



UPDATE REGARDING HBO-On-DEMAND AND Max-On-DEMAND  
DISPLAYED TITLE "END DATE" INFORMATION TEXT

August 21, 2008

Dear Affiliate:

As you may know, the HBO-On-Demand and Max-On-Demand user interface (UI) indicates the "end date" for titles in the short summary displayed in the "blurb". The display of this calculated end date text shown on the UI is driven by the **Summary\_Short** field in our metadata.

That is, currently, we insert a date value into the **Summary\_Short** field that is one day earlier than the actual end date in the metadata (i.e., the date that the title must be deleted from the UI). In many cases this end date is the only one displayed to the consumer; however, certain affiliates' UIs also extract and display the **Licensing\_Window\_End** field directly from the metadata. In those instances, the viewer sees two different end dates, which can be confusing.

To minimize this potential confusion, **effective with the pitch on 9/8/2008**, HBO will be adjusting the **Summary\_Short** field in all newly pitched content to reflect the **actual** end date, rather than a derived end date that is one day earlier. As a result, the end date in the metadata will be the same as the end date that appears in the title's summary blurb on the UI.

*Example:*

*Entourage Episode 1 is scheduled to be deleted from HOD on Monday, June 23rd. In certain UIs, the customer will see "Ends 06/22" within the asset summary blurb and will also see 6/23 as the deletion date elsewhere on the UI. With our coming changes, both fields will match and display 6/23 as the end date.*

This change is scheduled to take effect on titles with a **start date of 9/15/2008** and will apply only to content new to the UI, including return engagements of previously expired assets.

You will not need to take any action to implement these changes.

Please note that this will not affect the actual end date of our content (**Licensing\_Window\_End**), and that deletion must occur upon the expiration of each title's license availability.

If you have any questions, please feel free to contact the HBO Hotline via email at [hodhotline@hbo.com](mailto:hodhotline@hbo.com), call 212-512-5666, 8:00 a.m. - 10:00 p.m. M-F, or contact your HBO account rep.

Please also let your CSRs know about the upcoming change so that they will be prepared to answer any subscriber questions if they arise.

Thank you for your continued support of HBO and Cinemax.

Dave Grodsky  
Director, Engineering and Affiliate Support, and the HBO Hotline Team