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## HBO'S MISSION STATEMENT

HBO aims to **deliver the world's best stories** and **most engaging content** from talented storytellers and journalists to audiences around the world.

## A HISTORY OF INNOVATION

HBO is the oldest and longest continuously operating pay television service in the United States. Founded in 1972, it remains the best place to find the world's **most innovative programming**.

## HBO BY THE NUMBERS

Amazing things can happen when gifted storytellers are allowed to pursue their own vision in their own way.

- ◇ In 2018, HBO won **23** Primetime Emmy Awards—**more than any other network** for the 17<sup>th</sup> year in a row.
- ◇ As of 2019, **over 142 million** subscribers pay to access HBO's seven 24-hour networks.
- ◇ HBO NOW, HBO's over-the-top streaming service, reached **five million** subscribers in 2018.
- ◇ Subscription revenue hit **5.5 billion** U.S. dollars in 2018.

## HBO GO VERSUS HBO NOW: WHAT'S THE DIFFERENCE?

Both HBO GO and HBO NOW contain the same movies, documentaries, series, and comedy specials for users' viewing on demand. The difference between the two is simple:

- ◇ **HBO GO** is a streaming service **included free with a paid HBO subscription** through a TV provider.
- ◇ **HBO NOW** is a **stand-alone streaming service** that doesn't require a cable or satellite TV package.

## VISION FOR THE FUTURE

HBO strives to **redefine the media and entertainment industry** for consumers and content creators. Over the next several years, HBO will bridge the gap between premium content and consumers' connectivity to that content by continuing to **expand its multimedia offerings**.

## HBO PODCASTS: THE NEXT FRONTIER

In April 2019, HBO will launch **HBOPOD**, a **premium podcast streaming platform** available for download on any iOS or Android device. The platform will contain a variety of original

short and long-form HBO podcasts. Some HBOPOD podcasts will be based on existing HBO programming, but others will deliver new stories and explore innovative ideas that will invigorate subscribers with a deeper understanding of the world around them.

### WHY PODCASTS?

HBO's first priority as a company is to tell great stories. So far, all of those stories have been visual. HBO chose to enter the podcast industry because

- ◇ **audio storytelling is uniquely intimate,**
  - It allows listeners to connect with stories by building images in their mind that carry personal meaning.
- ◇ **listeners can easily make HBO's podcasts a part of their day,**
  - Today's consumers have an appetite for quality content that can fit into a busy schedule. Thirty percent of podcast listeners tune from the car or the train during their daily commute. Whether you're driving down the 405, taking the subway in Manhattan, or moving from Point A to Point B anywhere else on the planet, podcasts are a great commuting companion.
- ◇ **and industry trends show that HBO's audience is ready to consume audio media.**

### THE GROWTH OF THE PODCAST INDUSTRY

The podcast industry has seen **explosive growth** throughout the past decade.

- ◇ Since 2009, the podcast audience has grown at a rate of **10 to 20 percent per year**. In **2009, 12 percent** of U.S. adults were podcast listeners. Now the percentage hovers at around **31 percent**.
- ◇ According to Nielsen Q1 2018, **50 percent of all U.S. homes** are now podcast fans, and
- ◇ **16 million** people are "avid podcast fans."

### AD-FREE LISTENING

Unlike most cable networks, **HBO does not interrupt its content with advertisements**. This is a key part of HBO's ability to tell groundbreaking stories. With no marketers to offend, the network can allow content creators complete creative freedom.

Unlike other podcast providers, HBOPOD will not force podcasters to read advertisements in the middle of their shows.

### HBOPOD SUBSCRIPTION DETAILS

Anyone with an HBO or HBO NOW subscription will be able to **download and listen to podcasts on the HBOPOD app at no extra monthly cost**. HBO subscribers will be able to log in to the app with their existing HBO login information.

Podcast listeners without an existing HBO or HBO NOW subscription can get **unlimited access** to the HBOPOD app for **\$4.99 per month**.