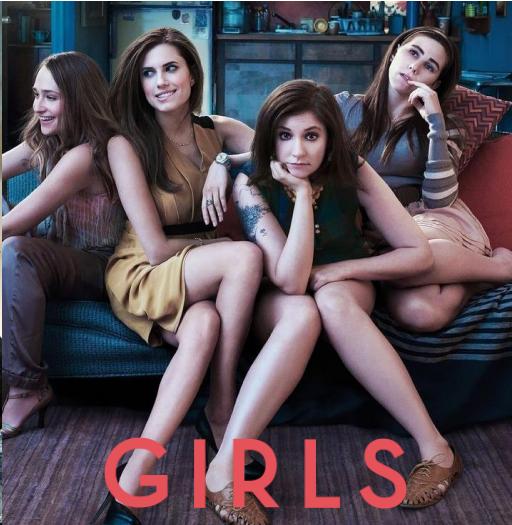
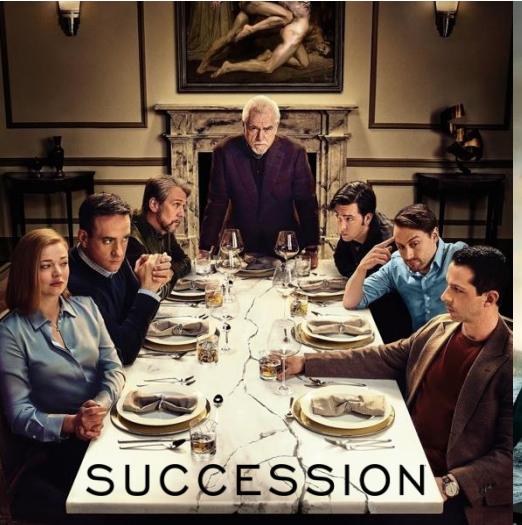
HBO

CINEMAX

**WARNER BROS.
DISCOVERY**

...with a vast library of acclaimed legacy shows on

HBO
max



HBO & HBO Max have received more than 200+ Primetime Emmy Award wins and 1000+ nominations.

HBO

hbo
max

CINEMAX

WARNER BROS.
DISCOVERY

TV offerings impact guest satisfaction & travel habits.

Guests have a **MORE POSITIVE IMPRESSION** of Hotels that offer HBO / HBO Max

80% think a hotel is “better” if HBO is provided in their room

80% agree a hotel is more “high-end” if HBO Max is offered for free

76% feel “more favorably” of a hotel that offers HBO or HBO Max

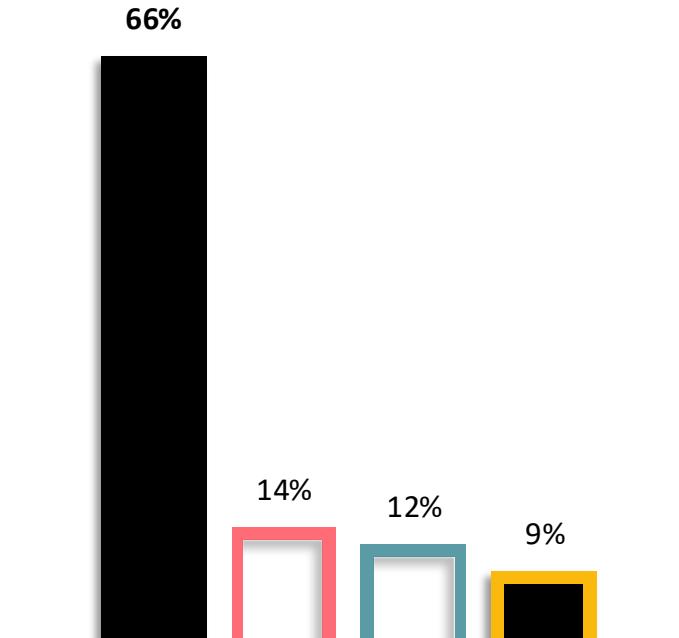
54% choose to book a hotel with HBO / HBO Max

Disclaimer: Compared to a hotel that does not offer HBO or HBO Max, if all other factors are the same.

