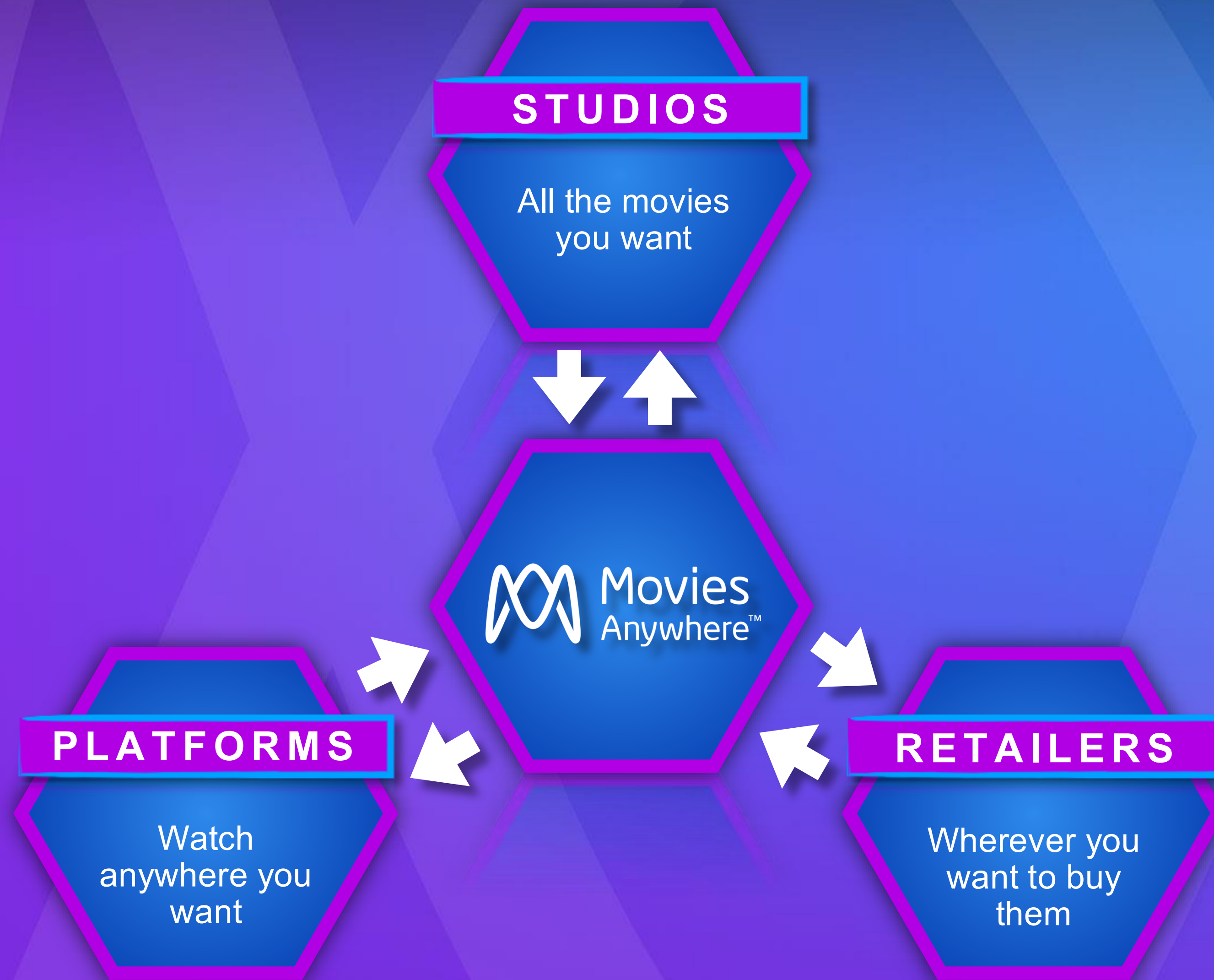


Movies
Anywhere™

HBO MAX IMPLEMENTATION BENEFITS
MAY 2020

MOVIES ANYWHERE INTEROPERABILITY



MOVIES ANYWHERE OVERVIEW

INTEROPERABILITY

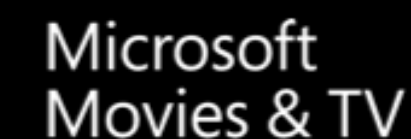
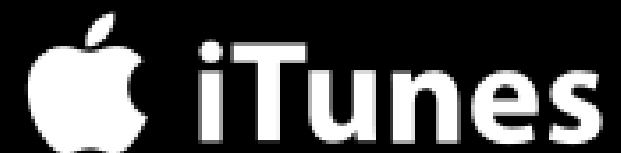
- Movies Anywhere interoperability allows consumers to buy movies from any retailer and access their entire MA movie collection on all their linked retailers, as well as on MA.

