



# HBOmax<sup>SM</sup>

WHERE HBO MEETS SO MUCH MORE

Richelle Myche Tan

# HBOmax™

10,000 Hours  
of Content

1980 Titles  
(1610 movies and  
370 shows)

35 Content  
Providers



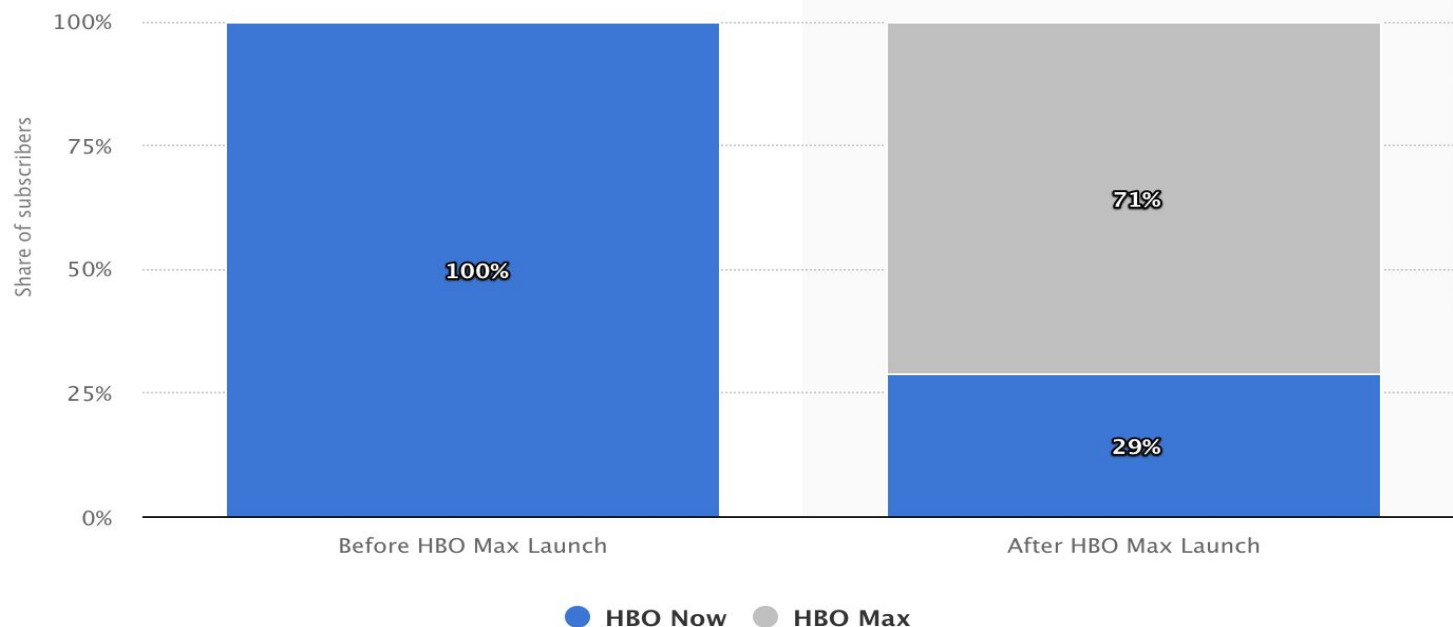
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STUDIO GHIBLI

