

# **Player #4**

# **The Premium Networks**

Over the top, reading and presentation

# The Premium Networks

**HBO**

**SHOWTIME**<sup>®</sup>

 **REDZONE**

**CINEMAX**<sup>®</sup>

## **The Premium Networks**

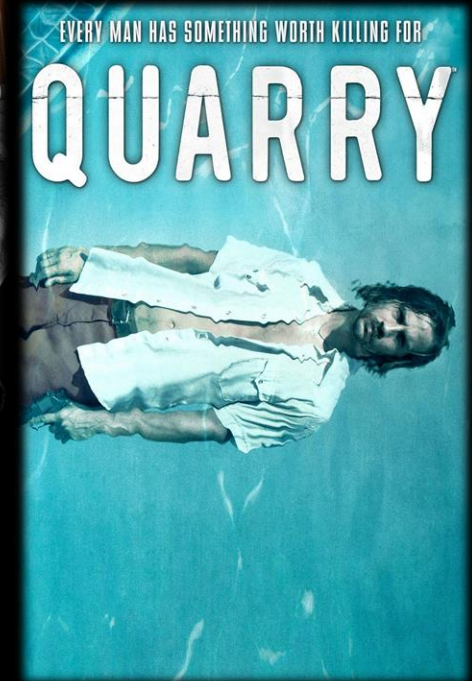
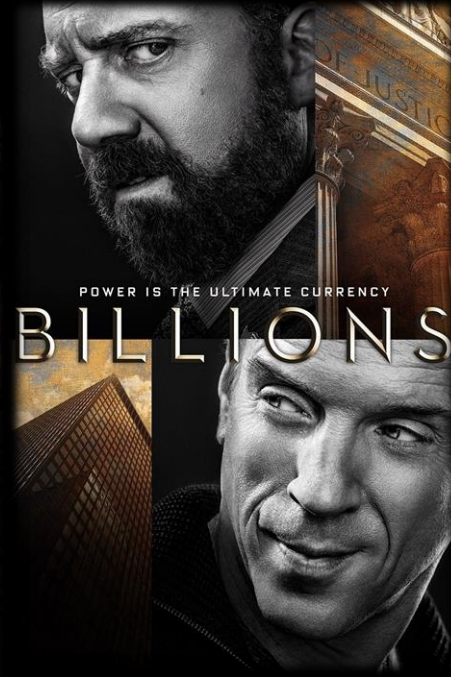
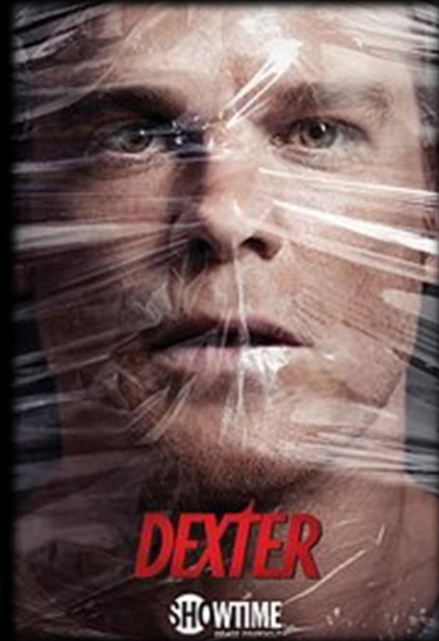
‘ad-free’

# The Premium Networks

GAME OF  
THRONES



WESTWORLD



## The Premium Networks

The **Golden** Age of Television

# The Premium Networks



How Do They Make **Money**?

## The Premium Networks

How Do They Make Money?

Subscription

## The Premium Networks



xfinity®

verizon<sup>v</sup>



Multichannel Video Programming Distributor  
Subscription

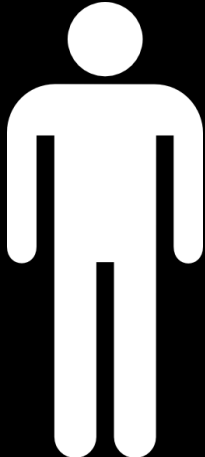


# The Premium Networks

Viewer

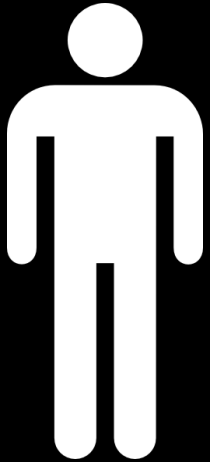
Multichannel Video Programming Distributer  
Subscription

# The Premium Networks



Viewer

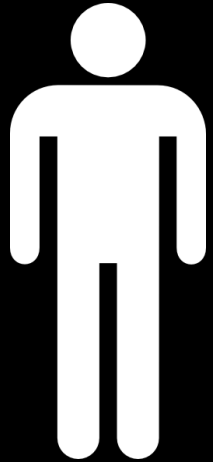
# The Premium Networks



Viewer



# The Premium Networks



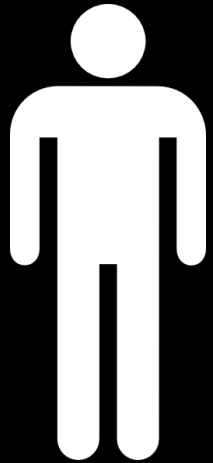
Viewer



DIRECTV

MVPD

# The Premium Networks



Viewer



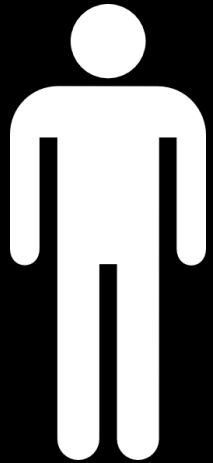
DIRECTV

MVPD



Subscription

# The Premium Networks



Viewer



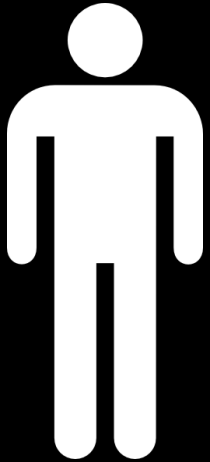
DIRECTV

MVPD



Bundle

## The Premium Networks



Viewer



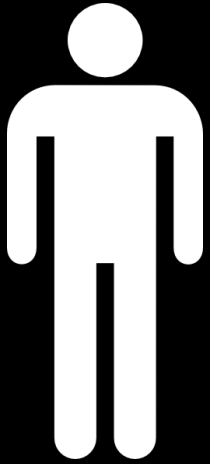
DIRECTV

MVPD

HBO

Subscription

# The Premium Networks



Viewer

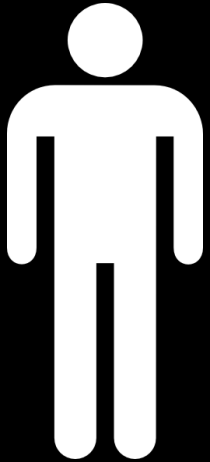


**HBO**

Subscription



## The Premium Networks

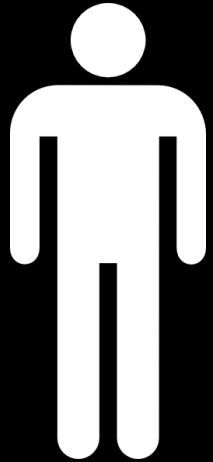


Viewer

**HBO** NOW<sup>SM</sup>

Subscription

# The Premium Networks



Viewer

GAME OF  
THRONES



The  
Sopranos

THE  
WIRED

SILICON  
VALLEY

HBO NOW

Subscription