OWNERSHIP STRUCTURE

- MA is co-owned and funded by WB and the Studios below and leverages the DMA platform



DIGITAL RETAILERS



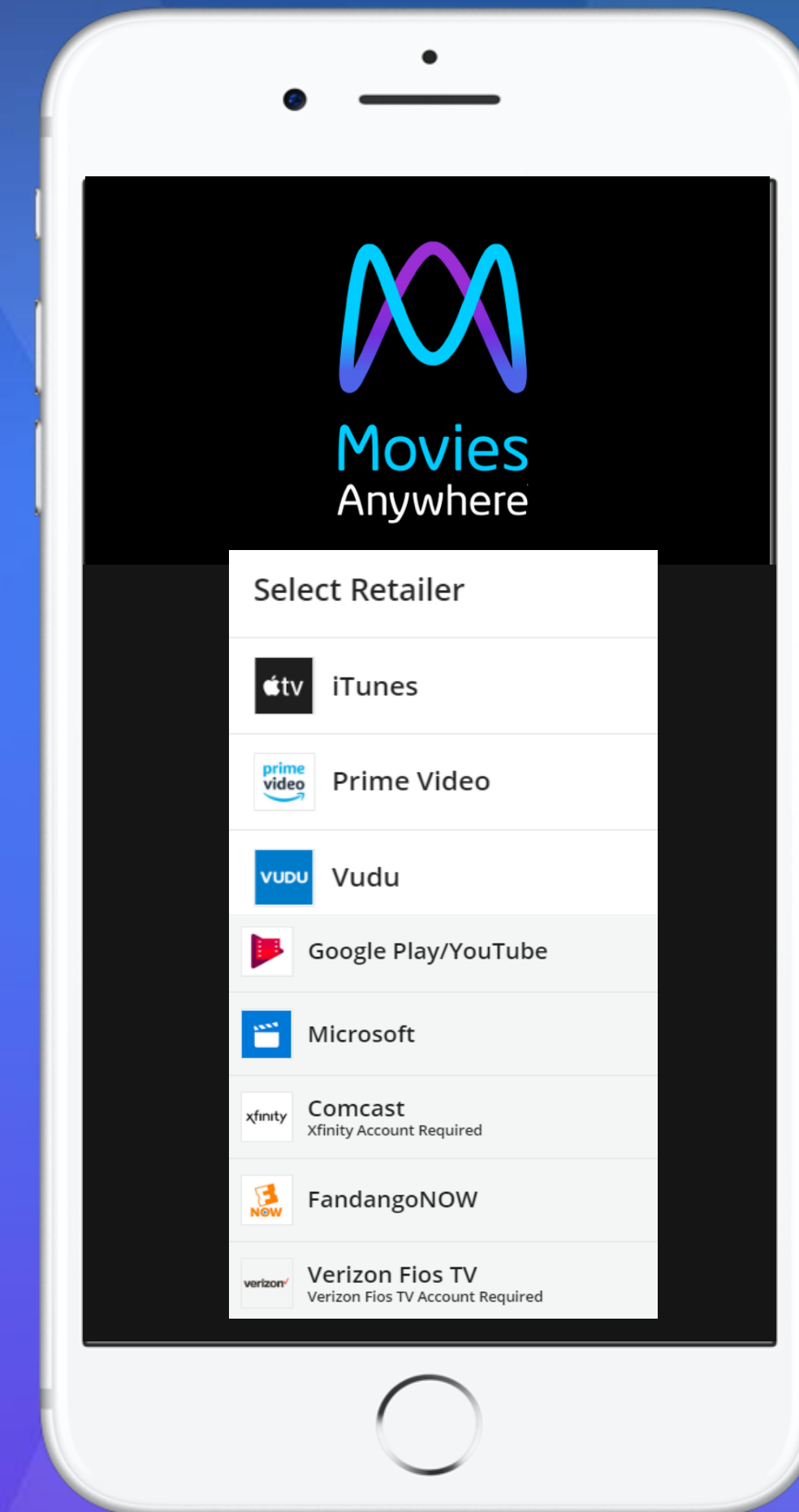
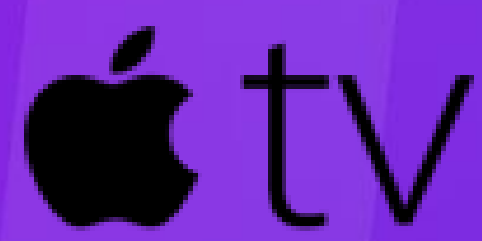
June 2020
Launch



