



HBOmaxSM

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



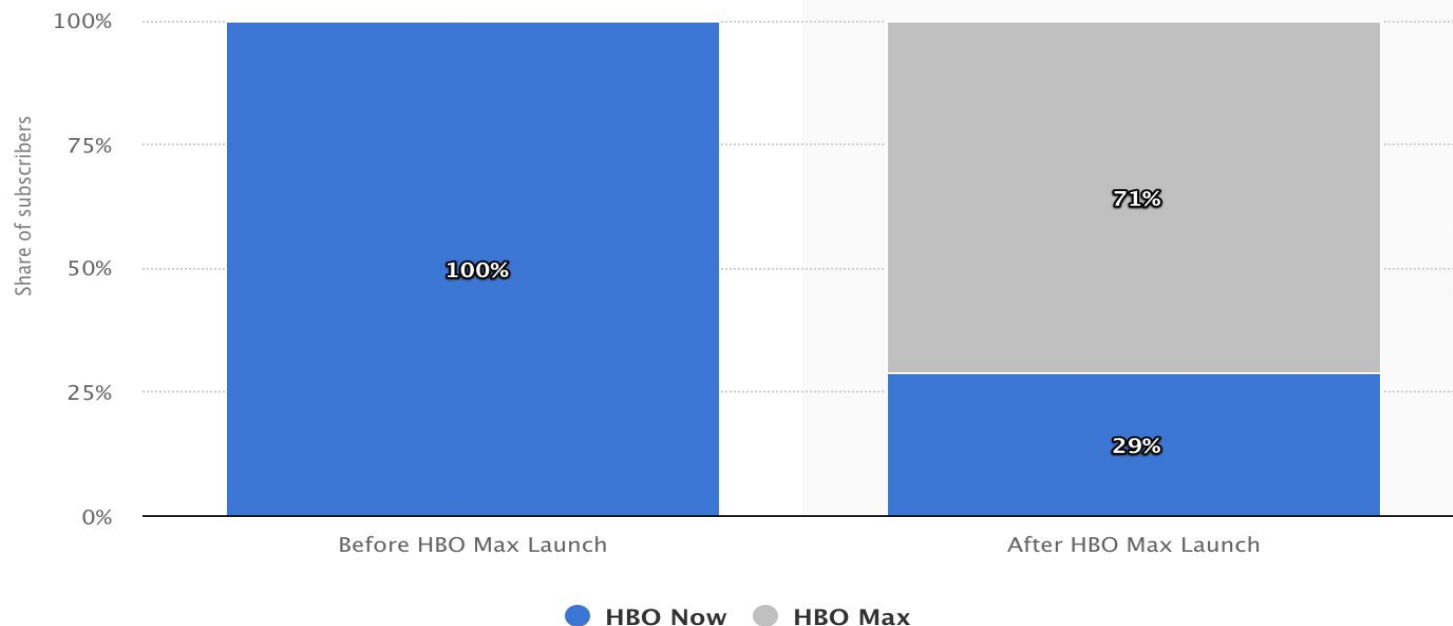
スタジオジブリ作品
STUDIO GHIBLI

[adult swim]™

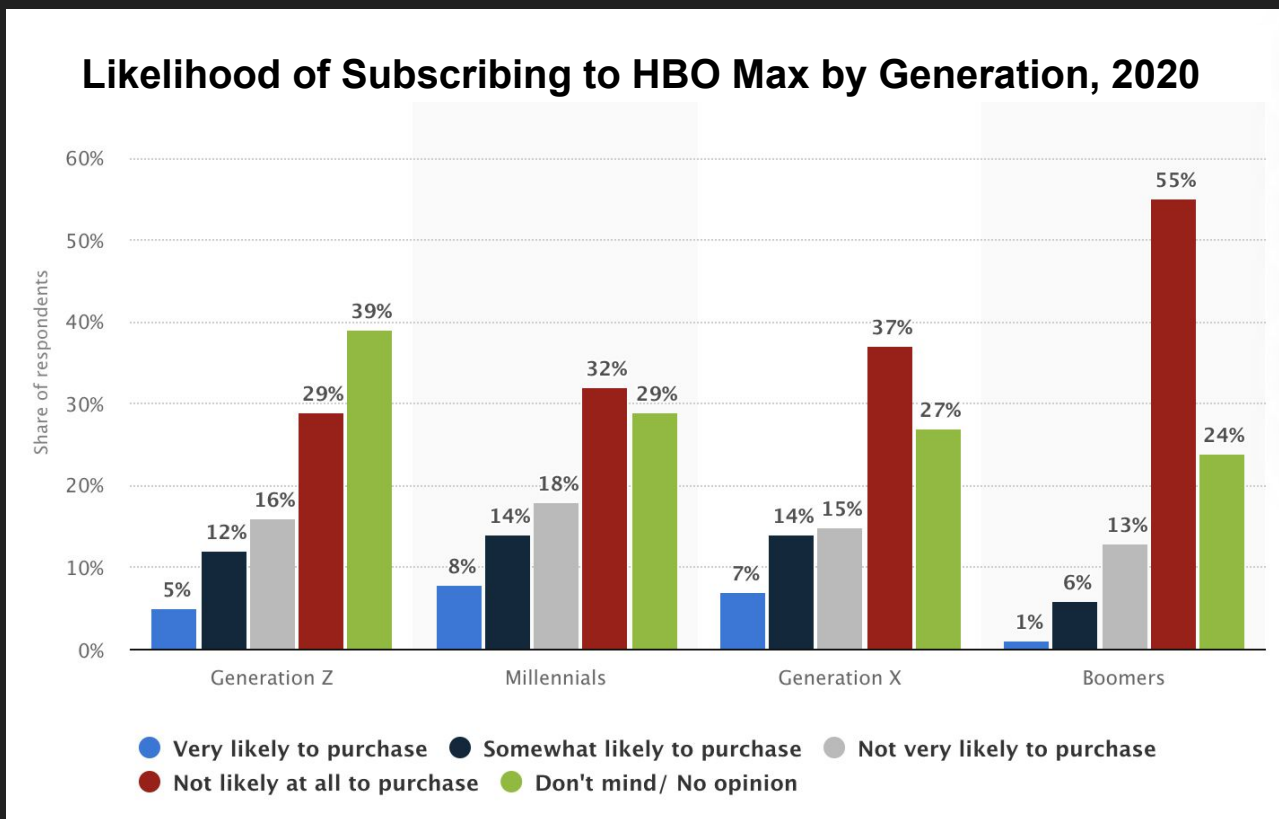


