

THE USE OF COPYRIGHT IN TRADEMARK PROCEEDINGS AND UNFAIR COMPETITION

Panama

December 3, 2024



WARNER BROS. DISCOVERY



WARNER BROS.
TELEVISION GROUP



NEW LINE CINEMA



WBD | Sports



WARNER TV



Warner Bros. Motion Picture Group



NEW LINE CINEMA



<https://www.warnerbros.com/company/divisions/motion-pictures>



Harry Potter

Barbie

Wonka

THE FLASH

DUNE



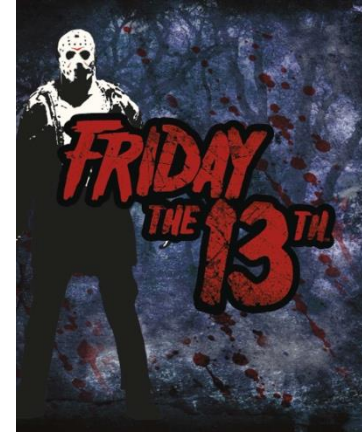
NEW LINE CINEMA

A Nightmare
ON ELM STREET.

THE
LORD OF THE RINGS

THE
HOBBIT
MOTION PICTURE TRILOGY

THE
CONJURING



DUMB AND DUMBER

AUSTIN POWERS



Animation





WARNER BROS. TELEVISION GROUP

One of the entertainment industry's most-respected providers of original programming since its founding in 1955, **Warner Bros. Television** delivers scripted dramas, comedies, limited series, and original movies for multiple platforms. As of May 2023, WBTV is producing more than 50 scripted series for Warner Bros. Discovery's Max, external streaming platforms, cable, and the five U.S. broadcast networks. Among WBTV's lineup of critically acclaimed and award-winning series are "Abbott Elementary," "All American," "Ted Lasso," "The Sandman," "Night Court," "The Sex Lives of College Girls," "You" and "Young Sheldon."

NEW SERIES



TV Series
Dead Boy Detectives
Coming to Netflix



TV Series
The Girls on the Bus
Coming to Max



TV Series
Abbott Elementary
Watch on ABC, Hulu and Max



TV Series
All American: Homecoming
Watch on The CW and Netflix



TV Series
Bachelor in Paradise
New season coming soon to ABC



TV Series
The Bachelorette: Season 20
Watch on ABC and



TV Series
Batwheels
Watch on Cartoon Network and Max



TV Series
Craig of the Creek
Watch on Cartoon Network and Max



TV Series
Extra
Check your local listings



TV Series
Gremlins: Secrets of Mogwai
Watch on Max

Protecting Warner Bros. Television properties – old and new





Superman

The Man of Steel

- Alias: Clark Kent, Kal-El
- Powers: super strength, flight, invulnerability, super speed, heat vision, freeze breath, x-ray vision, superhuman hearing, healing factor
- Birthplace: Krypton
- Base of Operations: Metropolis

Faster than a speeding bullet, more powerful than a locomotive

“Truth, Justice, and a Better Tomorrow”





Batman

The Dark Knight, Caped Crusader, Dynamic Duo (with Robin)

- Alias: Bruce Wayne
- Powers: no metahuman abilities, exceptional martial artist, combat strategy, inexhaustible wealth, brilliant deductive skill, advanced technology
- Base of Operations: Gotham City
- Occupation: CEO of Wayne Enterprises

He is vengeance. He is the night. He is Batman.





Wonder Woman

- Alias: Diana Prince
- Powers: super strength, invulnerability, flight, combat skill, combat strategy, superhuman agility, healing factor, magic weaponry
- Birthplace: Themyscira

Beautiful as Aphrodite, wise as Athena, swifter than Hermes, and stronger than Hercules, Princess Diana of Themyscira fights for peace in Man's World.