[adult swim]™

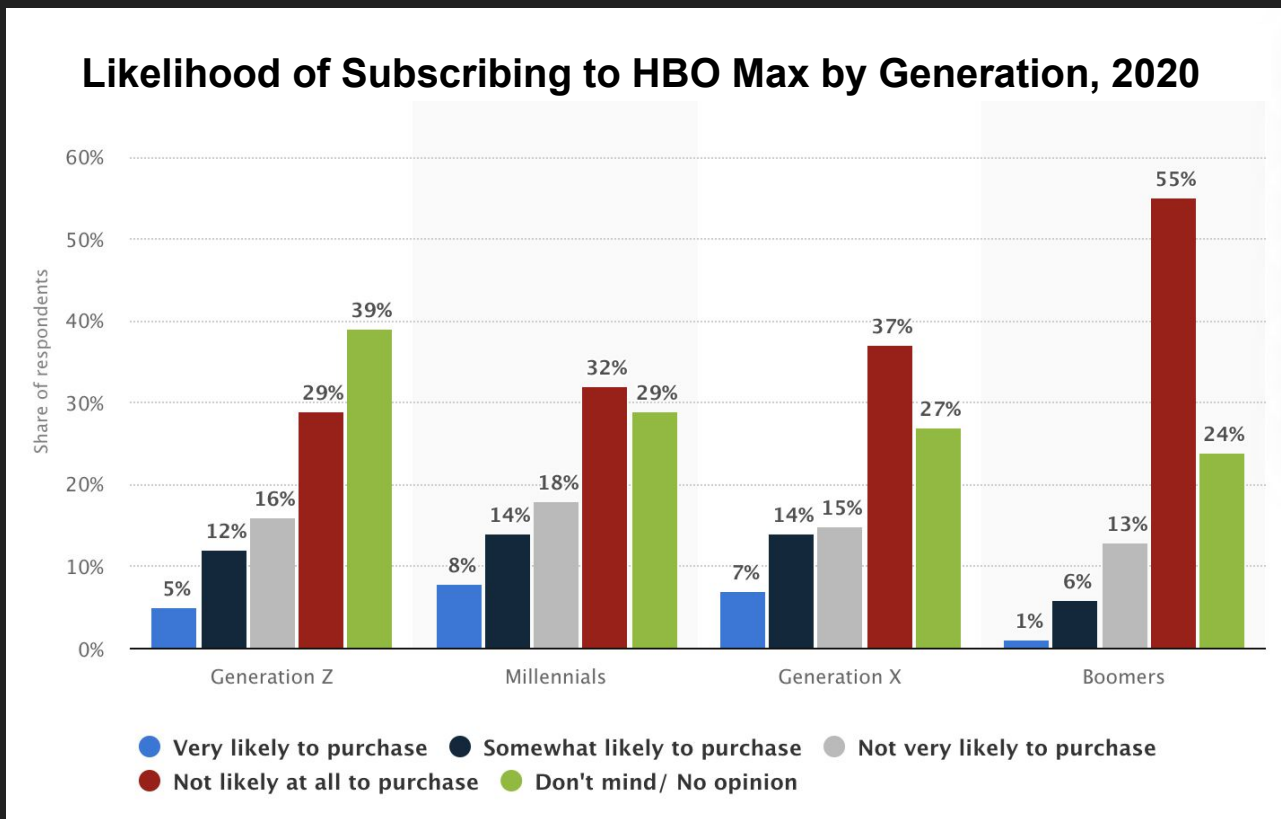


# Low Percentage Of Returning Subscriber

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



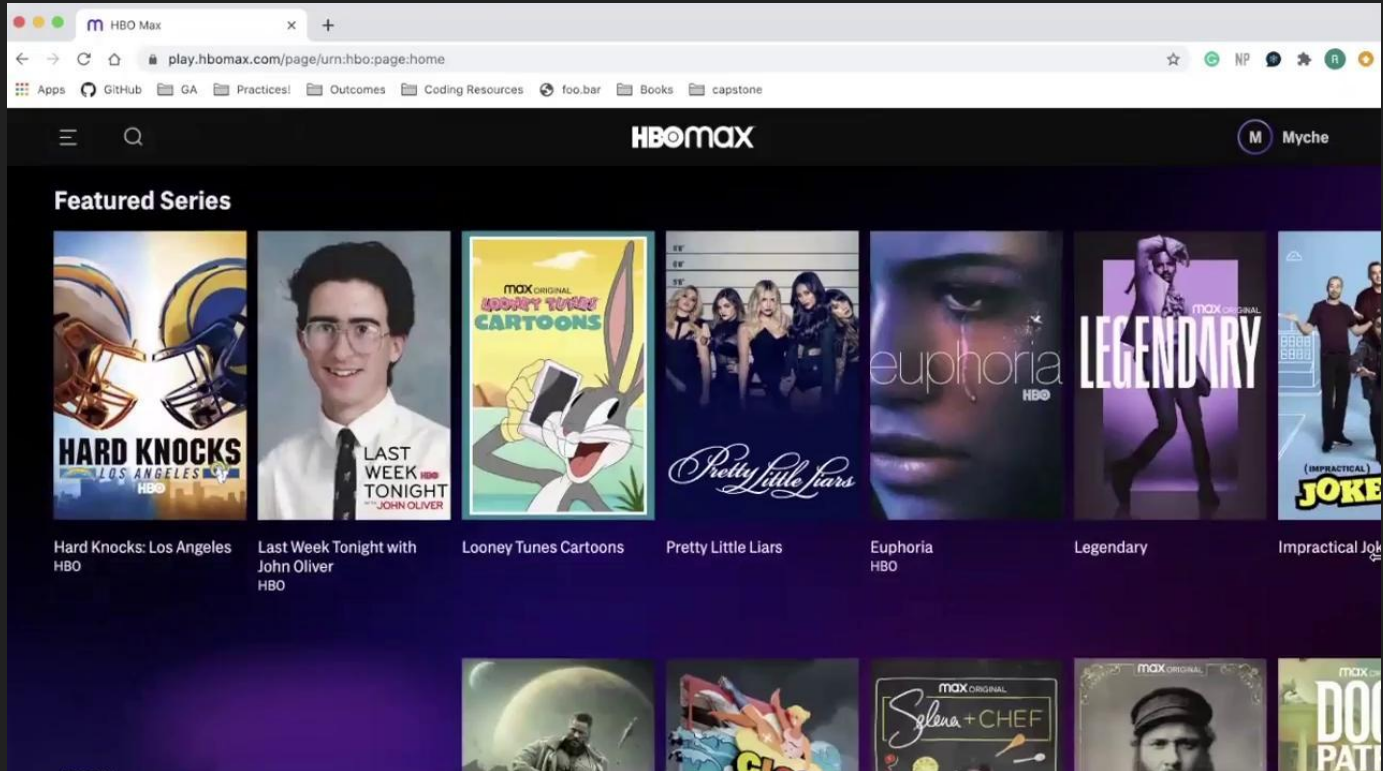
# Potential Users Do Not Want To Subscribe



