

ANDREW CHARNEY

CAREER DEVELOPMENT SKILLS — JUNE 2016

**EXPLORATION: COMPANY
RESEARCH**

COMPANY INFORMATION

- ▶ Founded in 1972
- ▶ Home Box Office, Inc. is the premium television programming subsidiary of Time Warner Inc. and the world's most successful pay TV service, providing two television services -- HBO and Cinemax -- to approximately 127 million subscribers worldwide.

The HBO logo is displayed in a large, bold, black font. The letters 'H', 'B', and 'O' are thick and blocky. The 'O' is a solid black circle. The logo is centered at the bottom of the slide.

LINKS

- ▶ www.hbo.com
- ▶ hbonow.com
- ▶ www.facebook.com/HBO
- ▶ www.instagram.com/HBO
- ▶ www.twitter.com/HBO
- ▶ www.youtube.com/HBO
- ▶ hbo.tumblr.com

HBO is a premium subscription television service that offers television series and films to its customers.

The company offers its services as part of a television subscription and as a stand-alone subscription service (HBO Now).

HBO produces a large amount of original content while also licensing feature films to broadcast/stream to customers.

TOP COMPETITORS

- ▶ Netflix
- ▶ Hulu
- ▶ Starz
- ▶ Showtime
- ▶ Amazon

POTENTIAL CONNECTIONS

- ▶ Travis Scott (Assistant Location Manager)
- ▶ Emily Rudy (Art Coordinator)
- ▶ Ilene Echvarria (Production Coordinator)
- ▶ Melanie Medina (Digitizing Coordinator)

CONNECTING

- ▶ I will connect with and contact the potential connections professionally through LinkedIn.
- ▶ I will reconnect with my current connections via social media and in-person meetings.

TAKEAWAYS

- ▶ My research showed me that I do know many people who work for this specific company on my target list.
- ▶ Connecting with more employees increases the likelihood of being connected with any potential job openings that might match my experience and skills.
- ▶ My research also helped me realize how much I do already know about the company and how confident I am in understanding their products and services.