The Flash

The Scarlet Speedster, The Fastest Man Alive

- Alias: Barry Allen, Jay Garrick, Wally West
- Powers: super speed, intangibility, superhuman agility, time travel, creates and controls lightning, multiversal knowledge
- Base of Operations: Central City
- Occupation: Forensic scientist



Aquaman

- Alias: Arthur Curry
- Powers: super strength, durability, control over sea life, exceptional swimming ability, ability to breathe underwater
- Birthplace: Atlantis

Monarch of the undersea realm of Atlantis and King of the Seven Seas





Lex Luthor

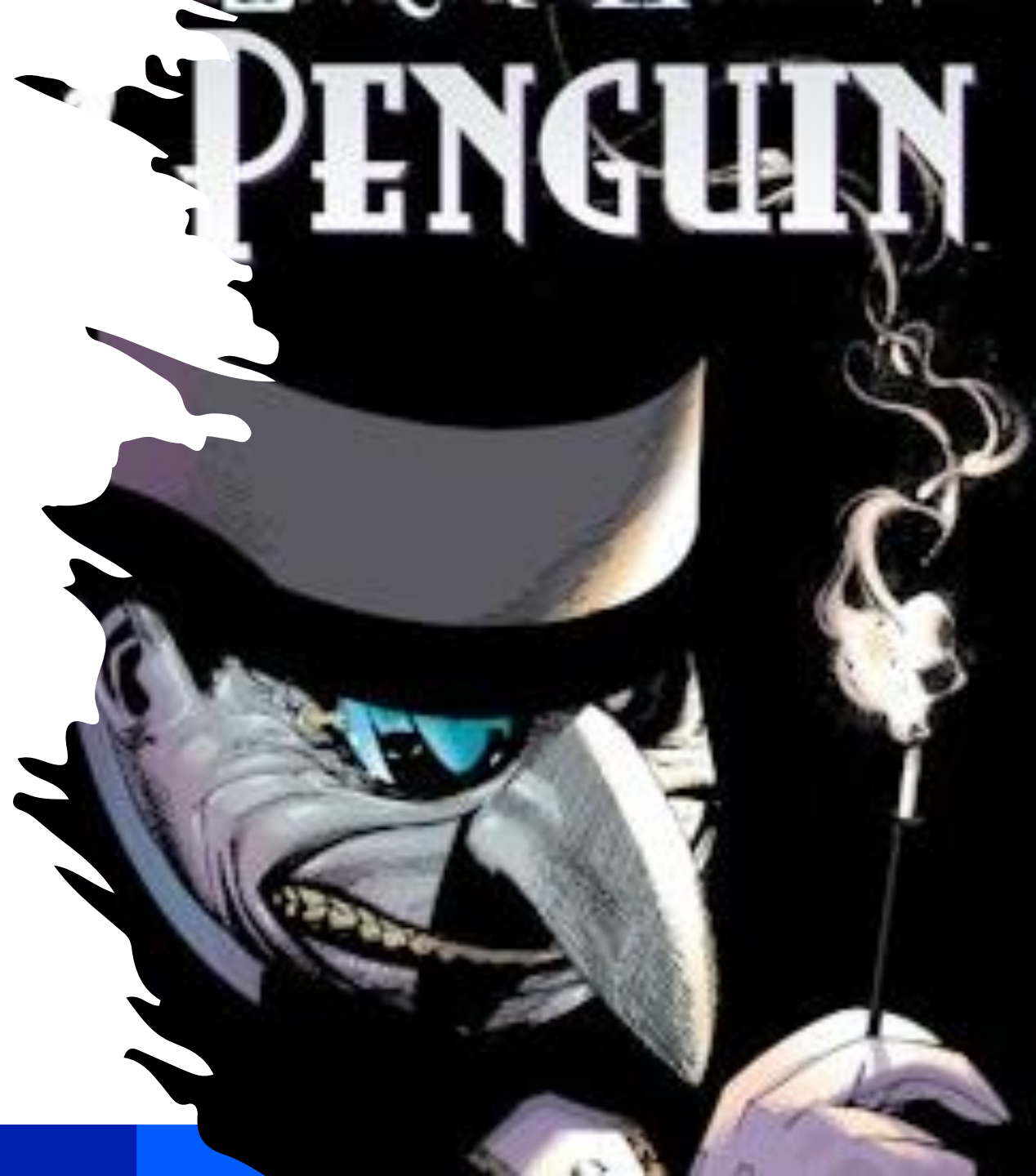
- First Appearance: *ACTION COMICS* #23 (1940)
- Powers: genius-level intellect, inexhaustible wealth, political influence
- Base of Operations: Metropolis
- Occupation: CEO of LexCorp





