

Spring 2018

## **HBO: Richard Plepler**

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### **Recommended Citation**

Brown, Chanler, "HBO: Richard Plepler" (2018). *Media Company Leader Presentations*. 1.  
<https://scholarworks.bgsu.edu/mclp/1>

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# Richard Plepler

Chanler Brown



“If anyone tells you they knew *Game of Thrones* would be *Games of Thrones* or that *Veep* would break through like it did, they would be lying.”

- Richard Plepler



# Background Information

Graduated with a B.A. in  
Government

In 1984, launched a public relations  
firm in New York City

Worked at HBO since 1992

Current CEO and Chairman (2013 to  
present)

## Hardships

*Sex in the City* and  
*Sopranos* ending

Competition with  
streaming services  
(Netflix)

# Management Philosophy

- Laidback and informal
- Values the feelings and input of others
- Inclusion
- BDC (Business Development Council)

# Business Model

Diverse and high-quality  
content

Syndication

HBO GO and HBO Now

## HBO GO

- Streaming service included with HBO subscription
- Username and password from TV provider is necessary to view content
- Simultaneous streaming
- Available on mobile devices, computers, gaming consoles, and smart TVs
- Launched in 2010

## HBO NOW

- On-demand streaming service you can purchase without the need of a cable package
- Create your own username and password through HBO Now
- Simultaneous streaming
- Available on mobile devices, Amazon Firestick, Android TV, Apple TV, computer, gaming consoles, and smart TVs
- Launched in 2014



# Chronology

- 1984 – Plepler founded a public relations firm in New York City
- 1992 – Plepler worked at HBO as senior vice president of communications
- 2002 – Plepler worked at HBO as executive vice president
- 2007 – Plepler worked at HBO as co-president
- 2010 – Plepler helped launch HBO GO
- 2013 – Plepler works at HBO as chairman and CEO of HBO
- 2014 – Plepler syndicated HBO programming to Amazon Prime
- 2014 – Plepler is awarded Cannes Lions 2014 Media Person of the Year
- 2014 – Plepler launched HBO Now

- <http://www.adhugger.net/2014/04/30/hbos-richard-plepler-cannes-lions-2014s-media-person-of-the-year/>
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