MOVIES ANYWHERE OVERVIEW

YOUR MOVIES, TOGETHER AT LAST

- Launched October 2017
- 9.3 Million users
- Approximately 8,000 Movies
- Users can purchase movies through retailers on the MA platform and watch them on MA or any of their linked retailers
- Available on TVs, Tablets & Mobile Devices



BENEFITS OF HBO MAX INTEGRATION

- **Supplement HBO Max content by importing users existing MA libraries**
- **Additional programming will be accessible on the HBO Max platform, keeping consumers in the ecosystem, even when titles are not licensed or out of window**
- **Instantly catch up with competitive digital retailers and incumbents with a long track record of transactional**
- **Consumer acquisition opportunity by expanding to MA users**
- **Access to MA users transactional and entitlement data**
- **Remarketing opportunities based on users MA movie library**
- **Customer cross-pollination across Digital Accounts & Studios in MA**
- **Deals functionality on MA allows retailers the ability to gain customers from other retailers via pricing tactics**
- **MA Consumer sweepstakes & movie giveaways driving to HBO Max**
- **Bundle offers and promotions via MA (Buy one, Choose one)**

MOVIES ANYWHERE CONSUMER DATA

MA Studios

- Studios have access to the data pillars below

Operational Data	Transactional Data	User Data	Cross Studio Anonymous Lockers	Consumption Data (Post-Launch)	Customer Journey Data (Post-Launch)
<p>App performance:</p> <ul style="list-style-type: none"> Downloads Links Registrations <p>Engagement & Retention</p> <ul style="list-style-type: none"> Top Purchased Titles Top Redeemed Titles Top Viewed Titles Top Viewed Bonus Popular Searches 	<p>For each customer purchase, code redemption, or free movie:</p> <p>User Identifiers</p> <ul style="list-style-type: none"> Core ID Device ID <p>Transaction Details</p> <ul style="list-style-type: none"> Transaction ID Transaction Type Date Time <p>Movie Details</p> <ul style="list-style-type: none"> Movie Name/EIDR Title Resolution 	<p>For each registered user with studio's entitlements:</p> <ul style="list-style-type: none"> Core ID Email <p>Registration Details</p> <ul style="list-style-type: none"> Known Demographics Single Studio Summary Locker Size Genre Count Release Status Locker Source 	<p>For each registered user:</p> <ul style="list-style-type: none"> Anonymized ID List of Entitlements Move Name EIDR Source <p>Movie meta data</p> <ul style="list-style-type: none"> Location (DMA) Device Transaction Date/ Time 	<p>For each in-app player session of studio's entitlement:</p> <ul style="list-style-type: none"> Core ID Date / Time Location Transaction ID Movie Name Device ID Device Type Client Viewing Details 	<ul style="list-style-type: none"> Page views Button clicks Registration Search Results Recommendation effectiveness Marketing performance Content drivers Media buying performance
<p>Aggregated Data</p> <p>Dashboard Delivery</p>	<p>Studio Specific</p> <p>Linked to PII user data</p> <p>Secure Delivery</p>	<p>PII data</p> <p>Transaction driven</p> <p>Secure delivery</p>	<p>Cross Studio</p> <p>No PII</p> <p>Non-targetable</p>	<p>Studio Specific</p> <p>Linked to PII user data</p> <p>Targetable</p>	<p>Studio Specific</p> <p>Linked to PII user data</p> <p>Targetable</p>

MA Retailers (HBO Max implementation)

- Retailers get transactional and entitlement information, such as user identifiers, transaction details, movie details, source, device and transaction date
- Retailers do not have access to PII user data
- Users have the ability to opt-in to retailer marketing during the account linking process

HBO Max on Movies Anywhere

Recommended Full Implementation (Digital Retailer & MA Library):

MA Retailer & Access to MA Library (approximately 6-9 months to implement)*

- HBO Max would be added as a digital retailer on MA
- Movies purchased within HBO Max are added to user's MA library
- Movies purchased on other MA retailers could be accessed on HBO Max
- Consumers will have continuous access to all titles in their MA locker on HBO Max, regardless of the title's window
- Resources Required: Planning Team, Content Ops/Servicing Teams, 3rd Party and MA developers for API integration

