WarnerMedia to offer $10 ad-supported tier of HBO Max

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In this July 29, 2019 photo an AT&T logo sits above an entrance to a building, in Boston. WarnerMedia is rolling out a $10-a-month ad supported version of its HBO Max streaming service starting in June 2021. AT&T said Monday it will combine its massive WarnerMedia media assets, which includes HBO and CNN, with Discovery Inc. to create a new media company in a $43 billion deal. Credit: AP Photo/Steven Senne, File

WarnerMedia is rolling out a $10-a-month ad supported version of its HBO Max streaming service starting in June.

That's $5 off the current price for the ad-free version, which launched in May 2020. And cheaper than Netflix, which charges $14 a month for its most popular plan.

AT&T said Monday it will combine its massive WarnerMedia media assets, which includes HBO and CNN, with Discovery Inc. to create a new media company in a $43 billion deal. However the transaction isn't expected to close until mid-2022, and WarnerMedia is still going ahead with plans for HBO Max.

AT&T said earlier this month that there are 44.2 million subscribers to HBO Max and the traditional HBO channel combined in the U.S.

A bevy of streaming services have launched as people shift to watching TV online rather than via traditional cable packages.

Disney Plus, which launched in 2019, charges $8 a month and has amassed more than 100 million subscribers. Netflix remains the service to beat with more than 200 million subscribers globally.

HBO Max offers viewers shows from HBO such as "Game of Thrones," movies including "Wonder Woman" and "Godzilla vs. Kong" and originals such as the show "Made for Love."

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