

February 2023



# Multiscreens+ | Platform Essentials

RECENTLY LAUNCHED AND EXTENDED STREAMING SERVICES



# Platform Essentials

Want to know where are the main platforms present?

Which revenue model stands out in each region?

This report was born from the need of the customers who were looking for a broad list with enclosed variables of OTTs from different regions. It gives you a technical data sheet of all streaming services in existence. Platform Essentials covers over 30K on-demand and live streaming content platforms worldwide.



## THIS PRESENTATION

### FREE MONTHLY SUMMARY

#### Variables covered per country

- ✓ Type of launch.
- ✓ Revenue model.
- ✓ Web page.
- ✓ Region and country.
- ✓ Streaming service name.
- ✓ Streaming service logo.

## CONTACT US

### FULL DATABASE

#### More variables covered per country

- ✓ Presence by country.
- ✓ Launch date per country.
- ✓ Content type.
- ✓ Services with Ads.
- ✓ Owner.
- ✓ Social media feeds.

## 04 **Europe**

*SKY Showtime (Albania, Czech Republic, Hungary, North Macedonia, Poland, Romania, Slovakia, Spain)*

*CaixaForum+ (Spain)*

*Megogo (Poland)*

## 05 **North America**

*Viaplay (United States of America)*

*Sling Freestream (United States of America)*

*Vidaa (United States of America)*

## 06 **Latin America**

*Claro TV+ (Colombia)*

*EiTV Play (Latin America)*

## 07 **Global**

*Bloomberg Originals (Global)*

Recently launched and extended streaming services per continent.

## Europe



[skyshowtime](#)

EXPANSION

SVOD

### SKY Showtime

**Country:** Albania, Czech Republic, Hungary, North Macedonia, Poland, Romania, Slovakia and Spain

With the approval of its entry, the platform has been introduced in 20 markets in just 5 months. The price will be €5.99 per month, although as we have already mentioned, SkyShowtime will launch an offer with a 50% discount at €2.99 per month.

**Source:** <https://corporate.skyshowtime.com>

**Price:** €5.99/month



[caixaforumplus](#)

NEW PLATFORM

AVOD

### CaixaForum+

**Country:** Spain

According to the Foundation itself said in the presentation, this platform premieres with more than 300 titles and 1,000 pieces of audio and video. In total, for its premiere, it has 564 hours of content. The final launch, after the presentation, will be in February 2023.

**Source:** <https://www.genbeta.com>



EXPANSION

SVOD

### MEGOGO

**Country:** Poland

With the launch of the news office, Megogo will offer Ukrainians living in Poland access to its special TV and Cinema U package which delivers 70 popular Ukrainian-language TV channels.

**Source:** <https://www.digitaltveurope.com>

**Price:** -

Recently launched and extended streaming services per continent.

## North America



[crave.ca](http://crave.ca)

EXPANSION

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### VIAPLAY

**Country:** United States of America

Viaplay Group has announced that it will launch its streaming service on D2C basis in the US on February 22 and in Canada on March 7. Viewers in the two countries will be able to stream more than 1,500 hours of premium European content through the Viaplay app at launch, with at least one premiere to follow every week..

**Source:** <https://www.broadbandtvnews.com>

**Price:** USD 5.99/ month



NEW PLATFORM

AVOD

### Vidaa

**Country:** United States of America

The technology company Vidaa, developer of the operating system for smart TVs of the same name, announced on February 7 the creation of a free streaming service as an extra benefit for users of smart TVs with its operating system.

**Source:** <https://tavidatam.com>



[sling.com](http://sling.com)

EXPANSION

AVOD

### Sling Freestream

**Country:** United States of America

Live streaming TV service Sling TV has launched its free advertising-supported streaming television service (FAST) – Sling Freestream – in the US.

Delivers more than 210 channels and 41,000 on-demand titles – for free.

**Source:** <https://advanced-television.com>

Recently launched and extended streaming services per continent.

## Latin America



**CLARO TV+**  
Country: Colombia

On February 15, Claro (América Móvil) launched a new product, Claro TV+. It is a new Pay TV service that can be accessed via streaming through applications for mobile devices and smart TVs and through streaming players and specific decoders sold by the company.

Source: <https://tavitam.com>

Price: -

NEW PLATFORM

SVOD



**EiTV Play**

Country: Latin America

The EiTV Connect platform is an open solution for online publishing and distribution of TV, radio, audio channels, movies, series, and documentaries via streaming. It allows the inclusion of new local TV channels and various online media, as well as facilitating the provision of content of your own or of companies, religious entities and educational institutions,

Source: <https://telaviva.com.br>

NEW PLATFORM

AVOD

## Global



[bloomberg/originals](https://www.bloomberg.com/originals)

NEW PLATFORM

AVOD

### Bloomberg Originals

Country: Global

Bloomberg Media launched Bloomberg Originals, a new streaming brand of original programming, under the banner 'Business as You've Never Seen It'. The initiative promises to explore all angles of climate change, technology, finance, sports and more through documentary-style deep dives, talk shows, live events and video podcasts.

Source: <https://plataformas.news>



# BB Media

Award Winning Data Science Company, specialized in Media & Entertainment for over 35 years.

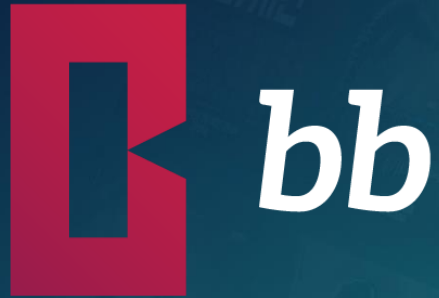
We study how markets evolve in any of their formats and screens, developing primary survey methodologies for linear and non-linear measurement of content.

We are focused. We are experts. We innovate.  
We act fast. We are thorough. We deliver.



Our clients





Thank you

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