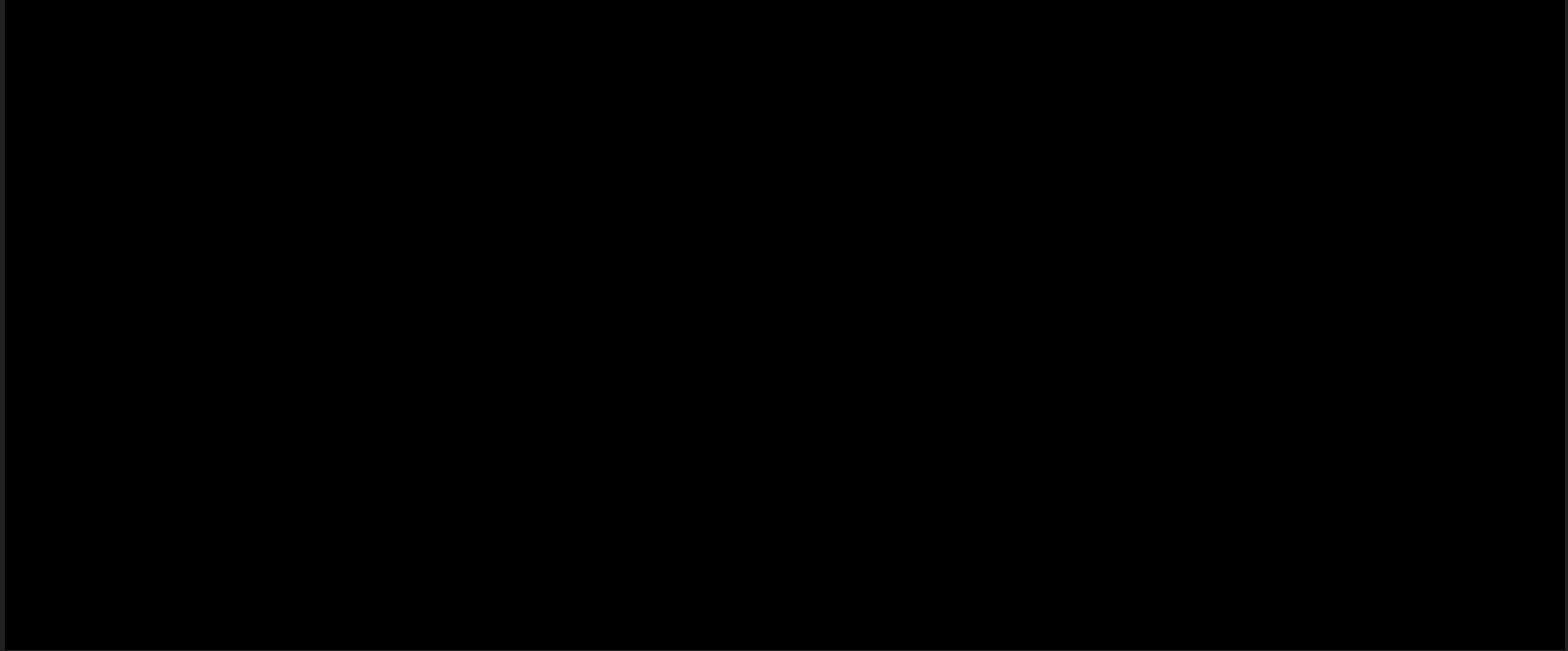
# Falling Behind Against Competitors

	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



# How Does It Work?





# 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.

Recommender Demo/ Goals:

Recommender Demo/ Goals:

**Incorporate in the existing HBO Max app**

# Recommendations

- Integrate Content-Based Recommender
- Let user's rate content:
  - Thumbs up or down
  - Star Rating
- Build on top of the proposed system

Thank you and Questions?