HEO 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

Lightspeed/Mintel, February 2022 and Kantar Profiles/Mintel, February 2022. © 2023 Home Box Office Inc. All rights reserved. HBO* and related channels and service marks are the property of Home Box Office, Inc.