

How our US HBO Max viewer forecast has changed

Article



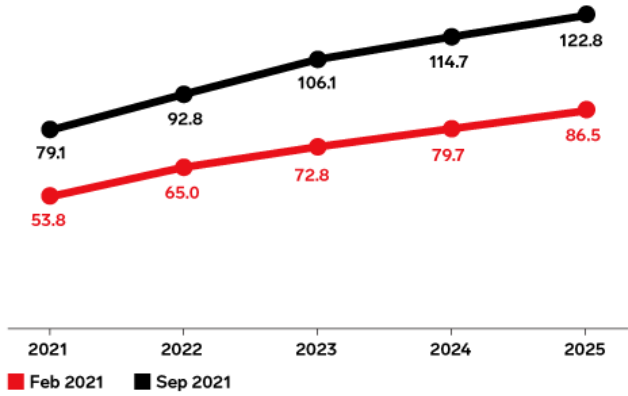
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Though HBO Max did not come close to reaching **100 million** US viewers over the period of our previous forecast, we now project the streaming platform will cross that threshold in

2023. This upward revision is due partly to its parent company, **WarnerMedia**, releasing new movies straight to the platform over the past year.

How Has the US HBO Max Viewers Forecast Changed?

millions, 2021-2025



Note: individuals of any age who watch HBO Max via app or website at least once per month
Source: eMarketer, Sep 2021
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