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Home Box Office (HBO) Max scores over 850,000 viewers in first quarter streaming content

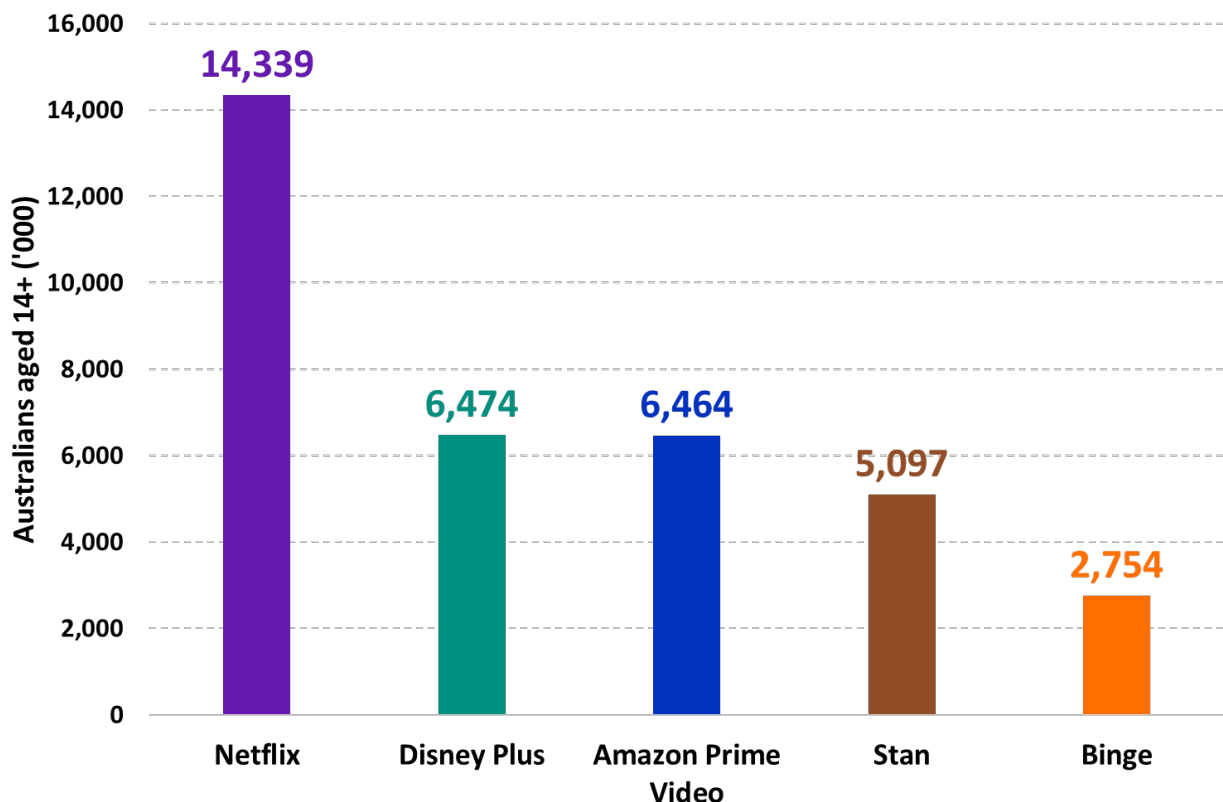
New data from Roy Morgan shows streaming video service Home Box Office (HBO) Max, which launched in Australia on March 31, 2025, and was initially known just as 'Max', has captured an impressive audience of 851,000 Australians aged 14+ in its first full quarter online (April – June 2025).

A look at the broader market for subscription video on demand (SVOD) shows 17.6 million Australians (76.9%) watched a streaming video service in an average four weeks in the 12 months to June 2025, up 452,000 (+3%) from a year ago.

The leading streaming video service is again Netflix with 14,339,000 viewers (63% of Australians) in an average four weeks – **more than double any single other streaming video service.**

The contest for second is tight between Disney Plus with 6,474,000 viewers (28%) just ahead of Amazon Prime Video with 6,464,000 viewers (28%) and Stan on 5,097,000 (22%). In fifth place is DAZN's streaming video service Bingie with 2,754,000 viewers (12%).

Number of Australians watching leading subscription video on demand (SVOD) services: Top 5



Source: Roy Morgan Single Source, July 2024 – June 2025, n=67,653.

Base: Australians aged 14+.

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HBO Max combines content from Home Box Office (HBO), Warner Bros, Discovery and other brands like Harry Potter, the DC superhero movies, the Cartoon Network and Discovery.

