

HBO Scores A Hat Trick At The Indian Telly Awards

Best English Movie Channel For Third Consecutive Year; King Kong Tops Prime Time Movie Viewing on Republic Day

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HBO, the world's leading English Movie Channel, is the proud winner of the esteemed Indian Telly Awards 2007 for the Best English Movie Channel in India for the third year in a row. Adding to this honour, the No. 1 movie for two consecutive years- Spiderman 2 (2006) & King Kong (2007) have premiered on HBO.

HBO welcomed the New Year with King Kong that premiered on January 26 as the Blockbuster Of The Month. It has received a TAM rating of 1.32 (TAM 5 metros, CS AB 15-44 yrs), second only to Spiderman 2, HBO's Blockbuster of the Month in January 2006, that had a TAM rating of 1.82 (TAM 5 metros, C&S AB 15-44yrs). King Kong was also ranked as the top Prime Time movie of the day on January 26, 2007.

Shruti Bajpai, Country Manager, HBO South Asia said, 'It feels great that HBO has scored a hat-trick at the Indian Telly Awards. The award is a testament of our constant endeavour to bring the Indian viewer the BEST, LATEST and MOST Hollywood Blockbusters. This award truly demonstrates that HBO is the preferred destination for English entertainment in India.'

She added, 'King Kong, our first Blockbuster of the Month in 2007, with its mass appeal and huge ratings is a tremendous success. We are especially proud that the top two English movies over the past two years have been HBO premieres. We will continue to bring the Indian viewer the very best of Hollywood together with critically acclaimed HBO Original content.'

HBO was selected the winner of the Best English Movie Channel Award from amongst all the English movie channels being broadcast in India by an eminent jury panel. The jury comprised Nitish Bharadwaj, R D Tailang, Rakesh Sharma, Reena Wadhwa, Rekha Nigam, Sarita Tanwar, amongst others.

HBO has piled up a set of grand movies for this year with fun, drama, emotion, action, comedy, suspense and thrill. The ride begins with HBO's Blockbuster of The Month, Charlie and The Chocolate Factory, airing on February 16 at 9:00 pm. HBO Reel Gold unveils other award winning visual treats that include Ray on Sunday, February 25 at 10:15 pm. Catch the premiere of Dickie Roberts: A Former Child Star narrating the story of Heartless Hollywood and the journey of Dickie Robert (David Spade) to live up the childhood he lost in stardom on Saturday, February 24 at 9 pm.

HBO brings the best of Hollywood by premiering the top blockbuster movies on television first in South Asia through exclusive licensing deals with four major Hollywood studios - Paramount, Sony Pictures Entertainment (Columbia/ TriStar), Universal and Warner Bros.

Prime time viewing on HBO includes HBO Blockbuster Of The Month, a special television event that premieres a mega blockbuster movie every month, HBO Saturday Nights, which premieres a new box office hit each week throughout the year; HBO Sunday Super Hits, which showcases the blockbuster hits, star-studded hits, favourite genre hits, Asian hits, highly acclaimed hits and so

much more. In addition, HBO features at least 3- 4 new movie showcases every month to offer viewers an interesting mix of Hollywood movies based on exciting themes. For more information on HBO log on to www.hbosouthasia.com.

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