



Multiscreens+ | Platform Essentials

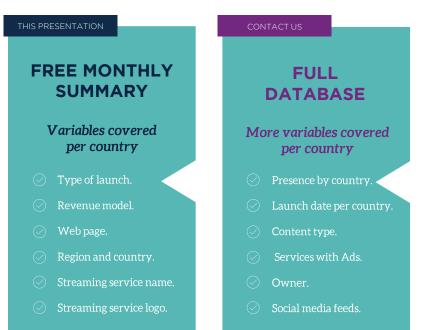
STREAMING PLATFORMS UPDATE: LAUNCHES, ANNOUNCEMENTS, DISCONTINUES & MORE



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.





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Europe



movistarplusplus

RELAUNCH

SVOD

Movistar Plus+ Country: Spain

Movistar is reportedly on track to introduce a fresh addition to the OTT landscape with a new service named Movistar++. This upcoming streaming service aims to cater to a broad range of tastes, boasting a variety of movies and TV series, and potentially featuring weekly La Liga and UEFA Champions League matches. As for pricing, anticipated to range from €10 to €15 per month.

Source: https://www.broadbandtvnews.com/

NETFLIX



Netflix Country: United Kingdom of Great Britain and

In a move that promises to redefine its business model, Netflix is developing a strategic shift that will see the discontinuation of the ad-free basic plan. This adjustment will further expand the price difference between ad-supported and adfree packages, signifying a potential shift in its pricing and content delivery strategy.

Source: https://tavilatam.com/



SVOD

LigaT Country: Portugal

LigaT, a Portuguese Internet Service Provider (ISP), is venturing into the streaming arena with a brand new, commitment-free TV service in Portugal. The service will feature three distinct packages, all offering HD channels. Subscribers won't require a set-top box and will be able to enjoy the service on up to five devices simultaneously. This move places LigaT in direct competition with other local players like RTP <u>Play, TVI Player</u>, and SIC's Opto.

Source: https://tavilatam.com/

TNT Sports

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

BT Sport is set to undergo a significant transformation, as it prepares to rebrand to TNT Sports and vanish from television screens across the United Kingdom and Ireland this coming July. Initiated earlier this year, this shift aims to deliver sports events and entertainment to consumers under a newly minted "premium plan". This plan will retain the previous BT Sport Monthly cost, being priced at £29.99 per month (\$39.23 USD).

Source: <u>https://www.hollywoodreporter.com/</u> Price: £29.99 per month

SPORTS

btsport RELAUNCH

SVOD

North America

NETFLIX

Netflix Country: United States of America

netflix

UPDATED			
SVOD	ASVOD		

In a move that promises to redefine its business model, Netflix is developing a strategic shift that will see the discontinuation of the ad-free basic plan. This adjustment will further expand the price difference between ad-supported and adfree packages, signifying a potential shift in its pricing and content delivery strategy.

Source: <u>https://tavilatam.com/</u>



paramountpluswithshowtime

MERGED		
SVOD	ASVOD	AVOD

Paramount+ with Showtime Country: United States of America

The anticipated consolidation of Showtime and Paramount+ into a single service was set to occur on June 27. As the streaming service repositions and rebrands itself as Paramount+ With Showtime, it has unveiled a series of price modifications. The ad-free plan, which now includes Showtime, will be priced at \$11.99 per month, marking a \$2 increase from the former monthly cost of \$9.99.

Source: https://tvline.com/

Latin America



Guigo TV Country: Brazil

guigotv

Guigo TV officially ceased its operations in Brazil as of July 1, setting the stage for the introduction of the Zapping brand in Brazilian territory. This change of guard signals a dynamic shift in the country's streaming landscape.

Source: https://tavilatam.com/



SimplePlus Country: Venezuela

SimpleTV introduces its new on-demand platform, SimplePlus, offering a flexible viewing experience. With this service, subscribers can enjoy their favorite shows anytime, anywhere. Access to SimplePlus is inclusive with any basic SimpleTV plan, providing an enriched user experience right from the get-go.

Source: https://forounivers.com/



gigagloob

Giga Gloob Country: Brazil

The Brazilian mobile paid streaming service, Giga Gloob, which launched in March 2022, has ceased operations. The decision made by the audiovisual company Globo, saw the initiative shuttered with its contents being migrated to the company's primary OTT platform, Globoplay.

Source: https://tavilatam.com/



thundernettvgo



Thundernet TV GO Country: Venezuela

Venezuelan internet provider, Thundernet, has launched Thundernet TV Go. an OTT subscription-based television service. The service provides access to over 100 linear pay TV channels, significantly expanding the entertainment options for its subscribers. As a special launch offer, existing subscribers can enjoy the platform free for the first month.

Source: https://tavilatam.com/

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Latin America



tntsportsgo



TNT Sports Go Country: Argentina

TNT Sports Go has rebranded to Estadio TNT Sports, aligning its name with its Chilean counterpart, and the name it previously held in Brazil before the OTT service was discontinued. Despite the change in branding, the content

Source: https://tavilatam.com/

offered remains the same.



mercadoplay

NEW PLATFORM

AVOD

Mercado Play Country: Argentina, Brasil, Chile, Colombia,

Ecuador, México, Perú y Uruguay.

E-commerce giant, Mercado Libre, has stepped into the streaming world with its own service, dubbed "Mercado Play." This free, ad-supported platform offers a mix of movies, series, and children's programming. It is accessible via web browsers and mobile devices, providing entertainment on-the-go or at home.

Source: https://tavilatam.com/

Global



Atresplayer

atresplayer



Country: Global

Atresplayer is on the rise, with a fresh design and advanced technology, according to a press release from Atresmedia representatives. The revamped international version comes packed with a greater volume of content, a user-friendly interface, and a plethora of other enhancements.

Source: https://tavilatam.com/



atresplayer



NFL Game Pass

Country: Global

NFL Game Pass is set to enhance its accessibility. offering availability as an individual service or as an addition to existing DAZN subscriptions. The service will be comprehensively integrated into DAZN's applications across mobile, web, and smart TVs. Notably, DAZN is already a distributor of Game Pass in Canada and holds the NFL broadcasting rights in Germany, Italy, and

Source: https://www.dazn.com/



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Thank you

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