

HBO

Parent Company

Home Box Office Inc. (Time Warner)

Category

Entertainment TV Channel

Sector

Media and Entertainment

Tagline/ Slogan

Its not TV, Its HBO; It's More Than You Imagined. It's HBO

USP

Home Box Office with latest hollywood movies

STP

Segment

Upper and Middle Class, cities

Target Group

Youth between 15-35

Positioning

New hollywood movies on your TV

SWOT Analysis

Strengths

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| 1. Latest hollywood blockbusters |
| 2.HBO is broadcasted in over 150 countries |
| 3.HBO has also been actively involved in merchandising |
| 4. It features motion pictures and original series, along with made-for-cable movies and documentaries |

Weaknesses

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| 1.Broadcasting issues |
| 2.Censor boards often have issues with content shown |
| 3.Local cable operators create problems |
| 4. Price of watching these channels individually is high |

Opportunities

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| 1.Start online TV channels for viewing as people prefer spending time on internet |
| 2.Create mobile applications for viewing |

Threats

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| 1. People watching movies online |
| 2.Movie rental stores |
| 3.Pirated movies |
| 4.Local cable channels |

Competition

Competitors

1. Star Movies
2. UTV Action
3. WB
4.PIX
5.MGM