Penguin

- First Appearance: *DETECTIVE COMICS* #58 (1941)
- Alias: Oswald Chesterfield Cobblepot
- Powers: Criminal, stock trader, fixer
- Base of Operations: Gotham City





The Joker

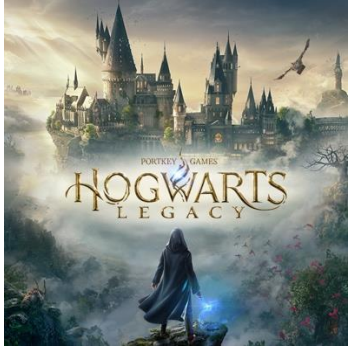
- First Appearance: *BATMAN* #1 (1940)
- Powers: complete unpredictability, chaos agent, customized weapons, wields toxin which causes victims to die laughing
- Base of Operations: Gotham City





WARNER BROS.
GAMES

Warner Bros. Games



Hogwarts Legacy is a 2023 action role-playing game developed by Avalanche Software and published by Warner Bros. Games under its Portkey Games label.



Mortal Kombat 1 is a 2023 fighting game developed by NetherRealm Studios and published by Warner Bros. Games.



MultiVersus is a free-to-play crossover fighting game developed by Player First Games and published by Warner Bros. Games.



Batman: Arkham is a superhero action-adventure video game series, developed by Rocksteady Studios and WB Games Montréal, and published originally by Eidos Interactive and currently by Warner Bros. Games.



Middle-earth: Shadow of Mordor is a 2014 action-adventure video game developed by Monolith Productions and published by Warner Bros. Interactive Entertainment.



Suicide Squad: Kill the Justice League is a 2024 action-adventure shooter game developed by Rocksteady Studios and published by Warner Bros. Games.

g a m e s

The logo features a large orange 'T' and a smaller blue 't' positioned to its right. The letters are 3D and cast shadows on a light blue surface below them.

AVALANCHE



PORTKEY
GAMES

rocksteady





WARNER BROS.
GAMES



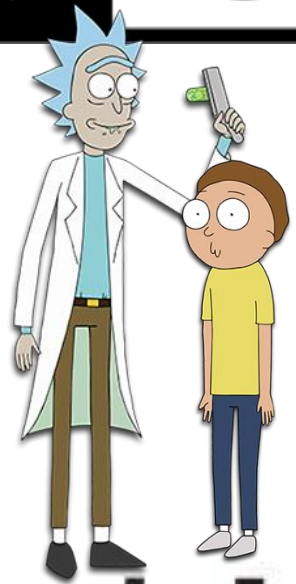
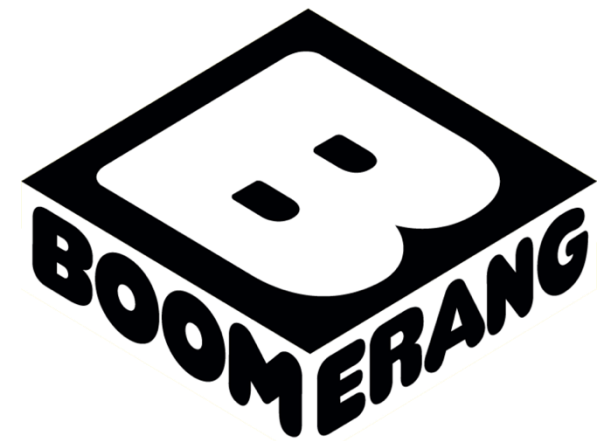


WARNER BROS. GAMES

MORTAL KOMBAT



CARTOON NETWORK



CARTOON NETWORK

[adult swim]

CART



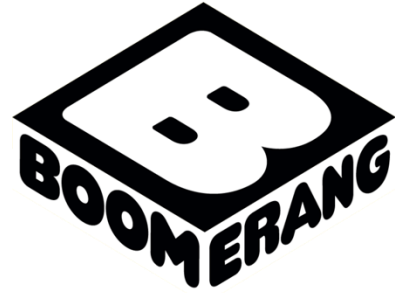
NITRO



[adult swim]

