

FOCUS Broadband Cable Update

Effective July 9, 2025

On July 9th, 2025, Max will be rebranded to HBO Max. This change is a result of a decision made by the network and is out of our control.

HBO Max will continue to bring all the iconic programming that you love. The decision to rebrand comes after a period where the service was rebranded to Max, but the company decided that the HBO name still holds significant value and is more appealing to consumers.

The Max app will automatically be updated to HBO Max. Customers will be able to log in with their current credentials. HBO Max will continue to be available at no additional charge with an HBO subscription and as an Internet service add-on for \$16.99/mo.

Direct questions to FOCUS Broadband Customer Service:

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