

WHERE HBO MEETS
SO MUCH MORE



WELCOME TO

HBOmaxTM

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Launch Overview

We are thrilled to have you as an HBO Max partner!

HBO Max is a new streaming experience that bundles all of HBO together with a collection of movies, shows and new Max Originals. HBO Max includes approximately **10,000 hours** of programming at launch. To help guide you through the launch process, this document provides an HBO Max overview, launch pre-requisites (contract/technology deliverables) and marketing support.

OVERVIEW

- HBO Max is a subscription app available to current HBO customers at no additional charge
- HBO subscriptions are now HBO Max subscriptions
- For video subscribers, there is one wholesale rate for access to HBO Max, HBO linear channels and HBO On Demand (see contract terms for further details).
- HBO Max customers who are video subscribers still have access to HBO linear channels and HBO On Demand
- HBO Max is also available to Broadband-Only subscribers (see page 4)
- HBO Max supported devices include smart TVs, game consoles, phone, tablets and computers (see page 5).
- Cinemax programming will not be available on HBO Max.

REQUIRED PRE-REQUISITES

Contract Coverage (See HBO Max contract terms for additional requirements)

1. Ensure proper legal contract coverage

- Must have underlining HBO and Cinemax service agreements in place for the HBO and Cinemax (as applicable).
- If No underlining HBO agreements are on file, reach out to HBOPartnershipManagementTeam@hbo.com for a Contract Request Form to complete. Once completed, email it back for the contract to be drafted. If HBO agreements already exist, proceed to step 2 below, Technical Deliverables.

Technical Deliverables

2. Select a preferred authenticator vendor for billing system integration (HBO approved partners)

WTVE - support@watchtveverywhere.com or

Synacor - sales@synacor.com

3. Submit the following to brad.grant@turner.com (see pages 6-7)

- a. Preferred authenticator
- b. Company consumer name to appear in the HBO Max affiliate picker (27-character limit)
- c. Test credentials (these may also be made available from your preferred authenticator):
 - o 2 successful HBO authentication credentials (username/password)
 - o 1 unsuccessful HBO authentication credential (username/password)

MARKETING & POINT OF SALE SUPPORT

- **Share the news of your launch!** Visit the HBO Infinity Marketing Website: hbo.infinitymkt.com to download marketing resources. (see pages 8-10).
- **Educate your agents on HBO Max!** Share the resources with your sales agents provided on pages 11-15 (For internal affiliate use only). For additional training needs, reach out to the **HBO team**.

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Additional Questions? Reach out to your account team at
HBOPartnershipManagementTeam@hbo.com

PRODUCT OVERVIEW

<u>Customer Group</u>	<u>HBO Linear</u>	<u>HBO On Demand</u>	<u>HBO Max App</u>
Existing HBO Subscribers <i>(will have access to HBO Max at launch)</i>	✓	✓	✓
New HBO Max Video Subscribers	✓	✓	✓
New HBO Max Broadband-Only Subs <i>No video; HBO Max App-only</i>	X	X	✓
*New HBO-Only Video / Standalone Subs	✓	✓	X

*HBO Max will be the primary service, but there will also be a need to have an “HBO Only” SKU created that indicates the user has subscribed only to HBO (see below for details).

- Current HBO subs (at the launch of HBO Max) will receive access to HBO Max at no additional cost.
- Video subscribers will still be able to watch HBO linear and HBO On Demand via their set top box.
- 1 account, 5 profiles, 3 concurrent device streams
- Click [here](#) for updated list of supported devices.

HBO Only SKU Set Up and Disclaimer Requirements

- **HBO Only SKU:** HBO Max distributors have 3-months from the date of launching HBO Max to set up an HBO only SKU available for purchase. (see HBO Max agreement for further details).
- **Required Disclaimer Placement:** In the details/legal disclaimers copy on the premium add-ons/channels page on dotcom only. Placement cannot live on the HBO Max page.
- **Disclaimer Copy to Post:** HBO-only subscription available, includes HBO channels and HBO On Demand, no streaming included. Call XXX-XXX-XXXX to subscribe. To get all of HBO, together with additional content available on the HBO Max app, at no extra cost, subscribe to HBO Max.

