

## WarnerMedia sets up HBO Max's content team

*Adweek* reports that WarnerMedia has appointed the original content team for its upcoming streaming service, HBO Max. The team, which consists of veteran television executives, will be tasked with managing the streaming service's original programming goals.

Former executive vice president of original programming for TNT, Sarah Aubrey, will lead all of HBO Max's original programming while reporting directly to Kevin Reilly, HBO Max's chief content officer and the president of TNT, TBS and truTV.

For more on this story, head to [Adweek](#).

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