



HBO Max

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Executive Summary

Introduction

HBO (Home Box Office) is a subscription based TV network founded in 1972 and based in the United States. HBO is best known for producing and airing many popular and award-winning TV series like Game of Thrones. In the United States, there are many ways to watch your favorite HBO shows and films: the HBO channel, HBO on Demand, the HBO app, and HBO MAX, which includes all of HBO.

Problem and Solution

1. Problem Statement: HBO max has a mix of hand-curated and algorithm curated data to for a quasi-social approach to their recommendation algorithm. Our challenge is to find a data-driven way to inform the recommendation algorithm, while keeping their intended human-interaction in mind.
2. Solution Summary: We recommend that HBO Max brings in their hand-curated data into their recommendation algorithm and monitors the analytics of how their recommendation perform.

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Strategy Framework Summary

LANDSCAPE ANALYSIS

	HBO MAX	Netflix	Disney Plus	Hulu	Peacock	Paramount Plus	Amazon Prime	YouTube TV
Monthly _Price	\$14.99/month	Starts at \$8.99	\$7/month	\$5.99/month	\$4.99/month	\$4.99/month	\$12.99/month	\$65/month
Ads	N/A	N/A	N/A	N/A	Yes	Yes	Yes	Yes
Devices	Most platforms except Roku and Amazon Fire TV	All major platforms	Roku or other streaming device	across most major smart TVs and players	Most major platforms except Roku	Roku or other streaming device	Roku or other streaming device	
Mobile downloads	Yes		Yes	Yes	Yes	Yes	Yes	Yes
4KHDR_Available	N/A	Yes	Yes	Yes	No	Yes	Yes	Yes
Number of streams	3	1 (2 for Standard, 4 on Premium)	4	2	3	3	3	3
Free trial	N/A	N/A	N/A	30 days	7 days	30 days	30 days	7 days
Live TV	N/A	N/A	N/A	Yes	Live broadcasts of news, sports but not everything	Yes	Yes	Yes
Number of live channels	N/A	N/A	N/A	75+	50+	18	100+	85+
DVR hours	N/A	N/A	N/A	50	N/A	N/A	N/A	unlimited

RECOMMENDED OKRS

Objective	Increase subscription for HBO Max by using data to inform recommendation decisions
KR1	Increase advertising to have more that 47 million subscribers for Q4 2021
KR2	Decrease the average time from opening the app to clicking play to by 30%.

TEAM CHART

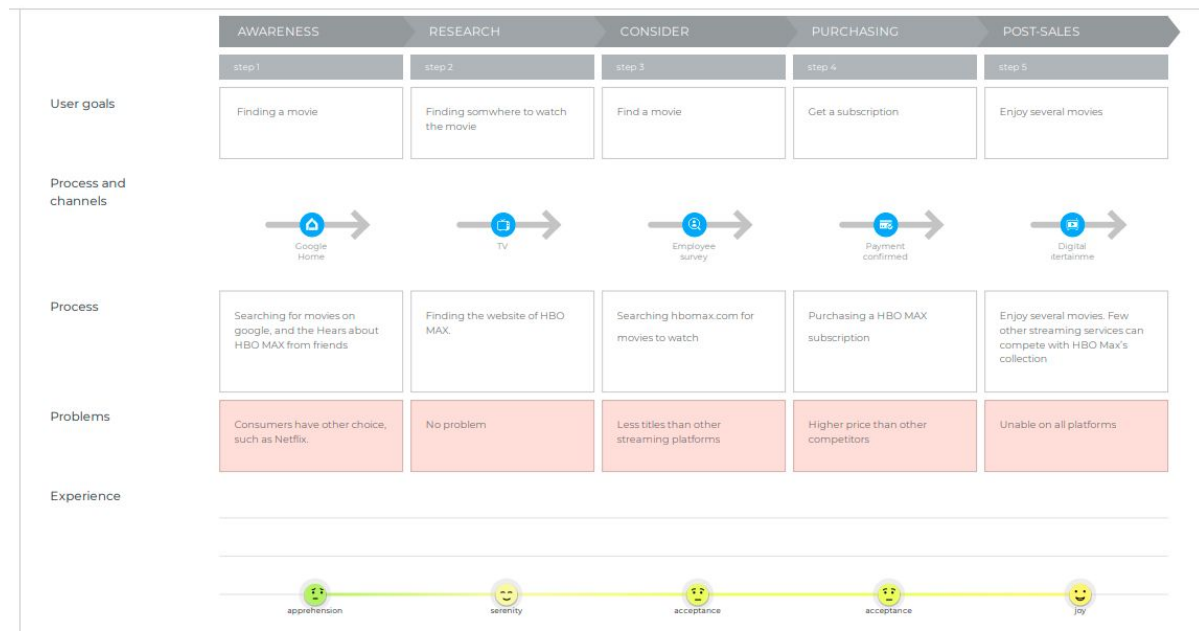
EVP & General Manager:

