**More Media Companies See Value In Live Sports**

Warner Bros. Discovery wants to boost its Max streaming service with Bleacher Report, a sports add-on that will offer access to MLB, NBA, NCAA and NHL games as well as TNT's "Inside the Studio" and international events. The package, which represents a trend of media companies looking to bring live sports to their platforms, will launch on Oct. 5, but the $9.99 monthly fee will not take effect until March 2024.

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[*https://variety.com/2023/tv/news/warner-bros-discovery-bleacher-report-streaming-sports-1235727574/*](https://variety.com/2023/tv/news/warner-bros-discovery-bleacher-report-streaming-sports-1235727574/)

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[*https://variety.com/wp-content/uploads/2019/06/nba-finals-game6.jpeg*](https://variety.com/wp-content/uploads/2019/06/nba-finals-game6.jpeg)