HBO Max Device and Browser Support for Launch

SMART TV



- Airplay (1.0)
- Android TV (5.0+)
- Apple TV (tvOS 12.2+)
- Google Chromecast
- Samsung Tizen 2016 +

GAME CONSOLE



- Playstation 4
- Xbox One (UWP 10+)

PHONE & TABLET



- Android Phone (5.0+)
- Android Tablet (5.0+)
- iPad 4+ (iPad OS 12.2+)
- iPhone 6+ (iOS 12.2+)
- iPod Touch 6th Gen+ (iOS 12.2+)

COMPUTER



- Chrome (75+)
- Chromebook
- Edge Browser for PCs (16+)
- Firefox (66+)
- Mac (macOS X 10.10+)
- PC (Windows 7+)
- Safari (10+)

OEMs continually introduce new devices. Customers will be able to experience HBO Max if the newly introduced device meets the specified MinOS requirements.

AUTHENTICATION OVERVIEW

HBO Max platform leverages Synacor Cloud ID Access technology to exchange entitlement authorization messaging. Existing HBO subscribers will have access to HBO Max via their existing MVPD authentication credentials. “HBO” will be the identifier to indicate the user has access to HBO Max.

HBO Only

An "HBO Only" SKU will need to be created by the affiliate to indicate the user has subscribed only to HBO (i.e, not to HBO Max). The HBO Only product will provide those subscribers with access to HBO content via the affiliate access point only and will not grant access to HBO Max.

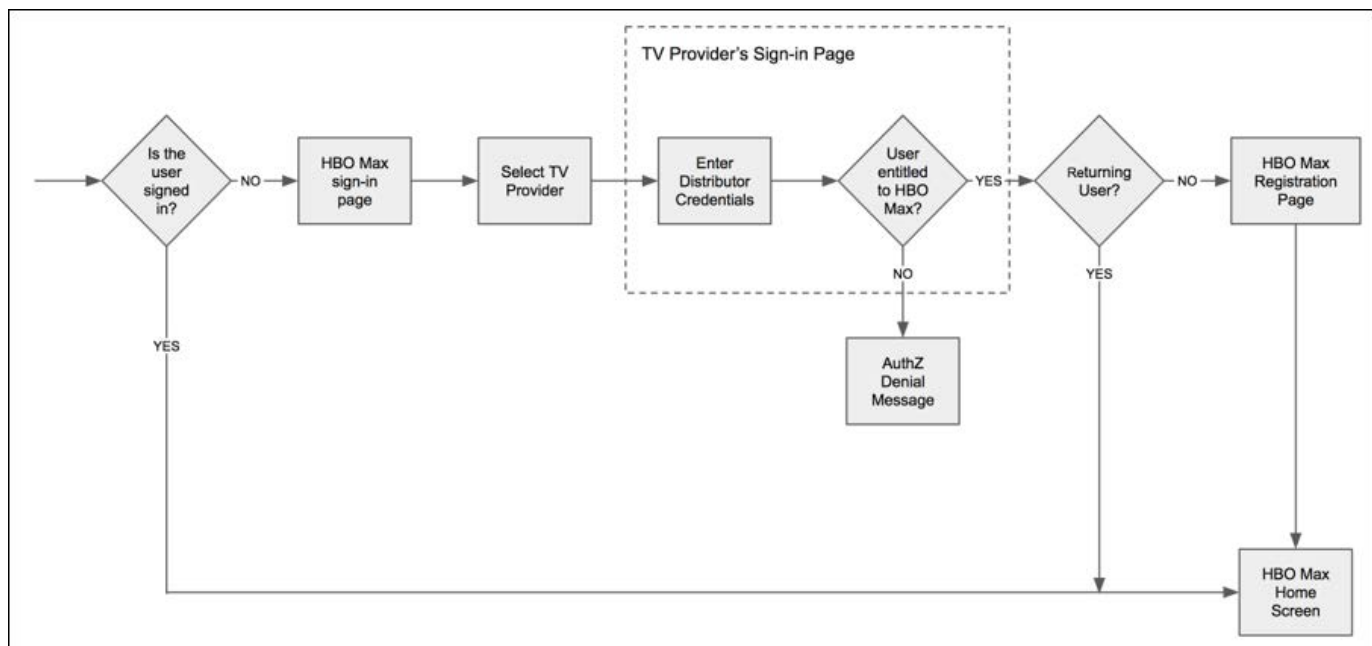
MVPD ENTITLEMENT IDENTIFIER

Given that affiliates will still sell HBO as a standalone service, when a subscriber authenticates with an MVPD to use HBO Max, we will need the affiliate to differentiate whether the user has access to HBO only or HBO Max.

