

July 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.

## 05 Europe

*Announced*

*Movistar Plus+ (Spain)*

*LigaT (Portugal)*

*Relaunch*

*TNT Sports (Ireland, United Kingdom of Great Britain and Northern Ireland)*

*Updates*

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

## 06 North America

*Updates*

*Netflix (United States Of America)*

*Merged*

*Skyshowtime Paramount+ (United States of America)*

## 07 **Latin America**

*Discontinued*

**Funimation** (Brazil)

*New platform*

**SimplePlus** (Venezuela)

*Discontinued*

**Giga Globo** (Brazil)

*New platform*

**Thundernet TV Go** (Venezuela)

*Rename*

**TNT Sports Go** (Argentina)

*New platform*

**Mercado Play** (LATAM)

## 09 **Global**

*Updates*

**Atresplayer** (Latam & US)

*Migration*

**NFL Game Pass**

Recently launched, announced and extended streaming services per continent.

## 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

UPDATED

SVOD

ASVOD

### Netflix

Country: United Kingdom of Great Britain and Northern Ireland

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 ad-free packages, signifying a potential shift in its pricing and content delivery strategy.

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



ligat

NEW PLATFORM

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 Play, TVI Player, and SIC's Opto.

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



btsport

RELAUNCH

SVOD

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

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

## North America



netflix

UPDATED

SVOD

ASVOD

### Netflix

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



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/>

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

## Latin America



guigotv

DISCONTINUED

SVOD

### Guigo TV

Country: Brazil

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://tavidatam.com/>



simpleplus

NEW PLATFORM

TVE

### 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/>



gigagloop

DISCONTINUED

SVOD

### Giga Gloop

Country: Brazil

The Brazilian mobile paid streaming service, Giga Gloop, 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://tavidatam.com/>



thundernettvgo

NEW PLATFORM

SVOD

### 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://tavidatam.com/>



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

## Latin America



tntsportsgo

UPDATED

SVOD

TVE

### 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 offered remains the same.

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



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://tavidatam.com/>



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

## Global



atresplayer

UPDATED

SVOD

AVOD

### 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://tavitam.com/>



atresplayer

MIGRATED

SVOD

### 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 Japan.

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

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