



HBO Celebrates 50 Years of Firsts™ in New Campaign

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In honor of HBO's 50th anniversary on November 8, the brand on Tuesday launched a new campaign celebrating the network's "Fifty Years of Firsts."

"HBO's legacy is one of telling groundbreaking stories. 'Fifty Years of Firsts' celebrates the works of those who elevated the entertainment experience and gives a look ahead from those who will continue to do so in HBO's future," said Casey Bloys, chief content officer, HBO and HBO Max, in a statement.

For 50 days leading up to the anniversary, HBO is sharing sneak peeks, first-look trailers, behind-the-scenes photos, unreleased footage, script excerpts, and more from upcoming HBO Originals.

The campaign kicks off Tuesday with an exclusive clip from the sixth episode of *House of the Dragon*, ahead of its September 25 debut.

Here's your first look at Emma D'Arcy and John Macmillan in next week's episode of *#HouseoftheDragon*. And I'm just getting started. *#HBO50*
pic.twitter.com/iD9OLz5AVF

- HBO (@HBO) September 20, 2022

It will also feature exclusives from HBO's new original series *The Last of Us*, starring Pedro Pascal (*Game of Thrones*, *The Mandalorian*) and Bella Ramsey (*Game of Thrones*, *His Dark Materials*), the second season of *Winning Time: The Rise of the Lakers Dynasty*, the third season of *We're Here*, the second season of *The White Lotus*, the third season of *The Righteous Gemstones*, the fourth season of this year's Emmy winner for outstanding drama, *Succession*, and many more.

A page on [HBOMax.com](https://www.hbomax.com) will highlight HBO's past and future throughout the campaign, while HBO social channels will use #HBO50 to revisit some of the brand's series, scenes and characters. Social efforts will culminate on November 8 with the HBOwards, a social-first award show that will highlight the best of HBO's first 50 years.

HBO Max's HBO Brand hub features an anniversary tray highlighting 50 HBO series and on November 1, that hub will rebrand to an HBO50 page filled with thematic trays that relate back to the anniversary.

Starting October 31, ten classic and new series will take over HBO2's primetime slot (Monday to Friday from 8pm-11pm ET/PT), allowing subscribers to revisit or discover the first three episodes of quintessential HBO series during the two-week window. These include *True Blood*, *Sex and the City*, *The Wire*, *The Sopranos*, *Curb Your Enthusiasm*, *The Gilded Age*, *House of the Dragon*, *Succession*, *Barry* and *Winning Time: The Rise of the Lakers Dynasty*.

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