To accomplish this, the affiliate will use the existing entitlement identifier in the authentication service flow and apply it to HBO MAX.

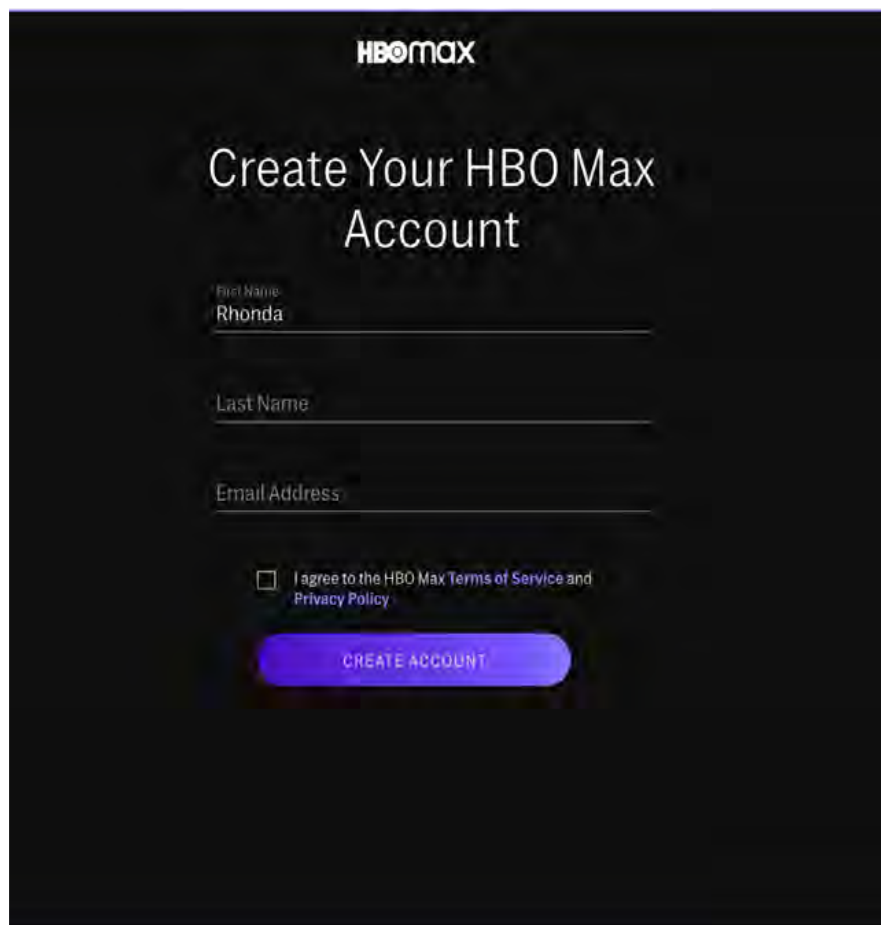
- “HBO” will be the identifier to indicate the user has access to HBO Max.
- “HBO-Only” subscribers will have access to HBO only, within affiliate endpoints.

Authorization Flow Overview



ACCOUNT CREATION

- After successfully authenticating into HBO Max with the MVPD credentials for the first time, the user will create a new HBO Max Account with their Name and Email Address; a password is not required to create this account.
- After the initial access, the user has the option of creating and using their own unique credentials to access HBO Max for subsequent log-ins.
- User information may be pre-populated through provider data, but user can edit information as needed.
- HBO Max performs back-end checks to determine whether the provided email address already has an account associated with it.



The screenshot shows the HBO Max account creation interface. At the top is the HBO Max logo. Below it, the text "Create Your HBO Max Account" is displayed. There are three input fields: "First Name" with the value "Rhonda", "Last Name", and "Email Address". Below these fields is a checkbox labeled "I agree to the HBO Max Terms of Service and Privacy Policy". At the bottom is a large blue button labeled "CREATE ACCOUNT".



Below are some resources to help you **share the news** of your launch!