Low Percentage Of Returning Subscriber

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



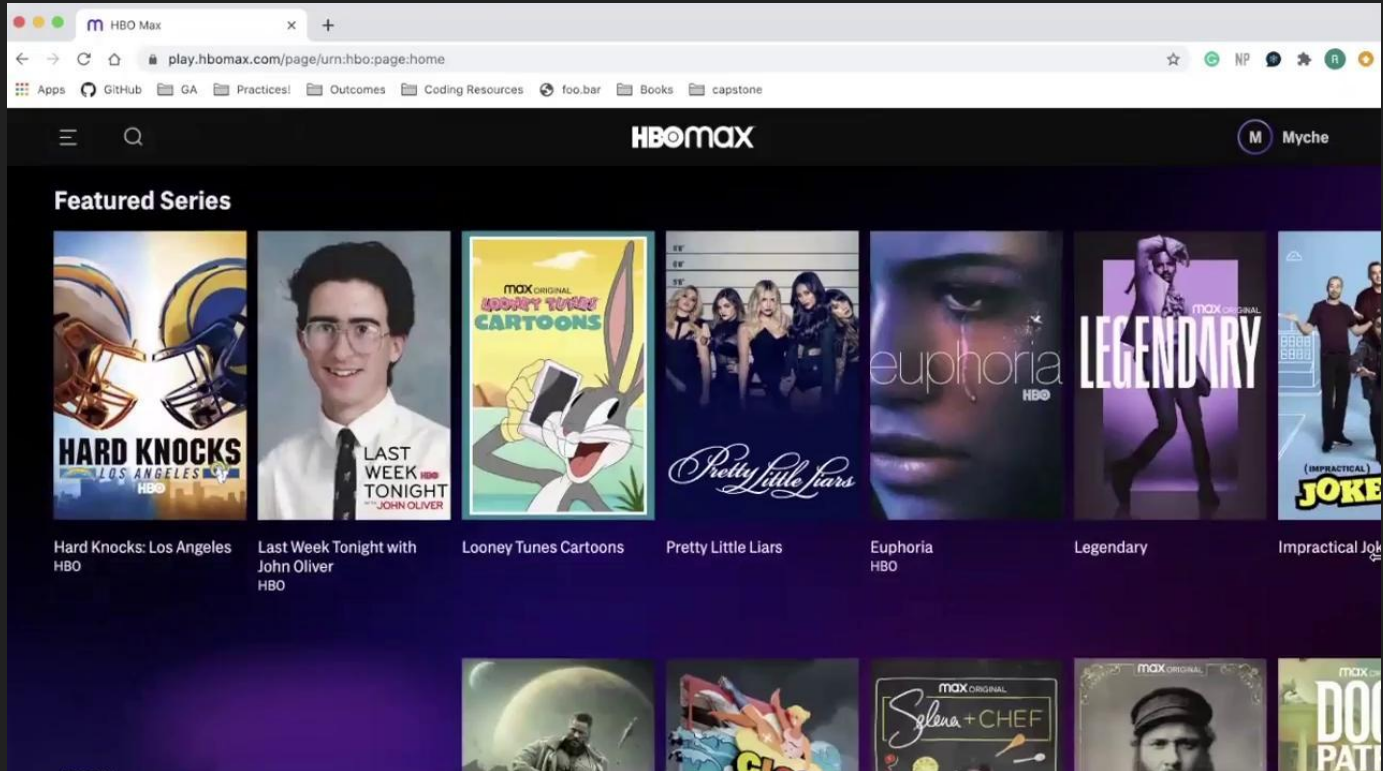
Potential Users Do Not Want To Subscribe