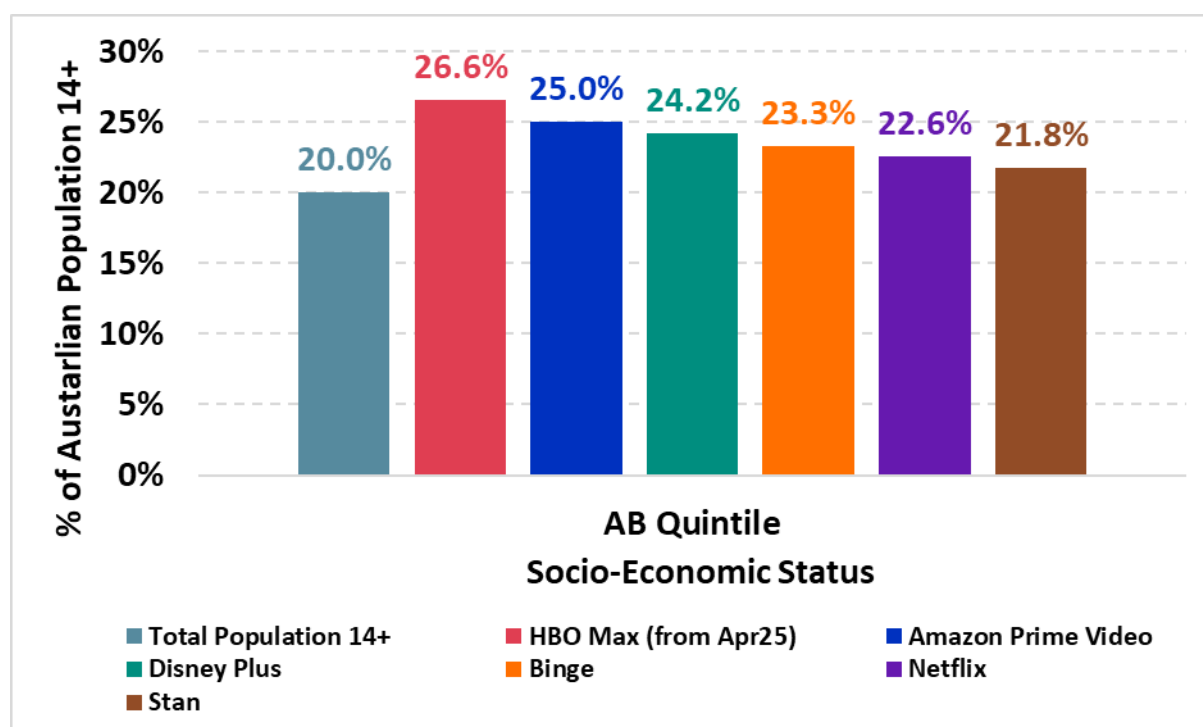
Awareness of HBO Max is even more impressive with 9,201,000 Australians aged 14+ (40%) aware of the new streaming service after just over three months in the market.

In addition, Roy Morgan's latest research into the overall subscription video on demand market shows HBO Max is already the 14th most used service behind heavyweights such as Netflix, Disney Plus, Amazon Prime Video, Stan, Binge, Kayo Sports, Paramount+, YouTube Premium and Apple TV+.

Top socio-economic AB Quintile drawn to HBO Max at greater rate than other services

Analysis of who is using HBO Max shows over a quarter of HBO Max users are in the AB Quintile (26.6%), higher than all other leading streaming services such as Amazon Prime Video (25.0%), Disney Plus (24.2%), Binge (23.3%), Netflix (22.6%), and Stan (21.8%).

% of Socio-Economic AB Quintile Users by Streaming Service



Source: Roy Morgan Single Source, July 2024 – June 2025, n=67,653 including April – June 2025, n=14,969.

Base: Australians aged 14+.

Roy Morgan CEO Michele Levine says HBO Max has attracted an affluent audience base of nearly 1 million Australians in its first three months in the market:

"HBO Max launched in Australia at the end of March, amidst a highly contested Federal Election campaign, and has made a large impact during its first three months by attracting a viewing audience of over 850,000 in its first full quarter (June quarter 2025).

"A striking feature of the HBO Max audience is the affluence of those already using the service. The average household income of a HBO Max viewer is \$127,000, six per cent higher than the

average, while 26.6% of HBO Max viewers are in the top AB socio-economic quintile – a higher share than any of the leading streaming services.

“The HBO Max audience skews younger with over half (53%) either Millennials or Gen Z (effectively those aged under 45) while the valuable audience of women aged 25-34 are over-represented in HBO Max’s audience share.

“Perhaps most importantly for future growth of the service is that awareness is high – over 9.2 million people (40% of Australians aged 14+) are aware of HBO Max – a pool of potential subscribers more than 10 times larger than the current user base.”

Related research findings

To access data on the customers of each subscription video on demand or pay television service, including [Netflix, Foxtel, Stan, Disney Plus, Amazon Prime Video, HBO Max, Paramount+ and others](#), visit the Roy Morgan online store.

For comments or more information about Roy Morgan’s pay television data please contact:

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About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years’ experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2