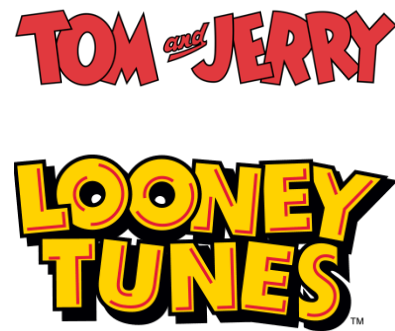
Launched in 2001

Time-sharing network on
Cartoon Network channels
aimed at adult audiences



Launched in 1992

Broadcasts new and classic
cartoons and movies



Launched in 2006

Programming aimed at
preschool children



Launched in 2004

A children's programming
channel in South Asia



The Cartoon Network

RICK AND MORTY

The AMAZING
WORLD OF
GUMBALL

BEN
10

We BARE
BEARS

STEVEN
UNIVERSE

THE
POWERGEE
GIRLS

ADVENTURE
TIME

Apple & Onion

CRAIG
OF THE
CREEK

WE BABY
BEARS
CN

Clarence

DEXTER'S
LABORATORY



First novel released by JK Rowling in 1998, WB acquires film and merchandising rights in 1999

From 2001-2011, Warner Bros. releases eight films telling the complete story of the seven novels

One of the most successful film franchises of all time





Action role-playing game released in 2023 for all major gaming platforms.

Set at Hogwarts in late 1800's; entirely new story and characters.

Huge commercial and critical success; one of the best-selling video games of all time.





Growing Slate of Games

Harry Potter: Hogwarts Mystery (2018)
mobile

Harry Potter: Wizards Unite (2019) mobile
augmented reality

Harry Potter: Puzzles and Spells (2020)
mobile

Harry Potter: Magic Awakened (2023)
mobile





PERMANENT LIVE EXPERIENCES



Wizarding World lands at Universal Studios theme parks in Orlando, Hollywood, Tokyo, and Beijing, with new land under construction at Epic Universe park in Orlando (set to open in 2025)



Harry Potter-themed land coming to Warner Bros. World Abu Dhabi



The Making of Harry Potter Studio Tour in London and Tokyo

Tokyo tour opened in 2023 to sold-out crowds



TOURING EXPERIENCES



Touring exhibitions, including Fantastic Beasts: The Wonder of Nature, Harry Potter: The Exhibition, Harry Potter: A Forbidden Experience, and Harry Potter: Magic at Play

Stops include USA, United Kingdom, Germany, Australia, Belgium, Canada











Hanna-Barbera™

- Hanna-Barbera Productions, Inc. (Hanna-Barbera) is a world-famous American animation studio.
- The company was originally formed in 1957 by William Hanna and Joseph Barbera, who had been partners in animation at MGM Studios where they created the memorable Tom and Jerry shorts.
- Over the next few decades, the studio produced many successful cartoon shows, including The Flintstones, The Yogi Bear Show, Scooby-Doo, Where Are You!, The Jetsons, Jonny Quest, The Quick Draw McGraw Show, Top Cat, The Huckleberry Hound Show, Space Ghost, Wacky Races, The Magilla Gorilla Show, and The Perils Of Penelope Pitstop among notable others.









Hanna-Barbera






THE FLINTSTONES

Fred Flintstone	Wilma Flintstone	Pebbles Flintstone	Dino	Barney Rubble	Betty Rubble	Bamm-Bamm Rubble	Hoppy
							

THE Jetsons

George Jetson	Jane Jetson	Judy Jetson	Elroy Jetson	Astro	Rosie (the robot)
					

SCOOBY-DOO WHERE ARE YOU!

Scooby-Doo	Norville "Shaggy" Rogers	Fred Jones	Daphne Blake	Velma Dinkley
				

YOGI BEAR

Yogi Bear	Boo Boo	Cindy Bear	Ranger Smith
			


WACKY RACES

Penelope Pitstop	Dick Dastardly	Muttley	Peter Perfect	Lazy Luke and Blubber Bear	"Ant Hill Mob"						
					Clyde	Ring-A-Ding	Mac	Danny	Rug-Bug-Benny	Willy	Kirby
											

