

January 2024



# 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.

# Platform Essentials

## BB Media



STREAMING PLATFORMS UPDATE IN JANUARY 2024: LAUNCHES, ANNOUNCEMENTS, DISCONTINUES & MORE

	PLATFORM	STATUS	REGION	PACKAGE
	Acorn TV	Discontinued announcement	LATAM and some Caribbean countries	SVOD
	Comedy Central Play	Discontinued announcement	United States	TVE, AVOD
	Lionsgate+	Discontinued announcement	UK, Northern Ireland	SVOD, TVE
	Max	Rename Announcement	LATAM	SVOD, ASVOD
	MTV	Discontinued announcement	United States	TVE, AVOD
	Nickelodeon	Discontinued announcement	United States	TVE, AVOD
	Paramount Network	Discontinued announcement	United States	TVE, AVOD
	Plex	Update	Global	SVOD, AVOD, TVOD
	Prime Video	Update	United States, UK, Northern Ireland, Canada and Germany	SVOD, ASVOD, TVOD
	Showmax	Relaunch announcement	Africa	TVE
	Superleague+	New	Global	SVOD
	WBTV	Announced	Global	FVOD

## 07 Latin America & The Caribbean

*Discontinued*

*Europa+ (Latin America)*

*Discontinuance Announcement*

*Acorn TV (Argentina, Chile, Colombia, Mexico, Peru, Nicaragua, Salvador, Honduras, Costa Rica, Paraguay, Guatemala, Panama)*

*Rename*

*Max (Latin America)*

## 08 Europe

*New Platform*

*Feyenoord ONE (Europe)*

*Il Globo TV (Spain)*

*TF1+ (France)*

*Discontinuance Announcement*

*Lionsgate+ (United Kingdom of Great Britain and Northern Ireland)*

*Relaunch Announcement*

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

## 10 **North America**

*Discontinuance Announcement*

*MTV (United States of America & US Territories)*

*Paramount Network (United States of America)*

*Comedy Central (United States of America)*

*Viaplay (Canada, United States of America)*

*Nickelodeon (United States of America)*

*Update*

*Vix (United States of America)*

## 12 **Asia**

*New Platform*

*Now TV (Hong Kong)*

*Discontinued*

*NOW Live (China)*

## 13 **Africa**

*Relaunch Announcement*  
*Showmax (Africa)*

## 14 **Global**

*Update*

*Plex (Global)*

*Prime Video (United States of America, United Kingdom of Great Britain and Northern Ireland, Canada, Germany)*

*New Platform*

*Barrett-Jackson (Global)*

*TNA+ (Global)*

*Superleague+ (Global)*

*Announced*

*WBTV (Global)*

*Discontinuance Announcement*

*Pokemon TV (Global)*

Recently launched, announced and extended streaming services per continent.

## Latin America & The Caribbean



europamas

DISCONTINUED

SVOD

### Europa+

**Country:** Latin America

The streaming service Europa+ announced that they will stop working in Latin America due to the challenges of competing with other major services.

**Source:** [DPL News](#)



acorn tv

DISCONTINUANCE ANNOUNCEMENT

SVOD

### Acorn TV

**Country:** Argentina, Chile, Colombia, Mexico, Peru, Nicaragua, Salvador, Honduras, Costa Rica, Paraguay, Guatemala and Panama

On February 6, Acorn TV, the streaming service belonging to AMC Networks, will discontinue its operations in Latin America. AMC Networks has indicated that additional markets beyond Latin America will also be impacted later this year.

**Source:** [C21 Media](#)



max

RENAME ANNOUNCEMENT

SVOD

ASVOD

### Max

**Country:** Latin America

Warner Bros. Discovery announced that on February 27<sup>th</sup> HBO Max will become Max in Latin America.

They will offer three new plans to subscribers, including one with advertisement. Existing HBO Max subscribers will enjoy immediate access to Max

**Source:** [Revista E&N](#)

Recently launched, announced and extended streaming services per continent.

## Europe



feyenoordone

NEW PLATFORM

SVOD

### Feyenoord ONE

Country: Europe

Feyenoord, the dutch football league, launched their own streaming service. It offers exclusive content, original movies and series, and live conferences.

Source: [BroadbandTV News](#)



ilglobotv

NEW PLATFORM

SVOD

### Il Globo TV

Country: Spain

Il Globo TV launched on January 1<sup>st</sup> for Italian citizens living in Spain. Their offer to users a package with more than 10 TV channels from the Italian platform Rai Italy.

