

July 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.



FREE MONTHLY SUMMARY

Variables covered per country

- ✓ Type of launch.
- ✓ Revenue model.
- ✓ Web page.
- ✓ Region and country.
- ✓ Streaming service name.
- ✓ Streaming service logo.

FULL DATABASE

More variables covered per country

- ✓ Presence by country.
- ✓ Content type.
- ✓ Services with Ads.
- ✓ Launch date per country.
- ✓ Owner.
- ✓ Social media feeds.

05 **Europe**

Expansion

Shadowz (Spain)

Tubi (United Kingdom of Great Britain and Northern Ireland)

Rename

Channel 4 (United Kingdom of Great Britain and Northern Ireland)

New Platform

CUTV (United Kingdom of Great Britain and Northern Ireland)

Update

Netflix (United Kingdom of Great Britain and Northern Ireland)

07 **North America**

Rename

Hallmark Movies Now (United States of America)

Announced

Victory+ (United States of America)

Discontinued

Caffeine TV (United States of America)

New Platform

LHN (United States of America)

HerdZone+ (United States of America)

New Platform

Netflix (Canada)

09 **Latin America & The Caribbean**

Updates

Fox Corporation (Mexico)

Rename

TV Pública (Argentina)

Discontinuance Announcement

Estadio TNT Sports (Chile)

Discontinued

Contar (Argentina)

10 **Africa**

New Platform

Freevision Play (South Africa)

11 **Global**

Announced

CNN (Global)

EUROPE



shadowwz

EXPANSION

SUBSCRIPTION

Shadowz

Country: Spain

The French platform Shadowz, specialized in horror films, arrives in Spain with a catalog of 150 titles. With 40,000 subscribers and 300,000 users in France, it offers classics, cult films, and short films, as well as weekly premieres and two original productions per month. The service costs 4.99 euros per month or 49 euros annually.

Source: [Audiovisual451](#)



tubi

EXPANSION

FREE WITH ADS

Tubi

Country: United Kingdom of Great Britain and Northern Ireland

Fox Corporation is expanding Tubi, its free, ad-supported video streaming service, into the UK's competitive market, where it will compete with Netflix, Disney+, and others. Tubi, with nearly 80 million monthly users in the US, will offer over 20,000 films and TV series. UK users can access Tubi on its website, via a smartphone app, and on smart TVs.

Source: [BBC](#)



channel4

RENAME

SUBSCRIPTION

FREE WITH ADS

Channel 4

Country: United Kingdom of Great Britain and Northern Ireland

Channel 4 rebranded as "Channel 4th" to encourage voting in the final days of the General Election campaign. Developed by the in-house agency 4creative, the campaign included changes to the channel's on-air graphics and a "vote on the 4th" message on its London office building.

Source: [Audiovisual451](#)



cutv

NEW PLATFORM

SUBSCRIPTION

TRANSACTIONAL

CUTV

Country: United Kingdom of Great Britain and Northern Ireland

Carlisle United launched CUTV, replacing iFollow with Endeavor Streaming's Vesper platform. CUTV offers live matches, press conferences, and fans' forums for international and UK fans. A £4.99 monthly subscription includes exclusive interviews, match highlights, and full replays, while short highlights and post-match interviews remain free on social media.

Source: [Cumbriacrack](#)

EUROPE

**NETFLIX**

netflix

UPDATE

SUBSCRIPTION WITH ADS

SUBSCRIPTION

Netflix

Country: United Kingdom of Great Britain and Northern Ireland

Netflix is ending its cheapest ad-free tier for existing subscribers, starting with Canada and the UK. Affected users must choose between the \$6.99 ad-supported plan, the \$15.49 ad-free plan, or the \$22.99 ad-free 4K plan. This move follows Netflix's January announcement and aims to shift more users to the ad-supported tier.

Source: [TheVerge](#)

NORTH AMERICA



hallmarkmoviesnow

RENAME

SUBSCRIPTION

Hallmark Movies Now

Country: United States of America

Hallmark Movies Now will rebrand as Hallmark+ in mid-September, offering ad-free viewing and retail benefits. Plans will start at \$7.99 per month or \$79.99 per year, including exclusive rewards like store coupons and eCards. Hallmark+ is set to roll out fresh content, including new genres and formats for Hallmark Media.

