**WarnerMedia’s Box Office-HBO Max Experiment Gets Mixed Results**

All of the studio’s 2021 theatrical releases are being offered simultaneously on HBO Max in the U.S. Dubbed “Project Popcorn,” the controversial pandemic-era initiative — engineered by Kilar — was designed to pump up WarnerMedia’s new streaming service and allow Emmerich’s team to keep the pipeline flowing.

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[*https://www.hollywoodreporter.com/business/business-news/warnermedias-project-popcorn-box-office-hbo-max-experiment-gets-mixed-results-1235037096/*](https://www.hollywoodreporter.com/business/business-news/warnermedias-project-popcorn-box-office-hbo-max-experiment-gets-mixed-results-1235037096/)

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[*https://www.bing.com/images/search?view=detailV2&ccid=JvNtcrQT&id=6E3C4271402DD53C9E74E9248A16FE166FB7DB5E&thid=OIP.JvNtcrQTsxNJeT6kOyxzaAHaEK&mediaurl=https%3a%2f%2frevistaroi.com%2fwp-content%2fuploads%2f2019%2f10%2f191028133403-hbo-max-stock-full-169.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.26f36d72b413b31349793ea43b2c7368%3frik%3dXtu3bxb%252bFook6Q%26pid%3dImgRaw%26r%3d0&exph=675&expw=1200&q=warner+media+hbo&simid=608002189132916438&FORM=IRPRST&ck=51EC005D0FD2182A732E51C84F963C6D&selectedIndex=18&ajaxhist=0&ajaxserp=0*](https://www.bing.com/images/search?view=detailV2&ccid=JvNtcrQT&id=6E3C4271402DD53C9E74E9248A16FE166FB7DB5E&thid=OIP.JvNtcrQTsxNJeT6kOyxzaAHaEK&mediaurl=https%3a%2f%2frevistaroi.com%2fwp-content%2fuploads%2f2019%2f10%2f191028133403-hbo-max-stock-full-169.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.26f36d72b413b31349793ea43b2c7368%3frik%3dXtu3bxb%252bFook6Q%26pid%3dImgRaw%26r%3d0&exph=675&expw=1200&q=warner+media+hbo&simid=608002189132916438&FORM=IRPRST&ck=51EC005D0FD2182A732E51C84F963C6D&selectedIndex=18&ajaxhist=0&ajaxserp=0)