MARKETING

Visit the **HBO Infinity Marketing Website** @ hbo.infinitymkt.com

Customizable and downloadable materials and resources include:

- Acquisition and Current Subscriber Web Banners
- Acquisition and Current Subscriber Emails
- Cross Channel Spots
- Social Assets
- Direct Mail Template
- Authentication How-To Video
- Logos and Positioning Guidelines

BRAND POSITIONING

To help drive engagement with your current HBO subscribers, here is recommended positioning:

Current HBO subscriber: HBO subscribers (with Partner), welcome to HBO Max, your new entertainment experience like no other. It's the HBO you know and love – and now with the HBO Max app, you've got a new way to stream everything on HBO plus even more amazing shows and movies. The best part is it's already yours to enjoy at no additional charge with your current subscription. Start streaming HBO Max today!

Non-HBO Video Subscriber/Upgrade: Introducing HBO Max (with Partner). Where the best shows and movies come together to form one extraordinary entertainment experience. You'll get HBO channels and on demand plus the new HBO Max app to stream everything on HBO with so much more. New hits, classic favorites and exciting Max Originals with something for everyone. Upgrade today.

Overall Positioning for Video Subscribers: HBO Max brings you closer to the entertainment you love. Watch HBO channels and on demand – plus the new HBO Max app, where you can stream all of HBO together with the greatest collection of movies, shows and new Max Originals.

Call-To-Action/How To Access: Download the HBO Max app or visit play.hbomax.com/login from your browser. Just sign-in through your TV or mobile provider using your account credentials to start streaming today!

1. Download the HBO Max App or visit play.hbomax.com/login
2. Click "Sign In" (browser) or click the "Person" icon (app)

3. Tap “Already Subscribed? Sign In”
4. Choose “Sign In through a TV or mobile provider”
5. Select your provider from the alphabetized drop down
6. Sign in using your account credentials
7. Set up profiles and stream

FREQUENTLY ASKED QUESTIONS

What is HBO Max?

- HBO Max is a new streaming experience that bundles all of HBO together with a collection of movies, shows and new Max Originals.

What does HBO Max include?

- The HBO service – your favorite HBO series, award-winning documentaries, specials and big hit movies.
- All new Max Originals – something for everyone in the family.
- A robust selection of acquired series and movies.
- Approximately 10,000 hours of entertainment.

How do I position HBO Max to my customers?

- Once you’ve opted into the NCTC HBO Max agreement, at launch, you will be selling subscriptions to HBO Max. Any customer that purchases an HBO Max subscription will receive access to HBO Max wherever the HBO Max app is available. In addition, for your video subscribers, you will continue to provide, as part of their subscription to HBO Max, the HBO service you know and love, including HBO linear, plex channels, and, if you offer it, HBO on Demand.

What does this mean for current HBO subscribers?

- If your customer currently subscribes to the HBO service and you’ve opted into the NCTC HBO Max agreement, as of your specified launch date, your customer will have access to HBO Max at no additional charge.
- Video customers can continue to enjoy access to HBO channels such as HBO, HBO 2, HBO Family, HBO Signature, HBO Comedy, HBO Latino, and HBO Zone. After launch, customers must download the HBO Max app and authenticate using their existing credentials in order to access the full HBO Max content offering.

What devices will HBO Max be available on?

Please check the [Help Center](#) for the most updated list of available devices.

Is Cinemax included in HBO Max?

Cinemax programming will not be available on HBO Max, and there is no change to the availability of the Cinemax service.

What will happen to the HBO service?

HBO will remain a stand-alone brand and service and will continue to feature award-winning series and movies. HBO Max is a new platform that bundles the existing HBO service together with app-based content from the WarnerMedia library, Max Originals and acquired content. In order to access the full HBO Max content offering, customers will need to download the HBO Max app onto a smartphone, tablet or third-party streaming device or login at HBOMax.com to begin streaming. They will be prompted to login based on their provider and can use the same account credentials (from their cable or broadband provider) to authenticate and stream on the HBO Max app.

For more FAQs and information, visit the [HBO Max Help Center](#) or call 1-855-442-6629.