Source: [Variety](#)



victoryplus

ANNOUNCED

SUBSCRIPTION

VICTORY+

Country: United States of America

The Dallas Stars announced they will stream all regional games for free starting next season through the new VICTORY+ Sports Network, created in a seven-year deal with A Parent Media Co. Inc. The service, available on smart TVs, tablets, and smartphones from September 2024, will serve fans in Texas, Oklahoma, Louisiana, and Arkansas.

Source: [Fox4News](#)



caffeinetv

DISCONTINUED

SUBSCRIPTION

Caffeine TV

Country: United States of America

LIV Golf's streaming partner, Caffeine TV, shut down on June 26th due to profitability issues, impacting the league with six events left. This leaves LIV Golf seeking a new streaming partner. U.S. viewers can still watch on the CW Network, CW app, and globally on LIV Golf Plus and YouTube.

Source: [IrishGolfer](#)



lnh

NEW PLATFORM

FREE WITH ADS

LHN (Longhorn Network)

Country: United States of America

The University of Texas has launched its revamped Longhorn Network (LHN) as a live and on-demand streaming service on July 1. Powered by Endeavor Streaming and Learfield Studios, it offers original content, live programming, and major games from the past decade. The free app is available on mobile devices, computers, and connected TVs.

Source: [Learfield](#)

NORTH AMERICA



heardzoneplus

NEW PLATFORM

SUBSCRIPTION

HerdZone+

Country: United States of America

Marshall Athletics has launched HerdZone+, a streaming service for Herd fans. It offers press conferences, podcasts, archived content, and original programming on major streaming platforms, apps, and web browsers. The service costs \$9.99 per month or \$99.99 annually.

Source: [WchsTV](#)



netflix

UPDATE

SUBSCRIPTION WITH ADS

SUBSCRIPTION

Netflix

Country: Canada

Netflix is ending its cheapest ad-free tier for existing subscribers, starting with Canada and the UK. Affected users must choose between the \$6.99 ad-supported plan, the \$15.49 ad-free plan, or the \$22.99 ad-free 4K plan. This move follows Netflix's January announcement and aims to shift more users to the ad-supported tier.

Source: [TheVerge](#)

LATIN AMERICA & THE CARIBBEAN



foxcorporation

UPDATE

Fox Corporation

Country: Mexico

The Mexican IFT approved Fox Corporation's acquisition of Fox Sports Mexico. Previously, regulators required Disney to exclude Fox Sports from their deal to avoid content concentration. Fox Sports Mexico holds rights to major events like Formula 1, UFC, NFL, MLB, and Mexican soccer.

Source: [GrupoIsos](#)



tvpublica

RENAME

FREE WITH ADS

TV Pùblica

Country: Argentina

The Argentine government rebranded the state-owned TV channel as Argentina TV with the motto "La ves en todo el país." The launch is expected on July 22. The channel will also introduce new programs and private productions.

Source: [TaviLatam](#)



estadiotntsports

DISCONTINUANCE ANNOUNCEMENT

SUBSCRIPTION

TV EVERYWHERE

Estadio TNT Sports

Country: Chile

Warner Bros. Discovery (WBD) announced on July 9 that it will shut down its Estadio TNT Sports streaming platform in Chile. Starting July 15, all TNT Sports content, including live local football matches, will be available on the OTT service Max. TNT Sports content will be offered as an add-on package on Max for CLP 13,990 (about USD 15.3) per month.

Source: [TaviLatam](#)



contar

DISCONTINUED

FREE

Contar

Country: Argentina

The Argentine government has permanently shut down the state-owned streaming platform Cont.ar, cutting access to over 5,000 hours of national content. Officials cited high costs and plans to centralize content on a commercial platform. The move has drawn criticism for restricting access to cultural content.

Source: [Cambio2000](#)

AFRICA



freevisionplay

NEW PLATFORM

FREE

Freevision Play

Country: South Africa

Sentech launched Freevision Play, a free streaming platform for local TV and South African channels. Accessible on smartphones, tablets, smart TVs, and a website, it competes with SABC+ and Openview. The platform offers TV and radio channels, including Soweto TV and Cape Town TV, providing educational and entertainment content.

Source: [BroadbandTVNews](#)

GLOBAL



cnn

ANNOUNCED

SUBSCRIPTION

CNN

Country: Global

CNN will launch a new paid streaming service by the end of 2024. The \$1 billion-plus subscription product will offer essential news and analysis. CNN will also merge its U.S., international, and global digital newsrooms into one organization.

Source: [JapanToday](#)

ABOUT BB MEDIA

Award Winning Data Science Company, specialized in Media & Entertainment for over 36 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.



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