



SENIOR LIVING

GIVE SENIORS THE PROGRAMMING THEY WANT TO WATCH WITH HBO®



HBO is the #1 entertainment network among adults 75+

- Seniors 65+ are more than twice as likely to list watching TV as their favorite activity over the general population
- 83% of seniors watch movies or shows to relax or manage stress
- Seniors watch 20% more TV than the general population

DIRECT-TO-PROPERTY rebates for HBO launches and renewals

- Apply online to receive **\$9 per room** for a 5-year agreement with HBO linear service or **\$7 per room** with a 3 or 4-year agreement



WWW.HBOBULK.COM