

HBO GO is the mobile platform for HBO Premium and the baby of the HBO app family. The app is offered to all HBO subscribers at no extra cost. Released in April of 2011, the app was being used by only 10 percent of HBO's subscriber base. By the end of the month, 80 percent had begun using the app. HBO GO is accessible through mobile devices including laptops, iPads, iPhones, iPods, and Android devices, as well as Macs and PCs. HBO has huge brand recognition, premium content, and a large customer base, which is why offering a mobile app for their content was deemed a superior way to increase their bottom line. HBO makes it convenient for customers to watch what they want, when they want, and where they want. One challenge they faced was that content had to be suitable for a wide range of bandwidth—low-bandwidth to high-definition depending on the device on which the app was being used. By focusing on exceptional consumer experience and developing new platforms for delivering that experience, HBO has successfully built a video app that is attractive to new and existing users.

With the advances in video technology, what's in store for the future? The motivations that drove the technologies we have today include providing content to as many devices as possible and to as many people as possible. It is likely that this theme will expand in the future. More devices, like game consoles and Blu-ray players, will continue to be added as platforms to deliver video apps. App stores created by TV manufacturers such as Samsung, LG, and Vizio will become more popular platforms for video apps. It is also likely that the success of video apps such as SyncTV and HBO GO may force changes in traditional cable and satellite TV distribution models.

**Sources:** Anonymous. (2013a). Brightcove. Retrieved March 29, 2013, from <http://www.syncTV.com/>; Anonymous. (2013c). SyncTV. Television. Unleashed; Klejna, T. (2011). The App's the Thing. Streaming Media Magazine, 40–42, 44, 46–47.