

April 2023



# Multiscreens+ | Platform Essentials

STREAMING PLATFORMS UPDATE: LAUNCHES, ANNOUNCEMENTS, DISCONTINUES & MORE

# 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.

## 06 **Europe**

*Rebrand*

*MGM+ International (Europe)*

*Expansion*

*Viaplay (United Kingdom of Great Britain and Northern Ireland)*

## 07 **North America**

*Announced*

*MSG+ (United States of America)*

*Expansion*

*Viaplay (Canada and United States of America)*

*Update*

*AMC+ (United States of America)*

*New Platform*

*Spectrum News+ (United States of America)*

*Mansa (United States of America)*

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### **Latin America**

*Discontinued / Discontinuance Announcement*

*Estadio TNT Sports ( Brazil)*

*TNT Go (Latin America)*

*New Platform*

*Cultura Play (Brazil)*

*Discontinued / Discontinuance Announcement*

*WOM TV (Chile)*

*New Platform*

*Americanet (Brazil)*

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### **Asia**

*Discontinued*

*GYAO! (Japan)*

*Naver (Republic of Korea)*

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### **Global**

*Discontinuance Announcement*

*CinepolisKlic (Global)*

*Spamflix (Global)*

*HBO Max (Global)*

*Update*

*Classix (Global)*

*New Platform*

*A Spotlight On (Global)*

Recently launched, announced and extended streaming services per continent.

## Europe

The MGM+ logo is displayed in a gold, serif font against a black rectangular background.

mgm+international

REBRAND

SVOD

### MGM+ International

**Country:** Europe

Amazon announced that MGM international streaming service will relaunch as MGM+ International in key European countries.

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

**Price:** €3.99 /month



viaplay

EXPASION

SVOD

### Viaplay

**Country:** Northern Ireland, United Kingdom of Great Britain

Viaplay Group and Roku made an agreement for the Viaplay streaming service to be available on Roku devices through a subscription.

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

**Price:** €5.99/month

Recently launched, announced, discontinued and extended streaming services per continent.

## North America



msgplus

ANNOUNCED

SVOD

TVE

### MSG+

**Country:** United States of America

MSG Networks is launching a streaming service to watch sports. It will be available to fans who live in regions where MSG's channels are available on cable TV.

**Launch date:** August 8

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

**Price:** €29.99/month



viaplay

EXPASION

SVOD

### Viaplay

**Country:** United States of America

Viaplay Group and Roku made an agreement for the Viaplay streaming service to be available on Roku devices through a subscription.

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

**Price:** €5.99/month



amcplus

NEW PLAN

ASVOD

### AMC+

**Country:** United States of America

AMC has announced plans to launch a cheaper, ad supported, version of its streaming service AMC+. AMC is planning to launch it by October.

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



spectrumnewsplus

NEW PLATFORM

TVE

### Spectrum News+

**Country:** United States of America

Spectrum News has launched a new streaming news network called Spectrum News+. It's available to Spectrum residential customers nationwide, via the Spectrum News mobile app and Roku and Apple TV streaming devices.

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

Recently launched, announced, discontinued and extended streaming services per continent.

## North America



mansa

NEW PLATFORM

AVOD

### **Mansa**

**Country:** United States of America

Mansa it's a free streaming service for global Black culture. Founded by actors, offers a wide variety of content, from on-demand titles and FAST channels to short-form videos and user-generated content.

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



Recently launched, announced, discontinued and extended streaming services per continent.

## Latin America



tntgo

DISCONTINUED

TV EVERYWHERE

### TNT GO

**Country:** Latin America

Warner Bros. Discovery notified that it will deactivate the TNT Go platform throughout Latin America. The only way to continue watching the content is through HBO Max.

**Discontinued date:** March 31

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



culturaplay

NEW PLATFORM

FVOD

### Cultura Play

**Country:** Brazil

TV Abierta TV Cultura launches the Cultura Play platform through an app that has live broadcasts and videos under the command of TV and radio stations.