Home to the most exciting shows and films in the history of TV



History and Statistics

- Founded in **1972**
- HBO stands for **HOME BOX OFFICE**
 - The company originally emphasized airing uncut, ad-free movies.
- Includes sister station  as many other multiplex channels, depending on the territory
- Internationally, operates a diversified distribution model, but this is rapidly changing
- Owned networks and streaming platforms.
 - Latin America, Caribbean, Nordic countries, Eastern Europe, and Asia
 - Licensed branded networks, either as HBO or “The Home of HBO”
 - Licensed programming
 - HBO programming is available in more than **155 countries worldwide**



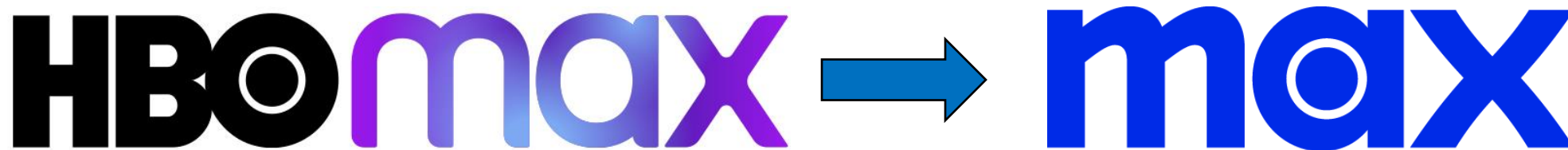


The Road to MAX

- Previously, Warner Bros Discovery and its predecessors have had different direct-to-consumer streaming products, depending on the jurisdiction:
 - HBO GO
 - HBO NOW
 - discovery+ (still offered independently)
- HBO Max launched in the US in May 2020, and subsequently rolled out to other territories.
- As part of the HBO Max offering, there were exclusive programming only found on that platform, labeled

MAX ORIGINALS

- In May 2023, MAX was rebranded to HBO Max is an enhanced version— bringing the scripted world of **HBO Max** and the unscripted reality of **discovery+** together in one incredible streaming platform.





D



The Wizard of Oz

Released in 1939 by MGM, Re-released in 1949, Premiered on Broadcast Television 1956



- Celebrated for its use of Technicolor, fantasy storytelling and musical score, The Wizard of Oz was nominated for 5 academy awards
- The Wizard of Oz, was chosen to be the first Hollywood film to be shown uncut in prime time on a coast-to-coast television network.
- According to the U.S. Library of Congress it is the most seen film in movie history
- In 1989, it was selected by the Library of Congress as one of the first 25 films for preservation in the United States National Film Registry for being "culturally, historically, or aesthetically significant"

Trivia!

- What color were Dorothy's shoes in the original book?
- ANSWER:
 - Silver!
 - Silver Shoes with Pointed Toes: These antique silver shoes are made out of real silver. Their intricate designs indicate their uniqueness and authenticity. Since L. Frank Baum was a collector of antique silver and used silver shoes to parallel the value of silver during the turn of the century, they are most likely the most realistic and closest version to what L. Frank Baum himself possibly envisioned circa 1899-1900 for the original character of Dorothy to wear on her feet during her adventure in the Land of Oz.



