

25<sup>th</sup> November 2008

## HBO ADRIA

TODAY & TOMORROW

### Intro

- HBO Central Europe
- HBO Adria Today
- HBO Adria 2009
- HBO Adria Tomorrow
- Our view of Serbian market

### HBO Central Europe

HBO began operations in Central Europe in 1991, and now provides service to 11 countries with more than 40m TV HHs.

HBO Adria was launched in October 2004 in Croatia & Slovenia, and in March 2006 Serbia & Montenegro were launched.

### HBO Adria - Today




- **First** Premium channel in ex. Yu region
- **Concept:** Movie TV premiere in Serbia
- **Launch:** 10/2004
- **Programme:** 0-24
- **Volume:** 150 movies/month
- **Localization:** 100%
- **TTXT:** Serbian
- **EPG:** Serbian
- **Web:** Serbian

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- **Multiplex** channel of HBO
- **Genre:** Comedy
- **Launch:** 10/2007
- **Programme:** 16hr
- **Localization:** 100%
- **TTXT:** Serbian
- **EPG:** Serbian
- **Web:** Serbian

### HBO Adria - Today

 <b>•First:</b> Premium channel in ex. Yu region <b>•Concept:</b> Movie TV premiere in Serbia <b>•Launch:</b> 10/2004 <b>•Programme:</b> 0-24 <b>•Volume:</b> 150 movies/month <b>•Localization:</b> 100% <b>•TTXT:</b> Serbian <b>•EPG:</b> Serbian <b>•Web:</b> Serbian	 <b>•Multiplex:</b> channel of HBO <b>•Genre:</b> Comedy <b>•Launch:</b> 10/2007 <b>•Programme:</b> 16hr <b>•Localization:</b> 100% <b>•TTXT:</b> Serbian <b>•EPG:</b> Serbian <b>•Web:</b> Serbian	 <b>•First:</b> SVoD service in region <b>•Launch:</b> 11/2007 <b>•Concept:</b> watch what you want, whenever you want. <b>•Volume:</b> 70 movies/month <b>•Structure:</b> 5 categories <b>•Localization:</b> 100% <b>•Metadata:</b> Serbian <b>•Web:</b> Serbian
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### HBO Adria - 2009



  	<ul style="list-style-type: none"> <li>• Coming in first half of 2009</li> <li>• Story telling premium channel for real movie lovers</li> <li>• Providing product which is unique and not mainstream</li> <li>• More international feel</li> <li>• Focus on quality - promoting sleeper titles and high profile stunts</li> <li>• 100% localised</li> </ul>
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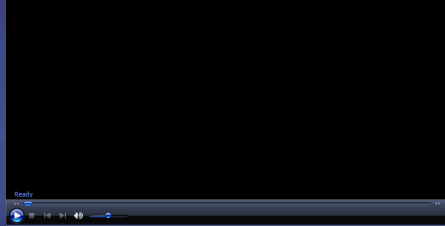
**HBO & Cinemax = Ultimate movie package**

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Thank You!

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### HBO Adria - Tomorrow



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### HBO Adria - Tomorrow

Multi Platform VOD Services



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