

HBO On Demand/Cinemax On Demand Operations and Recommended Practices

- **Weekly Pitching Schedule Advisory:** In an effort to help you check that all HBO On Demand (HOD) and Cinemax On Demand (MaxOD) content has been successfully caught as expected, the HBO Affiliate Support Hotline distributes weekly Pitching Schedule advisories via e-mail to all affiliate technical HOD/MaxOD contacts listed in our database. The weekly MaxOD (and MaxOD HD) advisory is distributed on Tuesdays and HOD (and HOD HD) advisory is distributed on Thursdays. We may also distribute weekly updates to the pitching schedule as appropriate.
- **Weekly Pitching Schedule:** The following is HBO's usual weekly pitching schedule^{*}, with all pitches starting at 4 am of the particular day (except rush titles).
 - Sunday: HOD HD
 - Monday: HOD
 - Wednesday: MaxOD HD
 - Thursday: MaxOD
 - Friday-Saturday: HOD Rush Titles

^{*} HBO may on occasion deviate from this pitch schedule in order to distribute content for special events or stunts.

- We strive to assist our On Demand affiliates in their efforts to get HBO content to subscribers. As such we monitor our pitch results and proactively repitch content that we observe to have failed to a catcher. The repitch schedule is as follows:
 - Monday: Rush titles and HBO On Demand in HD
 - Tuesday: HBO On Demand in SD
 - Wednesday: Ad hoc affiliate repitch requests and catch-all
 - Thursday: Max On Demand in HD
 - Friday: Max On Demand in SD
- In addition we also schedule repitches in response to ad-hoc requests from affiliates. Contact the HBO Hotline via e-mail (hodhotline@hbo.com) to request repitches as soon as you become aware that content is missing, or suffering other technical problems. Please be prepared to give the Hotline as much detail as possible about the missing content and the problem(s) encountered so that we may help expedite troubleshooting. The time to fulfill ad-hoc repitch requests depends on the volume of content to be repitched and available bandwidth.
- In order to avoid failed catches due to a full disk (a catcher without available storage capacity cannot catch successfully), it is strongly recommended that the catcher export and space management configuration be set to "**Auto Export/Auto Delete**" or "**Auto Export/Forced Delete**"
- The HBO HOD Hotline distributes via e-mail monthly category additions/deletions and special advisories containing important information, which may require your prompt attention at the headend.
- Please periodically monitor your HOD/MaxOD UI and compare the available offerings with the latest HBO On Demand schedule located in the HOD/MaxOD B-2-B site (http://homeboxoffice.com/cmp/index_techops.shtml) to ensure that all HOD and MaxOD content (including HD) is properly displayed and available to subscribers.