Leads the HBO Max operating business unite at Warner Media, reporting directly to the CEO, Responsible for product,marketing, customer engagement, and operations at HBO Max.

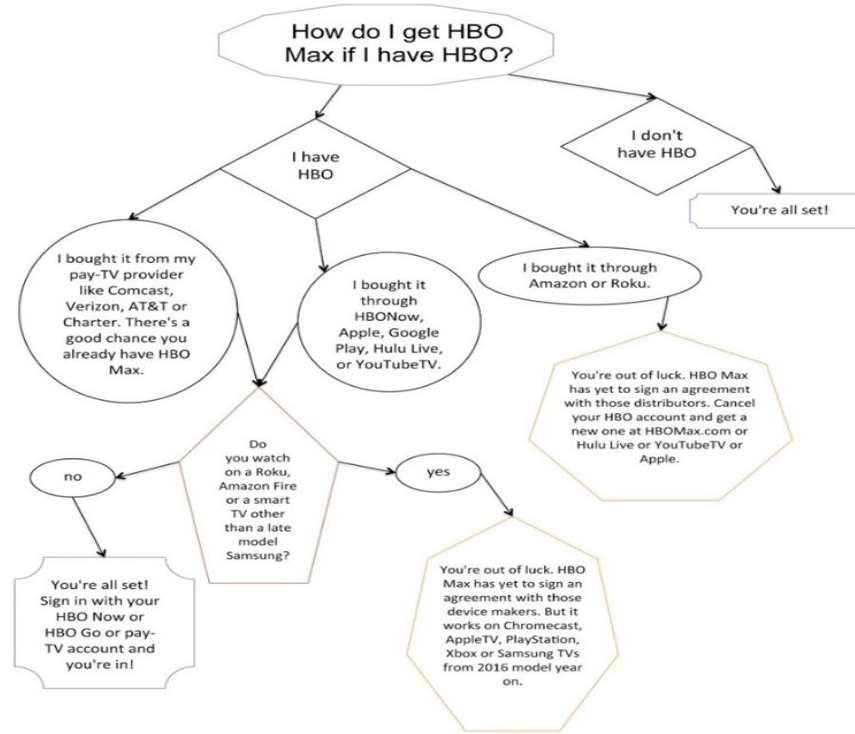
3

Design Summary

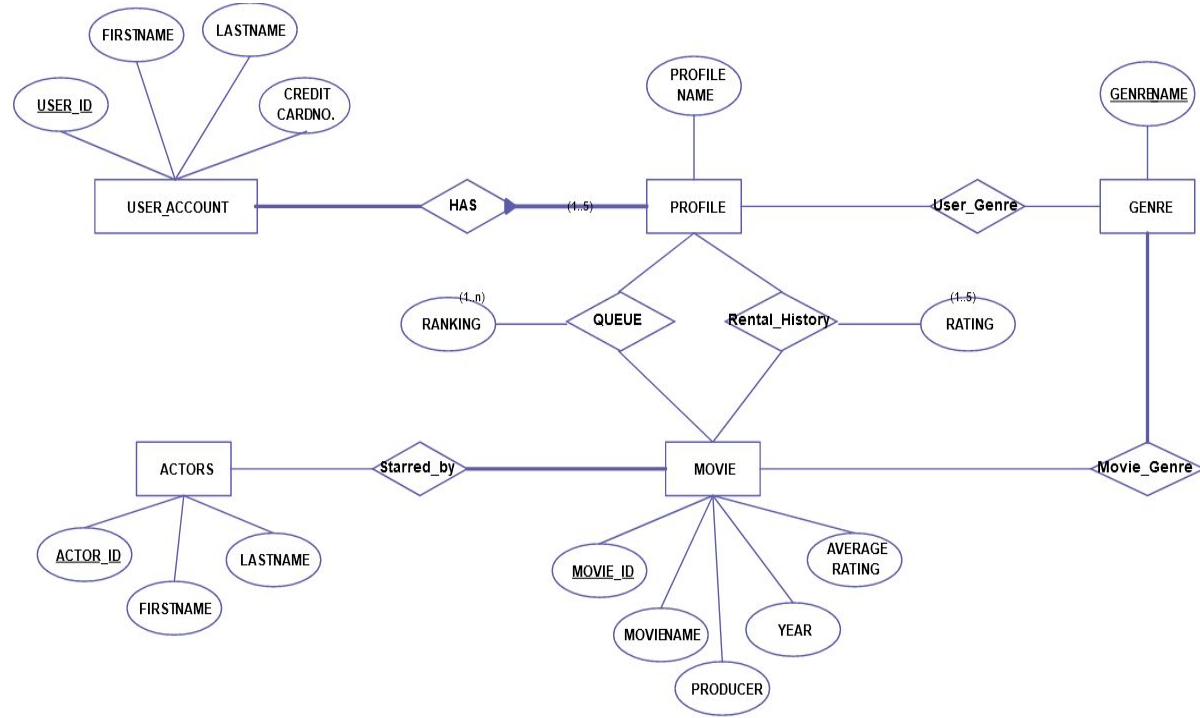
JOURNEY MAP



PROCESS FLOW DIAGRAM



PROCESS FLOW DIAGRAM



3 PRIMARY RECS

1. Bring HBO Max to increase the number of subscribers and to collect even more user data.
2. Expanding the reach of AI by including elements from hand-picked content to refine the recommendation algorithm.
3. Using AI to monitor live and historical analytics to help predict when human recommendations are not producing the expected user response.

AI USE CASE

- ◎ HBO Max takes a more quasi-social approach to content recommendations
- ◎ Including this information in their algorithms allows the recommendations to be finely curated towards the user, increasing business value in the SVOD space

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Visualization and Demo

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Challenges and Improvements

CHALLENGES

- ◎ Working with the one-hot-encoded data
- ◎ Finding data about our specific goals
- ◎ Finding information about HBO Max's business approach online
- ◎ Narrowing the focus of our project
- ◎ Cleaning data: Missing values

IMPROVEMENTS

- ◎ Getting more data
- ◎ Interviewing someone in the field

Thank you!

BUSINESS MODEL CANVAS

