

### General facts

www.hbo.com

HBO (Home Box Office) is a basic cable television network owned by Time Warner Entertainment Company, L.P. The network and its programming are distributed to subscribers of cable television in the United States, among the most popular premium services for pay-per-view, available on 15,000,000 homes.

HBO is currently the proprietor of several independent production companies, including Home Box Office, and is also the largest pay-per-view provider.



### Services

channels and other networks

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In the past, HBO has been known for its commitment to high-quality programming, including its iconic "Must See" line-up. The network has also been a pioneer in the use of digital technology, offering its content in HD and 3D formats.

## HBO Boxing distribution way

# HBO®

## MAKE ROOM FOR THE BEST

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### HBO's legacy

and the best content

HBO's legacy is a result of its commitment to high-quality programming, including its iconic "Must See" line-up. The network has also been a pioneer in the use of digital technology, offering its content in HD and 3D formats.

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### History

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### Programming

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### Latin America

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# General facts

what is HBO?

HBO (Home Box Office) is an American premium cable television network, owned by Time Warner, under the operating subsidiary Home Box Office Inc. As of September 2012, HBO's programming reaches approximately 30 million subscribers in the United States, making it the second largest premium network in the United States. In addition to its U.S. subscriber base, HBO also broadcasts in at least 151 countries worldwide.

HBO's programming consists primarily of theatrically released motion pictures and original series, along with made-for-cable movies and documentaries, boxing matches, and occasional stand-up comedy and concert specials.



# History

some facts about cable TV in america



## curiosities

- HBO was first called as "The Green Channel";
- The network had broadcast only for nine hours a day for its first nine years on air, from 3 p.m. to midnight;
- In 1986, HBO became a victim of broadcast signal intrusion by satellite during a movie exhibition;
- Oz, The Sopranos e The Wire were its firsts one-hour dramatic narrative series, in the end of the 90's.

In 1965, Charles Dolan built a new cable system in Lower Manhattan. "Sterling Manhattan Cable" laid **underground cable** beneath the streets of Manhattan — because **the multitude of tall buildings blocked television signals**. In the same year Time-Life, Inc. purchased 20 percent of Dolan's company.

The company lost money because the company had only a small subscriber-base of 20,000 customers in Manhattan. Dolan's media partner, Time-Life, Inc., gained 80-percent control and decided to pull the plug on the Sterling Manhattan operation. **Time-Life dropped the "Sterling" name and the company became "Manhattan Cable Television"**. Gerald Levin replaced Dolan as HBO's President and Chief Executive Officer.

Due to HBO's initial limited area of availability, HBO's future looked dim until the Time-Life board in 1974 approved plans for HBO to beginning transmitting via **satellite**.



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