

# HBO Max's euphoric ascent in the entertainment app rankings

Article

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**HBO Max** was the most downloaded US mobile entertainment app in 2021, with **46.0 million** downloads and a monster growth rate of **101%**. Second-place **Netflix** saw downloads drop by **15%** year over year to **38.0 million**.

**Beyond the chart:** HBO Max likely got its boost from the launch of its ad-supported tier last year, as well as its day-and-date release of Warner Bros. films. Competition will be tighter than ever in 2022, with streamers doing all they can to stand out, whether it be live sports, gaming, or news. But Netflix will remain the most popular: **59.0%** of US internet users will be monthly viewers in 2022, while **29.1%** will watch HBO Max at least once per month.

**Top 10 US Mobile Entertainment Apps, Ranked by Downloads, 2021**

millions and % change

1. HBO Max	46.0 (101%)
2. Netflix	38.0 (-15%)
3. Disney+	37.0 (-18%)
4. Peacock	30.0 (168%)
5. Hulu	29.0 (-7%)
6. Tubi	28.0 (12%)
7. Roku	26.0 (13%)
8. Amazon Prime Video	25.0 (-7%)
9. Twitch	18.0 (-10%)
10. Discovery+*	16.0

Note: \*newly launched in 2021  
Source: Apptopia, "Worldwide and US Download Leaders 2021," Dec 27, 2021  
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