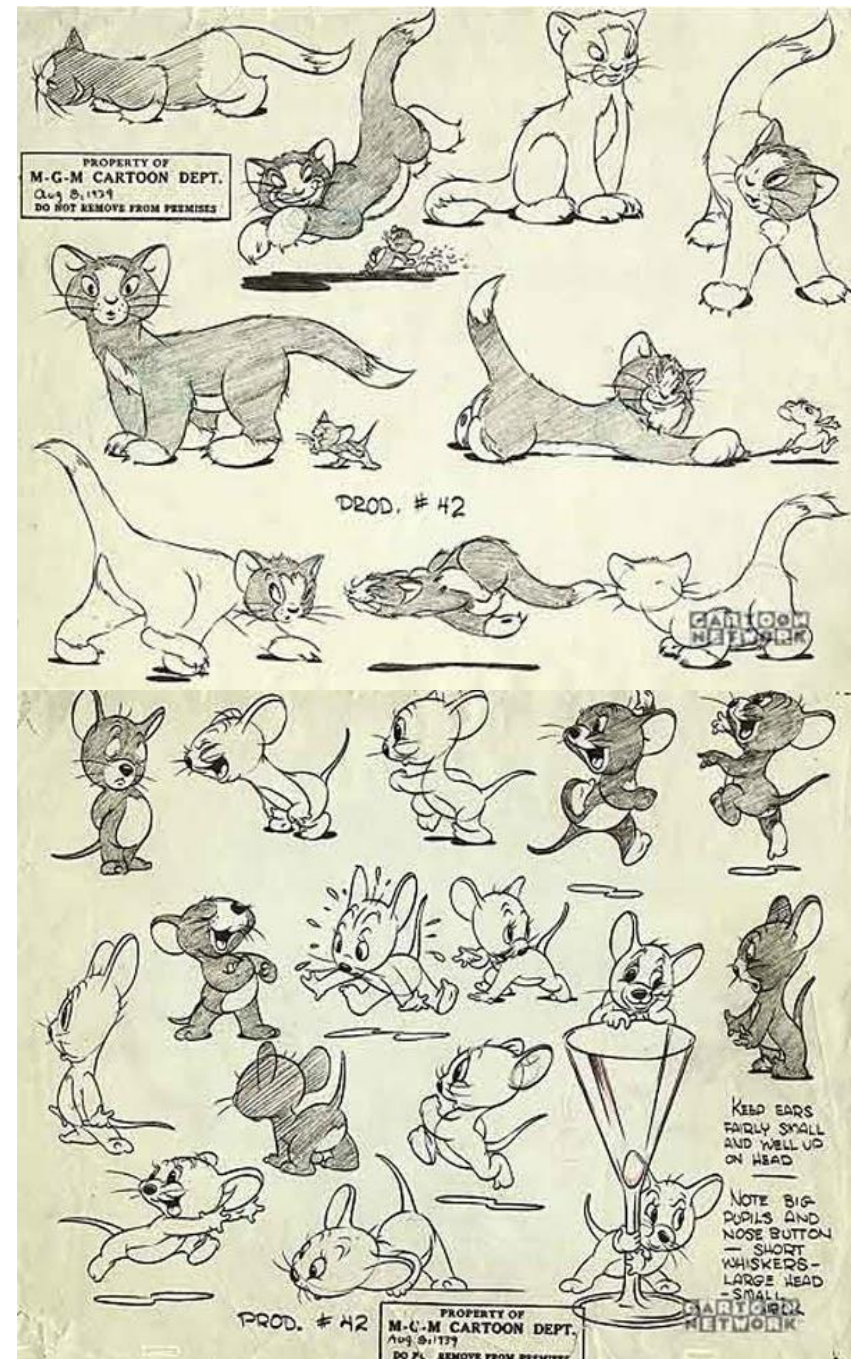


TOM *and* JERRY

Tom and Jerry

Created by MGM Studios, Designs by Joe Barbera and Bill Hanna in 1939

- In its original run, Hanna and Barbera produced 114 Tom and Jerry shorts for MGM from 1940 to 1958.
- During this time, they won seven Academy Awards for Best Animated Short Film, tying for first place with Walt Disney's Silly Symphonies.
- The first short, *Puss Gets the Boot*, features a cat named Jasper and an unnamed mouse.



Gone with the Wind

Released by MGM in 1939

- A sheltered and manipulative Southern belle, Scarlett O'Hara, and a roguish profiteer, Rhett Butler face off in a turbulent romance as the society around them crumbles with the end of slavery and is rebuilt during the Civil War and Reconstruction periods.
- Gone with the Wind received 10 Academy Awards in 1940.
- When adjusted with inflation, the gross earnings from Gone with the Wind would have reached over \$4.2 billion in 2022!

Fun fact: Margaret Mitchell wrote most of the novel in her apartment in midtown Atlanta, and the premiere took place at the Loew's Grand Theatre on Peachtree Street!



Casablanca

Released by Warner Bros in 1942

- Nominated for eight Academy Awards, and won three, including Best Picture, Best Director and Best Adapted Screenplay.
- In 1989, the United States Library of Congress selected the film as one of the first for preservation in the National Film Registry for being "culturally, historically, or aesthetically significant".
- In 2005, it was named one of the 100 greatest films of the last 80 years by Time magazine.