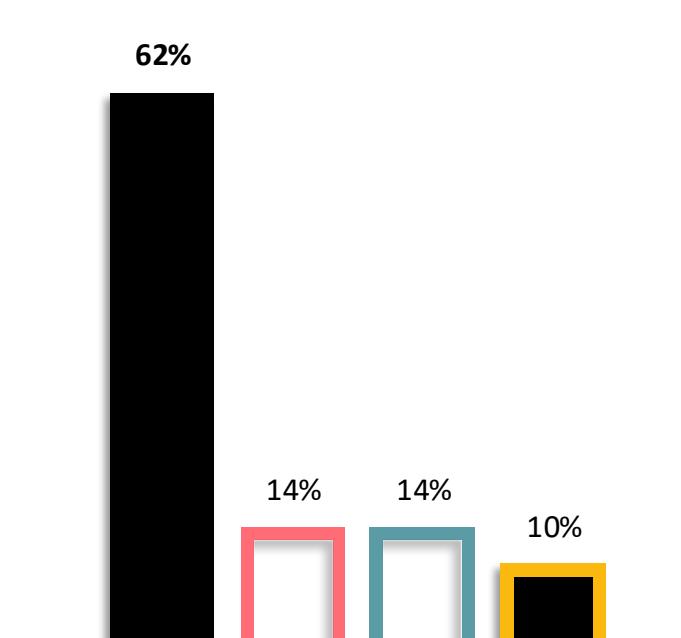
Source: 2024 Hospitality Research Study conducted by Toluna, USA Inc.



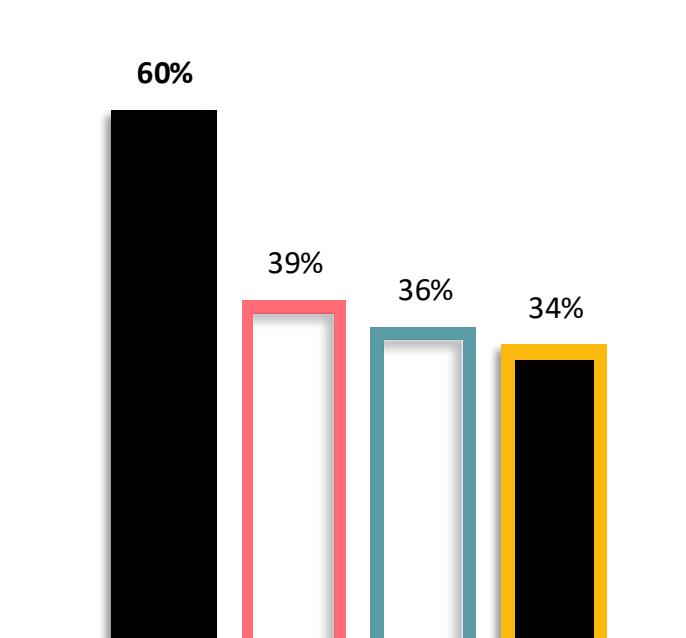
HBO is the premium network guests want in hotels.



HBO is ASSOCIATED WITH HOTEL STAYS
more than other premium networks



HBO is MOST PREFERRED
among premium networks



HBO is MOST VIEWED
when available during stay

Disclaimer: Percentages may not total 100% due to rounding or because respondents can select multiple options.

Source: 2024 Hospitality Research Study conducted by Toluna, USA Inc.

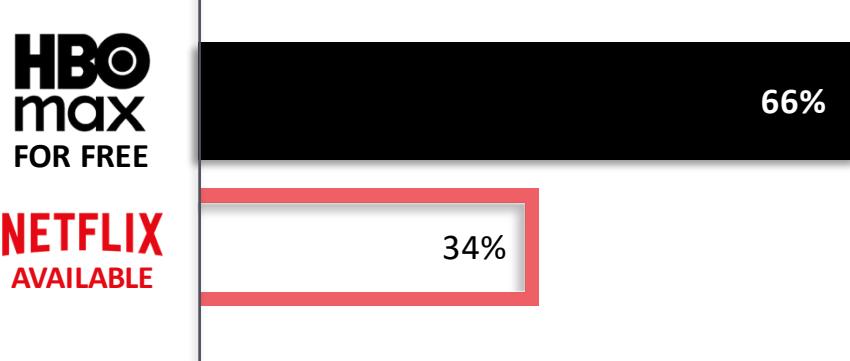




HBO max is the streaming experience guests value.

