

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**

- |  |
|--|
| 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**

- |  |
|--|
| 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**

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

**Threats**

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

**Competition**

<b>Competitors</b>
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1. Star Movies
2. UTV Action
3. WB
4.PIX
5.MGM