Fun fact: A line closely associated with Casablanca—"Play it again, Sam"—is not actually spoken in the film!



LOONEY TUNES

Began in 1930 as a series of movie theatre animated shorts branded as Looney Tunes and Merrie Melodies

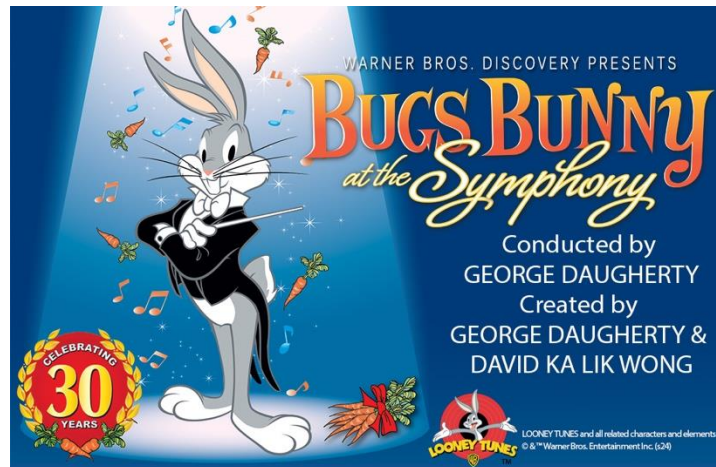
Porky Pig was the first Looney Tunes star, later eclipsed by Bugs Bunny

The animated shorts were first licensed for television in 1955, becoming a staple of American television and a massive entertainment franchise



LOONEY TUNES

TV series, video games, live experiences, and theatrical films



Global Network Brands

Discovery

- Flagship brand; founded in 1985
- **Science and technology, exploration, adventure, history**



TLC

- **Real life stories without judgment; highlighting humor, hope, and human connection**



Global Network Brands



- Keeping joy and **wonder of animals** alive by bringing people up close in every way possible



- Showcasing harrowing **crimes, salacious scandals, in-depth investigation, and heart-breaking mysteries**



Global Network Brands



- **Food-related entertainment** including competition, travel, recipes, food preparation, entertaining and dining out



EUROSPORT

- Sporting events with both local and pan-regional appeal (cycling, skiing, tennis)
- Europe's home for the Olympics through 2024



Global Network Brands



- Home-related topics, such as decorating, interior design, home remodeling, landscape design and real estate



- Programming for the bold, daring and spontaneous adventurers

MAGNOLIA NETWORK

- Joint venture between Chip and Joanna Gaines and Discovery established in 2022
- The network is a rebrand of the former DIY Network, launched after immense popularity of HGTV series Fixer Upper
- Lifestyle programming centered around home improvement and cuisine
- Networks in the U.S. and Canada and a key pillar in the Max strategy, the business unit now sits with Max and HBO
- Entire Fixer Upper library available on Max and its 2023 series Fixer Upper: The Castle was a top-five show within first few days on Max



TENTPOLE TITLES



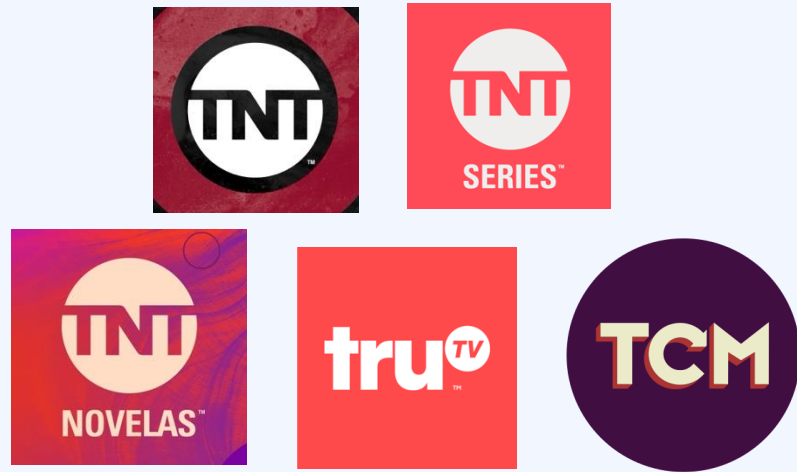


Streaming Service

- Launched January 2021
- Stand Alone Streaming Service
- Ad-Supported and Ad-Free plans
- Available in 11 languages and 34 Countries
- Add-On service for Max, Amazon, Hulu

