

# HBO Max Global Pricing Report

Current regional prices, provenance and citation metadata

|                           |                                    |
|---------------------------|------------------------------------|
| Product                   | HBO Max                            |
| Published plans           | 3                                  |
| Regional price rows       | 65                                 |
| Last price verification   | 2026-09-19                         |
| Latest exchange-rate date | 2026-09-19                         |
| Generated at (UTC)        | 2026-09-20T00:07:48.481Z           |
| Dataset version           | geosub-hbo-max-20260919            |
| Snapshot ID               | geosub-hbo-max-20260919-879b1edc69 |

## How to read this report

Every row is generated from the same canonical GeoSub pricing dataset used by the product page. Source identifies the underlying price evidence. Citation explains how to reference this GeoSub snapshot. Missing source links remain explicitly unlinked.

## Canonical URLs

Product page: <https://geosub.org/en/streaming-pricing/hbo-max>  
Report URL: <https://geosub.org/reports/en/hbo-max-global-pricing.pdf>

# HBO Max Basic with Ads

monthly billing - 15 regions

| Region             | Local price | USD            | vs US    | Tax / note                                                                             | Source                       |
|--------------------|-------------|----------------|----------|----------------------------------------------------------------------------------------|------------------------------|
| Argentina (AR)     | USD 4.49    | <b>\$4.49</b>  | -59.1%   | included likely. Usually VAT-inclusive; final checkout applies                         | <a href="#">S1 official</a>  |
| Brazil (BR)        | BRL 29.9    | <b>\$5.82</b>  | -47.0%   | varies by region. State tax varies; shown as tax context only                          | <a href="#">S2 official</a>  |
| Germany (DE)       | EUR 5.99    | <b>\$6.86</b>  | -37.6%   | included likely. App Store list price is usually VAT-inclusive                         | <a href="#">S3 official</a>  |
| Colombia (CO)      | COP 22,900  | <b>\$7.32</b>  | -33.4%   | included likely. Usually VAT-inclusive; final checkout applies                         | <a href="#">S4 official</a>  |
| Chile (CL)         | CLP 7,190   | <b>\$7.49</b>  | -31.8%   | included likely. Usually VAT-inclusive; final checkout applies                         | <a href="#">S5 official</a>  |
| Poland (PL)        | PLN 29.99   | <b>\$7.88</b>  | -28.3%   | included likely. App Store list price is usually VAT-inclusive                         | <a href="#">S6 official</a>  |
| France (FR)        | EUR 6.99    | <b>\$8.01</b>  | -27.1%   | included likely. App Store list price is usually VAT-inclusive                         | <a href="#">S7 official</a>  |
| Italy (IT)         | EUR 6.99    | <b>\$8.01</b>  | -27.1%   | included likely. App Store list price is usually VAT-inclusive                         | <a href="#">S8 official</a>  |
| Spain (ES)         | EUR 6.99    | <b>\$8.01</b>  | -27.1%   | included likely. App Store list price is usually VAT-inclusive                         | <a href="#">S9 official</a>  |
| Australia (AU)     | AUD 11.99   | <b>\$8.54</b>  | -22.3%   | included likely. App Store list price is usually GST-inclusive; final checkout applies | <a href="#">S10 official</a> |
| Mexico (MX)        | MXN 149     | <b>\$8.67</b>  | -21.1%   | included likely. Usually VAT-inclusive; final checkout applies                         | <a href="#">S11 official</a> |
| Norway (NO)        | NOK 89      | <b>\$9.44</b>  | -14.1%   | included likely. App Store list price is usually VAT-inclusive                         | <a href="#">S12 official</a> |
| United States (US) | USD 10.99   | <b>\$10.99</b> | Baseline | varies by region. Sales tax varies by state and may change at checkout                 | <a href="#">S13 official</a> |
| Switzerland (CH)   | CHF 9.9     | <b>\$11.99</b> | +9.1%    | included likely. App Store list price is usually VAT-inclusive                         | <a href="#">S14 official</a> |
| Denmark (DK)       | DKK 79      | <b>\$12.11</b> | +10.2%   | included likely. App Store list price is usually VAT-inclusive                         | <a href="#">S15 official</a> |