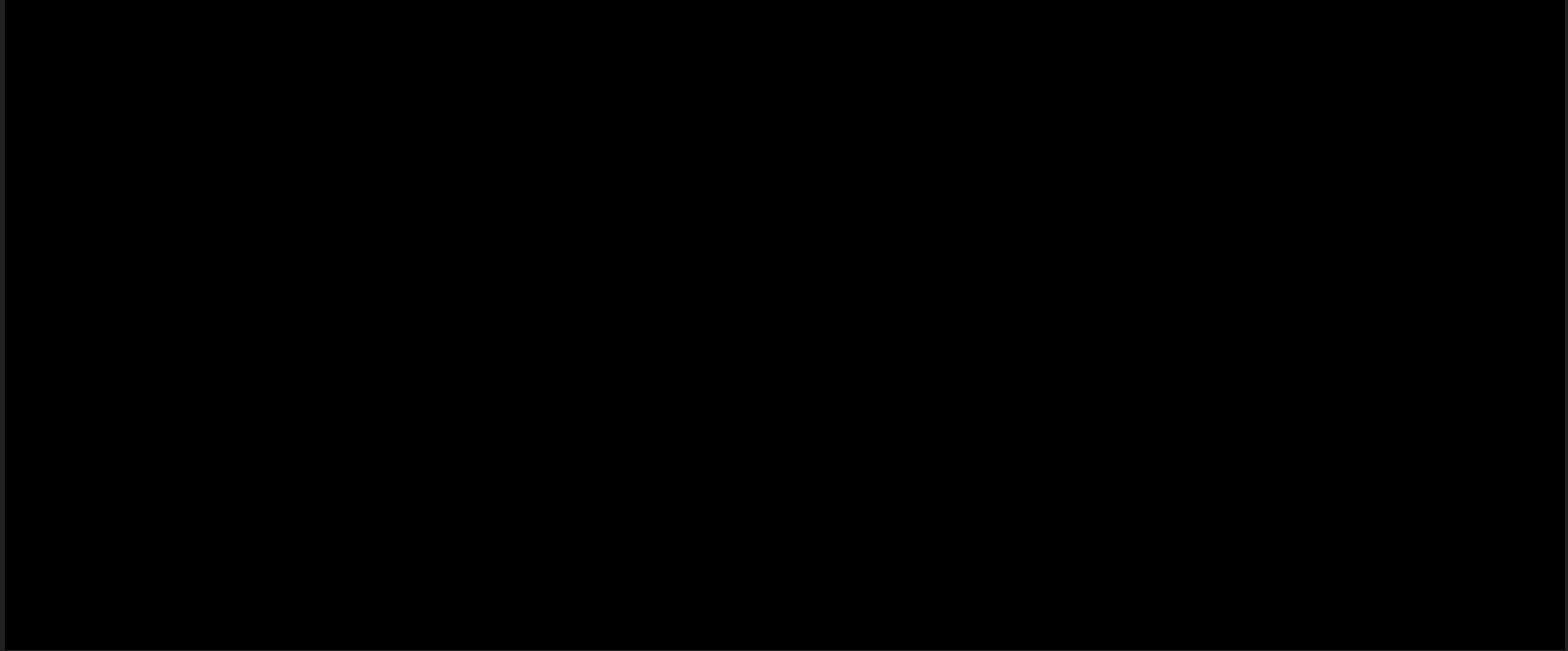
Falling Behind Against Competitors

	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 Recommenders?

- 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?