T-Nets International Feeds

LATIN AMERICA

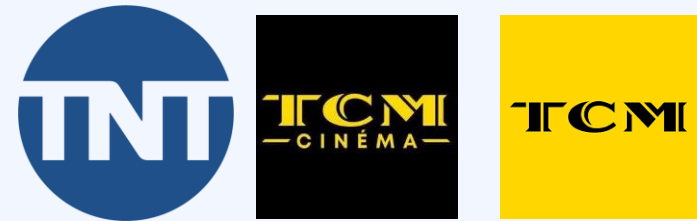


TNT, truTV, TCM

TNT Series (focus on drama series)

TNT Novelas (focus on soap operas)

EMEA



TNT Africa

TCM Middle East

TCM Cinéma (France)

TCM Spain



T-Nets U.S. Domestic Networks

- TNT and TBS are top-ten U.S. cable networks
- Top U.S. sports destinations, which set multi-year ratings records, destinations for NCAA March Madness, NBA, NHL, MLB, AEW All Elite Wrestling
- Destination prime-time film events and fan-favorite comedy sitcoms like THE BIG BANG THEORY, FRIENDS, MODERN FAMILY and AMERICAN DAD

T-Nets U.S. Domestic Networks

- Beloved destination for classic films
- Devoted fanbase, supported with supplemental experiences, including annual film festival, wine club, the TCM Classic Cruise, podcasts, and digital content
- U.S. feed also available in Canada



TCM

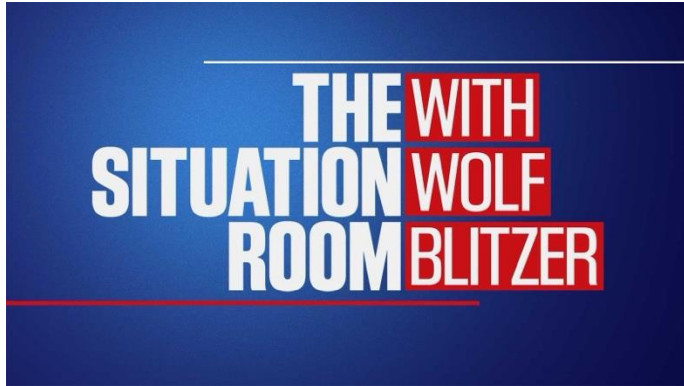
TURNER CLASSIC MOVIES

CNN HISTORY

This is CNN

- June 1, 1980 CNN launched by Ted Turner and was the first 24-hour cable news channel
- 1985 CNN International launched
- 1995 CNN.com launched
- CNN Distributed over 200 countries
- 37 News Bureaus Worldwide
- Over 1000 affiliate stations
- Reaches more than 400 million households worldwide
- CNN Digital #1 online news destination registering more than 150 million visitors worldwide

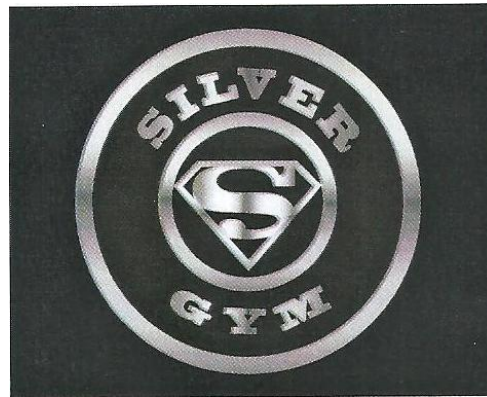






Bleacher Report | Sports.
Highlights. News. Now.

Brand Enforcement



Brand Enforcement



Brand Enforcement



Brand Enforcement



Brand Enforcement



Brand Enforcement



Brand Enforcement



Brand Enforcement



AQUAMAN DIVE
阿科曼潜水



Brand Enforcement



Mask Hero



Brand Enforcement



Brand Enforcement



Brand Enforcement



Brand Enforcement



Brand Enforcement



SCENTral PERK



Friends

FRIENDS
O SEGREDO DAS MILHAS