Alternate Option (MA Library)*:

Access to MA Library (approximately 3-4 months to implement)*

- Movies purchased on MA retailers could be accessed on HBO Max
- Consumers will have continuous access to all titles in their MA locker on HBO Max, regardless of the title's window
- May require some 3rd party approvals
- Resources Required: 3rd Party and MA developers for API integration

* *Dependent on MA and participating partner priorities.*

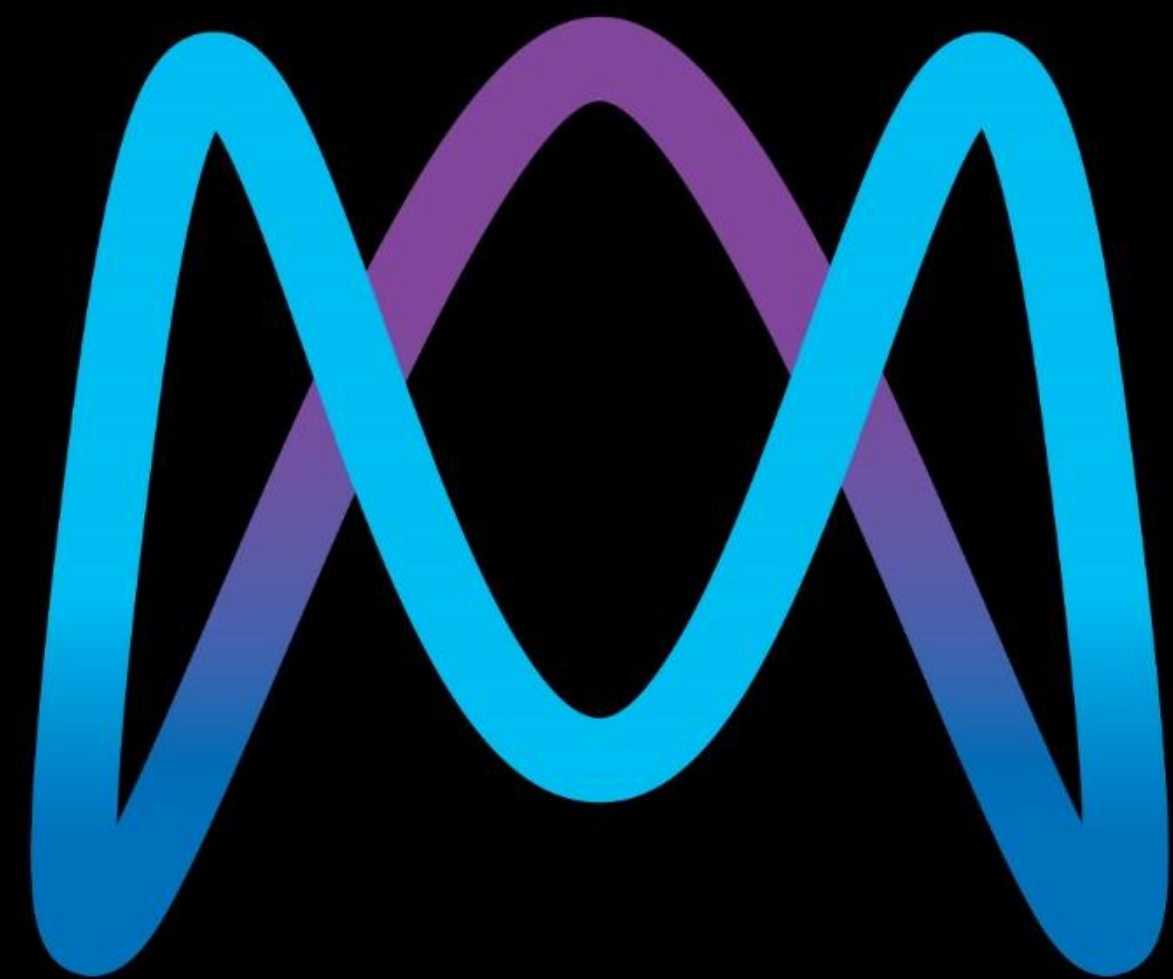
MA on Retailers with Similar Integration

NBCU, Fandango, FandangoNow, VUDU, Peacock

- SVOD: Peacock
- Theatrical: Fandango ticketing
- EST: VUDU & FandangoNow
- AVOD: VUDU

GooglePlay, YouTube

- SVOD: YouTube Premium
- Broadcast: YouTube TV
- EST: Google Play & YouTube
- AVOD: YouTube



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