

March 2025

# 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 streaming services from different regions. It gives you a technical data sheet of all streaming services in existence. Platform Essentials covers over +121K 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 **Latin America**

*Expansion*

Apple TV+ (Mexico, Chile, Brazil, Colombia)

*Rebrand*

Newco Play (Brazil)

*Update*

Disney+ (Brazil, Colombia)

*Update Announcement*

DGO (LATAM)

## 06 **North America**

*New Platform*

Reelz+ (United States of America)

## 07 **Asia**

*Expansion Announcement*  
**Max (Turkey)**

## 08 **Europe**

*Rebrand*  
**5 (United Kingdom of Great Britain and Northern Ireland)**  
*New Platform*  
**ZDF (Germany)**  
**One Play (Czech Republic)**  
*Expansion*  
**Apple TV+ (Italy, Spain, Germany, Austria)**

# LATIN AMERICA



appletvplus

EXPANSION

SUBSCRIPTION

## Apple TV+

**Country:** Mexico, Chile, Colombia & Brazil

Apple TV+ and Amazon Prime Video have partnered in Latin America, allowing Prime Video users to subscribe to Apple TV+ directly through the Channels section. This deal, first launched in the U.S. in October 2024, has now expanded to Brazil, Colombia, Chile, and Mexico. The subscription costs around USD \$3.90, matching the price on Apple's platform.

Source: [Tavi Latam](#)



newcoplay

REBRAND

FREE WITH ADS

## Newco Play

**Country:** Brazil

Newco Pay TV has rebranded its streaming service from *New Brasil Plus* to **Newco Play**, reflecting its evolution and commitment to the future of entertainment. The platform offers over 40 channels, including New Brasil, Band, BandSports, and more, with a focus on Brazilian and international content.

Source: [SenalNews](#)



disneyplus

UPDATE

SUBSCRIPTION

SUBSCRIPTION WITH ADS

## Disney+

**Country:** Brazil & Colombia

Disney+ now offers its Standard Plan with Ads directly on [Disneyplus.com](#), allowing users to subscribe independently without needing an operator or third party. This plan includes content from Disney, Pixar, Marvel, Star Wars, National Geographic, and ESPN, with ads. The price is USD \$5.98 USD per month in Colombia and USD \$4.74 per month in Brazil

Source: [SenalNews + Prices, Plans & Bundles](#)



dgo

UPDATE ANNOUNCEMENT

FREE

SUBSCRIPTION

TV EVERYWHERE

## DGO

**Country:** LATAM

Vrio Corporation, parent of DIRECTV Latin America and SKY Brasil, has partnered with Amazon to offer DIRECTV and DGO subscribers bundles including Prime Video and Prime Gaming. The deal starts in April in Argentina and Chile, expanding to other countries by May.

Source: [TvLatina](#)

# NORTH AMERICA



reelzplus

NEW PLATFORM

SUBSCRIPTION

TV EVERYWHERE

## Reelz+

**Country:** United States of America

REELZ+ launches on March 21st for USD \$5 per month, offering on-demand access to shows like "On Patrol: Live" and live streaming of the REELZ channel. There's also a USD \$50 annual subscription offer. Existing cable subscribers can use REELZ+ for free.

Source: [TheStreamable](#)

# ASIA



max

- EXPANSION ANNOUNCEMENT
- SUBSCRIPTION
- SUBSCRIPTION WITH ADS
- TV EVERYWHERE


## Max

**Country:** Turkey

Max, Warner Bros. Discovery's premium streaming service, will launch in Turkey on April 15th, rebranding BluTV. The service will offer a mix of local Turkish originals, HBO and Max content. This expansion marks Max's 77th territory. The move taps into Turkey's large population, aiming to attract millions of new subscribers.

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

# EUROPE



**5**  
**Country:** United Kingdom of Great Britain and Northern Ireland


Channel 5 has rebranded My5 as "5," merging its linear content with Paramount shows like CBS and MTV. The platform features 15 FAST channels and expanded availability across devices. The relaunch aims to boost ad revenue, enhance user experience, and offer more original UK programming.

five

REBRAND

FREE WITH ADS

Source: [VideoWeek](#)



**ZDF**  
**Country:** Germany

German public broadcaster ZDF has revamped ZDFmediathek into an intuitive streaming portal focused on user preferences, with improved navigation, algorithm-based content recommendations, and better metadata for easier access. The portal is optimized for smart TVs, supports accessibility, and integrates content from ARD. Future plans include participation features and cross-platform user profiles.

zdf

NEW PLATFORM

FREE

Source: [BroadbandTVNews](#)



**One Play**  
**Country:** Czech Republic

Oneplay, launched on March 10th from the merger of Voyo and O2 TV, offers multiple subscription plans starting at USD \$8.62/month. It provides access to live TV, a vast library of films and series, and sports coverage. The service is available across various devices with simultaneous streaming on multiple screens for higher-tier plans.

oneplay

NEW PLATFORM

SUBSCRIPTION

Source: [Letemsvetemapple](#)



**Apple TV+**  
**Country:** Italy, Spain, Germany & Austria

Apple TV+ and Amazon Prime Video have partnered in Europe, allowing Prime Video users to subscribe to Apple TV+ directly through the Channels section. This deal, first launched in the U.S. in October 2024, has now expanded to Italy, Spain, Germany, and Austria. The subscription costs around USD \$3.90, matching the price on Apple's platform.

appletvplus

EXPANSION

SUBSCRIPTION

Source: [Tavi Latam](#) + Prices, Plans & Bundles



# DISCOVER THE STREAMING SERVICES DIRECTORY

The first and only guide covering +1.5K platforms, in 250 countries and territories, along with +50 insightful variables!

Navigate every streaming service in existence. Learn about coverage, business models, commercial offering, user base, available titles and top demanded Movies and TV shows.

[CLICK HERE!](#)



## ABOUT BB MEDIA

Award Winning Data Science Company, specialized in Media & Entertainment for over 37 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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