HBOMmax℠

WHERE HBO MEETS SO MUCH MORE

Richelle Myche Tan

HBO max™

10,000 Hours of Content

1980 Titles
(1610 movies and 370 shows)

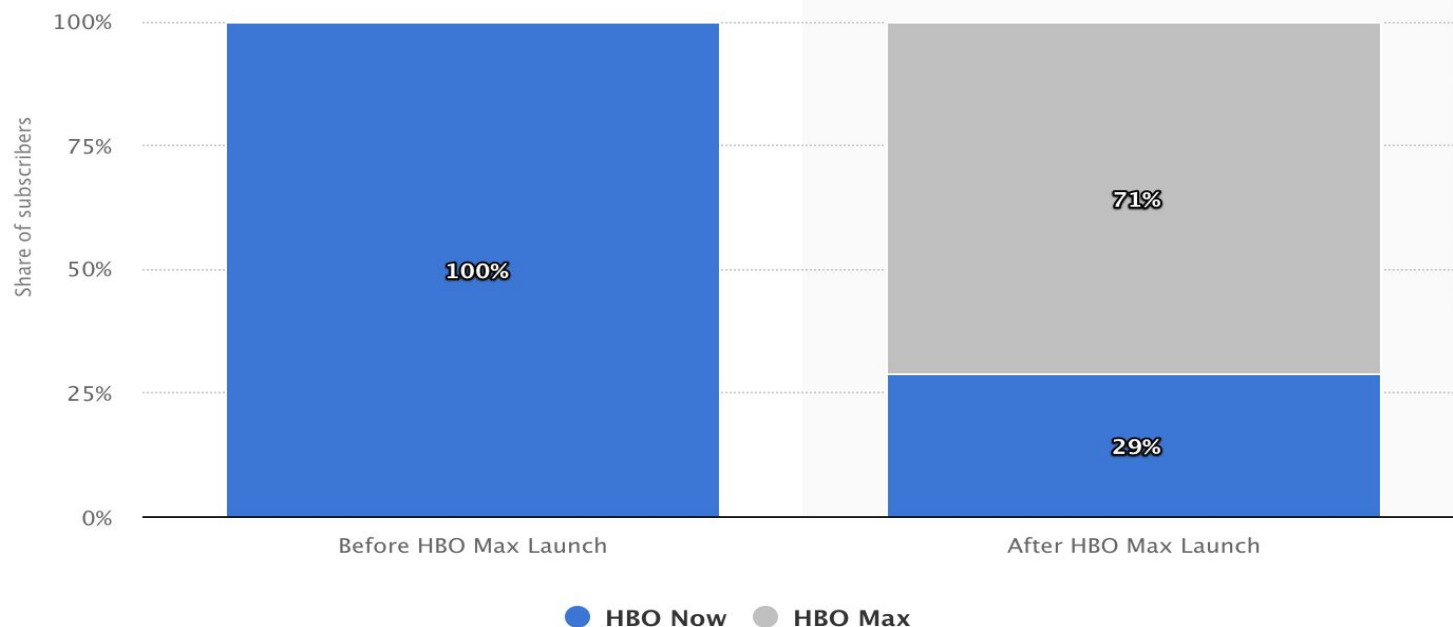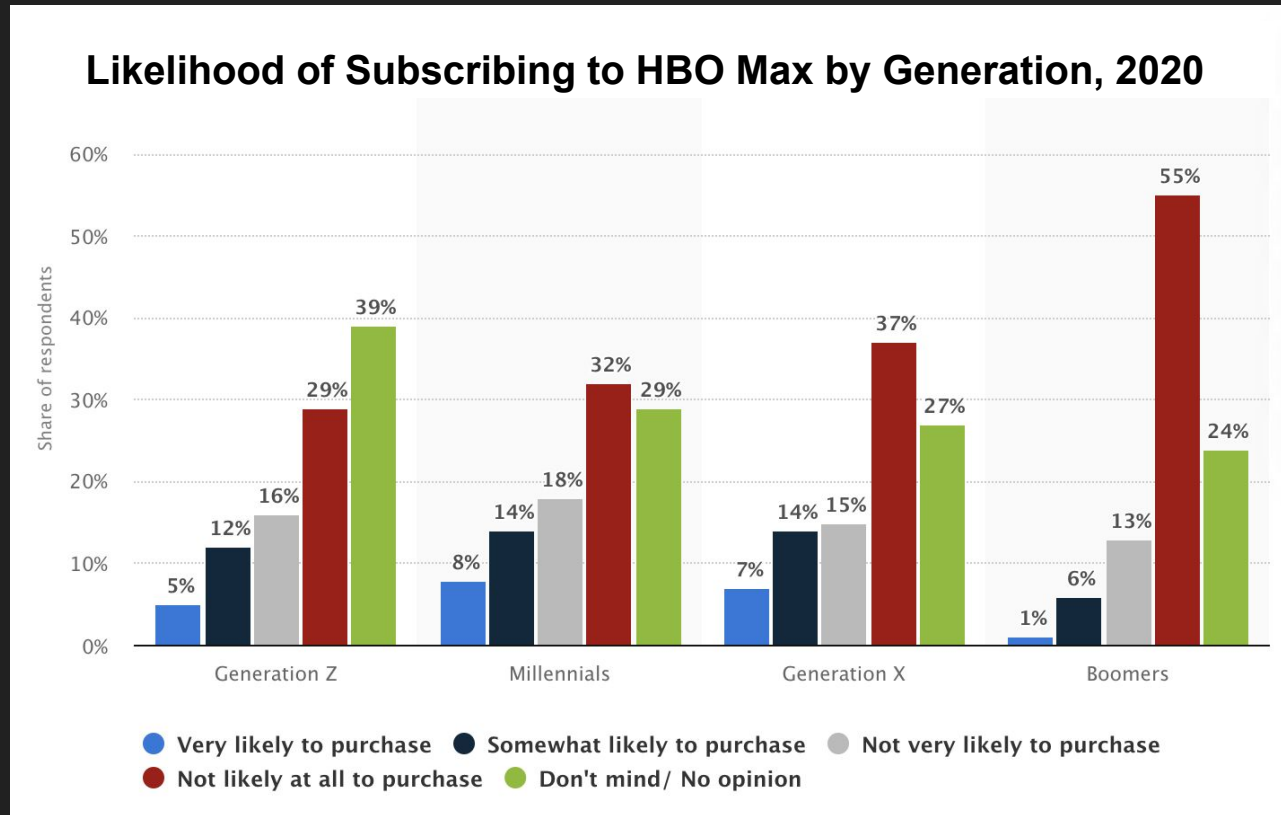**35 Content Providers**

