

WBD Introduces Out-of-Home Member Plan as It Begins Max Password Crackdown

Password sharers will soon have one less option as Warner Bros. Discovery is set to begin its password crackdown for its streaming service, Max.

To assuage all of those affected by the lack of access to Max—home to premium original Max and HBO shows like *White Lotus*, *The Last of Us*, and *The Pitt*—WBD is introducing a new feature where one out-of-home member can be added to an existing subscription.

The “Extra Member Add-On” will be priced at an additional \$7.99 per month and limited to only one add-on at the moment, with the extra member getting a stand-alone account and the ability to transfer existing profiles into this new account.

JB Perrette, CEO of global streaming and games at WBD, said in a statement, “Extra Member Add-On and ‘Profile Transfer’ are two key Max advancements, designed to help viewers with a new way to enjoy our best-in-class content at an exceptional value and offer subscribers greater flexibility in managing their accounts.”

Max’s new Extra Member Add-On feature is similar to one deployed by Netflix, dubbed “Extra Member Slots,” which allows subscribers to add a person to standard or premium plans for an additional monthly fee.

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