**Movie Releases Send More Customers to Streaming Services**

Hub Entertainment Research reports that 13% of new subscribers to streaming services chose HBO Max in December, almost double the service's November market share. "Theatrical" movies drove the decision for 12%, and the same share of new Disney+ customers cited movies as their reason for signing up.

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[*https://www.mediaplaynews.com/research-consumers-flocked-to-hbo-max-in-december-to-watch-new-movies/*](https://www.mediaplaynews.com/research-consumers-flocked-to-hbo-max-in-december-to-watch-new-movies/)

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