Source: [Adsl Zone](#)



tf1plus

NEW PLATFORM

FVOD

AVOD

SVOD

### TF1+

Country: France

TF1 introduced its streaming platform, TF1+, on January 8th, offering over 15,000 hours of content. Accessible across various screens, users have the option to enjoy movies and series either for free or by subscribing.

Source: [DigitalTVEurope](#)



Recently launched, announced and extended streaming services per continent.

## Europe

The logo for Lionsgate+, featuring the word "LIONSGATE+" in a bold, sans-serif font. "LIONSGATE" is in white and "+", "L", and "G" are in a teal color.

lionsgateplus

DISCONTINUANCE ANNOUNCEMENT

SVOD

TVE

### Lionsgate+

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

Lionsgate+ announced that they will cease their operations in the UK on February 29<sup>th</sup>. Users can't get a new subscription; only existing subscribers will be able to use the service until end of February.

**Source:** [Film Stories](#)

The logo for Tubi, featuring the word "tubi" in a lowercase, white, sans-serif font on a black background.

tubi

RELAUNCH ANNOUNCEMENT

AVOD

### Tubi

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

The streaming service Tubi is coming back to the UK after 5 years. There's no official date yet, but their announced the service for later 2024.

**Source:** [Digital Trends](#)

## North America



mtv

DISCONTINUANCE ANNOUNCEMENT

TVE

AVOD

### MTV

**Country:** United States of America and US Territories

The streaming app version of MTV is being shut down by Paramount. Viewers are now advised to watch the shows and films on those networks through their TV provider or MTV.com. This move follows Paramount's merger of Showtime content into its Paramount+ app, with the intention of guiding its audience to its subscription streaming service.

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



comedycentralplay

DISCONTINUANCE ANNOUNCEMENT

TVE

AVOD

### Comedy Central Play

**Country:** United States of America

Paramount has decided to discontinue the streaming app for Comedy Central, prompting viewers to catch the shows and films on those networks through their TV provider or MTV.com. This change was driven by Paramount's integration of Showtime content into its Paramount+ app, as the company aims to shift its audience towards its subscription streaming service.

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



paramountnetwork

DISCONTINUANCE ANNOUNCEMENT

TVE

AVOD

### Paramount Network

**Country:** United States of America

Paramount will be discontinuing the streaming app edition of Paramount Network, directing viewers to access the shows and films on those networks via their TV provider or MTV.com. This decision comes as Paramount integrates Showtime content into its Paramount+ app, signaling the company's effort to transition its audience gradually towards its subscription streaming service.

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



viaplay

DISCONTINUANCE ANNOUNCEMENT

SVOD

### Viaplay

**Country:** United States of America and Canada

Viaplay is set to close its platform in the USA and Canada on February 29, 2024, as part of a cost-cutting measure amid challenges in the competitive streaming market. Account holders will be informed via email, with options to continue watching through partners.

**Source:** [Viaplay](#)

## North America



nickelodeon

DISCONTINUANCE ANNOUNCEMENT	
TVE	AVOD

### Nickelodeon

**Country:** United States of America

Nickelodeon's streaming app is on the brink of closure as Paramount prepares to shut down most of its streaming services. While the app is currently live, a notification within it advises users of the impending discontinuation. The recommendation is for viewers to explore Nickelodeon's shows and films through their television providers as an alternative.

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



vix

UPDATE		
SVOD	AVOD	ASVO D

### Vix

**Country:** United States of America

ViX will launch a new ad-supported premium tier in the U.S. later this year, offering subscribers access to premium content at a lower price point. The existing ViX Gratis, an ad-supported free tier, will continue to provide users with over 65,000 hours of content for free. ViX Premium, known for its premium content and live soccer leagues, will introduce an ad-supported version, enhancing affordability and access to premium content.

**Source:** [Business Wire](#)

Recently launched, announced and extended streaming services per continent.

## Asia



nowtv

NEW PLATFORM

SVOD

### Now TV

Country: Hong Kong

Now TV, the Hong Kong pay TV service, has launched a new streaming app, allowing subscribers to access selected channel packs without a set-top box. The app supports simultaneous viewing on two devices and provides flexibility for users across smart TVs, smartphones, and tablets.

