

September 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.

## 05 **Europe**

*Announced*

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

## 06 **Latin America**

*New Platform*

*Bafilma (Argentina)*

*Announced*

*Max*

## 07 **Asia**

*New Presence*

*Paramount+ (Japan)*

## 08 **Global**

*New Platform*

*Primeran (Worldwide)*

*Televen Stream ( Worldwide)*

*Discontinuance Announcement*

*Wakanim ( Worldwide)*

*Rename*

*Boomerang (Nordics, Turkey, Middle East and North Africa)*

*Update*

*Prime Video (Australia, Canada, France, Germany, Italy, Mexico, Spain, United Kingdom of Great Britain and Northern Ireland, United States of America).*

Recently launched, announced and extended streaming services per continent.

## Europe

Freely

freely

ANNOUNCED

FVOD

### Freely

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

BBC, ITV, Channel 4 and Channel 5 are teaming up to launch a new free TV service called Freely. Set to launch in 2024, the companies describe Freely as an evolution that puts the distribution of free TV at the center of the streaming age.

**Source:** [SeñalNews](#)

Recently launched, announced and extended streaming services per continent.

## Latin America

The logo for Bafilma, featuring the word "BAFILMA" in a bold, white, sans-serif font. The letter "A" is stylized with a play button icon inside it. The logo is set against a black rectangular background.

bafilma

NEW PLATFORM

FVOD

### Bafilma

Country: Argentina

The government of Buenos Aires, Argentina launched Bafilma, it's own free streaming platform, with more than 500 movie titles, series, documentaries and shorts produced in the province.

Source: [TAVILatam](#)

The logo for Max, featuring the word "max" in a white, lowercase, sans-serif font. The logo is set against a black rectangular background.

max

ANNOUNCED

SVOD

### Max

Country: LATAM

Warner Bros Discovery delays the launch of Max in Latin America for the first quarter of 2024. As in the US, the arrival of Max will include the contents of Discovery+, a service that is currently only offered in Brazil.

Source: [C21 Media](#)

Recently launched, announced and extended streaming services per continent.

## Asia

The Paramount+ logo, featuring the word "Paramount" in a blue, stylized script font followed by a plus sign.

paramountplus

NEW PRESENCE

SVOD

### Paramount+

Country: Japan

The Paramount+ streaming service will launch in Japan in December as a no extra-charge addition to cable and internet provider J:COM's platform and to pay-TV service Wowow.

Source: The Hollywood Reporter

Recently launched, announced and extended streaming services per continent.

## Global



primeran

NEW PLATFORM

FVOD

### Primeran

Country: Global

Primeran is a new Basque platform that was announced on September 15. A project of Basque Country Television (EITB) developed by Mediapro Group that offers more than 3,000 episodes of content with the aim of disseminating both the Basque language and content.

Source: [BROADBAND TV NEWS](#)



wakanim

DISCONTINUANCE  
ANNOUNCEMENT:

AVOD

TVOD

SVOD

### Wakanim

Country: Global

After 15 years, the anime platform Wakanim closes. On November 3 of this year, users will no longer be able to access the content of the platform, in the same way, unconsumed purchased content will not be refunded.

Source: [Sortira Paris](#)



televenstream

NEW PLATFORM

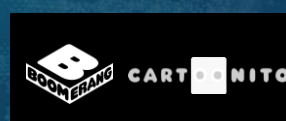
SVOD

### Televen Stream

Country: Global

Televen Stream is the streaming service of the Venezuelan TV station Televen. From all devices, users can access the live channel in high definition and its on-demand productions for free.

Source: [TAVILatam](#)



boomerang

REBRAND

AVOD

### Boomerang

Country: Global

Warner Bros. Discovery has rebranded Boomerang to Cartoonito across the Nordics, Turkey, Middle East and North Africa. Cartoonito is available as a pay-TV channel across affiliate platforms.

Source: [BROADBAND TV NEWS](#)



Recently launched, announced and extended streaming services per continent.

## Global



primevideo

UPDATES

SVOD

TVOD

### Prime Video

**Country:** Australia, Canada, France, Germany, Italy, Mexico, Spain, United Kingdom of Great Britain and Northern Ireland, United States of America

Amazon announced that in early 2024 it will add an ad-supported plan for Prime Video. This will be included as a starter plan in U.S., U.K., Germany, and Canada, followed by France, Italy, Spain, Mexico, and Australia later in the year.

**Source:** [Cord Cutters News](#)

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