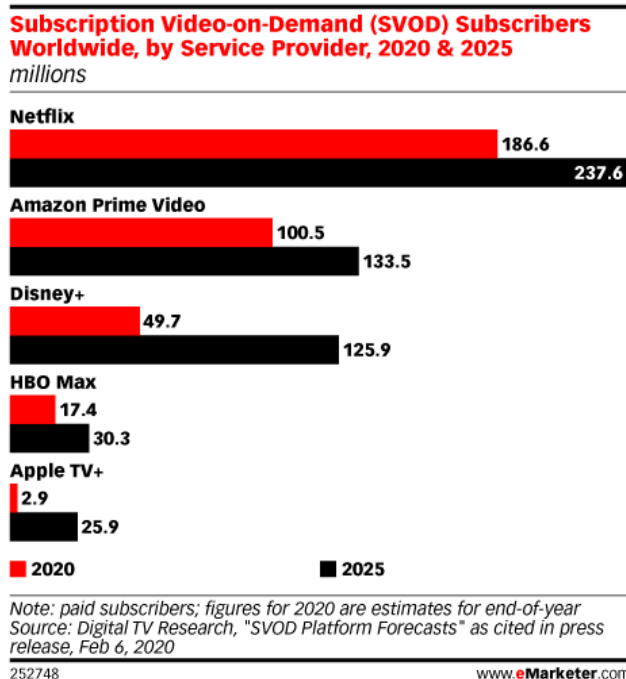


HBO Max Is Here. Now What?

AUDIO |

eMarketer Editors

eMarketer analyst Ross Benes, forecasting analyst Eric Haggstrom and vice president of content studio Paul Verna at Insider Intelligence discuss the launch of HBO Max. How is it different from HBO's other products, can its content compete and do Americans want it? They then talk about Disney+ reaching 55 million subscribers, programmatic OTT being set to surge and a new merged entity called NBCUniversal Television and Streaming.



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