**Launch date:** April 20

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



estadiotntsports

DISCONTINUANCE  
ANNOUNCEMENT

SVOD

### Estadio TNT Sports

**Country:** Brazil

Warner Bros. Discovery announced that their streaming service, Estado TNT Sports, will no longer be available in Brazil. The change will happen on June 30.

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



womtv

DISCONTINUANCE  
ANNOUNCEMENT

FVOD

### WOM TV

**Country:** Chile

On June 30, the WOM TV service will stop working. From May 1 it will be replaced by the Internet TV service, Zapping. Customers will be able to enjoy content up to five registered devices and from anywhere.

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

Recently launched, announced, discontinued and extended streaming services per continent.

## Latin America



americanettv

NEW PLATFORM

SVOD

TVE

VVOD

### Americanet TV

**Country:** Brazil

The telecommunications operator Americanet of Brazil presented its new Pay-TV platform via streaming, which it called Americanet TV. The service is available for iOS and Android devices. It offers four packages, three payments and one at no additional cost to customers of the company's other services.

**Price:** USD 14,9/month

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

Recently launched, announced, discontinued and extended streaming services per continent.

## Asia

The logo for GYAO! is displayed in a bold, pink, sans-serif font on a black rectangular background.

gyao

DISCONTINUED

TVOD

AVOD

**GYAO!**

**Country:** Japan

The service that started in 2005, ended its services due to the high competitiveness in the Japanese market.

**Source:** <https://gyao.yahoo.co.jp/>

The logo for NAVER is displayed in a bold, green, sans-serif font on a black rectangular background.

naver

DISCONTINUED

TVOD

**Naver**

**Country:** Republic of Korea

The Naver movie platform has ended its services. Nevertheless, its series page, called Series On Naver, continues to operate.

**Source:** <https://movie.naver.com/>

Recently launched, announced, discontinued and extended streaming services per continent.

## Global



classix

UPDATE

SVOD

**Classix**

Country: Global

Classix announced, through its website, that their web version and the application on the android system will cease to exist. The only way to play the content is through iOS and tvOS platform

Source: <https://www.classixapp.com/>



hbomax

DISCONTINUANCE  
ANNOUNCEMENT

SVOD

FVOD

**HBO Max**

Country: Global

Because of the merger of Warner Bros. and Discovery, a new platform called "Max" will be created and HBO Max will no longer continue. This reconstruction will allow the launch of new productions and will offer three subscription plans.

Source: <https://globalprimenews.com>

Price: USD \$16.49 / Yearly



cinepolisklic

DISCONTINUANCE  
ANNOUNCEMENT

TVOD

**Cinepolis KLIC**

Country: Global

After 10 years, Cinepolis decided to end its services at the end of May due to high competition.

Source: <https://expansion.mx/>



spamflix

DISCONTINUANCE  
ANNOUNCEMENT

TVOD

FVOD

**Spamflix**

Country: Global

The founder of Spamflix announced that the platform will no longer be available starting in May. Until April 30, all films will be on sale for 2 euros.

Source: <https://spamflix.com/>

Recently launched, announced, discontinued and extended streaming services per continent.

# Global



aspotlighton

NEW PLATFORM

SVOD

## A Spotlight On Country: Global

BBC Nordic+ brings contents of BBC Brit and BBC Earth. The new on-demand service will allow viewers to stream shows from the linear channel On Demand.

**Launch date:** April 17

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

**Price:** £5.99/month

# 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



DIRECTV

SKY

amazon

Google

NETFLIX

Disney

Paramount

HBOMAX

NBCUniversal



TELECOM

mosaix



Discovery

rtve

dish



Telefonica



claro

digital.i



SONY



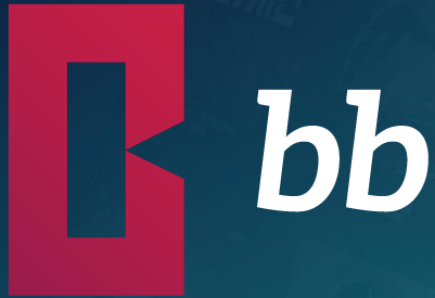
FUTV



TV CORTOS







Thank you

<https://bb.vision>

[info@bb.vision](mailto:info@bb.vision)