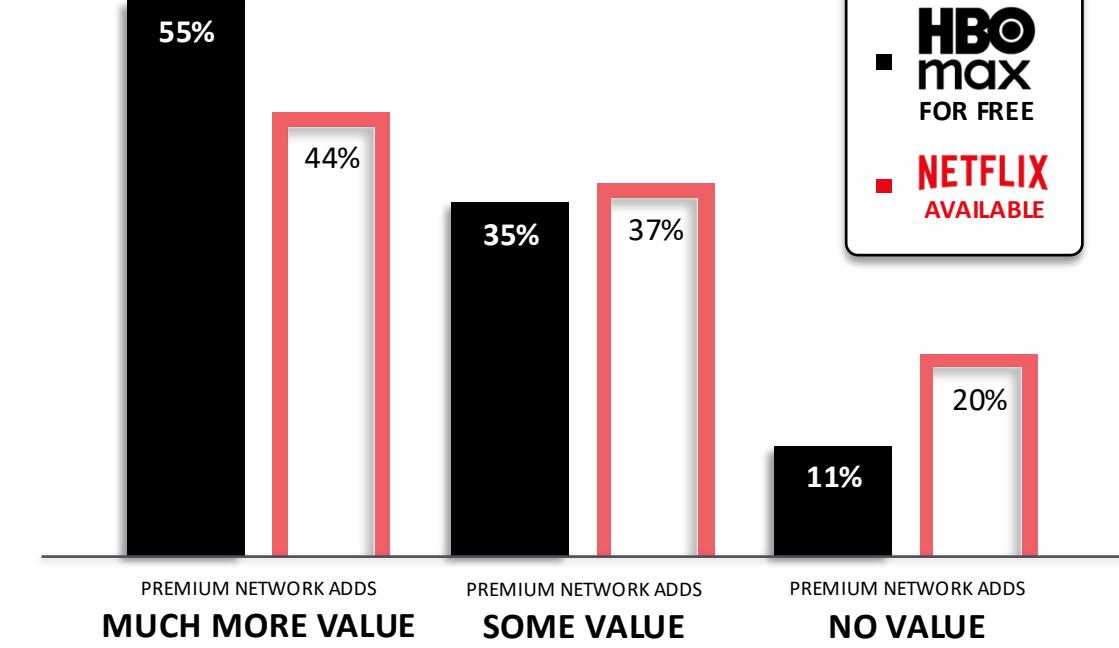
HBO Max is the PREFERRED GUEST EXPERIENCE

HBO max provides guests a **free-to-use** service without requiring login or registration.



NETFLIX is available to guests with a personal login and active **subscription required**.

HBO Max ENHANCES THE OVERALL HOTEL STAY



Disclaimer: Percentages may not total 100% due to rounding or because respondents can select multiple options.

Source: 2024 Hospitality Research Study conducted by Toluna, USA Inc.





MDU BULK DISCOUNT BUNDLE

HBO
max + **HBO** + **CINEMAX**

\$3.75

PER UNIT
(Min. 5-Year Term)

COMPARE TO
\$16.99
RETAIL RATE

That's a 77% SAVINGS!





Property Rebate Programs

\$9

PER HBO ROOM

for a FIVE+ year contract

LAUNCH OR RENEWAL

\$7

PER HBO ROOM

for a minimum THREE+ year contract

LAUNCH OR RENEWAL

Earn \$2,250 in the first year of a five-year contract for your 250-unit property!

Rebate claims must be made online by customers at www.HBOBulk.com. Submission instructions can be found under the "Hospitality Rebate Programs" tab.

➤ *Property Rebates are issued based on service activation or date renewal contract is executed.*

➤ *Customers must submit all 2025 requests no later than January 16, 2026 to be processed. Submissions take 6-8 weeks to process.*



THANK YOU!