Source: [Digital TV Europe](#)



nowlive

DISCONTINUED

AVOD

### NOW Live

Country: China

NOW Live, Tencent's live streaming and social platform, ceased operations on December 27<sup>th</sup> due to a business adjustment. New user registrations and web platform operations stopped on December 5<sup>th</sup>, and on December 11<sup>th</sup>, specific platform activities were removed. Users lost access to NOW Live products and services on December 26<sup>th</sup>.

Source: [pandaily](#)

Recently launched, announced and extended streaming services per continent.

## Africa



showmax

RELAUNCH ANNOUNCEMENT

TVE

### Showmax

Country: Africa

Showmax, Multichoice's streaming service, is set to undergo a relaunch in February, featuring updated subscription plans that now include sports. The revamp includes a fresh appearance and a new app. Furthermore, the relaunch will introduce 21 Showmax Originals movies to enhance the content offering.

Source: [Digital TV Europe](#)

## Global



plex

UPDATE

SVOD

AVOD

TVOD

### Plex

**Country:** Global

Plex, a popular media server and ad-supported content platform, is set to introduce a movie and TV show store in early February. The new store, featuring a transaction revenue model, will integrate seamlessly with Plex's existing features. This marks a substantial expansion for Plex and a strategic move in the competitive digital entertainment landscape.

**Source:** [The Verge](#)



barretjackson

NEW PLATFORM

FVOD

### Barrett-Jackson

**Country:** Global

Endeavor Streaming has successfully launched a streaming service showcasing Barrett-Jackson auto auctions. Endeavor Streaming, known for delivering direct-to-consumer offerings for various events, aims to create a global destination for car enthusiasts using its Vesper platform

**Source:** [Barrett-Jackson](#)



primevideo

UPDATE

SVOD

TVOD

ASVOD

### Prime Video

**Country:** United States of America, United Kingdom of Great Britain and Northern Ireland, Canada, Germany

Prime Video is launching an ad-supported service on January 29 with an option for subscribers to opt-out of ads for an additional \$2.99 per month. This move aims to support content investment. Priced at \$14.99 monthly or \$139 annually, the ad-supported Prime Video promises fewer ads than traditional TV and other streaming services.

**Source:** [Media Play News](#)



tnaplus

NEW PLATFORM

SVOD

### TNA+

**Country:** Global

TNA Wrestling launched its on-demand streaming service, TNA+, on January 5. Powered by Endeavor Streaming through a multi-year deal, TNA+ aims to enhance user experience across streaming platforms, mobile, and connected devices. The partnership seeks to scale TNA+'s business operations, grow its fan base, and increase digital revenues by leveraging Endeavor's experience with major sports organizations worldwide.

**Source:** [Sports Video Group](#)

Recently launched, announced and extended streaming services per continent.

## Global



**SUPER LEAGUE +**

superleagueplus

NEW PLATFORM

SVOD

### Superleague+

Country: Global

Rugby League Commercial has launched Super League+, a global streaming service in partnership with IMG. Starting January 23, all 167 men's Super League games in 2024 can be streamed live worldwide. Super League+ will also include exclusive fan content like highlights, archive material, player features, and original programming.

Source: [Love Rugby League](#)



pokemontv

DISCONTINUANCE ANNOUNCEMENT

FVOD

### Pokémon TV

Country: Global

The Pokémon TV app, ending its free streaming service in March 2024, has been removed from digital stores. Users who downloaded it before January 8 can continue to watch content online and offline until the service concludes.

Source: [IGN](#)



wbtv

ANNOUNCED

FVOD

### WBTV

Country: Global

Warner Bros. Discovery is in the process of developing a complimentary streaming platform. The upcoming WBTV service is set to feature an extensive library of content, drawing from Discovery, Scripps, and Warner Bros. programs. The service aims to entice subscribers to Max by offering a curated selection of both classic and recent shows. The emphasis is expected to be on leveraging older content, providing a revenue stream, and serving as a promotional tool.

Source: [Cord Cutters News](#)

# BB Media

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

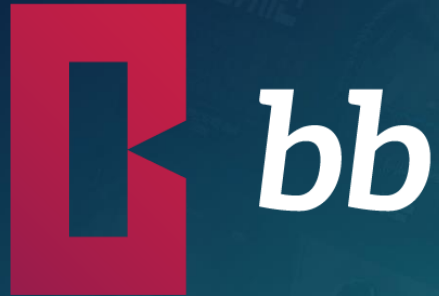
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