



# GIVE YOUR GUESTS THE IN-ROOM ENTERTAINMENT THEY DESERVE.

## GROUNDBREAKING ORIGINALS. THE BEST HIT MOVIES.



### HBO remains the most preferred network of hotel guests year over year

- 71% of guests watch HBO during their stay when offered by a hotel and are more than twice as likely to watch HBO over Showtime.
- 89% of guests believe having HBO available has a positive impact on their stay and as a result, think more highly of that hotel.
- More than half of hotel guests are disappointed when a hotel does not offer premium channels such as HBO and will consider staying elsewhere on their next trip.

### 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
- Exclusive hotel chain-specific rebate offers are also available



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