Additional questions? Please reach out to your account team at HBOPartnershipManagementTeam@hbo.com

Talking about **HBOmax** is **E. A. S. Y.**

- E** **EXPLAIN IT.** With HBO Max, customers can stream HBO together with a collection of movies, shows and new Max originals. Video customers who subscribe to HBO Max will also get access to the HBO channels and HBO On Demand.
- A** **ACCESS IT.** Download the HBO Max app or go to play.hbomax.com/login to enjoy approximately 10,000 hours of quality programming all in one place.
- S** **SEE IT.** HBO Max is the streaming home of the most iconic entertainment specially curated so your customers can stop searching and start streaming.
- Y** **WHY WATCH IT.** HBO Max has something for everyone with quality entertainment for the entire household—plus, access to HBO Max is included at no additional charge with their current HBO subscription.

How to get instant access

STEP 1



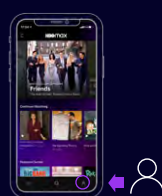
— OR —



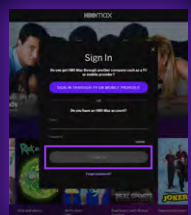
DOWNLOAD
THE **HBOmax** APP
FROM SELECT DEVICES

VISIT
play.hbomax.com/login

STEP 2



— OR —

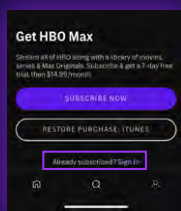


CLICK
PERSON
ICON

CUSTOMER WILL
BE DIRECTED TO THE
LOGIN SCREEN

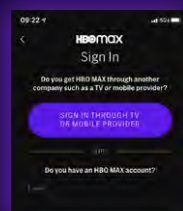
STEP 3

TAP '**ALREADY SUBSCRIBED?
SIGN IN**'



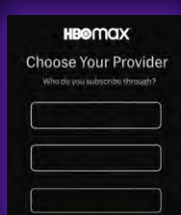
STEP 4

CHOOSE '**SIGN IN THROUGH A
TV OR MOBILE PROVIDER**'



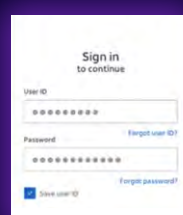
STEP 5

SELECT
PROVIDER



STEP 6

SIGN IN USING YOUR
PROVIDER CREDENTIALS

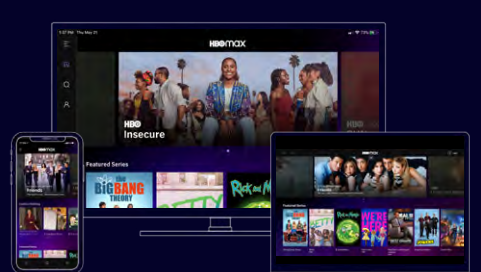


STEP 7

SET UP **PROFILES**



START STREAMING*



VISIT [HELP.HBOMAX.COM](https://help.hbomax.com) FOR MORE INFORMATION ABOUT:
FAQs • Supported Devices • Streams • Account Settings

*Available on select devices.