Key Partners: <ul style="list-style-type: none">- Content owners- Internet service and other providers (i.e. AT&T)- Cinemas & theaters- Film festivals- Cable companies and broadcasters- Producers & studios- Influencers- Universities	Key Activities: <ul style="list-style-type: none">- Tech & development- Content creation- Products & licensing- Advertisements- Marketing	Value Propositions: <ul style="list-style-type: none">- Watch exclusive HQ TV and movies- Ad placement to targeted users- Content libraries- No ads (for specific users)- Ability to binge watch- Personalization- Localization- New movies	Customer Relationships: <ul style="list-style-type: none">- Self-service app/website- AI recommendations- User support- Customer service- Social media- Recommendation systems- Targeted ads- Sales team	Customer Segments: <ul style="list-style-type: none">- Customers vs advertisers- Users segmentation<ul style="list-style-type: none">- Age- Genre preferences- Viewing behaviors- Browsing behaviors- Technology- Channel preferences- Non-user segmentation<ul style="list-style-type: none">- Demographic- Interaction with social media- Rating
	Key Resources: <ul style="list-style-type: none">- HBO brand- Exclusive content portfolio- App/website- Algorithms & data- Staff, actors, filmmakers, content creators		Channels: <ul style="list-style-type: none">- Desktop, tablet, mobile, etc.- HBO channels- Social media- Media outlets- Film festivals	
Cost Structure: <ul style="list-style-type: none">- Production & licensing- Technology development- Marketing			Revenue Streams: <ul style="list-style-type: none">- Subscriptions- Merchandise- Advertisements- US streaming- International streaming	



USE CASES - DIMENSIONAL MODEL AND GOVERNANCE MODEL

