

# HBO Max PMP for Yahoo DSP

With HBO Max, programmatic buyers can gain direct access to the most gripping dramas, clever comedies, revolutionary documentaries and action-packed thrillers—all in one place.

HBO Max is home to 13,000+ hours of premium content, including epic blockbuster movies, addictive television series and must-see Max Originals from hundreds of the world's top talent.

- **The fastest growing platform** From 2020 to 2021, HBO Max beat out all major SVOD, AVOD, and FAST providers
- **Top 10** most downloaded apps during 2021
- **130** Primetime Emmy nominations for HBO & HBO Max
- **1 in 2** Consumers subscribe to HBO Max for exclusive shows and movies

Yahoo DSP Deal name: **HBO Max OTT**

Exchange Deal ID: **TUR-YAH-00009**

Exchange: **FreeWheel**

Price: **\$45 Floor price**

# HBO max

Now available programmatically, through Private Marketplace deals (PMP).