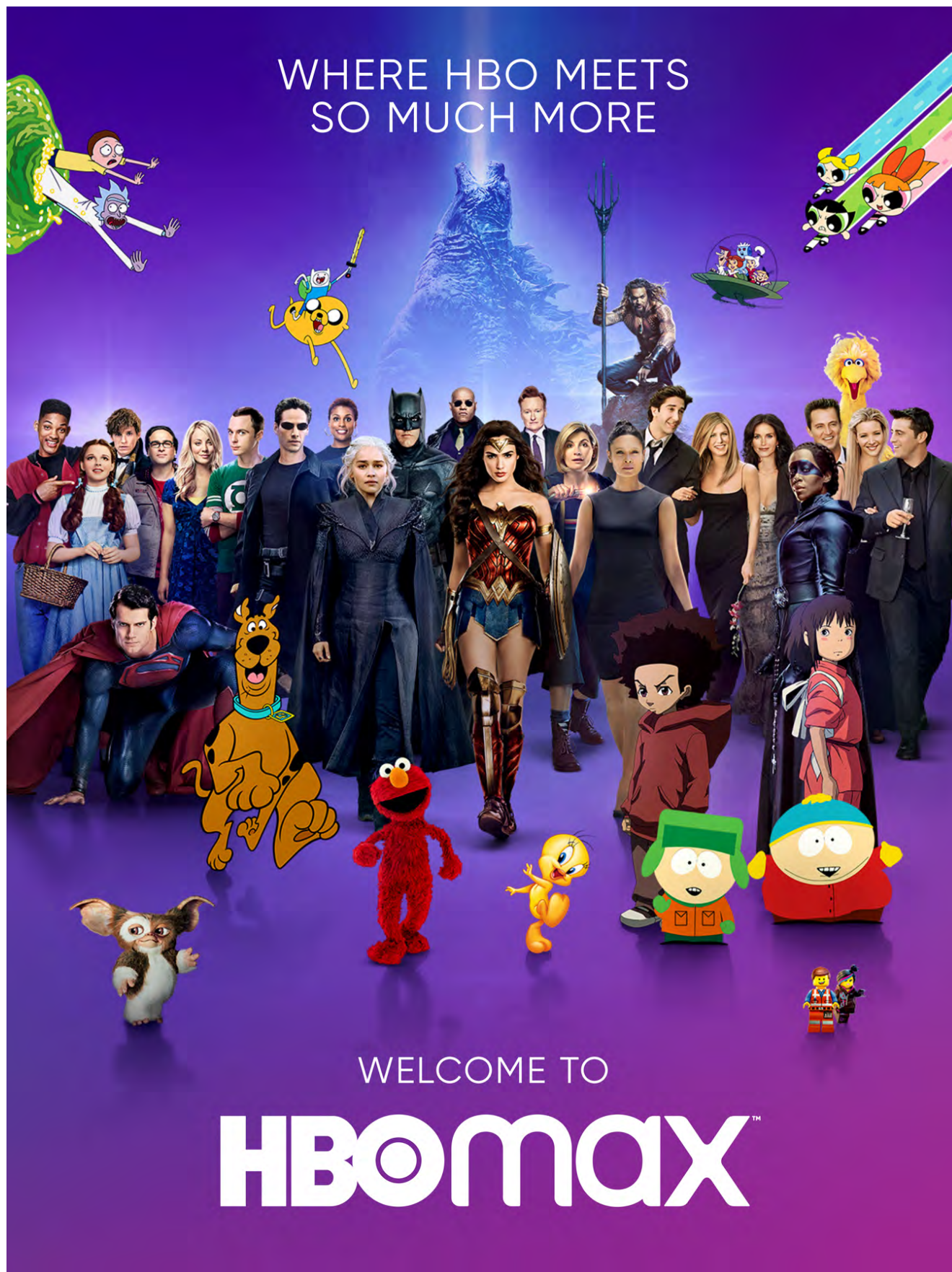
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Educate your agents on HBO Max! (For internal affiliate use only)

Share the Point of Sale brochure below with your sales agents.

For additional training needs, reach out to HBOPartnershipManagementTeam@hbo.com



GAME OF THRONES®

HBOmax™

Where the best TV and movies come together to form one extraordinary entertainment experience.

Watch HBO channels and HBO On Demand—plus enjoy the new HBO Max app, where you can stream all of HBO together with the greatest collection of movies, shows and new Max Originals.



RICK AND MORTY

We've got your heroes

Get blown away by the most exciting DC live action movies from the past ten years within the first year of launch. We've got 'em all, from superheroes to the everyday heroes you know and love like **Aquaman** and **Batman**, to new ones waiting to be discovered like **Watchmen™** and **Doom Patrol**.