Low Percentage Of Returning Subscriber

HBO Now subscribers who upgraded to HBO Max post-launch in the U.S. 2020

Share of subscribers

- 100%
- 75%
- 50%
- 25%
- 0%

100%

71%

29%

Before HBO Max Launch

After HBO Max Launch

● HBO Now ● HBO Max

Potential Users Do Not Want To Subscribe

Likelihood of Subscribing to HBO Max by Generation, 2020

Falling Behind Against Competitors

	also subscribe to Netflix	also subscribe to HBO Now	also subscribe to HBO Max	also subscribe to Amazon Prime Video	also subscribe to Disney+	also subscribe to Hulu	also subscribe to Apple TV+
Netflix	-	32.95%	8.82%	65.91%	50.14%	50.56%	22.98%
HBO Now	89.36%	-	16.03%	86.21%	69.61%	74.32%	46.03%
HBO Max	92.94%	62.29%	-	89.42%	80.03%	82.97%	55.31%
Amazon Prime Video	86.62%	41.78%	11.15%	-	60.99%	61.83%	29.94%
Disney+	88.75%	45.43%	13.44%	82.15%	-	69.4%	34.97%
Hulu	85.92%	46.57%	13.38%	79.95%	66.63%	-	33.48%
Apple TV+	91.35%	67.46%	20.86%	90.56%	78.51%	78.31%	