# HBO Max Standard

monthly billing - 25 regions

| Region           | Local price | USD            | vs US  | Tax / note                                                                                          | Source                       |
|------------------|-------------|----------------|--------|-----------------------------------------------------------------------------------------------------|------------------------------|
| Philippines (PH) | PHP 269     | <b>\$4.28</b>  | -76.9% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S16 official</a> |
| Indonesia (ID)   | IDR 79,000  | <b>\$4.43</b>  | -76.0% | included likely. VAT rules have changed recently; final checkout applies                            | <a href="#">S17 official</a> |
| Türkiye (TR)     | TRY 229.9   | <b>\$4.71</b>  | -74.5% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S18 official</a> |
| Thailand (TH)    | THB 199     | <b>\$5.97</b>  | -67.7% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S19 official</a> |
| Argentina (AR)   | USD 5.99    | <b>\$5.99</b>  | -67.6% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S1 official</a>  |
| Malaysia (MY)    | MYR 24.9    | <b>\$6.10</b>  | -67.0% | included likely. Digital service tax treatment may vary by service category; final checkout applies | <a href="#">S20 official</a> |
| Taiwan (TW)      | TWD 220     | <b>\$6.91</b>  | -62.6% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S21 official</a> |
| Brazil (BR)      | BRL 44.9    | <b>\$8.74</b>  | -52.7% | varies by region. State tax varies; shown as tax context only                                       | <a href="#">S2 official</a>  |
| Colombia (CO)    | COP 29,900  | <b>\$9.56</b>  | -48.3% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S4 official</a>  |
| Chile (CL)       | CLP 9,590   | <b>\$9.99</b>  | -46.0% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S5 official</a>  |
| Poland (PL)      | PLN 39.99   | <b>\$10.50</b> | -43.2% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S6 official</a>  |
| Singapore (SG)   | SGD 14.48   | <b>\$11.33</b> | -38.7% | included likely. App Store list price is usually GST-inclusive                                      | <a href="#">S22 official</a> |
| Australia (AU)   | AUD 15.99   | <b>\$11.38</b> | -38.5% | included likely. App Store list price is usually GST-inclusive; final checkout applies              | <a href="#">S10 official</a> |
| France (FR)      | EUR 10.99   | <b>\$12.59</b> | -31.9% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S7 official</a>  |
| Spain (ES)       | EUR 10.99   | <b>\$12.59</b> | -31.9% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S9 official</a>  |
| Italy (IT)       | EUR 11.99   | <b>\$13.74</b> | -25.7% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S8 official</a>  |
| Germany (DE)     | EUR 11.99   | <b>\$13.74</b> | -25.7% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S3 official</a>  |
| Mexico (MX)      | MXN 239     | <b>\$13.91</b> | -24.8% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S11 official</a> |
| Sweden (SE)      | SEK 149     | <b>\$15.12</b> | -18.2% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S23 official</a> |
| Norway (NO)      | NOK 149     | <b>\$15.80</b> | -14.5% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S12 official</a> |
| Israel (IL)      | ILS 49.9    | <b>\$16.43</b> | -11.1% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S24 official</a> |

## HBO Max Standard - continued

| Region             | Local price | USD            | vs US    | Tax / note                                                                                   | Source                        |
|--------------------|-------------|----------------|----------|----------------------------------------------------------------------------------------------|-------------------------------|
| United States (US) | USD 18.49   | <b>\$18.49</b> | Baseline | varies by region. Sales tax varies by state and may change at checkout                       | <a href="#">\$13 official</a> |
| Denmark (DK)       | DKK 129     | <b>\$19.78</b> | +7.0%    | included likely. App Store list price is usually VAT-inclusive                               | <a href="#">\$15 official</a> |
| Pakistan (PK)      | PKR 5,600   | <b>\$20.19</b> | +9.2%    | varies by region. Sales tax may vary by province or service category; final checkout applies | <a href="#">\$25 official</a> |
| Switzerland (CH)   | CHF 16.9    | <b>\$20.47</b> | +10.7%   | included likely. App Store list price is usually VAT-inclusive                               | <a href="#">\$14 official</a> |

# HBO Max Premium

monthly billing - 25 regions

| Region           | Local price | USD            | vs US  | Tax / note                                                                                          | Source                       |
|------------------|-------------|----------------|--------|-----------------------------------------------------------------------------------------------------|------------------------------|
| Türkiye (TR)     | TRY 299.9   | <b>\$6.15</b>  | -73.2% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S18 official</a> |
| Philippines (PH) | PHP 399     | <b>\$6.35</b>  | -72.4% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S16 official</a> |
| Indonesia (ID)   | IDR 119,000 | <b>\$6.68</b>  | -70.9% | included likely. VAT rules have changed recently; final checkout applies                            | <a href="#">S17 official</a> |
| Argentina (AR)   | USD 6.99    | <b>\$6.99</b>  | -69.6% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S1 official</a>  |
| Thailand (TH)    | THB 299     | <b>\$8.96</b>  | -61.0% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S19 official</a> |
| Taiwan (TW)      | TWD 299     | <b>\$9.39</b>  | -59.2% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S21 official</a> |
| Malaysia (MY)    | MYR 39.9    | <b>\$9.78</b>  | -57.5% | included likely. Digital service tax treatment may vary by service category; final checkout applies | <a href="#">S20 official</a> |
| Brazil (BR)      | BRL 55.9    | <b>\$10.88</b> | -52.7% | varies by region. State tax varies; shown as tax context only                                       | <a href="#">S2 official</a>  |
| Chile (CL)       | CLP 11,990  | <b>\$12.49</b> | -45.7% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S5 official</a>  |
| Colombia (CO)    | COP 40,900  | <b>\$13.08</b> | -43.1% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S4 official</a>  |
| Poland (PL)      | PLN 49.99   | <b>\$13.13</b> | -42.9% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S6 official</a>  |
| Singapore (SG)   | SGD 18.98   | <b>\$14.85</b> | -35.4% | included likely. App Store list price is usually GST-inclusive                                      | <a href="#">S22 official</a> |
| Australia (AU)   | AUD 21.99   | <b>\$15.66</b> | -31.9% | included likely. App Store list price is usually GST-inclusive; final checkout applies              | <a href="#">S10 official</a> |
| Mexico (MX)      | MXN 299     | <b>\$17.41</b> | -24.3% | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S11 official</a> |
| France (FR)      | EUR 15.99   | <b>\$18.32</b> | -20.3% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S7 official</a>  |
| Spain (ES)       | EUR 15.99   | <b>\$18.32</b> | -20.3% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S9 official</a>  |
| Sweden (SE)      | SEK 189     | <b>\$19.18</b> | -16.6% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S23 official</a> |
| Germany (DE)     | EUR 16.99   | <b>\$19.47</b> | -15.3% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S3 official</a>  |
| Italy (IT)       | EUR 16.99   | <b>\$19.47</b> | -15.3% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S8 official</a>  |
| Norway (NO)      | NOK 189     | <b>\$20.04</b> | -12.8% | included likely. App Store list price is usually VAT-inclusive                                      | <a href="#">S12 official</a> |
| Israel (IL)      | ILS 64.9    | <b>\$21.36</b> | -7.1%  | included likely. Usually VAT-inclusive; final checkout applies                                      | <a href="#">S24 official</a> |