AQUAMAN

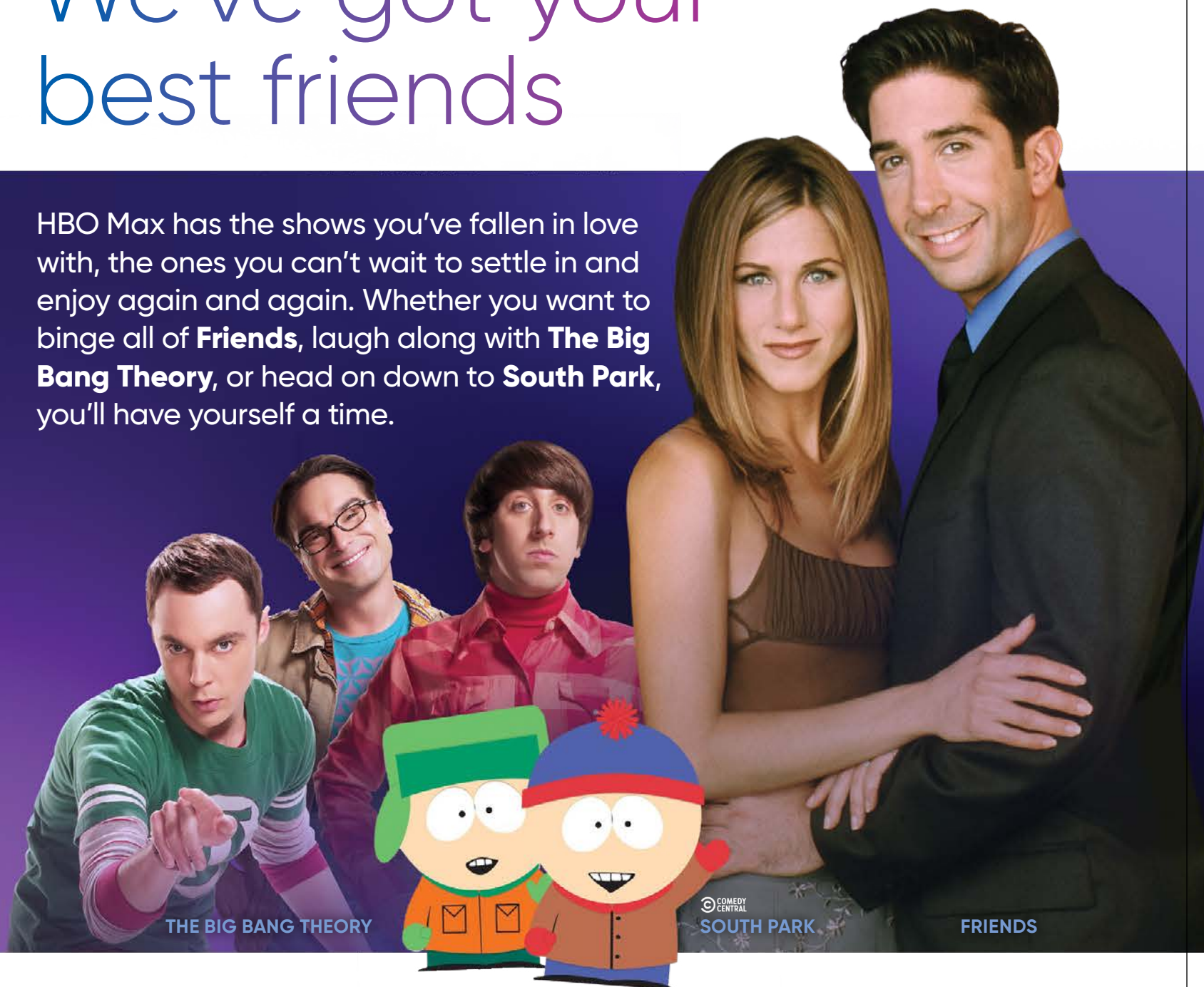
JUSTICE LEAGUE

WONDER WOMAN

WATCHMEN™

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.



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, **Game of Thrones**.



DOCTOR WHO



EUPHORIA®



13 GOING ON 30

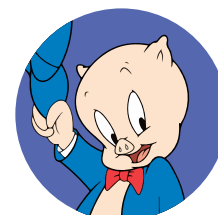


PRETTY LITTLE LIARS



GEN Z

Shows that are like watching your best friends.



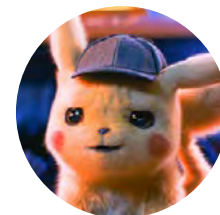
LOONEY TUNES



SCOOPY-DOO



THE LEGO MOVIE 2: THE SECOND PART



POKÉMON: DETECTIVE PIKACHU



FAMILY

HBO Max has something for you, for them, and for everyone to watch together.



WONDER WOMAN



TRUE BLOOD®



A STAR IS BORN



CRAZY RICH ASIANS



WOMEN 25+

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



THE JETSONS

We've got your all-time faves

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

THE SOPRANOS®

THE WIZARD OF OZ

SESAME STREET®



THE WIZARD OF OZ



JAWS



FILM BUFFS

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



THE SHAWSHANK REDEMPTION



CASABLANCA



THE DARK KNIGHT



MAN OF STEEL



FANDOMS

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



DOOM PATROL



AQUAMAN

Where HBO meets so much more



BIG LITTLE LIES



FRIENDS



BINGE WATCHERS

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



THE BIG BANG THEORY



THE WIRE®



WESTWORLD