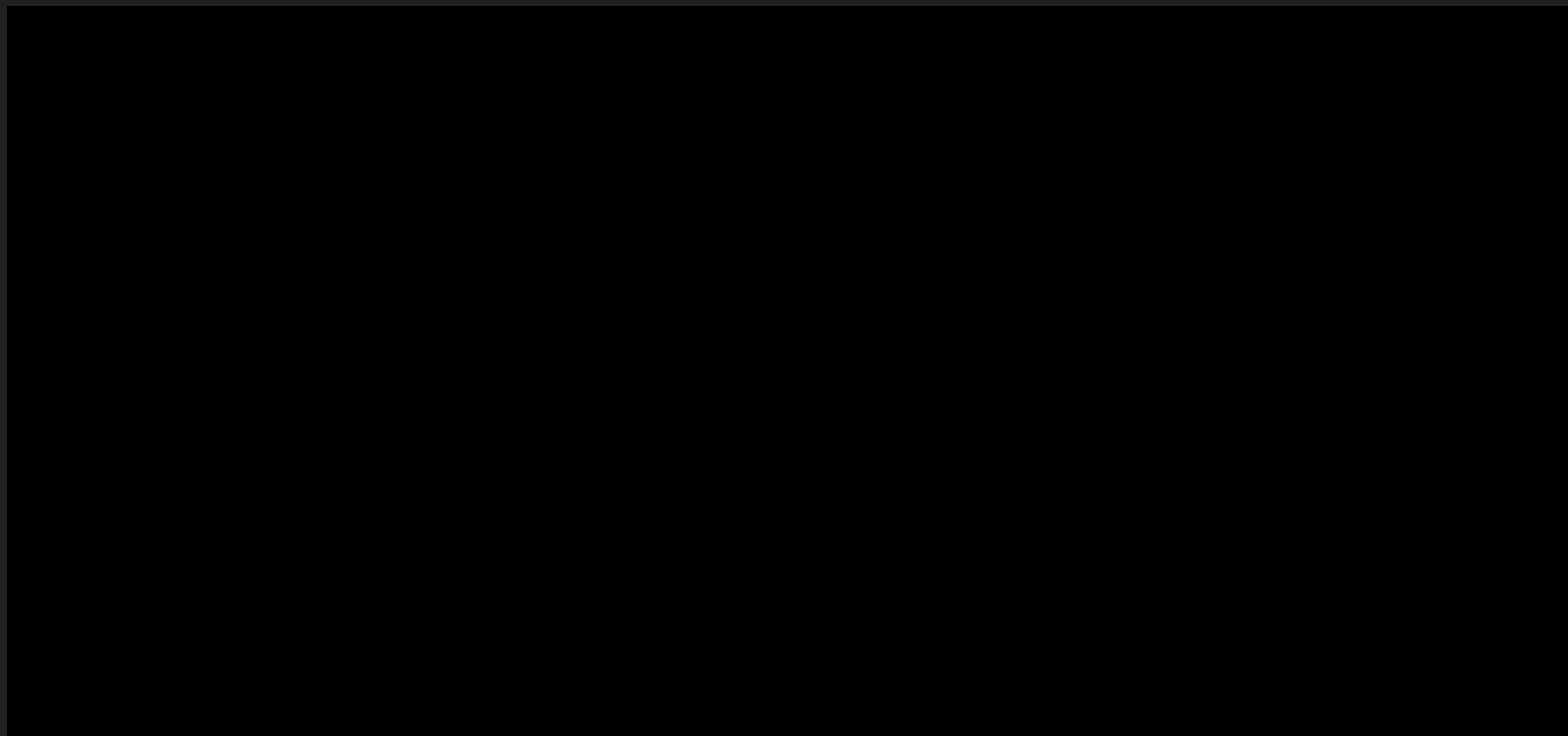# Current HBO Max Opening Page
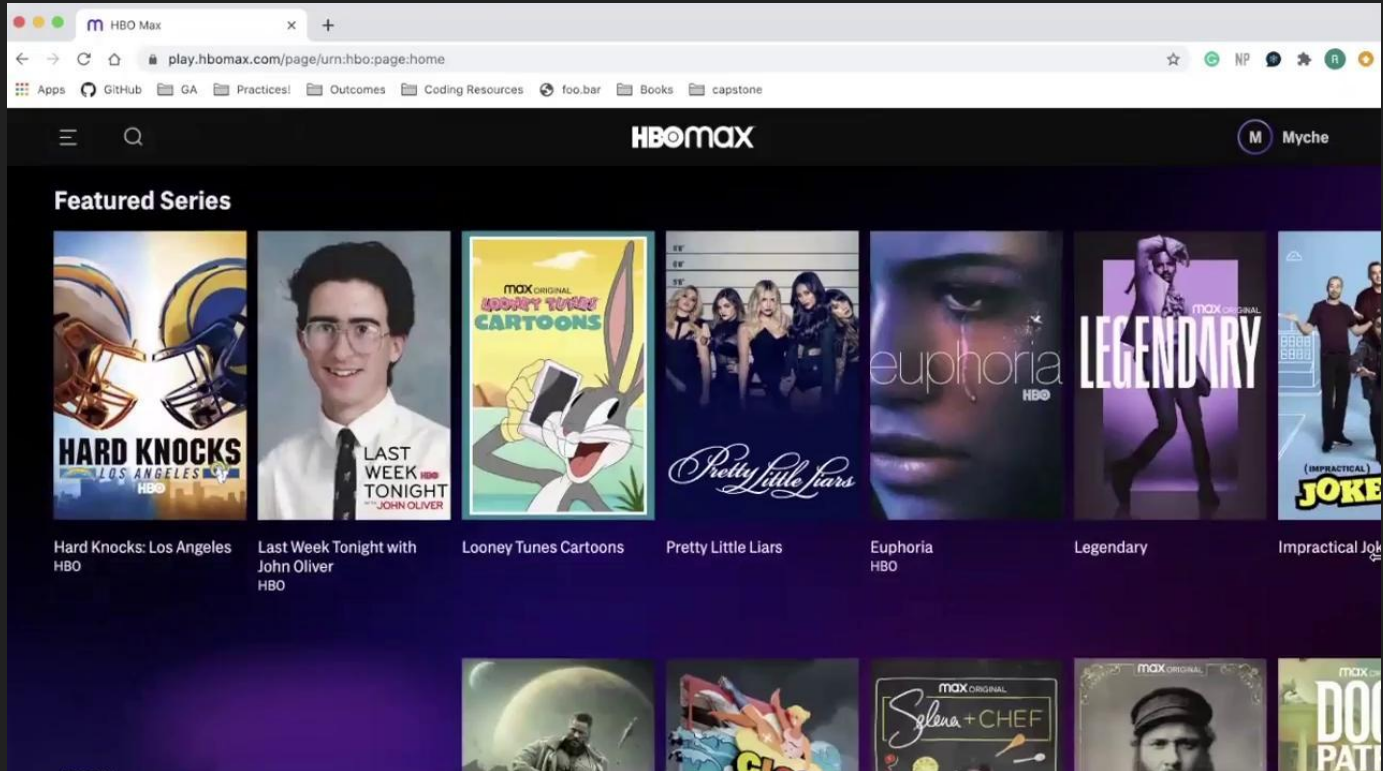
Recommended By Human
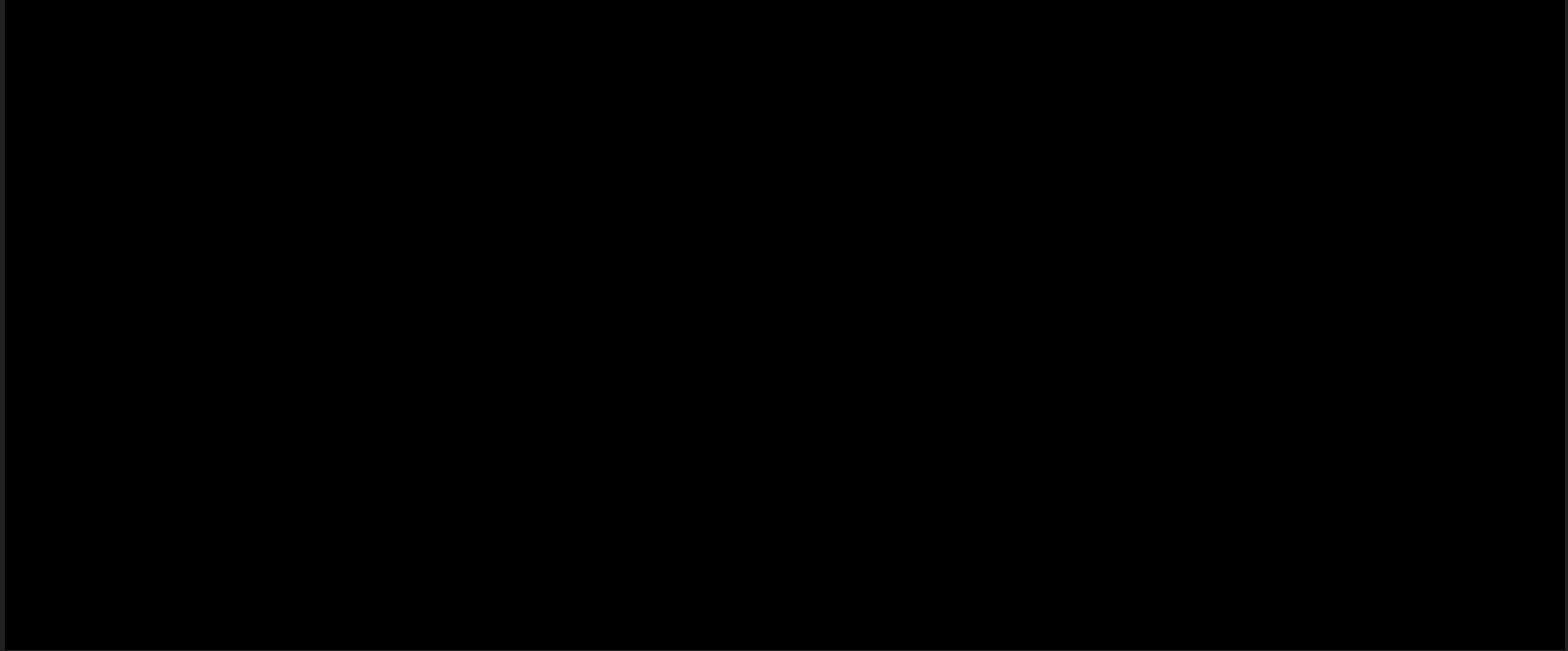
Proposed Solution

Create a Recommender System based on the HBO Max current library and incorporate it in the existing HBO Max app.

How Does It Work?

Input the title in the recommender

HBO max™

Return shows with similar genre, plot, IMDB ratings, and MPAA/TV rating

Return an options of similar show to user

Recently watched:

Recommender Demo

Why a Recommender System?

- Improve subscriber retention
- Trigger cues
- View count correlation

Examples:

- 75% of shows watched in Netflix are from the company's recommender system. This saves the company a total of $1,000,000,000/year in marketing.
- 30% of overall views in YouTube comes from recommender system, where it also help increase diversity in video views.

Company Recommendations

- Integrate Content-Based Recommender
- Let user's rate content:
  - Thumbs up or down
  - Star Rating
- Build on top of the proposed system
  - Improve algorithm with topic modeling
  - Introduce reinforcement learning

Thank you and Questions?