## HBO Max Premium - continued

| Region             | Local price | USD            | vs US    | Tax / note                                                                                   | Source                        |
|--------------------|-------------|----------------|----------|----------------------------------------------------------------------------------------------|-------------------------------|
| United States (US) | USD 22.99   | <b>\$22.99</b> | Baseline | varies by region. Sales tax varies by state and may change at checkout                       | <a href="#">\$13 official</a> |
| Denmark (DK)       | DKK 169     | <b>\$25.91</b> | +12.7%   | included likely. App Store list price is usually VAT-inclusive                               | <a href="#">\$15 official</a> |
| Pakistan (PK)      | PKR 7,700   | <b>\$27.76</b> | +20.7%   | varies by region. Sales tax may vary by province or service category; final checkout applies | <a href="#">\$25 official</a> |
| Switzerland (CH)   | CHF 23.9    | <b>\$28.95</b> | +25.9%   | included likely. App Store list price is usually VAT-inclusive                               | <a href="#">\$14 official</a> |

# Data provenance

## Pricing sources

- S1 [official] Apple App Store - <https://apps.apple.com/ar/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S2 [official] Apple App Store - <https://apps.apple.com/br/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S3 [official] Apple App Store - <https://apps.apple.com/de/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S4 [official] Apple App Store - <https://apps.apple.com/co/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S5 [official] Apple App Store - <https://apps.apple.com/cl/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S6 [official] Apple App Store - <https://apps.apple.com/pl/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S7 [official] Apple App Store - <https://apps.apple.com/fr/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S8 [official] Apple App Store - <https://apps.apple.com/it/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S9 [official] Apple App Store - <https://apps.apple.com/es/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S10 [official] Apple App Store - <https://apps.apple.com/au/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S11 [official] Apple App Store - <https://apps.apple.com/mx/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S12 [official] Apple App Store - <https://apps.apple.com/no/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S13 [official] Apple App Store - <https://apps.apple.com/us/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S14 [official] Apple App Store - <https://apps.apple.com/ch/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S15 [official] Apple App Store - <https://apps.apple.com/dk/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S16 [official] Apple App Store - <https://apps.apple.com/ph/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S17 [official] Apple App Store - <https://apps.apple.com/id/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S18 [official] Apple App Store - <https://apps.apple.com/tr/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S19 [official] Apple App Store - <https://apps.apple.com/th/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S20 [official] Apple App Store - <https://apps.apple.com/my/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S21 [official] Apple App Store - <https://apps.apple.com/tw/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S22 [official] Apple App Store - <https://apps.apple.com/sg/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S23 [official] Apple App Store - <https://apps.apple.com/se/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S24 [official] Apple App Store - <https://apps.apple.com/il/app/hbo-max-stream-movies-tv/id1666653815?uo=4>
- S25 [official] Apple App Store - <https://apps.apple.com/pk/app/hbo-max-stream-movies-tv/id1666653815?uo=4>

## Exchange rates

frankfurter - rate date 2026-09-18  
open-er-api - rate date 2026-09-19

## Tax treatment

Tax fields reproduce the canonical GeoSub tax treatment and note for each published regional price. They describe displayed-price treatment where known and are not tax advice.

## Suggested citation

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## Verification metadata

Snapshot ID: geosub-hbo-max-20260919-879b1edc69  
Generated at (UTC): 2026-09-20T00:07:48.481Z | Schema: 1.0  
  
geosub-hbo-max-20260919













