HBO Max is officially HBO Max again

After announcing in May that it was giving up and returning to HBO Max branding for its streaming service, today Warner Bros. has officially made the change. The new / old branding can now be found across the streamer's website and apps.

> *"Same app. New-ish name. The plot twist everyone has been waiting for: Max is now HBO Max."*

Unlike the Max rollout, users won't need to download a new app, and subscribers should see their app update automatically to the HBO Max branding.

In case you've lost track, HBO Max launched in 2020 in an attempt to consolidate HBO's messy streaming options and give Warner Bros. a single platform to rival Netflix and Disney Plus. It became Max in 2023, a rebrand that was met with immediate derision and has since been seen as an all-time screw-up on par with New Coke.

https://www.theverge.com/news/702261/hbo-max-rebrand-official-warner-bros